
AGENDA

Commissioner Ronald E. Kitchen Jr.
Vice Chair Michael Mancke
Councilmember Cindi Guy

Councilmember Jacquie Hepfer
Paresh Desai
Mike Engiles

Michael Shoemaker
Daryl Seaton
Gene McGee

A. CALL TO ORDER

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. Adoption of the Agenda
1. TDC - Agenda for January 13, 2021 Meeting
Approval of January 13, 2021 agenda.

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approval of December 9, 2020 Minutes
Review and approve transcribed minutes from December 9, 2020 meeting.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC Appreciation of Service
Appreciation of Service
2. Sodium Fishing Trail Marketing
Receive presentation and provide staff with direction on how to proceed

E. DIRECTORS/MEDIA REPORT

1. TDC - VCB Director's Report for January 13, 2021
Director's power point presentation/information only for Board.
2. TDC - January 13, 2021 Financial Update
Financial updates for Board review.

F. OTHER BUSINESS BY COUNCIL MEMBERS

G. OPEN TO THE PUBLIC

H. ADJOURNMENT

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

NOTE: If any person decides to appeal any decision made by the Tourist Development Council with respect to any matter considered at this public meeting or hearing, he or she will need to ensure that a verbatim record of the proceedings is made which record shall include the testimony and evidence upon which the appeal is to be based. Any person requiring reasonable accommodation at this meeting because of a disability or physical impairment should contact the County Administrator's Office,



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Agenda for January 13, 2021 Meeting				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u>					
Adoption of the January 13, 2021 agenda as presented.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Approval of January 13, 2021 agenda.					



Citrus County Tourist Development Council
Agenda
January 13, 2021

A. Call to Order

- A.1. Invocation – (Ron Kitchen)
- A.2. Pledge of Allegiance
- A.3. Roll Call
- A.4. Adoption of the Agenda

B. Approve Minutes of Meeting (Chairman Kitchen)

- B.1. Approve December 9, 2020 TDC minutes as presented.

C. Open to the Public

- C.1. Persons wishing to address the Council are requested to sign in and will be limited to three (3) minutes.

D. Presentations

- D.1. Appreciation of Service
- D.2. Sodium Fishing Trail

E. Directors/Media Report (John Pricher)

- E.1. VCB Destination Updates
- E.2. Financials

F. Other Business by Council Members

- F.1. City of Inverness Update (Jacquie Hepfer)
- F.2. City of Crystal River Update (Cindi Guy)

G. Open to the Public

H. Adjournment

Next TDC meeting: Wednesday, February 10, 2021, 9:00 A.M.

Lecanto Government Building, Room 166, 3600 Sovereign Path, Lecanto, FL 34461



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Approval of December 9, 2020 Minutes				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u>					
Approval of December 9, 2020 minutes as transcribed.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review and approve transcribed minutes from December 9, 2020 meeting.					

Citrus County Tourist Development Council
Meeting Minutes
December 9, 2020

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on December 9, 2020 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Ronald J. Kitchen, Jr..

1. **Invocation** – Councilmember Jacquie Hepfer led the invocation.
2. **Pledge of Allegiance** – Councilmember Jacquie Hepfer led the pledge.
3. **Roll Call** – John Pricher took roll call, a quorum was present.

Attendee Name	Title	Status	Arrived
Ronald E. Kitchen, Jr.	Commissioner	Present	
Michael Mancke	Vice-Chairman	Present	
Cindi Guy	Councilmember	Present	
Jacquie Hepfer	Councilmember	Present	
Dr. Paresh Desai	Member	Present	
Mike Engiles	Member	Present	
Mike Shoemaker	Member	Present	
Daryl Seaton	Member	Absent	
Gene McGee	Member	Present	

County Staff Present: John Pricher, Rachel Ford, Randy Oliver

Public in Attendance : Rosemary White, C Kimbrough, Michael Bates, Laurie Pike, Leslie Bollin, Danah Heye

4. Adoption of the Agenda

Adoption of the December 9, 2020 agenda as presented. RKitchen noted one change to agenda. Item F3 Legal Opinion on Crystal River Board Walk will be moved to Old Business.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Gene McGee
AYES	Kitchen, Shoemaker, Engiles, Guy, Desai, Mancke

B. Approve minutes of meeting.

Approve the November 4, 2020 TDC minutes as presented. MEngiles made a correction to the minutes. He was the Board member to make the request not MMancke regarding putting a time limit on the request to secure remainder of funding and if funding is not found we could use the money for something else. After this correction was made minutes were approved.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Gene McGee
AYES	Kitchen, Shoemaker, Engiles, Guy, Desai, Mancke

C. Open to the Public

John Crush from Sodium Fishing Gear reported he is completing an application with TDC to request a grant for \$15,000 for advertising a fishing tournament. He will be partnering with the Plantation, Eagle GMC and Cova for this event next year. We would need to start pushing the advertising in January or February. RKitchen asked Mr. Crush to complete the application and return to present at the January TDC meeting to make a formal request. ROliver reminded TDC that this would also require BOCC's approval and their January meetings are the 5th and the 19th, so approval would possibly not occur until the 19th since the January TDC is the 13th.

D. Presentations

D.1 Economic Impact Report from Research Data Services (RDS)

Anne Wittine presented the annual report for RDS. Visitation only down by 5 percent, March and April were lost months. Economic impact decrease 3.9 percent. Fourth quarter up 1.6 percent. January-February extremely strong. Beginning of March into April down 12.5 percent, but April-June up 10.9 percent due to the June visitations. July-September up 2.8 percent due to scallop season. FY economic impact \$256M. Every overnight \$541 of economic impact on destination. 98.8 percent satisfaction rating on visitors. Taxpaying 17M to State and local taxes, \$280 per Citrus County household paid by visitors. Recovery started June-August. Day trippers and overnight visitors FY 1.4M, economic impact up 7.1 percent. Outlook – Europe still having lock downs and Canadian's believe the U.S did not handle COVID19 very well. We need to rebuild good will into the fall and winter seasons. Survey found satisfaction of visitors are happy to be out and satisfied with their trip and plan to return, compared to last year. 86.3 percent plan to return to the area in the future. In May started the Pulse 21 report. Only 17.6 percent think things are mostly open in their destination that has now changed to 30.5 percent. ROliver noted sales tax up by \$331,000 but by State law we have to reduce by 5 percent. RKitchen asked what messaging we could do to let visitors know more things are open then closed. Anne reported anything we or the industry partners can do on the website or media will help visitors.

D.2 Media Metrics Update – John Pricher

JPricher reported on Madden Media campaigns we have been running. Year to date website up 85 percent, social media has driven 198,000 to our site. Video campaign 150 percent over goal with 150M views. Amplified storytelling and images mixed in, visitors are spending 55 percent more time on the site due to the story. Search engine marketing going well without images, access at 107 percent in sessions in web traffic year over year. Video consumed 79 days and 2 ½ months of video watching. Visit Florida Co-Op for next quarter will have results on success. Hulu campaign connected TV, early on those results, but expecting a big win. End market savings pass with Bandwango. Starting point with no cost to partners. It is an app built into the website. Co-op about to roll out to our partners, but will cost to participate. Utilizing fan base on website and social media to drive them to their sites.

Old Business

F3. Legal Opinion on Crystal River Board Walk - Randy Oliver

ROliver reported Crystal River indicated findings are we met legislative intent. Issue was request was for 1M and TDC said we would provide \$500,000 at that time and Board would do everything we could to find the rest. Board didn't vote but agreed to TDC's recommendation to \$500,000 and transfer those funds over. The legal opinion was from Michael Wiener from Holland and Knight which indicated it's a valid project with TDC

funds and Crystal River made a legislative finding that this is a fishing pier and/or a nature walk and those two are included. We used an outside agency per State statute and the cost was \$3,500 which will be charged to special projects. Board discussed at the retreat they want to use the \$400,000 that TDC put aside for the trail and to start one segment of it. We will go forward in January and push that money forward into that account. Trying to identify one piece that can be done with the least environmental impact and least permitting possible. Ken Frink thanked TDC for supporting the board walk. We had a shortfall of 1.6M and will be asking the State legislature for 1.6M as well. Cares funds may also be another option.

E. Director's/Media Report – John Pricher

JPricher ran a digital FAM tour video that Terry and Miles put together. We can pull out the different community's pieces to provide to them if they want to use. We started to push out on Facebook, trade site is the big push. Very proud of the work Terry and Miles did. Provided the Board with the new bike trail marketing brochure that Madden Media, Terry and Miles put together. Reached out to the biking community for input. Map has pull out of communities. Getting price quotes to print and will be next piece to showcase.

VCB Destination Update – JPricher

Facebook – doing really well, primary source to reach out to people.

Fishing – doing well, lots of interaction, up 117 percent.

Instagram – growing steadily.

Twitter – continue to have spikes, 1/3 of our medium.

360 Destinations – they will be coming back to do new destinations and new shoots as things allow.

JPricher provided an update on the Flagler Awards he recently attended. We won bronze for internet marketing and niche, and bronze for eco-tourism campaign. Our website also won bronze. We won best in show with budget \$500,000 to 2M for the swimming with the manatees web page. Everyone in the office contributed to making these awards happen. Danah Heye from Madden Media wanted to thank TDC for our trust and when you get the brand right it all comes together. The Henry Award is a really big award. Visit Florida did a phenomenal job.

Sales and Marketing – Terry has been doing a lot of virtual meetings.

FAM Tours – tours are coming in. The Weather Channel with Canada was just here. This was due to a media mission that Miles attended last year.

Financials

No update provided.

F. Other Business

City of Inverness – Jacquie Hepfer

Working on projects with the Chronicle beginning next year. Happy holidays.

City of Crystal River – Cindi Guy

Spoke to the bike trail and places to work with in Inverness.

Other Comments:

RKitchen – is there anything that we need to be doing? JPricher noted he meet with Brett Gordon from Madden Media and quarterly will come up with something that is not on the books.

MShoemaker – showed the video to all the Board and they were very impressed.

MMancke – reservations coming in late.

Desai – hopefully will have more business next year. Will break ground soon on new hotel.

RKitchen – at reorganization meeting, appointed to TDC for next year. My last year for a transitional year. I'll be on the Board for another year. Thanked John and his staff for all their great work. Happy Holiday.

G. Open to the Public

None

H. Adjournment

Chairman Kitchen called for adjournment at 11:06am. The next regular meeting will be Wednesday, January 13, 2021 at 9:00am and will be held at the Lecanto Government Building, Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461.

Minutes submitted by: Nanette Fisher

Approved by: John Pricher



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC Appreciation of Service				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u>					
<< BRIEF OVERVIEW HERE >>					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Appreciation of Service					



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC Sodium Fishing Trail Marketing				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u> Presentation by Sodium Fishing Trail for out of county marketing assistance					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Receive presentation and provide staff with direction on how to proceed					

Sodium

FISHING GEAR

BUDGET FOR 2021 SODIUM TOURNAMENT TRAIL

REVENUE

SPONSORS	\$25,000
TDC	\$18,650

EXPENSES

TOURNAMENT STAGE	\$12,000
TOURNAMENT SCALE	\$3,000
LABOR	\$5,000
SECURITY	\$3,000
MARKETING SODIUM	\$11,350

- \$400 MONTHLY MAINTENANCE X 10 = \$4000

- \$6,000 FILMING ALL EVENTS

- \$1,350 WEBSITE DESIGN

MARKETING TDC

- \$15,650 MARKETING ADS, INSTAGRAM, FACEBOOK, DIGITAL ADS, PRINT ADS, ETC. \$18,650

- \$3,000 FLORIDA SPORTSMAN FULL PAGE AD FEB. 21

SIMPLY AFFORDABLE MARKETING **SODIUM TOURNAMENT CIRCUIT**

December 23, 2020

NEW WEBSITE LAYOUT

PRICE FOR WEBSITE: \$1,350 ONE TIME FEE

Layout

- The new format will be desktop, tablet, and mobile friendly.
- You will have full access to your website so if there's anything you needed to change down the road you will be able to
- We can create as many pages as you'd like on the new website so need to worry about a page restriction. Will also get the core layout with page ideas and color schemes approved by you before we start.
- The platform will have a page where people can go to download all high quality content from the event. This will be very important piece to the website.

Analytical Data Tracking

- Tracking all data is extremely important for your website. It will let us know what type of content your audiences like best, where ad dollars should be focused, and will also give us the information needed to find what type of people are viewing your website on a regular basis.
- Your analytical data is the most important part of this entire project, having control of knowing who exactly is viewing your content is priceless because these are the same people who will buy any type of products or services related to your brand.

In Depth SEO Setup

- Will be going over each page on the website ensuring that all the Meta Tags & Meta Descriptions are set up with detail and loaded up with keywords. This is another extremely effective strategy we use to allow the website to be found easier in all search engines.

Social Media Account Setup

- For the initial design will make sure that all your social media accounts are created properly and connected to your website the right way. This is important when people are trying to find you on all major platforms.

Marketing Bundle

PRICE FOR MAINTENANCE: \$400 MONTHLY

Ad Creation & Management

- Re-target to people viewing your website and potential target audience that would fit the description of people who are interested in content related toward the tournament circuit. Less ad dollars will be used but will still have a high success rate with our retargeting technique.

Email Marketing

- This will be an extremely important part of interacting with people fishing in the tournament and others who want to follow along with information related to the tournament. We will plan out and create email blast to be sent out 1-2 times a month.

Website Maintenance

- Updating information frequently, video content, Tournament results, photography content, etc.

Social Media Posting

- This will be a little bit different than the normal sodium page will be posting on the tournament account 2-3 times a week.
- Graphics will be designed to promote tournament related information both on social media and on the website.
- This will include us making sure all major sponsors have access to the content and that it's being posted by the big brands supporting this circuit.

Media Production At Tournaments

PRICE FOR FILMING: \$1500 PER EVENT

There will be 3 people collecting media at the event from my team. One focusing on filming, one on photos and one strictly on social media in the moment content. It will be important that all three of these people will be tackling all these tasks at once.

