
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 - Adoption of the February 2021 Agenda

Approval of the February 2021 agenda.

5. Election of Officers
 1. TDC - Election of Officers

I Election of Vice Chair for the TDC for the 2021 calendar year.

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approve January 13, 2021 minutes

Review and approve the January 13, 2021 minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Madden Media Update

Hear presentation and discuss the additional potential investment with the Florida Insider Fishing Report.

E. DIRECTORS/MEDIA REPORT

1. TDC - VCB Director's Report for February

Informational only for Board.

2. TDC - February Financials

Finance 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 - Adoption of the February 2021 Agenda				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Adoption of the February 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 the February 2021 agenda.					



Citrus County Tourist Development Council
Agenda
February 10, 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
- A.5. Election of Officers

B. Approve Minutes of Meeting (Chairman Kitchen)

- B.1. Approve January 13, 2021 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. Madden Media Marketing Update

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, March 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 - Election of Officers				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Election of Vice Chair for the TDC.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
I Election of Vice Chair for the TDC for the 2021 calendar year.					



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Approve January 13, 2021 minutes				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Approval of the January 13, 2021 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 the January 13, 2021 minutes.					

Citrus County Tourist Development Council
Meeting Minutes
January 13, 2021

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:01 am on January 13, 2021 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	Present	
Gene McGee	Member	Absent	

County Staff Present: John Pricher, Veronica Kampschroer, Randy Oliver, Steve Lachnicht

Public in Attendance: Rosemary White, Michael Bates

4. Adoption of the Agenda

Adoption of the January 13, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Dr. Desai
AYES	Kitchen, Shoemaker, Engiles, Guy, Seaton, Mancke

B. Approve minutes of meeting.

Approve the December 9, 2020 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	Kitchen, Shoemaker, Engiles, Seaton, Desai, Mancke

C. Open to the Public

None

D. Presentations

D.1 Appreciation of Service - John Pricher

JPricher did a presentation of service for Daryl Seaton as he moves off the board. JPricher noted he valued Daryl's friendship and leadership. Thank you for your service to this Board. JPricher presented a small tribute for Daryl's services. Daryl thanked the Board for the tribute today. RKitchen noted Daryl has been a great asset to the Board and will be missed.

D.2 Sodium Fishing Trail – John Pricher

JPricher noted after our December TDC meeting, Sodium Fishing was asked to return to do a formal presentation. John Crush from Sodium Fishing presented his request to the Board. There are four individual tournaments under the Sodium Fishing Trail name, this is to drive visitors to the area for multiple days. Each tournament has multiple categories with cash and prizes. A grand prize will be awarded at the last tournament at the Plantation Redfish Classic in October. Three out of four tournaments to be fished. There will be two in Crystal River and two in Homosassa. Cameron Richardson, Marketing/Social Media Manager spoke to the budget which from the sponsors is

\$25,000. We are requesting \$18,650 from TDC. Sodium Fishing expenses are \$11,350 and we are asking for the \$18,650 for marketing aspects. A copy of the ad which will be coming out in the February Florida Sportsman magazine was provided to the Board. Cameron explained both the organic and social media plans. The website will be done in the next 3-4 weeks. It was determined that it made the most sense to spend money on digital marketing. After we have results from this year we may spend marketing dollars differently. Our plan is to make sure you hear about Sodium Fishing all year long.

RKitchen asked if, we get our name on the advertising. John said yes. MMancke asked how participants will be tracked. Cameron noted we should be able to track where participants will/are staying and we can suggest top recommendations on where to stay as well on the web and on the ad. Changes can be made throughout the year until it goes live. JPricher mentioned we will get Sodium our logo today. RKitchen asked if John had a ball park of overnight stay numbers. John indicated about 200 per event with about 150 boats. There will be two people per boat plus families. We will market outside of Florida to drive participants to the area. Paul Cross, Director of Plantation at Crystal River spoke to how tracking would occur for participants and that it can be accounted for the room nights. John indicated they would be taking on more sponsorship to up the cash award.

RKitchen asked for a motion to approve the \$18,650 request from Sodium Fishing.

RESULT	Approved unanimously
MOVER	Cindi Guy
SECONDER	Jacquie Hepfer.
AYES	Kitchen, Shoemaker, Engiles, Seaton, Mancke, Desai

E. Director's/Media Report – John Pricher

JPricher reported the STR report shows a little more red this month, as was expected with fall. The strong revenue from summer carried us through another month. Still ahead year over year this month, but will correct itself next month.

VCB Destination Update – VKampschroer/JPricher

Facebook - social media down probably due to the holidays.

Fishing – did not benefit as much either. Fishing was good, but less inspirational than usual.

Tourism Advocate – a little more down than usual.

Instagram – very popular due to the manatees, great pictures.

Twitter –stronger than last month.

360 Destinations – included as to what people are looking at, as well as google searches and businesses are heavier. Earned amount \$4,000.

JPricher mentioned that Lollygaggers will be taking over a restaurant in Floral City and opening soon.

FAM Tours – picking back up. Partners are stepping up and helping us out. Looking how to reach trade industries by sending out boxes to our partners by the end of January which include Crystal River and other items.

Sales and Marketing – Terry has spoken to over 70 AAA agents today. Miles is working on a River Walk video to mesh with what the communities are doing.

JPricher discussed what Hayworth is doing to assist us in responding to the floating manatee billboard. They released a statement indicating that it doesn't represent our partners and to help the Federal authorities in catching the person(s) in question.

JPricher reported he is working on a draft of the annual and hope to have at the next meeting. The bike brochure is now on display. The registrations are going out for the free pass for Bandwango to businesses. Contacting businesses to ensure they received it.

JPricher reported that the collateral and special event grants are now open and due by January 29th. The information and form are posted on the BOCC site. VKampschroer noted the form on the BOCC site is not yet ADA compliant and to contact her for the form.

Financials – provided for Board review.

F. Other Business

City of Inverness – Jacquie Hepfer

Big Bass tournament in April. Going ahead with study of Liberty Park.

City of Crystal River – Cindi Guy

Approved the City Manager to make agreements with kayaks going out of Kings Bay Park and to improve the park and to give us a master plan for the park.

Other Comments:

MEngiles – noted scallop season carried us through. Booking were mostly from Floridians and from over the holiday.

DSeaton – appreciated serving with everyone.

RKitchen – noted that Commissioner Davis in attendance today as well as Randy Oliver.

G. Open to the Public

None

H. Adjournment

Chairman Kitchen called for adjournment at 10:08. The next regular meeting will be Wednesday, February 10, 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

DRAFT



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Madden Media Update				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Madden Media marketing update and upcoming projects information.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Hear presentation and discuss the additional potential investment with the Florida Insider Fishing Report.					



2020 Marketing Performance



Success in Campaigns

INCREASED SITE TRAFFIC

92% INCREASE
IN NEW USERS YEAR
OVER YEAR



ATTRACTING VISITORS

45% INCREASE
IN VISITS FROM FAMILY
VACATIONERS

18% INCREASE
IN VISITS FROM
LUXURY TRAVELERS



VIDEO CONSUMED

ALMOST
2 YEARS
OF BRANDED
CONTENT



Success in Campaigns

DISCOVER CRYSTAL RIVER OUTPERFORMED FLORIDA COMPETITORS IN OCCUPANCY RATE

- Discover Crystal River Declined Only 11.2%
- Statewide Declined 33.6%

[STR DATA]



