Visit St. Pete-Clearwater FY 2025 Budget January 2025

Verticity DT Pledgd \$499,605 \$812,594 \$7,790,930 \$6,978,337 10,43% DT Unpledged \$2,2448,612 \$4,063,943 \$38,963,950 \$34,900,007 10,43% DT Hth Cent \$379,798 \$1,626,163 \$15,591,170 \$13,965,008 10,43% TOT Hth Cent \$379,798 \$1,626,163 \$15,591,170 \$13,3965,008 10,43% Total Taxes ¹ \$5,87,610 \$5,875,024 \$53,282,390 \$83,773,306 10,43% CVB Revenue - Cooperative Sales \$2,635,800 \$5,022,940 \$233,945,190 0.00% Total Resources \$7,016 \$2,755,024 \$53,252,3945,190 \$233,945,190 0.00% Total Resources \$7,016 \$2,755,024 \$53,253,910 \$22,0441,416 3,73% Total Resources \$1,27,452 \$1,518,900 \$5,816,666 \$1,79% \$1,628,933 30,47% Other Contractual Services \$17,945 \$903,7204 \$1,518,900 \$5,816,666 \$1,79% Repairs and Maintenance \$3,864 \$1,387		January Actuals	Oct - Jan Actuals	FY25 Budget	Remaining Budget	% of Budget
TDT Unpiedged \$2,448,612 \$4,063,943 \$38,963,965 \$34,900,007 10.43% TDT 4th 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 \$13,965,007 10.43% Total Taxes ¹ \$5,877,7610 \$82,755,024 \$93,528,390 \$33,773,366 10.43% CVB Revenue - Cooperative Sales \$5,877,7161 \$21,670 \$23,345,190 \$23,345,190 523,877,100 60% Fund Balance Begimning of Fiscal Year \$5,884,625 \$12,412,494 \$332,853,910 \$320,441,416 3,73% Total Personal Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$17,945 \$937,204 \$1,518,900 \$30,778 82,27% Rents and Leases \$35,831 \$143,322 \$444,090 \$30,078 32,277 8,89% Printing \$0 \$2,223 \$25,000 \$22,777 8,89% 11,460% Printing & Education \$0 \$1,518 \$11,719 \$1,355 \$1,119,14 60%	Resouces					
TDT 4th Cent \$\$79,798 \$1,626,163 \$15,591,170 \$13,965,007 10.43% TDT 5th Cent \$979,798 \$1,626,163 \$15,591,170 \$13,965,007 10.43% ToT 6th Cent \$979,798 \$1,626,163 \$15,591,170 \$13,965,007 10.43% Interest \$5,877,610 \$9,755,024 \$93,528,390 \$83,773,366 10.43% VB Revenue - Cooperative Sales \$7,016 \$21,670 \$5,57,390 \$335,720 6.06% Fund Balance Beginning of Fiscal Year \$5,884,625 \$12,412,494 \$332,451,90 0.00% Total Resources \$5,884,625 \$12,412,494 \$332,451,90 \$20,441,416 3.73% Total Personal Services \$127,352 \$511,386 \$1,538,910 \$320,441,416 3.73% Rents and Leases \$368,811 \$14,829 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$511,386 \$1,538,113 \$1,606 \$1,077 33,23% Repairs and Maintenance \$364 \$1,387 \$44,400 \$30,077	TDT Pledged	\$489,605	\$812,594	\$7,790,930	\$6,978,337	10.43%
TDT 5th Cent \$\$79,798 \$1,626,163 \$15,591,170 \$13,965,007 10.43% TOT 6th Cent \$\$,97,780 \$1,626,163 \$15,591,170 \$13,965,008 10.43% Total Taxes' \$\$,97,780 \$5,075,024 \$\$3,573,366 10.043% CVB Revenue - Cooperative Sales \$0 \$2,635,800 \$5,022,940 \$2,377,140 \$5,248% Fund Balance Beginning of Fiscal Year \$5,884,625 \$12,412,494 \$332,853,910 \$320,441,416 3,73% Total Resources \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Intergovernmental Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$17,945 \$937,204 \$1,518,900 \$22,27% \$2,89% Repairs and Maintenance \$344 \$1,387 \$9,500 \$2,177 \$8,99 \$1,650 \$4,4000 \$300,768 32,27% Stipping/Postage/Communications \$7,799 \$30,0768 32,27% \$30,0768 32,27% Repairs and Maintenance \$34,4	TDT Unpledged	\$2,448,612	\$4,063,943	\$38,963,950	\$34,900,007	10.43%
TDT Bth Cent \$\$79,798 \$1,626,163 \$15,591,70 \$13,865,008 10.43% Total Taxes ¹ \$5,677,610 \$9,755,024 \$93,528,390 \$83,773,366 10.43% Interest \$0 \$2,655,800 \$50,223,940 \$23,373,146 52,44% CVB Revenue - Cooperative Sales \$7,016 \$21,670 \$332,451,90 \$233,720 6.06% Fund Balance Beginning of Fiscal Year \$5,684,625 \$12,412,494 \$332,853,910 \$320,441,416 3.73% Total Resources \$5434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Other Contractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$511,386 \$1,538,410 \$1,027,424 \$3,23% Repairs and Maintenance \$364 \$13,372 \$444,900 \$300,768 \$2,27% Repairs and Loadion \$0 \$1,538,417 \$3,000 \$2,273 \$2,500 \$2,277 \$,89% Office Supplies \$0 \$2,223 \$2,544 <td>TDT 4th Cent</td> <td>\$979,798</td> <td>\$1,626,163</td> <td>\$15,591,170</td> <td>\$13,965,008</td> <td>10.43%</td>	TDT 4th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,008	10.43%
