## Visit St. Pete Clearwater FY 2022 Budget June 2022

Resouces		June	Oct - June	FY22	Remaining	% of
TDT   Dr   Dr   Dr   Dr   Dr   Dr   Dr		Actuals	Actuals	Budget	Budget	Budget
TDT Unpledged	Resouces					
TDT 4th Cent	TDT Pledged	\$905,437	\$4,874,871	\$5,588,370	\$713,499	87.23%
TDT 5th Cent         \$1,811,961         \$9,755,594         \$11,183,420         \$1,427,826         87.23%           TO tal Taxes         \$10,869,590         \$58,521,858         \$67,087,130         \$6,565,272         87.23%           Interest         \$10,869,590         \$58,521,858         \$67,087,130         \$6,565,272         87.23%           Love Pevenue - Cooperative Sales         \$40,251         \$284,732         \$194,750         \$69,982         146,20%           Fund Balance Beginning of Fiscal Year         \$40,251         \$284,732         \$194,750         \$69,982         146,20%           Total Resources         \$10,909,841         \$59,097,091         \$132,627,720         \$73,530,629         44.56%           Total Personal Services         \$310,669         \$3,010,665         \$5,366,070         \$2,355,405         56.11%           Operating Expenses         \$41,90         \$862,147         \$1,176,940         \$314,793         73.25%           Other Contractual Services         \$41,90         \$862,147         \$1,176,940         \$314,793         73.25%           Intergovernmental Services         \$41,90         \$862,147         \$1,176,940         \$314,793         73.25%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100	TDT Unpledged	\$4,528,271	\$24,380,206	\$27,948,500	\$3,568,294	87.23%
TDT 6th Cent	TDT 4th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
Total Taxes         \$10,869,590         \$58,521,858         \$67,087,130         \$8,565,272         87.23%           Interest         \$0         \$290,501         \$29,630         \$197,871         313.61%           CVB Revenue - Cooperative Sales         \$40,251         \$284,732         \$194,750         \$89,982         146.20%           Fund Balance Beginning of Fiscal Year         \$0         \$0,909,000         \$132,627,720         \$73,530,629         44.56%           Total Resources         \$10,909,841         \$59,997,001         \$132,627,720         \$73,530,629         44.56%           Total Personal Services         \$310,669         \$3,010,665         \$5,366,070         \$2,355,405         56.11%           Operating Expenses           Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73,25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74,68%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74.81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$8,822         64.71%           Office Supplies         \$935         \$11,900	TDT 5th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
Interest   S0   \$290,501   \$92,630   \$197,871   \$131,61%   CVB Revenue - Cooperative Sales   \$40,251   \$284,732   \$194,750   \$-\$89,982   146,20%   Fund Balance Beginning of Fiscal Year   \$10,909,841   \$59,097,091   \$132,627,720   \$73,530,629   \$44,56%   \$70   \$10,909,841   \$59,097,091   \$132,627,720   \$73,530,629   \$44,56%   \$70   \$10,909,841   \$59,097,091   \$132,627,720   \$73,530,629   \$44,56%   \$70   \$10,909,841   \$59,097,091   \$132,627,720   \$73,530,629   \$44,56%   \$70   \$10   \$10,909,841   \$59,097,091   \$132,627,720   \$73,530,629   \$44,56%   \$70   \$10	TDT 6th Cent	\$1,811,961	\$9,755,594	\$11,183,420	\$1,427,826	87.23%
CVB Revenue - Cooperative Sales Fund Balance Beginning of Fiscal Year         \$40,251         \$284,732         \$194,750         \$89,982         146,20%           Total Resources         \$10,909,841         \$59,097,091         \$132,627,720         \$73,530,629         44.56%           Total Personal Services         \$310,669         \$3,010,665         \$5,366,070         \$2,355,405         56.11%           Operating Expenses           Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73,25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74,68%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74,81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42,31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64,71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39,67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$51,180         \$62,626%           Shipping/Pestage/Communications	Total Taxes	\$10,869,590	\$58,521,858	\$67,087,130	\$8,565,272	87.23%
Fund Balance Beginning of Fiscal Year Total Resources \$10,909,841 \$59,097,091 \$132,627,720 \$73,530,629 \$44.56%  Total Personal Services \$310,669 \$3,010,665 \$5,366,070 \$2,355,405 \$6.11%    Operating Expenses	Interest	\$0	\$290,501	\$92,630	-\$197,871	313.61%
Total Resources         \$10,909,841         \$59,097,091         \$132,627,720         \$73,530,629         44.56%           Total Personal Services         \$310,669         \$3,010,665         \$5,366,070         \$2,355,405         56.11%           Operating Expenses           Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73.25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74,68%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74.81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$6,822         64,71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39,67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8,03%           Training & Education         \$7,000         \$12,410         \$50,200         \$31,286         \$62,62%           Shipping/Postage/Communications         \$4,142         \$46,294         \$127,580 <td< td=""><td>• • • • • • • • • • • • • • • • • • •</td><td></td><td></td><td></td><td></td><td></td></td<>	• • • • • • • • • • • • • • • • • • •					
