

TOURIST DEVELOPMENT COUNCIL

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

AGENDA

July 8, 2026 - 9:00 AM

**Holly L. Davis, Chair
Tom Craig, Councilmember
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. May 13, 2026 TDC Meeting Minutes**

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

- D.1. Special Events Marketing Grant - Crystal River Nights Concert Series 2026**
Recommend approval of the Special Event Marketing Grant application for the Crystal River Concert Night Series 2026 in the amount of \$2,000.
- D.2. Miles Partnership - FY 2027 Media Plan Presentation**
Move to recommend approval of the Miles Partnership media plan for FY 2027 for the Visitors and Convention Bureau.

E. DIRECTORS/MEDIA REPORT

- E.1. Destination Update**
- E.2. Financial Reports**

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. **ADJOURN**

H.1.

**UPCOMING MEETING: Wednesday, September 2, 2026, at 9:00 a.m.,
Lecanto Government Building, Room 166, 3600 W Sovereign Path, Lecanto,
FL 34461.**



B.1.

AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	May 13, 2026 TDC Meeting Minutes				
AGENDA DATE:	July 8, 2026				
<u>BRIEF OVERVIEW:</u> May 13, 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 May 13, 2026 TDC Meeting Minutes.					
<u>ATTACHMENTS:</u> 1. TDC 05.13.26 Minutes - Draft					

Citrus County Tourist Development Council
Meeting Minutes
May 13, 2026

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on May 13, 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. **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	Absent	
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, Kelly Miller, and Purshia Allotey.

Public in Attendance: Paul Cross, Angie McCourt, Kim Attman, Marty Johnson, Dylan Ayla, Audra Curts, Peter Webber, and Kimberly Stibbs.

4. Adoption of the Agenda

Adoption of the May 13, 2026, agenda as presented.

RESULT	Approved unanimously
MOVER	Max Schulman
SECONDER	Tom Craig
AYES	

B. Approve minutes of meeting.

Approve the March 11, 2026, TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Michael Mancke
SECONDER	Max Schulman
AYES	

C. Open to the Public

Paul Cross showed praise for the Eco Compliant Program and Paul Cross applauded the initiative to raise the standards to control overcrowding on the waterways. Kimberly Stibbs also showed the same support, symbiotic with Paul, she applauded the education aspect of the Eco Compliant Program. Peter Webber spoke against the program. Kimberly Altman spoke in favor of the program. Auvis Cole responded, saying that he is open to amending aspects of the program to improve it.

D. Presentations

D.1. None

E. Director's/Media Report

E.1 FY 2026/2027 Proposed Budget Overview

Auvis Cole presented the FY 2026/2027 proposed budget for the Citrus County Visitors and Convention Bureau. Tom Craig inquired about the casual labor - boat ramp presented on the budget. Auvis Cole says that Discover Crystal River helps staff clean the beach up on Fort Island Beach. Michael Mancke moved to approve. Tom Craig second. Motion carried unanimously.

E.2 New Travel Initiatives

Auvis Cole presented new travel initiatives for the Visitors and Convention Bureau. The request included approval for attendance at two professional development and industry

events. First is STS Board Meeting – Richmond, VA (September 2026). Second, is the Destinations International CMDE Course – Portland, OR (July 18-21, 2026). The STS Board meeting – Richmond, VA (September 2026) for Auvis Cole, who 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. Second is Destinations International CMDE Course – Portland, OR (July 18-21, 2026). Auvis Cole is seeking to complete courses to earn his CDME. 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 total request from Special Projects is \$5,790.00. Motion approved by Max Schulman. Second, by Michael Mancke. Motion carried unanimously.

Destination Update

Auvis Cole and Terry Natwick initiated a moment of silence for David Mohr. Then, Auvis Cole introduced “Neumo” - the GovOs rental - for data on tax revenue collected locally. Auvis Cole shares the recent activation at Zoo Tampa. Many businesses of Citrus County joined to make the event successful. Visitor insights show that the percentage of visitors include 52% out of state visitors, which is 7% up from the same time last year. Zartico Data indicates that visitor percentages are up, the percentages of out-of-state visitors are up, and the amount visitors spend towards local businesses is also up in comparison to last year. Auvis Cole showed current travels such as Destinations Marketing Summit in Palmetto, FL, Tourism Academy in Jacksonville, FL. Including travels that have happened throughout April – May including Media Missions, Destination Marketing Summit, Tourism Academy, Capitol Hill, Sports ETA, and DI CEO Summit. These travels advocate for Citrus County. Kelly Miller shared her recent FAM Tours and PR reports.

F. Other Business

City of Inverness – Tom Craig

Tome Craig announced that the City of Inverness has their July 3rd event in celebration of 4th of July. They will be having two concerts.

City of Crystal River – Chris Ensing

None.

Other Comments:

Max Schulman spoke briefly on sports tourism for senior games. Utilizing the hiking and biking trails.

G. Open to the Public

Audra Curts, on behalf of City of Crystal River, spoke of the 4th of July Event and the next phase of the King's Bay Riverwalk is in construction. Marty Johnson, a volunteer at 3 Sister Springs, appreciated the rise of professionalism within tour groups. Peter Webber from Go Local Manatee Tours said that tour operators should come together to make the Eco Compliant Program better. Kimberly Altman from Explorida, said the Eco Compliant Program is obtainable if you truly care about what it stands for. Paul Cross, who owns three companies in Citrus County, said that only one of his companies meets the standard. He believes the program should be added to in order to raise the level of service that members of the community bring. Kimberly Stibbs from Salty Siren mentioned that time and education are crucial to be entered into the Eco Compliant Program.

H. Adjournment

Vice Chairman Tom Craig called for adjournment at 10:58 am. The next regular meeting will be Wednesday, July 8, 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:	Special Events Marketing Grant - Crystal River Nights Concert Series 2026				
AGENDA DATE:	July 8, 2026				
<u>BRIEF OVERVIEW:</u> Special Event Marketing Grant application for City of Crystal River for Crystal River Nights Concert Series 2026 held on September 19, 2026, October 10, 2026 and November 21, 2026.					
<u>STRATEGIC PLANNING ELEMENT:</u>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance
2122-58221	Special Projects	\$3,241,333.00	\$0	\$0	\$3,241,333.00
Requested amount is \$2,000					
<u>RECOMMENDED ACTION:</u> Recommend approval of the Special Event Marketing Grant application for the Crystal River Concert Night Series 2026 in the amount of \$2,000.					
<u>ATTACHMENTS:</u>					
1. SEMG - Crystal River Nights Concert Series 2026					

Citrus County Tourist Development Council



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Special Event Marketing Grant (SEMG) & Application Guidelines

Citrus County Visitors & Convention Bureau
915 N Suncoast Blvd
Crystal River, FL 34429
www.discovercrystalriverfl.com

SUMMARY

The Citrus County Tourist Development Council (TDC) and the Visitors & Convention Bureau (VCB) offers a Special Event Marketing Grant (SEMG) to organizations designated to promote special events that attract overnight visitors to Citrus County, thereby impacting the lodging industry. A “Special Project/Event” is defined as “a new or existing organized exhibition, festival, fair, sports tournament, conference which is conducted according to a prearranged schedule and with a targeted interest to the general public which may be free or with a predetermined entry or registration fee(s)”. For the purpose of this grant program, the public interest to prioritize those living outside Citrus County who would visit the destination and attract overnight visitors to observe or participate and may include Citrus County residents.

This SEMG is to provide funding to advertise and promote events to out-of-county markets in order to attract overnight visitors. The grant funds are intended to supplement the organization’s budget and are restricted in their use for marketing, advertisement, and promotional materials.

This grant requires a dollar for dollar cash match of marketing funds, with the exception of option 1. All grant funds must be used to market the project/event outside the borders of Citrus County.

There are three funding options available. Option 1 has a maximum award of \$2,000 and does not require verification of room nights nor matching funds. Option 2 has a maximum award of \$5,000 and requires matching dollars but does not require verification of room nights. Option 3 has a maximum award of \$10,000 and requires both matching dollars and verification of room nights. All grant funded marketing and messaging efforts (radio, TV, print, or digital) must be deployed outside Citrus County.