Total Taxes ¹ Interest \$5,877,610 \$9,755,024 \$93,528,390 \$83,773,366 10.43% CVB Revenue - Cooperative Sales Fund Balance Beginning of Fiscal Year \$7,016 \$21,673,800 \$50,22,940 \$2,387,140 \$2,48% CVB Revenue - Cooperative Sales Fund Balance Beginning of Fiscal Year \$5,884,625 \$12,412,494 \$332,643,190 \$0.00% Total Resources \$53,824,625 \$12,412,494 \$332,644,1416 3.73% Total Personal Services \$17,945 \$937,204 \$1,518,900 \$5881,696 61.70% Intergovernmental Services \$172,352 \$511,386 \$1,027,424 \$3.23% Rents and Leases \$368,831 \$143,322 \$444,000 \$300,768 \$2,27% Repairs and Maintenance \$364 \$1,337 \$9,500 \$22,177 8.89% Orfice Supplies \$0 \$3,407 \$300,000 \$22,653 \$11,38% Credit Card Fese/Recognition Program \$1,300 \$1,555 \$5,110 \$3,555 \$0,43% Training & Education \$0 \$1,639 \$12,1420 \$11,9781	TDT 5th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,007	10.43%
Interest CVB Revenue - Cooperative Sales Fund Balance Beginning of Fiscal Year \$\$0 \$\$2,635,800 \$5,022,940 \$2,387,140 52,48% CVB Revenue - Cooperative Sales Fund Balance Beginning of Fiscal Year \$7,016 \$21,1670 \$333,730 \$333,720 6,06% Total Resources \$55,884,625 \$12,412,494 \$332,845,190 \$332,041,1416 3.73% Total Personal Services \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Pinetractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$51,3810 \$1,027,424 \$32,29% Rents and Leases \$36,831 \$143,322 \$24,440,900 \$26,593 \$30,000 \$2,2777 8,89% Office Supplies \$0 \$2,223 \$25,000 \$22,777 8,99% \$33,407 \$30,000 \$26,593 \$1,387 \$30,000 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 \$20,500 <t< td=""><td>TDT 6th Cent</td><td>\$979,798</td><td>\$1,626,163</td><td>\$15,591,170</td><td>\$13,965,008</td><td>10.43%</td></t<>	TDT 6th Cent	\$979,798	\$1,626,163	\$15,591,170	\$13,965,008	10.43%
Interest \$\$0 \$\$2,635,800 \$\$0,2,940 \$\$2,387,140 \$\$2,48% CVB Revenue - Cooperative Sales \$7,016 \$21,670 \$335,720 \$0,00% Total Resources \$5,884,625 \$12,412,494 \$332,845,180 \$0,00% Total Personal Services \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Other Contractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61,70% Intergovernmental Services \$127,352 \$511,386 \$1,538,10 \$1,027,424 33.23% Rents and Leases \$35,831 \$143,322 \$444,090 \$2,777 8.89% Office Supplies \$0 \$2,213 \$5,500 \$2,777 8.89% Office Supplies \$0 \$1,300 \$1,555 \$5,110 \$3,555 30,43% Training X Education \$0 \$1,639 \$12,420 \$119,781 1,35% PC & Equip Purchases < \$5,000	Total Taxes ¹	\$5,877,610	\$9,755,024	\$93,528,390	\$83,773,366	10.43%
CVB Revenue - Cooperative Sales \$7,016 \$21,670 \$\$37,390 \$\$335,720 6,06%, \$233,945,190 \$203,945,190 \$203,945,190 \$0,00% Total Resources \$5,884,625 \$12,412,494 \$332,853,910 \$320,441,416 3,73% Total Personal Services \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Operating Expenses Other Contractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61,70% Intergovernmental Services \$127,352 \$511,386 \$1,518,900 \$80,078 32,27% Repairs and Maintenance \$364 \$1,387 \$9,500 \$28,11 14,60% Printing \$0 \$2,223 \$22,000 \$22,777 8,89% Office Supplies \$0 \$3,407 \$30,000 \$26,553 \$31,11,86% Credit Card Fees/Recognition Program \$1,300 \$1,555 \$5,110 \$3,555 \$0,43% Training & Education \$0 \$1,639 \$121,420 \$119,781 1,55% S20,500 \$0 <t< td=""><td>Interest</td><td>• •</td><td>• •</td><td></td><td></td><td>52.48%</td></t<>	Interest	• •	• •			52.48%