Social Media Advertising

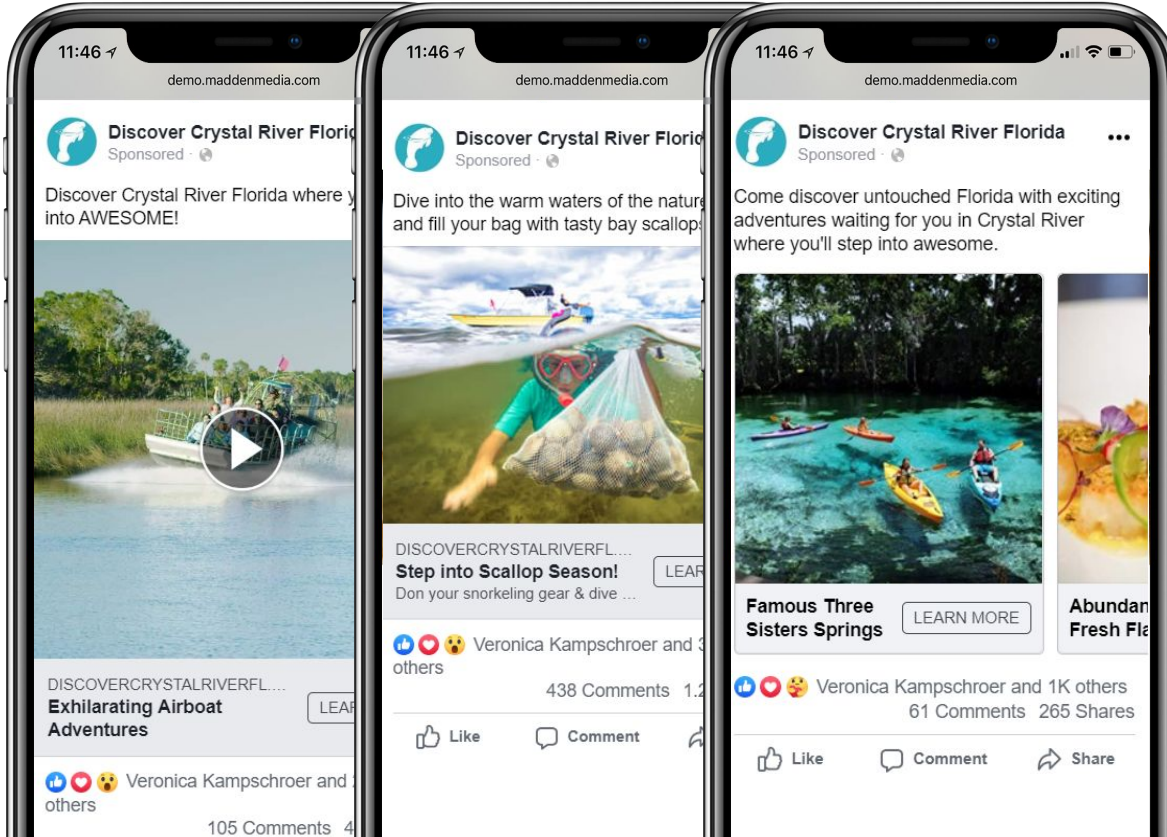
ANNUAL RESULTS

OVER
227,000 SITE VISITORS
 FROM FACEBOOK AND
 INSTAGRAM

OVER
**28,500 COMMENTS &
 SHARES**

TOP CONTENT
MANATEE

TOP AUDIENCE
EMPTY NESTERS



Display Advertising

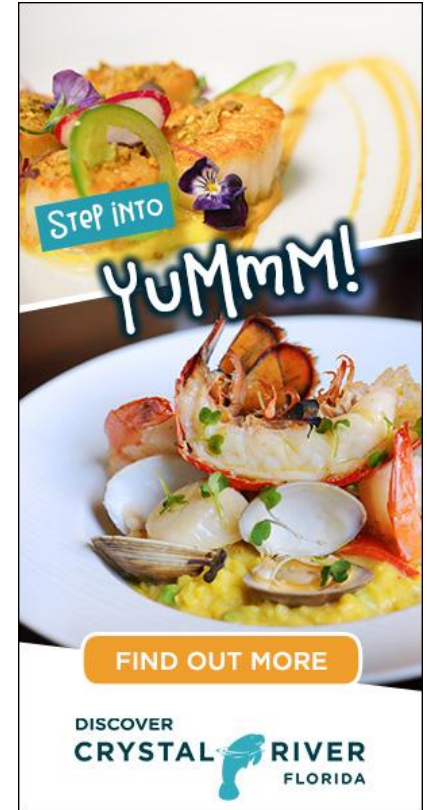
ANNUAL RESULTS

OVER
**39 MILLION BRAND
IMPRESSIONS**

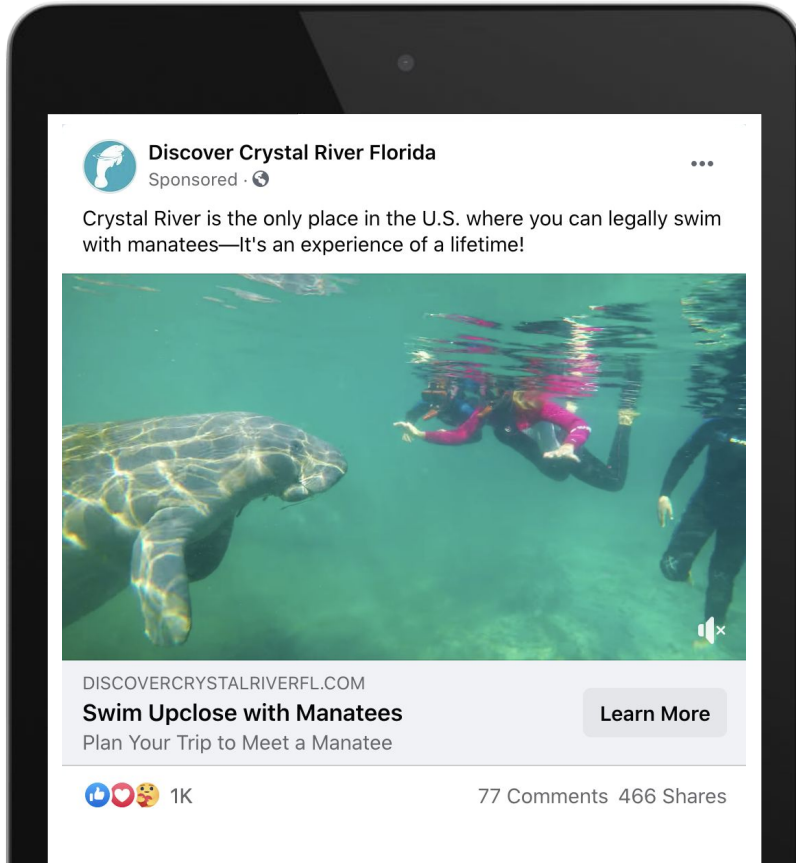
OVER
145% ABOVE STANDARDS
IN CLICK THROUGH RATE

TOP CONTENT
SCALLOPING

TOP AUDIENCE
MILLENNIALS



Video Campaigns



ANNUAL RESULTS

OVER
5.9 MILLION VIDEO PLAYS

250% INCREASE
OVER GOAL

TOP CONTENT
DISCOVER

TOP AUDIENCE
FAMILIES



Amplified Storytelling

ANNUAL RESULTS

OVER
109,000 VISITORS
TO THE CUSTOM
LANDING PAGES

AVERAGE TIME ON PAGE
160% GREATER
COMPARED TO NORMAL SITE
VISITORS



Search Engine Marketing

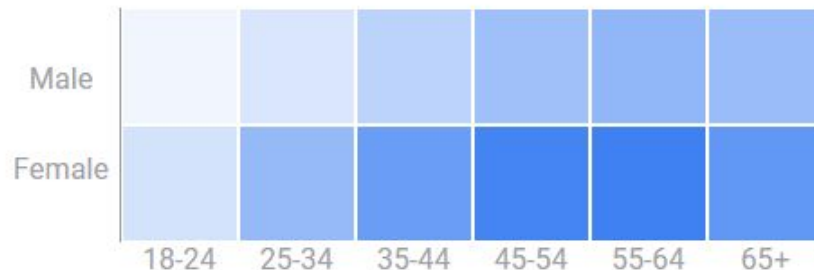
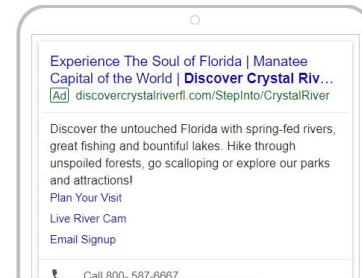
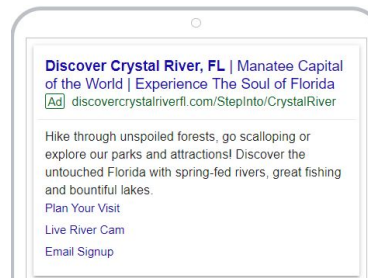
ANNUAL RESULTS