Applicants must conform to the TDC’s policies and procedures as specified. Applicants failing to conform to the policies and procedures will not be considered for funding. All funding requests must be approved by the TDC. Organizations are required to submit a final evaluation report, including an itemized marketing expenditure spreadsheet, within 90 days after the event. Funds will be reimbursed after all post-evaluation forms have been submitted.

APPLICATION SCHEDULE

Applications must be submitted on the schedule set forth on the Tourist Development page of the Citrus County website at this address:

https://citrusbocc.com/news_detail_T12_R2662.php

The SEMG cycle will be open twice a year (January and July) for submittals. This will allow applicants more flexibility for event funding in a timely manner.

Application Deadline	TDC Approval	BOCC Approval
November (Date TBD)	January (Date TBD)	February (Date TBD)
May (Date TBD)	July (Date TBD)	August (Date TBD)

Deadlines are strictly enforced. The applicant must submit a completed hard copy application to the VCB either in person or via mail at:

915 N. Suncoast Blvd
Crystal River, FL 34429

A dated postmark will not be accepted as the date of receipt of an application. Applications that fail to meet the deadline must be resubmitted for consideration during the next funding cycle.

All materials submitted with an application will become a matter of public record, open to inspection by the public subject to Chapter 119, Florida State Statutes.

There are no guarantees that applicants will be awarded funding. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Decisions regarding the award of funds are at the sole discretion of the Board of County Commissioners of Citrus County, FL (BOCC).

PRESENTATIONS

Presentations are mandatory and can only be given on the TDC meeting dates corresponding to the applicable funding cycle. Presentation time is limited to fifteen (15) minutes with Q&A from TDC. Following the presentation, the TDC will review the grant and vote on a budget allotment. The TDC will submit a recommendation to the BOCC for final approval. Funds cannot be obligated or expended prior to BOCC approval.

ELIGIBLE APPLICANTS

The TDC accepts grant applications from organizations that will be promoting a project or events that will increase hotel stays in Citrus County. The venue for the event must be located within Citrus County in order to promote the tourism industry.

POLICIES

This grant requires a dollar-for-dollar cash match of marketing funds, with the exception of option 1. All grant funds must be used to market the project/event outside the borders of Citrus County.

There are three funding options available. Option 1 has a maximum award of \$ 2,000 and does not require verification of room nights nor matching funds. Option 2 has a maximum award of \$ 5,000 and requires matching dollars but does not require verification of room nights. Option 3 has a maximum award of \$ 10,000 and requires both matching dollars and verification of room nights. All grant funded marketing and messaging efforts (radio, TV, print, or digital) must be deployed outside Citrus County.

Applicants must conform to the TDC's policies and procedures as specified. Applicants failing to conform to the policies and procedures will not be considered for funding. All funding requests must be approved by the TDC. Organizations are required to submit a final evaluation report, including an itemized marketing expenditure spreadsheet, within 60 days after the event. Funds will be reimbursed after all post-evaluation forms have been submitted.

There are three funding options available.

Option 1 has a maximum award of \$2,000 and does not require verification of room nights nor matching funds.

Option 2 has a maximum award of \$5,000 and requires matching dollars but does not require verification of room nights.

Option 3 has a maximum award of \$10,000 and requires both matching dollars and verification of room nights.

PROCEDURES

The VCB will review the grant application to determine if all criteria are met prior to TDC review. After submission, the County Attorney's office will determine whether the project is appropriate for expenditure of Tourist Development Tax funds, pursuant to section 125.0104 of the Florida Statute.

At the applicable TDC meeting, the TDC will evaluate each SEMG application. The BOCC, at its discretion, may approve or reject any application, regardless of recommendations by the TDC.

There are no guarantees that applicants will be awarded funding. Even though a project may qualify, limited availability of funds may not allow all projects to receive assistance. Decisions regarding the award of funds are at the sole discretion of the BOCC.

EVALUATION CRITERIA

Requests for funding will be evaluated on criteria to increase overnight lodging and economic impact for Citrus County. Applicants will be ranked according to the following criteria:

- Production of room nights
- Out-of-county advertising
- Detailed marketing plan
- Potential for economic impact
- Event timing and duration

The TDC and Citrus County, Florida (County) are not responsible for any debt incurred for the event. Grant funding limits are subject to final approval by the BOCC.

All events must take place after the BOCC meeting where the awards are voted upon. Marketing efforts that occur prior to that date are not eligible for reimbursement.

The VCB office will notify approved applicants by phone and email of the date and time of their presentation to the TDC. TDC meetings are generally held bi-monthly on the second Wednesday of the month.

Applications must conform to the policies and procedures specified by the TDC. Any application that is not in compliance will not be considered for funding.

QUESTIONS:

Please contact Auvis Cole at auvis@visitcitrus.com

AWARD PROCESS AND FUNDING AMOUNTS

The awarding of funds for Special Project/Event Marketing Grant is subject to the following additional limitations:

MAXIMUM AWARD

Option 1:

Organizations that are unable to present sufficient funds for a cash match are eligible to receive a maximum funding amount of \$2,000 unmatched marketing dollars.

Option 2:

The maximum award for any such project or event is \$5,000. This option requires matching dollars but does not require verified room nights.

Option 3:

This option requires matching dollars and verified room nights. The maximum award an organization can seek is directly related to the projected verifiable room nights the event will generate, although the actual award amount will be evaluated on multiple criteria, subject to the following limits.

Established events are eligible for the following maximum award amounts (based on proven, prior year room night generation figures):

Number of Room Nights <u>Generated</u>	Maximum Annual Award <u>Amount</u>
500 and over	Up to \$10,000
250 to 499	Up to \$8,500
100 to 249	Up to \$6,500

At time of reimbursement, if the verified number of room nights does not meet the proposed number in the application, the award will be reduced to the funding category equal to the number of room nights verified. If the actual number of room nights fall below the lowest threshold, the reimbursement amount will default to Option 1 or 2. Funding reimbursement will not be available until all reporting requirements are met.

ADVERTISING

The SEMG applicant's advertising and promotional funds must meet the requirements specified in this section. Failure to comply will result in rejection of the application. All advertising materials are to be reviewed by the VCB prior to final production.

Promotional materials must include one or more of the following:

- The Citrus County Visitors & Convention Bureau Logo



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- The VCB website URL: www.discovercrystalriverfl.com

All grant-funded advertising applicants must:

- Advertise in out-of-market (see policies) media to attract visitors from outside the county
- Work directly with lodging accommodations that provide a booking URL (required for Option 3)
- Generate economic impact in county
- Generate overnight lodging
- Submit itemized marketing expenditure spreadsheet a minimum of 90 days prior to the event or project.

AUTHORIZED USE OF FUNDS

The following are examples of how SEMG funds may be used to promote tourism in Citrus County:

- Advertising and promotional expenses with the intent to attract visitors to Citrus County and increase overnight visitation
- Print, Radio, Digital, Search Optimization, Social Media Campaigns & TV Advertisements
- Outdoor Signage/ Banners/ Billboards (must be posted outside of the County)
- Postage for Direct Mail of promotional materials

Other expenditures consistent with Florida Statutes and VCB/TDC objectives may be considered.

The following are examples of how tourist development funds may not be used for Special Events:

- Annual operating expenditures not directly related to the project or event. Legal, medical, engineering, accounting, auditing, planning, feasibility studies, or other consulting services.
- Salaries or supplements to salaries for existing or future staff, or employment of personnel not directly related to the project or event.
- Real property or capital improvements to privately owned facilities.
- Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections.
- Interest or reduction of deficits and loans.
- Expenses incurred or obligated prior to or after the grant project period.
- Prize money, scholarships, awards, plaques, or certificates.
- Travel expenses.
- Officials' fees and handling
- Medical and athletic training fees and supplies
- Transportation costs for contract labor
- Security (police, sheriff deputies, ushers, marshals)
- Projects restricted to private or exclusive participation.
- Private entertainment, food and beverages.

If the grant application is approved by the BOCC, the organization will be awarded a budget for advertising the Special Event. The County shall maintain the right to refuse to pay for any advertisement or promotion that does not comply with the guidelines set forth in this application and set by the TDC and BOCC.