Total Resources \$5,884,625 \$12,412,494 \$332,853,910 \$320,441,416 3.73% Total Personal Services \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Operating Expenses \$127,352 \$511,386 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$511,386 \$1,027,424 33.23% Repairs and Maintenance \$336,831 \$143,322 \$8444,900 \$300,768 32.27% Repairs and Maintenance \$336,831 \$143,322 \$\$444,900 \$300,768 32.27% Repairs and Maintenance \$3644 \$1,337 \$9,500 \$8,113 14.60% Printing \$0 \$2,223 \$25,000 \$22,777 8.89% Office Supplies \$0 \$31,300 \$1,530 \$11,106 \$3,555 \$3,11,36% Credit Card Fees/Recognition Program \$1,300 \$1,555 \$5,110 \$3,537 Shipping/Postage/Communications \$7,799 \$16,199 \$105,790 \$20,500 \$20,500 \$20,500	CVB Revenue - Cooperative Sales	\$7,016	\$21,670	\$357,390	\$335,720	6.06%
Total Personal Services \$434,899 \$1,876,437 \$6,157,370 \$4,280,933 30.47% Operating Expenses	Fund Balance Beginning of Fiscal Year			\$233,945,190	\$233,945,190	0.00%
Operating Expenses Under 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 \$9,600 \$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% C& 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 \$22,019 \$44,436 \$516,500 \$468,144 9.38% Ass	Total Resources	\$5,884,625	\$12,412,494	\$332,853,910	\$320,441,416	3.73%
Other Contractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$511,383 \$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 \$22,277 8.89% Office Supplies \$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 \$1,639 \$121,420 \$119,781 1.35% PC & Equip Purchases <\$5,000 \$0 \$0 \$20,500 \$20,500 0.00% Shipping/Postage/Communications \$7,79 \$16,199 \$105,790 \$89,591 \$3.37% Travel \$2,219 \$48,436 \$516,550 \$468,114 9.38% Associations/Memberships \$2220 \$34,488 \$248,690 \$214,202 13.87% Total Operating Expenses \$193,730	Total Personal Services	\$434,899	\$1,876,437	\$6,157,370	\$4,280,933	30.47%
Other Contractual Services \$17,945 \$937,204 \$1,518,900 \$581,696 61.70% Intergovernmental Services \$127,352 \$511,383 \$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 \$2,277 8.89% Office Supplies \$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 \$1,639 \$121,420 \$119,781 1.35% PC & Equip Purchases <\$5,000	Operating Expenses					
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 \$22,553 11.36% Credit Card Fees/Recognition Program \$1,300 \$1,653 \$121,420 \$119,781 1.35% PC & Equip Purchases < \$5,000		\$17,945	\$937,204	\$1,518,900	\$581,696	61.70%
Rents \$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	Intergovernmental Services					33.23%
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 \$11,555 \$5,110 \$3,555 30.43% Training & Education \$0 \$1,639 \$121,420 \$119,781 1.35% PC & Equip Purchases < \$5,000	Rents and Leases	\$35,831	\$143,322	\$444,090	\$300,768	32.27%
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	Repairs and Maintenance	\$364	\$1,387	\$9,500	\$8,113	14.60%
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	Printing	\$0	\$2,223	\$25,000	\$22,777	8.89%
Training & Education \$0 \$1,639 \$121,420 \$119,781 1.35% PC & Equip Purchases < \$5,000	Office Supplies	\$0	\$3,407	\$30,000	\$26,593	11.36%
PC & Equip Purchases < \$5,000	Credit Card Fees/Recognition Program	\$1,300	\$1,555	\$5,110	\$3,555	30.43%
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% Total Operating Expenses \$193,730 \$1,701,245 \$4,584,360 \$2,883,115 37.11% Capital Outlay Capital Outlay Equip/PCs > \$5,000 \$0 \$0 \$6,000 \$6,000 0.00% Total Operating, Personal Svcs, and Capital \$628,629 \$3,577,683 \$10,747,730 \$7,170,047 33.29% Promotional Expenses (Direct Programming) \$10,956,823 \$20,906,000 \$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	Training & Education	\$0	\$1,639	\$121,420	\$119,781	1.35%
