

**Visit St. Pete Clearwater
FY 2022 Budget
September 2022**

	September Actuals	Oct - Sept Actuals	FY22 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$1,679,064	\$7,949,676	\$5,588,370	-\$2,361,306	142.25%
TDT Unpledged	\$8,397,335	\$39,757,923	\$27,948,500	-\$11,809,423	142.25%
TDT 4th Cent	\$3,360,144	\$15,908,895	\$11,183,420	-\$4,725,475	142.25%
TDT 5th Cent	\$3,360,144	\$15,908,895	\$11,183,420	-\$4,725,475	142.25%
TDT 6th Cent	\$3,360,144	\$15,908,895	\$11,183,420	-\$4,725,475	142.25%
Total Taxes	\$20,156,830	\$95,434,284	\$67,087,130	-\$28,347,154	142.25%
Interest	\$170,888	\$790,939	\$92,630	-\$698,309	853.87%
Net inc/decr in fair market value ¹	(\$2,656,455)	(\$2,656,455)	\$0	\$2,656,455	
CVB Revenue - Cooperative Sales	\$46,949	\$333,318	\$194,750	-\$138,568	171.15%
Fund Balance Beginning of Fiscal Year	\$0	\$0	\$65,253,210	\$65,253,210	0.00%
Total Resources	\$17,718,212	\$93,902,085	\$132,627,720	\$38,725,635	70.80%
Total Personal Services	\$392,108	\$4,128,890	\$5,366,070	\$1,237,180	76.94%
Operating Expenses					
Other Contractual Services	\$71,653	\$1,032,335	\$1,176,940	\$144,605	87.71%
Intergovernmental Services	\$96,691	\$1,158,045	\$1,157,830	-\$215	100.02%
Rents and Leases	\$33,670	\$398,064	\$397,730	-\$334	100.08%
Repairs and Maintenance	\$1,221	\$5,773	\$9,000	\$3,227	64.15%
Printing	\$857	\$24,730	\$25,000	\$270	98.92%
Office Supplies	\$1,755	\$16,564	\$30,000	\$13,436	55.21%
Credit Card Fees/Recognition Program	\$1,382	\$1,982	\$5,600	\$3,618	35.39%
Training & Education	\$1,557	\$21,537	\$50,200	\$28,663	42.90%
PC & Equip Purchases < \$5,000	\$0	\$16,766	\$2,980	-\$13,786	562.62%
Shipping/Postage/Communications	\$17,979	\$72,770	\$127,580	\$54,810	57.04%
Travel	\$53,362	\$229,562	\$445,200	\$215,638	51.56%
Associations/Memberships	\$26,423	\$196,617	\$203,190	\$6,573	96.77%
Total Operating Expenses	\$306,550	\$3,174,746	\$3,631,250	\$456,504	87.43%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$5,105	\$11,817	\$3,000	-\$8,817	393.91%
Total Operating, Personal Svcs, and Capital	\$703,763	\$7,315,453	\$9,000,320	\$1,684,867	81.28%
Promotional Expenses (Direct Programming)					
Advertising & Marketing ²	\$4,801,546	\$13,324,683	\$14,400,000	\$1,075,317	92.53%
Elite Events	\$0	\$808,600	\$1,250,000	\$441,400	64.69%
Chambers Visitor Services Support	\$66,338	\$499,715	\$500,000	\$285	99.94%
Digital Marketing Contract	\$1,619,346	\$5,344,425	\$5,500,000	\$155,575	97.17%
International Sales	\$103,616	\$543,728	\$625,000	\$81,272	87.00%
Inquiry Services	\$127	\$30,127	\$90,000	\$59,873	33.47%
Direct Sales	\$1,364,905	\$3,924,715	\$4,575,400	\$650,685	85.78%
Research	\$59,590	\$843,913	\$856,500	\$12,587	98.53%
Total Promotional Expenses	\$8,015,468	\$25,319,906	\$27,796,900	\$2,476,994	91.09%
Total Department Budget	\$8,719,232	\$32,635,359	\$36,797,220	\$4,161,861	88.69%

**Visit St. Pete Clearwater
FY 2022 Budget
September 2022**

	September Actuals	Oct - Sept Actuals	FY22 Budget	Remaining Budget	% of Budget
Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$465,670	\$5,588,370	\$5,588,370	\$0	100.00%
Tax Collector	\$106,972	\$535,777	\$600,000	\$64,223	89.30%
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	\$572,642	\$6,124,147	\$95,830,500	\$89,706,353	6.39%
Total TDT Fund Expenditures	\$9,291,874	\$38,759,506	\$132,627,720	\$93,868,214	29.22%
Total Resources	\$17,718,212	\$93,902,085	\$132,627,720	\$38,725,635	70.80%

Footnotes:

- 1) Adjustment reflects a change in the market value of the investments as of Sept. 30.
- 2) Currently working on processing \$677,979 in FY22 invoices from BVK. This will bring total Advertising & Marketing expenditures to \$14,002,662, or 97.24% expended. Finance may determine to charge these invoices to FY23 at this late date.