PROCEDURE FOR DISBURSEMENT OF GRANT FUNDS

The TDC requires grant recipients to submit the complete final evaluation report within 90 days of the Special Event before reimbursement and/or payment of any invoice will be issued. Invoices will be processed as follows:

- Copies of invoices for advertising, proof of performance of advertising and proof of payment are required for all items that are seeking to be reimbursed.
- Invoices received at the VCB will be reviewed, coded, and submitted to the Citrus County Finance Department for payment or reimbursement.
- Invoices received where the event's identity cannot be determined will be returned to applicants as incomplete with instructions to submit the bill for processing back to the VCB.
- Reimbursements are due 90 days after the event with invoices submitted for approval along with the final evaluation report to the VCB.

VCB will review requests for payment and submit approved invoices to the Citrus County Finance Department for reimbursement. Final decisions on disbursement of grant funds are at the sole discretion of Citrus County.

DISSOLUTION OF ORGANIZATION

If a Special Event loses its sustainability, the organization disbands or goes out of business or the event does not take place, funding will be terminated.

FINAL EVALUATION REPORT

A Final Evaluation Report is due within 90 days following the dates of each scheduled Event. The criteria to be followed in completing the form are listed below and available on the website. The report requires specific details describing the following in relation to the Special Event:

- Estimated economic impact from local tourist related businesses
- Accommodation verifications from overnight stays for the event and number of rooms occupied (options 3 only)
- Analytics report from each lodging establishment of choice that provided a booking URL for overnight stays (options 3 only)
- Number of out of town visitors
- Copies of all advertising invoices - print, radio, materials – provide proofs, tear sheets, spot reports and proof of payment
- Copies of all promotion items with Citrus County VCB logo
- Itemized marketing expenditure spreadsheet
- Detailed budget reconciliation
- If applicable, proof of non-profit status

All grant recipients are required to maintain accurate financial records. All grants are subject to audit by the Citrus County Clerk of Circuit Court and Comptroller.

To assess the impact of the event on the Citrus County lodging industry, the VCB emphasizes the importance of tracking the number of overnight visitors attending the event. Room block reports from hotels are the preferred method of reporting room data. This information will be used to help track the number of visitors attending the event. Furthermore, this information helps determine the growth of a particular event.

If hotel room block reports for overnight verification are not utilized, then the applicant will be required to ensure the completion of Visitor Surveys by a minimum of 20% of the total attendees as submitted in the application. To clarify, if the applicant projects 4,000 attendees and opts to not utilize hotel room block reports, then a minimum of 800 Visitor Surveys are required. All applicants are required to track overall total attendance to establish the overall community impact of the event.

Special Event Marketing Grant

FY 2026

Each application will be evaluated and scored in four (4) categories with a maximum score of one hundred (100) points based on the following criteria:

1. Commitment to the overall economic impact of Tourism Development in Citrus County- Maximum of 40 Points - Evidence of the overall tourism economic impact by out-of-county visitors.

(30 points) High Impact Visitors: More than 250 estimated room nights

(20 points) Medium Impact Visitors: More than 150 estimated room nights

(10 points) Low Impact Visitors: More than 50 room nights

(5 points) Event occurs during non-peak seasons. Non-Peak season is considered to be the months of (September/October) and (May/June).

(5 points) Multi-day event. Yes/No?
2. Event Marketing Plan- Maximum of 20 Points – Identification of strategies and opportunities for attracting visitors from out-of-county. Marketing plan shall be thorough, well-defined and realistic.

(20 points) Specifically defined

(10 points) Identified but not specifically defined

(0 points) Not defined
3. Soundness of Special Event- Maximum of 20 Points Event clearly defines event objectives, funding sources and overall budget.

Event Objectives

- (5 points) Clearly defined
- (0 points) Not defined well or at all

Funding Sources/Budget

- (5 points) Specific income and expenses sources are defined on application
- (0 points) Not defined well or at all

Has this event received TDC funding in the past?

- (10 points) 0-3 years
- (5 points) 3-6 years
- (0 points) 6+ years

4. Stability and Management Capacity- Maximum of 20 Points - Proven record or demonstrated capacities to effectively plan, organize and implement a unique and high quality Special Event.

How long has the event existed?

- (10 points) Over 5 years
- (5 points) Under 5 years
- (0 points) First year

Is the Special Event unique and of a high quality to the area/county?

- (10 points) Very unique
- (5 points) Somewhat unique
- (0 points) Not unique

Special Event Marketing Grant

APPLICATION REQUEST

FY 2026

Organization Information

Organization City of Crystal River
Primary Contact City Manager Audra K. Curts-Whann
Address 730 N. Suncoast Blvd.
City Crystal River Zip 34429
Email acurts@crystalriverfl.org
Phone 352-212-4668

Registered as a non-profit corporation? ☐ Yes ☒ No (Attach proof)

Event Description

Event Name Crystal River Nights Concert Series 2026
Event Dates 9/19/2026, 10/10/2026, 11/21/2026

Requested Amount \$2,000.00

Total Budget Expenditures= \$172,260.00

** Event budget must be submitted together with this application **

Has this project previously received TDC funding?

Yes ☐ No ☒

If you answered yes, please give a short description of the project and date funding was awarded:

One hundred percent (100%) of the funds awarded to SEMG recipients shall be used for advertising and promotion to target audiences outside of Citrus County.

Please explain the intended use of "out of county" direct advertising funds.

For future events the city would like to expand our out-of-county advertising even more. We will use it for radio ads with Marion and/or the Villages radio stations with the hope this would draw in more visitors for a weekend stay. The city would also increase its Facebook advertising boosts, as well as creating banners to be displayed on well-travelled US HWY 19.

Please provide detailed information on your event.

The city has several concerts planned in the series as listed above. Here is a link to a future event: <https://www.crystalriverfl.org/special/page/crystal-river-nights-concert-series-0> Each event includes a opener and a headliner. This event was inspired Small Town Saturday Nights put on by the City of Inverness. The first event in Crystal River had an estimated 1,500-2,000 attendees with hope to grow to 5,000+.

How will Citrus County benefit from your event?

The local downtown businesses will benefit from each event. The city recently fully enacted the downtown entertainment district which allows patrons to purchase beverages from registered participants and freely move within the entertainment district boundaries to shop, listen to music etc. Although the city has no access to room night or other sales data, business responses are highly positive.

How many verifiable hotel stays do you project this event will bring to Citrus County?

While the city is not able to verify hotel stays, Paddletail Lodge provides rooms for our bands. These bands bring with them family and friends as well as followers. The city's first concert had the main headliner from Georgia.

Have any room blocks been reserved at the lodging facility of choice? Yes ☐ No ☒

If yes, list locations with the number of rooms blocked at each location:

How many years has this event taken place?

April 18, 2026 was the City's inaugural event for the concert series. This is a planned on going event. The city obtained sponsorships to purchase a stage. Each sponsor is provided advertising for 5 years on the stage banners. Overall the city obtained around \$160,000.00 in private donations to date.

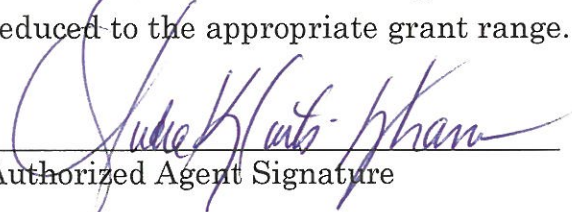
How does the event serve to attract out of county visitors generating hotel, motel, and RV/campground rentals?

These are free live entertainment events that generate a large following. Our sister city, Inverness, has a similar event series that draws in 5,000 or more visitors per event. The City is hoping that with each event, we will continue to grow.

I, AUDRA K. CURTS-WHANN, the Applicant or Authorized Agent of Applicant have reviewed this Application for the SEMG and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for the SEMG. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the SEMG funding.

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights when applicable, and approval of invoices by the VCB and Citrus County.

Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.