Total Personal Services	Fund Balance Beginning of Fiscal Year	\$0	\$0	\$65,253,210	\$65,253,210	0.00%
Operating Expenses           Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73.25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74.68%           Rents and Leases         \$327,792         \$297,540         \$397,730         \$100,190         74.81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64.71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	Total Resources	\$10,909,841	\$59,097,091	\$132,627,720	\$73,530,629	44.56%
Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73.25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74,68%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74,81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64,71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000         \$0         \$16,766         \$2,980         \$13,786         562,62%           Shipping/Postage/Communications         \$4,142         \$46,294         \$127,580         \$81,286         36.29%           Travel         \$27,333         \$134,956         \$445,200         \$31,026         \$31,026           Total Operating Expenses	Total Personal Services	\$310,669	\$3,010,665	\$5,366,070	\$2,355,405	56.11%
Other Contractual Services         \$4,190         \$862,147         \$1,176,940         \$314,793         73.25%           Intergovernmental Services         \$95,936         \$864,628         \$1,157,830         \$293,202         74,68%           Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74,81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64,71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	Operating Expenses					
Intergovernmental Services		\$4,190	\$862,147	\$1,176,940	\$314,793	73.25%
Rents and Leases         \$32,792         \$297,540         \$397,730         \$100,190         74.81%           Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64.71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	Intergovernmental Services					74.68%
Repairs and Maintenance         \$266         \$3,808         \$9,000         \$5,192         42.31%           Printing         \$0         \$16,178         \$25,000         \$8,822         64.71%           Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	<u> </u>		\$297,540		\$100,190	74.81%
Office Supplies         \$935         \$11,900         \$30,000         \$18,100         39.67%           Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24,72%           PC & Equip Purchases < \$5,000	Repairs and Maintenance	\$266		\$9,000	\$5,192	42.31%
Credit Card Fees/Recognition Program         \$18         \$449         \$5,600         \$5,151         8.03%           Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24,72%           PC & Equip Purchases < \$5,000	Printing	\$0	\$16,178	\$25,000	\$8,822	64.71%
Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	Office Supplies	\$935	\$11,900	\$30,000	\$18,100	39.67%
Training & Education         \$7,000         \$12,410         \$50,200         \$37,790         24.72%           PC & Equip Purchases < \$5,000	Credit Card Fees/Recognition Program	\$18	\$449	\$5,600	\$5,151	8.03%
Shipping/Postage/Communications         \$4,142         \$46,294         \$127,580         \$81,286         36.29%           Travel         \$27,333         \$134,956         \$445,200         \$310,244         30.31%           Associations/Memberships         \$44,542         \$166,602         \$203,190         \$36,588         81.99%           Capital Outlay           Capital Outlay Equip/PCs > \$5,000         \$0         \$0         \$3,000         \$3,000         0.00%           Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35,29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601	Training & Education	\$7,000	\$12,410	\$50,200	\$37,790	24.72%
Travel         \$27,333         \$134,956         \$445,200         \$310,244         30.31%           Associations/Memberships         \$44,542         \$166,602         \$203,190         \$36,588         81.99%           Total Operating Expenses         \$217,153         \$2,433,679         \$3,631,250         \$1,197,571         67.02%           Capital Outlay           Capital Outlay Equip/PCs > \$5,000         \$0         \$0         \$3,000         \$3,000         0.00%           Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35,29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31,00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601	PC & Equip Purchases < \$5,000	\$0	\$16,766	\$2,980	-\$13,786	562.62%
Associations/Memberships	Shipping/Postage/Communications	\$4,142	\$46,294	\$127,580	\$81,286	36.29%
Capital Outlay         \$217,153         \$2,433,679         \$3,631,250         \$1,197,571         67.02%           Capital Outlay Equip/PCs > \$5,000         \$0         \$0         \$3,000         \$3,000         0.00%           Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35.29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research <t< td=""><td></td><td></td><td>\$134,956</td><td>\$445,200</td><td>\$310,244</td><td></td></t<>			\$134,956	\$445,200	\$310,244	
Capital Outlay           Capital Outlay Equip/PCs > \$5,000         \$0         \$0         \$3,000         \$3,000         0.00%           Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35.29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31% </td <td>Associations/Memberships</td> <td>\$44,542</td> <td>\$166,602</td> <td>\$203,190</td> <td>\$36,588</td> <td>81.99%</td>	Associations/Memberships	\$44,542	\$166,602	\$203,190	\$36,588	81.99%
