

TOURIST DEVELOPMENT COUNCIL

**Lecanto Government Building
3600 W. Sovereign Path
Room 166
Lecanto, FL 34461**

AGENDA

May 13, 2026 - 9:00 AM

**Holly L. Davis, Chair
Tom Craig, Vice Chair
Chris Ensing, Councilmember
Michael (Max) Schulman
Michael Mancke**

**LouAnn Jacobs-Willcut
Traci Wood
Nancy Desai
Ray Smitherman**

NOTICE TO THE PUBLIC

To manage growth and foster prosperity by prioritizing the protection of environmental assets, the development and maintenance of infrastructure, and the health, safety, and well-being of its citizens.

Any person who decides to appeal any decision of the Governing Board with respect to any matter considered at this meeting will need a record of the proceedings and for such purpose may need to provide that a verbatim record of proceeding is made, which record includes testimony and evidence upon which the appeal is to be based. (Section 286.0105, Florida Statutes) Any person requiring reasonable accommodation at this meeting because of a disability or physical impairment should contact the County Administrator's Office, Lecanto Government Bldg., 3600 W. Sovereign Path, Suite 267, Lecanto, FL 34461 (352) 527-5210, If you are hearing or speech impaired, dial 7-1-1, 1-800-955-8771 (TTY) or 1-800-955-8770 (v), via Florida Relay Service at least two days before the meeting.

A. CALL TO ORDER

A.1. Invocation

A.2. Pledge of Allegiance

A.3. Roll Call

A.4. Approval of Agenda

B. APPROVAL OF MINUTES

B.1. March 11, 2026 TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

E. DIRECTORS/MEDIA REPORT

E.1. FY 2026/ 2027 Proposed Budget Overview

E.2. New Travel Initiatives

E.3. Destination Update

E.4. Financial Reports

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURN

H.1. UPCOMING MEETING: Wednesday, July 8, 2026, at 9:00 a.m., Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto, FL 34461.



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	March 11, 2026 TDC Meeting Minutes				
AGENDA DATE:	May 13, 2026				
<u>BRIEF OVERVIEW:</u> March 11, 2026 TDC Meeting Minutes.					
<u>STRATEGIC PLANNING ELEMENT:</u>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance
No budget impact.					
<u>RECOMMENDED ACTION:</u> Move to approve the March 11, 2026 TDC Meeting Minutes.					
<u>ATTACHMENTS:</u> 1. TDC 03.11.26 - Meeting Minutes Draft					

Citrus County Tourist Development Council
Meeting Minutes
March 11, 2026

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on March 11, 2026 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Holly L. Davis.

1. **Invocation** – Councilmember Max Schulman led the invocation.
2. **Pledge of Allegiance** – Councilmember Max Schulman led the pledge.
3. **Oath of Office** – Nancy Desai, Ray Smitherman, and Traci Wood signed the Oath of Office as new members of the Tourist Development Council (TDC). Michael Mancke signed the Oath of Office as a reappointed member of the TDC.
4. **Roll Call** – Auvis Cole took roll call, a quorum was present.

Attendee Name	Title	Status	Arrived
Holly L. Davis	Commissioner	Present	
Traci Wood	Councilmember	Present	
Chris Ensing	Councilmember	Present	
Tom Craig	Vice-Chairman	Present	
Nancy Desai	Councilmember	Present	
Michael Mancke	Councilmember	Present	
Ray Smitherman	Councilmember	Present	
Lou Ann Jacobs	Councilmember	Present	
Max Schulman	Councilmember	Present	

County Staff Present: Auvis Cole, Terry Natwick, Christina Lamb, Kelly Miller, and Purshia Allotey.

Public in Attendance: Matthew Mccauley, Ben Sorrels, Shivai Patel, Leslie Bollin, and Al Pascual.

5. **Election of Vice Chair** – Tom Craig was nominated to serve as Vice Chair. Max Schulman moved to approve. Chris Ensing second. Motion carried unanimously.

6. **Adoption of the Agenda**

Adoption of the March 12, 2025, agenda as presented.

RESULT	Approved unanimously
MOVER	Max Schulman
SECONDER	Chris Ensing
AYES	

B. Approve minutes of meeting.

Approve the March 11, 2025 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Michael Mancke
SECONDER	Lou Ann Jacobs
AYES	

C. Open to the Public

None.

D. Presentations

D.1. None

E. Director's/Media Report

E.1 Paradise Advertising Microsite Proposal

Auvis Cole presented the Paradise Advertising Microsite Proposal which is preparing to launch. The Microsite being called – “Discover Crystal River Cares” – the microsite gives an explanation to how to be a good visitor when you are visiting.

Michael Mancke moved to approve. Chris Ensing second. Motion carried unanimously.

E.2 New Travel Initiative

Auvis Cole introduces the Tourism Academy for 2026

Motion approved by Michael Mancke second, by Lou Ann Jacobs.

Destination Update

Auvis Cole opens by sharing the new ‘Discover Crystal River Welcome Center’ operating hours beginning in April and going forward will be Monday-Saturday. New staff for the Welcome Center include: Purshia Allotey and Michael Corcoran. Cole also discusses the new YouTube series that has launched – “Let’s Discover” which he notes as doing well.

Auvis Cole briefly touches on the strategic plan and is still in the onboarding phase with GovOs. Additionally, he will bring the Tourism Improvement District Report in May. Both Kelly Miller and Terry Natwick talked about their most recent consumer shows. Miller, discussing consumer show in Fort Lauderdale, said it was a very busy show for her. Terry Natwick briefly talks about her most recent consumer show in Germany. The German market is reportedly down more than most markets, due to media claims. Natwick made it her effort to combat the negative claims by meeting with larger tour companies and discovered solutions for the next upcoming year while still in Germany. Cole brings up the upcoming PIT meeting happening March 18th, 2026, at 3:30 p.m. - 5:00 p.m. Visitor insights show that the percentage of visitors include 59% out of state visitors, which is 14% up from the same time last year.

Zartico Data indicates that visitor percentages are up, the percentages of out-of-state visitors are up, sending from visitors are up and the spending towards local businesses is also up in comparison to last year. However, the daily visitor spend is down (\$10.00) from last year, Cole attributes this to how businesses code their visas. He also noted that it may likely be higher than that, the data only comes from in-market swipes. Natwick shows the November and December FY25 data for revenue. Both months indicate a loss. November, noting a 25.60% loss. December, noting a 24.06% loss. Natwick notes this may be due to the influx of people requiring housing from the hurricanes from the previous year. She points out that in comparison to a year without hurricanes, the current numbers reflect a growth in revenue. Kelly Miller shares the PR reports from December reflect over 3 million impressions. Mainly from a FOX13 segment called “Dinner Diaz” with Chef Richard from Katch 22. The segment followed Chef Richard preparing an easy recipe live on air.

F. Other Business

City of Inverness – Tom Criag

The City of Inverness has their march on after dedicating the entire month to events. Including the annual St. Patty's Day Parade.

City of Crystal River – Chris Ensing

Chris Ensing mentioned that the City of Crystal River has raised enough money to buy a music stage. That the city should be able to possess in June. Ensing also asked Auvis Cole where they can receive the information on short-term rentals. Cole responded that he will receive the first set of numbers in about a month.

Other Comments:

Commissioner Holly Davis goes on to explain the "Green Print Process" – A green Print for the County. Which identifies things to preserve in the county. Such topics include: Drinking water, Surface water, Wildlife corridors, Threatened and Endangered Species and Habitat, Agriculture, Historic and Cultural Resources, and Access to Recreation.

Max Schulman has been appointed to raise money for a historical marker that commemorates the battle of Izzard Landing and the Death of Lieutenant James Farley. Which he believes will be a forward-coming agenda item.

G. Open to the Public

None

H. Adjournment

Chairwoman Davis called for adjournment at 10:43 am. The next regular meeting will be Wednesday, May 13, 2026, at 9:00 am and will be held at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461.

