

Visit St. Pete Clearwater
FY 2023 Budget
January 2023

	January Actuals	Oct - Jan Actuals	FY23 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$481,407	\$1,028,271	\$7,582,970	\$6,554,699	13.56%
TDT Unpledged	\$2,407,614	\$5,142,590	\$37,923,880	\$32,781,290	13.56%
TDT 4th Cent	\$963,392	\$2,057,777	\$15,175,000	\$13,117,223	13.56%
TDT 5th Cent	\$963,392	\$2,057,777	\$15,175,000	\$13,117,223	13.56%
TDT 6th Cent	\$963,392	\$2,057,777	\$15,175,000	\$13,117,223	13.56%
Total Taxes	\$5,779,199	\$12,344,192	\$91,031,850	\$78,687,658	13.56%
Interest	\$19	\$767,591	\$102,790	-\$664,801	746.76%
CVB Revenue - Cooperative Sales	\$22,980	\$818,926	\$368,600	-\$450,326	222.17%
Fund Balance Beginning of Fiscal Year	\$0	\$0	\$121,800,650	\$121,800,650	0.00%
Total Resources	\$5,802,198	\$13,930,709	\$213,303,890	\$199,373,181	6.53%
Total Personal Services	\$310,044	\$1,149,690	\$5,741,450	\$4,591,760	20.02%
Operating Expenses					
Other Contractual Services	\$7,808	\$863,026	\$1,381,940	\$518,914	62.45%
Intergovernmental Services	\$98,349	\$393,600	\$1,191,600	\$798,000	33.03%
Rents and Leases	\$33,670	\$133,599	\$403,220	\$269,621	33.13%
Repairs and Maintenance	\$151	\$833	\$9,500	\$8,667	8.77%
Printing	\$0	\$1,766	\$25,000	\$23,234	7.06%
Office Supplies	\$1,160	\$4,162	\$30,000	\$25,838	13.87%
Credit Card Fees/Recognition Program	\$51	\$181	\$5,700	\$5,519	3.18%
Training & Education	\$2,790	\$3,335	\$81,850	\$78,515	4.07%
PC & Equip Purchases < \$5,000	\$0	\$0	\$23,040	\$23,040	0.00%
Shipping/Postage/Communications	\$3,999	\$29,750	\$183,580	\$153,830	16.21%
Travel	\$20,577	\$62,006	\$479,400	\$417,394	12.93%
Associations/Memberships	\$3,963	\$36,784	\$200,200	\$163,416	18.37%
Total Operating Expenses	\$172,517	\$1,529,041	\$4,015,030	\$2,485,989	38.08%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$15,549	\$15,968	\$50,000	\$34,032	31.94%
Total Operating, Personal Svcs, and Capital	\$498,110	\$2,694,699	\$9,806,480	\$7,111,781	27.48%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$7,947	\$1,060,217	\$15,865,000	\$14,804,783	6.68%
Elite Events	\$0	\$165,000	\$2,000,000	\$1,835,000	8.25%
Chambers Visitor Services Support	\$0	\$0	\$500,000	\$500,000	0.00%
Digital Marketing Contract	\$285,467	\$387,347	\$6,000,000	\$5,612,653	6.46%
International Sales	\$25,164	\$175,578	\$660,000	\$484,422	26.60%
Inquiry Services	\$0	\$7,669	\$30,000	\$22,331	25.56%
Direct Sales	\$222,216	\$934,923	\$5,568,700	\$4,633,777	16.79%
Research	\$53,825	\$252,220	\$905,650	\$653,430	27.85%
Total Promotional Expenses	\$594,619	\$2,982,954	\$31,529,350	\$28,546,396	9.46%
Total Department Budget	\$1,092,730	\$5,677,653	\$41,335,830	\$35,658,177	13.74%

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	January Actuals	Oct - Jan Actuals	FY23 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$0	\$2,337,870	\$9,351,450	\$7,013,580	25.00%
Tax Collector	\$44,648	\$89,296	\$600,000	\$510,704	14.88%
Ending Fund Balance/Reserves Operating			\$83,402,270	\$83,402,270	0.00%
Ending Fund Balance/Reserves Capital			\$78,264,340	\$78,264,340	0.00%
Total Other	\$44,648	\$2,427,166	\$171,968,060	\$169,540,894	1.41%
Total TDT Fund Expenditures	\$1,137,378	\$8,104,819	\$213,303,890	\$205,199,071	3.80%
Total Resources	\$5,802,198	\$13,930,709	\$213,303,890	\$199,373,181	6.53%

Footnotes:

Finance Report - January 2023		FY23	YTD	
Operating Expenses		Adopted Budget	Expenditures Oct - Jan	Expenses in Process*
Personal Services		\$5,741,450	\$1,149,690	\$163,423
Other Contractual Services		\$1,381,940	\$863,026	\$16,383
Intergovernmental Services		\$1,191,600	\$393,600	\$98,349
Rents and Leases		\$403,220	\$133,599	\$33,309
Repairs and Maintenance		\$9,500	\$833	\$567
Printing		\$25,000	\$1,766	\$0
Office Supplies		\$30,000	\$4,162	\$0
Credit Card Fees/Recog. Program		\$5,700	\$181	\$0
Training & Education		\$81,850	\$3,335	\$0
PC Purchases/Equip < \$5,000		\$23,040	\$0	\$0
Shipping/Postage/Communications		\$183,580	\$29,750	\$172
Travel		\$479,400	\$62,006	\$0
Associations/Memberships		\$200,200	\$36,784	\$0
Capital Outlay Equip/PCs > \$5,000		\$50,000	\$15,968	\$0
Promotional Expenses				
Advertising & Marketing (includes BVK, promo items and dept. marketing support)		\$15,865,000	\$1,060,217	\$1,985,313
Elite Events		\$2,000,000	\$165,000	\$39,750
Chambers Visitor Services Support		\$500,000	\$0	\$0
Digital Marketing Contract		\$6,000,000	\$387,347	\$368,451
International Sales		\$660,000	\$175,578	\$0
Inquiry Services		\$30,000	\$7,669	\$0
Direct Sales		\$5,568,700	\$934,923	\$154,151
Research		\$905,650	\$252,220	\$22,958
Total Department		\$41,335,830	\$5,677,653	\$2,882,827

* Approximate expenditures

Direct Sales Detail			
Department	FY23 Adopted Budget	YTD Expenditures Oct-Jan	% Expended
Executive Sales	\$7,500	\$15,644	209%
Sports & Events	\$895,500	\$139,153	16%
Film Commission	\$2,017,200	\$295,195	15%
Leisure Travel	\$229,100	\$57,469	25%
Digital & Communication	\$228,000	\$95,132	42%
Meetings & Conferences	\$939,700	\$194,137	21%
Conference Services	\$655,700	\$61,929	9%
Community & Brand Engagement	\$369,000	\$23,114	6%
Latin America Sales	\$227,000	\$53,150	23%
Totals	\$5,568,700	\$934,923	17%