OVER
139,000 Sessions
 12% OF ALL WEB TRAFFIC

ALMOST
55,000 USERS
 WERE HIGHLY ENGAGED

TOP CONTENT
VISIT

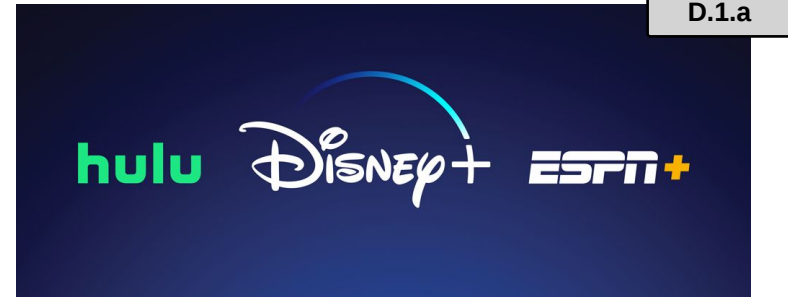
TOP AUDIENCE
EMPTY NESTERS



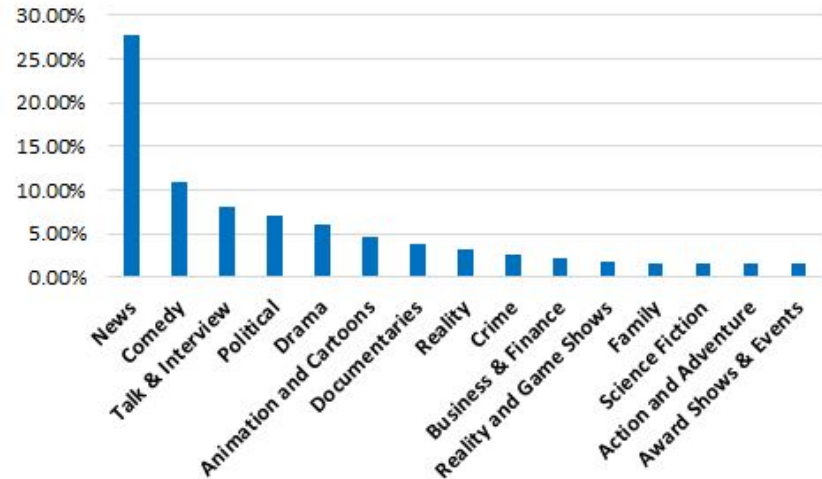
HULU Performance

HULU-Disney \$50,000

- **TIMING:** October 1 - January 30
- **CITIES:** Tampa, Orlando, Miami, Ft. Meyers, West Palm Beach, Naples, Ft. Lauderdale, and St Lucie
- **INTERESTS:** Travel Enthusiasts & Families with Kids
- **REACH:** 1.4 Million Impressions (\$35.00 CPM)
 - 91% of all impressions were from OTT Living Room devices, 7% of impression from Mobile Devices, 2% on Computer devices
- **LENGTH:** :30 second TV commercial
- **COMPLETED VIDEO VIEWS:** 1,230,022
- **VIEW COMPLETION RATE:** 99.12% (Industry benchmark is 82%)
- **OVERALL VIEWABILITY:** 96.3% (Industry benchmark is 65%)
- **TOP 5 GENRES:** News, Comedy, Talk & Interview, Political and Drama



Top 15 Genres on Hulu



2021 Winter & Spring Campaigns



Print Advertising



REEL IN AWESOME!

Get hooked on amazing Florida fishing!
Catch the fun from our beautiful
lakes to the Gulf of Mexico.
discovercrystalriverfl.com/fishing



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



Dive INTO SCALLOP season

Come experience Scallop season
in Crystal River and Homosassa.
Be a part of the tradition that
creates memories of a lifetime
with family and friends.
discovercrystalriverfl.com/scalloping



DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS
FL 3523 LA

D.1.a

STEP INTO AWESOME!



MANATEE
CAPITAL OF THE
WORLD

Crystal clear waters, majestic sea creatures,
and adventure everywhere you turn—there's
so much to discover in Crystal River. Step
into wow and holy sea cow!
discovercrystalriverfl.com

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

Digital Display Advertising



WATER ACTIVITIES



MANATEE SEASON



FISHING



CULINARY



BRAND

Social Video Advertising

Discover Crystal River Florida Sponsored · 🌐 ...

Crystal River is the only place in the U.S. where you can legally swim with manatees—It's an experience of a lifetime!



DISCOVERCRYSTALRIVERFL.C...
Swim Upclose with Manatees [LEARN MORE](#)

👍❤️😄 1K 77 Comments 466 Shares

👍 Like 💬 Comment ➦ Share

Discover Crystal River Florida Sponsored · 🌐 ...

Few places can match the feeling of the Gulf Coast better than Homosassa, Florida.



HOMOSSASSA

DISCOVERCRYSTALRIVERFL.C...
Original Florida Fishing Village [LEARN MORE](#)

👍❤️😄 529 30 Comments 262 Shares

👍 Like 💬 Comment ➦ Share

Discover Crystal River Florida Sponsored · 🌐 ...

Crystal clear waters, majestic manatees and adventures everywhere you turn—there's so much to discover in Crystal River.



DISCOVERCRYSTALRIVERFL.C...
Step Into Awesome
Plan Your Trip to Untouched FL [LEARN MORE](#)

👍❤️😄 801 28 Comments 313 Shares

👍 Like 💬 Comment ➦ Share

Discover Crystal River Florida Sponsored · 🌐 ...

Explore Florida's soul in our warm Gulf water, spring-fed rivers, gentle manatees, great fishing and bountiful lakes.



DISCOVERCRYSTALRIVERFL.C...
Discover Untouched Florida [LEARN MORE](#)

👍❤️😄 375 26 Comments 139 Shares

👍 Like 💬 Comment ➦ Share

Social Carousel Advertising

**Discover Crystal River Florida**
Sponsored · 

Step into awesome here in the Manatee Capital of the World and discover crystal clear water, miles of trails and adventures everywhere you turn.



Manatee Capital of the World

[Learn More](#)



Kayak in Untouched Florida

[Learn More](#)

   400

35 Comments 81 Shares

 Like

 Comment

 Share



Best Bicycling Trails in Florida

[Learn More](#)

Freshest Seafood Around

[Learn More](#)