Authorized Agent Signature

5/20/2026
Date

AUDRA K. CURTS-WHANN
Print Name

CITY MANAGER
Title

APPLICATION CHECKLIST (Checklist for presentation to TDC)

Please Provide the Following. Some of the below can be covered in the application questions:

- Event description (detailed)
- Event name / event dates
- Amount requested
- Detailed Event Budget: all sources of income, all expenses
- Intended use of “out of county” direct advertising funds
- How will Citrus County benefit from the project?
- How many verifiable hotel stays do you project this event will bring to the county?
- Have blocks of rooms been reserved at a lodging facility?
- List past TDC funding, if applicable (year, event, requested amount, awarded amount, spent amount).
- How does the event serve to attract out of county visitors generating room nights?
- How will the event be marketed to the fullest extent possible in an effective and efficient manner?
- How will you demonstrate a willingness to work with the tourism industry?
- How do you intend to accomplish your slated objectives?
- The completed SEMG Application must include documentation of the extent to which the event provides a program for Citrus County visitors and its residents which is of significant merit and that, without such assistance, would not take place in the County.
- Itemized marketing spreadsheet

ECONOMIC IMPACT SURVEY AND REPORTING INSTRUCTIONS

Economic Impact Survey Visitor Questionnaire (option 3 only) – Applicants will be required to distribute and collect Economic Impact Visitor Questionnaires as provided by the Tourist Development Council. These surveys will aid in the tracking of participants’ accommodations and spending patterns in Citrus County of persons attending the event. As part of the Grant process, these surveys are required to be submitted with the final evaluation report.

Economic Impact Survey Summary Report (option 3 only) – After collecting the completed Economic Impact Questionnaires, divide them by zip code and combine the information compiled using Economic Impact Survey Summary Reports. These summary reports are to be used as a tool to help create the final evaluation report.

REVENUE AND EXPENDITURE REPORT FOR CRYSTAL RIVER CITY

Balance As of 09/30/2026

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Activity For 09/30/2026	YTD Balance 09/30/2026	Encumbrance 09/30/2026	Available Balance 09/30/2026	% Bdgt Used
Fund: 120 SPECIAL EVENTS FUNDS								
00000								
Revenues								
INTEREST EARNED								
120-00000-36110-25018	INTEREST-LOCAL INVESTMENTS	0.00	200.00	0.00	552.90	0.00	(352.90)	276.45
	INTEREST EARNED	0.00	200.00	0.00	552.90	0.00	(352.90)	276.45
MISCELLANEOUS FEES								
120-00000-36691-25018	DONATIONS GENERAL	0.00	158,800.00	0.00	155,592.22	0.00	3,207.78	97.98
120-00000-36990-25018	MISCELLANEOUS REVENUE	0.00	900.00	0.00	1,100.00	0.00	(200.00)	122.22
	MISCELLANEOUS FEES	0.00	159,700.00	0.00	156,692.22	0.00	3,007.78	98.12
	Revenues	0.00	159,900.00	0.00	157,245.12	0.00	2,654.88	98.34
Expenditures								
SERVICES & SUPPLIES								
120-00000-31000-25018	PROFESSIONAL SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	SERVICES & SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Expenditures	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	Net -	0.00	159,900.00	0.00	157,245.12	0.00	2,654.88	
01574								
Expenditures								
SERVICES & SUPPLIES								
120-01574-31000-25018	PROFESSIONAL SERVICES	0.00	19,675.00	0.00	15,881.47	600.00	3,193.53	83.77
120-01574-49001-25018	ADVERTISING-GENERAL	0.00	12,360.00	0.00	2,146.97	2,360.00	7,853.03	36.46
120-01574-51003-25018	UNCAPITALIZED EQUIPMENT	0.00	2,500.00	0.00	0.00	0.00	2,500.00	0.00
120-01574-52000-25018	OPERATING SUPPLIES	0.00	100.00	0.00	73.18	0.00	26.82	73.18
	SERVICES & SUPPLIES	0.00	34,635.00	0.00	18,101.62	2,960.00	13,573.38	60.81
SALARY								
120-01574-12006-25018	SALARY PT REGULAR	0.00	215.00	0.00	213.00	0.00	2.00	99.07
120-01574-14000-25018	OVERTIME SALARIES	0.00	1,065.00	0.00	1,062.92	0.00	2.08	99.80
	SALARY	0.00	1,280.00	0.00	1,275.92	0.00	4.08	99.68
BENEFITS								
120-01574-21000-25018	FICA TAXES	0.00	80.00	0.00	78.71	0.00	1.29	98.39
120-01574-21001-25018	MEDICARE TAXES	0.00	20.00	0.00	18.41	0.00	1.59	92.05
120-01574-22001-25018	RETIREMENT CONTRIBUTIONS	0.00	180.00	0.00	179.01	0.00	0.99	99.45
120-01574-23000-25018	LIFE & HEALTH INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
120-01574-24000-25018	WORKER'S COMPENSATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	BENEFITS	0.00	280.00	0.00	276.13	0.00	3.87	98.62
OTHER								
120-01574-63010-25018	SIGNAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00
	OTHER	0.00	0.00	0.00	0.00	0.00	0.00	0.00
CAPITAL								
120-01574-64000-25018	CAPITAL-OTHER EQUIPMENT	0.00	136,065.00	0.00	0.00	135,805.00	260.00	99.81
	CAPITAL	0.00	136,065.00	0.00	0.00	135,805.00	260.00	99.81
	Expenditures	0.00	172,260.00	0.00	19,653.67	138,765.00	13,841.33	91.96

REVENUE AND EXPENDITURE REPORT FOR CRYSTAL RIVER CITY

Balance As of 09/30/2026

GL Number	Description	25-26 Original Budget	25-26 Amended Budget	Activity For 09/30/2026	YTD Balance 09/30/2026	Encumbrance 09/30/2026	Available Balance 09/30/2026	% Bdgt Used
Fund: 120 SPECIAL EVENTS FUNDS								
01574	Net -	0.00	(172,260.00)	0.00	(19,653.67)	(138,765.00)	(13,841.33)	
Fund 120 - SPECIAL EVENTS FUNDS:								
TOTAL REVENUES		0.00	159,900.00	0.00	157,245.12	0.00	2,654.88	98.34
TOTAL EXPENDITURES		0.00	172,260.00	0.00	19,653.67	138,765.00	13,841.33	91.96
NET OF REVENUES & EXPENDITURES:		0.00	(12,360.00)	0.00	137,591.45	(138,765.00)	(11,186.45)	

EXAMPLE: ECONOMIC IMPACT SURVEY VISITOR QUESTIONNAIRE (Option 3 only)

EVENT NAME: _____ EVENT DATE: _____

1. What is your primary zip code?
2. How many nights do you plan to stay in Citrus County?
Nights: _____ Day Trip Only: _____
3. Where are you staying while in Citrus County?

a - Hotel/Motel b - Vacation Rental/Condo c - Friends/Relatives
d - Bed and Breakfast e - Campground f - Other



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director												
SUBJECT:	Miles Partnership - FY 2027 Media Plan Presentation												
AGENDA DATE:	July 8, 2026												
<u>BRIEF OVERVIEW:</u> Miles Partnership will present the FY 2027 Media Plan for the Visitors & Convention Bureau.													
<u>STRATEGIC PLANNING ELEMENT:</u>													
<u>BUDGET IMPACT/FUNDING SOURCE:</u> <table border="1"><thead><tr><th>Account No.</th><th>Account Title</th><th>Current Budget</th><th>YTD Expenditure</th><th>Encumbrances</th><th>Available Balance</th></tr></thead><tbody><tr><td>2122-54807</td><td>Marketing</td><td>\$1,022,200.00</td><td>\$0</td><td>\$0</td><td>\$1,022,200.00</td></tr></tbody></table> Projected FY 27 Budget. The budgeted Media Plan is \$982,700		Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance	2122-54807	Marketing	\$1,022,200.00	\$0	\$0	\$1,022,200.00
Account No.	Account Title	Current Budget	YTD Expenditure	Encumbrances	Available Balance								
2122-54807	Marketing	\$1,022,200.00	\$0	\$0	\$1,022,200.00								
<u>RECOMMENDED ACTION:</u> Move to recommend approval of the Miles Partnership media plan for FY 2027 for the Visitors and Convention Bureau.													
<u>ATTACHMENTS:</u> 1. Miles Partnership - FY27 Media Plan Flowchart													

