
AGENDA

Commissioner Ronald E. Kitchen Jr.	Councilmember Jacquie Hepfer	Michael Shoemaker
Vice Chair Michael Mancke	Paresh Desai	Gene McGee
Councilmember Cindi Guy	Mike Engiles	Ashton Srock

A. CALL TO ORDER

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. Adoption of the Agenda
 1. TDC- March 10, 2021 Agenda

Approve agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approve February 10, 2021 minutes

Approval of the February 10, 2021.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Special Event Grant Applications

Review new applications and provide staff direction.

2. TDC - Collateral Materials Grant

Review applications and provide staff with direction.

E. DIRECTORS/MEDIA REPORT

1. TDC - Director's Report

Informational item

2. TDC March Financials

Financial updates.

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 March 10, 2021 Agenda				
AGENDA DATE:	March 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Agenda for march 10, 2021 TDC meeting					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Approve agenda					



Citrus County Tourist Development Council
Agenda
March 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

B. Approve Minutes of Meeting (Chairman Kitchen)

- B.1. Approve February 10, 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 Special Event Applications
- D.2. Collateral Materials Applications

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, April 14, 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 - Approve February 10, 2021 minutes				
AGENDA DATE:	March 10, 2021				
<u>BRIEF OVERVIEW:</u>					
Approval of the February 10, 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>					
Approval of the February 10, 2021.					

Citrus County Tourist Development Council
Meeting Minutes
February 10, 2021

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on February 10, 2021 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Ronald J. Kitchen, Jr..

1. **Invocation** – Councilmember Jackie Hepfer led the invocation.
2. **Pledge of Allegiance** – Councilmember Jackie 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	Absent	
Ashton Srock	Member	Absent	
Gene McGee	Member	Absent	

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

Public in Attendance: Olivia Morrison, Ron Ruecker, Gregg Mackler, Rodney MacRae, Stephen Minley, Cyndi Minley

4. Adoption of the Agenda

Adoption of the February 10, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Michael Mancke
SECONDER	Jackie Hepfer
AYES	

B. Approve minutes of meeting.

Approve the January 13, 2021 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jackie Hepfer
SECONDER	Dr. Desai
AYES	

C. Open to the Public

Friends of Crystal River State Preserve spoke about their need for funding assistance to repair and improve a kayak launch at the Preserve. They were referred to provide staff information about the request so that it could be placed on a future TDC agenda for discussion.

Homosassa River Alliance spoke about their need for funding assistance as part of the project to improve the Homosassa River. They were referred to provide staff information about the request so that it could be placed on a future TDC agenda for discussion.

Rodney MacRae spoke in favor of the Homosassa River Alliance project

D. Presentations

D.1 Madden Media – Jeff Burghart and John Bridges

Madden Media provide an update on recent marketing projects. New initiative for the next quarter is a content audit of the website. The audit will improve what visitors see and read when visiting the site. Improved navigation and additional pages will be created. Also presented was an additional marketing campaign with the Florida Insider Fishing Report. Last year, a program to highlight the scallop season was done which included a contest to visit the County. This year, the program will focus on promoting the STAR Fishing Tournament. The program will mirror the scallop contest with a stay in the area being part of the package. Also, the winner will receive a membership to CCA, an entry into the tournament and a guided

fishing trip during the tournament. Cost of the advertising package is \$7500 which would be transferred from Special Projects. Jackie Hepfer moved to approve the \$7500 advertising package with the Florida Insider Fishing Report. Cindi Guy seconded. Motion carried unanimously.

E. Director's/Media Report – John Pricher

JPricher discussed the STR report and TDT collections. JPricher discussed the Special Projects spreadsheet. JPricher realized that the spreadsheet represented a “double deposit” by having the previous fiscal year’s True Up amount still being added to the available amount. The error has been corrected and JPricher is working with Budget Office to ensure correct figures are available. Additional correction to presentation concerning Capital Fund account. Slide in presentation on collections will now match amount on the spreadsheet showing monthly receipts for Capital Fund account.

VCB Destination Update – JPricher

Spoke about the move of Veronica Kampschroer to the Public Information Office. Creates a significant role to fill in office. Also, why the social figures were not available. FAM trips continue to come in, although at a slower pace than in past years.

Financials – provided for Board review.

F. Other Business

City of Inverness – Jacquie Hepfer

Shared information about upcoming Big Bass Tournament Feb 27th. Well attended and new entrants as a result of the pandemic. High early registration totals this year.

City of Crystal River – Cindi Guy

Working on masterplan for Kings Bay Park. Vendor kayak access is going well. Viewing the change in travel plans because of pandemic could be a blessing for the County as a destination.

Other Comments:

Ron Kitchen mentioned approval of boat fees at 4 largest usage county boat ramps. JPricher clarified additional correction to presentation concerning Capital Fund account. Slide in presentation on collections will now match amount on the spreadsheet showing monthly receipts for Capital Fund account.

MEngiles discussed manateesmatters.com website use of old images to further the issue of the manatees being exploited by swimming with them. Running ads on social channels to push this message out. Suggestions from Madden and Hayworth on potential countermeasures regarding this.

G. Open to the Public**H. Adjournment**

Chairman Kitchen called for adjournment at 10:47. The next regular meeting will be Wednesday, March 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:

Approved by:



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Special Event Grant Applications
AGENDA DATE:	March 10, 2021

BRIEF OVERVIEW:

Annually the TDC provides marketing support for events that market outside the County to bring visitors to the area. There are 5 new applications:

Pro Tour Events:	Crystal River Jam:	\$7500
Pro Tour Events:	Crystal River Songwriter Festival:	\$7500
Citrus County Ed Foundation:	Dragon Boat Festival	\$7500
Chamber of Commerce:	Manatee Festival	\$1500
Chamber of Commerce:	Strawberry Festival	\$1500

There are 3 grant awards from the previous cycle that were unable to be used. The event holders have been contacted to inform them that if they wish to utilize the grant it remains available. The awards were as follows:

Kings Bay Rotary:	Stone Crab Jam:	\$1500
TriAmerica Foundation:	Xtreme Triathlon:	\$1500
Homosassa Civic Club:	Homosassa Arts Festival:	\$1500

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance*
2122-58221	Special Projects	\$202,066	0	\$1,500	\$200,566

*Prior to award

RECOMMENDED ACTION:

Review new applications and provide staff direction.



November 12th - 14th 2021

Friday • Saturday • Sunday

Crystal River Town Square

3 DAYS OF GREAT BANDS!

Special Event Marketing Grant

FY 2021

APPLICATION REQUEST

Organization Information

Organization Pro Tours Events
 Primary Contact Steven Pritchard
 Address 2583 N.Troon Path
 City Lecanto Zip 34461
 Email spmca@comcast.net
 Phone Office 352 527 0456 Cell 32 527 3501

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

Event Description 3 Day Music Festival featuring major recording artists

Event Name Crystal River Jam
 Event Dates Nov 12 -14

Requested Amount \$7500

Total Budget 162,950.00

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

Has this project previously received TDC funding?

Yes ☒ No ☐

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

\$30,000 ,The same excepted the budget was \$ \$500,000 . At Rock Crusher Canyon !995 & 1996

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

Special Event Marketing Grant

FY 2021

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

See attached information

Please provide detailed information on your event.

See attached information

How will Citrus County benefit from your event?

Education : Songwriter Panel discussion with local song writers and aspiring songwriter students
PR : Artists will come in early on Wed & Thur the week of and appear on NBC, CBS , ABC & Fox in the Tampa / St Petersburg market. Increase Hotel & Campgrounds stays, Increase sales in Retail, Gas stations, Bars & Restuarant's, Water attractions ,

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

The first year 500 rooms

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

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

How many years has this event taken place?

From 1995 - 2001

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

Its a three day event , some may stay 4 or 5 days

Special Event Marketing Grant

FY 2021

I, Steven Pritchard, the Applicant or Authorized Agent of Applicant have reviewed this Application for Special Project/Event Marketing Grant and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for Special Program/Event Marketing Grant. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the Special Program/Event Marketing Grant funding.

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights, and approval of invoices by the TDC and Citrus County. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Steven Pritchard
Authorized Agent Signature

1-28-2021
Date

Steven Pritchard
Print Name

Owner
Title

Crystal River Jam Economic Impact

- Increase Motel & RV Parks, Campgrounds: 2-4 night stays
- Increase all retail sales
- Increase awareness of Citrus County
- Marketing on National Music Artists ,websites , facebook ,etc
- Increase sales in Water Sports and Adventure Tours

Crystal River Jam Marketing

- Radio , TV ,Print , in the following markets Ocala, St Petersburg , Tampa , The Villages, Pasco & Hernando Counties
- On air live interviews with artists Wed & Thur before the Festival on Radio & Tv in the following markets Ocala , St Petersburg ,Tampa, The Villages, Pasco & Hernando Counties
- A Digital Marketing firm will build a website, and handle all digital marketing ,Facebook ,Instagram .etc.

Sat Nov 12

Gates open at 3 PM

- 4 – 4:40 Artist TBA
- 5 – 5:40 Artist TBA
- 6 – 6:40 EmiSunshine
- 7 – 8: 00 Haggard Bros Tribute to Merle Haggard
- 8:30 –10:00 “Roots & Boots” Sammy Kershaw, Colin Raye, Aron Tippin

Friday Nov 12

- Gates open 4 PM
- 5 - 5:40 Artists TBA
- 6 – 6:40 Jeffery Steele & Anthony Smith
- 7 – 8:00 EmiSunshine
- 8:30 –10:00 “Chick With Hits “ Pam Tillis , Terri Clark, SuzyBogus

Sunday Nov 13

Gates open at 2 PM

- 3:00– 4:00 Artist TBA
- 4:30 – 5:30 Artist TBA
- 6:00 – 7:00 Artist TBA
- 7:30 – 9: 00 Artist TBA

ACT: Crystal River Jam
CITY: Crystal River FL
DATE: November 12-14
VENUE: Crystal River

EXPENSES

Talent	
Chicks with Hits Pam	\$32,000.00
Tillis, Terri Clark, Suzy Boggus	
Roots & Boots Aron Tippin	\$35,000.00
Sammy Kershaw	
Runaway June	\$15,000.00
Haggard Bros, Tr Merle	\$10,000.00
2 TBA	\$10,000.00
3 acts	\$3,000.00
TOTAL Talent	\$105,000.00

ADVERTISING	
Radio & TV Production	\$1,000.00
Pr Manager	\$2,000.00
TV	\$3,000.00
Print	\$3,000.00
Radio	\$4,000.00
Digital	\$3,500.00
Website	\$1,500.00
Digital Mkt Manager	\$2,000.00
TOTAL ADVERT.	\$20,000.00

PRODUCTION: 3 days	
Backline	\$2,500.00
Sound & Lights	\$6,500.00
Stage	\$4,000.00
Video	\$5,000.00
TOTAL PROD.	\$18,000.00

MISCELLANEOUS	
Transportation	\$1,000.00
Catering Artists	\$2,500.00
T-Shirt Security	\$2,000.00
Sheriff	\$5,000.00
TOTAL MISC.	\$10,500.00

ViP	
Tent, Table & Charis	\$3,000.00
Meals & Drink \$20 per head	
X 120 meals 3 days	\$7,200.00
TOTAL	\$10,200.00

TOTALS

TICKET SALES			
TICKETS SOLD	PRICE	GROSS	
3 DAYS/VIP/ 100	\$300.00	\$30,000.00	
1 day /VIP	\$125.00	\$12,500.00	
GA / 3 DAY 2,000	\$50.00	\$100,000.00	
Ga/ 1 Day 600	\$25.00	\$15,000.00	

TOTALS	
	\$157,500.00
Sponsorships/ grants	\$50,000.00
NET TICKETS	\$207,500.00

TOTAL EXPENSES: \$163,700.00

Gross Sales . Sponsorship /grants \$207,500.00
Veterans 20 % of ticket sales \$30,000.00

Net Profit 13,800.00

CRYSTAL RIVER JAM

November 17th, 18th and 19th 1995

Nov. 17

WILLIAMS & REE
(EMCEES ALL THREE DAYS)
RUSS TAFF
THE BELLAMY BROTHERS
BARBARA MANDRELL

Nov. 18

SHEREE MONROE
ROB CROSSBY
KEN MELLONS
TIM WILSON
MARK COLLIE
JUNIOR BROWN
JOE DIFFIE
JOHN MICHAEL MONTGOMERY



Nov. 19

JIM & ROYANN CALVIN
4RUNNER
JAMES HOUSE
EMILIO
BLACK HAWK
FAITH HILL
TIM MCGRAW

November 15th, 16th and 17th 1996

Nov. 15

DARYLE SINGLETARY
AARON TIPPIN
COLLIN RAYE

Nov. 16

BOBBY BARE
ROSIE FLORES
DEANA CARTER
WILLIAMS & REE (EMCEES ALL THREE DAYS)
CHARLIE DANIELS BAND
THE MAVERICKS
SAWYER BROWN



Nov. 17

THE MCCARTERS
DOUG SUPERNOW
ROSIE FLORES
JERRY LEE LEWIS
TRACY BIRD
TRACY LAWRENCE

November 15th, 16th 1997

ALABAMA
DANCIN' ON THE BOULAVARD
CLAY WALKER
NEAL MCCOY
KEVIN SHARP
LEE ANN WOMACK
MARK WILLIS
RIVER ROAD
DUNNING SHAW
SAMMY KERSHAW
THE MARSHALL TUCKER BAND
WILLIAMS & REE
KENNY CHESNEY
REBEL PRIDE



November 7th and 8th 1998

Nov. 7

TRAVIS TRITT
PAM TILLIS
TRACE ADKINS
JO DEE MESSINA



Nov. 8

BRYAN WHITE
DIAMOND RIO
TOBY KEITH
THE KINLEYS



November 13th and 14th 1999

Nov. 13

MICHELLE WRIGHT
RONNIE MILSAP
WARREN BROTHERS
ALSEP AT THE WHEEL
SAMMY KERSHAW
LORRIE MORGAN

Nov. 14

CHAD BROCK
WILLIAMS & REE
GEORGE JONES
MARK WILLIS
NEAL MCCOY



November 3rd, 4th, and 5th 2000

TANYA TUCKER
TOBY KEITH
PORTER WAGONER
KENTUCKY HEADHUNTERS
BELLAMY BROTHERS
LORETTA LYNN
CRAIG MORGAN
BR5-49
THE DERAILERS
GARY ALLEN



CRYSTAL RIVER

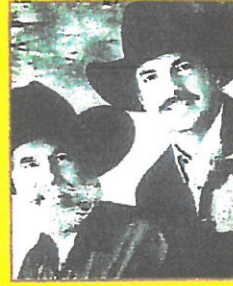
19 JAM 95

NATURE'S AMPHITHEATER
AT FOX RUNN O V E M B E R
17 18 19JOHN MICHAEL
MONTGOMERYBARBARA
MANDRELL

TIM MCGRAW



FAITH HILL

BELLAMY
BROTHERS

JOE DIFFIE

FRIDAY NOVEMBER 17

(gates 3 pm/music 4 pm)

BARBARA
MANDRELLTHE BELLAMY
BROTHERS

RUSS TAFF

WILLIAMS & REE

Williams & Ree, M.C., All Three Days

SATURDAY NOVEMBER 18

(gates 11 am/music at noon)