TV Advertising

Target Drive Markets

- WFLA NBC Tampa
- WESH NBC Orlando

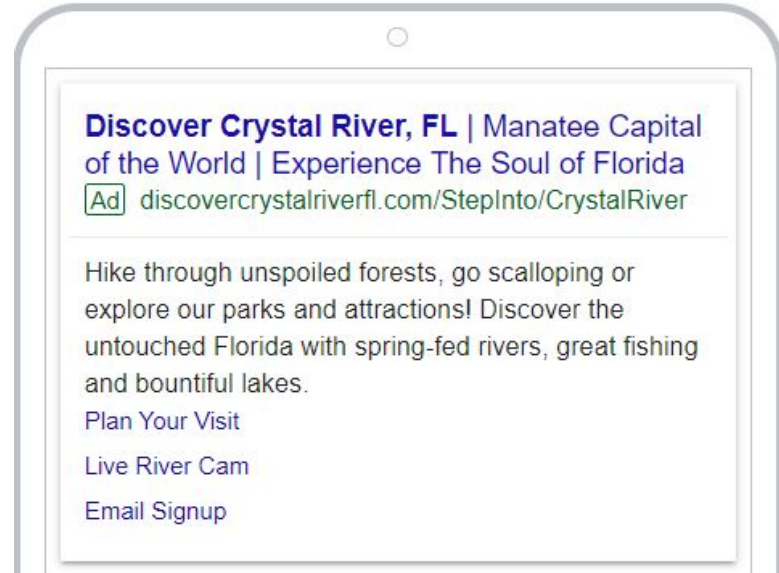
TV Schedule, Reach & Spots

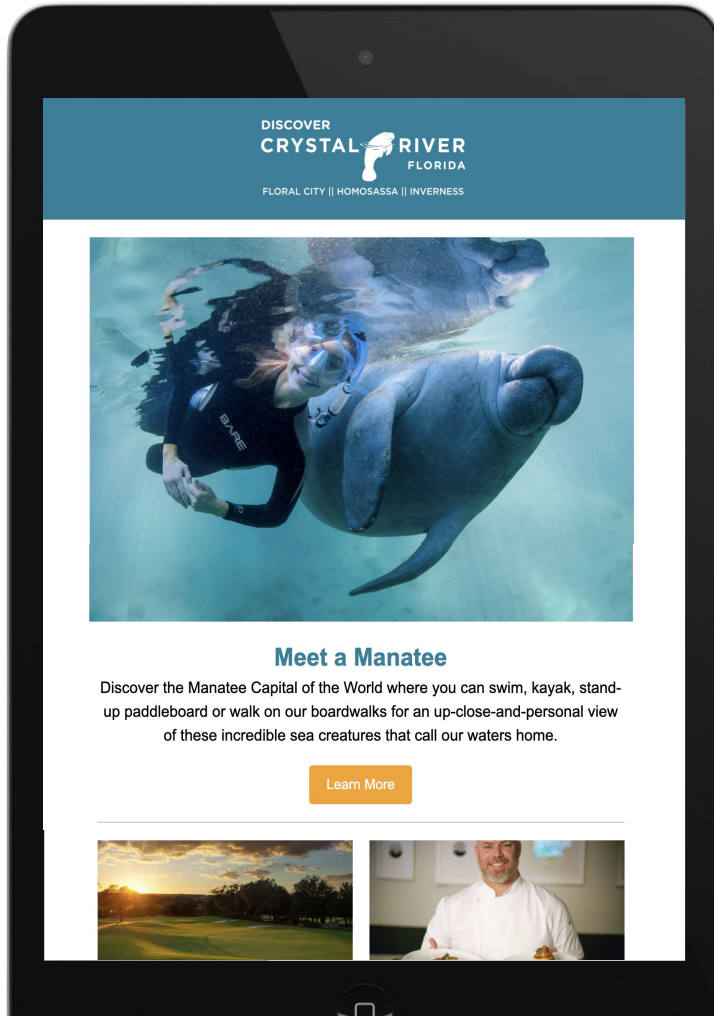
- 6-Weeks starting March 15
- Morning News & Today Show
- Over 85 30-Second TV Commercials
- 2.8 Million Impressions



Search Engine Marketing

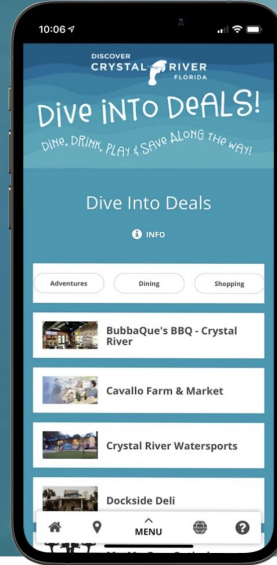
High-Intent Search Ads
Reach the Right People
at the Right Time.





Email Marketing

In-Market, Web-Based App - Bandwango



DIVE INTO DEALS!

A large background image showing a woman in scuba gear smiling underwater next to a manatee. The text 'DIVE INTO DEALS!' is overlaid in large white letters.

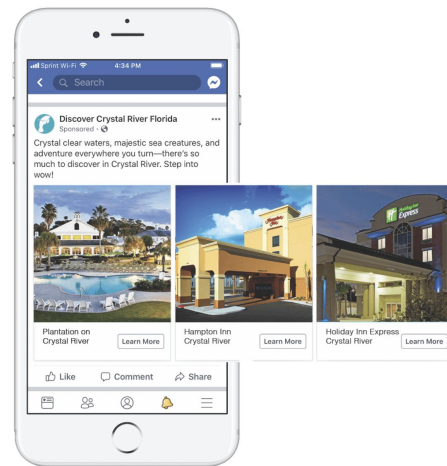
Co-Op Digital Advertising Opportunity



ADVERTISING RATES & INFORMATION

Custom Packages

Package #1	Package #2	Package #3
\$500 per month	\$400 per month	\$300 per month
Ad position one	Ad position two	Ad position three
140,000 impressions	140,000 impressions	140,000 impressions



CONTACT US

John Pricher
Discover Crystal River
352-794-5506 | [Email](#)

SIGN UP NOW

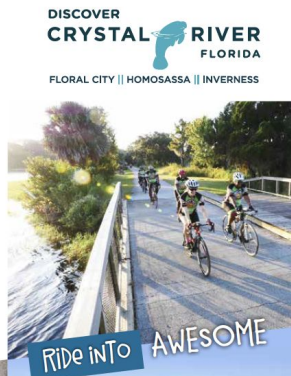
Total Signups: 6 (as of 2/1/21)



DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS

915 N. Suncoast Blvd., Crystal River, FL 34429



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

Discover miles of Citrus County trails dotted with forests, lakes, rivers, and small towns—along with more miles of rugged mountain bike trails.

DiscoverCrystalRiverFL.com



RIDE INTO AWESOME HERE IN
FLORIDA'S CITRUS COUNTY

Peddle the best trails in Florida with three incredible paved paths, including the 46 mile Withlacoochee State Trail—dotted with forest, lakes and small towns—and mountain bike trails weaving through the Withlacoochee State Forest and Crystal River Preserve State Park.

CITRUS COUNTY FLORIDA

★ Crystal River

Inverness ★

★ Homosassa

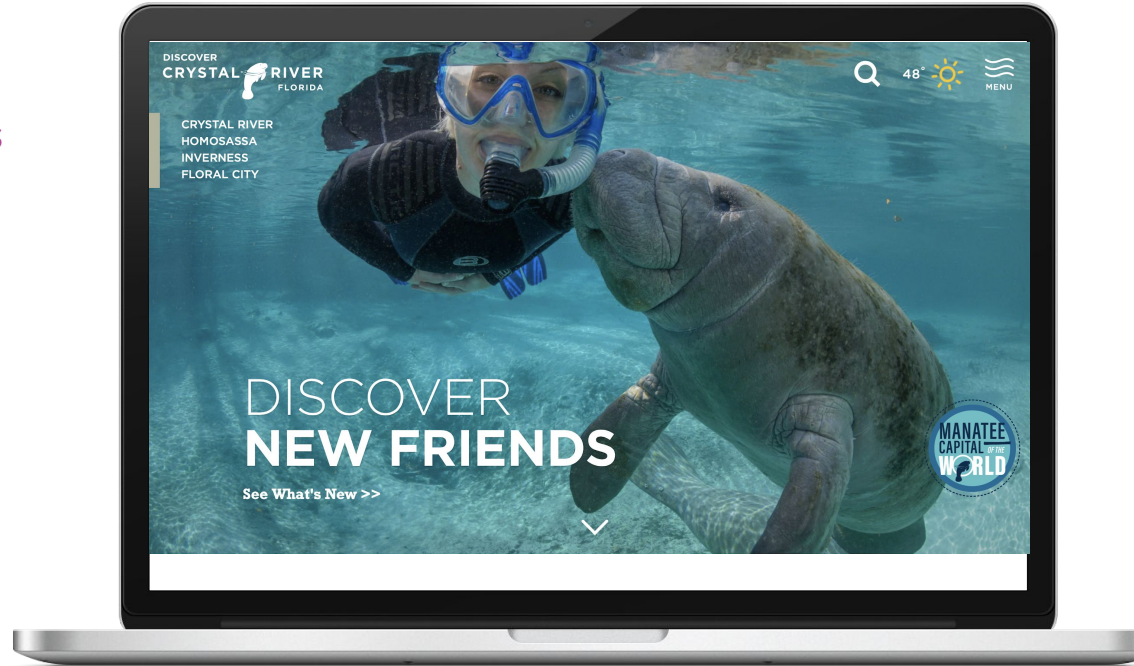
Floral City ★



DISCOVER
CRYSTAL RIVER
FLORIDA

Enhance Website Content - New Project

- **Increase Hotel Web Traffic**
- **Add More Content & Visuals**
 - Fishing
 - Scalloping
 - Cycling
 - Food, Wine & Beer
 - History
 - Manatee Tours
 - City Highlights
 - Maps
 - And More



