

**Visit St. Pete-Clearwater**  
**FY 2025 Budget**  
**January 2025**

	January Actuals	Oct - Jan Actuals	FY25 Budget	Remaining Budget	% of Budget
<b>Resources</b>					
TDT Pledged	\$489,605	\$812,594	\$7,790,930	\$6,978,337	10.43%
TDT Unpledged	\$2,448,612	\$4,063,943	\$38,963,950	\$34,900,007	10.43%
TDT 4th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,008	10.43%
TDT 5th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,007	10.43%
TDT 6th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,008	10.43%
<b>Total Taxes<sup>1</sup></b>	<b>\$5,877,610</b>	<b>\$9,755,024</b>	<b>\$93,528,390</b>	<b>\$83,773,366</b>	<b>10.43%</b>
Interest	\$0	\$2,635,800	\$5,022,940	\$2,387,140	52.48%
CVB Revenue - Cooperative Sales	\$7,016	\$21,670	\$357,390	\$335,720	6.06%
Fund Balance Beginning of Fiscal Year			\$233,945,190	\$233,945,190	0.00%
<b>Total Resources</b>	<b>\$5,884,625</b>	<b>\$12,412,494</b>	<b>\$332,853,910</b>	<b>\$320,441,416</b>	<b>3.73%</b>
<b>Total Personal Services</b>	<b>\$434,899</b>	<b>\$1,876,437</b>	<b>\$6,157,370</b>	<b>\$4,280,933</b>	<b>30.47%</b>
<b>Operating Expenses</b>					
Other Contractual Services	\$17,945	\$937,204	\$1,518,900	\$581,696	61.70%
Intergovernmental Services	\$127,352	\$511,386	\$1,538,810	\$1,027,424	33.23%
Rents and Leases	\$35,831	\$143,322	\$444,090	\$300,768	32.27%
Repairs and Maintenance	\$364	\$1,387	\$9,500	\$8,113	14.60%
Printing	\$0	\$2,223	\$25,000	\$22,777	8.89%
Office Supplies	\$0	\$3,407	\$30,000	\$26,593	11.36%
Credit Card Fees/Recognition Program	\$1,300	\$1,555	\$5,110	\$3,555	30.43%
Training & Education	\$0	\$1,639	\$121,420	\$119,781	1.35%
PC & Equip Purchases < \$5,000	\$0	\$0	\$20,500	\$20,500	0.00%
Shipping/Postage/Communications	\$7,799	\$16,199	\$105,790	\$89,591	15.31%
Travel	\$2,919	\$48,436	\$516,550	\$468,114	9.38%
Associations/Memberships	\$220	\$34,488	\$248,690	\$214,202	13.87%
<b>Total Operating Expenses</b>	<b>\$193,730</b>	<b>\$1,701,245</b>	<b>\$4,584,360</b>	<b>\$2,883,115</b>	<b>37.11%</b>
<b>Capital Outlay</b>					
Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$6,000	\$6,000	0.00%
<b>Total Operating, Personal Svcs, and Capital</b>	<b>\$628,629</b>	<b>\$3,577,683</b>	<b>\$10,747,730</b>	<b>\$7,170,047</b>	<b>33.29%</b>
<b>Promotional Expenses (Direct Programming)</b>					
Advertising & Marketing	\$233,879	\$1,956,823	\$20,365,000	\$18,408,177	9.61%
Elite Events	\$150,000	\$225,000	\$2,000,000	\$1,775,000	11.25%
Chambers Visitor Services Support	\$0	\$461,948	\$600,000	\$138,052	76.99%
Digital Marketing Contract	\$743,804	\$743,804	\$7,500,000	\$6,756,196	9.92%
International Sales	\$31,250	\$161,278	\$675,000	\$513,722	23.89%
Inquiry Services	\$285	\$585	\$90,000	\$89,415	0.65%
Direct Sales	\$123,959	\$321,424	\$2,574,430	\$2,253,006	12.49%
Incentive Funds	\$111,024	\$177,792	\$3,030,000	\$2,852,208	5.87%
Research	\$38,552	\$263,980	\$945,180	\$681,200	27.93%
<b>Total Promotional Expenses</b>	<b>\$1,432,753</b>	<b>\$4,312,635</b>	<b>\$37,779,610</b>	<b>\$33,466,975</b>	<b>11.42%</b>
<b>Total Department Budget</b>	<b>\$2,061,382</b>	<b>\$7,890,317</b>	<b>\$48,527,340</b>	<b>\$40,637,023</b>	<b>16.26%</b>

**Visit St. Pete-Clearwater  
FY 2025 Budget  
January 2025**

	<b>January Actuals</b>	<b>Oct - Jan Actuals</b>	<b>FY25 Budget</b>	<b>Remaining Budget</b>	<b>% of Budget</b>
<b>Other</b>					
Capital Funding Commitment			\$50,050,000	\$50,050,000	0.00%
Beach Nourishment	\$698,700	\$2,794,800	\$8,384,410	\$5,589,610	33.33%
Tax Collector	\$61,708	\$118,852	\$750,000	\$631,148	15.85%
Ending Fund Balance/Reserves Operating			\$136,891,490	\$136,891,490	0.00%
Ending Fund Balance/Reserves Capital			\$88,250,670	\$88,250,670	0.00%
<b>Total Other</b>	<b>\$760,408</b>	<b>\$2,913,652</b>	<b>\$284,326,570</b>	<b>\$281,412,918</b>	<b>1.02%</b>
<b>Total TDT Fund Expenditures</b>	<b>\$2,821,790</b>	<b>\$10,803,969</b>	<b>\$332,853,910</b>	<b>\$322,049,941</b>	<b>3.25%</b>
<b>Total Resources</b>	<b>\$5,884,625</b>	<b>\$12,412,494</b>	<b>\$332,853,910</b>	<b>\$320,441,416</b>	<b>3.73%</b>

Footnotes:

1) Includes November 2025 TDT collections deposited in January 2025.

Direct Sales Detail			
Department	FY25 Adopted Budget	YTD Expenditures Oct-Jan	% Expended
Executive Sales	\$16,500	\$29	0%
Sports Commission	\$154,500	\$13,448	9%
Film Commission	\$168,000	\$20,932	12%
Leisure Travel	\$228,900	\$39,840	17%
Digital & Data	\$6,000	\$584	10%
Communications	\$224,500	\$30,192	13%
Meetings & Conferences	\$921,000	\$107,580	12%
Conference Services	\$80,700	\$3,456	4%
Brand Activations	\$272,030	\$28,676	11%
Community Relations	\$242,400	\$11,527	5%
Latin America Sales	\$259,900	\$65,161	25%
Totals	\$2,574,430	\$321,424	12%

Incentive Funds			
Department	FY25 Adopted Budget	YTD Expenditures Oct-Jan	% Expended
Sports Commission	\$755,000	\$125,845	17%
Film Commission	\$1,700,000	\$0	0%
Meetings & Conferences	\$575,000	\$51,947	9%
Totals	\$3,030,000	\$177,792	6%