JOHN MICHAEL
MONTGOMERY

JOE DIFFIE

JUNIOR BROWN

MARK COLLIE

TIM WILSON

KEN MELLONS

ROB CROSBY

SHEREE MONROE

SUNDAY NOVEMBER 19

(gates 11 am/music at noon)

TIM MCGRAW

FAITH HILL

BLACKHAWK

EMILIO

JAMES HOUSE

4RUNNER

JIM & ROYANN

GALVIN

SUNTRUST

CRYSTAL
CHEVROLET**Three-Day Advance Ticket:**
(PURCHASE BY OCTOBER 28 AND SAVE \$35 OFF GATE ADMISSION!)**Single-Day Advance Ticket:**
(SAVE \$5 OFF GATE ADMISSION!)**Limited 3-day VIP Reserved Tickets available, call 1-800-834-5678****Gold** includes reserved up front reserved seat, complimentary food, beverages and free parking
Tickets available now at Ticketmaster outlets. CAMPING AND TICKET RESERVATIONS MUST BE MADE
AT THE SAME TIME, CALL 1-800-834-5678 BETWEEN 10AM-6PM ET. Lawn chairs and still cameras welcome!
TICKETS ALSO AVAILABLE AT PARTICIPATING WAL-MART STORES IN HERNANDO, CITRUS AND MARION COUNTIES.
Sorry—no food, beverages, coolers, pets, weapons (including all knives), video cameras, lean-to tents or beach umbrellas allowed.
Please. A small service/handling fee added to the price of advance tickets. Co-op advertising courtesy of Citrus County Tourist Development

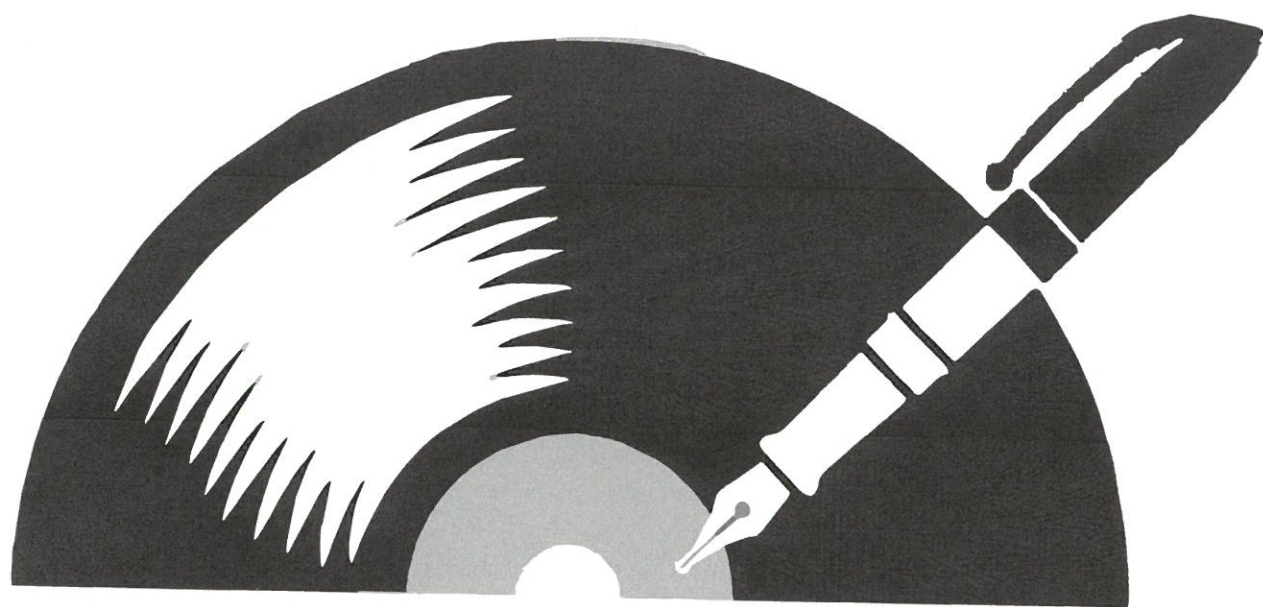
\$55

\$25

To buy tickets or camping by phone: 1.800.834.5678
For Information call: 1.800.587.6667

Black Diamond Ranch





Crystal River **SONGWRITERS FESTIVAL**

November 4th & 5th, 2021
Crystal River Town Square

YOU'VE HEARD THE SONGS.
Now here the stories behind them as
20+ HIT SONGWRITERS (with over
100 #1 HITS) perform them just for you!

Special Event Marketing Grant

FY 2021

APPLICATION REQUEST

Organization Information

Organization Pro Tours Events

Primary Contact Steven Pritchard

Address 2583 N.Troon Path

City Lecanto Zip 34461

Email spmca@comcast.net

Phone Office 352 527 0456 Cell 32 527 3501

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

Event Description **Grammy & award winning artists /songwriters performing live**

Event Name Crystal River Song Writers Festival

Event Dates Nov 4 &5

Requested Amount \$7500

Total Budget \$98,250.00

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

Has this project previously received TDC funding?

Yes ☐ No ☒

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

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

Special Event Marketing Grant

FY 2021

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

See attached information

Please provide detailed information on your event.

See attached information

How will Citrus County benefit from your event?

Education : Songwriter Panel discussion with local song writers and aspiring songwriter students
PR : Artists will come in early on Wed & Thur the week of and appear on NBC, CBS , ABC & Fox in the Tampa / St Petersburg market. Increase Hotel & Campgrounds stays, Increase sales in Retail, Gas stations, Bars & Restuarant's, Water attractions ,

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

The first year 400 rooms increase 50-100% ever year after

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

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

How many years has this event taken place?

First Year

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

Its a three day event , some may stay 4 or 5 days

Special Event Marketing Grant**FY 2021**

I, Steven Pritchard, the Applicant or Authorized Agent of Applicant have reviewed this Application for Special Project/Event Marketing Grant and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for Special Program/Event Marketing Grant. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the Special Program/Event Marketing Grant funding.

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights, and approval of invoices by the TDC and Citrus County. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Steven Pritchard
Authorized Agent Signature

1-28-2021
Date

Steven Pritchard
Print Name

Owner & Manager
Title

Crystal River Song Writers Festival

Marketing

- Radio , TV , Print , in the following markets Ocala, St Petersburg , Tampa , The Villages, Pasco & Hernando Counties
- On air live interviews with artists Wed & Thur before the Festival on Radio & Tv in the following markets Ocala , St Petersburg , Tampa, The Villages, Pasco & Hernando Counties
- A Digital Marketing firm will build a website, and handle all digital marketing ,Facebook ,Instagram .etc.

Crystal River Song Writers Festival

Economic Impact

- Increase Motel & RV Parks, Campgrounds: 2-4 night stays
- Increase all retail sales
- Increase awareness of Citrus County
- Marketing on National Music Artists ,websites , facebook ,etc
- Increase sales in Water Sports and Adventure Tours

Friday Nov 5th

- Gates open 4 PM
- 5 - 5:40 Artists TBA
- 6 – 6:40 Artist TBA
- 7 – 8:00 Artist TBA
- 8:30 –10:00 Artist TBA

Thursday Nov 4th

- Gates open 4 PM
- 5 - 5:40 Artists TBA
- 6 – 6:40 Artist TBA
- 7 – 8:00 Artist TBA
- 8:30 –10:00 Artist TBA

ACT: Crystal River Song Writers Festival
CITY: Crystal River FL
DATE: November 4 & 5
VENUE: Crystal River Town Square

EXPENSES

Talent	
Song Writers	\$60,000.00
TOTAL Talent	\$60,000.00

PRODUCTION: 3 days	
Backline	\$1,250.00
Sound & Lights	\$2,500.00
Stage	\$2,000.00
Video	\$2,000.00
TOTAL PROD.	\$7,750.00

MISCELLANEOUS	
Transportation	\$1,000.00
Catering Artists	\$2,000.00
T-Shirt Security	\$1,250.00
Sheriff	\$2,000.00
TOTAL MISC.	\$6,250.00

ADVERTISING	
Radio & TV Production	\$750.00
Pr Manager	\$1,500.00
TV	\$2,000.00
Print	\$3,000.00
Radio	\$2,500.00
Digital	\$2,500.00
Website	\$1,500.00
Digital Mkt Manager	\$1,500.00
TOTAL ADVERT.	\$15,250.00

ViP	
Tent, Table & Charis	\$3,000.00
Meals & Drink	
X 100meals 3 days	\$6,000.00
	\$9,000.00

Total \$98,250.00

TOTALS

TICKET SALES			
TICKETS SOLD	PRICE	GROSS	
3 DAYS/VIP/ 100	\$300.00	\$30,000.00	
1 day /VIP 100	\$125.00	\$12,500.00	
GA / 3 DAY 500	\$60.00	\$30,000.00	
Ga/ 1 Day 500	\$25.00	\$12,500.00	

TOTALS	
	\$85,000.00
Sponsorships/ grants	\$40,000.00
NET TICKETS	\$125,000.00

TOTAL EXPENSES: \$98,250.00

Gross Sales . Sponsorship /grants **\$125,000.00**

Net Profit 26,750.00

Special Event Marketing Grant

FY 2021

APPLICATION REQUEST

Organization Information

Organization Citrus County Chamber of Commerce

Primary Contact Jade White

Address 915 N Suncoast Blvd

City Crystal River Zip 34429

Email PR@CitrusCountyChamber.com

Phone 352-795-3149

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

Event Description

Event Name Florida Manatee Festival

Event Dates January 15 & 16, 2022

Requested Amount 1500

Total Budget 12000

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

Has this project previously received TDC funding?

Yes ☒ No ☐

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

Funding was requested for 2020 and 2021. Funding recieved for 2020; awaiting 2021 festival.

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

Special Event Marketing Grant

FY 2021

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

Funds to be used in print including Tampa Bay Area, Chiefland, Cedar Key, Riverland, South Marion, Sumter, Williston, Gadsden County. Radio advertising reaching Spring Hill, Brooksville, Ocala. Digital advertising reaching Tampa Bay Area, Orlando, Brooksville, Miami, Jacksonville, New Port Richey.

Please provide detailed information on your event.

The Florida Manatee Festival highlights our favorite aquatic attraction, the manatee! Set in the height of manatee season, this festival draws a massive crowd from across the state, as well as out of state visitors, curious to see the incredible amount of manatees that migrate to our unique county every year. This 2 day event spans both sides of Citrus Avenue from the waterfront at NW 3rd st, across U.S. 19, all the way to Crystal St. and surrounding areas. The street are lined with vendors offering unique crafts, food, and great information on the manatee and our beautiful county. There is also the attraction of live entertainment throughout the entire event on multiple stages.

How will Citrus County benefit from your event?

As stated above, The Florida Manatee Festival draws a massive crowd that fills the streets for the entire 2 day span. Many out of town guests come and stay for the weekend to enjoy the vendors, and the free shuttle to Three Sisters Springs (with free entry during the festival) to get a glimpse of the manatee during their annual visit. Many out of town vendors will stay overnight as well as enjoy our local amenities. The Florida Manatee Festival not only highlights the manatee, but also activities that are offered year round in Citrus County including boat tours, whom we partner with during the festival to offer discounted rates for that weekend. The community as a whole also benefits through many donations to local organizations for their assistance during the festival. EX: The Chamber Young Professionals have received \$1,000 to benefit the Citrus County Education Foundation's Golden Citrus Scholars event, Citrus County Blessings have received \$10,000 for their assistance with the festival. Pace Center for Girls received \$500 for their assistance with the festival, and the CRHS Key Club received \$750 for their assistance with the festival. Many other local organizations have benefited from assistance donations as well. Our digital and social media marketing, aimed at out of town guests, also highlights the other wonderful amenities that Citrus County offers outside of the festival to include kayaking, boating, manatee dive tours, ect to entice guest to not only come, but to stay.

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

200

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

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

How many years has this event taken place?

34

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

Spanning an entire weekend, The Florida Manatee Festival attracts many out of town visitors to stay for both festival days in order to enjoy all the features offered at the event. Free shuttles to Three Sisters Springs, boat tours at a discounted rate, rows of interesting and unique vendors, and live music on multiple stages both days. We also work to promote amenities and activities in Citrus County to encourage out of town visitors to use the festival as a vacation points and stay to experience all Citrus County has to offer.

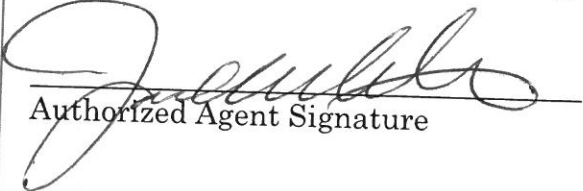
Special Event Marketing Grant

FY 2021

I, Jade White

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

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights, and approval of invoices by the TDC and Citrus County. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.


Authorized Agent Signature

Jade White

Print Name

01/22/21

Date

PR/Communications Coordinator

Title

FMF 2022 Marketing

TOTAL EVENT BUDGET		\$12,000			
EXPENSES	Allocation %	Out of Pocket Costs	Budgeted Cash Costs	Actual Costs	
Citrus 95.3/Fox 96/ Hits 106			\$1,500		
99.9			\$1,000		
Citrus Publishing			\$3,000		
TN Sports Network			\$500		
Digital Hound Media			\$500		
Hometown Values			\$1,000		
Tampa Bay Times			\$3,000		
Naturecoaster			\$200		
Social Media Content - Brightberry Marketing			\$500		
FB Boosting			\$150		
Weebly			\$28		
BS Publications			\$137		
Total	0%	\$0	\$11,515	\$0	\$0

2022 Florida Manatee Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print/Digital	Citrus Publishing	\$3,000.00	Cheiland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer Sun News
Print/Digital	Tampa Bay Times	\$3,000.00	Tampa Bay Area
Radio	WXCW	\$500.00	Spring Hill, Brooksville
Radio	WXOF	\$500.00	Ocala
Radio	WGHR	\$500.00	Pasco County
Digital	Facebook Ads/Brightberry Marketing	\$500.00	Targeting Tampa, Orlando, Brooksville, Ocala, Spring Hills, Jacksonville, Pasco County, Miami
Digital	Digital Hound Media	\$500.00	Needed to promote on social media to reach out of town attendees
Total Budget		\$8,500.00	

Projected Vendor Income

Category	Income
Food	
General	\$20,000.00
Fine Arts	\$6,000.00
Crafters	\$17,500.00
Kids Zone	\$500.00
Total	\$59,000.00

Projected Admission Income

Total	\$65,000.00
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Projected Expenses

Category	Cost	
Labor	\$9,500.00	
Supplies	\$5,200.00	Added Sanitation
Advertising	\$12,000.00	
Transportation	\$3,000.00	
Entertainment	\$12,000.00	
Taxes & Insurance	\$9,470.00	
Other	\$38,500.00	Include Non-Profit Donations
Total	\$89,670.00	

2022 Florida Manatee Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print/Digital	Citrus Publishing	\$3,000.00	Cheiland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer Sun News
Print/Digital	Tampa Bay Times	\$3,000.00	Tampa Bay Area
Radio	WXCV	\$500.00	Spring Hill, Brooksville
Radio	WNOF	\$500.00	Ocala
Radio	WGHR	\$500.00	Pasco County
Digital	Facebook Ads/Brightberry Marketing	\$500.00	Targeting Tampa, Orlando, Brooksville, Ocala, Spring Hills, Jacksonville, Pasco County, Miami
Digital	Digital Hound Media	\$500.00	Needed to promote on social media to reach out of town attendees
Total Budget		\$8,500.00	

Projected Vendor Income

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Projected Admission Income

Total	\$65,000.00
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Projected Expenses

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Entertainment	\$12,000.00	
Taxes & Insurance	\$9,470.00	
Other	\$38,500.00	Include Non-Profit Donations
Total	\$89,670.00	

Special Event Marketing Grant

FY 2021

APPLICATION REQUEST

Organization Information

Organization Citrus COunty Chamber of Commerce
 Primary Contact Jade White
 Address 915 N Suncoast Blvd
 City Crystal River Zip 34429
 Email PR@CitrusCountyChamber.com
 Phone 352-795-3149

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

Event Description

Event Name The Floral City Strawberry Festival
 Event Dates March 5th & 6th, 2022

Requested Amount 1500

Total Budget 10000

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

Has this project previously received TDC funding?

