Visit St. Pete Clearwater
FY 2026 Budget
September 2026

Original 10/14/26
Updated 11/06/26

	September Actuals	FY26 Budget	Oct - Sep Actuals	Encumbrances (Committed)	Remaining Budget	% Received of Budget
Resources						
TDT Pledged	$1,241,996	$7,623,430	$7,888,638	-	-$265,208	**103%**
TDT Unpledged	$6,211,469	$38,126,230	$39,452,661	-	-$1,326,431	**103%**
TDT 4th Cent	$2,485,482	$15,255,960	$15,786,747	-	-$530,787	**103%**
TDT 5th Cent	$2,485,482	$15,255,960	$15,786,747	-	-$530,787	**103%**
TDT 6th Cent	$2,485,482	$15,255,960	$15,786,747	-	-$530,787	**103%**
Total Tourist Development Taxes	**$14,909,912**	**$91,517,540**	**$94,701,539**	**-**	**-$3,183,999**	**103%**
Interest	**$985,374**	**$5,022,940**	**$8,922,751**	**-**	**-$3,899,811**	**178%**
CVB Revenue - Cooperative Sales	**$11,200**	**$211,660**	**$276,565**	**-**	**-$64,905**	**131%**
Fund Balance Beginning of Fiscal Year	**-**	**$184,352,320**	**$199,441,594**	**-**	**-$15,089,274**	**108%**
3345001 State Grant - Economic Environme	**-$16,159**	**$0**	**-$16,159**	**-**	**16159.42**	**-**
Total Resources*	**$15,890,327**	**$281,104,460**	**$303,326,291**	**-**	**-$22,221,831**	**108%**
Total Personal Services	**$672,661**	**$6,411,160**	**$6,321,263**	**$0**	**$89,897**	**99%**
Operating Expenses						
Other Contractual Svcs and Legal	$26,499	$437,750	$245,473	$220,066	-$27,789	106%
Travel and Per Diem	$76,692	$485,780	$354,908	$0	$130,872	73%
Communication Services	$4,098	$34,000	$36,548	$9,124	-$11,671	134%
Freight	$10,966	$51,300	$55,317	$4,299	-$8,316	116%
Postage	$33,559	$72,300	$74,752	$0	-$2,452	103%
Rentals and Leases	$37,227	$442,550	$440,317	$0	$2,233	99%
Repair&Maintenance Svcs	$0	$10,300	$3,963	$7,157	-$820	108%
Printing and Binding Exp	$1,607	$25,000	$32,554	$0	-$7,554	130%
Othr Current Chgs&Obligat	$1,458	$3,000	$3,957	$303	-$1,260	142%
Employee Celebrations & Rec	$0	$1,500	$1,067	$0	$433	71%
Intergovernmental Charges	$146,843	$1,772,790	$1,776,783	$0	-$3,993	100%
Office Supplies Exp	$8,289	$30,000	$32,817	$0	-$2,817	109%
Oper. Supplies-Computer	$0	$0	$385	$0	-$385	-
Equipment purchases under $5,000	$0	$0	$3,511	$0	-$3,511	-
PC purchases under $5,000	$5,963	$39,170	$48,575	$0	-$9,405	124%
Bks,Pub,Subscrp&Membrshps	$2,728	$259,320	$307,280	$0	-$47,960	118%
Training and Education Cost	$3,296	$108,700	$52,675	$0	$56,025	48%
Total Operating Expenses	**$359,225**	**$3,773,460**	**$3,470,882**	**$240,949**	**$61,629**	**98%**
Promotional Expenses						
Prmo-Chambers of Commerce	$72,165	$600,000	$599,989	$0	$11	100%
Digital Marketing/Websites	$266,074	$1,700,000	$1,832,126	$402,874	-$535,000	131%
Elite Events	$200,000	$3,000,000	$2,743,715	$0	$256,285	91%
Promotional-Advertising & Ad Agency Fees	$8,594,281	$25,665,000	$26,625,371	-$587,710	-$372,661	101%
Business Development Incentives	$348,064	$2,363,700	$1,308,485	$0	$1,055,215	55%
Promotional-Publicity	$347	$0	$450	$0	-$450	-
Promotional Activities FAM	$16,480	$0	$313,426	$0	-$313,426	-
Promotional Activities Entertainment	$224	$0	$3,706	$0	-$3,706	-
International Marketing/PR	$68,661	$682,500	$703,643	$94,357	-$115,500	117%
Promotional Inquiries	$0	$30,000	$0	$0	$30,000	0%
Promo Activities-Direct Sales	$442,357	$2,618,000	$2,379,380	$106,765	$131,855	95%
Promo Activities-Research	$127,001	$933,180	$842,567	$168,527	-$77,914	108%
Total Promotional Expenses	**$10,135,654**	**$37,592,380**	**$37,352,858**	**$184,813**	**$54,709**	**100%**
Total Capital Outlay	**$0**	**$6,000**	**$24,900**	**$0**	**-$18,900**	**415%**
Total Grants & Aids**	**$369,159**	**$12,950,000**	**$2,088,639**	**$1,661,365**	**$9,199,996**	**29%**
Total Department Budget***	**$11,536,698**	**$60,733,000**	**$49,258,542**	**$2,087,127**	**$9,387,330**	**85%**

***Personnel, Operating, Promotional, Capital Outlay, Grants & Aids

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Other						
Beach Nourishment	$642,630	$7,378,220	$7,378,220	$0	$0	100%
Toytown	$0	$250,000	$250,000	$0	$0	100%
Tax Collector	$134,318	$750,000	$738,748	$0	$11,252	98%
Ending Fund Balance/Reserves Operating	$0	$159,162,970	$0	$0	$159,162,970	0%
Ending Fund Balance/Reserves Capital	$0	$52,830,270	$0	$0	$52,830,270	0%
Total Other	**$776,948**	**$220,371,460**	**$8,366,968**	**$0**	**$212,004,492**	**4%**
Total TDT Fund Expenditures	**$12,313,646**	**$281,104,460**	**$57,625,510**	**$2,087,127**	**$221,391,822**	**21%**
Total Resources*	**$15,890,327**	**$281,104,460**	**$303,326,291**	**-**	**-$22,221,831**	**108%**

Footnotes:
*The total Beginning Fund Balance was $199,441,593.97, which was $15.08M higher at the beginning of the fiscal year than originally budgeted.
**Grants & Aids includes program funding budget for the Dali Museum ($12,100,000), Arts Tourism Program Funding ($500,000), the Florida Holocaust Museum ($350,000), and Clearwater Marine Aquarium (CMA) ($0). Actuals include expenses to CMA.