Minutes submitted by: Purshia Allotey

Approved by: Auvis Cole



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	FY 2026/ 2027 Proposed Budget Overview				
AGENDA DATE:	May 13, 2026				
<u>BRIEF OVERVIEW:</u> Discussion of the proposed FY 2026/2027 budget for the Citrus County Visitors and Convention Bureau.					
<u>STRATEGIC PLANNING ELEMENT:</u>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance
No budget impact.					
<u>RECOMMENDED ACTION:</u> Recommend to the Board of County Commissioners to approve the budget for FY 2026/2027.					
<u>ATTACHMENTS:</u> 1. FY 2027 Proposed Budget Overview					

Fiscal Year 26-27

Expenditure Detail

Dept 2122 Visitors & Convention Bureau

<u>Acct #</u>	<u>Acct Title</u>	<u>Description</u>	<u>Total Cost</u>	
	Salaries		722,151	722,151.00
51306	Casual Labor	Casual Labor /Boat Ramp	15,000	
		Fort Island Beach Clean-up	15,370	30,370.00
51400	Overtime	Overtime	0	0.00
53100	Professional Svcs	Domestic Public Relations (Hayworth)	36,000	
		German PR (Lieb Mgmt)	38,000	
		NEW: Latin America Public Relations	20,000	
		Photography	15,000	
		United Kingdom PR (Gosh)	38,000	
		Research Data Services (Zartico)	87,700	234,700.00
53400	Other Contractual Svcs	Agency of Record Contract	120,000	
		CleanPix SnapSea (Move to media plan)	0	
		Content Management System (CMS)	24,600	
		STR Report	5,160	
		Threshold	14,000	
		Travefy	1,860	165,620.00
53416	Software as a Service	Adobe Acrobat Pro	700	
		Adobe Creative Cloud	2,000	
		Archive Social	945	
		AI Resources	1,800	
		NEW: Canva	300	
		Customer Relationship Management (CRM)	6,000	
		Email Protection	376	
		Helpdesk	256	
		Log Software	96	
		Multifactor	672	
		MS 365	3,568	
		Password Manager	520	17,233.00
54000	Travel & Per Diem	Board Leadership Symposium (3)	4,500	
		Brand USA Travel Week	4,000	
		Brazil Sales Mission	3,000	
		Destinations Florida (FADMO) Annual Meeting	1,200	
		Destinations Florida (FADMO) Marketing Meeting (2)	2,000	
		Destinations International Annual Conv (3)	5,000	
		Destinations International Business Operations Summit	1,800	
		NEW: Destinations International CDME Course (3)	4,500	
		Destinations International CEO Summit	2,500	
		NEW: Dest. Intl. Marketing & Communications Summit	1,200	
	(Community Vitality)	Destinations International Advocacy & Action Summit	1,800	
		Destinations International Visitor Services Summit	1,300	
		NEW: FITUR 2027 Spain (2)	8,000	
		FL RV Supershow Tampa (2)	3,600	
		Florida Huddle (2)	2,800	
		Florida Sports Summit	1,500	
		Golf Alliance Show	1,100	
		Governors Conference (3)	3,000	

	Hershey RV Show (2)	6,000	
	NEW: Hotel Data Conference	1,500	
	HR DMO Summit	1,800	
	ICAST	0	
	ITB Berlin (2)	0	
	Legislative Action Days	800	
	NEW: Ragan Social Media Conference	1,000	
	Simpleview Summit (2)	0	
	Sports ETA Symposium	2,000	
	Sunshine Sports Council Conference	700	
	NEW: STS Board Meetings (2)	2,400	
	NEW: STS Congressional Summit	1,500	
	STS Connections (2)	4,000	
	STS Marketing College (2)	2,600	
	NEW: Tourism Academy (2)	3,000	
	Tourism Day	800	
	Travel & Adventure Show - Chicago	1,200	
	Travel & Adventure Show - Dallas	1,100	
	Travel & Adventure Show - DC (2)	2,400	
	Travel & Adventure Show - NYC (2)	3,000	
	Travel & Adventure Show - Fort Lauderdale	1,500	
	NEW: TTRA Marketing Outlook Forum	1,200	
	UK Sales Mission	2,800	
	USTA Destination Capitol Hill	1,400	
	USTA - ESTO Tourism Conference (2)	3,000	
	USTA - IPW (2)	3,200	
	Visit FL - Canada Sales Mission	2,200	
	Visit FL - Domestic Sales Mission	2,000	
	Visit FL - Domestic Media Misison	2,400	108,300.00
54100 Communication Svcs	Cell & Data Service (Verizon & ATT)	3,600	
	Century Link (Local)	1,500	
	DMS Suncom (Long Distance)	1,100	
	Domain Name (Ursl) Subscription	800	
	Welcome Center Wi-fi (Spectrum)	2,500	9,500.00
54201 Postage	Exhibition Svcs for Trade Shows	10,000	
	Fed Ex	1,500	
	Magazine Shipping	10,000	
	Postage	1,500	23,000.00
54300 Utility Services	Ozello Water	400	
	Recycling Dumpster	200	
	Sewer	800	
	Trash Dumpster	480	
	Utilities Services	10,000	11,880.00
54408 Bldg Rental	Welcome Center	26,820	26,820.00
54550 Gen'l Liability Claims	Auto	114	
	GL	374	
	W/C	53	541.00
54600 Repair & Maint	Grounds	1,700	
	Lawn Spraying	240	1,940.00

54603 Vehicle Maint	Vehicle Maint	1,575	1,575.00
54604 Maint - Bldgs	Alarm Monitoring	240	
	Annual Welcome Sign	1,200	
	Bldg Emergency Cont. Fund	4,500	
	Janitorial Services	4,500	
	Pest Control	230	
	Window Cleaning	450	11,120.00
54605 Equipment Maint	Copier Machine	3,000	
	River Cam	4,020	7,020.00
54615 Software Maint/Support	EndPoint Security	1,160	
	Firewalls	580	
	Network Traffic Scanner	1,370	3,110.00
54700 Printing & Binding	Collateral Material/Maps, Brochures, Cards	18,000	18,000.00
54800 Promotional Activities	FAM Tours	64,000	
	Novelty & Tradeshow Items	35,000	
	Petty Cash - Tipping	5,000	
	Group Sales Promo Services	50,000	154,000.00
54807 Marketing	CCA Star Tourament	25,000	
	Digital/Print Marketing	12,000	
	Media Plan	982,700	
	Visit FL Welcome Center Brochure Distribution	2,500	1,022,200.00
54809 Trade Show Promotion	Brand USA Travel Week - International	7,500	
	Brazil Sales Mission	5,000	
	NEW: FITUR 2027 Spain	6,200	
	FL RV Supershow Tampa	2,000	
	Florida Huddle	5,500	
	Hershey RV Show	1,825	
	ICAST	0	
	ITB Berlin	0	
	Sports ETA Symposium	3,000	
	Travel & Adventure Show - Chicago	5,225	
	Travel & Adventure Show - Dallas	5,225	
	Travel & Adventure Show - DC	5,225	
	Travel & Adventure Show - NYC	5,225	
	Travel & Adventure Show - Fort Lauderdale	4,725	
	UK Sales Mission	5,000	
	USTA - IPW	13,650	
	Visit FL - Canada Sales Mission	5,000	
	Visit FL - Domestic Sales Mission	5,000	
	Visit FL - Domestic Media Misison	3,000	88,300.00
54820 Visit Citus Magazine	Discover CR FL Magazine	40,000	40,000.00
54921 Advertising	Legal Ads	1,000	1,000.00
55100 Office Supplies	Office Supplies	3,500	3,500.00
55120 Office/Non-Capital Equip	Office Non-Capital Equipment	1,000	1,000.00