Coverage will be all day, capturing shots in the morning before takeoff, Chase boat capturing footage out on the water, Footage as boats come back in from fishing and then the entire weigh in. Its very important we capture content from every phase of throughout the day.

All footage will be edited by my team and I. There will be a variety of types of footage captured at these events that Id like to cover once we talk more.

\$15,650 Marketing Budget

- Facebook & Instagram Ads (Retargeting & Outreach)
- Google Display Ads (Website Banner Ads, YouTube Ads, Etc)
- Possible limited time placement on large social media pages/groups to raise awareness.
- This budget will cover a 12 – month span, and will be more spending in the months of when the tournaments take place.

\$3,000 Print Marketing Budget

- Full page Florida Sportsman ad in the month of February



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - VCB Director's Report for January 13, 2021				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u> VCB Director's Report for January 13, 2021.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Director's power point presentation/information only for Board.					



**CITRUS COUNTY
VISITORS & CONVENTION BUREAU**
January 13, 2021

DISCOVER
CRYSTAL RIVER
FLORIDA



CALL TO ORDER

E.1.a

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

ADOPTION OF THE AGENDA





APPROVAL OF THE MINUTES

- Approve December 9th TDC Minutes as presented

OPEN TO THE PUBLIC

E.1.a

PERSONS WISHING TO ADDRESS THE COUNCIL



PRESENTATIONS

- Appreciation of Service
- Sodium Fishing Trail



JOHN PRICHER

DIRECTOR'S REPORT

- VCB Destination Update
- Financials

SOURCE: STR, INC.

MONTHLY COMPARISON: November 2020

Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

	OCC %		ADR \$		RevPAR \$		Current Month November 2020 vs 2019					
	2020	2019	2020	2019	2020	2019	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	50.1	60.6	89.31	86.93	44.77	52.68	-17.3	2.7	-15.0	-15.0	0.0	-17.3
Hernando	51.9	64.8	76.36	77.82	39.60	50.42	-20.0	-1.9	-21.5	-15.4	7.7	-13.8
Pasco	56.3	65.6	74.47	84.53	41.90	55.47	-14.3	-11.9	-24.5	-24.5	-0.1	-14.3
Charlotte	53.6	64.3	82.14	89.10	44.05	57.28	-16.6	-7.8	-23.1	-17.2	7.7	-10.2
Florida	44.0	70.9	108.47	134.25	47.69	95.15	-38.0	-19.2	-49.9	-51.4	-3.0	-33.0

SOURCE: STR, INC.

YTD COMPARISON: November 2020

Republication or other re-use of this data without the express written permission of STR is strictly prohibited.

	OCC %		ADR \$		RevPAR \$		Year to Date – November 2020 vs 2019					
	2020	2019	2020	2019	2020	2019	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	53.6	60.1	98.99	101.16	53.11	60.76	-10.7	-2.1	-12.6	-12.6	0.0	-10.7
Hernando	54.7	65.1	79.70	81.93	43.57	53.36	-16.1	-2.7	-18.3	-15.5	3.5	-13.1
Pasco	55.2	67.8	84.12	93.22	46.41	63.17	-18.6	-9.8	-26.5	-26.6	-0.1	-18.7
Charlotte	54.3	62.8	98.33	105.86	53.42	66.49	-13.5	-7.1	-19.7	-14.8	6.0	-8.3
Florida	48.1	72.5	133.44	144.22	64.14	104.56	-33.7	-7.5	-38.7	-42.9		

November

TOURISM DEVELOPMENT TAX

Nov 2019 Revenue

\$115,550.63

\$ 18,312.13

Nov 2020 Revenue

\$133,862.76

15.85 %

5th Penny Allocation

\$ 26,772.55

Total Capital Reserve

\$ 346,472.88

2019-20 Fiscal Year Revenue to Date

\$218,604.73

2020-21 Fiscal Year Revenue to Date

\$ 282,959.56

\$64,354.83 or 29.44% Increase YTD



FACEBOOK

178,562

Insights

[See All](#)

Last 28 days : Nov 30 - Dec 27 ▼

People Reached

1,141,964

▲23%

Post Engagements

147,185

▲133%

Page Likes

1,440

▲160%



Discover Crystal River Florida

Published by Veronica Kampschroer · December 21 at 9:41 AM



Who could resist a face like this? 🍷 #ManateeMonday

📷: Bree LaJoie





FACEBOOK E.1.a
FISHING
23,571



Discover Crystal River Fishing

Published by Veronica Kampschroer ·
December 25 at 11:24 AM ·

Merry Christmas from [Discover Crystal River Florida!](#)

Thanks to Earle Waters Captain for the 📺!



Insights

[See All](#)

Last 28 days : Nov 30 - Dec 27 ▼

People Reached

4,443
♥ 15%

Post Engagements

909
♥ 13%

Page Likes

17
♥ 35%

CITRUS COUNTY TOURISM ADVOCATES

E.1.a

1,024

Insights

[See All](#)

Last 28 days : Nov 30 - Dec 27 ▼

People Reached

299

▼ 28%

Post Engagements

76

▼ 17%

Page Likes

3

▲ 0%



Citrus County Tourism Advocates

Published by Veronica Kampschroer · December 18 at 1:14 PM

Goodbye to Floral City's Old World Restaurant.



CHRONICLEONLINE.COM

Floral City restaurant to close after 40 years

For almost 40 years, the Old World Restaurant has been a Floral Cit...

122

People Reached

42

Engagements

[Boost Post](#)

👍👎 5

4 Comments



INSTAGRAM

DECEMBER 2020: Most Popular Posts

1,159 likes



1,220 likes



1,333 likes



18,210 followers / **+400** followers in December

INSTAGRAM FOLLOWER COMPARISON



@visitindianriver
10.5k followers



@visitgainesville
10.5k followers



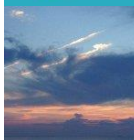
@discovermartin
11.3k followers



@ocalamarion
11.3k followers



@discoverdaytonabeach
13.5k followers



@visit_tally
17.9k followers

@discovercrystalriver
18.1k followers

@visitameliaisland
19.9k followers

@visitnewsmyrnabeach
21.5k followers

@floridashistoriccoast
36.4k followers

TWITTER

DEC 2020 SUMMARY

Tweets

6



Tweet impressions

3,289



Profile visits

459



Mentions

38



New followers

-1



Top Tweet earned 856 impressions

Happy **#ManateeMonday!** Enjoy these adorable **#snoots!** 🐾

•
•
•

📍: @plantationadventurecenter @ Crystal River, Florida
[instagram.com/p/ClOeyZpnavM/...](https://www.instagram.com/p/ClOeyZpnavM/)

28 day summary with change over previous period

Tweets

7 ↑16.7%



Tweet impressions

3,592 ↓5.3%



Profile visits

459 ↑84.3%



Mentions

40 ↓21.6%



Followers

2,903 ↓-2



DiscoverCrystalRiverFL.com

Most Viewed Locations ?

My Website ▼



Hunter's Spring Park

320 Views



Homosassa Springs Wildlife State Park

248 Views



Crystal River Kayak Company

209 Views



Potts Preserve

170 Views



Crystal River Archaeological State Park

163 Views

Google

Most Viewed Locations ?

Google ▼



Crystal River Kayak Company

209 Views



Plantation on Crystal River

10,041 Views



Port Hotel & Marina

6,504 Views



Holiday Inn Express Crystal River

5,781 Views



Crystal River Preserve State Park

5,479 Views

November 28 – December 27, 2020

THRESHOLD 360 DESTINATIONS

3,856

Total Views on Website ?



November 28 – December 27, 2020

THRESHOLD 360 DESTINATIONS

Views

3,856



Unique Users

3,559



Engagements

998



Completions

1,243



Video Time

17h 54m



Google Views

193,872



Earned Media Value

\$3,993

Last 30 Days

\$140,558

Total since Aug 7, 2018

November 28 – December 27, 2020

DISCOVER
CRYSTAL RIVER
FLORIDA

FAM TOURS & MEDIA

Dec – Jan

Dec 2-4	VF-DCRF	Mexico Group FAM	MEX
Dec 6-8	VF-DCRF	Weather Network	CAN
Dec 9-10	POCR-DECRF	Esacape from Paradise	USA
Dec 11	VF-DCRF	Virtual: Florida Currents	FL USA
Dec 22	VF-DCRF	Virtual: Travlin' Girl	FL USA
Dec 29	DCRF	Happy Travels	FL USA
Early Jan	DCRF-HWPR	Virtual FAM Writers Boxes (15)	USA
Early Jan	DCRF-COCR	Crystal River Riverwalk Video	



OTHER BUSINESS BY COUNCIL MEMBERS



FLORAL CITY || HOMOSASSA || INVERNESS



OPEN TO THE PUBLIC

PERSONS WISHING TO ADDRESS THE COUNCIL



FLORAL CITY || HOMOSASSA || INVERNESS



NEXT MEETING:
February 10, 2021



FLORAL CITY || HOMOSASSA || INVERNESS



Activity Report, Crystal River – November 2020

Writers/Influencers

- ❖ Connected with Liz Amore, Working Mother, for visit. Planned itinerary for December 29-31.
- ❖ Connected with Nannette Wiser, Freelancer, on manatee angle.
- ❖ Connected with Robin Solow, Freelancer, on possible visit. Details forthcoming.
- ❖ Reached out to Zack Perry, Taste and See Tampa Bay, for possible segment.

Press/Outreach

- ❖ Drafted Manatee Season press release. Distributed release to local, regional and select national media, as well as outdoor and family freelance writers.
- ❖ Drafted Flagler Awards press release. Distributed to local media and regional trade.
- ❖ Provided plan of action for video distribution to media.
- ❖ Collected information on holiday happenings in Discover Crystal River Florida for media outreach.
- ❖ Connected with Miles on VISIT FLORIDA submissions. Miles submitted Inspire from Above lead.
- ❖ Created press release for outdoor activities in DCR. Distributed the release to state, regional and travel media.
- ❖ Created blog for Biking the Withlacoochee Trail.
- ❖ Provided information on best natural springs (Men's Journal).
- ❖ Provided information on Florida bucket list activities (Trips to Discover).
- ❖ Answered VISIT FLORIDA call for what's new in the area.
- ❖ Answered VISIT FLORIDA call for sustainable and affordable.
- ❖ Answered VISIT FLORIDA call for animal protection in travel.
- ❖ Answered VISIT FLORIDA call for outdoor adventures.

Communication

- ❖ Wrote and submitted paddling blog for approval.
- ❖ Connected with Miles and Veronica about Manatee Blog theme. Currently writing.
- ❖ Connected with Miles and Veronica about Birding blog. Miles suggested blog that he has written.

Misc.

- ❖ Provided activity and publicity reports.
- ❖ Provided forecast for Q1 – 2021.



- ❖ Participated in Conde Nast call on the future of tourism.



Publicity Report November 2020



Summary

Total Mentions: 7

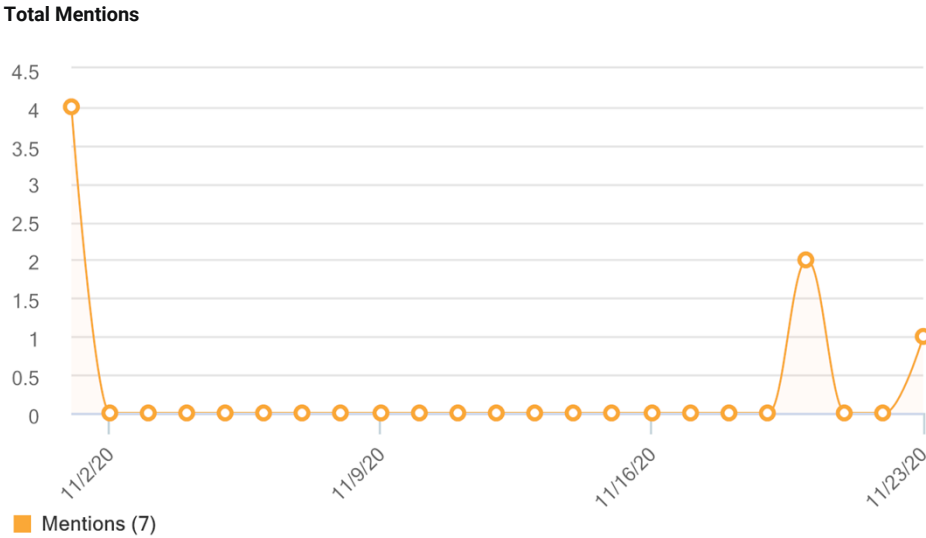
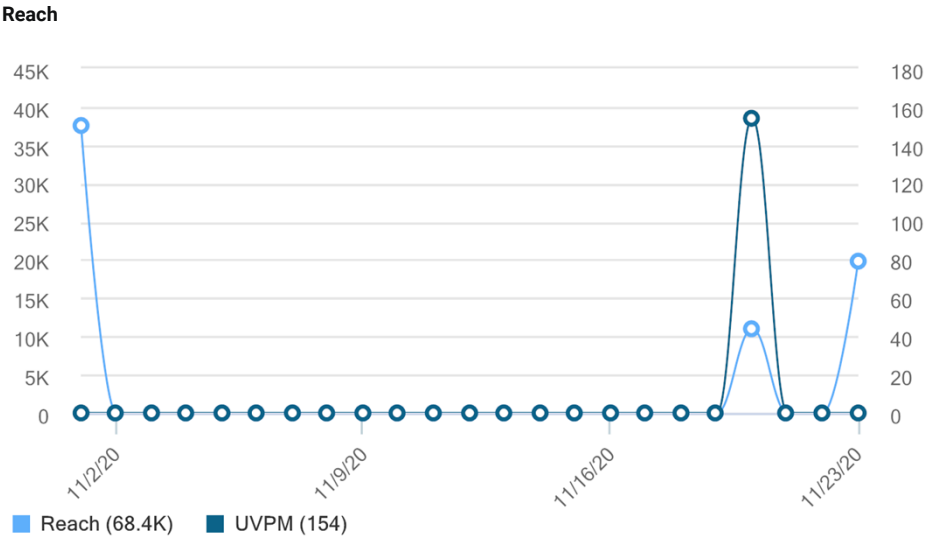
Total: 7
Packet Pg. 42

Coverage Summary

Top Articles

- HEADLINES**
- Multicultural Maven Instagram
 - Citrus tourism folks reap marketing honors
 - Top Reasons to Visit Crystal River, Florida
 - Multicultural Maven Twitter
 - Christine Lozado Instagram
 - Crystal River Breaks RevPAR Record
 - Manatee Season Now Open in Crystal River

OUTLET	REACH
Instagram	22,000
Citrus County Chronicle	19,832
Multicultural Maven	11,000
Twitter	11,000
Instagram	3,555
Tourism Marketing Today	1,000
Yellow Beads and Me	154



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Crystal River, Florida



We took a little trip today over to @discovercrystalriver and are staying @plantationoncrystalriver

We have never been out to this side of Florida before, but I love how quite and quaint Crystal River is.