Capital Outlay Equip/PCs > \$5,000         \$0         \$0         \$3,000         \$3,000         0.00%           Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35.29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997	Total Operating Expenses	\$217,153	\$2,433,679	\$3,631,250	\$1,197,571	67.02%
Total Operating, Personal Svcs, and Capital         \$527,822         \$5,444,343         \$9,000,320         \$3,555,977         60.49%           Promotional Expenses (Direct Programming)           Advertising & Marketing         \$787,674         \$5,081,119         \$14,400,000         \$9,318,881         35.29%           Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997,099         \$11,525,061         \$27,796,900         \$16,271,839         41.46%	Capital Outlay					
Promotional Expenses (Direct Programming)         Advertising & Marketing       \$787,674       \$5,081,119       \$14,400,000       \$9,318,881       35.29%         Elite Events       \$25,000       \$387,500       \$1,250,000       \$862,500       31.00%         Chambers Visitor Services Support       \$83,720       \$403,131       \$500,000       \$96,869       80.63%         Digital Marketing Contract       \$690,292       \$2,751,418       \$5,500,000       \$2,748,582       50.03%         International Sales       \$40,101       \$290,399       \$625,000       \$334,601       46.46%         Inquiry Services       \$0       \$22,500       \$90,000       \$67,500       25.00%         Direct Sales       \$311,446       \$1,909,672       \$4,575,400       \$2,665,728       41.74%         Research       \$58,865       \$679,323       \$856,500       \$177,177       79.31%         Total Promotional Expenses       \$1,997,099       \$11,525,061       \$27,796,900       \$16,271,839       41.46%	Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$3,000	\$3,000	0.00%
Advertising & Marketing \$787,674 \$5,081,119 \$14,400,000 \$9,318,881 35.29% Elite Events \$25,000 \$387,500 \$1,250,000 \$862,500 31.00% Chambers Visitor Services Support \$83,720 \$403,131 \$500,000 \$96,869 80.63% Digital Marketing Contract \$690,292 \$2,751,418 \$5,500,000 \$2,748,582 50.03% International Sales \$40,101 \$290,399 \$625,000 \$334,601 46.46% Inquiry Services \$0 \$22,500 \$90,000 \$67,500 25.00% Direct Sales \$311,446 \$1,909,672 \$4,575,400 \$2,665,728 41.74% Research \$58,865 \$679,323 \$856,500 \$177,177 79.31% Total Promotional Expenses \$1,997,099 \$11,525,061 \$27,796,900 \$16,271,839 41.46%	Total Operating, Personal Svcs, and Capital	\$527,822	\$5,444,343	\$9,000,320	\$3,555,977	60.49%
Advertising & Marketing \$787,674 \$5,081,119 \$14,400,000 \$9,318,881 35.29% Elite Events \$25,000 \$387,500 \$1,250,000 \$862,500 31.00% Chambers Visitor Services Support \$83,720 \$403,131 \$500,000 \$96,869 80.63% Digital Marketing Contract \$690,292 \$2,751,418 \$5,500,000 \$2,748,582 50.03% International Sales \$40,101 \$290,399 \$625,000 \$334,601 46.46% Inquiry Services \$0 \$22,500 \$90,000 \$67,500 25.00% Direct Sales \$311,446 \$1,909,672 \$4,575,400 \$2,665,728 41.74% Research \$58,865 \$679,323 \$856,500 \$177,177 79.31% Total Promotional Expenses \$1,997,099 \$11,525,061 \$27,796,900 \$16,271,839 41.46%	Promotional Expenses (Direct Programming)					
Elite Events         \$25,000         \$387,500         \$1,250,000         \$862,500         31.00%           Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997,099         \$11,525,061         \$27,796,900         \$16,271,839         41.46%			\$5,081,119	\$14,400,000	\$9,318,881	35.29%
Chambers Visitor Services Support         \$83,720         \$403,131         \$500,000         \$96,869         80.63%           Digital Marketing Contract         \$690,292         \$2,751,418         \$5,500,000         \$2,748,582         50.03%           International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997,099         \$11,525,061         \$27,796,900         \$16,271,839         41.46%	S S					31.00%
International Sales         \$40,101         \$290,399         \$625,000         \$334,601         46.46%           Inquiry Services         \$0         \$22,500         \$90,000         \$67,500         25.00%           Direct Sales         \$311,446         \$1,909,672         \$4,575,400         \$2,665,728         41.74%           Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997,099         \$11,525,061         \$27,796,900         \$16,271,839         41.46%	Chambers Visitor Services Support	\$83,720	\$403,131	\$500,000	\$96,869	80.63%
Inquiry Services	Digital Marketing Contract	\$690,292	\$2,751,418	\$5,500,000	\$2,748,582	50.03%
Direct Sales       \$311,446       \$1,909,672       \$4,575,400       \$2,665,728       41.74%         Research       \$58,865       \$679,323       \$856,500       \$177,177       79.31%         Total Promotional Expenses       \$1,997,099       \$11,525,061       \$27,796,900       \$16,271,839       41.46%	International Sales	\$40,101	\$290,399	\$625,000	\$334,601	46.46%
Research         \$58,865         \$679,323         \$856,500         \$177,177         79.31%           Total Promotional Expenses         \$1,997,099         \$11,525,061         \$27,796,900         \$16,271,839         41.46%	Inquiry Services	\$0	\$22,500	\$90,000	\$67,500	25.00%
Total Promotional Expenses \$1,997,099 \$11,525,061 \$27,796,900 \$16,271,839 41.46%	Direct Sales		\$1,909,672		\$2,665,728	
	Research	\$58,865	\$679,323	\$856,500	\$177,177	79.31%
Total Department Budget \$2,524,921 \$16,969,404 \$36,797,220 \$19,827,816 46.12%	Total Promotional Expenses	\$1,997,099	\$11,525,061	\$27,796,900	\$16,271,839	41.46%
	Total Department Budget	\$2,524,921	\$16,969,404	\$36,797,220	\$19,827,816	46.12%