Low Funnel
Mid Funnel
Upper Funnel

Vendor		Description/Unit													Net Cost	
			October	November	December	January	February	March	April	May	June	July	August	September		
Programmatic	Programmatic															
	Ad+Genuity	Interactive Display	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
		High-Impact Display	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$4,100	\$49,200
		Native	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
SEM	SEM															
	Google	SEM	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
Social	Social															
	Meta (Facebook & Instagram)	Social	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$6,000	\$72,000
Print	Print															
	Outdoor Sportsman Group	1/2 Page Horizontal					\$1,500	\$1,500	\$1,500	\$1,500				\$1,500		\$7,500
		2x Social Posts		\$500							\$500					\$1,000
		2027 VISIT FLORIDA: Official Vacation Guide	Full Page			\$16,934										\$16,934
Broadcast	Broadcast/CTV															
	WFLA	Custom Broadcast Package	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$4,917	\$59,000
	WSFL	20 Virtual Signage - Florida Panthers	\$7,143	\$7,143	\$7,143	\$7,143	\$7,143	\$7,143	\$7,143							\$50,000
Custom Partnerships	Content Partnerships															
	Tripadvisor	Custom Content Package	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$6,250	\$75,000
	Perion	High-Impact Rich Media	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$50,000
	Tinybeans	Custom Content Package	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$4,167	\$50,000
	Life360 (Native)	Custom Native Article					\$18,000	\$18,000	\$18,000	\$18,000	\$18,000					\$90,000
		Life360 App - Map Banner										\$11,667	\$11,667	\$11,667		\$35,000
Local Activations	Local Activations															
	Reel Animals	Custom Package	\$10,000												\$10,000	
	Tidewater Diaries	Custom Package	\$40,000												\$40,000	
	Florida Insider Fishing Report	Custom Package	\$20,000												\$20,000	
	Local Lines Media	Custom Package	\$18,000												\$18,000	
	International Marketing Campaigns (Gosh PR & Lieb Mgmt)	various	\$65,000												\$65,000	
MISC.	Miscellaneous															
	Contingency															\$50,000
	SnapSea (DAM Solution)															\$7,200
	Latin America PR Marketing															\$20,000
	Hayworth PR Marketing															\$40,000
	DoubleVerify + Ad Serving		\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$548.00	\$6,866
		TOTAL FY27 MEDIA BUDGET														\$982,700



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	Destination Update				
AGENDA DATE:	July 8, 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. 07.08.26 VCB Directors Report - Amended					



CITRUS COUNTY TOURIST DEVELOPMENT COUNCIL July 8, 2026



CALL TO ORDER

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





ADOPTION OF THE AGENDA



APPROVAL OF THE MINUTES

Approve
May 13th
TDC Minutes



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS

- SEMG – Crystal River Nights Concert Series 2026
- Miles Partnership – FY 2027 Media Plan Presentation



AUVIS COLE

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- VCB Destination Update
- Financials



February FY 2025 Revenue
\$368,859.52

February FY 2026 Revenue
\$409,669.10
-24.63%

2024-25 Fiscal Year Collections in total to Date
\$1,384,223.28

2025-26 Fiscal Year Collections in total to Date
\$1,324,021.06

(\$)60,202.22 -4.35% YTD

FEB FY 2026
5th Penny Allocation
\$81,933.82
Total Capital Reserve
\$ 2,138,771.47



TOURISM DEVELOPMENT TAX

March FY 2025 Revenue

\$391,888.20

March FY 2026 Revenue

\$387,383.00

2024-25 Total Fiscal Year Collections

\$1,776,111.48

2025-26 Total Fiscal Year Collections

\$1,711,404.06

\$64,707 -7% YTD

March FY 2026

5th Penny Allocation

\$77,476.60

Total Capital Reserve

\$2,216,248.07



MONTHLY COMPARISON:

April 2026 SOURCE: STR, INC.

Current Month - April 2026 vs April 2025

	Occ %		ADR		RevPAR		Percent Change from April 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
Hillsborough (Tampa)	80.1	75.9	200.74	197.54	160.86	149.84	5.6	1.6	7.4	6.9	-0.4	5.2
Orange County (Orlando)	79.1	74.9	254.02	243.02	200.94	182.12	5.6	4.5	10.3	10.1	-0.2	5.3
Lake County	68.3	66.2	124.57	125.15	85.12	82.80	3.3	-0.5	2.8	4.8	2.0	5.3
Marion County	60.3	59.1	124.35	129.28	75.02	76.34	2.2	-3.8	-1.7	3.6	5.5	7.7
Flagler County	64.9	64.5	197.13	206.25	127.90	133.00	0.6	-4.4	-3.8	4.2	8.3	9.0
Hernando County	70.8	69.6	172.03	171.94	121.76	119.74	1.6	0.1	1.7	1.7	0.0	1.6
Pasco County	71.0	67.1	139.94	140.51	99.35	94.34	5.7	-0.4	5.3	-3.5	-8.3	-3.1
Sumter County	63.4	73.4	136.01	137.80	86.23	101.14	-13.6	-1.3	-14.7	5.2	23.3	6.5
Citrus County	61.2	63.3	114.32	127.52	70.00	80.69	-3.2	-10.4	-13.2	-13.2	0.0	-3.2
Florida	74.4	72.3	228.79	217.38	170.11	157.07	2.9	5.2	8.3	8.8	0.4	5.3



April YTD COMPARISON

SOURCE: STR, INC.

	Year to Date - April 2026 vs April 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)	79.2	81.1	197.70	201.89	156.50	163.64	-2.3	-2.1	-4.4	-3.6	0.8	-1.6
Orange County (Orlando)	79.8	77.6	250.96	240.68	200.18	186.74	2.8	4.3	7.2	7.7	0.4	3.3
Lake County	71.4	73.2	128.93	131.12	92.11	95.92	-2.3	-1.7	-4.0	-2.1	2.0	-0.4
Marion County	64.6	66.5	134.51	142.34	86.87	94.60	-2.8	-5.5	-8.2	-1.5	7.3	4.2
Flagler County	63.0	64.7	179.53	184.76	113.08	119.58	-2.7	-2.8	-5.4	2.5	8.3	5.4
Hernando County	72.7	82.2	172.71	176.72	125.53	145.27	-11.6	-2.3	-13.6	-13.6	0.0	-11.6
Pasco County	71.7	78.4	136.93	149.30	98.18	117.05	-8.5	-8.3	-16.1	-21.6	-6.5	-14.5
Sumter County	68.5	80.4	145.17	146.84	99.45	118.04	-14.8	-1.1	-15.7	3.9	23.3	5.1
Citrus County	66.9	75.4	120.80	141.50	80.76	106.64	-11.3	-14.6	-24.3	-24.3	0.0	-11.3
Florida	75.2	74.9	236.15	224.66	177.67	168.25	0.5	5.1	5.6	6.4	Page 41 of 64	1.2