Plantation On Crystal River has a ton of activities to do including manatee tours where you can swim near manatees!!! We are doing this tomorrow!

They have a golf course, sunset cruises, a tiki bar, an amazing restaurant and much more!

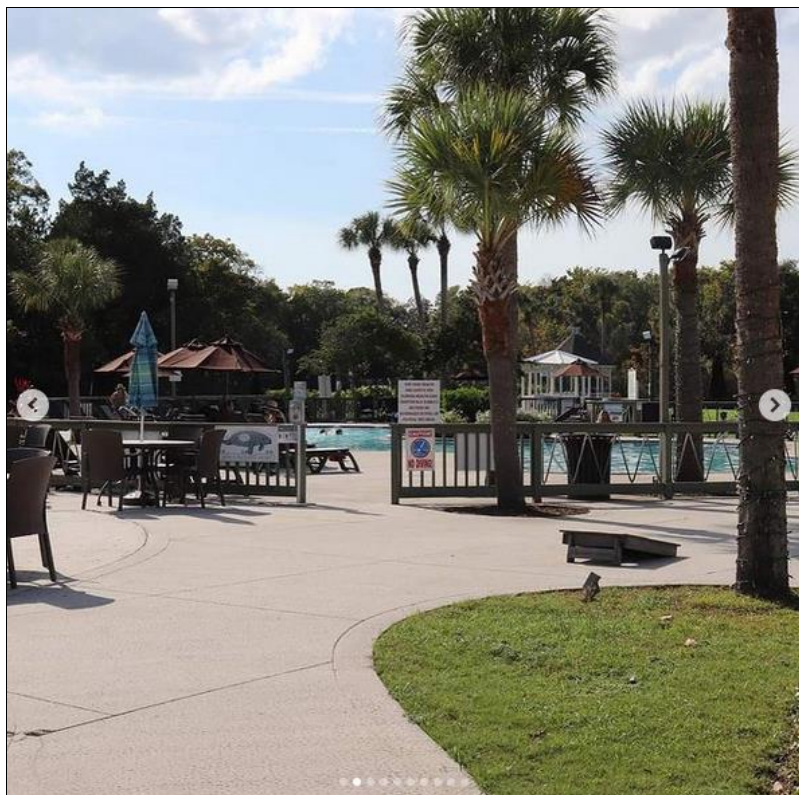


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Crystal River, Florida

Safety precautions were also in place on the hotel as everyone has to wear a mask while walking around!

Swipe through the carousel to see more of the hotel!

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#plantationoncrystalriver
#floridatraveler #familytraveller
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#latinablogger #hosted

8w



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Restaurant and much more!

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Restaurant and much more!

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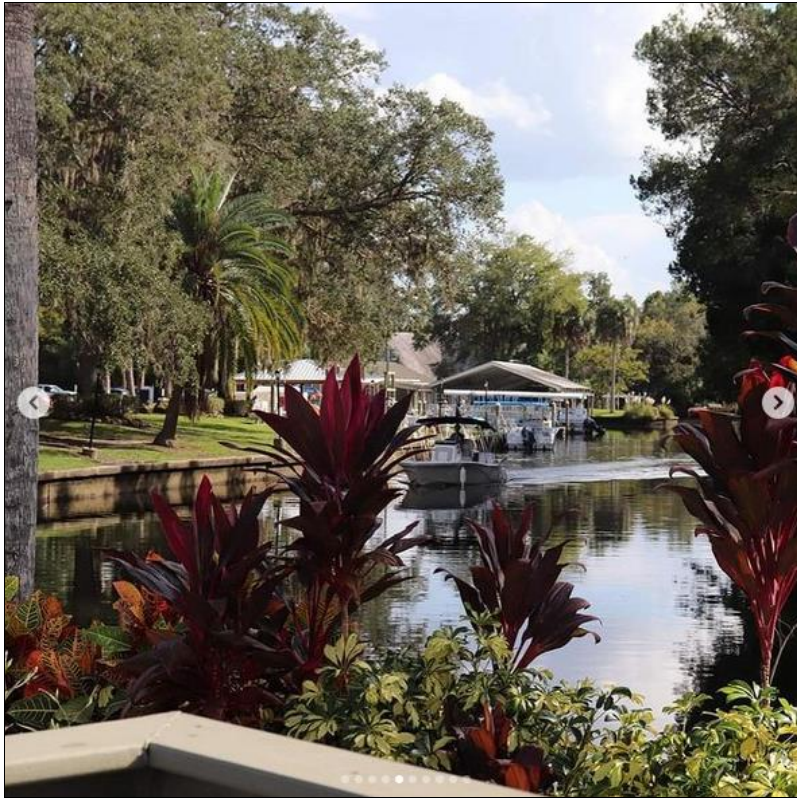
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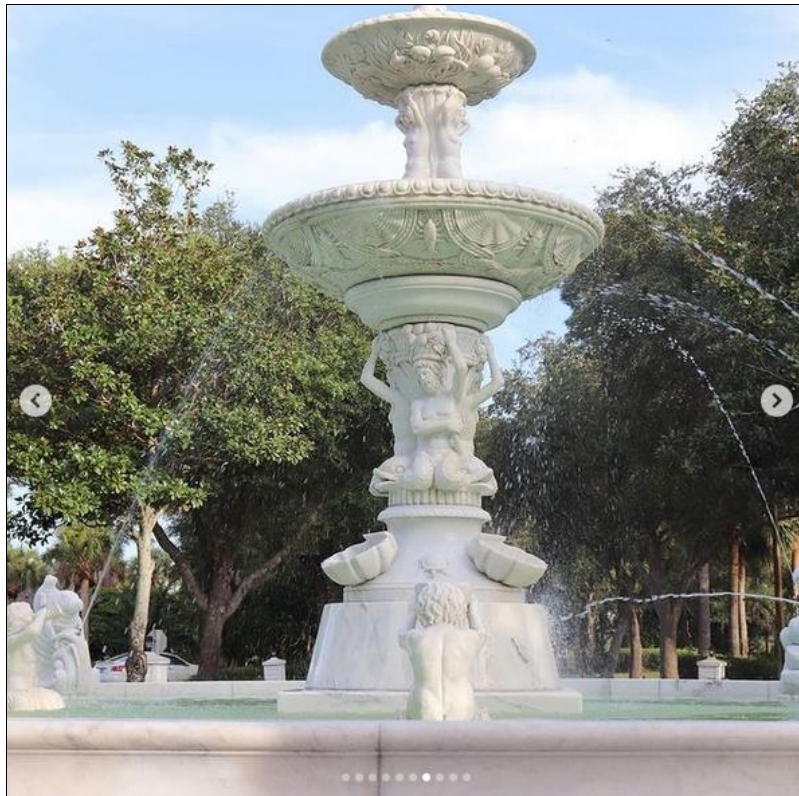
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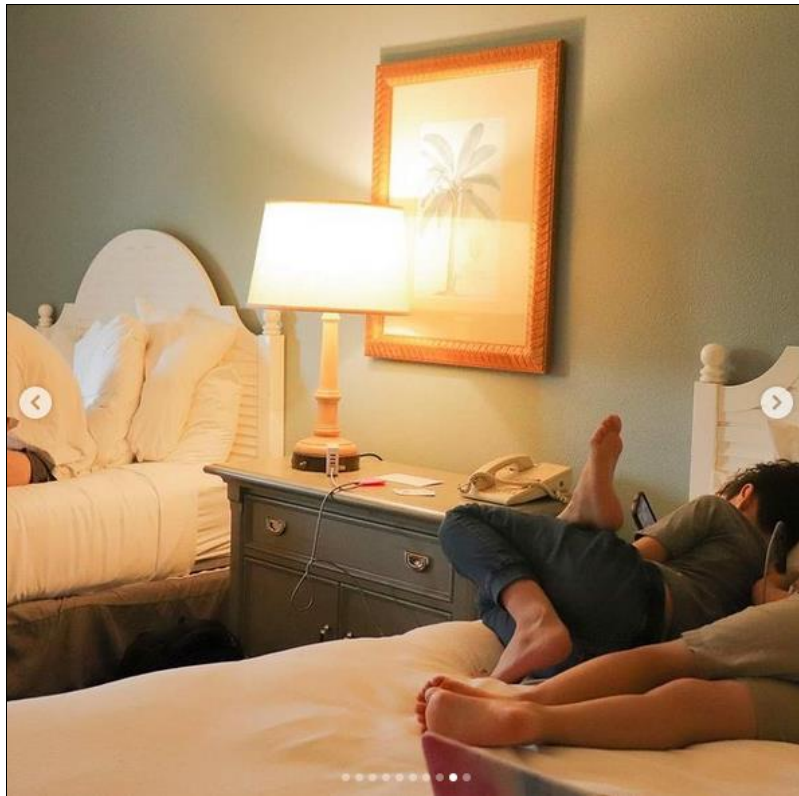
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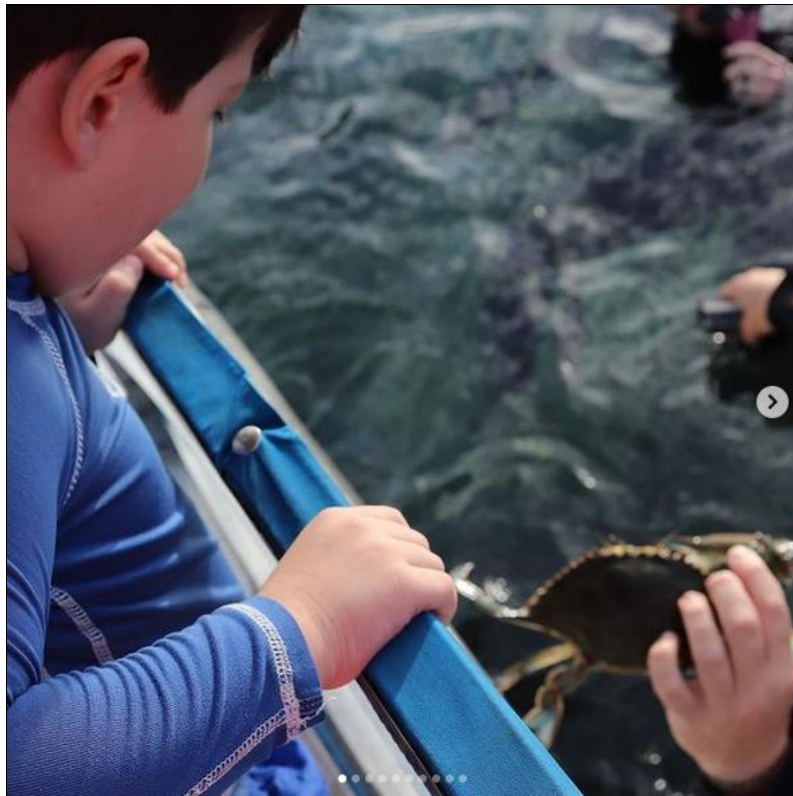
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Crystal River, Florida



multiculturalmaven I posted about a week ago about our time @discovercrystalriver discovercrystalriver and @plantationoncrystalriver . I was finally able to get everything we did up on the blog!

✂ We has never been before and I have to say we will forever have some incredible memories made there.

✂ From kayaking, swimming with manatees, and air boat rides citrus county has a little bit for everyone.

✂ I was also impressed with how clean the water was on the river it



Liked by plantationoncrystalriver and 583 others

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Crystal River, Florida

✂ From kayaking, swimming with manatees, and air boat rides citrus county has a little bit for everyone.

✂ I was also impressed with how clean the water was on the river it really does deserve the name Crystal River.

✂ The food variety is also wonderful and I highlighted where we are while we stayed there.

✂ If you like the outdoors @discovercrystalriver should definitely be on the bucket list. You can also scroll through to see some of the pictures that we took while on location. And you can visit our

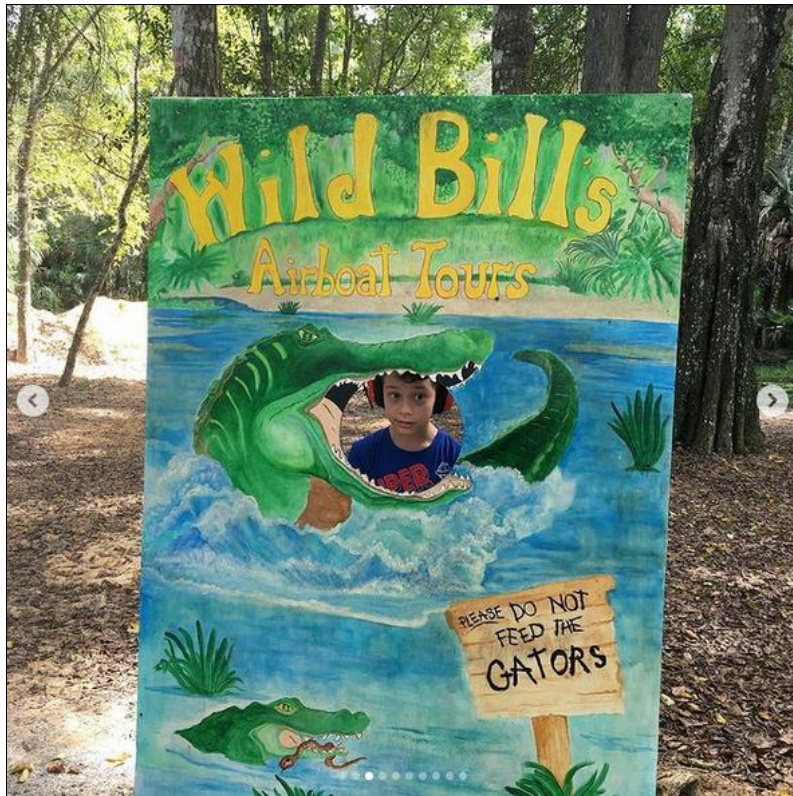


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✂ If you like the outdoors @discovercrystalriver should definitely be on the bucket list. You can also scroll through to see some of the pictures that we took while on location. And you can visit our highlights for more videos.