55125 Attractive Items	Camera Equipment Upgrades	3,900	3,900.00
55200 Operating Supplies	Operating Supplies	1,200	1,200.00
55205 Uniforms	Uniforms	1,000	1,000.00
55208 Fuel & Lubes	Fuel & Lubes	1,000	1,000.00
55211 Janitorial Supplies	Janitorial Supplies	1,000	1,000.00
55221 Meals	Industry Related Entertainment	4,000	4,000.00
55270 Computer Accessories	Misc. Computer Accessories	1,500	
	Replacement Computers (3)	3,780	5,280.00
55400 Dues Bks Subscr	American Sportfishing Assoc.	700	
	NEW: Adventure Travel Trade Association	350	
	Brand USA	1,000	
	Chronicle Online	100	
	Destinations Florida (FADMO)	4,200	
	Destinations International	3,900	
	Envato Music	250	
	NEW: FL Adventure Travel Tourism Association	350	
	FL Attractions Assoc.	850	
	FL Restaurant & Lodging Assoc. (FRLA)	600	
	FL Sports Foundation	2,000	
	Instagram Verified	200	
	PA RV & Camping Assoc.	350	
	Southeast Tourism Society (STS)	990	
	Sports ETA	1,200	
	Sunshine Sports Council	250	
	Trail of FL Indian Heritage	250	
	NEW: Travel & Tourism Research Association	1,049	
	US Travel Assoc. (USTA)	2,800	
	Visit FL	4,000	
	NEW: Wellness Tourism Association	1,500	26,889.00
55500 Training	Board Leadership Symposium	3,495	
	Chamber Monthly Meeting	300	
	Destinations Florida (FADMO) Annual Meeting	350	
	Destinations Florida (FADMO) Marketing Meeting	800	
	Destinations International Annual Convention	4,200	
	Destinations International Business Operations Summit	1,100	
	NEW: Destinations International CDME Courses	6,980	
	Destinations International CEO Summit	1,500	
	NEW: Destinations International Marketing & Communication	1,050	
(Community Vitality)	Destinations International Advocacy & Action Summit	1,100	
	Destinations International Visitor Services Summit	900	
	Governors Conference	2,100	
	NEW: Hotel Data Conference	1,200	
	HR DMO Summit	500	
	Legislative Action Days	200	
	NEW: Ragan Social Media Conference	3,695	
	Simpleview Summit	0	
	Sunshine Sports Council Conference	500	
	NEW: STS Congressional Summit	550	

	STS Connections	1,900	
	STS Marketing College	2,900	
	NEW: Tourism Academy	2,400	
	Tourism Day	300	
	NEW: TTRA Marketing Outlook Forum	1,400	
	USTA Destination Capitol Hill	300	
	USTA ESTO Tourism Conference	2,700	42,420.00
59100	Transfer - Indirect Cost	998	998.00
59123	Transfer - Indirect Cost	93,544	93,544.00
Edited Version:	04/23/26		2,884,111.00



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director
SUBJECT:	New Travel Initiatives
AGENDA DATE:	May 13, 2026
<u>BRIEF OVERVIEW:</u> a) * NEW * STS Board Meeting — Richmond, VA (September 2026) Southeast Tourism Society (STS) Board Representation Auvis Cole has been appointed to the Southeast Tourism Society board that will provide Citrus County with a larger voice on behalf of tourism on both the State and Federal levels. The request is to send 1 individual. 54000 Travel - \$1,600 55500 Training - \$0 (There is no registration fee) A budget transfer from Special Projects will be needed for this request. b) Destinations International CDME Course — Portland, OR (July 18-21, 2026) Auvis Cole is seeking to complete courses to earn his CDME. The remainder of the necessary courses have been requested in the FY2027 proposed budget. The Certified Destination Management Executive (CDME) credential represents the highest individual educational achievement in the destination organization industry. The CDME program is designed for experienced professionals seeking to strengthen their leadership, strategic and organizational impact. Through a rigorous curriculum and peer-driven learning environment, participants gain the insight, tools, and perspective needed to lead destination organizations effectively in a dynamic and evolving global landscape. The request is to send 1 individual. 54000 Travel - \$1,000 55500 Training - \$3,190 A budget transfer from Special Projects will be needed for this request.	
<u>STRATEGIC PLANNING ELEMENT:</u>	

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget YTD Expenditure	Encumbrances	Available Balance
2122-58221	Special Projects	\$3,247,123.000	\$0	\$3,247,123.00

Total Request from Special Projects is \$5,790.00

RECOMMENDED ACTION:

- a) Recommend approval for 1 individual to attend the STS Board Meeting in Richmond, VA. September 2026.
- b) Recommend approval for 1 individual to the Destinations International CDME Course in Portland, OR from Jul. 18-21, 2026
- c) Recommend approval of related budget transfers.

ATTACHMENTS:

- 1. Upcoming CDME Courses _ Destinations International



Upcoming CDME Courses

The Certified Destination Management Executive (CDME) credential represents the highest individual educational achievement in the destination organization industry. The CDME program is designed for experienced professionals seeking to strengthen their leadership, strategic and organizational impact. Through a rigorous curriculum and peer-driven learning environment, participants gain the insight, tools, and perspective needed to lead destination organizations effectively in a dynamic and evolving global landscape. The upcoming CDME courses outlined below provide the next opportunity to engage in this advanced professional development experience.

Quick Facts About the CDME Program

WHO IT'S FOR

Senior destination executives committed to full certification

FORMAT

Core courses (2 days) + Electives (1.5 days)

INVESTMENT

Core: \$1,895 / \$2,695 • Electives: \$1,295 / \$1,695

**Submit Your
CDME Application**



10 business
days
processing

**Small Destination
Scholarship Available**

Schedule at a Glance

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No, thanks

Accept

When	Where	Core Courses	Electives	Register
Apr 26–27	Dallas, TX	Advocacy & Community Relations Strategic Issues in Destination Management	—	<u>Register</u>
Jul 18– 21	Portland, OR	Destination Leadership Marketing & Sales Strategic Issues	Information & Research Destination Experience	<u>Register</u>
Oct 17– 20	Ottawa, ON	Advocacy & Community Relations Destination Leadership	HR & Culture Transformation TBD	<i>Coming soon</i>

Spring CDME Courses April 26-27, 2026 in Dallas, TX

Core Courses

April 26-27, 2026

- **Destination Advocacy & Community Relations**

Instructors: Cassandra Gilbertson, CDME, Managing Director, MMGY NextFactor
John Groh, CDME, President/CEO, GoRockford

- **Strategic Issues in Destination Management**

Instructors: Maura Gast, CDME, Executive Director, Irving CVB
David Holder, CDME, Principal, Clarity of Place

Maura Gast, CDME

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Summer CDME Courses July 18-21, 2026 in Portland, OR

Core Courses

July 18-19, 2026

- Destination Leadership
- Destination Marketing & Sales
- Strategic Issues in Destination Management

Elective Courses

July 20-21, 2026

- Destination Information & Research
- Development of the Destination Experience

[Register](#)

Fall CDME Courses October 17-20, 2026 in Ottawa, ON

Core Courses

October 17-18, 2026

- Destination Advocacy & Community Relations
- Destination Leadership

Elective Courses

October 19-20, 2026

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AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	Destination Update				
AGENDA DATE:	May 13, 2026				
<u>BRIEF OVERVIEW:</u> Destination Update					
<u>STRATEGIC PLANNING ELEMENT:</u>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance
No budget impact.					
<u>RECOMMENDED ACTION:</u> Information only.					
<u>ATTACHMENTS:</u> 1. 05.13.26 VCB Directors Report					



CITRUS COUNTY TOURIST DEVELOPMENT COUNCIL May 13, 2026



CALL TO ORDER

1. INVOCATION
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL





ADOPTION OF THE AGENDA



APPROVAL OF THE MINUTES

Approve
March 11th
TDC Minutes

INVERNESS



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS





AUVIS COLE

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- FY 2026/2027 Budget Overview
- New Travel Initiative
- VCB Destination Update
- Financials



December FY 2024 Revenue
\$276,965.01

December FY 2025 Revenue
\$208,744.01
-24.63%

2024-25 Fiscal Year Collections in total to Date
\$672,039.13

2025-26 Fiscal Year Collections in total to Date
\$591,277.46

(\$80,761.67) -24.6%YTD

<u>Dec FY 2025</u> 5th Penny Allocation \$41,748.80 <u>Total Capital Reserve</u> <u>\$ 2,072,228.75</u>
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TOURISM DEVELOPMENT TAX