SOCIAL MEDIA



Facebook Main
215,226 Followers



YouTube
935 Subscribers



Instagram
45,522 Followers



SOCIAL MEDIA

Follower Comparison



@floridashistoriccoast
100k followers



@visitnewsmyrnabeach
54.9k followers



@discovercrystalriver
45.5k followers



@visitameliaisland
45.4k followers



@visit_tally
41k followers



@discoverdaytonabeach
38.2k followers



@visitgainesville
27.3k followers

@ocalamarion
25.7k followers



@discovermartin
18.3k followers



@visitindianriver
15.2k followers

Insights

Instagram: April

- Views 206.8K
- Follows +610
- Reach 106.9K
- Interact 11.1K

Facebook: April

- FB Views 1.1M
- FB Reach 560.9K
- Follows +634
- Link Clicks 25.4K

Instagram: May

- Views 231.8K
- Follows +1.4K
- Reach 65.4K
- Interact 16K

Facebook: May

- FB Views 1.1M
- FB Reach 544.1K
- Follows +456
- Link Clicks 22K



**FAM TOURS:
MEDIA & SALES**



- Mar 7-9 HAY Insider Mag – Rita Cook US
- April 5-8 HAY Georgia Family Fun US

PR REPORTS

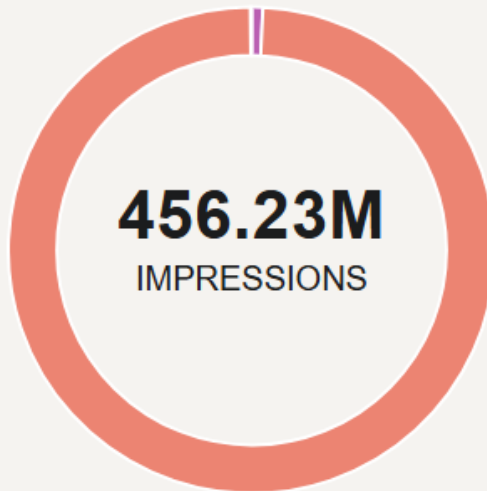


HAYWORTH PR

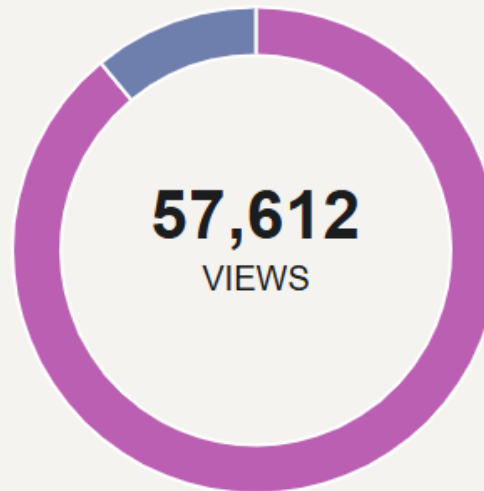


DCRF March 2026 Publicity Report

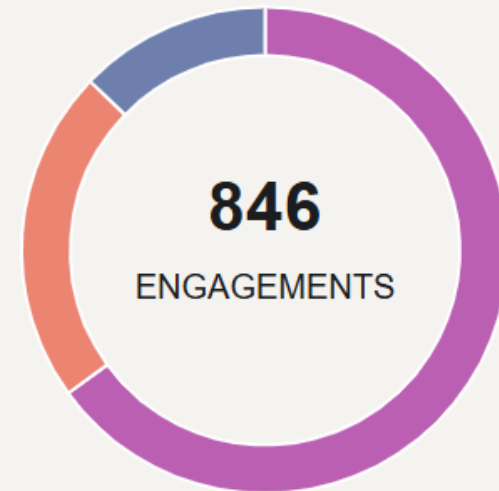
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● Instagram ● Articles ● Facebook



● Instagram ● Facebook



● Instagram ● Articles ● Facebook

PR REPORTS

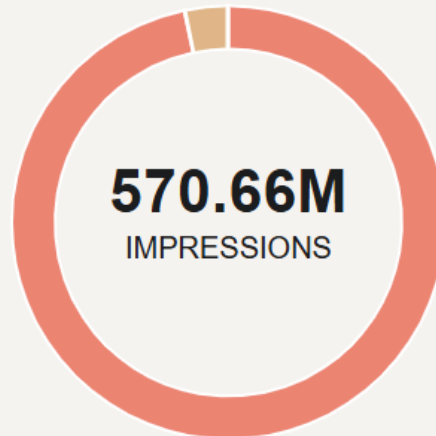


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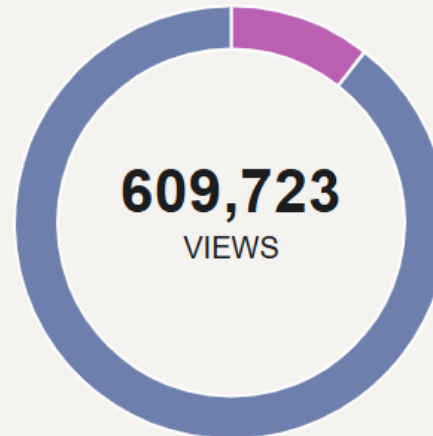


DCRF April Publicity Report

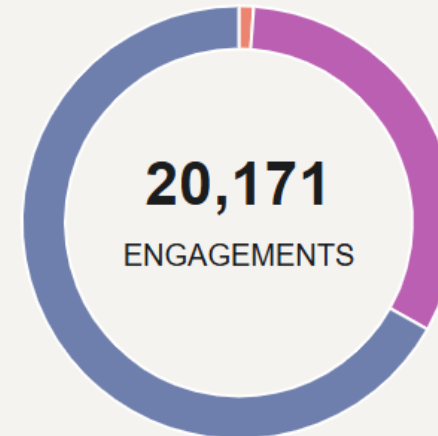
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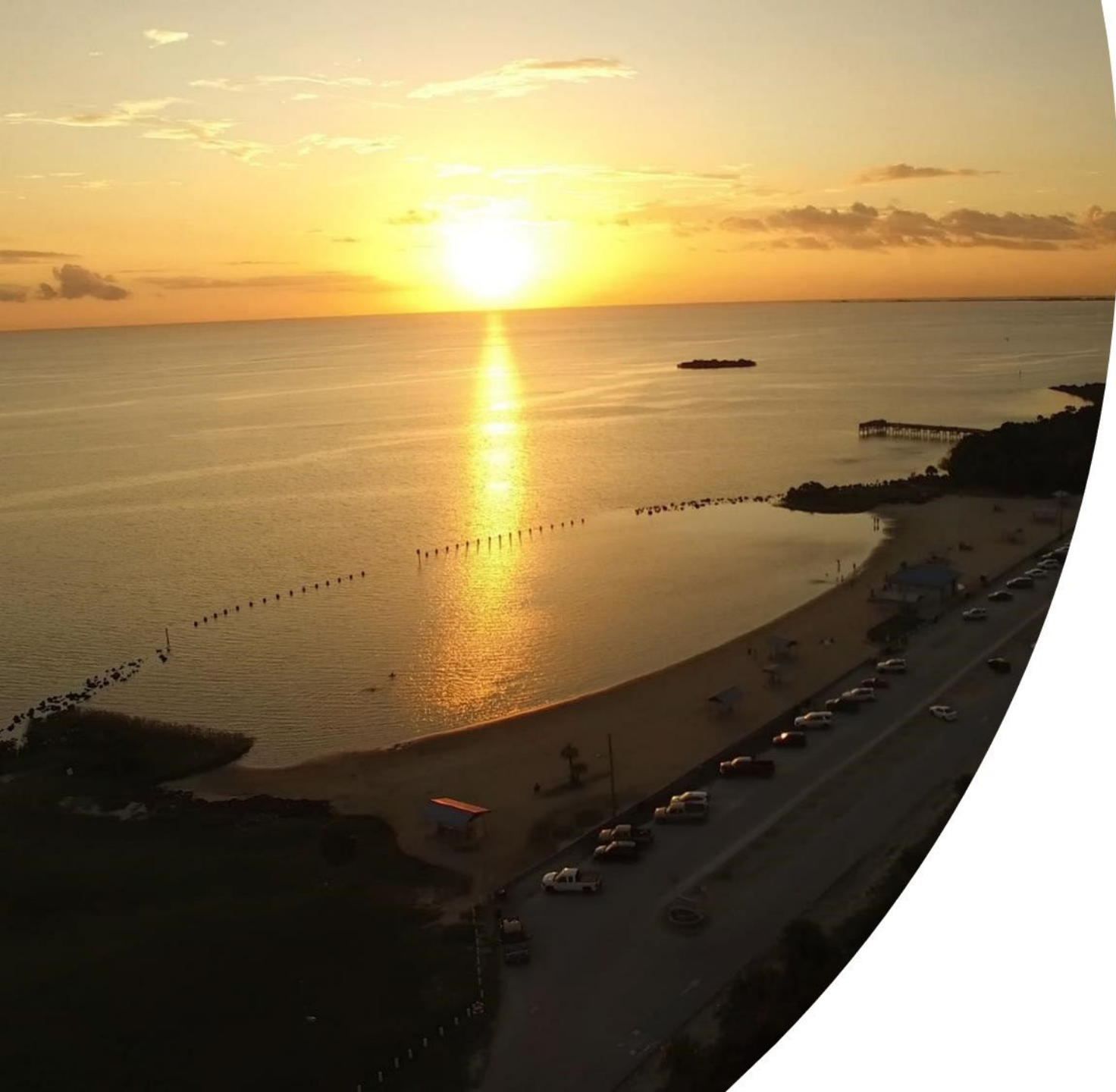
Articles Instagram
Other (VISIT FLORIDA SMT) Facebook