## Visit St. Pete Clearwater FY 2022 Budget June 2022

	June Actuals	Oct - June Actuals	FY22 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$465,700	\$4,191,300	\$5,588,370	\$1,397,070	75.00%
Tax Collector	\$47,645	\$333,515	\$600,000		
Ending Fund Balance/Reserves Operating			\$47,344,580	\$47,344,580	0.00%
Ending Fund Balance/Reserves Capital			\$41,947,550	\$41,947,550	0.00%
Total Other	\$513,345	\$4,524,815	\$95,830,500	\$91,305,685	4.72%
Total TDT Fund Expenditures	\$3,038,266	\$21,494,219	\$132,627,720	\$111,133,501	16.21%
Total Resources	\$10,909,841	\$59,097,091	\$132,627,720	\$73,530,629	44.56%

Footnotes:

Finance Report - June 2022	FY22	YTD	
	Adopted	Expenditures	Expenses
Operating Expenses	Budget	Oct - June	in Process*
Personal Services	\$5,366,070	\$3,010,665	\$144,732
Other Contractual Services	\$1,176,940	\$862,147	\$4,520
Intergovernmental Services	\$1,157,830	\$864,628	\$95,936
Rents and Leases	\$397,730	\$297,540	\$33,670
Repairs and Maintenance	\$9,000	\$3,808	\$376
Printing	\$25,000	\$16,178	\$0
Office Supplies	\$30,000	\$11,900	\$1,498
Credit Card Fees/Recog. Program	\$5,600	\$449	\$976
Training & Education	\$50,200	\$12,410	\$6,645
PC Purchases/Equip < \$5,000	\$2,980	\$16,766	\$0
Shipping/Postage/Communications	\$127,580	\$46,294	\$14
Travel	\$445,200	\$134,956	\$30,765
Associations/Memberships	\$203,190	\$166,602	\$2,563
Capital Outlay Equip/PCs > \$5,000	\$3,000	\$0	\$6,712
Promotional Expenses			
Advertising & Marketing			
(includes BVK, promo items and			
dept. marketing support)	\$14,400,000	\$5,081,119	\$1,955,792
Elite Events	\$1,250,000	\$387,500	\$125,000
Chambers Visitor Services Support	\$500,000	\$403,131	\$0
Digital Marketing Contract	\$5,500,000	\$2,751,418	\$558,865
International Sales	\$625,000	\$290,399	\$0
Inquiry Services	\$90,000	\$22,500	\$0
Direct Sales	\$4,575,400	\$1,909,672	\$115,374
Research	\$856,500	\$679,323	\$25,000
Total Department	\$36,797,220	\$16,969,404	\$3,108,438

<sup>\*</sup> Approximate expenditures

Direct Sales Detail						
Department	FY22 Adopted Budget	YTD Expenditures Oct-June	% Expended			
Executive Sales	\$4,300	\$16,185	376%			
Sports	\$994,900	\$391,684	39%			
Film	\$999,700	\$569,192	57%			
Leisure	\$225,000	\$111,857	50%			
Digital	\$225,000	\$140,313	62%			
Meetings	\$908,500	\$395,592	44%			
Convention Services	\$715,000	\$189,814	27%			
Community & Brand Engagement	\$253,000	\$62,237	25%			
Latin America Sales	\$250,000	\$32,798	13%			
Totals	\$4,575,400	\$1,909,672	42%			