

Visit St. Pete-Clearwater
FY 2025 Budget
April

	April Actuals	Oct - April Actuals	FY25 Budget	Remaining Budget	% of Budget
Resources					
TDT Pledged	\$824,563	\$2,884,228	\$7,790,930	\$4,906,702	37.02%
TDT Unpledged	\$4,123,807	\$14,424,604	\$38,963,950	\$24,539,346	37.02%
TDT 4th Cent	\$1,650,117	\$5,771,919	\$15,591,170	\$9,819,251	37.02%
TDT 5th Cent	\$1,650,117	\$5,771,919	\$15,591,170	\$9,819,251	37.02%
TDT 6th Cent	\$1,650,117	\$5,771,919	\$15,591,170	\$9,819,251	37.02%
Total Taxes¹	\$9,898,720	\$34,624,589	\$93,528,390	\$58,903,801	37.02%
Interest	\$228	\$5,241,858	\$5,022,940	-\$218,918	104.36%
CVB Revenue - Cooperative Sales	\$29,055	\$104,158	\$357,390	\$253,232	29.14%
Fund Balance Beginning of Fiscal Year			\$233,945,190	\$233,945,190	0.00%
Total Resources	\$9,928,003	\$39,970,605	\$332,853,910	\$292,883,305	12.01%
Total Personal Services	\$439,842	\$3,219,605	\$6,211,300	\$2,991,695	51.83%
Operating Expenses					
Other Contractual Services	\$20,075	\$979,405	\$1,518,900	\$539,495	64.48%
Intergovernmental Services	\$127,352	\$895,376	\$1,538,810	\$643,434	58.19%
Rents and Leases	\$35,831	\$250,814	\$444,090	\$193,276	56.48%
Repairs and Maintenance	\$513	\$2,937	\$9,500	\$6,563	30.92%
Printing	\$0	\$14,955	\$25,000	\$10,045	59.82%
Office Supplies	\$2,537	\$13,811	\$30,000	\$16,189	46.04%
Credit Card Fees/Recognition Program	\$411	\$3,794	\$5,110	\$1,316	74.25%
Training & Education	\$4,905	\$15,381	\$121,420	\$106,039	12.67%
PC & Equip Purchases < \$5,000	\$0	\$0	\$20,500	\$20,500	0.00%
Shipping/Postage/Communications	\$6,067	\$65,212	\$165,790	\$100,578	39.33%
Travel	\$42,872	\$136,407	\$516,550	\$380,143	26.41%
Associations/Memberships	\$107,745	\$147,582	\$248,690	\$101,108	59.34%
Total Operating Expenses	\$348,309	\$2,525,674	\$4,644,360	\$2,118,686	54.38%
Capital Outlay					
Capital Outlay Equip/PCs > \$5,000	\$0	\$0	\$6,000	\$6,000	0.00%
Total Operating, Personal Svcs, and Capital	\$788,150	\$5,745,279	\$10,861,660	\$5,116,381	52.90%
Promotional Expenses (Direct Programming)					
Advertising & Marketing	\$4,137,109	\$7,675,997	\$20,365,000	\$12,689,003	37.69%
Elite Events	\$453,297	\$1,131,653	\$2,000,000	\$868,347	56.58%
Chambers Visitor Services Support	\$0	\$461,948	\$600,000	\$138,052	76.99%
Digital Marketing Contract	\$472,707	\$2,013,239	\$7,500,000	\$5,486,761	26.84%
International Sales	\$39,229	\$326,458	\$675,000	\$348,542	48.36%
Inquiry Services	\$29	\$2,512	\$30,000	\$27,488	8.37%
Direct Sales	\$284,879	\$1,000,180	\$2,574,430	\$1,574,250	38.85%
Incentive Funds	\$131,114	\$495,119	\$3,030,000	\$2,534,881	16.34%
Research	\$66,574	\$410,709	\$945,180	\$534,471	43.45%
Total Promotional Expenses	\$5,584,938	\$13,517,815	\$37,719,610	\$24,201,795	35.84%
Total Department Budget	\$6,373,089	\$19,263,094	\$48,581,270	\$29,318,176	39.65%

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Other					
Capital Funding Commitment	\$0	\$0	\$10,350,000	\$10,350,000	0.00%
Beach Nourishment	\$698,700	\$4,890,900	\$8,384,410	\$3,493,510	58.33%
Tax Collector	\$61,708	\$303,976	\$750,000	\$446,024	40.53%
Ending Fund Balance/Reserves Operating			\$136,837,560	\$136,837,560	0.00%
Ending Fund Balance/Reserves Capital			\$127,950,670	\$127,950,670	0.00%
Total Other	\$760,408	\$5,194,876	\$284,272,640	\$279,077,764	1.83%
Total TDT Fund Expenditures	\$7,133,497	\$24,457,969	\$332,853,910	\$308,395,941	7.35%
Total Resources	\$9,928,003	\$39,970,605	\$332,853,910	\$292,883,305	12.01%

Footnotes:

1) Includes February 2025 TDT collections deposited in April 2025.

Direct Sales Detail			
Department	FY25 Adopted Budget	YTD Expenditures Oct-April	% Expended
Executive Sales	\$16,500	\$26,636	161%
Sports Commission	\$154,500	\$57,216	37%
Film Commission	\$168,000	\$51,962	31%
Leisure Travel	\$228,900	\$83,342	36%
Digital & Data	\$6,000	\$3,877	65%
Communications	\$224,500	\$86,572	39%
Meetings & Conferences	\$921,000	\$330,280	36%
Conference Services	\$80,700	\$22,514	28%
Brand Activations	\$272,030	\$106,190	39%
Community Relations	\$242,400	\$90,710	37%
Latin America Sales	\$259,900	\$140,880	54%
Totals	\$2,574,430	\$1,000,180	39%

Incentive Funds			
Department	FY25 Adopted Budget	YTD Expenditures Oct-April	% Expended
Sports Commission	\$755,000	\$301,337	40%
Film Commission	\$1,700,000	\$0	0%
Meetings & Conferences	\$575,000	\$193,782	34%
Totals	\$3,030,000	\$495,119	16%