Instagram Facebook



Articles Instagram Facebook



OTHER BUSINESS BY COUNCIL MEMBERS



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



CITRUS COUNTY TOURISM DEVELOPMENT COUNCIL

Next Meeting: **September 2, 2026**



AGENDA MEMORANDUM

FROM:	Auvis Cole, Tourism Director				
SUBJECT:	Financial Reports				
AGENDA DATE:	July 8, 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 7					
2. Combined Financial Reports_Period 8					

DATE: 06/18/2026
TIME: 10:00:37

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 7/26

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	4,814,425.48	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		4,815,125.48	.00
TOTAL ASSETS & OTHER DEBITS		4,815,125.48	.00
TOTAL ASSETS		4,815,125.48	.00
271000	FUND BALANCE		5,429,268.93
TOTAL EQUITY		9,966,612.05	14,781,737.53
TOTAL EQUITIES		9,966,612.05	14,781,737.53
TOTAL VISITOR & CONV BUREAU		14,781,737.53	14,781,737.53

DATE: 06/18/2026
TIME: 10:00:37

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 7/26

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	3,841,365.78	
TOTAL CASH & CASH EQUIVALENTS		3,841,365.78	.00
TOTAL ASSETS & OTHER DEBITS		3,841,365.78	.00
TOTAL ASSETS		3,841,365.78	.00
202000	ACCOUNTS PAYABLE	70,000.00	
TOTAL ACCOUNTS PAYABLE		70,000.00	.00
TOTAL LIAB. & OTHER CREDITS		70,000.00	.00
TOTAL LIABILITIES		70,000.00	.00
271000	FUND BALANCE		3,687,871.27
TOTAL EQUITY		3,204,895.00	7,116,260.78
TOTAL EQUITIES		3,204,895.00	7,116,260.78
TOTAL VISITOR & CONV BUREAU 1ST		7,116,260.78	7,116,260.78
TOTAL REPORT		21,897,998.31	21,897,998.31

DATE: 06/18/2026
TIME: 10:00:01

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 7/26

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	327,735.28	.00	1,059,192.85	1,440,807.15	42.37
361200	MONEY MKT & LGIP INTERES	50,000.00	13,305.76	.00	80,359.35	-30,359.35	160.72
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	341,041.04	.00	1,139,552.20	6,344,754.80	15.23
TOTAL VISITOR & CONV BUREAU		7,484,307.00	341,041.04	.00	1,139,552.20	6,344,754.80	15.23

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REVENUE STATUS REPORT

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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 7/26

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
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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	81,933.82	.00	264,798.21	360,201.79	42.37
361200	MONEY MKT & LGIP INTERES	25,000.00	11,007.22	.00	61,699.33	-36,699.33	246.80
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	92,941.04	.00	326,497.54	2,506,439.46	11.53
	TOTAL VISITOR & CONV BUREAU 1	2,832,937.00	92,941.04	.00	326,497.54	2,506,439.46	11.53
	TOTAL REPORT	10,317,244.00	433,982.08	.00	1,466,049.74	8,851,194.26	14.21

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SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
TOTALLED ON: FUND,DEPARTMENT
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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
51200	REGULAR SALARIES & WAGES	478,905.00	57,921.28	.00	245,073.65	233,831.35	51.17
51306	CASUAL LABOR	30,370.00	.00	.00	.00	30,370.00	.00
52100	FICA TAXES	42,388.00	4,407.64	.00	18,622.71	23,765.29	43.93
52200	RETIREMENT CONTRIBUTIONS	66,081.00	8,126.37	.00	34,218.72	31,862.28	51.78
52300	LIFE & HEALTH INSURANCE	87,644.00	6,863.59	.00	46,102.13	41,541.87	52.60
52400	WORKERS' COMPENSATION	714.00	90.39	.00	394.63	319.37	55.27
53100	PROFESSIONAL SERVICES	214,700.00	6,306.67	93,253.32	106,446.68	15,000.00	93.01
53400	OTHER CONTRACTUAL SERV	182,160.00	11,973.25	70,000.00	85,692.45	26,467.55	85.47
53416	SOFTWARE AS A SERVICE	19,350.00	535.00	.00	10,977.10	8,372.90	56.73
54000	TRAVEL & PER DIEM	90,406.00	6,000.85	.00	32,745.24	57,660.76	36.22
54100	COMMUNICATIONS SERVICES	9,500.00	630.32	.00	2,774.94	6,725.06	29.21
54201	POSTAGE	26,000.00	4,248.22	.00	8,571.21	17,428.79	32.97
54300	UTILITY SERVICES	12,400.00	740.88	8,146.24	4,288.74	-34.98	100.28
54408	BUILDING RENTAL	26,820.00	4,463.12	.00	17,852.48	8,967.52	66.56
54550	GENERAL LIABILITY CLAIMS	4,051.00	.00	.00	4,049.20	1.80	99.96
54600	REPAIR & MAINTENANCE	1,940.00	202.40	1,039.60	900.40	.00	100.00
54603	VEHICLE MAINTENANCE	1,575.00	117.55	.00	117.55	1,457.45	7.46
54604	MAINTENANCE - BUILDINGS	11,120.00	19.08	5,305.52	1,314.48	4,500.00	59.53
54605	EQUIPMENT MAINTENANCE	7,020.00	670.00	4,296.65	2,722.98	.37	99.99
54615	SOFTWARE MAINT/SUPPORT	1,155.00	.00	.00	78.77	1,076.23	6.82
54700	PRINTING & BINDING	18,000.00	319.75	4,035.48	1,043.75	12,920.77	28.22
54800	PROMOTIONAL ACTIVITIES	81,450.00	6,730.14	.00	40,783.26	40,666.74	50.07
54807	MARKETING	1,035,500.00	71,169.30	542,532.59	486,172.66	6,794.75	99.34
54809	TRADE SHOW PROMOTION	104,685.00	6,957.07	.00	82,057.85	22,627.15	78.39
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	76.47	2,923.53	2.55
55100	OFFICE SUPPLIES	3,500.00	135.52	.00	414.18	3,085.82	11.83
55120	OFFICE/NON-CAP EQUIPMENT	5,200.00	4,851.72	.00	5,045.78	154.22	97.03
55125	ATTRACTIVE ITEMS	3,900.00	2,532.35	.00	3,704.22	195.78	94.98
55200	OPERATING SUPPLIES	1,000.00	.00	.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	103.46	.00	313.54	686.46	31.35
55211	JANITORIAL SUPPLIES	1,000.00	137.76	.00	133.20	866.80	13.32
55221	MEALS	4,000.00	2,750.00	.00	2,873.96	1,126.04	71.85
55270	COMPUTER ACCESSORIES	8,000.00	2,882.77	.00	8,478.63	-478.63	105.98
55400	DUES BKS SUBSCR MEM PUBL	24,450.00	.00	.00	19,222.74	5,227.26	78.62
55500	TRAINING	33,590.00	7,963.70	.00	13,798.70	19,791.30	41.08
56100	LAND	300,000.00	.00	.00	300,000.00	.00	100.00
56400	MACHINERY & EQUIPMENT	45,000.00	38,073.60	.00	38,073.60	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	1,114,068.00	.00	.00	.00	1,114,068.00	.00
	TOTAL VISITOR & CONV BUREAU	7,484,307.00	257,949.05	728,609.40	1,753,695.65	5,002,001.95	33.17
	TOTAL VISITOR & CONV BUREAU	7,484,307.00	257,949.05	728,609.40	1,753,695.65	5,002,001.95	33.17

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CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

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SELECTION CRITERIA: orgn.fund in ('160','160H')
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SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARTMENT,ACCOUNT
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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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CITRUS COUNTY BOARD EXPENDITURE STATUS REPORT

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SELECTION CRITERIA: orgn.fund in ('160','160H')
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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	50,503.03	268,954.97	50,503.03	.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	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	50,503.03	268,954.97	103,003.03	2,460,979.00	13.13
TOTAL VISITOR & CONV BUREAU 1		2,832,937.00	50,503.03	268,954.97	103,003.03	2,460,979.00	13.13
TOTAL REPORT		10,317,244.00	308,452.08	997,564.37	1,856,698.68	7,462,980.95	27.66

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CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 8/26