New Opportunity

DISCOVER
CRYSTAL RIVER
FLORIDA



FIFR TV Advertising 2021

CCA Florida STAR Tournament Campaign

FIFR TV Schedule: April - September

Additional Budget: \$7,500

Sweepstakes Promotion (TV, Poster, Web & Eblasts)

April-May 2021 - Weekly Schedule & Leiza Kick Off

- Two-night, deluxe stay for two at the Plantation on Crystal River
- CCA Membership & Tournament fees for one included
- Guided fishing package for two with River Adventure Tours in Homosassa
- Chef-prepared lunch or dinner with two sides at West 82 Bar & Grill
- Breakfast for two daily
- Invitation to the CCA Host Banquet for two on October 14
- Enter at www.FloridaInsiderFishingReport.com/contest
- Contest deadline: May 27, 2021 (Tentative)



**Live On-Air 2-Minute
Segment & Promo**
with Gary Bartell Jr.

FIFR TV Advertising 2021

CCA Florida STAR Tournament Campaign

FIFR TV Schedule: April - September



"Everyone Wins!" with CCA Member Special Offers

FIFR TV, Web & Eblasts

June-September 2021 - Weekly Schedule

- **DCR Promotional Landing Page features:**
 - Participating Hotel - Offers & Packages
 - Participating Fishing Guides - Offers & Packages
- **Expand Campaign:** Contact CCA Florida for additional marketing opportunities such as eblasts, print ads, digital ads, etc.

FIFR TV Advertising 2021

CCA Florida STAR Tournament Campaign

FIFR TV Schedule: April - September



Did You Know?

FIFR TV vignettes

June-September 2021 - Weekly Schedule

- **Feel-good short DCR segments highlighting:**
 - [Duke Energy Habitat Protection](#)
 - [CCA Conservation & Habitat Restoration](#)
 - Discover Crystal River conservation
 - Other hatchery highlights?

THANK YOU

DISCOVER

CRYSTAL



RIVER

FLORIDA



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - VCB Director's Report for February				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u>					
VCB Director's power point presentation.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Informational only for Board.					



**CITRUS COUNTY
VISITORS & CONVENTION BUREAU**
February 10, 2021

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

CALL TO ORDER

E.1.a



1. INVOCATION
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ELECTION OF OFFICERS



FLORAL CITY || HOMOSASSA || INVERNESS

ADOPTION OF THE AGENDA





APPROVAL OF THE MINUTES

- Approve January 13th TDC Minutes as presented

OPEN TO THE PUBLIC

E.1.a

PERSONS WISHING TO ADDRESS THE COUNCIL



FLORAL CITY || HOMOSASSA || INVERNESS

PRESENTATIONS

- Madden Media Marketing Update



FLORAL CITY || HOMOSASSA || INVERNESS



JOHN PRICHER

DIRECTOR'S REPORT

- VCB Destination Update
- Financials

SOURCE: STR, INC.

MONTHLY COMPARISON: December 2020

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

	OCC %		ADR \$		RevPAR \$		Current Month December 2020 vs 2019					
	2020	2019	2020	2019	2020	2019	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	47.6	56.7	88.51	87.32	42.13	49.48	-16.0	1.4	-14.9	-14.9	0.0	-16.0
Hernando	49.3	62.7	76.18	79.15	37.57	49.59	-21.3	-3.8	-24.2	-18.4	7.7	-15.3
Pasco	56.3	65.2	74.10	85.09	41.73	55.52	-13.7	-12.9	-24.8	-24.9	-0.1	-13.7
Charlotte	54.3	64.5	84.70	91.60	46.00	59.05	-15.7	-7.5	-22.1	-16.1	7.7	-9.3
Florida	46.6	69.2	125.18	155.90	58.31	107.82	-32.6	-19.7	-45.9	-46.8	-1.6	-33.7

SOURCE: STR, INC.

YTD COMPARISON: December 2020

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	OCC %		ADR \$		RevPAR \$		Year to Date – December 2020 vs 2019					
	2020	2019	2020	2019	2020	2019	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	53.2	59.9	97.88	99.73	52.03	59.70	-11.2	-1.9	-12.9	-12.9	0.0	-11.2
Hernando	54.2	64.9	79.42	81.70	43.04	53.04	-16.5	-2.8	-18.9	-15.7	3.9	-13.3
Pasco	55.3	67.5	83.19	92.48	45.98	62.47	-18.2	-10.0	-26.4	-26.5	-0.1	-18.2
Charlotte	54.3	62.9	97.16	104.62	52.78	65.86	-13.7	-7.1	-19.9	-14.9	6.1	-8.4
Florida	47.9	72.2	132.67	145.21	63.58	104.85	-33.6	-8.6	-39.4	-43.2	-6.4	-37.9

December

TOURISM DEVELOPMENT TAX

Dec 2019 Revenue

\$134,627.63

-\$ 2,089.23

Dec 2020 Revenue

\$132,538.40

-1.55 %

5th Penny Allocation

26,507.68

Total Capital Reserve

\$ 372,980.56

2019-20 Fiscal Year Revenue to Date

\$353,232.36

2020-21 Fiscal Year Revenue to Date

\$ 415,497.96

\$62,265.60 or 17.63% Increase YTD



DISCOVER
CRYSTAL RIVER
FLORIDA



FAM TOURS & MEDIA

Jan – Feb

Jan 15-17	NTA	Connie VanderPoel	Midwest
Jan 15-17	DCRF	Nakiesa Faraji-Tajrishi	FL USA
Jan 16-18	POCR-DCRF	Cabana Life	FL USA
Feb 6	DCRF	Tim Ebner	USA
Feb 16	VF-US	Anne Braly	USA
Feb 16	Weather Network <i>Wanderlust Florida</i> Premier		
Feb 17	VF-MX	Marck Guttman	MEX
Feb 18	VF-CO	El Espectador	COLUMBIA

Completing King's Bay Riverwalk





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:
March 10, 2021



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - February Financials				
AGENDA DATE:	February 10, 2021				
<u>BRIEF OVERVIEW:</u> February finance updates for VCB.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Finance 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	\$ 132,538.40	\$ (2,089.23)	-1.55%	\$ 106,030.72	\$ 26,507.68
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	\$ 415,497.96	\$ 62,265.60	17.63%	\$ 332,398.36	\$ 83,099.59
% 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

05/13/2020	\$	(1,500.00)	Collateral - Save Crystal River Display
05/13/2020	\$	(1,000.00)	Collateral - FOCRNRW Table tents
05/13/2020	\$	(1,500.00)	Event - Mermaids & Margaritas
05/13/2020	\$	(7,500.00)	Event - Dragon Boat Festival
05/13/2020	\$	(7,500.00)	City of Inverness Marketing Program
05/13/2020	\$	(1,500.00)	Event - Homosassa Seafood Festival
05/13/2020	\$	(3,000.00)	Event - Manatee Festival
05/13/2020	\$	(1,500.00)	Event - Stone Crab Jam
05/13/2020	\$	(1,500.00)	Event - Xtreme Triathlon
01/13/2021	\$	(18,650.00)	Sodium Fishing Trail

Recommended

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

	\$	(8,600.00)	PR - Leib Management
	\$	(18,000.00)	Madden - Video Projects and Fishing Report
	\$	(50,000.00)	Madden Hulu Campaign
	\$	(35,000.00)	Rebound Marketing Campaign

Available \$ 151,898.00

Capital Reserves Fund

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

Expenditures

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

Awarded/Recommended

03/11/2020	\$	(100,000.00)
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USFW Welcome Center Display

11/04/2020	\$	(100,000.00)
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USFW Welcome Center Display

11/04/2020	\$	(150,000.00)
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City of Crystal River Riverwalk