January FY 2025 Revenue
\$178,944.74

January FY 2025 Revenue
\$208,744.01

2024-25 Total Fiscal Year Collections
\$1,015,363

2025-26 Total Fiscal Year Collections
\$915,321.96
-10%

<u>January FY 2025</u> <u>5th Penny Allocation</u> \$64,608.01 <u>Total Capital Reserve</u> \$2,136,836.86
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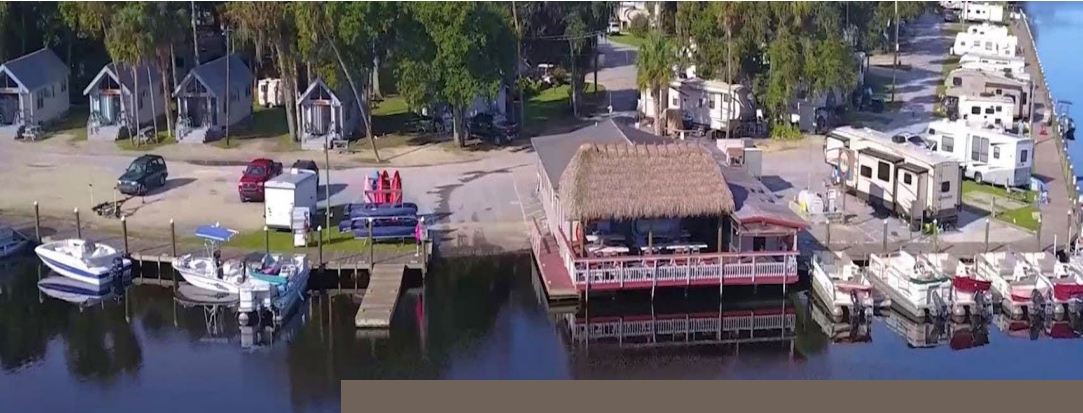


MONTHLY COMPARISON:

February 2026 SOURCE: STR, INC.

Current Month - February 2026 vs February 2025

	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Hillsborough (Tampa)	82.5	86.5	203.73	213.15	168.03	184.43	-4.7	-4.4	-8.9	-7.9	1.1	-3.6
Orange County (Orlando)	82.9	81.9	261.27	245.89	216.65	201.40	1.2	6.3	7.6	8.5	0.9	2.1
Lake County	78.3	79.5	138.13	138.39	108.14	109.98	-1.5	-0.2	-1.7	0.3	2.0	0.5
Marion County	70.2	72.3	145.05	151.20	101.89	109.27	-2.8	-4.1	-6.8	0.6	7.9	4.9
Flagler County	64.5	65.5	183.85	182.81	118.59	119.75	-1.5	0.6	-1.0	7.3	8.3	6.7
Hernando County	76.5	88.4	175.66	180.11	134.42	159.30	-13.5	-2.5	-15.6	-15.6	0.0	-13.5
Pasco County	76.3	85.4	137.84	154.20	105.22	131.73	-10.6	-10.6	-20.1	-24.8	-5.9	-15.9
Sumter County	76.7	85.9	159.78	154.99	122.55	133.13	-10.7	3.1	-7.9	13.5	23.3	10.1
Citrus County	72.9	83.1	127.14	146.72	92.66	121.95	-12.3	-13.3	-24.0	-24.0	0.0	-12.3
Florida	78.6	78.8	247.35	236.29	194.43	186.22	-0.3	4.7	4.4	5.5	1.0	0.7



YTD COMPARISON

SOURCE: STR, INC.

Year to Date - February 2026 vs February 2025

	Occ %		ADR		RevPAR		Percent Change from YTD 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Hillsborough (Tampa)	77.5	83.5	192.63	202.22	149.31	168.77	-7.1	-4.7	-11.5	-9.8	1.9	
Orange County (Orlando)	79.7	78.6	243.89	233.37	194.49	183.41	1.5	4.5	6.0	7.0	0.9	
Lake County	72.0	75.6	128.94	130.91	92.85	99.02	-4.8	-1.5	-6.2	-4.4	2.0	
Marion County	64.9	68.0	134.51	143.14	87.25	97.35	-4.6	-6.0	-10.4	-3.3	7.9	
Flagler County	57.9	61.2	162.30	163.40	94.02	99.97	-5.3	-0.7	-6.0	1.9	8.3	
Hernando County	71.5	87.6	168.37	174.39	120.46	152.75	-18.3	-3.4	-21.1	-21.1	0.0	-
Pasco County	70.4	83.4	131.96	150.75	92.94	125.72	-15.5	-12.5	-26.1	-30.4	-5.9	-
Sumter County	69.7	83.1	145.66	144.90	101.48	120.36	-16.1	0.5	-15.7	4.0	23.3	
Citrus County	66.8	78.7	119.96	143.65	80.18	113.08	-15.1	-16.5	-29.1	-29.1	0.0	-
Florida	74.2	74.9	230.71	220.23	171.09	164.99	-1.0	4.8	3.7	4.9	1.2	



MONTHLY COMPARISON:

March 2026 SOURCE: STR, INC.

Current Month - March 2026 vs March 2025												
	Occ %		ADR		RevPAR		Percent Change from March 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Hillsborough (Tampa)	81.4	81.7	203.80	205.19	165.98	167.60	-0.3	-0.7	-1.0	-0.7	0.2	-0.1
Orange County (Orlando)	80.8	78.3	260.89	252.08	210.76	197.29	3.2	3.5	6.8	7.1	0.2	3.5
Lake County	73.4	75.2	132.84	136.61	97.47	102.73	-2.4	-2.8	-5.1	-3.3	2.0	-0.5
Marion County	68.1	70.8	143.21	151.66	97.56	107.43	-3.8	-5.6	-9.2	-2.0	7.9	3.8
Flagler County	70.8	71.7	190.75	200.74	135.02	143.91	-1.3	-5.0	-6.2	1.7	8.3	7.0
Hernando County	76.7	84.1	181.00	185.17	138.84	155.73	-8.8	-2.3	-10.8	-10.8	0.0	-8.8
Pasco County	74.8	79.8	143.18	153.58	107.07	122.51	-6.3	-6.8	-12.6	-17.8	-5.9	-11.8
Sumter County	71.2	82.1	152.13	158.39	108.39	129.98	-13.2	-3.9	-16.6	2.9	23.3	7.1
Citrus County	71.7	80.7	126.81	148.11	90.91	119.48	-11.1	-14.4	-23.9	-23.9	0.0	-11.1
Florida	78.3	77.5	252.19	239.31	197.47	185.44	1.1	5.4	6.5	7.1	0.6	1.7



March YTD COMPARISON SOURCE: STR, INC.

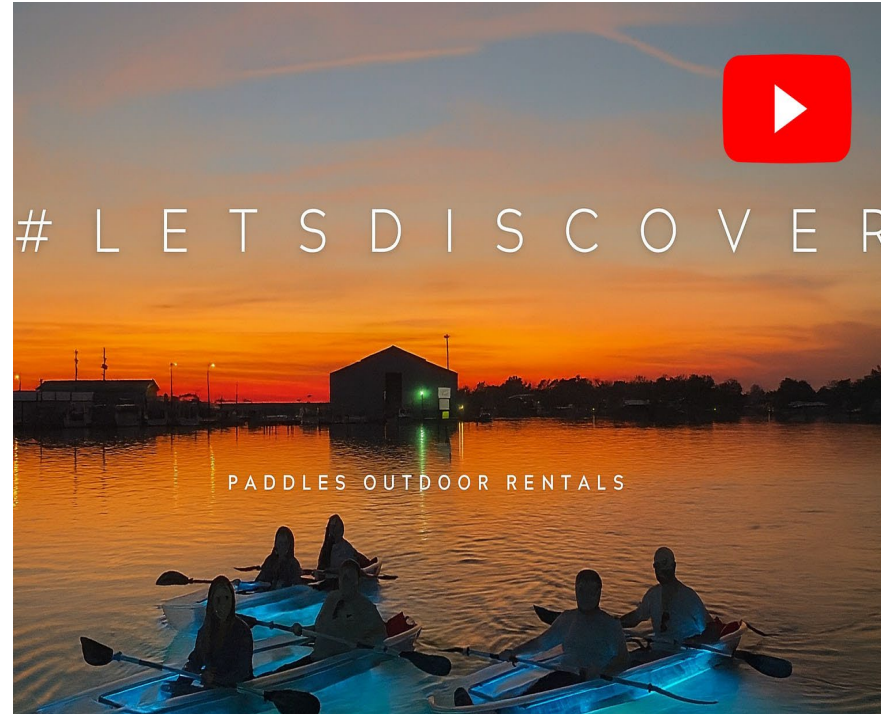
Year to Date - March 2026 vs March 2025												
	Occ %		ADR		RevPAR		Percent Change from YTD 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Hillsborough (Tampa)	78.9	82.8	196.68	203.23	155.09	168.35	-4.8	-3.2	-7.9	-6.7	1.3	-3.6
Orange County (Orlando)	80.0	78.5	249.96	239.92	199.98	188.30	1.9	4.2	6.2	6.9	0.7	2.6
Lake County	72.5	75.5	130.30	132.87	94.44	100.30	-4.0	-1.9	-5.8	-4.0	2.0	-2.1
Marion County	66.0	69.0	137.60	146.15	90.82	100.82	-4.3	-5.9	-9.9	-2.8	7.9	3.2
Flagler County	62.4	64.8	173.42	177.63	108.14	115.11	-3.8	-2.4	-6.1	1.8	8.3	4.3
Hernando County	73.3	86.4	172.92	178.00	126.79	153.77	-15.1	-2.9	-17.5	-17.5	0.0	-15.1
Pasco County	71.9	82.1	135.97	151.70	97.81	124.62	-12.4	-10.4	-21.5	-26.1	-5.9	-17.6
Sumter County	70.2	82.7	147.93	149.51	103.86	123.67	-15.1	-1.1	-16.0	3.6	23.3	4.7
Citrus County	68.7	79.4	122.63	145.21	84.20	115.28	-13.5	-15.5	-27.0	-27.0	0.0	-13.5
Florida	75.6	75.8	238.64	227.02	180.30	172.09	-0.3	5.1	4.8	5.8	1.0	0.6