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	4,935,238.12	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		4,935,938.12	.00
TOTAL ASSETS & OTHER DEBITS		4,935,938.12	.00
TOTAL ASSETS		4,935,938.12	.00
271000	FUND BALANCE		5,429,268.93
TOTAL EQUITY		10,417,282.43	15,353,220.55
TOTAL EQUITIES		10,417,282.43	15,353,220.55
TOTAL VISITOR & CONV BUREAU		15,353,220.55	15,353,220.55

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CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 8/26

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	3,909,785.53	
	TOTAL CASH & CASH EQUIVALENTS	3,909,785.53	.00
	TOTAL ASSETS & OTHER DEBITS	3,909,785.53	.00
	TOTAL ASSETS	3,909,785.53	.00
202000	ACCOUNTS PAYABLE	70,000.00	
	TOTAL ACCOUNTS PAYABLE	70,000.00	.00
	TOTAL LIAB. & OTHER CREDITS	70,000.00	.00
	TOTAL LIABILITIES	70,000.00	.00
271000	FUND BALANCE		3,687,871.27
	TOTAL EQUITY	4,607,330.00	8,587,115.53
	TOTAL EQUITIES	4,607,330.00	8,587,115.53
	TOTAL VISITOR & CONV BUREAU 1ST	8,587,115.53	8,587,115.53
	TOTAL REPORT	23,940,336.08	23,940,336.08

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REVENUE STATUS REPORT

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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	309,906.40	.00	1,369,099.25	1,130,900.75	54.76
361200	MONEY MKT & LGIP INTERES	50,000.00	13,035.71	.00	93,395.06	-43,395.06	186.79
400100	5% RESERVE	-127,500.00	.00	.00	.00	-127,500.00	.00
400200	CARRY FORWARD	5,429,269.00	.00	.00	.00	5,429,269.00	.00
TOTAL TITLE NOT FOUND		7,851,769.00	322,942.11	.00	1,462,494.31	6,389,274.69	18.63
TOTAL VISITOR & CONV BUREAU		7,851,769.00	322,942.11	.00	1,462,494.31	6,389,274.69	18.63

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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	77,476.60	.00	342,274.81	282,725.19	54.76
361200	MONEY MKT & LGIP INTERES	25,000.00	10,540.13	.00	72,239.46	-47,239.46	288.96
400100	5% RESERVE	-32,500.00	.00	.00	.00	-32,500.00	.00
400200	CARRY FORWARD	3,617,872.00	.00	.00	.00	3,617,872.00	.00
	TOTAL TITLE NOT FOUND	4,235,372.00	88,016.73	.00	414,514.27	3,820,857.73	9.79
	TOTAL VISITOR & CONV BUREAU 1	4,235,372.00	88,016.73	.00	414,514.27	3,820,857.73	9.79
	TOTAL REPORT	12,087,141.00	410,958.84	.00	1,877,008.58	10,210,132.42	15.53

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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
51200	REGULAR SALARIES & WAGES	478,905.00	38,614.18	.00	283,687.83	195,217.17	59.24
51306	CASUAL LABOR	30,370.00	.00	.00	.00	30,370.00	.00
52100	FICA TAXES	42,388.00	2,928.49	.00	21,551.20	20,836.80	50.84
52200	RETIREMENT CONTRIBUTIONS	66,081.00	5,417.58	.00	39,636.30	26,444.70	59.98
52300	LIFE & HEALTH INSURANCE	87,644.00	6,796.02	.00	52,898.15	34,745.85	60.36
52400	WORKERS' COMPENSATION	714.00	60.27	.00	454.90	259.10	63.71
53100	PROFESSIONAL SERVICES	214,700.00	23,284.95	69,968.37	129,731.63	15,000.00	93.01
53400	OTHER CONTRACTUAL SERV	182,160.00	21,488.00	50,000.00	107,180.45	24,979.55	86.29
53416	SOFTWARE AS A SERVICE	19,350.00	915.40	.00	11,892.50	7,457.50	61.46
54000	TRAVEL & PER DIEM	90,406.00	9,152.33	.00	41,897.57	48,508.43	46.34
54100	COMMUNICATIONS SERVICES	9,500.00	481.39	.00	3,256.33	6,243.67	34.28
54201	POSTAGE	26,000.00	3,853.68	.00	12,424.89	13,575.11	47.79
54300	UTILITY SERVICES	12,400.00	47.78	8,098.46	4,336.52	-34.98	100.28
54408	BUILDING RENTAL	26,820.00	.00	.00	17,852.48	8,967.52	66.56
54550	GENERAL LIABILITY CLAIMS	4,051.00	6,826.40	.00	10,875.60	-6,824.60	268.47
54600	REPAIR & MAINTENANCE	1,940.00	130.00	909.60	1,030.40	.00	100.00
54603	VEHICLE MAINTENANCE	1,575.00	232.83	.00	350.38	1,224.62	22.25
54604	MAINTENANCE - BUILDINGS	11,120.00	.00	5,305.52	1,314.48	4,500.00	59.53
54605	EQUIPMENT MAINTENANCE	7,645.00	1,519.05	3,402.60	4,242.03	.37	100.00
54615	SOFTWARE MAINT/SUPPORT	1,155.00	.00	.00	78.77	1,076.23	6.82
54700	PRINTING & BINDING	18,000.00	4,453.14	.00	5,496.89	12,503.11	30.54
54800	PROMOTIONAL ACTIVITIES	80,825.00	1,385.39	.00	42,168.65	38,656.35	52.17
54807	MARKETING	1,035,500.00	70,528.83	472,003.76	556,701.49	6,794.75	99.34
54809	TRADE SHOW PROMOTION	104,685.00	2,136.90	.00	84,194.75	20,490.25	80.43
54820	VISIT CITRUS MAGAZINE	40,000.00	.00	.00	33,500.00	6,500.00	83.75
54921	ADVERTISING	3,000.00	.00	.00	76.47	2,923.53	2.55
55100	OFFICE SUPPLIES	3,500.00	52.88	.00	467.06	3,032.94	13.34
55120	OFFICE/NON-CAP EQUIPMENT	5,200.00	.00	.00	5,045.78	154.22	97.03
55125	ATTRACTIVE ITEMS	3,900.00	.00	.00	3,704.22	195.78	94.98
55200	OPERATING SUPPLIES	1,000.00	388.23	.00	905.28	94.72	90.53
55205	UNIFORMS	1,000.00	.00	.00	.00	1,000.00	.00
55208	FUEL & LUBES	1,000.00	97.86	.00	411.40	588.60	41.14
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	133.20	866.80	13.32
55221	MEALS	4,000.00	.00	.00	2,873.96	1,126.04	71.85
55270	COMPUTER ACCESSORIES	8,000.00	118.99	.00	8,597.62	-597.62	107.47
55400	DUES BKS SUBSCR MEM PUBL	24,450.00	1,218.90	.00	20,441.64	4,008.36	83.61
55500	TRAINING	33,590.00	.00	.00	13,798.70	19,791.30	41.08
56100	LAND	300,000.00	.00	.00	300,000.00	.00	100.00
56400	MACHINERY & EQUIPMENT	45,000.00	.00	.00	38,073.60	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	1,481,530.00	.00	.00	.00	1,481,530.00	.00
TOTAL VISITOR & CONV BUREAU		7,851,769.00	202,129.47	609,688.31	1,955,825.12	5,286,255.57	32.67
TOTAL VISITOR & CONV BUREAU		7,851,769.00	202,129.47	609,688.31	1,955,825.12	5,286,255.57	32.67

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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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SELECTION CRITERIA: orgn.fund in ('160','160H')
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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	19,596.98	249,357.99	70,100.01	.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	52,500.00	540,000.00	8.86
60080	RES FOR CAPITAL PROJECTS	2,392,872.00	.00	.00	.00	2,392,872.00	.00
	TOTAL 1ST CENT TOURIST TAX	4,235,372.00	19,596.98	249,357.99	122,600.01	3,863,414.00	8.78
	TOTAL VISITOR & CONV BUREAU 1	4,235,372.00	19,596.98	249,357.99	122,600.01	3,863,414.00	8.78
TOTAL REPORT		12,087,141.00	221,726.45	859,046.30	2,078,425.13	9,149,669.57	24.30