Travel \$2,919 \$48,436 \$516,550 \$468,114 9.38% Associations/Memberships \$220 \$34,488 \$248,690 \$214,202 13.87% Total Operating Expenses \$193,730 \$1,701,245 \$4,584,360 \$2,883,115 37.11% Capital Outlay Capital Outlay \$0 \$0 \$0 \$6,000 \$6,000 0.00% Total Operating, Personal Svcs, and Capital \$628,629 \$3,577,683 \$10,747,730 \$7,170,047 33.29% Promotional Expenses (Direct Programming) 4dvertising & Marketing \$233,879 \$1,956,823 \$20,365,000 \$18,408,177 9.61% Elite Events \$150,000 \$225,000 \$2,000,000 \$17,75,000 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		\$0	\$0	\$20,500	\$20,500	0.00%
Associations/Memberships \$220 \$34,488 \$248,690 \$214,202 13.87% Total Operating Expenses \$193,730 \$1,701,245 \$4,584,360 \$2,883,115 37.11% Capital Outlay Capital Outlay \$0 \$0 \$0 \$6,000 \$0.00% Total Operating, Personal Svcs, and Capital \$628,629 \$3,577,683 \$10,747,730 \$7,170,047 33.29% Promotional Expenses (Direct Programming) \$233,879 \$1,956,823 \$20,000,000 \$1,775,000 11.25% Chambers Visitor Services Support \$0 \$461,948 \$600,000 \$138,052 76.99% Digital Marketing Contract \$31,250 \$161,278 \$675,000 \$513,722 23.89% Inquiry Services \$285 \$585 \$90,000 \$89,415 0.65% Direct Sales \$112,3959 \$321,424 \$2,574,430 \$2,253,006 12.49% Incentive Funds \$11,024 \$177,792 \$30,30,000 \$86,829 \$37,779,610 \$33,466,975 11.42%	Shipping/Postage/Communications	\$7,799	\$16,199	\$105,790	\$89,591	15.31%
Total Operating Expenses \$193,730 \$1,701,245 \$4,584,360 \$2,883,115 37.11% Capital Outlay Capital Outlay Equip/PCs > \$5,000 \$0 \$0 \$6,000 \$6,000 0.00% Total Operating, Personal Svcs, and Capital \$628,629 \$3,577,683 \$10,747,730 \$7,170,047 33.29% Promotional Expenses (Direct Programming) Advertising & Marketing Elite Events \$1,956,823 \$20,365,000 \$18,408,177 9.61% 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 \$112,3959 \$321,424 \$2,574,430 \$2,225,000 \$89,415 0.65% Direct Sales \$111,024 \$177,792 \$3,030,000 \$2,852,208 5.87% Incentive Funds \$31,250 \$321,424 \$2,574,430 \$2,225,000 \$2,852,208 5.87% Research \$38,552 \$263,980 \$945,180 \$2,852,208 5.87% Total Promotional Expenses						
Capital Outlay Solutian	Associations/Memberships	\$220	\$34,488	\$248,690	\$214,202	13.87%
Capital Outlay Equip/PCs > \$5,000 \$0 \$0 \$0 \$6,000 \$6,000 0.00% Total Operating, Personal Svcs, and Capital \$628,629 \$3,577,683 \$10,747,730 \$7,170,047 33.29% Promotional Expenses (Direct Programming) 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	Total Operating Expenses	\$193,730	\$1,701,245	\$4,584,360	\$2,883,115	37.11%
Total Operating, Personal Svcs, and Capital\$628,629\$3,577,683\$10,747,730\$7,170,04733.29%Promotional Expenses (Direct Programming)Advertising & Marketing\$233,879\$1,956,823\$20,365,000\$18,408,1779.61%Elite Events\$150,000\$225,000\$2,000,000\$1,775,00011.25%Chambers Visitor Services Support\$0\$461,948\$600,000\$138,05276.99%Digital Marketing Contract\$743,804\$743,804\$7,500,000\$6,756,1969.92%International Sales\$31,250\$161,278\$675,000\$513,72223.89%Inquiry Services\$285\$585\$90,000\$89,4150.65%Direct Sales\$123,959\$321,424\$2,574,430\$2,253,00612.49%Incentive Funds\$111,024\$177,792\$3,030,000\$2,852,2085.87%Research\$38,552\$263,980\$945,180\$681,20027.93%Total Promotional Expenses\$1,432,753\$4,312,635\$37,779,610\$33,466,97511.42%	Capital Outlay					
