



ST.PETE CLEARWATER

Executive Sales

FY 2021 BUDGET WORKSHOP



Executive Sales FY 2021 Budget Summary

Registrations & Travel

(25) Trade Shows/Conferences \$50,300

(2) Sales Missions/Promotions \$3,200

Total Registrations & Travel \$53,500

Professional Development \$6,380

Total Budget Request \$59,880

FY20 Budget \$159,910

Variance* -63%

*Variance due to Covid-19 reductions.





Executive Sales						
FY 2021 Budget Request						
Trade Shows / Conferences						
		Location	Dates	Registrations & Travel	Professional Development	Total
Florida Huddle	SH	Orlando, FL	January	\$1,500		\$1,500
Destinations Florida - Tourism Day	SH	Tallahassee, FL	March	\$1,200	\$150	\$1,350
SXSW (paid registration carried over to 2021)	TR	Austin , TX	March	\$0	\$0	\$0
ACES Fall Conference	TR	Colorado Springs, CO	April	\$1,500		\$1,500
Destinations International - CEO Summit	SH	TBD	April	\$2,500	\$1,400	\$3,900
Sports ETA (NASC) Summit	TR	TBD	April	\$1,200	\$500	\$1,700
US Travel - DC Week/Spring Board Meeting	SH	Washington, DC	April	\$1,500		\$1,500
US Travel - Fall Board Meeting	SH	New York, NY	April	\$1,500		\$1,500
Florida Sports Summit	TR	TBD	May	\$700		\$700
Fla. Sports Foundation - Roundtable (x4)	TR	TBD	Various	\$5,700		\$5,700
ISC - Int'l Sports Conv.w/FSF (paid reg. carried to 2021)	TR	London, UK	June	\$5,000		\$5,000
US Travel - IPW	SH	Washington, DC	June	\$2,500		\$2,500
US Travel - Summer Board Meeting	SH	Colorado Springs, CO	July	\$2,000		\$2,000
Connect Marketplace/ Connect Sports (2)	SH/TR	TBD	August	\$4,800		\$4,800
ESTO (complimentary registration) (2)	SH/TR	TBD	August	\$4,000		\$4,000
Florida Hall of Fame Sports BOD meeting (x2)	TR	TBD	August	\$1,000		\$1,000
Visit Florida - Gov Conference	SH/TR	Hollywood, FL	August	\$1,200	\$630	\$1,830
NASC 4S Summit	TR	Providence, RI	October	\$1,200	\$1,000	\$2,200
SBJ - Sports Marketing Symposium	TR	New York City, NY	October	\$1,200		\$1,200
Destinations International - Advocacy Summit	SH	TBD	November	\$1,500	\$1,400	\$2,900





Executive Sales						
FY 2021 Budget Request						
Trade Shows / Conferences						
		Location	Dates	Registrations & Travel	Professional Development	Total
TEAMS Conference (invited to speak)	TR	Houston, TX	November	\$1,200		\$1,200
Visit Florida Leadership Summit	SH/TR	Orlando, FL	November	\$1,200	\$500	\$1,700
World Travel Market	SH	London	November	\$4,000		\$4,000
Sport Accord Pan-America	TR	Ft Lauderdale, FL	December	\$1,000	\$500	\$1,500
Destinations Florida - Annual Meeting	SH	TBD	TBD	\$1,200	\$300	\$1,500
Total Trade Shows / Conferences				\$50,300	\$6,380	\$56,680
Sales Missions/Promotions						
PASO (Pan American Sports Org.)	TR	Miami, FL	October	\$1,500		\$1,500
USOC/NGB	TR	Colorado Springs, CO	October	\$1,700		\$1,700
Total Sales Missions/Promotions				\$3,200		\$3,200
Totals				\$53,500	\$6,380	\$59,880
				Total Budget Request		\$59,880