✂ Check out the blog post here [1](#)

<https://multiculturalmaven.com/2020/10/22/top-reasons-to-visit-crystal-river-florida/>

✂ #discovercrystalriver #hosted #latinablogger #latinamom #latinatraveler #crystalriverflorida #familytravelbloggers #familytraveller #floridatravel



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wildandproperblog Oh wow! So much fun!



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Citrus tourism folks reap marketing honors

Michael D. Bates Chronicle reporter Nov 23, 2020 Updated 20 hrs ago 1 min to read



Discover Crystal River Florida — the marketing brand the department uses to attract visitors — received bronze awards in three categories: websites, niche marketing and internet advertising.

Discover Crystal River Florida — the marketing brand the department uses to attract visitors — received bronze awards in three categories: websites, niche marketing and internet advertising. The department also won best of show for annual marketing budgets between \$500,000 and \$2 million.

"It's an honor to be recognized among the best of the best in Florida's competitive tourism marketplace," said John Pricher, director of Discover Crystal River.

Pricher said he looks forward "to continuing to share our excitement for all things in Citrus County with visitors both domestically and internationally."

Specifically, Discover Crystal River Florida won a bronze award each for website user experience and its ecotourism branded campaign.

Special to the Chronicle

The Citrus County tourism development department took home a handful of awards for outstanding tourism marketing in the state's Visit Florida 2020 Flagler Awards.

The Nov. 19 ceremony was in Tampa and Discover Crystal River Florida — the marketing brand the department uses to attract visitors — received bronze awards in three categories: websites, niche marketing and internet advertising. The department also won best of show for annual marketing budgets between \$500,000 and \$2 million.

"It's an honor to be recognized among the best of the best in Florida's competitive tourism marketplace," said John Pricher, director of Discover Crystal River.



John Pricher, Visitors & Convention Bureau director.

Pricher said he looks forward "to continuing to share our excitement for all things in Citrus County with visitors both domestically and internationally."

Specifically, Discover Crystal River Florida won a bronze award each for website user experience and its ecotourism branded campaign. The third bronze award was for its "swimming with the manatees" campaign, which also garnered the best of show.

The Flagler awards recognize Florida's travel businesses and organizations that demonstrate outstanding tourism marketing efforts. Each year, they honor individuals and organizations that help position Florida as a premier travel destination.

Pricher said Citrus County beat out several populous, big-city tourism areas such as Sarasota, Orlando, Panama City and Clearwater. Citrus Countians benefit from this because it shows the marketing efforts are succeeding in bringing tourists who spend money at local businesses and boost the economy.

That's especially important during these days of the pandemic, he said, when so many businesses are struggling.

During the recent scallop season, for example, Citrus County hotel occupancy was above year-over-year occupancy.

"It shows that our marketing efforts are working," he said.

Pricher heaped praise on Madden Media, Discover Crystal River Florida's ad agency and Tempest, the company that did the web design.

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MULTICULTURAL MAVEN

A MIX OF CULTURE & FUN

Top Reasons to Visit Crystal River, Florida

OCTOBER 22, 2020

This post was in partnership with Citrus County FL, however all opinions are my own.

If you're looking for a new place to visit that offers a ton of friendly fun, have Crystal River, Florida. I was fortunate enough to have a visit here and I'm already counting down the days until I can return.

When it comes to a fun getaway that can easily be packed full of activities, delicious food, and family memories, this is the trip for you.

Start packing your bags now because Crystal River, Florida is waiting to welcome you with open arms.

Plantation On Crystal River Hotel

Plantation On Crystal River is a super quaint hotel, it is perfect for families who are looking for a variety of activities while being on a budget. We stayed in a two queen bed room, and the fun part was that our room had a door that led to the outside, where you could walk out by the river or play sand volleyball.

The room had its standard set up of having a microwave and a fridge, one thing I really loved about our room was that we had a dehumidifier in our room. Having allergies this was great for us.

The hotel also has a Championship 18 hole golf course, and a pro shop. Which is great because they also offer golf classes!



Plantation On Crystal river also offer so many different activities on property, you can play chess, go to the pool, or enjoy a drink while being at the Tiki Bar. They do have a splash pad but due to covid right now it is closed. You can also book a variety of activities outside of the hotel for a small fee one of which was swimming with the manatees which we did.



We also had the pleasure of enjoying dinner our first night, and then breakfast every morning at the hotels own restaurant West 82 Grill. They offer a variety of food from steaks to seafood there is something on the menu for everyone. West 82 Grill is also great for kids they have a great variety for the kiddos as well, my kids really enjoyed their manatee pancakes every morning!





Plantation On Crystal River has a number of different specials they are offering right now so make sure to check out their website!

Things to Do in Crystal River, Florida

While there are many things to do in Crystal River, Florida, here are some of my favorites. Staying a day or a weekend really might not be long enough!

Crystal River Kayak Company And Dive Center

Right at the three sisters springs the Crystal River Kayak and Dive company offers an array of activities. You can go kayaking, paddle boarding, get a pontoon rental, or go diving. This was the first stop on our journey and really gave us a taste of what Crystal River is all about.



We really enjoyed kayaking down the three sisters spring, and the kids really enjoyed the water, I have to say we were super impressed by how clear the rivers and springs are in Crystal River. I can see why manatees love coming here!! We went half way up the spring however you can do the whole spring if you have time on your hands. Make sure to bring your sunscreen, and a hat as there is not a lot of shade, you can also go swimming if you like.

Explore Heritage Village

Located in the Downtown Crystal River Historic District, shop until you drop. There are so many great places to shop and spend money on local businesses and cute and quaint little restaurants. We really enjoyed stopping by the Tea House Cafe they had quite the variety of tea to choose from along with a great menu for lunch. We also bought some souvenirs from All About Nature gift shop! While you are in the village make sure you stop by Coastal Art Gallery they have so many wonderful paintings and creations from local artists up for sale, that are super impressive.

Visit Ellie Schiller Homosassa Springs Wildlife State Park

Be one with nature at Florida State Parks. Getting out and enjoying the sights and seeing wildlife is a great thing to do in this area. There is so much beauty! Homosassa State Park has a lot to offer, there are so many different animals that you can see from Black Bears, Bald Eagles, and Panthers we loved the fact that it felt like we were in a zoo setting but it was very spread out. We also had the opportunity to see some of the local manatees get fed. Farther out from the park you can also venture out on a boat and go swimming.

Swim with the Manatees Tour

Have you always wanted to swim with the manatees? Now is your time! You can easily book a manatee tour and be one with them in the water. We had the opportunity thanks to Adventure Center which is located right within Plantation On Crystal River, there are docks located right next to the hotel where you can get on the boats. We had a blast with Capt. Mark and Dustin.

We have never seen a manatee so up close and my husband and 5 year old were able to super up close to them, my husband got to see a baby calf swimming and nursing with his mom. Something he said he will never forget.



My 8 year old didn't go since he has autism the water being cold mixed in with the pressure of the wet suit he decided to stay on the boat with me. The tour itself is early in the morning we left around 7am and got back around 930am, they stopped at a couple of different places to see where the group could see some of the manatees.

One thing you should know about the tour is that you are not allowed to touch the manatees you are allowed to swim near them and not disturb them, which they go over all of that information while you are on the tour.



Pack your swimsuits and jump in. It's certain to be a good time.

Tour the Withlacoochee State Trail & Inverness Depot District

Take a Self Guided Tour of The Depot District & Waterfront Parks and see what you see. From The Depot to the Cooter Pond Boardwalk, there are plenty of sights to take in as well as a couple of new playgrounds. The trails go around a beautiful lake, and you can see a couple of tributes including a memorial for 9-11.



Take a Withlacoochee River Air Boat Tour

Have you ever wanted to take an air boat tour? Hop on board and see what it's all about! You can easily take a tour and be ready to go again. Just book ahead because the tours fill up fast. The kids had a blast on the Air Boat, this was my first time riding in one, and I have to say it was so worth it!



We saw a lot of different birds, and even managed to see a gator while we were out on the river, towards the end we kicked into high gear and ended up going fast. Who knew these air boats had so much power!

Places to Dine in Crystal River, Florida

After you spend the day doing a ton of fun activities, you're going to be super hungry and ready to chow down. Here are some great options to chow down and eat.

Wallace's Greenhouse

You won't find fake premade food here. Everything is made from scratch and delicious. There are even options for vegan/vegetarian as well so this is a great dining option for specific diets and allergy needs. We all ordered something different my kids ordered their classic dishes which consisted of hamburgers and chicken tenders and loved it.



I ordered a half a rack of baby back ribs, and let me tell you they were to die for! They fell right off the bone and have a tasty blueberry bbq sauce! My husband ordered the halibut, which by the way he quickly gulped it down speaks for itself. He said it was one of the best fish dishes he has eaten ever.

We loved that chef came out and asked us how we liked the food, and we love how culturally diverse their cuisine is and how it constantly changes.

Stumpknockers on the Square

Good Southern food is waiting for you at this tasty restaurant. Check out their fried green tomatoes and make certain to order some of their gator nuggets, too.



While my time in Crystal River, Florida was short, it was an amazing few days. I spent my time making amazing memories, eating delicious food, and loving exploring everything that the town had to offer.

There were many things that were for adults to do but there were also a ton of family-friendly things, too!

The next time that you're looking for a unique and fun place to visit, Crystal River, is the place to be. Especially for its beauty, we loved how much fun we could have outside as a family and how clear the water was! After just one visit, you'll be hooked and ready for more!

Check out our instagram stories to see all of the fun we had while in Crystal River!



Multicultural Maven



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⋮

Check out our blog post on [@DiscoverCR_FL](#) this is the perfect destination if you like the outdoors!
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Top Reasons to Visit Crystal River, Florida - MULTICULTURAL ...
Crystal River is an amazing destination that is perfect for families that love the outdoors. Make sure you put this on you...
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christinelozada NO HATERS 🚫

Manatees are so friendly they have no natural enemies and will live to 60+ 🐢🐢

They are also 800-1,200 pounds on average (and 10 feet long) and make me feel like I still have a chance at a Hot Girl...fall? 🍷😭

Wanna know some other fun facts about manatees? 📖

- They migrate. Florida in the winter and summers as far West as Texas and as North as Massachusetts

- They spend the majority of their time eating, resting and traveling. Hm.



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Crystal River, Florida

...

about manatees? 📖

- They migrate. Florida in the winter and summers as far West as Texas and as North as Massachusetts

- They spend the majority of their time eating, resting and traveling. Hm. Sounds like my life

- They're kinda slow 🐢 and swim 3-5 mph, but can swim up to 20mph

🐢 Did ya learn something new? Anyone else as obsessed as I am about these sea cows?

3d



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christinelozada YARRR I'M AN
AIRBOAT CAPTAIN 🏴‍☠️

We can't control every situation (ahem, like right now with the craziness in the world), but we CAN control how we REACT in every situation

For me: MIS-adventures are some of the BEST adventures

😓 This airboat broke down. Like shortly after I got on it. And it messed up my plans for the rest of the day

🔴 And you know what? WHO CARES. Because I LOVE being on boats. It gave me a chance to
▪enjoy the beauty of the gulf



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4 DAYS AGO

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christinelozada YARRR I'M AN
AIRBOAT CAPTAIN 🏴‍☠️

We can't control every situation (ahem, like right now with the craziness in the world), but we CAN control how we REACT in every situation

For me: MIS-adventures are some of the BEST adventures

😓 This airboat broke down. Like shortly after I got on it. And it messed up my plans for the rest of the day

🔴 And you know what? WHO CARES. Because I LOVE being on boats. It gave me a chance to
▪enjoy the beauty of the gulf