SOCIAL MEDIA



Facebook Main
214,759 Followers



YouTube
885 Subscribers



Instagram
44,129 Followers



SOCIAL MEDIA

Follower Comparison



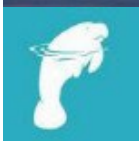
@floridashistoriccoast
99.6k followers



@visitnewsmyrnabeach
54.8k followers



@visitameliaisland
44.9k followers



@discovercrystalriver
44.1k followers



@visit_tally
40.6k followers



@ocalamarion
36.9k followers



@discoverdaytonabeach
34.6k followers



@visitgainesville
24.4k followers



@discovermartin
18.4k followers



@visitindianriver
15.2k followers

Insights

Instagram: February

- Views 263.2K
- Follows +880
- Reach 58.6K
- Interact 11.8K

Facebook: February

- FB Views 1.2M
- FB Reach 567.8K
- Follows +730
- Link Clicks 26.2K

Instagram: March

- Views 431.3K
- Follows +840K
- Reach 238.2K
- Interact 36.7K

Facebook: March

- FB Views 1.2M
- FB Reach 528K
- Follows +743
- Link Clicks 29.7K



FAM TOURS: MEDIA & SALES



➤ Feb 6-8	HAY	Ted Brackez	US
➤ Feb 7-8	HAY	Krisitina Makushenko	US
➤ Feb 8	HAY	Dennis Philips	US
➤ Feb 16-19	DCR	Bonny & Gava	IT
➤ Feb 17-20	VF	Alex Hufner	DE
➤ Feb 25	HAY	Gills on Wheels	US
➤ Feb 27- M1	HAY	Good Housekeeping	US
➤ Mar 7-9	HAY	Insider Mag – Rita Cook	US

PR REPORTS



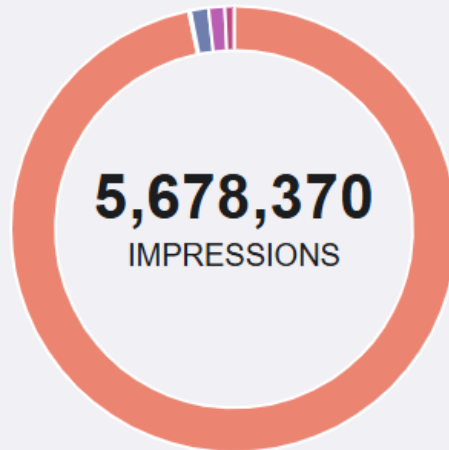
HAYWORTH PR



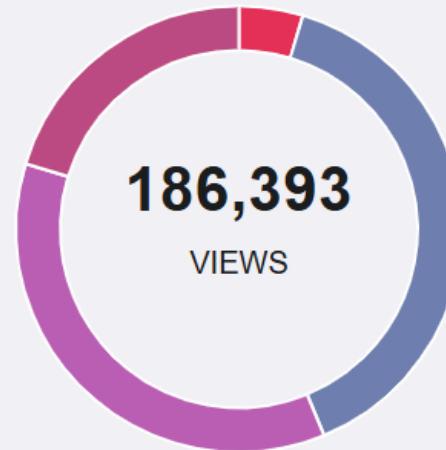
DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS

Discover Crystal River Feb 2026 Publicity Report

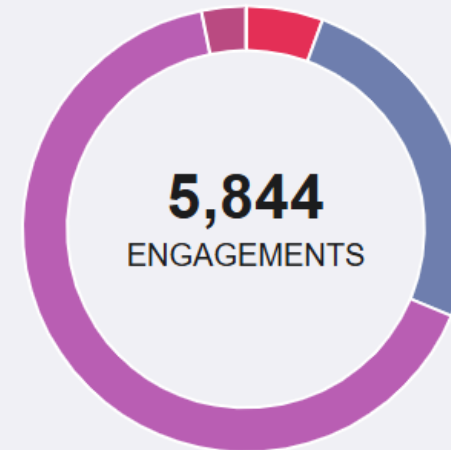
Updated 03/04/2026 07:35



Articles TikTok Facebook
Instagram Instagram Stories



TikTok Facebook Instagram
Instagram Stories



Articles TikTok Facebook
Instagram Instagram Stories

PR REPORTS

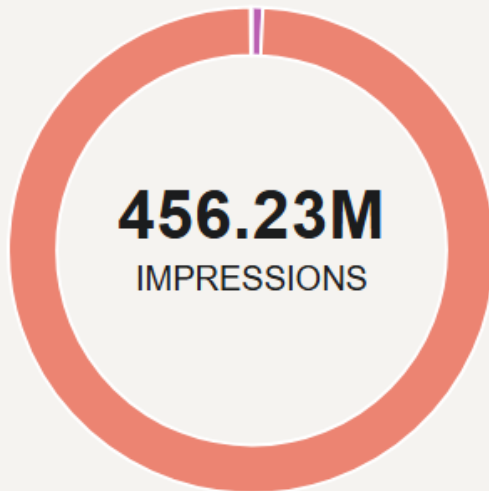


HAYWORTH PR

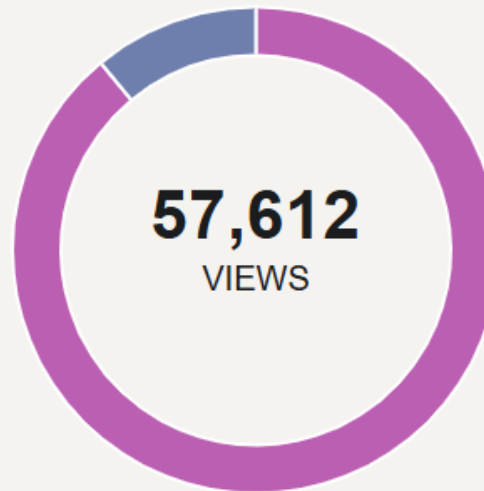


DCRF March 2026 Publicity Report

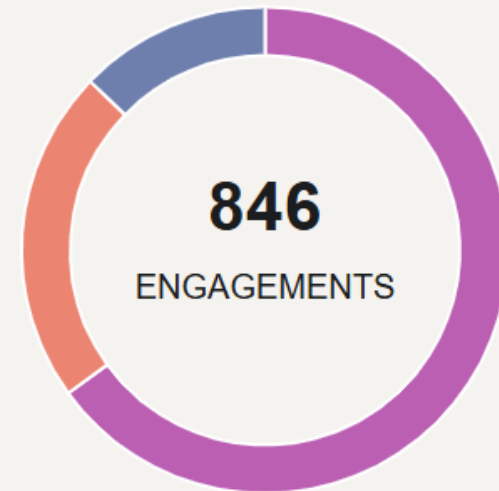
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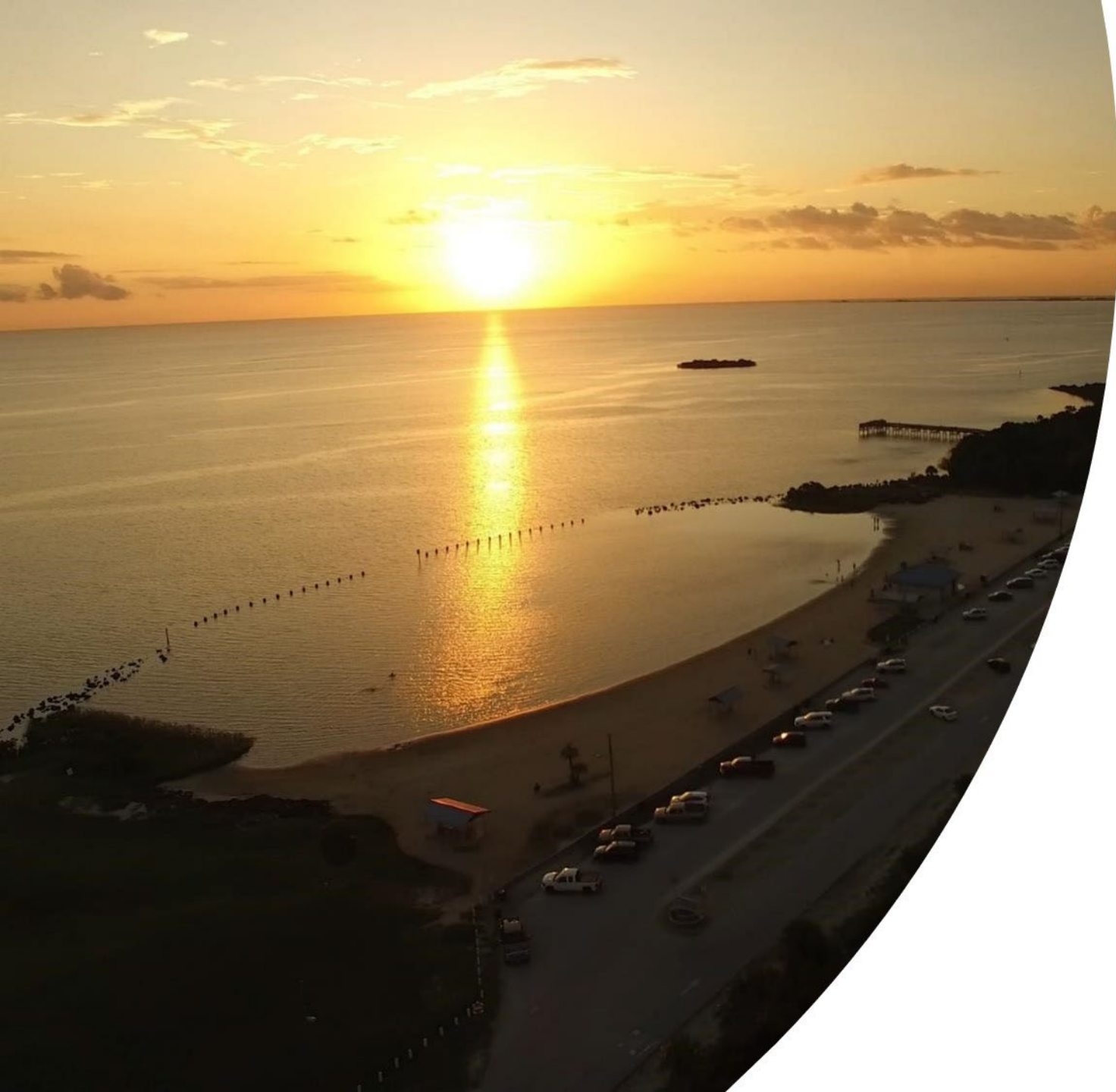
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OTHER BUSINESS BY COUNCIL MEMBERS



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**

Next Meeting: July 8, 2026



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	Financial Reports				
AGENDA DATE:	May 13, 2026				
<u>BRIEF OVERVIEW:</u> Financial Reports.					
<u>STRATEGIC PLANNING ELEMENT:</u>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance
No budget impact.					
<u>RECOMMENDED ACTION:</u> Information only.					
<u>ATTACHMENTS:</u>					
1. Combined Financial Reports_Period 5					
2. Combined Financial Reports_Period 6					

DATE: 04/22/2026
TIME: 11:34:38

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genlledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - -	TITLE - - - -	DEBITS	CREDITS
101000	CASH	4,633,342.22	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		4,634,042.22	.00
TOTAL ASSETS & OTHER DEBITS		4,634,042.22	.00
TOTAL ASSETS		4,634,042.22	.00
202000	ACCOUNTS PAYABLE		521.00
TOTAL ACCOUNTS PAYABLE		.00	521.00
TOTAL LIAB. & OTHER CREDITS		.00	521.00
TOTAL LIABILITIES		.00	521.00
271000	FUND BALANCE		5,429,268.93
TOTAL EQUITY		9,655,138.33	14,288,659.55
TOTAL EQUITIES		9,655,138.33	14,288,659.55
TOTAL VISITOR & CONV BUREAU		14,289,180.55	14,289,180.55

DATE: 04/22/2026
TIME: 11:34:38

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genlledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	3,846,636.45	
	TOTAL CASH & CASH EQUIVALENTS	3,846,636.45	.00
	TOTAL ASSETS & OTHER DEBITS	3,846,636.45	.00
	TOTAL ASSETS	3,846,636.45	.00
271000	FUND BALANCE		3,687,871.27
	TOTAL EQUITY	3,152,395.00	6,999,031.45
	TOTAL EQUITIES	3,152,395.00	6,999,031.45
	TOTAL VISITOR & CONV BUREAU 1ST	6,999,031.45	6,999,031.45
	TOTAL REPORT	21,288,212.00	21,288,212.00

DATE: 04/22/2026
TIME: 11:35:44

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-195 VISITORS & CONV BUREAU
ACTIVITY- TITLE NOT FOUND
DEPARTMENT- TITLE NOT FOUND

ACCOUNT - - - -	TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312130	TOURIST TAX	2,500,000.00	166,995.21	.00	473,021.97	2,026,978.03	18.92
361200	MONEY MKT & LGIP INTERES	50,000.00	14,351.48	.00	54,458.94	-4,458.94	108.92
400100	5% RESERVE	-127,500.00	.00	.00	.00	-127,500.00	.00
400200	CARRY FORWARD	5,061,807.00	.00	.00	.00	5,061,807.00	.00
TOTAL TITLE NOT FOUND		7,484,307.00	181,346.69	.00	527,480.91	6,956,826.09	7.05
TOTAL VISITOR & CONV BUREAU		7,484,307.00	181,346.69	.00	527,480.91	6,956,826.09	7.05

DATE: 04/22/2026
TIME: 11:35:44

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-195 VISITORS & CONV BUREAU
ACTIVITY- TITLE NOT FOUND
DEPARTMENT- TITLE NOT FOUND

ACCOUNT - - - -	TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312131	1ST CENT TOURIST TAX	625,000.00	41,748.80	.00	118,255.49	506,744.51	18.92
361200	MONEY MKT & LGIP INTERES	25,000.00	10,848.37	.00	40,509.69	-15,509.69	162.04
400100	5% RESERVE	-32,500.00	.00	.00	.00	-32,500.00	.00
400200	CARRY FORWARD	2,215,437.00	.00	.00	.00	2,215,437.00	.00
TOTAL TITLE NOT FOUND		2,832,937.00	52,597.17	.00	158,765.18	2,674,171.82	5.60
TOTAL VISITOR & CONV BUREAU 1		2,832,937.00	52,597.17	.00	158,765.18	2,674,171.82	5.60
TOTAL REPORT		10,317,244.00	233,943.86	.00	686,246.09	9,630,997.91	6.65