Yes ☐ No ☒

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

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

Special Event Marketing Grant

FY 2021

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

Funds to be used in print includeing Tampa Bay Area, Cheifland, Cedar Key, Riverland, South Marion, Sumter, Williston, Gadsden County. Radio advertising reaching Spring Hill, Brooksville, Ocala. Digital advertising reaching Tampa Bay Area, Orlando, Brooksville, Miami, Jacksonville, New Prot Richey.

Please provide detailed information on your event.

The Floral City Strawberry Festival has been a salute to our local agriculture for 34 years. This events highlights one of our oldest communities in Cltrus County and shines the spotlight on one of our exemplary local farms, Ferris Groves. The Floral City Strawberry Festival not only invites our locals to celebrate, it intives out of town guests to get a literal 'taste' of what Citrus County has to offer.

How will Citrus County benefit from your event?

Citrus County will benefit from the exposure of our amenities on land. We are known internationally for our beautiful Crystal River and numerous water activiities. The Floral City Strawberry Festival shines a light on our outstanding agriculture and the old town beauty of Floral City. We have heard on numerous occasions that visitors who has also attended the Florida Strawberry Festival prefer to attend our festival due to it's "Small Town Rural" charm.

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

150

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

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

How many years has this event taken place?

34

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

Spanning an entire weekend, The Floral City Strawberry Festival attracts many out of town visitors to stay for both festival days in order to enjoy all the features offered at the event as well as the surrounding amenities and activities. The festival also attracts many out of town vendors seeking lodging for the weekend who do not get a chance to enjoy our beautiful county. We feel many of these vendors will return at a later date to enjoy our town with their families.

Special Event Marketing Grant**FY 2021**

I, **Jade White**, the Applicant or Authorized Agent of Applicant have reviewed this Application for Special Project/Event Marketing Grant and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for Special Program/Event Marketing Grant. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the Special Program/Event Marketing Grant funding.

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights, and approval of invoices by the TDC and Citrus County. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.


Authorized Agent Signature01/25/21

Date

Jade White

Print Name

01/25/21

Title

FCSF 2022 Marketing

TOTAL EVENT BUDGET

\$10,000

EXPENSES

	Allocation %	Allocated Budget	Estimated Costs	Actual Costs
99.9 wxjb		\$1,000	\$1,000	
Citrus 95.3		\$1,000	\$1,000	
Kcountry		\$500	\$500	
Citrus Publishing		\$2,700	\$2,700	
Videography - Digital Hound		\$500	\$500	
Hometown Citrus		\$1,000	\$828	
Tampa Bay Times		\$2,000	\$2,000	
Naturecoaster		\$200	\$200	
FB Ads		\$150	\$150	
Weebly		\$38	\$38	
BS Publications		\$137	\$137	
Total		\$9,225	\$9,053	

0%

2022 Floral City Strawberry Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print/Digital	Citrus Publishing	\$3,000.00	Cheffland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer Sun News
Print/Digital	Tampa Bay Times	\$2,000.00	Tampa Bay Area
Radio	WXCV	\$500.00	Spring Hill, Brooksville
Radio	WXOF	\$500.00	Ocala
Radio	WXJB	\$1,000.00	Hernando County
Digital	Facebook Ads	\$150.00	Targeting Tampa, Orlando, Brooksville, Ocala, Spring Hills, Jacksonville, Pasco County, Miami
Digital	Digital Hound Media	\$500.00	Needed to promote on social media to reach out of town attendees
Total Budget		\$7,650.00	

Projected Vendor Income

Category	Income
Food	\$9,000.00
General	\$10,000.00
Arts/Crafts	\$14,000.00
Total	\$33,000.00

Projected Admission Income

Total	\$40,000.00
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Projected Expenses

Category	Cost	
Labor	\$2,694.00	
Supplies	\$5,200.00	Added Sanitation
Advertising	\$9,000.00	
Transportation	\$3,000.00	
Entertainment	\$7,000.00	
Taxes & Insurance	\$8,000.00	
Other	\$20,000.00	Include Non-Profit Donations
Total	\$54,894.00	

2022 Floral City Strawberry Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print/Digital	Citrus Publishing	\$3,000.00	Cheiland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer Sun News
Print/Digital	Tampa Bay Times	\$2,000.00	Tampa Bay Area
Radio	WXCW	\$500.00	Spring Hill, Brooksville
Radio	WNOF	\$500.00	Ocala
Radio	WNJB	\$1,000.00	Hernando County
Digital	Facebook Ads	\$150.00	Targeting Tampa, Orlando, Brooksville, Ocala, Spring Hills, Jacksonville, Pasco County, Miami
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Projected Admission Income

Total	\$40,000.00
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Taxes & Insurance	\$8,000.00	
Other	\$20,000.00	Include Non-Profit Donations
Total	\$54,894.00	

Citrus County Tourist Development Council



Special Event Marketing Grant & Application Guidelines

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

Special Event Marketing Grant

FY 2021

SUMMARY

The Citrus County Tourist Development Council (TDC) offers a Special Project/Event Marketing Grant to organizations designated to promote special events and projects that attract overnight visitors to Citrus County, thereby impacting the lodging industry. A "Special Project/Event" is defined as any activity, venue, or event intended to attract overnight visitors to Citrus County.

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

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

There are three funding options available. Option 1 has a maximum award of \$750 and does not require verification of room nights nor matching funds. Option 2 has a maximum award of \$1500 requires matching dollars but does not require verification of room nights. Option 3 has a maximum award of \$7500 and requires both matching dollars and verification of room nights. **All grants will require the marketing to be done with a minimum of the potential consumers of the messaging (radio, TV, print, or digital) being 51% outside of Citrus County.**

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

APPLICATION SCHEDULE

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

<https://www.citrusbocc.com/commissioners/advboards/tdc/tdc.htm>

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

915 N. Suncoast Blvd
Crystal River, FL 34429

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

Special Event Marketing Grant

FY 2021

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

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

PRESENTATIONS

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

ELIGIBLE APPLICANTS

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

POLICIES

The Grant is not to be considered a perpetual funding source for any event. Organizations requesting funds are urged to become self-sustaining over a three year-period. Funding beyond a three-year period requires a vote by the TDC and documentation that the event proved to substantially increase overnight lodging and have a positive economic impact on Citrus County.

Unless specified otherwise, this grant requires a dollar for dollar cash match of marketing funds. All grant funds must be used to market the project/event outside the borders of Citrus County. **All grants will require the marketing to be done with a minimum of the potential consumers of the messaging (radio, TV, print, or digital) being 51% outside of Citrus County. Reimbursement for the advertising will be based on the percentage of potential consumers reached outside of the County. For example, if the advertising spend is \$1000 and the percentage of potential consumers reached outside the county is 75% then the reimbursement amount is \$750.**

There are three funding options available.

Option 1 has a maximum award of \$750 and **does not require verification of room nights nor matching funds.**

Option 2 has a maximum award of \$1500 and does not require verification of room nights.

Option 3 has a maximum award of \$7500 and does require verification of room nights.

Special Event Marketing Grant

FY 2021

PROCEDURES

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

At the applicable TDC meeting, the TDC will evaluate each Special Project/Event Marketing Grant application. The County, at its discretion, may approve or reject any application, regardless of recommendations by the TDC.

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

EVALUATION CRITERIA

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

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

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

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

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

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

QUESTIONS:

Please contact John Pricher at john.pricher@visitcitrus.com

Special Event Marketing Grant

FY 2021

AWARD PROCESS AND FUNDING AMOUNTS

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

MAXIMUM AWARD

Option 1:

Organizations that are unable to present sufficient funds for a cash match are eligible to receive a maximum funding amount of \$750 unmatched marketing dollars.

Option 2:

Organizations are limited to 2 projects per grant cycle. The maximum award for any such project or event is \$1500. This option does not require verified room nights.

Option 3:

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

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

Number of Room Nights Generated	Maximum Annual Award Amount
500 and over	Up to \$7,500
250 to 499	Up to \$4,500
100 to 249	Up to \$3,000
51 to 99	Up to \$1,500
Less than 50	Up to \$750

Collateral material and back-up information will need to be submitted to the Visitors Bureau at least three weeks prior to the TDC meeting where the applications for the funding cycle will be considered as set forth by the schedule referenced in this application.

If funding is approved, following review and approval by the Citrus County Board of County Commissioners, an award letter will be issued and all Special Project/Event Marketing Grant agreements will be between Citrus County and the entity awarded the grant funding. Funding reimbursement will not be available until all reporting requirements are met. **Options 2 and 3 require a dollar for dollar match.**

Special Event Marketing Grant

FY 2021

ADVERTISING

The Special Project/Event Marketing Grant applicant's advertising and promotional funds must meet the requirements specified in this section. Failure to comply will result in rejection of the application. **All advertising materials are to be reviewed by the VCB prior to final production. Promotional materials must include one or more of the following:**

- The Citrus County Visitors & Convention Bureau Logo



- Partial funding provided by Citrus County Florida through the TDC
- The VCB website URL: www.discovercrystalriverfl.com

All grant-funded advertising applicants must:

- Advertise in **out-of-market** (see policies) media to attract visitors from outside the county
- Work directly with lodging accommodations that provide a booking URL (encouraged for Option 2; required for Option 3)
- Increase economic impact in county
- Increase overnight lodging
- Submit itemized marketing expenditure spreadsheet a minimum of 60 days prior to the event or project.

AUTHORIZED USE OF FUNDS

The following are examples of how Special Project/Event Marketing Grant funds may be used to promote tourism (**see policies section**) in Citrus County:

- Advertising and promotional expenses with the intent to attract visitors to Citrus County and increase overnight visitation
- Print, Radio, Digital, & TV Advertisements
- Outdoor Signage and Banners (**must be posted outside of the County**)
- Posters, Flyers, and Brochures
- Direct Mail

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

Special Event Marketing Grant

FY 2021

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

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

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

PROCEDURE FOR DISBURSEMENT OF GRANT FUNDS

The TDC requires grant recipients to submit the complete final evaluation report within 60 days of the Special Project/Event before reimbursement and/or payment of any invoice will be issued. Invoices will be processed as follows:

- Copies of invoices for advertising, proof of performance of advertising and proof of payment are required for all items that are seeking to be reimbursed.
- Invoices received at the VCB will be reviewed, coded, and submitted to the Citrus County Finance Department for payment or reimbursement.
- Invoices received where the event's identity cannot be determined will be returned to vendors as incomplete with instructions to submit the bill to their customer for processing back to the VCB.
- Grants will be considered closed 60 days after the event with invoices submitted for approval along with the final evaluation report to the TDC. No further costs shall be paid by the TDC regardless of any credit balance remaining in the grant, unless an exception is granted on a case-by-case basis solely at the discretion of the TDC.
- Failure to submit invoices in a timely manner may result in denial of funding for future events.

Special Event Marketing Grant

FY 2021

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

DISSOLUTION OF ORGANIZATION

If a Special Project/Event loses its sustainability, the organization disbands, or goes out of business or the event does not take place, the VCB will bring to the TDC for discussion regarding funding for the event. If the TDC decides that termination of funding is appropriate, then a recommendation shall be made to Citrus County BOCC that no further funds be expended for the Special Project/Event.

FINAL EVALUATION REPORT

A Final Evaluation Report is due within 60 days following the dates of each scheduled Project or Event. The criteria to be followed in completing the form are listed below and available on the website. The report requires specific details describing the following in relation to the Special Project/Event:

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

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

Special Event Marketing Grant

FY 2021

APPLICATION REQUEST

Organization Information

Organization Citrus County Education Foundation
 Primary Contact Shaunda Burdette, CCEF Executive Director
 Address P.O. Box 2004
 City Inverness Zip 34451
 Email burdettes@citrusschools.org
 Phone (352)726-1931 X2240

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

Event Description

Event Name Lake Hernando Dragon Boat Festival
 Event Dates November 6th, 2021

Requested Amount \$7,500

Total Budget \$46,500

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

Has this project previously received TDC funding?

Yes ☒ No ☒

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

Lake Hernando Dragon Boat, 2019 . The amount awarded was \$4,500.

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

Special Event Marketing Grant

FY 2021

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

Out of county direct advertising funds will be used for mailings including but not limited to: event invitations, contact information, enrollment confirmations, roster forms, team biography, event program information, festival site layout map, team tent assignments, race day schedule of events, race progression, captain's bulletins, local hotel package information, driving directions, flyers for local events, and other promotional materials.

Please provide detailed information on your event.

The Lake Hernando Dragon Boat Festival is a charity event that helps raise money for the Citrus County Education Foundation (CCEF). CCEF is a non-profit whose sole mission is to support the Citrus County Public Schools. The dragon boat festival brings club teams from all over Florida and is now expanded to include teams all over the country and Canada. Businesses, schools, non-profits, neighborhoods and civic groups support the event by entering teams. It is expected that the 85 teams entered last year we expect to bring in 85 again this year. In addition to dragon boat racing, athletes and spectators have access to an arts and crafts village, food court, music, veteran's fair and much more. Over 5,000 athletes, volunteers, and spectators are expected again for this year.

How will Citrus County benefit from your event?

Citrus County will benefit economically from the Lake Hernando Dragon Boat Festival. This event will bring an influx of out-of-town visitors in need of food and lodging both preceding and following the race. Area attractions and in honor of Veteran's day will attract participants and spectators to local restaurants, hotels, grocery stores, shopping, beaches, and parks.

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

500+

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

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

In process

How many years has this event taken place?

While this event has been in existence since 2013, CCEF was the benefactor for this event in 2017 & 2018, and in 2019 we took ownership of this event. This event was canceled in 2020 due to COVID restrictions.

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

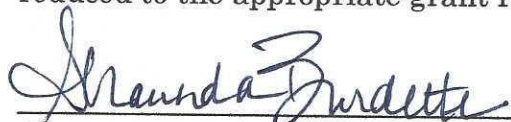
Athletes, vendors, and spectators arriving from out of town will need to secure hotel, motel, campground, Airbnb, or other methods of lodging. The event begins early in the morning and lasts all day. Many visitors come in prior to the event and stay another day or days to enjoy the area.