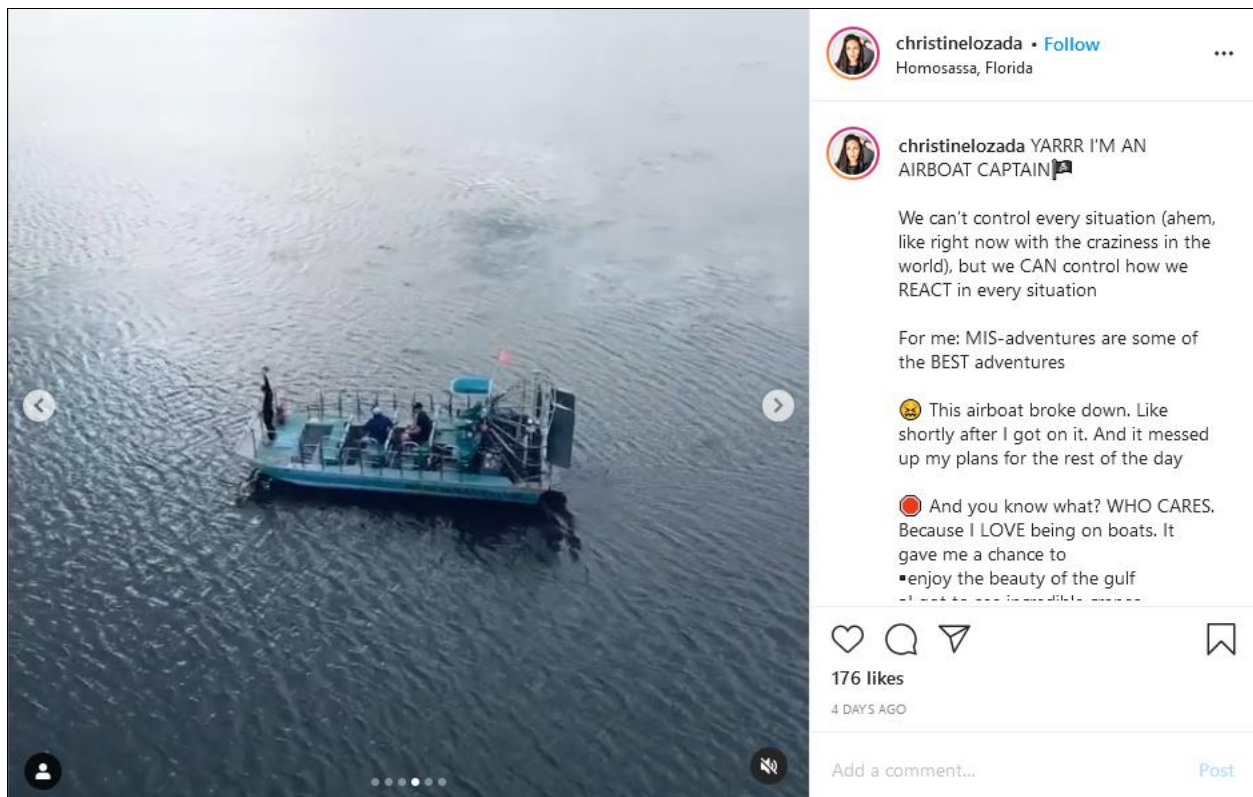


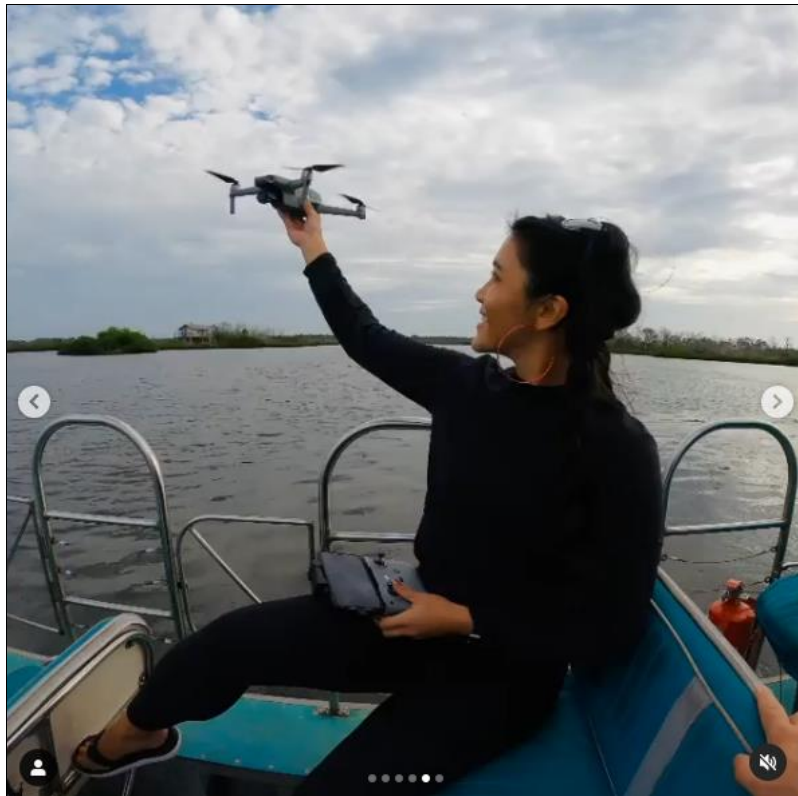
176 likes

4 DAYS AGO

Add a comment...

Post





christinelozada • Follow
Homosassa, Florida

christinelozada YARRR I'M AN AIRBOAT CAPTAIN 🏴‍☠️

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176 likes
4 DAYS AGO

Add a comment... Post



christinelozada • Follow
Three Sisters Springs

...



christinelozada IT REALLY IS THIS CLEAR 🌊👀

🏠 Swipe for a video of me swimming (NO FILTER)

This spring is always 72 degrees which means during the winter months it's filled with manatees

LIKE HUNDREDS OF MANATEES..

Are you READY for some cute manatee shots?!

📌 Drop me some 🦥🦥🦥 (manatee emojis) in the comments if you're ready!



Liked by plantationadventurecenter and 229 others

NOVEMBER 2

Add a comment...

Post



christinelozada • Follow
Crystal River, Florida

...



christinelozada Anyone else glued to the news and eating too many snacks?

This 📺 reminds me of every awkward moment when you take a huge bite of food at the same time someone asks you question?

Yah. It's awk-weird.

So is this mana-team. Swipe to see my fave shots!

💬 Which was your fave 🦥? 1, 2 or 3?

5d



plantationoncrystalriver 🦥

...

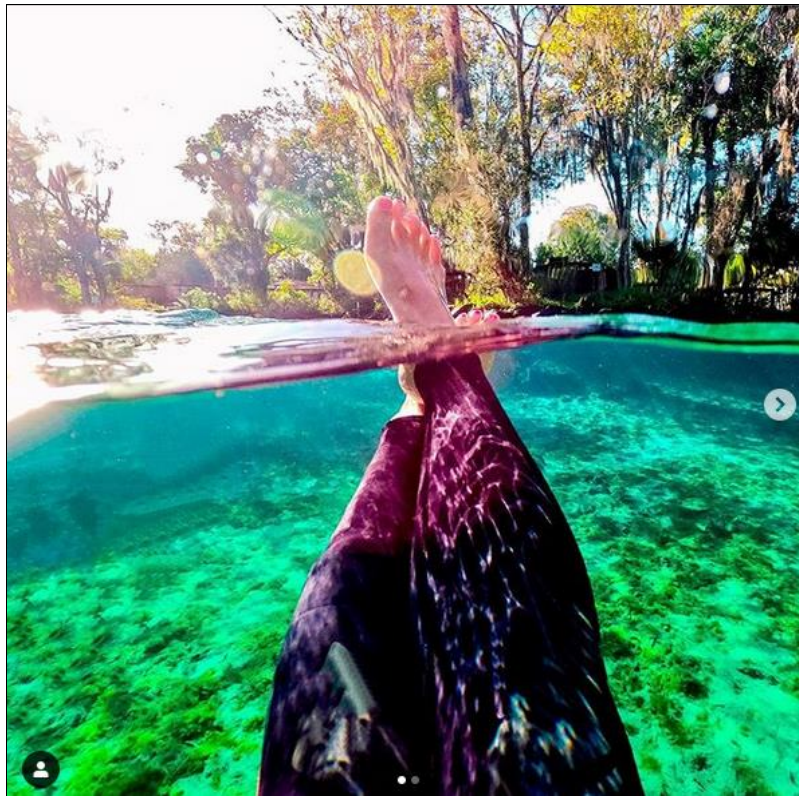


Liked by plantationoncrystalriver and 154 others

5 DAYS AGO

Add a comment...

Post



christinelozada • Follow
Three Sisters Springs

christinelozada ✨ SAVE OR SHARE THIS FL TRAVEL INSPO ✨

3 Sisters Springs

📍 Located in Crystal River, Florida

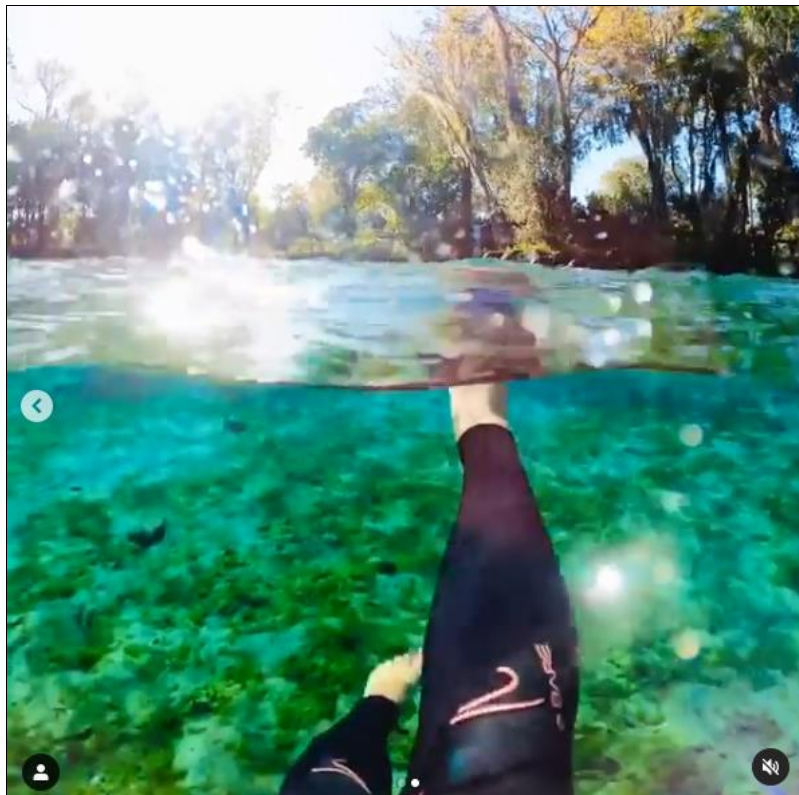
- Only accessible by kayak (or swimming in) and it's BEAUTIFUL 🌟
- The water is 72 degrees year-round
- In the winter months it's jam packed with manatees 🐬

🔴 BUT WAIT THERE'S MORE! Full video and travel guide [📺](#)

👍 Liked by plantationadventurecenter and 210 others

OCTOBER 30

Add a comment... [Post](#)



christinelozada • Follow
Three Sisters Springs

christinelozada ✨ SAVE OR SHARE THIS FL TRAVEL INSPO ✨

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📍 Located in Crystal River, Florida

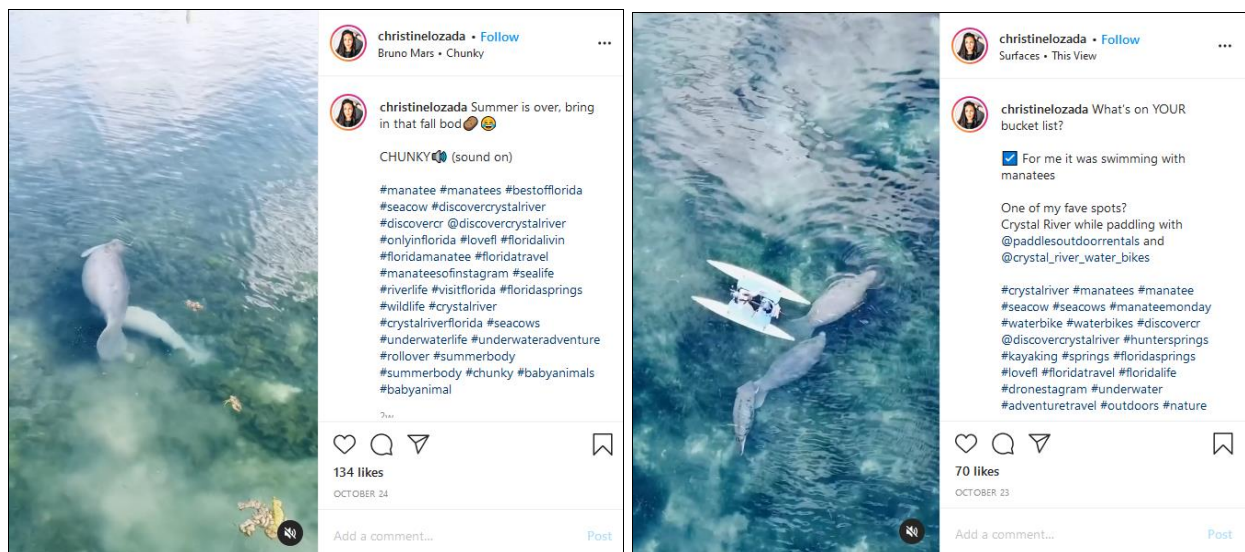
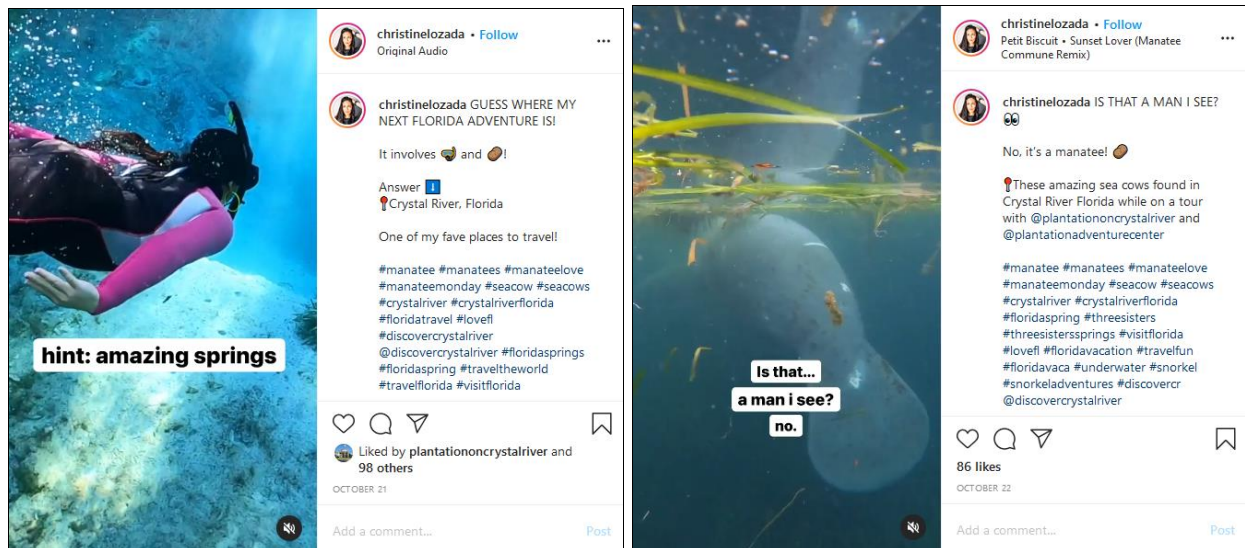
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👍 Liked by plantationadventurecenter and 210 others

OCTOBER 30

Add a comment... [Post](#)



TourismMarketing Today

The Official Newsletter of Destinations Florida, Inc. | www.DestinationsFlorida.org | November 2020



Quick Trips!