Revenue

03/26/2020	\$	40,354.38
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04/27/2020	\$	46,170.72
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05/26/2020	\$	27,670.96
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06/26/2020	\$	8,897.48
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07/27/2020	\$	25,063.22
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08/27/2020	\$	36,446.65
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09/27/2020	\$	52,391.19
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10/27/2020	\$	38,733.37
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11/27/2020	\$	26,772.55
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12/27/2020	\$	26,507.68
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Available	\$ 93,161.20
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Visitors and Convention Bureau

		FY 2021			
		Budget	Revenues	Difference	%
312120	TOURIST TAX	1,063,000	226,368	836,632	21%
361200	MONEY MKT & LGIP INTEREST	15,000	1,039	13,961	7%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,078,000	227,407	850,593	

			FY 2021			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	276,757	75,678	201,079	27%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	21,172	5,671	15,501	27%
	52200	RETIREMENT CONTRIBUTIONS	27,532	7,568	19,964	27%
	52300	LIFE & HEALTH INSURANCE	43,307	14,444	28,863	33%
	52400	WORKERS' COMPENSATION	668	230	438	34%
	Sub Total		377,436	103,590	273,846	
2-OPERATING	53100	PROFESSIONAL SERVICES	78,500	13,007	65,493	17%
	53400	OTHER CONTRACTUAL SERV	159,200	50,471	108,729	32%
	53416	SOFTWARE AS A SERVICE	7,680	6,067	1,613	79%
	54000	TRAVEL & PER DIEM	57,300	266	57,034	0%
	54100	COMMUNICATIONS SERVICES	8,559	1,335	7,224	16%
	54201	POSTAGE	24,000	562	23,438	2%
	54300	UTILITY SERVICES	9,912	661	9,251	7%
	54408	BUILDING RENTAL	24,345	6,086	18,259	25%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	390	1,434	21%
	54603	VEHICLE MAINTENANCE	550	211	339	38%
	54604	MAINTENANCE - BUILDINGS	6,604	26	6,578	0%
	54605	EQUIPMENT MAINTENANCE	7,020	1,356	5,664	19%
	54615	SOFTWARE MAINT/SUPPORT	2,154	1,766	388	82%
	54700	PRINTING & BINDING	17,000	-	17,000	0%
	54800	PROMOTIONAL ACTIVITIES	62,500	3,442	59,058	6%
	54807	MARKETING	524,920	157,524	367,396	30%
	54809	TRADE SHOW PROMOTION	56,730	11,315	45,415	20%
	54820	VISIT CITRUS MAGAZINE	37,350	-	37,350	0%
	54921	ADVERTISING	38,000	35,192	2,808	93%
	55100	OFFICE SUPPLIES	3,500	69	3,431	2%
	55200	OPERATING SUPPLIES	4,600	93	4,507	2%
	55208	FUEL & LUBES	1,800	57	1,743	3%
	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		1,165,869	295,022	870,847	
4-OTHER USES	58221	SPECIAL PROJECTS	202,066	-	202,066	0%
	Sub Total		202,066	0	202,066	
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			1,797,557	450,798	1,346,759	

DATE: 01/26/2021
TIME: 09:06:35

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,891,551.97	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		1,892,251.97	.00
155000	PREPAID EXPENSES	868.11	
TOTAL PREPAID ITEMS		868.11	.00
TOTAL ASSETS & OTHER DEBITS		1,893,120.08	.00
TOTAL ASSETS		1,893,120.08	.00
271000	FUND BALANCE		2,116,511.72
TOTAL EQUITY		3,578,734.10	5,471,854.18
TOTAL EQUITIES		3,578,734.10	5,471,854.18
TOTAL VISITOR & CONV BUREAU		5,471,854.18	5,471,854.18

DATE: 01/26/2021
TIME: 09:06:35

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,080,543.56	
	TOTAL CASH & CASH EQUIVALENTS	1,080,543.56	.00
	TOTAL ASSETS & OTHER DEBITS	1,080,543.56	.00
	TOTAL ASSETS	1,080,543.56	.00
271000	FUND BALANCE		1,023,411.87
	TOTAL EQUITY	1,180,311.00	2,260,854.56
	TOTAL EQUITIES	1,180,311.00	2,260,854.56
	TOTAL VISITOR & CONV BUREAU 1ST	2,260,854.56	2,260,854.56
	TOTAL REPORT	7,732,708.74	7,732,708.74

DATE: 01/26/2021
TIME: 09:08:59

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALLED 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	226,367.65	836,632.35	21.30
361200	MONEY MKT & LGIP INTERES	15,000.00	271.47	.00	1,038.98	13,961.02	6.93
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	271.47	.00	227,406.63	2,429,343.36	8.56
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	271.47	.00	227,406.63	2,429,343.36	8.56

DATE: 01/26/2021
TIME: 09:08:59

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

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	56,591.91	208,408.09	21.36
361200	MONEY MKT & LGIP INTERES	.00	145.83	.00	539.78	-539.78	.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	145.83	.00	57,131.69	1,123,179.31	4.84
	TOTAL VISITOR & CONV BUREAU 1	1,180,311.00	145.83	.00	57,131.69	1,123,179.31	4.84
	TOTAL REPORT	3,837,060.99	417.30	.00	284,538.32	3,552,522.67	7.42

DATE: 01/26/2021
TIME: 09:10:23

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

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	10,589.65	.00	75,677.53	201,079.47	27.34
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	791.77	.00	5,671.03	15,500.97	26.79
52200	RETIREMENT CONTRIBUTIONS	27,532.00	1,058.96	.00	7,567.71	19,964.29	27.49
52300	LIFE & HEALTH INSURANCE	43,307.00	37.05	.00	14,443.73	28,863.27	33.35
52400	WORKERS' COMPENSATION	668.00	32.18	.00	230.09	437.91	34.44
53100	PROFESSIONAL SERVICES	78,500.00	5,400.00	58,488.89	13,007.11	7,004.00	91.08
53400	OTHER CONTRACTUAL SERV	159,200.00	9,000.00	81,600.00	50,471.40	27,128.60	82.96
53416	SOFTWARE AS A SERVICE	7,680.00	.00	.00	6,067.01	1,612.99	79.00
54000	TRAVEL & PER DIEM	57,300.00	.00	.00	265.80	57,034.20	.46
54100	COMMUNICATIONS SERVICES	8,559.00	161.32	.00	1,335.23	7,223.77	15.60
54201	POSTAGE	24,000.00	31.00	441.00	562.22	22,996.78	4.18
54300	UTILITY SERVICES	9,912.00	504.82	9,250.73	661.27	.00	100.00
54408	BUILDING RENTAL	24,345.00	.00	.00	6,086.07	18,258.93	25.00
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	130.00	1,434.00	390.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	211.31	338.69	38.42
54604	MAINTENANCE - BUILDINGS	6,604.00	.00	2,978.14	25.86	3,600.00	45.49
54605	EQUIPMENT MAINTENANCE	7,020.00	116.94	5,664.18	1,355.82	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	2,154.00	1,766.28	121.44	1,766.28	266.28	87.64
54700	PRINTING & BINDING	17,000.00	.00	1,911.77	.00	15,088.23	11.25
54800	PROMOTIONAL ACTIVITIES	62,500.00	1,500.00	.00	3,442.36	59,057.64	5.51
54807	MARKETING	524,919.99	48,526.02	304,795.69	157,524.30	62,600.00	88.07
54809	TRADE SHOW PROMOTION	56,730.00	-868.11	.00	11,315.00	45,415.00	19.95
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	3,000.00	.00	34,350.00	8.03
54921	ADVERTISING	38,000.00	18.92	.00	35,192.23	2,807.77	92.61
55100	OFFICE SUPPLIES	3,500.00	.00	.00	69.09	3,430.91	1.97
55200	OPERATING SUPPLIES	4,600.00	.00	.00	93.25	4,506.75	2.03
55208	FUEL & LUBES	1,800.00	18.91	.00	56.59	1,743.41	3.14
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	.00	1,000.00	.00
55221	MEALS	3,000.00	.00	.00	19.98	2,980.02	.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	202,066.00	.00	1,500.00	.00	200,566.00	.74
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	859,193.00	.00	.00	.00	859,193.00	.00
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	78,815.71	471,185.84	450,798.27	1,734,765.88	34.70
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	78,815.71	471,185.84	450,798.27	1,734,765.88	34.70