Promotional Expenses (Direct Programming)Advertising & Marketing\$233,879\$1,956,823\$20,365,000\$18,408,1779.61%Elite Events\$150,000\$225,000\$2,000,000\$1,775,00011.25%Chambers Visitor Services Support\$0\$461,948\$600,000\$138,05276.99%Digital Marketing Contract\$743,804\$743,804\$7,500,000\$6,756,1969.92%International Sales\$31,250\$161,278\$675,000\$513,72223.89%Inquiry Services\$285\$585\$90,000\$89,4150.65%Direct Sales\$123,959\$321,424\$2,574,430\$2,253,00612.49%Incentive Funds\$111,024\$177,792\$3,030,000\$2,852,2085.87%Research\$38,552\$263,980\$945,180\$681,20027.93%Total Promotional Expenses\$1,432,753\$4,312,635\$37,779,610\$33,466,97511.42%	Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$6,000	\$6,000	0.00%
Advertising & Marketing\$233,879\$1,956,823\$20,365,000\$18,408,1779.61%Elite Events\$150,000\$225,000\$2,000,000\$1,775,00011.25%Chambers Visitor Services Support\$0\$461,948\$600,000\$138,05276.99%Digital Marketing Contract\$743,804\$743,804\$7,500,000\$6,756,1969.92%International Sales\$31,250\$161,278\$675,000\$513,72223.89%Inquiry Services\$285\$585\$90,000\$89,4150.65%Direct Sales\$123,959\$321,424\$2,574,430\$2,253,00612.49%Incentive Funds\$111,024\$177,792\$3,030,000\$2,852,2085.87%Research\$38,552\$263,980\$945,180\$681,20027.93%Total Promotional Expenses\$1,432,753\$4,312,635\$37,779,610\$33,466,97511.42%	Total Operating, Personal Svcs, and Capital	\$628,629	\$3,577,683	\$10,747,730	\$7,170,047	33.29%
Advertising & Marketing\$233,879\$1,956,823\$20,365,000\$18,408,1779.61%Elite Events\$150,000\$225,000\$2,000,000\$1,775,00011.25%Chambers Visitor Services Support\$0\$461,948\$600,000\$138,05276.99%Digital Marketing Contract\$743,804\$743,804\$7,500,000\$6,756,1969.92%International Sales\$31,250\$161,278\$675,000\$513,72223.89%Inquiry Services\$285\$585\$90,000\$89,4150.65%Direct Sales\$123,959\$321,424\$2,574,430\$2,253,00612.49%Incentive Funds\$111,024\$177,792\$3,030,000\$2,852,2085.87%Research\$38,552\$263,980\$945,180\$681,20027.93%Total Promotional Expenses\$1,432,753\$4,312,635\$37,779,610\$33,466,97511.42%	Promotional Expenses (Direct Programming)					
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% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%	• • • •	\$233.879	\$1,956.823	\$20,365.000	\$18,408,177	9.61%
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% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%						
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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% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%						
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% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%	• •					
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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% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%						
Research \$38,552 \$263,980 \$945,180 \$681,200 27.93% Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%						
Total Promotional Expenses \$1,432,753 \$4,312,635 \$37,779,610 \$33,466,975 11.42%						
Total Department Budget \$2,061,382 \$7,890,317 \$48,527,340 \$40,637,023 16.26%	= Total Promotional Expenses	\$1,432,753		\$37,779,610	\$33,466,975	
	Total Department Budget	\$2,061,382	\$7,890,317	\$48,527,340	\$40,637,023	16.26%

Visit St. Pete-Clearwater FY 2025 Budget January 2025

	January Actuals	Oct - Jan Actuals	FY25 Budget	Remaining Budget	% of Budget
Other					
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%
Total Other	\$760,408	\$2,913,652	\$284,326,570	\$281,412,918	1.02%
Total TDT Fund Expenditures	\$2,821,790	\$10,803,969	\$332,853,910	\$322,049,941	3.25%
Total Resources	\$5,884,625	\$12,412,494	\$332,853,910	\$320,441,416	3.73%

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 <i>,</i> 840	17%		
Digital & Data	\$6,000	\$584	10%		
Communications	\$224,500	\$30,192	13%		
Meetings & Conferences	\$921,000	\$107 <i>,</i> 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%		

In Department	centive Funds 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%