Crystal River Breaks RevPAR Record

Crystal River in Citrus County has experienced steady occupancy numbers and, more important, record-breaking RevPAR this summer. In August, RevPAR was up 8%. Executives at Discover Crystal River Florida credit their local industry's trend-defying performance to several factors, including location, consistent marketing, messaging, earned media, and active industry partners—all coming together with the message that Crystal River is a great place to safely get away, get outside, and have fun away from crowds of people. DiscoverCrystalRiverFL.com



Located on Florida's Nature Coast, Crystal River and the surrounding cities of Old Homosassa, Inverness, and Floral City promote themselves as an authentic showcase of outdoor adventure and scenic beauty.

Photo: Charlie Moore/Discover Crystal River Florida

YELLOW BEADS AND ME

November 20, 2020 in [Visit Florida](#)

MANATEE SEASON NOW OPEN IN CRYSTAL RIVER

In Crystal River, Florida, Sunday, Nov. 15, marks the official start of [Manatee Season](#), when hundreds of the slow moving mammals make their way from the cooler winter waters of the Gulf of Mexico to pristine springs throughout the area. Known as the Manatee Capital of the World, the Crystal River area is home to an amazing network of springs along Kings Bay and the Homosassa River, where the waters remain a constant 72°F (23°C). It is also home to the Crystal River National Wildlife Refuge, the only refuge in the United States specifically created to protect critical habitats for the manatees. Crystal River and Homosassa are the only places in North America where swimmers can experience an up-close encounter with manatees in the wild, with an increased opportunity for more encounters during manatee season, which ends March 31, 2021.



“Whether it’s your first time, or you get to swim with them every day, a manatee encounter is amazing,” says John Pricher, Director of Discover Crystal River. “As travelers are seeking safe, outdoor experiences to enjoy with their close friends and families, we believe they will find the Crystal River area to be just the right place to make that happen.”

This year, local tour companies have made safety a top priority for passengers and as well as manatees. Many outfitters are offering semi-private and private boat tours, and carefully cleaning all swim and snorkel gear to ensure visitors have the safest, most rewarding underwater experience possible. For the gentle giants, all tour companies are educated to be stewards for the manatees, making sure swimmers, paddlers and boaters adhere to the rules and stay outside designated sanctuary areas.

New for this year, visitors can expect to see improvements at Three Sisters Spring Refuge. Though there is no ramp access to the springs from the refuge, the area is popular for its winding boardwalk, where manatees can easily be seen, thanks to the crystal clear water. The refuge has paved the entry road for cars and opened restrooms for park users (temporarily closed).

Plan your trip and learn more about manatee season at [DiscoverCrystalRiver.com](#).



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - January 13, 2021 Financial Update				
AGENDA DATE:	January 13, 2021				
<u>BRIEF OVERVIEW:</u> January 13, 2021 financials.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Financial updates for Board review.					

**CITRUS COUNTY VISITORS AND CONVENTION BUREAU
TOURIST REVENUE TAX COMPARISON**

Month/FY	17-18	18-19	19-20	20-21	\$ Change	% Change	4%	Capital %
Oct	\$ 119,958.64	\$ 121,483.46	\$ 103,054.10	\$ 149,096.80	\$ 46,042.70	44.68%	\$ 119,277.44	\$ 29,819.36
Nov	\$ 132,792.64	\$ 115,105.21	\$ 115,550.63	\$ 133,862.76	\$ 18,312.13	15.85%	\$ 107,090.20	\$ 26,772.55
Dec	\$ 131,153.14	\$ 133,947.52	\$ 134,627.63					
Jan	\$ 135,683.88	\$ 126,136.66	\$ 155,696.36					
Feb	\$ 165,715.03	\$ 165,543.78	\$ 201,771.97					
Mar	\$ 195,507.13	\$ 200,447.21	\$ 230,853.58					
Apr	\$ 221,607.41	\$ 213,824.89	\$ 138,354.79					
May	\$ 157,492.31	\$ 154,072.46	\$ 44,487.42					
Jun	\$ 138,501.24	\$ 156,083.72	\$ 125,316.08					
Jul	\$ 165,952.92	\$ 165,070.43	\$ 182,233.26					
Aug	\$ 226,507.69	\$ 223,797.05	\$ 261,955.95					
Sept	\$ 161,016.72	\$ 140,276.72	\$ 193,666.84					
Total	\$ 1,951,888.75	\$ 1,915,789.11	\$ 1,887,568.61	\$ 282,959.56	\$ 64,354.83	29.44%	\$ 226,367.64	\$ 56,591.91
% Change	35.81%	-1.85%	-1.47%					

Special Project Fund

Budget on 10/1/19 \$ 669,148.00

Expenditures

01/14/2020	\$	(1,500.00)	Event - Stone Crab Jam
01/29/2020	\$	(1,500.00)	Event - Truck and Tractor Pull
03/26/2020	\$	(1,500.00)	Event - Manatee Festival
03/26/2020	\$	(4,500.00)	Event - Dragon Boat Festival
04/02/2020	\$	(1,500.00)	Event - Xtreme Triathlon

Awarded

\$	(1,500.00)	Collateral - Save Crystal River Display
\$	(1,000.00)	Collateral - FOCRNWR Table tents
\$	(1,500.00)	Event - Mermaids & Margaritas
\$	(7,500.00)	Event - Dragon Boat Festival
\$	(1,500.00)	Event - Homosassa Seafood Festival
\$	(3,000.00)	Event - Manatee Festival
\$	(1,500.00)	Event - Stone Crab Jam
\$	(1,500.00)	Event - Xtreme Triathlon

Recommended

\$	(350,000.00)	City of Crystal River Riverwalk
----	--------------	---------------------------------

Transfers

\$	(8,600.00)	PR - Leib Management
\$	(18,000.00)	Madden - Video Projects and Fishing Report
\$	(35,000.00)	Rebound Marketing Campaign

True-up	\$	190,936.00	
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Available \$ 418,984.00

Capital Reserves Fund

Budget on 10/1/19 \$ 514,153.00

Expenditures

	01/07/2020	\$	(400,000.00)		Bike Trail Investment
--	------------	----	--------------	--	-----------------------

Awarded/Recommended

	03/11/2020	\$	(100,000.00)		USFW Welcome Center Display
	11/04/2020	\$	(100,000.00)		USFW Welcome Center Display
	11/04/2020	\$	(150,000.00)		City of Crystal River Riverwalk

Revenue

	03/26/2020	\$	40,354.38	
	04/27/2020	\$	46,170.72	
	05/26/2020	\$	27,670.96	
	06/26/2020	\$	8,897.48	
	07/27/2020	\$	25,063.22	
	08/27/2020	\$	36,446.65	
	09/27/2020	\$	52,391.19	
	10/27/2020	\$	38,733.37	
	11/27/2020	\$	26,772.55	

Available \$ 66,653.52

Visitors and Convention Bureau

		FY 2021			
		Budget	Revenues	Difference	%
312120	TOURIST TAX	1,063,000	119,277	943,723	11%
361200	MONEY MKT & LGIP INTEREST	15,000	768	14,232	5%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,078,000	120,045	957,955	

			FY 2021			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	276,757	54,498	222,259	20%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	21,172	4,068	17,104	19%
	52200	RETIREMENT CONTRIBUTIONS	27,532	5,450	22,082	20%
	52300	LIFE & HEALTH INSURANCE	43,307	10,841	32,466	25%
	52400	WORKERS' COMPENSATION	668	166	502	25%
	Sub Total		377,436	75,023	302,413	
2-OPERATING	53100	PROFESSIONAL SERVICES	75,000	996	74,004	1%
	53400	OTHER CONTRACTUAL SERV	159,200	41,471	117,729	26%
	53416	SOFTWARE AS A SERVICE	7,680	6,038	1,642	79%
	54000	TRAVEL & PER DIEM	57,300	75	57,225	0%
	54100	COMMUNICATIONS SERVICES	8,559	913	7,646	11%
	54201	POSTAGE	24,000	504	23,496	2%
	54300	UTILITY SERVICES	9,912	156	9,756	2%
	54408	BUILDING RENTAL	24,345	4,057	20,288	17%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	260	1,564	14%
	54603	VEHICLE MAINTENANCE	550	-	550	0%
	54604	MAINTENANCE - BUILDINGS	6,604	26	6,578	0%
	54605	EQUIPMENT MAINTENANCE	7,020	1,239	5,781	18%
	54615	SOFTWARE MAINT/SUPPORT	2,154	-	2,154	0%
	54700	PRINTING & BINDING	17,000	-	17,000	0%
	54800	PROMOTIONAL ACTIVITIES	62,500	1,647	60,853	3%
	54807	MARKETING	524,920	108,998	415,922	21%
	54809	TRADE SHOW PROMOTION	56,730	12,183	44,547	21%
	54820	VISIT CITRUS MAGAZINE	37,350	-	37,350	0%
	54921	ADVERTISING	3,000	35,173	(32,173)	1,172%
	55100	OFFICE SUPPLIES	3,500	56	3,444	2%
	55200	OPERATING SUPPLIES	4,600	87	4,513	2%
	55208	FUEL & LUBES	1,800	38	1,762	2%
	55211	JANITORIAL SUPPLIES	1,000	-	1,000	0%
	55221	MEALS	3,000	20	2,980	1%
	55270	COMPUTER ACCESSORIES	975	-	975	0%

Visitors and Convention Bureau

			FY 2021			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55400	DUES BKS SUBSCR MEM PUBL	15,005	2,954	12,051	20%
	55500	TRAINING	11,300	2,150	9,150	19%
	Sub Total		1,127,369	219,041	908,328	
4-OTHER USES	58221	SPECIAL PROJECTS	205,566	-	205,566	0%
	Sub Total		205,566	0	205,566	
5-TRANSFERS	59100	TRANSFERS	998	998	0	100%
	59123	TRANSFER - INDIRECT COST	51,188	51,188	0	100%
	Sub Total		52,186	52,186	0	
Total			1,762,557	346,250	1,416,307	

DATE: 12/28/2020
TIME: 11:09:38

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,889,606.88	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		1,890,306.88	.00
TOTAL ASSETS & OTHER DEBITS		1,890,306.88	.00
TOTAL ASSETS		1,890,306.88	.00
271000	FUND BALANCE		2,116,511.72
TOTAL EQUITY		3,542,358.79	5,432,665.67
TOTAL EQUITIES		3,542,358.79	5,432,665.67
TOTAL VISITOR & CONV BUREAU		5,432,665.67	5,432,665.67

DATE: 12/28/2020
TIME: 11:09:38

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,053,625.18	
	TOTAL CASH & CASH EQUIVALENTS	1,053,625.18	.00
	TOTAL ASSETS & OTHER DEBITS	1,053,625.18	.00
	TOTAL ASSETS	1,053,625.18	.00
271000	FUND BALANCE		1,023,411.87
	TOTAL EQUITY	1,180,311.00	2,233,936.18
	TOTAL EQUITIES	1,180,311.00	2,233,936.18
	TOTAL VISITOR & CONV BUREAU 1ST	2,233,936.18	2,233,936.18
	TOTAL REPORT	7,666,601.85	7,666,601.85

DATE: 12/28/2020
TIME: 11:12:11

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALD ON: FUND,DEPARMTENT
PAGE BREAKS ON: FUND

FUND-160 VISITOR & CONV BUREAU
FUNCTION-170 OTHER SPECIAL REVENUE
ACTIVITY- TITLE NOT FOUND
DEPARMTENT- TITLE NOT FOUND

ACCOUNT - - - - -	TITLE - - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312120	TOURIST TAX	1,063,000.00	.00	.00	119,277.44	943,722.56	11.22
361200	MONEY MKT & LGIP INTERES	15,000.00	312.99	.00	767.51	14,232.49	5.12
400100	5% RESERVE	-53,900.00	.00	.00	.00	-53,900.00	.00
400200	CASH CARRY FORWARD	1,632,649.99	.00	.00	.00	1,632,649.99	.00
TOTAL	TITLE NOT FOUND	2,656,749.99	312.99	.00	120,044.95	2,536,705.04	4.52
TOTAL	VISITOR & CONV BUREAU	2,656,749.99	312.99	.00	120,044.95	2,536,705.04	4.52

DATE: 12/28/2020
TIME: 11:12:11

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

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

FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-170 OTHER SPECIAL REVENUE
ACTIVITY- TITLE NOT FOUND
DEPARMTENT- TITLE NOT FOUND

ACCOUNT - - - - -	TITLE - - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312121	1ST CENT TOURIST TAX	265,000.00	.00	.00	29,819.36	235,180.64	11.25
361200	MONEY MKT & LGIP INTERES	.00	162.94	.00	393.95	-393.95	.00
400100	5% RESERVE	-13,250.00	.00	.00	.00	-13,250.00	.00
400200	CASH CARRY FORWARD	928,561.00	.00	.00	.00	928,561.00	.00
	TOTAL TITLE NOT FOUND	1,180,311.00	162.94	.00	30,213.31	1,150,097.69	2.56
	TOTAL VISITOR & CONV BUREAU 1	1,180,311.00	162.94	.00	30,213.31	1,150,097.69	2.56
	TOTAL REPORT	3,837,060.99	475.93	.00	150,258.26	3,686,802.73	3.92