Special Event Marketing Grant

FY 2021

I, Shaunda Burdette, CCEF Executive Director, the Applicant or Authorized Agent of Applicant have reviewed this Application for Special Project/Event Marketing Grant and concur with the information submitted herein. To the best of my knowledge and belief, the information contained in this Application and its attachments is accurate and complete. If funds are awarded, I agree to follow all guidelines as provided in the grant guidelines. I, the Applicant or Authorized Agent of Applicant, acknowledge that I have reviewed and understand the advertising requirements for Special Program/Event Marketing Grant. Additionally, I understand that failure to comply with these advertising requirements will result in denial of the Special Program/Event Marketing Grant funding.

I also understand that grant funds will only be disbursed after completion of a final evaluation report, verification of room nights, and approval of invoices by the TDC and Citrus County. Should the verifiable room nights be in a range less than the grant awarded, the grant will be reduced to the appropriate grant range.

Authorized Agent Signature01/27/21DateShaunda BurdettePrint NameCCEF, Executive DirectorTitle

Special Event Marketing Grant

FY 2021

APPLICATION CHECKLIST (Checklist for presentation to TDC)

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

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

ECONOMIC IMPACT SURVEY AND REPORTING INSTRUCTIONS

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

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

Special Event Marketing Grant

FY 2021

EXAMPLE: ECONOMIC IMPACT SURVEY (VISITOR QUESTIONNAIRE)

EVENT NAME: _____ EVENT DATE: _____

1. What areas are the zip codes from?

2. What was the PRIMARY reason for making this trip to Citrus County?

a - Special Event b - Vacation/Leisure c - Visit Friends/Relatives
d - Business/Convention e - Other

3. How did you travel to Citrus County? a - Car/Van b - Plane c - Bus d - Other

4. How many nights do you plan to stay in Citrus County?

Nights: Day Trip Only:

5. Where are you staying while in Citrus County?

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

6. Name of Accommodation:

7. In addition to this event, what activities did you or will you participate in while in the Citrus County Area? (Circle all that apply)

Shopping Evening Activities Outdoor Recreation Beach
Attractions Dining Arts & Culture

8. Is this your first time visiting the Citrus County area? _Yes _No

9. How did you hear about Citrus County?

a - Event Advertisement b - Friends/Family
c - Other (TV, Radio, Magazine):

10. Would you consider visiting the area again? _Yes _No

Special Event Marketing Grant

FY 2021

EXAMPLE: ECONOMIC IMPACT SURVEY SUMMARY REPORT

Instructions: Enter the zip code for this summary report in line 1, and the total number of responses for the zip code in the appropriate locations below. Use this information to complete a Final Survey Report.

EVENT NAME: _____ EVENT DATE: _____

1. Summary report for Zip Code: _____

2. Total PRIMARY reason for making this trip to Citrus County:

Special Event: ____ Vacation/Leisure: ____ Visit Friends/Relatives: ____
Business/Convention: ____ Other: ____

3. Total modes of travel to Citrus County:

Car/Van: ____ Plane: ____ Bus: ____ Other: ____

4. Total nights/day trips in Citrus County: Nights: ____ Day trips: ____

5. Total Accommodations in Citrus County:

Hotel/Motel: ____ Vacation Rental / Condo: ____ Friends/Relatives: ____
Bed and Breakfast: ____ Campground: ____ Other: ____

6. Total other activities in Citrus County:

Shopping: ____ Evening Activities: ____ Outdoor Recreation: ____
Beach: ____ Attractions: ____ Dining Out: ____ Arts & Culture: ____

7. Total first time visits: Yes ____ No ____

8. Total ways of hearing about Citrus County:

9. Total repeat visitors to area: ____

Special Event Marketing Grant

FY 2021

FINAL EVALUATION REPORT

Organization	Citrus County Education Foundation		
Primary Contact	Shaunda Burdette, CCEF Executive Director		
Address	P.O. Box 2004		
City	Inverness	Zip	34451
Email	burdettes@citrusschools.org		
Phone	(352)726-1931 X2240		

Please answer the following questions related to the event.

1. Is this a first time event? If not, how many times has this event taken place?

2. What was the total attendance for the event?

3. What attractions or activities did guests participate in other than your event?

4. What problems occurred, if any, during the event?

Special Event Marketing Grant

FY 2021

5. List all advertising, marketing and/or public relations associated with the event.

6. How can the event be improved or expanded?

7. What is the total expense of the event?

8. List all the vendors that have been paid. If not, what invoices are still outstanding & why?

9. How many people were surveyed?

10. Please provide copies of all advertising.

Special Event Marketing Grant

FY 2021

ROOM NIGHT CERTIFICATION

An email or letter direct from the lodging partners is required with the information below included.

TRACKED ROOM NIGHTS

GROUP NAME

EVENT NAME

DATE

PAID ROOM NIGHTS

COMP ROOM NIGHTS

Special Event Marketing Grant

FY 2021

REIMBURSEMENT REQUEST FORM

Organization Citrus County Education Foundation
 Primary Contact Shaunda Burdette, CCEF Executive Director
 Address P.O. Box 2004
 City Inverness Zip 34451
 Email burdettes@citrusschools.org
 Phone (352)726-1931 X2240

Each expense must include: 1) Paid invoice or cancelled check. 2) Tear sheet, printed sample, or the backup information to substantiate payment. Failure to submit request correctly will delay payment. Reimbursement must be submitted within 60 days following event.

Expense Description	Vendor	Invoice Amount	Reimbursement Amount
Total to be reimbursed to organization			\$

I agree that the above information is accurate based upon our records. The funds requested are for reimbursement from the grant awarded by Citrus County and are actual expenses related to the event.

Authorized Agent Signature: _____ Date: _____

0000124 10/17/17



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 10/15

85-8012669757C-8	12/31/2017	12/31/2022	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

CITRUS COUNTY EDUCATION FOUNDATION INC
1007 W MAIN ST
INVERNESS FL 34450-4625

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 10/15

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions regarding your exemption certificate, please contact the Exemption Unit of Account Management at 800-352-3671. From the available options, select "Registration of Taxes," then "Registration Information," and finally "Exemption Certificates and Nonprofit Entities." The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.



Lake Hernando Dragon Boat Budget

2021

Revenue

<i>Sponsors</i>	\$ 20,000.00
<i>Citrus County Tourism</i>	\$ 7,500.00
<i>Vendors</i>	\$ 4,000.00
<i>Food Vendors</i>	\$ 1,500.00
<i>Teams - Boats</i>	\$ 30,000.00
<i>Shirt Sales</i>	\$ 1,000.00
<i>Parking</i>	\$ 3,000.00
	\$ 67,000.00

Expenses

<i>Pan Am</i>	\$ 17,760.00
<i>Practice Steers</i>	\$ 850.00
<i>Andy Smith</i>	\$ 2,000.00
<i>Start-up cash</i>	\$ 1,000.00
<i>Sound Company</i>	\$ 1,322.80
<i>DJ</i>	\$ 275.00
<i>Plaques - Gulf Trophies</i>	\$ 100.00
<i>Carnations</i>	\$ 200.00
<i>VIP Athlete Tent</i>	\$ 200.00
<i>VIP Sponsor Tent</i>	\$ 200.00
<i>Volunteer Food</i>	\$ 200.00
<i>Harvester</i>	\$ 200.00
<i>Website</i>	\$ 600.00
<i>Southeastern Regional Dragon Boat Association (SRDBA)</i>	\$ 150.00
<i>Prizes</i>	\$ 550.00
<i>Printing / Marketing</i>	\$ 7,500.00
<i>Advanced Disposal</i>	\$ 1,600.00
<i>Citrus Sports & Apparel</i>	\$ 2,500.00
<i>Medals</i>	\$ 2,198.61
<i>CCSO</i>	\$ 2,000.00
<i>Pontoon Boat</i>	\$ 100.00
<i>Radios</i>	\$ 100.00
<i>Video</i>	\$ 150.00
<i>Misc. Supplies - wrist bands, envelopes, meals, flashlights</i>	\$ 600.00
<i>Signs, Plaques, Banners</i>	\$ 900.00
<i>Labor</i>	\$ 2,000.00
	\$ 45,256.41

Total Profit

<i>Revenue</i>	\$ 67,000.00
<i>Expenses</i>	<i>\$ 45,256.41</i>
	\$ 21,743.59



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Collateral Materials Grant
AGENDA DATE:	March 10, 2021

BRIEF OVERVIEW:

Annually the TDC provides marketing support for collateral materials that market outside the County to bring visitors to the area. There are 2 new applications:

Pro Star Events:	Crystal River Jam:	\$1500
Crystal River Mainstreet:	Downtown Tourism Map:	\$1500

There is 1 grant award from the previous cycle that was unable to be used. The applicant has been contacted to inform them that if they wish to utilize the grant it remains available. The award is as follows:

Friends of CRNWR:	Manatee Education Table Tents:	\$1500
-------------------	--------------------------------	--------

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0

RECOMMENDED ACTION:

Review applications and provide staff with direction.



November 12th - 14th 2021

Friday • Saturday • Sunday

Crystal River Town Square

3 DAYS OF GREAT BANDS!

Collateral Materials Grant

FY 2021

TOURIST DEVELOPMENT COUNCIL COLLATERAL MATERIALS GRANT APPLICATION

Please review the Eligibility Requirements and Program Guidelines before completing this form.

BUSINESS INFORMATION

Organization ProTours Events / Crystal River Jam

Primary Contact Steven Pritchard

Address 2583 N. Troon Path

City Lecanto Zip 34461

Email spmca@comcast.net

Phone 352 527 0456 office cell 352 527 3501

PROJECT INFORMATION

Project Name Crystal River Songwriter Festival

Have you or any of the applicant partners previously received project funding?

Yes ☒ No ☐

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

Crystal River Jam \$30,000 1995 & \$30,000 1996

☐ No-Profit Status

☒ For-Profit

☐ Special Interest Group

Collateral Materials Grant**FY 2021****FUNDING INFORMATION**

(Application costs should be estimated as closely as possible.)

Total Printing Cost	\$	<u>3,000.</u>
Project Funds Requested	\$	<u>1,500.</u>
Applicant Match	\$	<u>1,500.</u>

REQUIRED INFORMATION

- Detailed description of the project
- Design copy
- Quantity to be printed
- Placement/distribution
- Other supporting documentation

FGE Prints, LLC
 854 NE 5th Street
 Crystal River, FL 34429
 352-794-3880
 files@fgeprints.com



Copy, Print, Design, Vinyl, and Digital

Estimate

ADDRESS

Steve Pritchard
 3362 N Hammock Dunes
 Black Diamond Ranch
 Lecanto, FL 34461

SHIP TO

Steve Pritchard
 3362 N Hammock Dunes
 Black Diamond Ranch
 Lecanto, FL 34461

ESTIMATE # 1061

DATE 01/29/2021

ACTIVITY	QTY	RATE	AMOUNT
Printing:Printing General	1	2,600.00	2,600.00T
10,000 - 11x17 - 100# Gloss text - 2 sided - 6 fold to 3.67x8.5			
Crystal River Songwriter Festival			
Printing:Poster12x18	150	2.00	300.00T
12x18 full color poster			
10,000 - 11x17 - 100# Gloss text - 2 sided - 6 fold to 3.67x8.5			SUBTOTAL 2,900.00
Crystal River Songwriter Festival			TAX 174.00
			TOTAL \$3,074.00

Accepted By

Accepted Date

Collateral Materials Grant

FY 2021

APPLICATION QUESTIONS

What do you expect the economic benefit will be to Citrus County as a result of this marketing activity? 300 words maximum

See Attach Economic Impact

Describe the project or activity for which funding is requested. If the project or activity represents one facet of a larger project, describe the overall project. 500 words maximum

Poster & Brochure to be put out in Retail Store , Bars, Beauty & Nail Shops etc. See attach Marketing

State the proposed objective and expected outcome of the project. 500 words maximum

Poster & Brochure to be put out in Retail Store , Bars, Beauty & Nail Shops etc. See attach Marketing

What other funding sources have you applied for or considered to support this project? 200 words maximum

Special Event Marketing Grant

PLEASE MAIL OR HAND DELIVER THE ORIGINAL OF THE COMPLETED APPLICATION TO:

John Pricher, Director
Citrus County Visitors & Convention Bureau
915 N. Suncoast Blvd
Crystal River, FL 34429

If you have questions during the application process, please contact John Pricher at:
john.pricher@visitcitrus.com

Collateral Materials Grant

FY 2021

AUTHORIZED SIGNATURES

I Steven Pritchard Pritchard have reviewed the foregoing TOURIST DEVELOPMENT COUNCIL COLLATERAL MATERIALS GRANT APPLICATION. The information contained in this application and any attachments hereto, is accurate and complete. I further acknowledge my understanding that the County in approving a grant application does not assume any liability or responsibility for the ultimate financial profitability of the project for which the funds are awarded. The County, unless otherwise specifically stated, is only a financial contributor to the project and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such project. I have put all third parties on notice that the County will not be responsible for payment of any costs or debts for the project.

I understand that it is a criminal violation under Florida law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

Signature: _____

Date: 1/29 2021

Steven Pritchard / Owner / Manager

Print Name & Title

Pro Tours Events LLC

Applicant's Organization

Crystal River Jam Economic Impact

- Increase Motel & RV Parks, Campgrounds: 2-4 night stays
- Increase all retail sales
- Increase awareness of Citrus County
- Marketing on National Music Artists ,websites , facebook ,etc
- Increase all Water sports and Adventure tours

Crystal River Jam Marketing

- Radio , TV , Print , in the following markets Ocala, St Petersburg , Tampa , The Villages, Pasco & Hernando Counties
- On air live Wed & Thur before the Festival on Radio & Tv in the following markets Ocala , St Petersburg , Tampa, The Villages, Pasco & Hernando Counties
- A digital Marketing firm will build a website, and handle all digital marketing ,Facebook ,Instagram .etc.

Sat Nov 12

Gates open at 3 PM

- 4 – 4:40 Artist TBA
- 5 – 5:40 Artist TBA
- 6 – 6:40 EmiSunshine
- 7 – 8: 00 Haggard Bros Tribute to Merle Haggard
- 8:30 – 10:00 “Roots & Boots” Sammy Kershaw, Colin Raye, Aron Tippin

Sunday Nov 13

Gates open at 2 PM

- 3:00–4:00 Artist TBA
- 4:30 – 5:30 Artist TBA
- 6:00 – 7:00 Artist TBA
- 7:30 – 9:00 Artist TBA

CRYSTAL RIVER

19 JAM 95

NATURE'S AMPHITHEATER
AT FOX RUNNOVEMBER
17 18 19JOHN MICHAEL
MONTGOMERYBARBARA
MANDRELL

TIM MCGRAW



FAITH HILL

BELLAMY
BROTHERS

JOE DIFFIE

FRIDAY NOVEMBER 17

(gates 3 pm/music 4 pm)

BARBARA
MANDRELLTHE BELLAMY
BROTHERS

RUSS TAFF

WILLIAMS & REE

Williams & Ree, M.C., All Three Days

SATURDAY NOVEMBER 18

(gates 11 am/music at noon)

JOHN MICHAEL
MONTGOMERY

JOE DIFFIE

JUNIOR BROWN

MARK COLLIE

TIM WILSON

KEN MELLONS

ROB CROSBY

SHEREE MONROE

SUNDAY NOVEMBER 19

(gates 11 am/music at noon)

TIM MCGRAW

FAITH HILL

BLACKHAWK

EMILIO

JAMES HOUSE

4RUNNER

JIM & ROYANN

GALVIN

SUNTRUST

CRYSTAL
CHEVROLET

Three-Day Advance Ticket:

(PURCHASE BY OCTOBER 28 AND SAVE \$35 OFF GATE ADMISSION!)