DATE: 04/22/2026
TIME: 11:36:49

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122 VISITOR & CONV BUREAU

ACCOUNT	- - - - TITLE - - - -	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
51200	REGULAR SALARIES & WAGES	478,905.00	32,455.94	.00	148,739.72	330,165.28	31.06
51306	CASUAL LABOR	30,370.00	.00	.00	.00	30,370.00	.00
52100	FICA TAXES	42,388.00	2,457.83	.00	11,301.98	31,086.02	26.66
52200	RETIREMENT CONTRIBUTIONS	66,081.00	4,553.56	.00	20,703.05	45,377.95	31.33
52300	LIFE & HEALTH INSURANCE	87,644.00	5,816.82	.00	32,443.23	55,200.77	37.02
52400	WORKERS' COMPENSATION	714.00	52.26	.00	244.24	469.76	34.21
53100	PROFESSIONAL SERVICES	214,700.00	15,806.67	99,559.99	100,140.01	15,000.00	93.01
53400	OTHER CONTRACTUAL SERV	182,160.00	21,950.00	80,000.00	70,450.00	31,710.00	82.59
53416	SOFTWARE AS A SERVICE	18,440.00	2,020.74	.00	9,907.10	8,532.90	53.73
54000	TRAVEL & PER DIEM	88,006.00	4,130.44	.00	17,162.47	70,843.53	19.50
54100	COMMUNICATIONS SERVICES	9,500.00	1,031.37	.00	1,740.49	7,759.51	18.32
54201	POSTAGE	26,000.00	149.15	.00	833.30	25,166.70	3.21
54300	UTILITY SERVICES	12,400.00	51.70	10,540.98	1,859.02	.00	100.00
54408	BUILDING RENTAL	26,820.00	.00	.00	8,926.24	17,893.76	33.28
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,940.00	130.00	1,372.00	568.00	.00	100.00
54603	VEHICLE MAINTENANCE	1,575.00	.00	.00	.00	1,575.00	.00
54604	MAINTENANCE - BUILDINGS	11,120.00	1,200.00	5,343.68	1,276.32	4,500.00	59.53
54605	EQUIPMENT MAINTENANCE	7,020.00	188.63	5,155.65	2,052.98	-188.63	102.69
54615	SOFTWARE MAINT/SUPPORT	2,065.00	.00	.00	.00	2,065.00	.00
54700	PRINTING & BINDING	18,000.00	157.75	.00	325.25	17,674.75	1.81
54800	PROMOTIONAL ACTIVITIES	101,800.00	7,863.03	.00	23,858.72	77,941.28	23.44
54807	MARKETING	993,000.00	82,854.14	645,630.41	340,574.84	6,794.75	99.32
54809	TRADE SHOW PROMOTION	84,335.00	38,159.08	.00	73,679.08	10,655.92	87.36
54820	VISIT CITRUS MAGAZINE	40,000.00	.00	.00	33,500.00	6,500.00	83.75
54921	ADVERTISING	3,000.00	.00	.00	25.87	2,974.13	.86
55100	OFFICE SUPPLIES	3,500.00	80.75	.00	80.75	3,419.25	2.31
55120	OFFICE/NON-CAP EQUIPMENT	.00	.00	.00	194.06	-194.06	.00
55125	ATTRACTIVE ITEMS	3,900.00	.00	.00	1,111.93	2,788.07	28.51
55200	OPERATING SUPPLIES	1,000.00	79.45	.00	382.23	617.77	38.22
55205	UNIFORMS	1,000.00	.00	.00	.00	1,000.00	.00
55208	FUEL & LUBES	1,000.00	58.69	.00	154.59	845.41	15.46
55211	JANITORIAL SUPPLIES	1,000.00	-4.56	.00	-4.56	1,004.56	-.46
55221	MEALS	4,000.00	.00	.00	44.00	3,956.00	1.10
55270	COMPUTER ACCESSORIES	.00	2,263.98	.00	2,533.97	-2,533.97	.00
55400	DUES BKS SUBSCR MEM PUBL	24,450.00	612.00	.00	18,072.74	6,377.26	73.92
55500	TRAINING	31,390.00	275.00	.00	5,805.00	25,585.00	18.49
56100	LAND	300,000.00	300,000.00	.00	300,000.00	.00	100.00
56400	MACHINERY & EQUIPMENT	45,000.00	.00	.00	.00	45,000.00	.00
58221	SPECIAL PROJECTS	3,294,223.00	.00	.00	.00	3,294,223.00	.00
59100	TRANSFERS	998.00	.00	.00	998.00	.00	100.00
59123	TRANSFER - INDIRECT COST	93,544.00	.00	.00	93,544.00	.00	100.00
61000	RESERVED BUDGET FUND BAL	1,130,778.00	.00	.00	.00	1,130,778.00	.00
	TOTAL VISITOR & CONV BUREAU	7,484,307.00	524,394.42	847,602.71	1,323,228.62	5,313,475.67	29.01
	TOTAL VISITOR & CONV BUREAU	7,484,307.00	524,394.42	847,602.71	1,323,228.62	5,313,475.67	29.01

DATE: 04/22/2026
TIME: 11:36:49

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122 VISITOR & CONV BUREAU

ACCOUNT	- - - - -	TITLE - - - - -	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
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DATE: 04/22/2026
TIME: 11:36:49

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 3
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122H 1ST CENT TOURIST TAX

ACCOUNT	- - - - - TITLE - - - - -	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53100	PROFESSIONAL SERVICES	319,458.00	.00	319,458.00	.00	.00	100.00
53400	OTHER CONTRACTUAL SERV	80,542.00	.00	.00	.00	80,542.00	.00
58100	AID TO GOVERNMENT AGENCY	850,000.00	.00	.00	.00	850,000.00	.00
58200	DIST OF FUND TO OTHER OR	592,500.00	.00	.00	.00	592,500.00	.00
60080	RES FOR CAPITAL PROJECTS	990,437.00	.00	.00	.00	990,437.00	.00
	TOTAL 1ST CENT TOURIST TAX	2,832,937.00	.00	319,458.00	.00	2,513,479.00	11.28
	TOTAL VISITOR & CONV BUREAU 1	2,832,937.00	.00	319,458.00	.00	2,513,479.00	11.28
TOTAL REPORT		10,317,244.00	524,394.42	1,167,060.71	1,323,228.62	7,826,954.67	24.14

DATE: 04/22/2026
TIME: 11:34:58

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genlledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	4,739,947.01	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		4,740,647.01	.00
TOTAL ASSETS & OTHER DEBITS		4,740,647.01	.00
TOTAL ASSETS		4,740,647.01	.00
202000	ACCOUNTS PAYABLE		8,613.52
TOTAL ACCOUNTS PAYABLE		.00	8,613.52
TOTAL LIAB. & OTHER CREDITS		.00	8,613.52
TOTAL LIABILITIES		.00	8,613.52
271000	FUND BALANCE		5,429,268.93
TOTAL EQUITY		9,793,498.95	14,525,532.44
TOTAL EQUITIES		9,793,498.95	14,525,532.44
TOTAL VISITOR & CONV BUREAU		14,534,145.96	14,534,145.96

DATE: 04/22/2026
TIME: 11:34:58

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genlledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	3,851,427.77	
	TOTAL CASH & CASH EQUIVALENTS	3,851,427.77	.00
	TOTAL ASSETS & OTHER DEBITS	3,851,427.77	.00
	TOTAL ASSETS	3,851,427.77	.00
202000	ACCOUNTS PAYABLE	17,500.00	
	TOTAL ACCOUNTS PAYABLE	17,500.00	.00
	TOTAL LIAB. & OTHER CREDITS	17,500.00	.00
	TOTAL LIABILITIES	17,500.00	.00
271000	FUND BALANCE		3,687,871.27
	TOTAL EQUITY	3,204,895.00	7,073,822.77
	TOTAL EQUITIES	3,204,895.00	7,073,822.77
	TOTAL VISITOR & CONV BUREAU 1ST	7,073,822.77	7,073,822.77
	TOTAL REPORT	21,607,968.73	21,607,968.73

DATE: 04/22/2026
TIME: 11:36:10

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-195 VISITORS & CONV BUREAU
ACTIVITY- TITLE NOT FOUND
DEPARTMENT- TITLE NOT FOUND