DATE: 01/26/2021
TIME: 09:10:23

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 4/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALLED 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	78,815.71	471,185.84	450,798.27	2,915,076.88	24.03

DATE: 01/26/2021
TIME: 09:12:01

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 4/21

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	
	12/30/20	22-3					10,589.65		PAYROLL CHARGES	
	01/13/21	22-4					10,589.65		PAYROLL CHARGES	
TOTAL				REGULAR SALARIES & WAGES		276,757.00	75,677.53	.00		201,079.47
51306						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CASUAL LABOR		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				OVERTIME		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-FRINGS	
	10/13/20	19-1		67			-624.85		ACCRUE PAYROLL 80 % OY	
	10/21/20	22-1					778.12		PAYROLL CHARGES-FRINGS	
	11/04/20	22-2					781.06		PAYROLL CHARGES-FRINGS	
	11/18/20	22-2					778.12		PAYROLL CHARGES-FRINGS	
	12/02/20	22-3					781.06		PAYROLL CHARGES-FRINGS	
	12/16/20	22-3					793.30		PAYROLL CHARGES-FRINGS	
	12/30/20	22-3					811.39		PAYROLL CHARGES-FRINGS	
	01/13/21	22-4					791.77		PAYROLL CHARGES-FRINGS	
TOTAL				FICA TAXES		21,172.00	5,671.03	.00		15,500.97

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 4/21

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						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				27,532.00			POSTED FROM BUDGET SYSTEM	
	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	
	12/30/20	22-3					1,058.96		PAYROLL CHARGES-FRINGE	
	01/13/21	22-4					1,058.96		PAYROLL CHARGES-FRINGE	
TOTAL				RETIREMENT CONTRIBUTIONS		27,532.00	7,567.71	.00		19,964.29
52300						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				43,307.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	19-1		31			3,378.27		PRE-PAID INSURANCE	
	10/07/20	19-1		31			185.64		PRE-PAID INSURANCE	
	10/07/20	22-1					36.56		PAYROLL CHARGES-FRINGE	
	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	
	12/30/20	22-3					3,380.01		PAYROLL CHARGES-FRINGE	
	12/30/20	22-3					185.64		PAYROLL CHARGES-FRINGE	
	01/13/21	22-4					37.05		PAYROLL CHARGES-FRINGE	
TOTAL				LIFE & HEALTH INSURANCE		43,307.00	14,443.73	.00		28,863.27
52400						.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	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

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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
52400				WORKERS' COMPENSATION	(cont'd)					
	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	
	12/30/20	22-3					32.16		PAYROLL CHARGES-WORKERS C	
	01/13/21	22-4					32.18		PAYROLL CHARGES-WORKERS C	
TOTAL				WORKERS' COMPENSATION		668.00	230.09	.00		437.91
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
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	
	12/31/20	21-3		V141426	3265 HOLLAND & KNIGHT		3,500.00	.00	6113738P 12/7/20	
	12/31/20	21-3	82407-01	V141469	20525 RESEARCH DATA SE		3,111.11	-3,111.11	20-3260 1/1/21	
	01/14/21	21-4	82133-03	V141616	20974 MADDEN PREPRINT		5,400.00	-5,400.00	2020-006353 12/31/20	
	01/19/21	25-4		BT011921		3,500.00			BT011921-1	
TOTAL				PROFESSIONAL SERVICES		78,500.00	13,007.11	58,488.89		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	
	01/14/21	21-4	82101-01	V141616	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-006206 12/31/20	
TOTAL				OTHER CONTRACTUAL SERV		159,200.00	50,471.40	81,600.00		27,128.60

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
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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
53416										
53416						.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	
	12/31/20	19-3		P-CARD			29.02		ADOBE STOCK TRIAL	
TOTAL						7,680.00	6,067.01	.00		1,612.99
53441						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54000						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				57,300.00			POSTED FROM BUDGET SYSTEM	
	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	
	12/31/20	19-3		P-CARD			191.00		MARRIOTT TAMPA WATERSI	
TOTAL						57,300.00	265.80	.00		57,034.20
54100						.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	
	12/31/20	19-3		P-CARD			139.00		SPECTRUM	
	12/31/20	21-3		V141487	0549.1 STATE OF FLORIDA		.05	.00	A39/2M8807-20201116	
	12/31/20	21-3		V141487	0549.1 STATE OF FLORIDA		122.05	.00	A39/2M8806-20201116	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
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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
54100									COMMUNICATIONS SERVICES (cont'd)	
	01/08/21	21-4		481709	17174 CENTURLINK		36.91	.00	320345045 12/9/20	
	01/11/21	21-4		V141674	0549.1 STATE OF FLORIDA		124.41	.00	A39/2N5974-20201217	
TOTAL						8,559.00	1,335.23	.00		7,223.77
54160						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54201						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				24,000.00		.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	
	12/31/20	19-3		P-CARD			27.18		FEDEX 96903540	
	01/20/21	18-4	82369-02		22924 ABBOTT PRINTING			191.00	CHANGE ORDER - 1	
	01/21/21	19-4		POST INT			31.00		December 2020 Postage	
TOTAL						24,000.00	562.22	441.00		22,996.78
54300						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				9,912.00		.00	POSTED FROM BUDGET SYSTEM	
	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	
	01/11/21	21-4	82104-01	V141549	0356 CITRUS COUNTY CH		435.95	-435.95	58750 12/30/20	
	01/14/21	21-4	82104-01	V141549	0356 CITRUS COUNTY CH		22.20	-22.20	58782 1/11/21	
	01/14/21	21-4	82104-01	V141549	0356 CITRUS COUNTY CH		46.67	-46.67	58781 1/11/21	
TOTAL						9,912.00	661.27	9,250.73		.00
54400						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54408						.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	
	12/29/20	21-3		V141440	22252 MAN CAVE LLC		2,028.69	.00	RENT DEC 2020	
TOTAL						24,345.00	6,086.07	.00		18,258.93
54550						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				541.00			POSTED FROM BUDGET SYSTEM	
TOTAL						541.00	.00	.00		541.00
54600						.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	GROUND MAINTENANCE (LAWN	
	11/17/20	21-2	82104-03	V140650	0356 CITRUS COUNTY CH		260.00	-260.00	56319 11/3/20	
	01/14/21	21-4	82104-03	V141549	0356 CITRUS COUNTY CH		130.00	-130.00	58783 1/12/21	
TOTAL						1,824.00	390.00	1,434.00		.00
54603						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				550.00			POSTED FROM BUDGET SYSTEM	
	12/31/20	19-3		P-CARD			211.31		SQ HYDRO SHINE MOBILE DE	
TOTAL						550.00	211.31	.00		338.69
54604						.00	.00	.00	BEGINNING BALANCE	
	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						6,604.00	25.86	2,978.14		3,600.00
54605						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,020.00			POSTED FROM BUDGET SYSTEM	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
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FUND - 160 - VISITOR & CONV BUREAU
DEPARTMENT - 2122 - VISITOR & CONV BUREAU