Single-Day Advance Ticket:

(SAVE \$5 OFF GATE ADMISSION!)

Limited 3-day VIP Reserved Tickets available, call 1-800-834-5678

Gold includes reserved up front reserved seat, complimentary food, beverages and free parking

Tickets available now at Ticketmaster outlets. CAMPING AND TICKET RESERVATIONS MUST BE MADE AT THE SAME TIME, CALL 1-800-834-5678 BETWEEN 10AM-8PM ET. Lawn chairs and still cameras welcome!

TICKETS ALSO AVAILABLE AT PARTICIPATING WAL-MART STORES IN HERNANDO, CITRUS AND MARION COUNTIES. Sorry—no food, beverages, coolers, pets, weapons (including all knives), video cameras, lean-to tents or beach umbrellas allowed, please. A small service/handling fee added to the price of advance tickets. Co-op advertising courtesy of Citrus County Tourist Development

\$55

\$25

Budweiser
KING OF BEERSTo buy tickets or camping by phone: 1-800-834-5678
For Information call: 1-800-587-6667PRO-LINE
CORP.

Black Diamond Ranch



CRYSTAL RIVER

JAM

November 17th, 18th and 19th 1995

Nov. 17

WILLIAMS & REE
(EMCEES ALL THREE DAYS)
RUSS TAFF
THE BELLAMY BROTHERS
BARBARA MANDRELL

Nov. 18

SHEREE MONROE
ROB CROSBY
KEN MELLONS
TIM WILSON
MARK COLLIE
JUNIOR BROWN
JOE DIFFIE
JOHN MICHAEL MONTGOMERY



Nov. 19

JIM & ROYANN CALVIN
4RUNNER
JAMES HOUSE
EMILIO
BLACK HAWK
FAITH HILL
TIM MCGRAW

November 15th, 16th and 17th 1996

Nov. 15

DARYLE SINGLETARY
AARON TIPPIN
COLLIN RAYE

Nov. 16

BOBBY BARE
ROSIE FLORES
DEANA CARTER
WILLIAMS & REE (EMCEES ALL THREE DAYS)
CHARLIE DANIELS BAND
THE MAVERICKS
SAWYER BROWN



Nov. 17

THE MCCARTERS
DOUG SUPERNOW
ROSIE FLORES
JERRY LEE LEWIS
TRACY BIRD
TRACY LAWRENCE

November 15th, 16th 1997

ALABAMA
DANCIN' ON THE BOULAVARD
CLAY WALKER
NEAL MCCOY
KEVIN SHARP
LEE ANN WOMACK
MARK WILLIS
RIVER ROAD
DUNNING SHAW
SAMMY KERSHAW
THE MARSHALL TUCKER BAND
WILLIAMS & REE
KENNY CHESNEY
REBEL PRIDE



November 7th and 8th 1998

Nov. 7

TRAVIS TRITT
PAM TILLIS
TRACE ADKINS
JO DEE MESSINA



Nov. 8

BRYAN WHITE
DIAMOND RIO
TOBY KEITH
THE KINLEYS



November 13th and 14th 1999

Nov. 13

MICHELLE WRIGHT
RONNIE MILSA
WARREN BROTHERS
ALSEP AT THE WHEEL
SAMMY KERSHAW
LORRIE MORGAN



Nov. 14

CHAD BROCK
WILLIAMS & REE
GEORGE JONES
MARK WILLIS
NEAL MCCOY

November 3rd, 4th, and 5th 2000

TANYA TUCKER
TOBY KEITH
PORTER WAGONER
KENTUCKY HEADHUNTERS
BELLAMY BROTHERS
LORETTA LYNN
CRAIG MORGAN
BR5-49
THE DERAILERS
GARY ALLEN



Citrus County Tourist Development Council



FLORAL CITY | HOMOSASSA | INVERNESS

Collateral Materials Grant & Application Guidelines

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

Collateral Materials Grant

FY 2021

SUMMARY

The mission of the Citrus County Tourist Development Council (TDC) is to create economic growth for Citrus County by effectively marketing the area as a preferred visitor destination.

The purpose of the Citrus County Tourist Development Collateral Materials Grant is to assist organizations in Citrus County by providing funding awards for program dollars to make our area more appealing to visitors who are spending the night in Citrus County. This grant leverages the TDC's resources and extends the marketing for Citrus County.

THE GOALS OF THE PROGRAM ARE:

- Increase or extend overnight stays in Citrus County
- Promote a positive image and increased visibility of the area's attractions
- Increase expenditures by visitors to Citrus County
- Enhance the quality of existing material and encourage new collateral development
- Educate visitors to the different areas in the County.

Applications for the Collateral Materials Grant will be reviewed by the TDC at the regularly scheduled monthly meetings. A representative of the applicant will be required to appear before the TDC Board to provide any additional information and to answer any questions on the proposed project or activity. Funds will not be awarded to projects that are already underway or whose begin date precedes the award date.

The Collateral Materials Grant will be funded with monies allocated from Tourist Development Tax Revenue. Funding may be awarded for actual printing expenditure for a single project, not to exceed a maximum of **\$1500**. The TDC will have the latitude to increase an award amount not to exceed the maximum award amount. **This grant requires a dollar for dollar cash match. In addition, 10% of the grant-funded collateral must be provided for distribution in the Citrus County Welcome Center.**

Any project or activity which directly supports the efforts of the TDC will be eligible for consideration. However, the TDC has identified the following types of activities as having the highest priority:

- Projects which include new and innovative ideas designed to increase visitor attendance in the area and, in turn, increase overnight stays in Citrus County.
- Development, improvement, and promotion of existing attractions.

Submitting an application will not guarantee project approval. Applicants must conform to the TDC's policies and procedures as specified. Applicants failing to conform to the policies and procedures will not be considered for funding. All funding requests must be approved by the TDC. Funds will be reimbursed after all post-evaluation forms have been submitted.

Collateral Materials Grant

FY 2021

ELIBILITY REQUIREMENTS & PROGRAM GUIDELINES

1. The applicant organization must be in good standing in other TDC programs such as the annual visitor's guide, partner listing on destination website, etc. Organizations must be located within Citrus County.
 2. Printed materials will be reviewed during the pre-application process. All materials must be approved by VCB staff before print run.
 3. Organizations utilizing grant money obtained from the Tourist Development Council must acknowledge support from the TDC on all advertising. The logo, see below, must be utilized correctly in all projects produced with the assistance of the Citrus County Visitors and Convention Bureau and is the preferred method of acknowledgement.
- 

DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY | HOMOSASSA | INVERNESS
4. The following text is also acceptable:

Partial funding for this piece provide by the Citrus County Florida through the TDC
 5. Eligible applicants: non-profit organizations, for-profit organizations that are developing or reconstructing a tourism attraction, and start-up events.
 6. The grant application must be completed in its entirety to be eligible for consideration.
 7. In-kind contributions cannot be used as a source of matching funds. Only cash matches are eligible.
 8. Production costs and commission payments are not eligible for reimbursement. Organizations will be reimbursed based on net rates only.
 9. The organization shall commit to provide 10% of the print run for the purpose of distribution at the Citrus County Welcome Center. For events, the printed piece should be available at least 60 days prior to event date.
 10. Project awards can support first time marketing efforts, as well as sustain ongoing marketing programs.
 11. The TDC will consider applications for a new project for three years. After three years, the project or activity will no longer qualify for TDC grant funding and should seek funds through other channels. Funding beyond a three-year period requires a vote by the TDC and documentation that the event proved to substantially increase overnight lodging and/or have a positive economic impact on Citrus County.
 12. Project funding applications must be submitted and reviewed within the application schedule provided by the TDC.

Collateral Materials Grant

FY 2021

REPORTING REQUIREMENTS

Within sixty days of the completion of the Collateral Materials Grant project, the recipient of the grant funding must summarize its efforts by providing the following information:

A report containing a brief narrative summary of the project, a financial status report for the project, the distribution plan for the materials, and any additional-related activities.

APPLICATION SCHEDULE

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

<https://www.citrusbocc.com/commissioners/advboards/tdc/tdc.htm>

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

915 N. Suncoast Blvd
Crystal River, FL 34429

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

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

At the applicable TDC Board meeting, the Board will evaluate each Collateral Materials Grant application to determine what economic or education value, if any, the project provides to Citrus County. Only projects having an impact to Citrus County by promoting tourism, tourism education and/or creating overnight hotel stays will receive further consideration. The County, at its discretion, may approve or reject any application regardless of recommendations by the TDC Board.

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

Collateral Materials Grant

FY 2021

PRESENTATIONS

Presentations are mandatory and can only be given on the TDC Board meeting dates corresponding to the applicable funding cycle. Presentation time is limited to three (3) minutes with Q&A from TDC board. Following the presentation, the TDC will review the grant and vote on a budget allotment. The TDC will submit a recommendation to the Citrus County Board of County Commissioners for final approval as needed. Funds cannot be obligated or expended prior to County approval.

FUNDABLE ACTIVITIES

- Printing of Promotional Materials
- A detailed description of the promotional materials shall be submitted for all design work.
- An example of the design shall be included in the application. A distribution plan shall be submitted with all requests for brochure and guide design and printing.

NON-FUNDABLE ACTIVITIES

- Marketing of local community events that promote primarily toward local citizens and attended predominantly by local citizens
- Association memberships
- Travel Expenses
- Salaries and Wages
- Entertainment and honorariums
- Items for re-sale
- In-house postage and material inventory
- Program booklets, stationery, and membership solicitation literature

CRITERIA FOR SELECTION

- Printed materials must help promote Citrus County tourism by providing pertinent information about destinations, attractions, lodging facilities, activities, events and points of interest for the general public.
- The finished size must be a minimum of 3 ½" W x 8" L and must not exceed 8 ½" W x 11" L. This will allow the publication to fit in a standard literature rack.

QUESTIONS:

For assistance, contact John Pricher at john.pricher@visitcitrus.com

Collateral Materials Grant

FY 2021

TOURIST DEVELOPMENT COUNCIL
COLLATERAL MATERIALS
GRANT APPLICATION

Please review the Eligibility Requirements and Program Guidelines before completing this form.

BUSINESS INFORMATION

Organization Crystal River Main Street

Primary Contact Meredith Linley

Address 915 N Suncoast Blvd

City Crystal River Zip 34429

Email meredith@crystalrivermainstreet.com

Phone 352-212-4077

PROJECT INFORMATION

Project Name Downtown Crystal River Tourism Map

Have you or any of the applicant partners previously received project funding?

Yes ☒ No ☒

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

Original Downtown Tourism Walking Map - Fiscal Year 17/18 - \$1000

☒ No-Profit Status

☒ For-Profit

☒ Special Interest Group

Collateral Materials Grant

FY 2021

FUNDING INFORMATION

(Application costs should be estimated as closely as possible.)

Total Printing Cost	\$	up to 3000
Project Funds Requested	\$	1500
Applicant Match	\$	1500

REQUIRED INFORMATION

- Detailed description of the project
- Design copy
- Quantity to be printed
- Placement/distribution
- Other supporting documentation

Quantity - minimum of 20,000

Distribution -

Three Sisters Springs Center

Downtown Businesses

Area Hotels

Welcome Centers + Chamber of Commerce

Map Kiosks Downtown

FOR Reference - 7,000 maps were distributed
from August 2020 - January 2021.

Collateral Materials Grant

FY 2021

APPLICATION QUESTIONS

What do you expect the economic benefit will be to Citrus County as a result of this marketing activity? 300 words maximum

This map details all of the downtown Crystal River tourism businesses by category; hotels, restaurants, bars, shops, and attractions/activities. It helps visitors connect to the local businesses. It was created in 2020 and will be updated with this reprint to reflect current and coming in 2021 businesses. The 2021 edits will also add in the pieces of the Kings Bay Riverwalk that are currently completed. The attached map is the 2020 version, we will send the 2021 version for approval before printing it.

Describe the project or activity for which funding is requested. If the project or activity represents one facet of a larger project, describe the overall project. 500 words maximum

Reprint & Replenishment of new Downtown Tourism Walking Map

State the proposed objective and expected outcome of the project. 500 words maximum

Objective is to distribute walking maps to tourists which help them see the wide variety of businesses within our downtown area.

What other funding sources have you applied for or considered to support this project? 200 words maximum

This reprint will be in partnership with the City of Crystal River who will reimburse Main Street for 25% of the printing cost.

PLEASE MAIL OR HAND DELIVER THE ORIGINAL OF THE COMPLETED APPLICATION TO:

John Pricher, Director
Citrus County Visitors & Convention Bureau
915 N. Suncoast Blvd
Crystal River, FL 34429

If you have questions during the application process, please contact John Pricher at:
john.pricher@visitcitrus.com

Collateral Materials Grant

FY 2021

AUTHORIZED SIGNATURES

I Meredith Linley have reviewed the foregoing TOURIST DEVELOPMENT COUNCIL COLLATERAL MATERIALS GRANT APPLICATION. The information contained in this application and any attachments hereto, is accurate and complete. I further acknowledge my understanding that the County in approving a grant application does not assume any liability or responsibility for the ultimate financial profitability of the project for which the funds are awarded. The County, unless otherwise specifically stated, is only a financial contributor to the project and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such project. I have put all third parties on notice that the County will not be responsible for payment of any costs or debts for the project.

I understand that it is a criminal violation under Florida law to engage in deception and knowingly make or cause to be made, directly or indirectly, a false statement in writing for the purpose of procuring economic development assistance from a state agency or division.

Signature: _____

Date: _____

Meredith Linley, Executive Director

Print Name & Title

Crystal River Main Street

Applicant's Organization



AGENDA MEMORANDUM

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



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

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FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS

CALL TO ORDER



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





- Approve January 13th TDC Minutes as presented



PERSONS WISHING TO ADDRESS THE COUNCIL



FLORAL CITY || HOMOSASSA || INVERNESS



PRESENTATIONS

Special Event Applications

- Citrus Co. Chamber of Commerce Manatee Festival
- Citrus Co. Chamber of Commerce Strawberry Festival
- Citrus Co. Education Foundation Dragon Boat Festival
- Crystal River Jam
- Crystal River Songwriter's Festival



Collateral Materials Applications

- Crystal River Jam
- Crystal River Mainstreet Downtown Map



DIRECTOR'S REPORT

- VCB Destination Update
- Financials

SOURCE: STR, INC.

MONTHLY COMPARISON: January 2021 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 – January 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	54.5	63.8	92.43	94.60	50.33	60.39	-14.7	-2.3	-16.7	-16.7	0.0	-14.7
Hernando	62.1	72.9	84.58	85.55	52.55	62.36	-14.8	-1.1	-15.7	-9.3	7.7	-8.2
Pasco	63.5	70.5	83.16	95.18	52.78	67.14	-10.0	-12.6	-21.4	-21.4	-0.1	-10.1
Charlotte	58.9	71.2	89.14	106.96	52.54	76.11	-17.2	-16.7	-31.0	-26.3	6.8	-11.6
Florida	48.6	72.9	126.39	162.94	61.47	118.84	-33.3	-22.4	-48.3	-49.0	-1.4	-34.2

SOURCE: STR, INC.