ACCOUNT - - - -	TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312130	TOURIST TAX	2,500,000.00	258,435.60	.00	731,457.57	1,768,542.43	29.26
361200	MONEY MKT & LGIP INTERES	50,000.00	12,594.65	.00	67,053.59	-17,053.59	134.11
400100	5% RESERVE	-127,500.00	.00	.00	.00	-127,500.00	.00
400200	CARRY FORWARD	5,061,807.00	.00	.00	.00	5,061,807.00	.00
TOTAL TITLE NOT FOUND		7,484,307.00	271,030.25	.00	798,511.16	6,685,795.84	10.67
TOTAL VISITOR & CONV BUREAU		7,484,307.00	271,030.25	.00	798,511.16	6,685,795.84	10.67

DATE: 04/22/2026
TIME: 11:36:10

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-195 VISITORS & CONV BUREAU
ACTIVITY- TITLE NOT FOUND
DEPARTMENT- TITLE NOT FOUND

ACCOUNT - - - - -	TITLE - - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312131	1ST CENT TOURIST TAX	625,000.00	64,608.90	.00	182,864.39	442,135.61	29.26
361200	MONEY MKT & LGIP INTERES	25,000.00	10,182.42	.00	50,692.11	-25,692.11	202.77
400100	5% RESERVE	-32,500.00	.00	.00	.00	-32,500.00	.00
400200	CARRY FORWARD	2,215,437.00	.00	.00	.00	2,215,437.00	.00
TOTAL TITLE NOT FOUND		2,832,937.00	74,791.32	.00	233,556.50	2,599,380.50	8.24
TOTAL VISITOR & CONV BUREAU 1		2,832,937.00	74,791.32	.00	233,556.50	2,599,380.50	8.24
TOTAL REPORT		10,317,244.00	345,821.57	.00	1,032,067.66	9,285,176.34	10.00

DATE: 04/22/2026
TIME: 11:37:14

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122 VISITOR & CONV BUREAU

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
51200	REGULAR SALARIES & WAGES	478,905.00	38,412.65	.00	187,152.37	291,752.63	39.08
51306	CASUAL LABOR	30,370.00	.00	.00	.00	30,370.00	.00
52100	FICA TAXES	42,388.00	2,913.09	.00	14,215.07	28,172.93	33.54
52200	RETIREMENT CONTRIBUTIONS	66,081.00	5,389.30	.00	26,092.35	39,988.65	39.49
52300	LIFE & HEALTH INSURANCE	87,644.00	6,795.31	.00	39,238.54	48,405.46	44.77
52400	WORKERS' COMPENSATION	714.00	60.00	.00	304.24	409.76	42.61
53100	PROFESSIONAL SERVICES	214,700.00	.00	99,559.99	100,140.01	15,000.00	93.01
53400	OTHER CONTRACTUAL SERV	182,160.00	3,269.20	80,000.00	73,719.20	28,440.80	84.39
53416	SOFTWARE AS A SERVICE	19,350.00	535.00	.00	10,442.10	8,907.90	53.96
54000	TRAVEL & PER DIEM	90,406.00	9,581.92	.00	26,744.39	63,661.61	29.58
54100	COMMUNICATIONS SERVICES	9,500.00	404.13	.00	2,144.62	7,355.38	22.57
54201	POSTAGE	26,000.00	3,489.69	.00	4,322.99	21,677.01	16.63
54300	UTILITY SERVICES	12,400.00	1,688.84	8,852.14	3,547.86	.00	100.00
54408	BUILDING RENTAL	26,820.00	4,463.12	.00	13,389.36	13,430.64	49.92
54550	GENERAL LIABILITY CLAIMS	541.00	4,049.20	.00	4,049.20	-3,508.20	748.47
54600	REPAIR & MAINTENANCE	1,940.00	130.00	1,242.00	698.00	.00	100.00
54603	VEHICLE MAINTENANCE	1,575.00	.00	.00	.00	1,575.00	.00
54604	MAINTENANCE - BUILDINGS	11,120.00	19.08	5,324.60	1,295.40	4,500.00	59.53
54605	EQUIPMENT MAINTENANCE	7,020.00	.00	5,155.65	2,052.98	-188.63	102.69
54615	SOFTWARE MAINT/SUPPORT	1,155.00	78.77	.00	78.77	1,076.23	6.82
54700	PRINTING & BINDING	18,000.00	398.75	4,035.48	724.00	13,240.52	26.44
54800	PROMOTIONAL ACTIVITIES	101,800.00	10,194.40	.00	34,053.12	67,746.88	33.45
54807	MARKETING	1,035,500.00	74,428.52	571,201.89	415,003.36	49,294.75	95.24
54809	TRADE SHOW PROMOTION	84,335.00	1,421.70	.00	75,100.78	9,234.22	89.05
54820	VISIT CITRUS MAGAZINE	40,000.00	.00	.00	33,500.00	6,500.00	83.75
54921	ADVERTISING	3,000.00	25.30	.00	51.17	2,948.83	1.71
55100	OFFICE SUPPLIES	3,500.00	197.91	.00	278.66	3,221.34	7.96
55120	OFFICE/NON-CAP EQUIPMENT	.00	.00	.00	194.06	-194.06	.00
55125	ATTRACTIVE ITEMS	3,900.00	59.94	.00	1,171.87	2,728.13	30.05
55200	OPERATING SUPPLIES	1,000.00	134.82	.00	517.05	482.95	51.71
55205	UNIFORMS	1,000.00	.00	.00	.00	1,000.00	.00
55208	FUEL & LUBES	1,000.00	55.49	.00	210.08	789.92	21.01
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	-4.56	1,004.56	-.46
55221	MEALS	4,000.00	79.96	.00	123.96	3,876.04	3.10
55270	COMPUTER ACCESSORIES	.00	3,061.89	.00	5,595.86	-5,595.86	.00
55400	DUES BKS SUBSCR MEM PUBL	24,450.00	1,150.00	.00	19,222.74	5,227.26	78.62
55500	TRAINING	33,590.00	30.00	.00	5,835.00	27,755.00	17.37
56100	LAND	300,000.00	.00	.00	300,000.00	.00	100.00
56400	MACHINERY & EQUIPMENT	45,000.00	.00	38,073.60	.00	6,926.40	84.61
58221	SPECIAL PROJECTS	3,247,123.00	.00	.00	.00	3,247,123.00	.00
59100	TRANSFERS	998.00	.00	.00	998.00	.00	100.00
59123	TRANSFER - INDIRECT COST	93,544.00	.00	.00	93,544.00	.00	100.00
61000	RESERVED BUDGET FUND BAL	1,130,778.00	.00	.00	.00	1,130,778.00	.00
TOTAL	VISITOR & CONV BUREAU	7,484,307.00	172,517.98	813,445.35	1,495,746.60	5,175,115.05	30.85
TOTAL	VISITOR & CONV BUREAU	7,484,307.00	172,517.98	813,445.35	1,495,746.60	5,175,115.05	30.85

DATE: 04/22/2026
TIME: 11:37:14

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

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FUND-160 VISITOR & CONV BUREAU
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122 VISITOR & CONV BUREAU

ACCOUNT	- - - - -	TITLE - - - - -	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
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DATE: 04/22/2026
TIME: 11:37:14

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 3
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
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FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARTMENT-2122H 1ST CENT TOURIST TAX

ACCOUNT	- - - - - TITLE - - - - -	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53100	PROFESSIONAL SERVICES	319,458.00	.00	319,458.00	.00	.00	100.00
53400	OTHER CONTRACTUAL SERV	80,542.00	.00	.00	.00	80,542.00	.00
58100	AID TO GOVERNMENT AGENCY	850,000.00	.00	.00	.00	850,000.00	.00
58200	DIST OF FUND TO OTHER OR	592,500.00	52,500.00	.00	52,500.00	540,000.00	8.86
60080	RES FOR CAPITAL PROJECTS	990,437.00	.00	.00	.00	990,437.00	.00
	TOTAL 1ST CENT TOURIST TAX	2,832,937.00	52,500.00	319,458.00	52,500.00	2,460,979.00	13.13
	TOTAL VISITOR & CONV BUREAU 1	2,832,937.00	52,500.00	319,458.00	52,500.00	2,460,979.00	13.13
TOTAL REPORT		10,317,244.00	225,017.98	1,132,903.35	1,548,246.60	7,636,094.05	25.99