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54605	EQUIPMENT MAINTENANCE (cont'd)									
	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	
	01/14/21	21-4	81938-01	V141609	17052 KONICA MINOLTA B		116.94	-116.94	270419802 12/31/20	
TOTAL	EQUIPMENT MAINTENANCE					7,020.00	1,355.82	5,664.18		.00
54615	SOFTWARE MAINT/SUPPORT									
	09/30/20	11-1				.00	.00	.00	BEGINNING BALANCE	
	12/07/20	17-3	82371-01		10043 SHI INTERNATIONA	2,154.00			POSTED FROM BUDGET SYSTEM	
	12/17/20	17-3	82408-01		10043 SHI INTERNATIONA			1,766.28	MICROSOFT SOFTWARE ASSURA	
	01/08/21	21-4	82371-01	V141668	10043 SHI INTERNATIONA		1,766.28	-1,766.28	ZENWORKS ANNUAL SUPPORT R	
	01/13/21	18-4	82408-01		10043 SHI INTERNATIONA			.00	B12786644 12/23/20	
TOTAL	SOFTWARE MAINT/SUPPORT					2,154.00	1,766.28	121.44	CHANGE ORDER - 1	266.28
54700	PRINTING & BINDING									
	09/30/20	11-1				.00	.00	.00	BEGINNING BALANCE	
	12/07/20	17-3	82369-01		22924 ABBOTT PRINTING	17,000.00			POSTED FROM BUDGET SYSTEM	
	01/20/21	18-4	82369-01		22924 ABBOTT PRINTING			1,720.77	CRYSTAL RIVER CYCLING BRO	
TOTAL	PRINTING & BINDING					17,000.00	.00	191.00	CHANGE ORDER - 1	15,088.23
54800	PROMOTIONAL ACTIVITIES									
	09/30/20	11-1				.00	.00	.00	BEGINNING BALANCE	
	11/03/20	24-2				62,500.00			POSTED FROM BUDGET SYSTEM	
	11/03/20	21-2		NP000005011			-2.12		10 FN REIMB OVER TIP	
	11/13/20	21-2		480176	24949 NANETTE FISHER		106.00	.00	PETTY CASH 10/22/00	
	11/30/20	20-2		480304	24949 NANETTE FISHER		83.00	.00	PETTY CASH 11/2/20	
	12/02/20	21-3		480176	24949 NANETTE FISHER		-106.00	.00	PETTY CASH 10/22/00	
	12/08/20	19-3		481217	24949 NANETTE FISHER		76.00	.00	PETTY CASH 11/20/20	
	12/08/20	19-3		P-CARD			83.13		STUMPCKNOCKERS -THE SQUARE	
	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			98.33		TST CAJUN JIMMY SEAFOOD	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 4/21

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			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	
	12/31/20	19-3		P-CARD			139.30		PLANTATION ON CRY RIVE	
	12/31/20	19-3		P-CARD			156.45		CRUMPS LANDING	
	01/06/21	17-4	82424-01		24940 DIANE M BEDARD			1,500.00	RUN AD ON NATURECOASTER W	
	01/14/21	21-4	82424-01	V141562	24940 DIANE M BEDARD		1,500.00	-1,500.00	656 1/11/21	
TOTAL	PROMOTIONAL ACTIVITIES					62,500.00	3,442.36	.00		59,057.64
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	
	01/14/21	21-4	82133-01	V141616	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-006207 12/31/20	
	01/14/21	21-4	82133-01	V141616	20974 MADDEN PREPRINT		36,026.02	-36,026.02	2020-006205 12/31/20	
TOTAL	MARKETING					524,919.99	157,524.30	304,795.69		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	

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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 4/21

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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
54809					TRADE SHOW PROMOTION				(cont'd)	
	10/30/20	19-1		P-CARD			859.51		NATIONAL EVENT MGMT	
	10/30/20	19-1		P-CARD			1,440.00		VISIT FLORIDA SERVICE CEN	
	11/09/20	19-2		246			8,675.00		NY EXPENSES PREPAID IN OY	
	12/08/20	19-3		P-CARD			700.00		FLORIDA RV TRADE ASSOC	
	12/08/20	19-3		P-CARD			500.00		VISIT FLORIDA SERVICE CEN	
	01/21/21	19-4		761			-868.11		E/C PCARD - PREPAID EXP	
TOTAL					TRADE SHOW PROMOTION	56,730.00	11,315.00	.00		45,415.00
54820					VISIT CITRUS MAGAZINE	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				37,350.00		.00	POSTED FROM BUDGET SYSTEM	
	12/07/20	17-3	82370-01		22642 AKERS MEDIA GROU			3,000.00	PUBLISHING 2021 DISCOVER	
TOTAL					VISIT CITRUS MAGAZINE	37,350.00	.00	3,000.00		34,350.00
54825					PRINT MARKETING	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL					PRINT MARKETING	.00	.00	.00		.00
54830					ONLINE MARKETING	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL					ONLINE MARKETING	.00	.00	.00		.00
54921					ADVERTISING	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,000.00		.00	POSTED FROM BUDGET SYSTEM	
	10/20/20	21-1		V140181	0377.1 CITRUS COUNTY CH		18.43	.00	12963344 10/1/20	
	10/30/20	19-1		P-CARD			117.04	.00	CITRUS PUBLISHING	
	11/19/20	21-2		V140652	0377.1 CITRUS COUNTY CH		18.92	.00	12964167 10/20/20	
	12/14/20	21-3		V141168	20974 MADDEN PREPRINT		35,000.00	.00	2020-005030 9/30/20	
	12/17/20	21-3		V141091	0377.1 CITRUS COUNTY CH		18.92	.00	12965880 11/23/20	
	01/05/21	25-4		BT010521		35,000.00		.00	BT010521-4	
	01/11/21	21-4		V141550	0377.1 CITRUS COUNTY CH		18.92	.00	12967034 12/17/20	
TOTAL					ADVERTISING	38,000.00	35,192.23	.00		2,807.77
55100					OFFICE SUPPLIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,500.00		.00	POSTED FROM BUDGET SYSTEM	

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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 4/21

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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
55100					(cont'd)					
	12/08/20	19-3		P-CARD			55.62		OFFICEMAX/OFFICEDEPT#6876	
	12/31/20	19-3		P-CARD			13.47		OFFICEMAX/OFFICEDEPT#6876	
TOTAL			OFFICE SUPPLIES			3,500.00	69.09	.00		3,430.91
55120						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OFFICE/NON-CAP EQUIPMENT			.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			19.47		WATER - COFFEE DELIVERY	
	12/08/20	19-3		P-CARD			39.00		WAL-MART #1104	
	12/08/20	19-3		P-CARD			28.43		WAL-MART #1104	
	12/31/20	19-3		P-CARD			6.35		WATER - COFFEE DELIVERY	
TOTAL			OPERATING SUPPLIES			4,600.00	93.25	.00		4,506.75
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	
	01/20/21	19-4		751			.35		DEC FUEL CHARGES	
	01/21/21	19-4		VM 12/20			18.56		VEH MAINT INTERFACE	
TOTAL			FUEL & LUBES			1,800.00	56.59	.00		1,743.41
55211						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			JANITORIAL SUPPLIES			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			SAFETY & ROAD SIGN			.00	.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 4/21

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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
55221					(cont'd)					
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	
	12/31/20	19-3		P-CARD			19.98		DUNKIN #346009 Q35	
	12/31/20	19-3		P-CARD			-20.00		CITRUS COUNTY CHAMBER	
TOTAL					MEALS	3,000.00	19.98	.00		2,980.02
55270					COMPUTER ACCESSORIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				975.00			POSTED FROM BUDGET SYSTEM	
TOTAL					COMPUTER ACCESSORIES	975.00	.00	.00		975.00
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

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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 4/21

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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
56400						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
58221						.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	
	12/02/20	17-1	80506-01		21013 SAVE CRYSTAL RIV			1,500.00	ENCUMB CARRIED FORWARD	
	01/19/21	25-4		BT011921		-3,500.00			BT011921-1	
TOTAL						202,066.00	.00	1,500.00		200,566.00
59100						.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						998.00	998.00	.00		.00
59123						.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						51,188.00	51,188.00	.00		.00
59159						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
60050						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
60080						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00

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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 4/21

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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
61000			RESERVE CASH FORWARD		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				894,193.00			POSTED FROM BUDGET SYSTEM	
01/05/21	25-4		BT010521		-35,000.00			BT010521-4	
TOTAL			RESERVE CASH FORWARD		859,193.00	.00	.00		859,193.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU					2,656,749.99	450,798.27	471,185.84		1,734,765.88
160-550-552-2123-2123 - VISIT CITRUS MAGAZINE									
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	450,798.27	471,185.84		1,734,765.88

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 14
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 4/21

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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	450,798.27	471,185.84		2,915,076.88

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

Month to Month/YOY Total Tax Collection Trend