YTD COMPARISON: January 2021

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

	OCC %		ADR \$		RevPAR \$		Year to Date – January 2021 vs 2020					
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Citrus	54.5	63.8	92.43	94.60	50.33	60.39	-14.7	-2.3	-16.7	-16.7	0.0	-14.7
Hernando	62.1	72.9	84.58	85.55	52.55	62.36	-14.8	-1.1	-15.7	-9.3	7.7	-8.2
Pasco	63.5	70.5	83.16	95.18	52.78	67.14	-10.0	-12.6	-21.4	-21.4	-0.1	-10.1
Charlotte	58.9	71.2	89.14	106.96	52.54	76.11	-17.2	-16.7	-31.0	-26.3	6.8	-11.6
Florida	48.6	72.9	126.39	162.94	61.47	118.84	-33.3	-22.4	-48.3	-49.0	-1.4	-34.2

January TOURISM DEVELOPMENT TAX

Jan 2020 Revenue

\$ 155,696.36

\$ (1212.56)

Jan 2021 Revenue

\$ 154,483.80

-0.78 %

5th Penny Allocation

\$ 30,896.76

Total Capital Reserve

\$ 124,057.96

2019-20 Fiscal Year Revenue to Date

\$ 508,928.72

2020-21 Fiscal Year Revenue to Date

\$ 569,981.76

\$ 61,053.04 or 12 % **Increase YTD**

SOCIAL MEDIA

Discover Crystal River Florida
 Posted by Miles Saunders
 February 4 at 11:21 AM · 🌐

Manatees galore! **#threesistersprings**
#lovefl



OPENS IN MESSENGER [Send Message](#)

👍❤️ 1.6K 141 Comments 583 Shares 31K Views

👍 Like 💬 Comment ➦ Share

📱  🗨️

184,600 Followers

Discover Crystal River Fishing
 Published by Miles Saunders [?] · 23h · 🌐

If you are looking for an authentic Florida fishing experience than you must check out the tradition of the shore lunch. Homosassa Guides Association



Jeff Kinnard is with William Toney and Elaine Booth in Homosassa, Florida. 4d

What a great fishing experience on our coastal waters today! A shore lunch of fresh caught fish, hush puppies, slaw, and beans! The guava jelly w/ bacon is ridiculously good! If you enjoy fishing, eating, and great/fun conversation.....book this trip with Capt. William Toney!

723 People Reached 74 Engagements Boost Unavailable

23,690 Followers

discovercrystalriver



[View Insights](#) [Promote](#)

👍💬🗨️🔖

👤👤 Liked by mangothemanatee and 796 others

🏠🔍📺🛒🌐

19,200 Followers

Sales Activity

AAA Northeast Region – Florida Takeover

Co-op with Visit Florida

89 Agent (group and individual) attendees

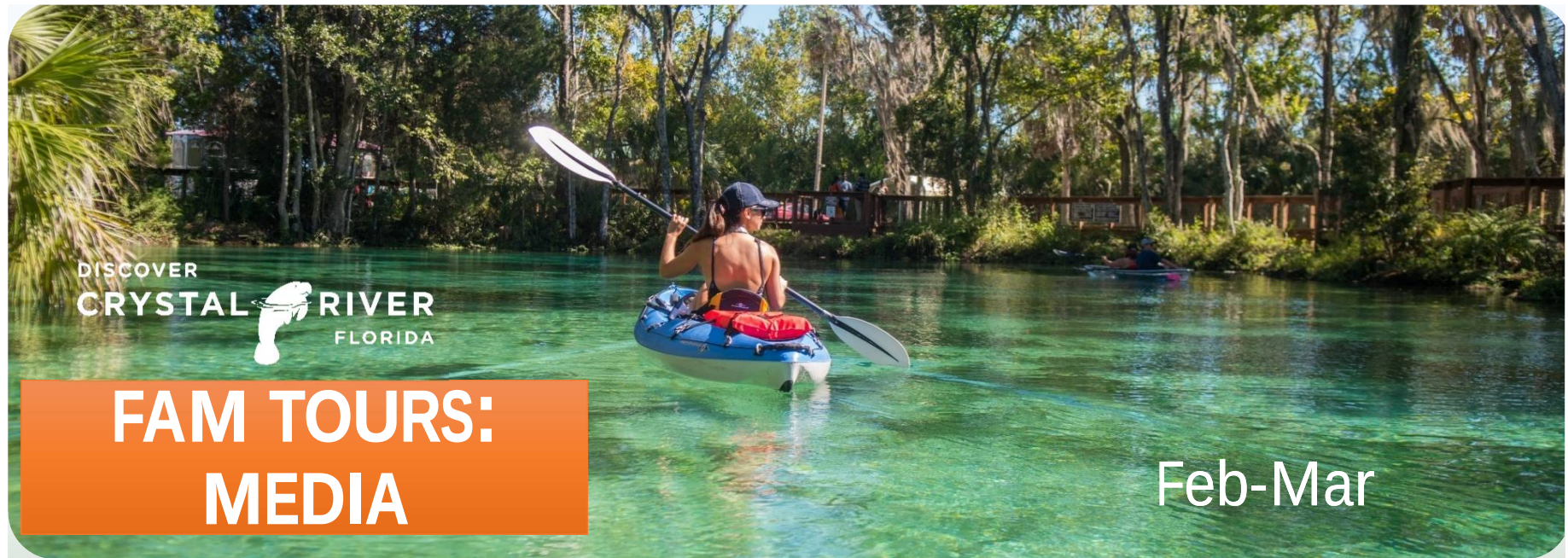
Florida RV Supershow – Tampa

4 day consumer show

FAM – Southwest Travel (Wisconsin)

Group bus tours starting in 3 major metropolitan cities within Wisconsin

Very successful and will be adding Crystal River to their product offerings and itineraries.



The Big Week – Six FAM Tours in one week

Feb 15-20	DCRF	Divergent Traveler	USA
Feb 16-19	VF-US	Anne Braly	USA
Feb 17-20	VF-MX	Marck Guttman	MEX
Feb 18-21	VF-CO	El Espectador	COLUMBIA
Feb 19-21	DCRF	Ocala Style Magazine	FL
Feb 20-21	DCRF	Tim Ebner Contently	USA
Mar 4-5	DCRF	Travel Awaits	FL



**Program premiered throughout Canada
in Primetime Thursday, February 25, 2021**

Outcome of VISITFLORIDA Canada Media
Mission, June 2019

Initial March shoot cancelled due to pandemic
Shoot finally accomplished in early December.



OTHER BUSINESS BY COUNCIL MEMBERS



PERSONS WISHING TO ADDRESS THE COUNCIL



NEXT MEETING:
April 14, 2021

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DISCOVER
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FLORIDA

2020
HSMIA Adrian Award Submission
TV, Digital and Integrated Campaign
Discover Crystal River

Discover Crystal River Brand Campaigns

Strategy

Crystal River, Florida is fortunate to have one of the most amazing yet fragile natural assets that any destination could wish for—manatees. Every winter the majestic animals swim upriver into the Crystal River area to enjoy the warmer water created by the freshwater springs in the region. This creates a natural Manatee viewing habitat that is unmatched worldwide. Our charge is to continue to position Citrus County and Crystal River as the Manatee capital of the world through not just marketing, but through education, conservation, and protection of the manatee for generations to come. Manatee conservation is the number one job in Citrus County.

While we had an existing brand, it felt stale and we needed it to take action. We worked with Madden to activate and amplify our existing brand. Along with the “Step into Awesome” campaign, we have also ramped up efforts to further establish Crystal River as the “Manatee Capital of the World” and an “International Manatee Authority” through education, science, and research based content.



Step Into Awesome Brand Campaign

Messaging Strategy

When you “Step Into Crystal River” you go somewhere unexpected. There are no other places you can experience the type of travel you can in Crystal River—manatee experiences, world class fishing, and scalloping season are perfect activities for travelers of all ages. Messaging encourages travelers to discover “Untouched Florida” and the “Soul of Florida.” The “Step Into Awesome” theme extends to all brand pillars, such as fishing, scalloping, paddle boarding, snorkeling, and fish-to-fork dining.



STEP INTO

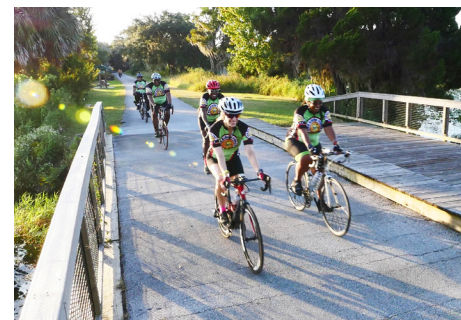
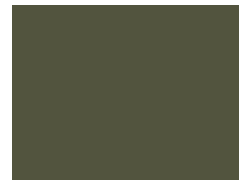
AWESOME!

Step Into Awesome Brand Campaign

Design Strategy

When creating the new vibe for the brand campaigns, we moved away from the bright greens and plain browns that had previously been used. We wanted the colors and imagery to be a bit more sophisticated, classy, and elegant while reflecting our destination's environment. A mood board guided the creation of all promotional materials:

The primary brand colors used are taken directly from imagery of the destination.



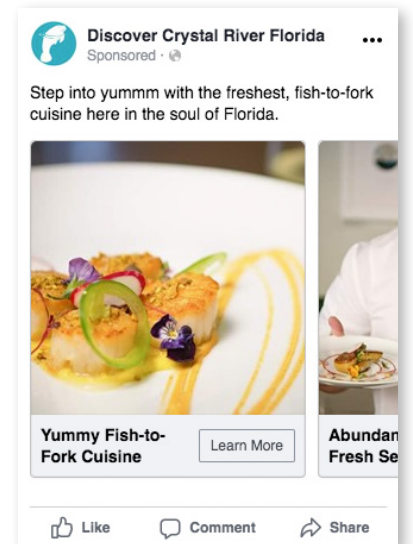
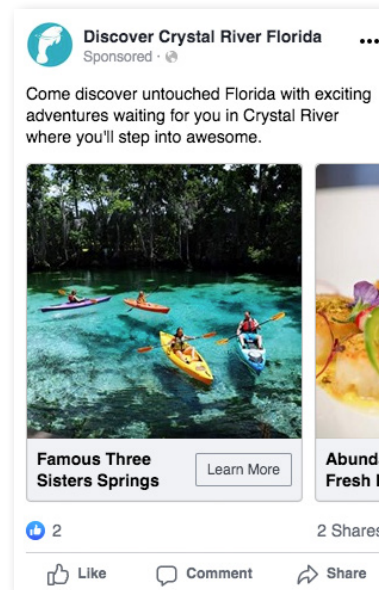
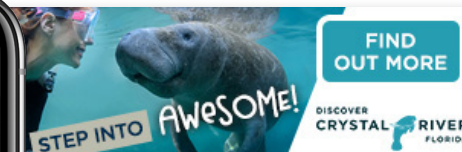
Step Into Awesome Brand Campaign

Display Advertising

Prospecting and Remarketing Display Ads were key to boosting brand awareness and bringing past website visitors back to complete conversion activities:

Prospecting Display **CTR 0.40%**
(300% above industry averages)

Remarketing Display **CTR 1.04%**
(420% above industry averages)



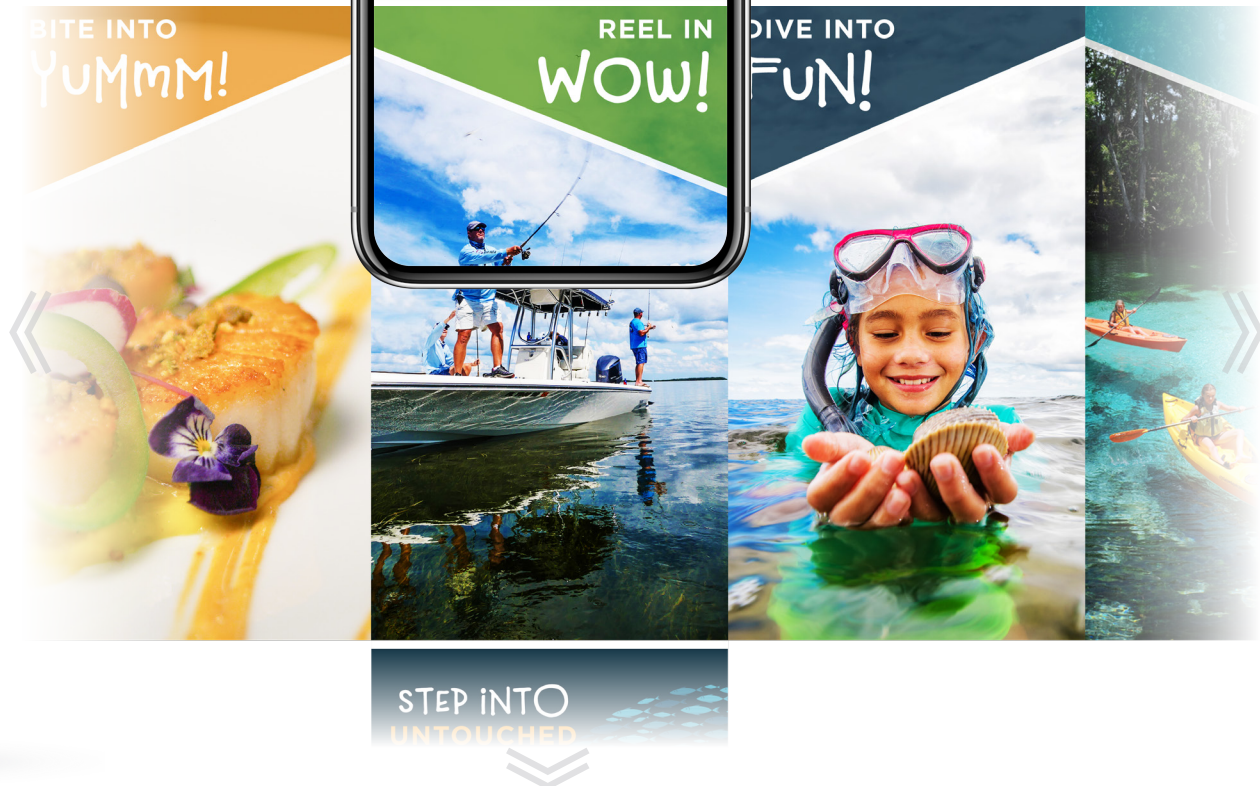
Step Into Awesome Brand Campaign

Social Advertising

We used a combination of click-to site, remarketing, video, and Instant Experience ads to create a connection between the brand and visitors.



Carousel and Instant Experience Ads are best for showcasing a variety of interests and activities



Step Into Awesome Brand Campaign

Storytelling Content

Native advertising for the manatee-focused campaign drives traffic to our inspirational story, "Swimming With Manatees." The interactive landing page, known as a Presentation Layer, features imagery, video, and a manatee friend greeting the reader.

"THIS IS THE MOMENT I'VE
BEEN WAITING FOR"

This is the moment I've been waiting for, and not even the brisk winter water is a deterrent. I drop my anchor and gently slide from the kayak into the manatees' world, snorkel clenched between my teeth, my eyes wide in my mask.

My wetsuit provides heat, but it's my heart that's instantly warmed at the sight below. A mother manatee and her calf are resting in the water column, just a few feet under me. I am frozen with joy and I feel my skin prickle with emotion as I realize they aren't the only ones. Several other manatees glide past, and one comes close to me for a nuzzle on my elbow.