DATE: 12/28/2020
TIME: 11:13:35

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALLED ON: FUND,DEPARMTENT
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	276,757.00	21,059.33	.00	54,498.23	222,258.77	19.69
51306	CASUAL LABOR	7,000.00	.00	.00	.00	7,000.00	.00
51400	OVERTIME	1,000.00	.00	.00	.00	1,000.00	.00
52100	FICA TAXES	21,172.00	1,574.36	.00	4,067.87	17,104.13	19.21
52200	RETIREMENT CONTRIBUTIONS	27,532.00	2,105.92	.00	5,449.79	22,082.21	19.79
52300	LIFE & HEALTH INSURANCE	43,307.00	73.68	.00	10,841.03	32,465.97	25.03
52400	WORKERS' COMPENSATION	668.00	63.98	.00	165.75	502.25	24.81
53100	PROFESSIONAL SERVICES	75,000.00	996.00	67,000.00	996.00	7,000.00	90.66
53400	OTHER CONTRACTUAL SERV	159,200.00	15,684.00	90,600.00	41,471.40	27,128.60	82.96
53416	SOFTWARE AS A SERVICE	7,680.00	.00	.00	6,037.99	1,642.01	78.62
54000	TRAVEL & PER DIEM	57,300.00	.00	.00	74.80	57,225.20	.13
54100	COMMUNICATIONS SERVICES	8,559.00	800.72	.00	912.81	7,646.19	10.66
54201	POSTAGE	24,000.00	399.14	250.00	504.04	23,245.96	3.14
54300	UTILITY SERVICES	9,912.00	103.57	9,755.55	156.45	.00	100.00
54408	BUILDING RENTAL	24,345.00	.00	.00	4,057.38	20,287.62	16.67
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	.00	1,564.00	260.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	.00	550.00	.00
54604	MAINTENANCE - BUILDINGS	6,604.00	12.93	2,978.14	25.86	3,600.00	45.49
54605	EQUIPMENT MAINTENANCE	7,020.00	451.94	5,781.12	1,238.88	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	2,154.00	.00	1,887.72	.00	266.28	87.64
54700	PRINTING & BINDING	17,000.00	.00	1,720.77	.00	15,279.23	10.12
54800	PROMOTIONAL ACTIVITIES	62,500.00	1,565.73	.00	1,646.61	60,853.39	2.63
54807	MARKETING	524,919.99	47,106.59	353,321.71	108,998.28	62,600.00	88.07
54809	TRADE SHOW PROMOTION	56,730.00	1,200.00	.00	12,183.11	44,546.89	21.48
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	3,000.00	.00	34,350.00	8.03
54921	ADVERTISING	3,000.00	35,018.92	.00	35,173.31	-32,173.31	1172.44
55100	OFFICE SUPPLIES	3,500.00	55.62	.00	55.62	3,444.38	1.59
55200	OPERATING SUPPLIES	4,600.00	86.90	.00	86.90	4,513.10	1.89
55208	FUEL & LUBES	1,800.00	15.27	.00	37.68	1,762.32	2.09
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	.00	1,000.00	.00
55221	MEALS	3,000.00	20.00	.00	20.00	2,980.00	.67
55270	COMPUTER ACCESSORIES	975.00	.00	.00	.00	975.00	.00
55400	DUES BKS SUBSCR MEM PUBL	15,005.00	.00	.00	2,954.00	12,051.00	19.69
55500	TRAINING	11,300.00	.00	.00	2,150.00	9,150.00	19.03
58221	SPECIAL PROJECTS	205,566.00	.00	1,500.00	.00	204,066.00	.73
59100	TRANSFERS	998.00	.00	.00	998.00	.00	100.00
59123	TRANSFER - INDIRECT COST	51,188.00	.00	.00	51,188.00	.00	100.00
61000	RESERVE CASH FORWARD	894,193.00	.00	.00	.00	894,193.00	.00
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	128,394.60	539,359.01	346,249.79	1,771,141.19	33.33
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	128,394.60	539,359.01	346,249.79	1,771,141.19	33.33

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TIME: 11:13:35

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALD ON: FUND,DEPARMTENT
PAGE BREAKS ON: FUND

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

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53400	OTHER CONTRACTUAL SERV	400,000.00	.00	.00	.00	400,000.00	.00
60080	RES FOR CAPITAL PROJECTS	780,311.00	.00	.00	.00	780,311.00	.00
	TOTAL 1ST CENT TOURIST TAX	1,180,311.00	.00	.00	.00	1,180,311.00	.00
	TOTAL VISITOR & CONV BUREAU 1	1,180,311.00	.00	.00	.00	1,180,311.00	.00
TOTAL REPORT		3,837,060.99	128,394.60	539,359.01	346,249.79	2,951,452.19	23.08

DATE: 12/28/2020
TIME: 11:15:02

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
160-550-552-2122-2122 - VISITOR & CONV BUREAU										
51200						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				276,757.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	22-1					10,449.65		PAYROLL CHARGES	
	10/13/20	19-1		67			-8,359.72		ACCRUE PAYROLL 80 % OY	
	10/21/20	22-1					10,449.66		PAYROLL CHARGES	
	11/04/20	22-2					10,449.66		PAYROLL CHARGES	
	11/18/20	22-2					10,449.65		PAYROLL CHARGES	
	12/02/20	22-3					10,449.67		PAYROLL CHARGES	
	12/16/20	22-3					10,609.66		PAYROLL CHARGES	
TOTAL						276,757.00	54,498.23	.00		222,258.77
51306						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						7,000.00	.00	.00		7,000.00
51400						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						1,000.00	.00	.00		1,000.00
52100						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				21,172.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	22-1					781.06		PAYROLL CHARGES-FRINGE	
	10/13/20	19-1		67			-624.85		ACCRUE PAYROLL 80 % OY	
	10/21/20	22-1					778.12		PAYROLL CHARGES-FRINGE	
	11/04/20	22-2					781.06		PAYROLL CHARGES-FRINGE	
	11/18/20	22-2					778.12		PAYROLL CHARGES-FRINGE	
	12/02/20	22-3					781.06		PAYROLL CHARGES-FRINGE	
	12/16/20	22-3					793.30		PAYROLL CHARGES-FRINGE	
TOTAL						21,172.00	4,067.87	.00		17,104.13
52200						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				27,532.00			POSTED FROM BUDGET SYSTEM	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2020
TIME: 11:15:02

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
52200	RETIREMENT CONTRIBUTIONS (cont'd)									
	10/07/20	22-1					1,044.96		PAYROLL CHARGES-FRINGE	
	10/13/20	19-1		67			-835.97		ACCRUE PAYROLL 80 % OY	
	10/21/20	22-1					1,044.96		PAYROLL CHARGES-FRINGE	
	11/04/20	22-2					1,044.96		PAYROLL CHARGES-FRINGE	
	11/18/20	22-2					1,044.96		PAYROLL CHARGES-FRINGE	
	12/02/20	22-3					1,044.96		PAYROLL CHARGES-FRINGE	
	12/16/20	22-3					1,060.96		PAYROLL CHARGES-FRINGE	
TOTAL	RETIREMENT CONTRIBUTIONS					27,532.00	5,449.79	.00		22,082.21
52300	LIFE & HEALTH INSURANCE					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				43,307.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	22-1					36.56		PAYROLL CHARGES-FRINGE	
	10/07/20	19-1		31			3,378.27		PRE-PAID INSURANCE	
	10/07/20	19-1		31			185.64		PRE-PAID INSURANCE	
	10/21/20	22-1					3,379.52		PAYROLL CHARGES-FRINGE	
	10/21/20	22-1					185.64		PAYROLL CHARGES-FRINGE	
	11/04/20	22-2					36.56		PAYROLL CHARGES-FRINGE	
	11/18/20	22-2					3,379.52		PAYROLL CHARGES-FRINGE	
	11/18/20	22-2					185.64		PAYROLL CHARGES-FRINGE	
	12/02/20	22-3					36.56		PAYROLL CHARGES-FRINGE	
	12/16/20	22-3					37.12		PAYROLL CHARGES-FRINGE	
TOTAL	LIFE & HEALTH INSURANCE					43,307.00	10,841.03	.00		32,465.97
52400	WORKERS' COMPENSATION					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				668.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	22-1					31.80		PAYROLL CHARGES-WORKERS C	
	10/13/20	19-1		67			-25.44		ACCRUE PAYROLL 80 % OY	
	10/21/20	22-1					31.80		PAYROLL CHARGES-WORKERS C	
	11/04/20	22-2					31.80		PAYROLL CHARGES-WORKERS C	
	11/18/20	22-2					31.81		PAYROLL CHARGES-WORKERS C	
	12/02/20	22-3					31.80		PAYROLL CHARGES-WORKERS C	
	12/16/20	22-3					32.18		PAYROLL CHARGES-WORKERS C	
TOTAL	WORKERS' COMPENSATION					668.00	165.75	.00		502.25
52500	UNEMPLOYMENT COMPENSATION					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	UNEMPLOYMENT COMPENSATION					.00	.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

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TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
53100				PROFESSIONAL SERVICES		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				75,000.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82133-02		20974 MADDEN PREPRINT			15,000.00	MEDIA/MARKETING/PR PLAN F	
	10/02/20	17-1	82133-03		20974 MADDEN PREPRINT			24,000.00	MEDIA/MARKETING/PR PLAN F	
	12/08/20	19-3		P-CARD			996.00		PAYPAL JTJPRO	
	12/17/20	17-3	82407-01		20525 RESEARCH DATA SE			28,000.00	VISITOR PROFILE RESEARCH	
TOTAL				PROFESSIONAL SERVICES		75,000.00	996.00	67,000.00		7,004.00
53400				OTHER CONTRACTUAL SERV		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				159,200.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82101-01		20974 MADDEN PREPRINT			108,600.00	FULL SERVICE MARKETING, A	
	10/02/20	17-1	82133-04		20974 MADDEN PREPRINT			12,000.00	MEDIA/MARKETING/PR PLAN F	
	10/30/20	19-1		P-CARD			47.40		INTERNATIONAL TRANSACTION	
	10/30/20	19-1		P-CARD			4,740.00		CLEANPIX	
	11/18/20	21-2	82101-01	V140724	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-005492 10/31/20	
	11/18/20	21-2	82133-04	V140724	20974 MADDEN PREPRINT		12,000.00	-12,000.00	2020-005488 10/31/20	
	12/08/20	19-3		P-CARD			6,684.00		IN ARCHIVESOCIAL INC	
	12/17/20	21-3	82101-01	V141168	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-005869 11/30/20	
TOTAL				OTHER CONTRACTUAL SERV		159,200.00	41,471.40	90,600.00		27,128.60
53416				SOFTWARE AS A SERVICE		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,680.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	17-1	81937-01		24122 TEMPEST INTERACT			6,000.00	TEMPEST IDSS CYCLONE MANA	
	10/07/20	21-1	81937-01	V140102	24122 TEMPEST INTERACT		6,000.00	-6,000.00	524068 9/1/20	
	10/30/20	19-1		P-CARD			37.99		WEB NETWORKSOLUTIONS	
TOTAL				SOFTWARE AS A SERVICE		7,680.00	6,037.99	.00		1,642.01
53441				ADMINISTRATION		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				ADMINISTRATION		.00	.00	.00		.00
54000				TRAVEL & PER DIEM		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				57,300.00			POSTED FROM BUDGET SYSTEM	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SELECTION CRITERIA: orgn.fund in ('160','160H')
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TOTALLED ON: FUND, DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54000	TRAVEL & PER DIEM		(cont'd)						
11/04/20	21-2		V140546	23817 JOHN PRICHER		6.00	.00	ADV MEALS 11/19-20/20	
11/04/20	21-2		V140546	23817 JOHN PRICHER		68.80	.00	ADV MILEAGE 11/19-20/2	
TOTAL	TRAVEL & PER DIEM				57,300.00	74.80	.00		57,225.20
54100	COMMUNICATIONS SERVICES				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				8,559.00			POSTED FROM BUDGET SYSTEM	
10/22/20	21-1		479970	17174 CENTURYLINK		62.33	.00	320345045 10/9/20	
11/18/20	21-2		480738	17174 CENTURYLINK		49.76	.00	320345045 11/9/20	
12/08/20	19-3		P-CARD			139.00		SPECTRUM	
12/08/20	19-3		P-CARD			20.14		APPLE.COM/US	
12/08/20	19-3		P-CARD			40.28		APPLE.COM/US	
12/08/20	19-3		P-CARD			8.48		APPLE.COM/US	
12/08/20	19-3		P-CARD			51.94		APPLE.COM/US	
12/08/20	19-3		P-CARD			9.99		AMZN Mktp US 288UP10P0	
12/08/20	19-3		P-CARD			537.73		VERIZONWRLSS RTCCR VB	
12/08/20	19-3		P-CARD			-2.76		APPLE.COM/US	
12/08/20	19-3		P-CARD			-2.94		APPLE.COM/US	
12/08/20	19-3		P-CARD			-1.14		APPLE.COM/US	
TOTAL	COMMUNICATIONS SERVICES				8,559.00	912.81	.00		7,646.19
54160	POSTAGE				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	POSTAGE				.00	.00	.00		.00
54201	POSTAGE				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				24,000.00			POSTED FROM BUDGET SYSTEM	
11/17/20	19-2		POST INT			104.90		October 2021 Postage	
12/07/20	17-3	82369-02		22924 ABBOTT PRINTING			250.00	SHIPPING FOR 10,000 COPIE	
12/08/20	19-3		P-CARD			367.03		Earnest Mail Consulting	
12/08/20	19-3		P-CARD			20.56		FEDEX 96439169	
12/17/20	19-3		POST INT			11.55		November 2020 Postage	
TOTAL	POSTAGE				24,000.00	504.04	250.00		23,245.96
54300	UTILITY SERVICES				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				9,912.00			POSTED FROM BUDGET SYSTEM	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SELECTION CRITERIA: orgn.fund in ('160','160H')
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TOTALLED ON: FUND, DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54300			UTILITY SERVICES		(cont'd)					
	10/02/20	17-1	82104-01		0356 CITRUS COUNTY CH			9,912.00	UTILITY SERVICES FOR THE	
	11/17/20	21-2	82104-01	V140650	0356 CITRUS COUNTY CH		22.21	-22.21	56288 11/3/20	
	11/19/20	21-2	82104-01	V140650	0356 CITRUS COUNTY CH		30.67	-30.67	56366 11/16/20	
	12/02/20	21-3	82104-01	V140927	0356 CITRUS COUNTY CH		34.70	-34.70	57372 11/24/20	
	12/14/20	21-3	82104-01	V141090	0356 CITRUS COUNTY CH		22.20	-22.20	57513 12/3/20	
	12/14/20	21-3	82104-01	V141090	0356 CITRUS COUNTY CH		46.67	-46.67	57514 12/3/20	
TOTAL			UTILITY SERVICES			9,912.00	156.45	9,755.55		.00
54400			RENTALS & LEASES			.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RENTALS & LEASES			.00	.00	.00		.00
54408			BUILDING RENTAL			.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				24,345.00			POSTED FROM BUDGET SYSTEM	
	10/22/20	21-1		V140253	22252 MAN CAVE LLC		2,028.69	.00	RENT OCT 2020	
	11/19/20	21-2		V140725	22252 MAN CAVE LLC		2,028.69	.00	RENT NOV 2020	
TOTAL			BUILDING RENTAL			24,345.00	4,057.38	.00		20,287.62
54550			GENERAL LIABILITY CLAIMS			.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				541.00			POSTED FROM BUDGET SYSTEM	
TOTAL			GENERAL LIABILITY CLAIMS			541.00	.00	.00		541.00
54600			REPAIR & MAINTENANCE			.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,824.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82104-03		0356 CITRUS COUNTY CH			1,824.00	GROUPS MAINTENANCE (LAWN	
	11/17/20	21-2	82104-03	V140650	0356 CITRUS COUNTY CH		260.00	-260.00	56319 11/3/20	
TOTAL			REPAIR & MAINTENANCE			1,824.00	260.00	1,564.00		.00
54603			VEHICLE MAINTENANCE			.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				550.00			POSTED FROM BUDGET SYSTEM	
TOTAL			VEHICLE MAINTENANCE			550.00	.00	.00		550.00
54604			MAINTENANCE - BUILDINGS			.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2020
TIME: 11:15:02

