

Visit St. Pete Clearwater
FY 2023 Budget
November 2022

	November Actuals	Oct - Nov Actuals	FY23 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$0	\$0	\$7,582,970	\$7,582,970	0.00%
TDT Unpledged	\$0	\$0	\$37,923,880	\$37,923,880	0.00%
TDT 4th Cent	\$0	\$0	\$15,175,000	\$15,175,000	0.00%
TDT 5th Cent	\$0	\$0	\$15,175,000	\$15,175,000	0.00%
TDT 6th Cent	\$0	\$0	\$15,175,000	\$15,175,000	0.00%
Total Taxes	\$0	\$0	\$91,031,850	\$91,031,850	0.00%
Interest	\$0	\$208,029	\$102,790	-\$105,239	202.38%
CVB Revenue - Cooperative Sales	\$24,050	\$24,124	\$368,600	\$344,476	6.54%
Fund Balance Beginning of Fiscal Year	\$0	\$0	\$121,800,650	\$121,800,650	0.00%
Total Resources	\$24,050	\$232,153	\$213,303,890	\$213,071,737	0.11%
Total Personal Services	\$325,829	\$538,679	\$5,741,450	\$5,202,771	9.38%
Operating Expenses					
Other Contractual Services	\$23,720	\$30,618	\$1,381,940	\$1,351,322	2.22%
Intergovernmental Services	\$98,349	\$196,698	\$1,191,600	\$994,902	16.51%
Rents and Leases	\$33,309	\$66,619	\$403,220	\$336,601	16.52%
Repairs and Maintenance	\$399	\$399	\$9,500	\$9,101	4.20%
Printing	\$0	\$356	\$25,000	\$24,644	1.42%
Office Supplies	\$898	\$898	\$30,000	\$29,102	2.99%
Credit Card Fees/Recognition Program	\$50	\$50	\$5,700	\$5,650	0.88%
Training & Education	\$545	\$545	\$81,850	\$81,305	0.67%
PC & Equip Purchases < \$5,000	\$0	\$0	\$23,040	\$23,040	0.00%
Shipping/Postage/Communications	\$2,430	\$19,418	\$123,580	\$104,162	15.71%
Travel	\$23,498	\$26,158	\$479,400	\$453,242	5.46%
Associations/Memberships	\$16,309	\$32,057	\$200,200	\$168,143	16.01%
Total Operating Expenses	\$199,507	\$373,816	\$3,955,030	\$3,581,214	9.45%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$50,000	\$50,000	0.00%
Total Operating, Personal Svcs, and Capital	\$525,336	\$912,495	\$9,746,480	\$8,833,985	9.36%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$1,500	\$4,586	\$15,865,000	\$15,860,414	0.03%
Elite Events	\$75,000	\$75,000	\$2,000,000	\$1,925,000	3.75%
Chambers Visitor Services Support	\$0	\$0	\$500,000	\$500,000	0.00%
Digital Marketing Contract	\$0	\$0	\$6,000,000	\$6,000,000	0.00%
International Sales	\$0	\$34,000	\$660,000	\$626,000	5.15%
Inquiry Services	\$0	\$7,500	\$90,000	\$82,500	8.33%
Direct Sales	\$159,282	\$214,789	\$5,568,700	\$5,353,911	3.86%
Research	\$84,803	\$197,284	\$905,650	\$708,366	21.78%
Total Promotional Expenses	\$320,585	\$533,159	\$31,589,350	\$31,056,191	1.69%
Total Department Budget	\$845,921	\$1,445,654	\$41,335,830	\$39,890,176	3.50%

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	November Actuals	Oct - Nov Actuals	FY23 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$779,290	\$1,558,580	\$9,351,450	\$7,792,870	16.67%
Tax Collector	\$0	\$0	\$600,000	\$600,000	0.00%
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	\$779,290	\$1,558,580	\$171,968,060	\$170,409,480	0.91%
Total TDT Fund Expenditures	\$1,625,211	\$3,004,234	\$213,303,890	\$210,299,656	1.41%
Total Resources	\$24,050	\$232,153	\$213,303,890	\$213,071,737	0.11%

Footnotes:

Finance Report - November 2022	FY23	YTD	
	Adopted	Expenditures	Expenses
Operating Expenses	Budget	Oct - Nov	in Process*
Personal Services	\$5,741,450	\$538,679	\$149,347
Other Contractual Services	\$1,381,940	\$30,618	\$19,333
Intergovernmental Services	\$1,191,600	\$196,698	\$98,349
Rents and Leases	\$403,220	\$66,619	\$33,309
Repairs and Maintenance	\$9,500	\$399	\$139
Printing	\$25,000	\$356	\$0
Office Supplies	\$30,000	\$898	\$2,103
Credit Card Fees/Recog. Program	\$5,700	\$50	\$80
Training & Education	\$81,850	\$545	\$2,790
PC Purchases/Equip < \$5,000	\$23,040	\$0	\$0
Shipping/Postage/Communications	\$183,580	\$19,418	\$2,565
Travel	\$479,400	\$26,158	\$25,802
Associations/Memberships	\$200,200	\$32,057	\$765
Capital Outlay Equip/PCs > \$5,000	\$50,000	\$0	\$0
Promotional Expenses			
Advertising & Marketing (includes BVK, promo items and dept. marketing support)	\$15,865,000	\$4,586	\$769,658
Elite Events	\$2,000,000	\$75,000	\$0
Chambers Visitor Services Support	\$500,000	\$0	\$0
Digital Marketing Contract	\$6,000,000	\$0	\$406,247
International Sales	\$660,000	\$34,000	(\$12,500)
Inquiry Services	\$30,000	\$7,500	\$169
Direct Sales	\$5,568,700	\$214,789	\$113,081
Research	\$905,650	\$197,284	\$43,731
Total Department	\$41,335,830	\$1,445,654	\$1,654,969

* Approximate expenditures

Direct Sales Detail			
Department	FY23	YTD	
	Adopted	Expenditures	% Expended
	Budget	Oct-Nov	
Executive Sales	\$7,500	\$6,000	80%
Sports	\$895,500	\$19,394	2%
Film	\$2,017,200	\$38,935	2%
Leisure	\$229,100	\$9,488	4%
Digital	\$228,000	\$19,191	8%
Meetings	\$939,700	\$99,660	11%
Convention Services	\$655,700	\$7,583	1%
Community & Brand Engagement	\$369,000	\$10,957	3%
Latin America Sales	\$227,000	\$3,582	2%
Totals	\$5,568,700	\$214,789	4%