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FLORIDA

SWIMMING WITH
MANATEES

SPRING-FED WATERWAY
GIVE ME AN UP-CLOSE
ENCOUNTER WITH THE
MANATEES WHERE THEY DWELL."

A wondrous encounter in the clear waters of Crystal River in Citrus County, Florida—The Manatee Capital of the World

By Terry Ward

I'm a Floridian, but the backyard adventures in the Sunshine State still surprise and delight me on a daily basis. That might mean spotting a bald eagle atop a telephone pole while waiting at a traffic light or catching sight of a pod of dolphins cruising along a calm waterway. For one of the most reliable and heartwarming animal encounters in all of Florida (if not all the world!), I head to one very special place in Crystal River, where you can kayak and snorkel among manatees throughout much of the year.

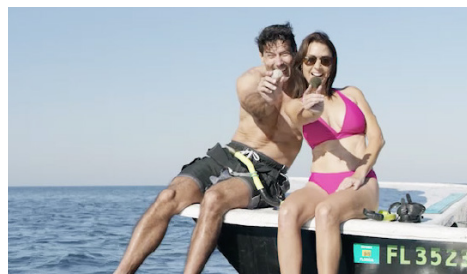
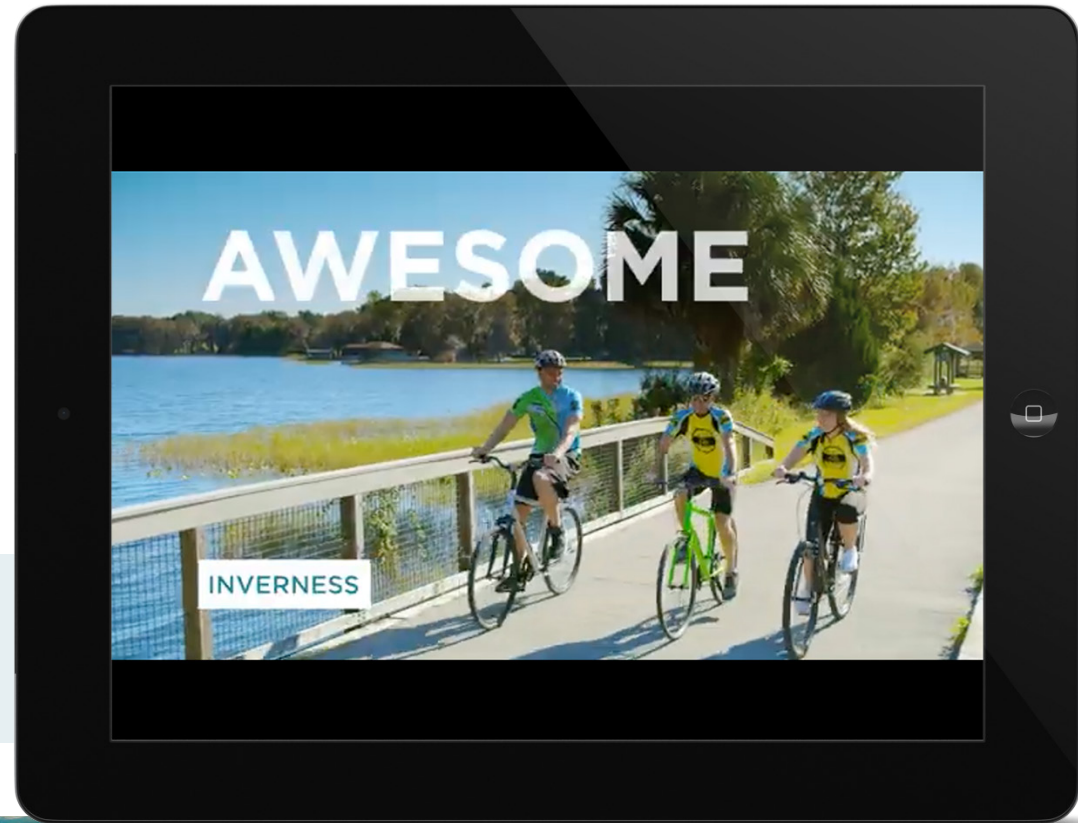


Step Into Awesome Brand Campaign

Video

One of the most important aspects of the campaign was to develop videos to promote online and through television. From storyboarding to finalizing each video, we carefully considered each visual element.

Elevating the visuals and appealing to a more upscale audience than previous campaigns was key while creating our new videos.



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DiscoverCrystalRiverFL.com

Manatee Capital of the World Brand Campaign

Messaging Strategy

By taking the “International Manatee Authority” brand position, it is our duty to be protectors of our manatees’ winter sanctuary and ensure conservation is upheld year-round. All messaging highlighting manatees is created with social responsibility in mind to protect the natural habitat and champion conservation efforts.

To ensure messaging is accurate, we interviewed Crystal River National Wildlife Refuge partners and scientists in addition to researching how to best protect manatees and their home. This initiative was created and developed entirely by our team at Madden and has been provided to our PR firm to help amplify the messaging through both news and travel media.

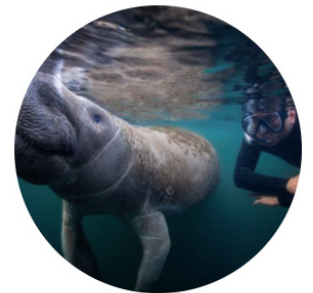
The badge contributes to a consistent brand message across all manatee-related promotion materials



Manatee protection and conservation is a top priority in Crystal River



10 Fun Facts You Didn't Know About Manatees



Do's and Don'ts When Meeting A Manatee

Brand Campaign Results

While the campaigns are ongoing, we have seen exciting results so far:

- Pre-COVID-19 results in late 2019/early 2020 showed **overall Year-Over-Year visitation and tax collections up 9%**
- 28% increase in visits from users in-market for hotels & accommodations
- 53% increase in visits from users in-market to Orlando
- All behavior metrics have seen a 10% or higher improvement, including time on site, time on page, and bounce rates since implementing the new brand campaign

Most importantly, not only is our manatee community stronger and healthier than ever, so is the overall population in Florida. Initial surveys in the early 1990's showed only 1,300 manatees left in the state. US Fish and Game estimates that population to be pushing over 6,500 today. While we certainly can't take credit for that amazing recovery, we will continue to do our part to connect the manatee to visitors, and educate, protect, and conserve this amazing gentle giant and its habitat for years to come.



DISCOVER
CRYSTAL **RIVER**
FLORIDA





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC March Financials				
AGENDA DATE:	March 10, 2021				
<u>BRIEF OVERVIEW:</u> Financial updates.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Financial updates.					

**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	\$ 154,483.80	\$ (1,212.56)	-0.78%	\$ 123,587.04	\$ 30,896.76
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	\$ 569,981.76	\$ 61,053.04	12.00%	\$ 455,985.40	\$ 113,996.35
% 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
	\$	(7,500.00)	Florida Insider Fishing Report STAR Campaign

Available \$ 144,398.00

Capital Reserves Fund

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

01/07/2020	\$	(400,000.00)	Bike Trail Investment
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Awards/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
12/27/2020	\$	26,507.68
01/26/2021	\$	30,896.76

Available	\$ 124,057.96
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Visitors and Convention Bureau

		FY 2021			
		Budget	Revenues	Difference	%
312120	TOURIST TAX	1,063,000	332,398	730,602	31%
361200	MONEY MKT & LGIP INTEREST	15,000	1,320	13,680	9%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,078,000	333,718	744,282	

			FY 2021			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	276,757	86,722	181,046	35%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	21,172	6,495	14,009	34%
	52200	RETIREMENT CONTRIBUTIONS	27,532	8,672	17,961	35%
	52300	LIFE & HEALTH INSURANCE	43,307	18,011	25,268	42%
	52400	WORKERS' COMPENSATION	668	263	377	44%
	Sub Total		377,436	120,163	246,662	
2-OPERATING	53100	PROFESSIONAL SERVICES	78,500	13,007	62,382	21%
	53400	OTHER CONTRACTUAL SERV	159,200	50,471	108,729	32%
	53416	SOFTWARE AS A SERVICE	7,680	6,097	1,583	79%
	54000	TRAVEL & PER DIEM	57,300	266	57,034	0%
	54100	COMMUNICATIONS SERVICES	8,559	2,214	6,084	29%
	54201	POSTAGE	24,000	1,426	22,519	6%
	54300	UTILITY SERVICES	9,912	661	8,743	12%
	54408	BUILDING RENTAL	24,345	6,086	18,259	25%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	520	1,304	29%
	54603	VEHICLE MAINTENANCE	550	211	339	38%
	54604	MAINTENANCE - BUILDINGS	6,604	26	6,578	0%
	54605	EQUIPMENT MAINTENANCE	7,020	1,356	4,877	31%
	54615	SOFTWARE MAINT/SUPPORT	2,154	1,766	388	82%
	54700	PRINTING & BINDING	17,000	1,912	15,088	11%
	54800	PROMOTIONAL ACTIVITIES	62,500	4,355	58,260	7%
	54807	MARKETING	524,920	157,524	359,796	31%
	54809	TRADE SHOW PROMOTION	56,730	11,765	44,965	21%
	54820	VISIT CITRUS MAGAZINE	37,350	-	37,350	0%
	54921	ADVERTISING	38,000	35,192	2,789	93%
	55100	OFFICE SUPPLIES	3,500	95	3,405	3%
	55200	OPERATING SUPPLIES	4,600	100	4,500	2%
	55208	FUEL & LUBES	1,800	57	1,707	5%
	55211	JANITORIAL SUPPLIES	1,000	-	1,000	0%
	55221	MEALS	3,000	61	2,939	2%
	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	3,454	11,551	23%
	55500	TRAINING	11,300	2,150	9,150	19%
	Sub Total		1,165,869	300,773	852,833	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	-	-	350,000	0%
	58221	SPECIAL PROJECTS	202,066	-	202,066	0%
	Sub Total		202,066	0	552,066	
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	473,122	1,651,561	

DATE: 02/24/2021
TIME: 09:16:15

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,953,254.55	
102000	PETTY CASH	700.00	
	TOTAL CASH & CASH EQUIVALENTS	1,953,954.55	.00
155000	PREPAID EXPENSES	868.11	
	TOTAL PREPAID ITEMS	868.11	.00
	TOTAL ASSETS & OTHER DEBITS	1,954,822.66	.00
	TOTAL ASSETS	1,954,822.66	.00
202000	ACCOUNTS PAYABLE		588.65
	TOTAL ACCOUNTS PAYABLE	.00	588.65
	TOTAL LIAB. & OTHER CREDITS	.00	588.65
	TOTAL LIABILITIES	.00	588.65
271000	FUND BALANCE		2,116,511.72
	TOTAL EQUITY	3,654,543.06	5,608,777.07
	TOTAL EQUITIES	3,654,543.06	5,608,777.07
	TOTAL VISITOR & CONV BUREAU	5,609,365.72	5,609,365.72

DATE: 02/24/2021
TIME: 09:16:15

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,107,208.57	
	TOTAL CASH & CASH EQUIVALENTS	1,107,208.57	.00
	TOTAL ASSETS & OTHER DEBITS	1,107,208.57	.00
	TOTAL ASSETS	1,107,208.57	.00
271000	FUND BALANCE		1,023,411.87
	TOTAL EQUITY	1,180,311.00	2,287,519.57
	TOTAL EQUITIES	1,180,311.00	2,287,519.57
	TOTAL VISITOR & CONV BUREAU 1ST	2,287,519.57	2,287,519.57
	TOTAL REPORT	7,896,885.29	7,896,885.29

DATE: 02/24/2021
TIME: 09:17:19

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

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	332,398.37	730,601.63	31.27
361200 MONEY MKT & LGIP INTERES	15,000.00	281.13	.00	1,320.11	13,679.89	8.80
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	281.13	.00	333,718.48	2,323,031.51	12.56
TOTAL VISITOR & CONV BUREAU	2,656,749.99	281.13	.00	333,718.48	2,323,031.51	12.56

DATE: 02/24/2021
TIME: 09:17:19

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

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	83,099.59	181,900.41	31.36
361200	MONEY MKT & LGIP INTERES	.00	157.33	.00	697.11	-697.11	.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	157.33	.00	83,796.70	1,096,514.30	7.10
TOTAL	VISITOR & CONV BUREAU 1	1,180,311.00	157.33	.00	83,796.70	1,096,514.30	7.10
TOTAL	REPORT	3,837,060.99	438.46	.00	417,515.18	3,419,545.81	10.88

DATE: 02/24/2021
TIME: 09:18:05

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

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	8,988.56	.00	95,710.64	181,046.36	34.58
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	668.46	.00	7,163.12	14,008.88	33.83
52200	RETIREMENT CONTRIBUTIONS	27,532.00	898.85	.00	9,571.01	17,960.99	34.76
52300	LIFE & HEALTH INSURANCE	43,307.00	27.63	.00	18,038.60	25,268.40	41.65
52400	WORKERS' COMPENSATION	668.00	28.00	.00	291.04	376.96	43.57
53100	PROFESSIONAL SERVICES	78,500.00	3,111.11	55,377.78	16,118.22	7,004.00	91.08
53400	OTHER CONTRACTUAL SERV	159,200.00	.00	81,600.00	50,471.40	27,128.60	82.96
53416	SOFTWARE AS A SERVICE	7,680.00	.00	.00	6,097.00	1,583.00	79.39
54000	TRAVEL & PER DIEM	57,300.00	.00	.00	265.80	57,034.20	.46
54100	COMMUNICATIONS SERVICES	8,559.00	261.05	.00	2,475.43	6,083.57	28.92
54201	POSTAGE	24,000.00	54.65	.00	1,481.06	22,518.94	6.17
54300	UTILITY SERVICES	9,912.00	508.14	8,742.59	1,169.41	.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	.00	1,304.00	520.00	.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	786.94	4,877.24	2,142.76	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	2,154.00	.00	121.44	1,766.28	266.28	87.64
54700	PRINTING & BINDING	17,000.00	.00	.00	1,911.77	15,088.23	11.25
54800	PROMOTIONAL ACTIVITIES	62,500.00	-115.00	.00	4,240.28	58,259.72	6.78
54807	MARKETING	524,919.99	7,600.00	342,295.69	165,124.30	17,500.00	96.67
54809	TRADE SHOW PROMOTION	56,730.00	.00	.00	11,765.00	44,965.00	20.74
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	35,211.15	2,788.85	92.66
55100	OFFICE SUPPLIES	3,500.00	.00	.00	95.05	3,404.95	2.72
55200	OPERATING SUPPLIES	4,600.00	.00	.00	99.60	4,500.40	2.17
55208	FUEL & LUBES	1,800.00	36.48	.00	93.07	1,706.93	5.17
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	.00	1,000.00	.00
55221	MEALS	3,000.00	.00	.00	60.96	2,939.04	2.03
55270	COMPUTER ACCESSORIES	975.00	.00	.00	.00	975.00	.00
55400	DUES BKS SUBSCR MEM PUBL	15,005.00	.00	.00	3,454.00	11,551.00	23.02
55500	TRAINING	11,300.00	.00	.00	2,150.00	9,150.00	19.03
58100	AID TO GOVERNMENT AGENCY	350,000.00	.00	.00	.00	350,000.00	.00
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	509,193.00	.00	.00	.00	509,193.00	.00
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	22,873.79	501,796.88	495,996.19	1,658,956.92	37.56
	TOTAL VISITOR & CONV BUREAU	2,656,749.99	22,873.79	501,796.88	495,996.19	1,658,956.92	37.56