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54604	MAINTENANCE - BUILDINGS (cont'd)									
	09/30/20	11-1				6,604.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82104-02		0356 CITRUS COUNTY CH			3,004.00	BUILDING MAINTENANCE (LAW	
	10/30/20	21-1	82104-02	V140458	0356 CITRUS COUNTY CH		12.93	-12.93	55185 10/20/20	
	12/01/20	21-3	82104-02	V140927	0356 CITRUS COUNTY CH		12.93	-12.93	56369 11/17/20	
TOTAL	MAINTENANCE - BUILDINGS					6,604.00	25.86	2,978.14		3,600.00
54605	EQUIPMENT MAINTENANCE					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,020.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	17-1	81938-01		17052 KONICA MINOLTA B			3,000.00	THIRD YEAR OF 48 MONTH LE	
	10/01/20	17-1	81940-01		18958 ROYAL "T" SYSTEM			4,020.00	STREAM E-LIVE RIVER CAM (	
	10/19/20	21-1	81940-01	V140291	18958 ROYAL "T" SYSTEM		335.00	-335.00	7251 10/1/20	
	11/04/20	21-2	81940-01	V140555	18958 ROYAL "T" SYSTEM		335.00	-335.00	7361 11/1/20	
	11/13/20	21-2	81938-01	V140716	17052 KONICA MINOLTA B		116.94	-116.94	269273874 10/31/20	
	12/10/20	21-3	81940-01	V141215	18958 ROYAL "T" SYSTEM		335.00	-335.00	7415 12/1/20	
	12/14/20	21-3	81938-01	V141156	17052 KONICA MINOLTA B		116.94	-116.94	269844518 11/30/20	
TOTAL	EQUIPMENT MAINTENANCE					7,020.00	1,238.88	5,781.12		.00
54615	SOFTWARE MAINT/SUPPORT					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				2,154.00			POSTED FROM BUDGET SYSTEM	
	12/07/20	17-3	82371-01		10043 SHI INTERNATIONA			1,766.28	MICROSOFT SOFTWARE ASSURA	
	12/17/20	17-3	82408-01		10043 SHI INTERNATIONA			121.44	ZENWORKS ANNUAL SUPPORT R	
TOTAL	SOFTWARE MAINT/SUPPORT					2,154.00	.00	1,887.72		266.28
54700	PRINTING & BINDING					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				17,000.00			POSTED FROM BUDGET SYSTEM	
	12/07/20	17-3	82369-01		22924 ABBOTT PRINTING			1,720.77	CRYSTAL RIVER CYCLING BRO	
TOTAL	PRINTING & BINDING					17,000.00	.00	1,720.77		15,279.23
54800	PROMOTIONAL ACTIVITIES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				62,500.00			POSTED FROM BUDGET SYSTEM	
	11/03/20	24-2		NP000005011			-2.12		10 FN REIMB OVER TIP	
	11/03/20	21-2		480176	24949 NANETTE FISHER		106.00	.00	PETTY CASH 10/22/00	
	11/13/20	21-2		480304	24949 NANETTE FISHER		83.00	.00	PETTY CASH 11/2/20	
	11/30/20	20-2		480176	24949 NANETTE FISHER		-106.00	.00	PETTY CASH 10/22/00	
	12/02/20	21-3		481217	24949 NANETTE FISHER		76.00	.00	PETTY CASH 11/20/20	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54800				PROMOTIONAL ACTIVITIES	(cont'd)					
	12/08/20	19-3		P-CARD			110.40		VINTAGE ON 5TH	
	12/08/20	19-3		P-CARD			108.10		TST CAJUN JIMMY SEAFOOD	
	12/08/20	19-3		P-CARD			105.00		SQ WALLACES AT THE GREE	
	12/08/20	19-3		P-CARD			83.13		STUMPKNOCKERS -THE SQUARE	
	12/08/20	19-3		P-CARD			98.33		TST CAJUN JIMMY SEAFOOD	
	12/08/20	19-3		P-CARD			44.28		SQ KATCH MOBILE	
	12/08/20	19-3		P-CARD			152.38		SQ KATCH TWENTY-TWO	
	12/08/20	19-3		P-CARD			311.25		PLANTATION ON CRY RIVE	
	12/08/20	19-3		P-CARD			323.86		PLANTATION ON CRY RIVE	
	12/17/20	21-3		481342	24949 NANETTE FISHER		153.00	.00	PETTY CASH 12/10/20	
TOTAL				PROMOTIONAL ACTIVITIES		62,500.00	1,646.61	.00		60,853.39
54804				CHAMBERS OF COMMERCE		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CHAMBERS OF COMMERCE		.00	.00	.00		.00
54806				INQUIRY RESPONSE		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				INQUIRY RESPONSE		.00	.00	.00		.00
54807				MARKETING		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				495,600.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82133-01		20974 MADDEN PREPRINT			433,000.00	MEDIA/MARKETING/PR PLAN F	
	12/02/20	13-1				29,319.99			PRIOR YEAR ENCUMBRANCE	
	12/02/20	17-1	81076-01		20974 MADDEN PREPRINT			29,319.99	ENCUMB CARRIED FORWARD	
	11/18/20	21-2	82133-01	V140724	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-005486 10/31/20	
	11/18/20	21-2	82133-01	V140724	20974 MADDEN PREPRINT		49,391.69	-49,391.69	2020-005490 11/13/20	
	12/17/20	21-3	82133-01	V141168	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-005871 11/30/20	
	12/17/20	21-3	82133-01	V141168	20974 MADDEN PREPRINT		34,606.59	-34,606.59	2020-005870 11/30/20	
TOTAL				MARKETING		524,919.99	108,998.28	353,321.71		62,600.00
54809				TRADE SHOW PROMOTION		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				56,730.00			POSTED FROM BUDGET SYSTEM	
	10/30/20	19-1		P-CARD			8.60		INTERNATIONAL TRANSACTION	
	10/30/20	19-1		P-CARD			859.51		NATIONAL EVENT MGMT	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55120										
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
55200						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				4,600.00			POSTED FROM BUDGET SYSTEM	
	12/08/20	19-3		P-CARD			39.00		WAL-MART #1104	
	12/08/20	19-3		P-CARD			19.47		WATER - COFFEE DELIVERY	
	12/08/20	19-3		P-CARD			28.43		WAL-MART #1104	
TOTAL						4,600.00	86.90	.00		4,513.10
55208						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,800.00			POSTED FROM BUDGET SYSTEM	
	11/19/20	19-2		293			.35		OCT FUEL CHARGES	
	11/24/20	19-2		VM 10/20			22.06		VEH MAINT INTERFACE	
	12/17/20	19-3		524			.35		NOV FUEL CHARGES	
	12/21/20	19-3		VM 11/20			14.92		VEH MAINT INTERFACE	
TOTAL						1,800.00	37.68	.00		1,762.32
55211						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						1,000.00	.00	.00		1,000.00
55216						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
55221						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
	12/08/20	19-3		P-CARD			20.00		CITRUS COUNTY CHAMBER	
TOTAL						3,000.00	20.00	.00		2,980.00
55270						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				975.00			POSTED FROM BUDGET SYSTEM	
TOTAL						975.00	.00	.00		975.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55275			COMPUTER SOFTWARE		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			COMPUTER SOFTWARE		.00	.00	.00		.00
55400			DUES BKS SUBSCR MEM PUBL		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				15,005.00			POSTED FROM BUDGET SYSTEM	
10/30/20	19-1		P-CARD			2,704.00		FADMO	
11/09/20	19-2		246			250.00		NY EXPENSES PREPAID IN OY	
TOTAL			DUES BKS SUBSCR MEM PUBL		15,005.00	2,954.00	.00		12,051.00
55417			TRAINING		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			TRAINING		.00	.00	.00		.00
55500			TRAINING		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				11,300.00			POSTED FROM BUDGET SYSTEM	
10/30/20	19-1		P-CARD			1,075.00		SOUTHEAST TOURISM SOCIETY	
11/09/20	19-2		246			1,075.00		NY EXPENSES PREPAID IN OY	
TOTAL			TRAINING		11,300.00	2,150.00	.00		9,150.00
56000			CAPITAL OUTLAY		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			CAPITAL OUTLAY		.00	.00	.00		.00
56400			MACHINERY & EQUIPMENT		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			MACHINERY & EQUIPMENT		.00	.00	.00		.00
58221			SPECIAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				204,066.00			POSTED FROM BUDGET SYSTEM	
12/02/20	13-1				1,500.00			PRIOR YEAR ENCUMBRANCE	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

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PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
58221					(cont'd)					
	12/02/20	17-1	80506-01		21013 SAVE CRYSTAL RIV			1,500.00	ENCUMB CARRIED FORWARD	
TOTAL			SPECIAL PROJECTS			205,566.00	.00	1,500.00		204,066.00
59100					TRANSFERS	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				998.00			POSTED FROM BUDGET SYSTEM	
	10/26/20	19-1		128			998.00		BUDGETED TRANSFERS	
TOTAL			TRANSFERS			998.00	998.00	.00		.00
59123					TRANSFER - INDIRECT COST	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				51,188.00			POSTED FROM BUDGET SYSTEM	
	10/26/20	19-1		128			51,188.00		BUDGETED TRANSFERS	
TOTAL			TRANSFER - INDIRECT COST			51,188.00	51,188.00	.00		.00
59159					TRANS FLEET VEH TRUST	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			TRANS FLEET VEH TRUST			.00	.00	.00		.00
60050					RESERVE FOR CONTINGENCIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RESERVE FOR CONTINGENCIES			.00	.00	.00		.00
60080					RES FOR CAPITAL PROJECTS	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RES FOR CAPITAL PROJECTS			.00	.00	.00		.00
61000					RESERVE CASH FORWARD	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				894,193.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RESERVE CASH FORWARD			894,193.00	.00	.00		894,193.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU						2,656,749.99	346,249.79	539,359.01		1,771,141.19
160-550-552-2123-2123					- VISIT CITRUS MAGAZINE					

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

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TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2123 - VISIT CITRUS MAGAZINE

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54201	POSTAGE		(cont'd)						
54201	POSTAGE				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	POSTAGE				.00	.00	.00		.00
54820	VISIT CITRUS MAGAZINE				.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	VISIT CITRUS MAGAZINE				.00	.00	.00		.00
TOTAL DEPARMTENT - VISIT CITRUS MAGAZINE					.00	.00	.00		.00
TOTAL FUND - VISITOR & CONV BUREAU					2,656,749.99	346,249.79	539,359.01		1,771,141.19

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 13
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 3/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160H - VISITOR & CONV BUREAU 1ST
DEPARTMENT - 2122H - 1ST CENT TOURIST TAX

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
160H-550-552-2122H-2122H - 1ST CENT TOURIST TAX									
53400			OTHER CONTRACTUAL SERV		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				400,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OTHER CONTRACTUAL SERV		400,000.00	.00	.00		400,000.00
54830			ONLINE MARKETING		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			ONLINE MARKETING		.00	.00	.00		.00
58221			SPECIAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			SPECIAL PROJECTS		.00	.00	.00		.00
60080			RES FOR CAPITAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				780,311.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RES FOR CAPITAL PROJECTS		780,311.00	.00	.00		780,311.00
TOTAL DEPARMTENT - 1ST CENT TOURIST TAX					1,180,311.00	.00	.00		1,180,311.00
TOTAL FUND - VISITOR & CONV BUREAU 1ST					1,180,311.00	.00	.00		1,180,311.00
TOTAL REPORT					3,837,060.99	346,249.79	539,359.01		2,951,452.19

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

Month to Month/YOY Total Tax Collection Trend

