

Visit St. Pete-Clearwater

FY 2024 Budget

Year End

	September Actuals	Oct - Sept Actuals	FY24 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$1,543,494	\$8,059,951	\$7,962,120	-\$97,831	101.23%
TDT Unpledged	\$7,719,324	\$40,309,431	\$39,820,080	-\$489,351	101.23%
TDT 4th Cent	\$3,088,841	\$16,129,578	\$15,933,750	-\$195,828	101.23%
TDT 5th Cent	\$3,088,841	\$16,129,578	\$15,933,750	-\$195,828	101.23%
TDT 6th Cent	\$3,088,841	\$16,129,578	\$15,933,750	-\$195,828	101.23%
Total Taxes¹	\$18,529,342	\$96,758,115	\$95,583,450	-\$1,174,665	101.23%
Interest	\$4,498,728	\$12,674,211	\$3,692,840	-\$8,981,371	343.21%
Intergovernmental Revenue	\$0	\$0	\$8,000	\$8,000	0.00%
CVB Revenue - Cooperative Sales	\$32,435	\$420,193	\$376,620	-\$43,573	111.57%
Fund Balance Beginning of Fiscal Year			\$175,670,560	\$175,670,560	0.00%
Total Resources	\$23,060,505	\$109,852,518	\$275,331,470	\$165,478,952	39.90%
Total Personal Services	\$566,223	\$5,266,030	\$6,155,940	\$889,910	85.54%
Operating Expenses					
Other Contractual Services ²	\$101,581	\$1,628,944	\$2,189,500	\$560,556	74.40%
Intergovernmental Services	\$108,209	\$1,299,723	\$1,297,090	-\$2,633	100.20%
Rents and Leases	\$36,114	\$414,566	\$414,540	-\$26	100.01%
Repairs and Maintenance	\$1,611	\$10,174	\$9,500	-\$674	107.10%
Printing	\$1,388	\$24,397	\$25,000	\$603	97.59%
Office Supplies	\$3,859	\$31,846	\$30,000	-\$1,846	106.15%
Credit Card Fees/Recognition Program	\$4,513	\$7,669	\$7,060	-\$609	108.63%
Training & Education	\$17,381	\$68,855	\$112,950	\$44,095	60.96%
PC & Equip Purchases < \$5,000	\$0	\$28,982	\$31,460	\$2,478	92.12%
Shipping/Postage/Communications	\$13,040	\$88,768	\$125,080	\$36,312	70.97%
Travel	\$69,582	\$376,407	\$605,300	\$228,893	62.19%
Associations/Memberships	\$3,096	\$214,879	\$238,380	\$23,501	90.14%
Total Operating Expenses	\$360,376	\$4,195,211	\$5,085,860	\$890,649	82.49%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$0	\$6,344	\$6,000	-\$344	105.74%
Total Operating, Personal Svcs, and Capital	\$926,599	\$9,467,585	\$11,247,800	\$1,780,215	84.17%
Promotional Expenses (Direct Programming)					
Advertising & Marketing ³	\$8,172,245	\$20,336,692	\$20,365,000	\$28,308	99.86%
Elite Events	\$100,000	\$1,943,345	\$2,000,000	\$56,655	97.17%
Chambers Visitor Services Support	\$0	\$518,289	\$600,000	\$81,711	86.38%
Digital Marketing Contract ³	\$2,692,718	\$7,376,783	\$7,500,000	\$123,217	98.36%
International Sales	\$124,868	\$622,870	\$667,500	\$44,630	93.31%
Inquiry Services	\$442	\$19,560	\$90,000	\$70,440	21.73%
Direct Sales	\$1,474,687	\$3,979,649	\$5,568,700	\$1,589,051	71.46%
Research	\$154,462	\$1,042,943	\$1,086,680	\$43,737	95.98%
Total Promotional Expenses	\$12,719,423	\$35,840,131	\$37,877,880	\$2,037,749	94.62%
	\$13,646,021	\$45,307,716	\$49,125,680	\$3,817,964	92.23%

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Other					
Capital Funding Commitment	\$0	\$0	\$350,000	\$350,000	0.00%
Beach Nourishment	\$860,240	\$10,323,430	\$10,323,430	\$0	100.00%
Tax Collector	\$198,823	\$678,788	\$750,000	\$71,212	90.51%
Ending Fund Balance/Reserves Operating ³			\$105,936,920	\$105,936,920	0.00%
Ending Fund Balance/Reserves Capital ²			\$108,845,440	\$108,845,440	0.00%
Total Other	\$1,059,063	\$11,002,218	\$226,205,790	\$215,203,572	4.86%
Total TDT Fund Expenditures	\$14,705,084	\$56,309,934	\$275,331,470	\$219,021,536	20.45%
Total Resources	\$23,060,505	\$109,852,518	\$275,331,470	\$165,478,952	39.90%

Footnotes:

- 1) October-September actuals reflect FY24 total TDT collections.
- 2) Budget amendment approved on 5/21/24, reducing capital reserves by \$395,000 for stadium legal consultant.
- 3) Budget amendment approved on 5/21/24, reducing operating reserves by \$6,000,000 for additional marketing.

Direct Sales Detail			
Department	FY24 Adopted Budget	YTD Expenditures Oct-Sept	% Expended
Executive Sales	\$7,500	\$16,284	217%
Sports Commission	\$895,500	\$752,934	84%
Film Commission	\$2,017,200	\$1,111,345	55%
Global Travel	\$203,100	\$174,324	86%
Digital & Data	\$6,000	\$8,307	138%
Communications	\$222,000	\$284,154	128%
Meetings & Conferences	\$939,700	\$873,277	93%
Conference Services	\$655,700	\$368,169	56%
Brand Activations	\$268,500	\$88,559	33%
Community Relations	\$100,500	\$104,512	104%
Latin America Sales	\$253,000	\$197,784	78%
Totals	\$5,568,700	\$3,979,649	71%