DATE: 02/24/2021
TIME: 09:18:05

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/21

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
58100	AID TO GOVERNMENT AGENCY	150,000.00	.00	.00	.00	150,000.00	.00
58200	AID TO PRIVATE ORGANIZ	100,000.00	.00	.00	.00	100,000.00	.00
60080	RES FOR CAPITAL PROJECTS	530,311.00	.00	.00	.00	530,311.00	.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	22,873.79	501,796.88	495,996.19	2,839,267.92	26.00

DATE: 02/24/2021
TIME: 09:18:56

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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	
	01/27/21	22-4					11,044.55		PAYROLL CHARGES	
	02/10/21	22-5					8,988.56		PAYROLL CHARGES	
TOTAL						276,757.00	95,710.64	.00		181,046.36
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	
	12/30/20	22-3					811.39		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 02/24/2021
TIME: 09:18:56

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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
52100										
					(cont'd)					
	01/13/21	22-4					791.77		PAYROLL CHARGES-FRINGE	
	01/27/21	22-4					823.63		PAYROLL CHARGES-FRINGE	
	02/10/21	22-5					668.46		PAYROLL CHARGES-FRINGE	
TOTAL					FICA TAXES	21,172.00	7,163.12	.00		14,008.88
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	
	01/27/21	22-4					1,104.45		PAYROLL CHARGES-FRINGE	
	02/10/21	22-5					898.85		PAYROLL CHARGES-FRINGE	
TOTAL					RETIREMENT CONTRIBUTIONS	27,532.00	9,571.01	.00		17,960.99
52300						.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	
	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	
	01/27/21	22-4					3,381.60		PAYROLL CHARGES-FRINGE	
	01/27/21	22-4					185.64		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 02/24/2021
TIME: 09:18:56

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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
52300										
	02/10/21	22-5					27.63		PAYROLL CHARGES-FRINGE	
TOTAL						43,307.00	18,038.60	.00		25,268.40
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	
	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	
	01/27/21	22-4					32.95		PAYROLL CHARGES-WORKERS C	
	02/10/21	22-5					28.00		PAYROLL CHARGES-WORKERS C	
TOTAL						668.00	291.04	.00		376.96
53100						.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	
	01/27/21	18-4	82133-02		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
	01/27/21	18-4	82133-03		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
	02/10/21	21-5	82407-01	V142120	20525 RESEARCH DATA SE		3,111.11	-3,111.11	21-3265 2/1/21	
TOTAL						78,500.00	16,118.22	55,377.78		7,004.00
53400						.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	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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
53400				OTHER CONTRACTUAL SERV	(cont'd)					
	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	
	01/27/21	18-4	82133-04		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
TOTAL				OTHER CONTRACTUAL SERV		159,200.00	50,471.40	81,600.00		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	
	12/31/20	19-3		P-CARD		29.02			ADOBE STOCK TRIAL	
	01/29/21	19-4		P-CARD		29.99			ADOBE STOCK	
TOTAL				SOFTWARE AS A SERVICE		7,680.00	6,097.00	.00		1,583.00
54000				TRAVEL & PER DIEM		.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		.00	MARRIOTT TAMPA WATERSI	
TOTAL				TRAVEL & PER DIEM		57,300.00	265.80	.00		57,034.20
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	

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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
54100	COMMUNICATIONS SERVICES (cont'd)									
	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	
	01/08/21	21-4		481709	17174 CENTURYLINK		36.91	.00	320345045 12/9/20	
	01/11/21	21-4		V141674	0549.1 STATE OF FLORIDA		124.41	.00	A39/2N5974-20201217	
	01/27/21	21-4		482051	17174 CENTURYLINK		60.40	.00	320345045 1/9/21	
	01/29/21	19-4		P-CARD			139.00		SPECTRUM	
	01/29/21	19-4		P-CARD			540.75		VERIZONWRLSS RTCCR VB	
	01/29/21	19-4		P-CARD			139.00		SPECTRUM	
	02/10/21	21-5		482152	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 1/28/21	
	02/10/21	21-5		V142133	0549.1 STATE OF FLORIDA		122.05	.00	A39/2P3057-20210115	
TOTAL	COMMUNICATIONS SERVICES					8,559.00	2,475.43	.00		6,083.57
54201	POSTAGE									
	09/30/20	11-1				24,000.00	.00	.00	BEGINNING BALANCE	
	11/17/20	19-2		POST INT			104.90		POSTED FROM BUDGET SYSTEM	
	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	
	01/27/21	21-4	82369-02	V141787	22924 ABBOTT PRINTING		441.00	-441.00	104883011 12/31/20	
	01/29/21	19-4		P-CARD			401.13		Earnest Mail Consulting	
	01/29/21	19-4		P-CARD			22.06		FEDEX 97916783	
	02/18/21	19-5		POST INT			54.65		January 2021 Postage	
TOTAL	POSTAGE					24,000.00	1,481.06	.00		22,518.94
54300	UTILITY SERVICES									
	09/30/20	11-1				9,912.00	.00	.00	BEGINNING BALANCE	
	10/02/20	17-1	82104-01		0356 CITRUS COUNTY CH			9,912.00	POSTED FROM BUDGET SYSTEM	
									UTILITY SERVICES FOR THE	

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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
54300	UTILITY SERVICES			(cont'd)						
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	
02/10/21	21-5	82104-01	V142010	0356	CITRUS COUNTY CH		55.35	-55.35	58933 2/1/21	
02/22/21	21-5	82104-01	58934	0356	CITRUS COUNTY CH		452.79	-452.79	58934 2/1/21	
TOTAL	UTILITY SERVICES					9,912.00	1,169.41	8,742.59		.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	
12/29/20	21-3		V141440	22252	MAN CAVE LLC		2,028.69	.00	RENT DEC 2020	
TOTAL	BUILDING RENTAL					24,345.00	6,086.07	.00		18,258.93
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	GROUNDS 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	
01/29/21	21-4	82104-03	V142010	0356	CITRUS COUNTY CH		130.00	-130.00	58828 1/27/21	
TOTAL	REPAIR & MAINTENANCE					1,824.00	520.00	1,304.00		.00
54603	VEHICLE MAINTENANCE					.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	VEHICLE MAINTENANCE					550.00	211.31	.00		338.69

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

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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
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	
	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	
	02/11/21	21-5	81940-01	V142123	18958 ROYAL "T" SYSTEM		335.00	-335.00	7538 1/1/21	
	02/11/21	21-5	81940-01	V142123	18958 ROYAL "T" SYSTEM		335.00	-335.00	7611 2/1/21	
	02/22/21	21-5	81938-01	271021362	17052 KONICA MINOLTA B		116.94	-116.94	271021362 1/31/21	
TOTAL						7,020.00	2,142.76	4,877.24		.00
54615						.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	
	01/08/21	21-4	82371-01	V141668	10043 SHI INTERNATIONA		1,766.28	-1,766.28	B12786644 12/23/20	
	01/13/21	18-4	82408-01		10043 SHI INTERNATIONA			.00	CHANGE ORDER - 1	
TOTAL						2,154.00	1,766.28	121.44		266.28
54700						.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	
	01/20/21	18-4	82369-01		22924 ABBOTT PRINTING			191.00	CHANGE ORDER - 1	
	01/27/21	21-4	82369-01	V141787	22924 ABBOTT PRINTING		1,911.77	-1,911.77	104883011 12/31/20	
TOTAL						17,000.00	1,911.77	.00		15,088.23

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

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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
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	
	12/08/20	19-3		P-CARD			83.13		STUMPKNOCKERS -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	
	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	
	01/29/21	19-4		P-CARD			313.38		SQ WATERFRONT SOCIAL	
	01/29/21	19-4		P-CARD			14.65		FACEBK 6WMV52PGJ2	
	01/29/21	19-4		P-CARD			32.78		VINTAGE ON 5TH	
	01/29/21	19-4		P-CARD			81.08		SQ WALLACES AT THE GREE	
	01/29/21	19-4		P-CARD			86.83		VINTAGE ON 5TH	
	01/29/21	19-4		P-CARD			37.35		FERRIS GROVES	
	01/29/21	19-4		P-CARD			231.85		PLANTATION ON CRY RIVE	
	01/29/21	21-4		1/27/21	23817 JOHN PRICHER		115.00	.00	PETTY CASH 1/27/21	
	02/11/21	21-5		1/27/21	23817 JOHN PRICHER		-115.00	.00	PETTY CASH 1/27/21	
	02/11/21	21-5		1/27/21	23817 JOHN PRICHER		.00	.00	PETTY CASH 1/27/21	
TOTAL				PROMOTIONAL ACTIVITIES		62,500.00	4,240.28	.00		58,259.72
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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
54807	MARKETING (cont'd)									
	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	
	01/27/21	18-4	82133-01		20974 MADDEN PREPRINT			37,500.00	CHANGE ORDER - 1	
	02/11/21	21-5		V142077	24514 KLOOZED LLC		7,600.00	.00	2068 12/29/20	
TOTAL	MARKETING					524,919.99	165,124.30	342,295.69		17,500.00
54809	TRADE SHOW PROMOTION									
	09/30/20	11-1				56,730.00		.00	BEGINNING BALANCE	
	10/30/20	19-1		P-CARD			8.60		POSTED FROM BUDGET SYSTEM	
	10/30/20	19-1		P-CARD			859.51		INTERNATIONAL TRANSACTION	
	10/30/20	19-1		P-CARD			1,440.00		NATIONAL EVENT MGMT	
	11/09/20	19-2		246			8,675.00		VISIT FLORIDA SERVICE CEN	
	12/08/20	19-3		P-CARD			700.00		NY EXPENSES PREPAID IN OY	
	12/08/20	19-3		P-CARD			500.00		FLORIDA RV TRADE ASSOC	
	01/21/21	19-4		761			-868.11		VISIT FLORIDA SERVICE CEN	
	01/29/21	19-4		P-CARD			450.00		E/C PCARD - PREPAID EXP	
TOTAL	TRADE SHOW PROMOTION					56,730.00	11,765.00	.00	VISIT FLORIDA SERVICE CEN	44,965.00
54820	VISIT CITRUS MAGAZINE									
	09/30/20	11-1				37,350.00		.00	BEGINNING BALANCE	
	12/07/20	17-3	82370-01		22642 AKERS MEDIA GROU			3,000.00	POSTED FROM BUDGET SYSTEM	
TOTAL	VISIT CITRUS MAGAZINE					37,350.00	.00	3,000.00	PUBLISHING 2021 DISCOVER	34,350.00
54921	ADVERTISING									
	09/30/20	11-1				3,000.00		.00	BEGINNING BALANCE	
	10/20/20	21-1		V140181	0377.1 CITRUS COUNTY CH		18.43		POSTED FROM BUDGET SYSTEM	
	10/30/20	19-1		P-CARD			117.04		12963344 10/1/20	
	11/19/20	21-2		V140652	0377.1 CITRUS COUNTY CH		18.92		CITRUS PUBLISHING	
	12/14/20	21-3		V141168	20974 MADDEN PREPRINT		35,000.00		12964167 10/20/20	
	12/17/20	21-3		V141091	0377.1 CITRUS COUNTY CH		18.92		2020-005030 9/30/20	
									12965880 11/23/20	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 5/21

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
54921					(cont'd)					
	01/05/21	25-4		BT010521		35,000.00			BT010521-4	
	01/11/21	21-4		V141550	0377.1 CITRUS COUNTY CH		18.92	.00	12967034 12/17/20	
	02/22/21	21-5		12968779	0377.1 CITRUS COUNTY CH		18.92	.00	12968779 1/26/21	
TOTAL			ADVERTISING			38,000.00	35,211.15	.00		2,788.85
55100						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,500.00			POSTED FROM BUDGET SYSTEM	
	12/08/20	19-3		P-CARD			55.62		OFFICEMAX/OFFICEDEPT#6876	
	12/31/20	19-3		P-CARD			13.47		OFFICEMAX/OFFICEDEPT#6876	
	01/29/21	19-4		P-CARD			25.96		OFFICEMAX/OFFICEDEPT#6876	
TOTAL			OFFICE SUPPLIES			3,500.00	95.05	.00		3,404.95
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	
	12/31/20	19-3		P-CARD			6.35		WATER - COFFEE DELIVERY	
	01/29/21	19-4		P-CARD			6.35		WATER - COFFEE DELIVERY	
TOTAL			OPERATING SUPPLIES			4,600.00	99.60	.00		4,500.40
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	
	02/17/21	19-5		984			.70		JAN FUEL CHARGES	
	02/23/21	19-5		VM 1/21			35.78		VEH MAINT INTERFACE	
TOTAL			FUEL & LUBES			1,800.00	93.07	.00		1,706.93
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

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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 5/21

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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					.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	
01/29/21	19-4		P-CARD			20.98		DD/BR #343576 Q35	
01/29/21	19-4		P-CARD			20.00		CITRUS COUNTY CHAMBER	
TOTAL		MEALS			3,000.00	60.96	.00		2,939.04
55270					.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
55400					.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	
01/29/21	19-4		P-CARD			500.00		AMERICAN SPORTFISHING AS	
TOTAL		DUES BKS SUBSCR MEM PUBL			15,005.00	3,454.00	.00		11,551.00
55500					.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
58100					.00	.00	.00	BEGINNING BALANCE	
01/28/21	11-4				.00				
02/09/21	25-5		BT020921		350,000.00			BT020921-8	
TOTAL		AID TO GOVERNMENT AGENCY			350,000.00	.00	.00		350,000.00
58221					.00	.00	.00	BEGINNING BALANCE	
		SPECIAL PROJECTS							

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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
58221	SPECIAL	PROJECTS	(cont'd)						
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	SPECIAL	PROJECTS			202,066.00	.00	1,500.00		200,566.00
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
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	
02/09/21	25-5		BT020921		-350,000.00			BT020921-8	
TOTAL	RESERVE CASH FORWARD				509,193.00	.00	.00		509,193.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU					2,656,749.99	495,996.19	501,796.88		1,658,956.92
TOTAL FUND - VISITOR & CONV BUREAU					2,656,749.99	495,996.19	501,796.88		1,658,956.92

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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 5/21

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
58100			AID TO GOVERNMENT AGENCY		.00	.00	.00	BEGINNING BALANCE	
01/28/21	11-4				.00				
02/09/21	25-5		BT020921		150,000.00			BT020921-8	
TOTAL			AID TO GOVERNMENT AGENCY		150,000.00	.00	.00		150,000.00
58200			AID TO PRIVATE ORGANIZ		.00	.00	.00	BEGINNING BALANCE	
02/09/21	11-5				.00				
02/09/21	25-5		BT020921		100,000.00			BT020921-8	
TOTAL			AID TO PRIVATE ORGANIZ		100,000.00	.00	.00		100,000.00
60080			RES FOR CAPITAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/20	11-1				780,311.00			POSTED FROM BUDGET SYSTEM	
02/09/21	25-5		BT020921		-250,000.00			BT020921-8	
TOTAL			RES FOR CAPITAL PROJECTS		530,311.00	.00	.00		530,311.00
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	495,996.19	501,796.88		2,839,267.92

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION