
AGENDA

Commissioner Ronald E. Kitchen Jr.
Vice Chair Mike Engiles
Councilmember Cindi Guy

Councilmember Jacquie Hepfer
Paresh Desai
Michael Mancke

Michael Shoemaker
Gene McGee
Ashton Srock

A. CALL TO ORDER

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. Adoption of the Agenda
 1. TDC - Adoption of June 9th Agenda

Move to approve agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approval of April 14 Meeting Minutes

Move to approve May 12, 2021 Tourist Development Council Minutes.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - FY 22 Media Plan

Receive presentation and provide input to staff on how to proceed.

2. TDC - Visit Florida Arrivalist Co-op

Review proposals and provide staff direction.

3. TDC - Visit Florida EDA Co-op

Review proposal and provide staff with input on how to proceed.

E. DIRECTORS/MEDIA REPORT

1. TDC - Destination Update

Information only

2. TDC- Financial Reports

Informational only

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 June 9th Agenda				
AGENDA DATE:	June 09, 2021				
<u>BRIEF OVERVIEW:</u>					
Adoption of June 9, 2021 Tourist Development Council Agenda					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Move to approve agenda					



Citrus County Tourist Development Council

Agenda

June 9, 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 May 12, 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. FY 22 Proposed Media Plan (Madden Media)
- D.2. Visit Florida Arrivalist Co-op Opportunity (John Pricher)
- D.3. Visit Florida EDA Co-op Opportunity (John Pricher)

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, July 14, 2021, 9:00 A.M.

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



AGENDA MEMORANDUM

FROM:	Charles R. Oliver, County Administrator				
SUBJECT:	TDC - Approval of May 12 Meeting Minutes				
AGENDA DATE:	June 09, 2021				
<u>BRIEF OVERVIEW:</u>					
Review and discuss May 12, 2021 Tourist Development Council Minutes					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Move to approve May 12, 2021 Tourist Development Council Minutes.					

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 May 12, 2021 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Ronald E. 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	
Mike Engiles	Vice-Chairman	Present	
Cindi Guy	Councilmember	Present	
Jacquie Hepfer	Councilmember	Present	
Dr. Paresh Desai	Member	Present	
Michael Mancke	Member	Present	
Mike Shoemaker	Member	Absent	
Ashton Srock	Member	Present	
Gene McGee	Member	Present	

County Staff Present: John Pricher, Miles Saunders, Terry Natwick, Jodi Sanders, Randy Oliver

Public in Attendance: Holly Davis, Laurie Pike

4. Adoption of the Agenda

Adoption of the May 12, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Jackie Hepfer
SECONDER	Cindi Guy
AYES	

B. Approve minutes of meeting.

Approve the April 14, 2021 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jackie Hepfer
SECONDER	Cindi Guy
AYES	

C. Open to the Public

Comm. Holly Davis updated the TDC on the potential County purchase of Rock Crusher Canyon. There is a current buyer with a closing date in December. Buyers are a residential development group. Potential purchase by County would only be for the pavilion and amphitheater. Possible public private contract to run. Gene McGee commented that site has potential as outdoor recreation park by private development as zoned for that use.

D. Presentations

D.1 Madden Media: Jeff Burghardt presented the proposal for video shoot to update the assets for Fishing and Scaloping. Fish to Fork and Cook your Catch are segments that would also be filmed. Necessary to shoot this summer or it would be 2 years before we could use the footage if wait until FY22. Projected shooting week July 12. Additional pick up shots of other County sites is possible during that time. Budget is \$45K. Request is \$20K from Special Projects and remaining amount will come from VCB Budget. Gene McGee moved to approve transfer of \$20K from Special Projects. Michael Mancke second. Motion carried unanimously.

E. Director's/Media Report – John Pricher

John Pricher presented the Director's Report. Earlier in meeting Pricher introduced new staff member, Jodi Sanders. Sanders came to office from Sheriff's Department and will

be lead on social media and assist in marketing of the County. Discussed the STR report and financials. Expecting one more month of down numbers year over year before seeing more positive year over year numbers. Miles Daunders discussed the Travelfy system for Fam trips. Makes it easier to update participants when they are in town when changes happen and a more professional manner of handling the trips.

F. Other Business

City of Inverness – Jacquie Hepfer

Jackie Hepfer discussed the upcoming arrival of Culvers and potential of Chili's also coming to Inverness. The Regions Bank building is slated to be demolished.

City of Crystal River – Cindi Guy

Cindi Guy discussed the Splash Pad groundbreaking and that 3 Sisters Springs will be shut down from April to November of 2024 for shoreline restoration

Other Comments:

Mike Engiles stated that scallop bookings were going strong heading into the season. Also mentioned the negative billboard on I-75 about swimming with the manatees. Connected to same entity running negative digital ads.

Ashton Srock discussed the opening of a second Lollygaggers location in Floral City at former site of Olde World Restaurant.

G. Open to the Public

H. Adjournment

Chairman Kitchen called for adjournment at 10:00. The next regular meeting will be Wednesday, June 9, 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: John Pricher

Approved by: John Pricher



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - FY 22 Media Plan				
AGENDA DATE:	June 09, 2021				
<u>BRIEF OVERVIEW:</u>					
Madden Media will present the draft media plan for the Visitors Bureau					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Receive presentation and provide input to staff on how to proceed.					



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Visit Florida Arrivalist Co-op
AGENDA DATE:	June 09, 2021

BRIEF OVERVIEW:

Visit Florida has agreed to a Co-op with Arrivalist for visitation data. Arrivalist distills mobile location data to provide truly actionable, always-on consumer insights and the most widely accepted independent media measurement platform by the digital media industry.

Arrivalist has presented two programs for consideration:

1. Daily Travel Index: Measures consumer road trips of 50+ miles across the US. Measures daily visitation from your drive markets. 12 month time frame. Co-op price is \$11,000.00
2. Visitation + Point of Interest Dashboard: Measures seasonality, origin markets, stay length and points of interest in one solution. 12 month time frame. Co-op price is \$18,000.00. Upgrade option. 15 month time frame. Co-op price \$22,500.00

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review proposals and provide staff direction.



Arrivalist[®]

**Arrivalist Technology – Visitation and POI Dashboard Proposal – Visit
Florida Co-op**

Citrus County Visitors & Convention Bureau

**Charles E. Lewis
Sr. Business Development Director
charles@arrivalist.com**



SOLUTION OVERVIEW

Arrivalist is a visitation intelligence platform that empowers clients with new insights and measurement tools to help make more informed business decisions.

DELIVERING GRANULARITY & PRECISION TO ARRIVAL MEASUREMENT

Arrivalist technology provides a level of data granularity and accuracy not available to our clients until now. This data architecture affords enhanced levels of measurement and incremental insights in line with the increased sophistication of the business questions our customers are increasingly asking.

Granularity & Precision – The depth and breadth of Arrivalist’s data assets permit location accuracy within 30 feet of the user’s physical location.

Measuring Activity – The size of Arrivalist datasets also enables clients to measure the activity of visits to and within a target destination. In addition to understanding differences between interstate and intrastate arrivals, our platform provides greater insight into the length of stay and overnight versus day trips.

Platform Access

Included in the Arrivalist Platform are the following reports, each available through an intuitive web-based interface where all your visitation data will be available:

Visitation	In-Market Behavior
Daily Arrivals	POI Map
Day of Arrival	Trips by POI
Visitation by Market Cluster	Trips by POI Over Time
Visitation by Distance	POI Cross-Visitation by category
Duration of Stay by Distance	POI Foot Traffic
Visitation by Day of Arrival	Top Destination
Duration of Stay by Day of Arrival	
Visited Locations	

ACCOUNT MANAGEMENT

Arrivalist commits to providing world-class support. Each new client is assigned an account manager who leads onboarding and ongoing sessions with the client to review the full capabilities of the solution.

Additionally, Arrivalist has product-specific technical teams to address complex questions should they arise.

PRICING

We are pleased to present the following investment level:

Visit Florida Co-op – Visitation & POI Dashboard

Option 1 Price: \$18,000 (October 1, 2021-September 30, 2022) – Invoice on or around October 1, 2021

Option 2 Price: \$22,500 (July 1, 2021-September 30, 2022) – Invoice \$4,500 on or around July 1, 2021 and invoice \$18,000 on or around October 1, 2021.

10% discount for 2-year agreement. 15% discount for 3-year agreement.

This proposal has a deadline of September 30, 2021.

Thank you for your consideration of this proposal. Please do not hesitate to contact me should you have any questions or require any additional information regarding our approach, our datasets or the final deliverables.

Best,

Charles E. Lewis | Sr. Business Development Director | charles@arrivalist.com

The Daily Travel Index

IN PARTNERSHIP WITH
VISITFLORIDA

Non-Marketing Partner Rate: \$15
Marketing Partner Rate: \$11k
- Annual Subscription -
email charles@arrivalist.com



Your Drive Market, Delivered Daily

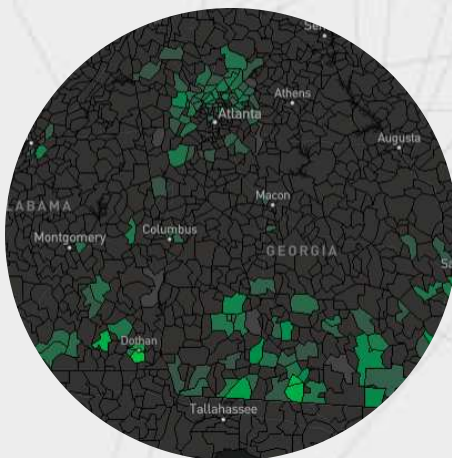
As tourism has changed dramatically this past year, there has been a significant and sustained shift to consumers driving to destinations. The rebirth of America's "Road Trip" has hit full stride, and some say this is the new normal.

In response, Arrivalist has launched the Daily Travel Index, a tool that measures consumer road trips of 50+ miles across all 50 States. Marketers can subscribe to an enhanced version of the DTI, which measures daily trips to their destination, and delivers critical insights such as YoY visitation, origin market zip codes, and benchmarks against the national average and competitive markets.



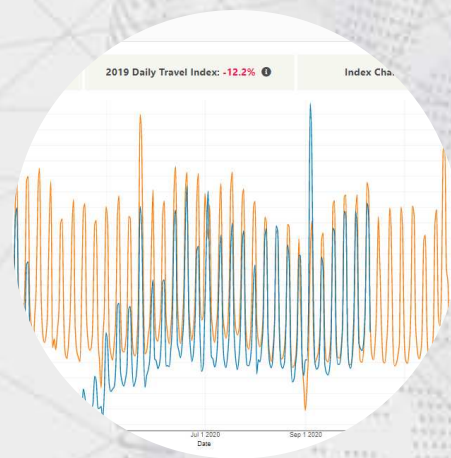
Daily Geo-location Data

- Multiple GPS sources, including 120M connected device panel
- Updated daily, with less than 48 hour data lag
- 12 months of historical data
- All data delivered is Calibrated™



Drive Market Insights

- Measure daily visitation from your drive markets
- Understand visitation by zip code
- YoY Insights
- Visits by distance (50, 100, 250+)

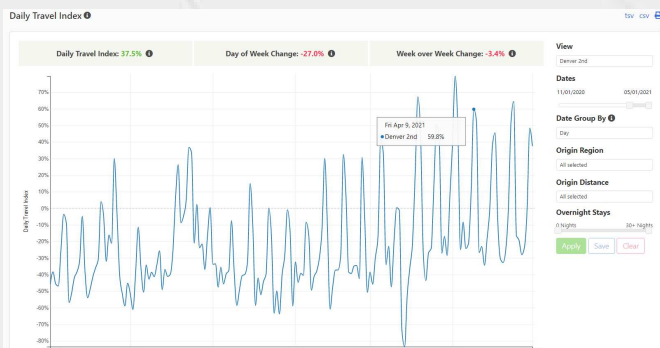


Benchmarking

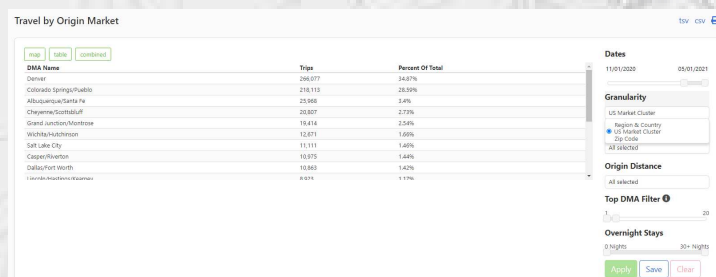
- Measure daily visitation vs. the national average
- Select up to 3 competitive markets for benchmarking
- Index by Region or Distance



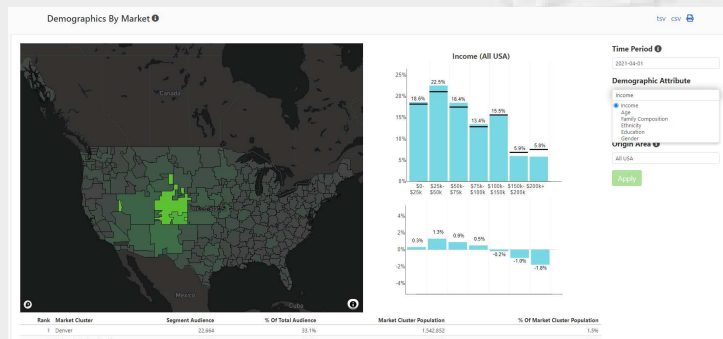
The Daily Travel Index



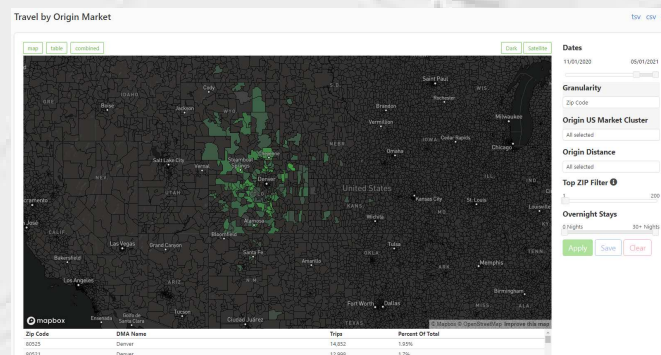
The Daily Travel Index



Travel Origin By Market



Demographics By Market



Travel By Origin Market

* All data delivered is Calibrated™
For more information, email charles@arrivalist.com

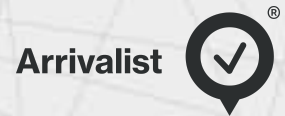


Visitation + POI Dashboard

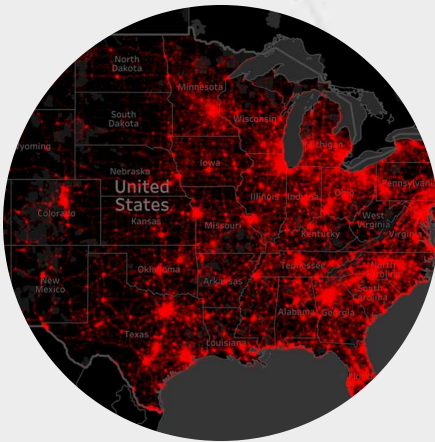
D.2.c

IN PARTNERSHIP WITH
VISITFLORIDA

Non-Marketing Partner Annual Rate: \$25
Marketing Partner Annual Rate: \$18k
email charles@arrivalist.com



Seasonality, Origin Markets, Stay Length, POI All-in-One Solution



Mobile Geo-location Data

- 120 million device panel
- Balanced to geographically represent the U.S. population.
- 12 months of historical data.
- Unbiased observational data versus survey based data collection.
- All data delivered is Calibrated™



Visitation + POI

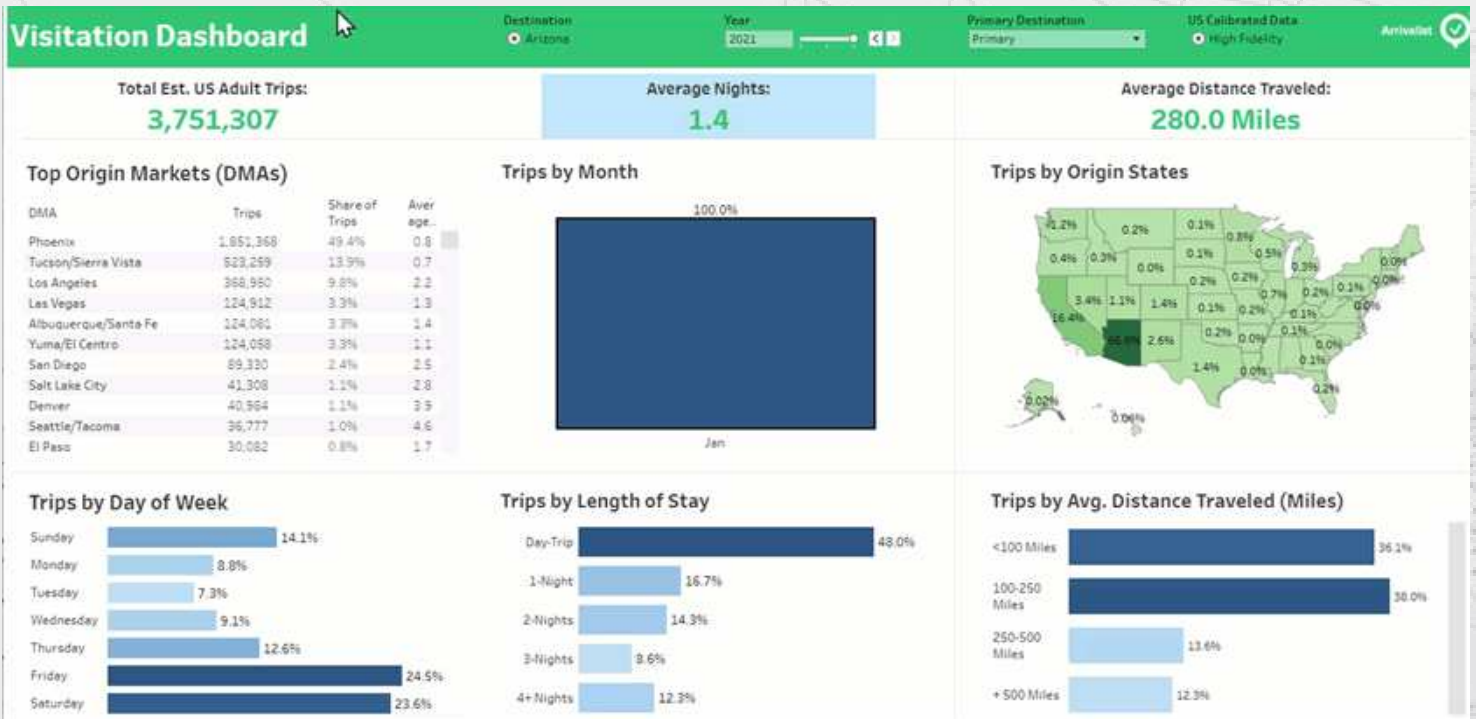
- Arrivalist's Visitation + Point-of-Interest (POI) Dashboards enable you to geo fence attractions, hotels, venues, etc... within your destination to measure visitor interaction and observe unique volume of trips, length of stay, day of visit, and more. These Dashboards are available on-demand through a portal login and is updated with Calibrated™ data on a monthly basis.



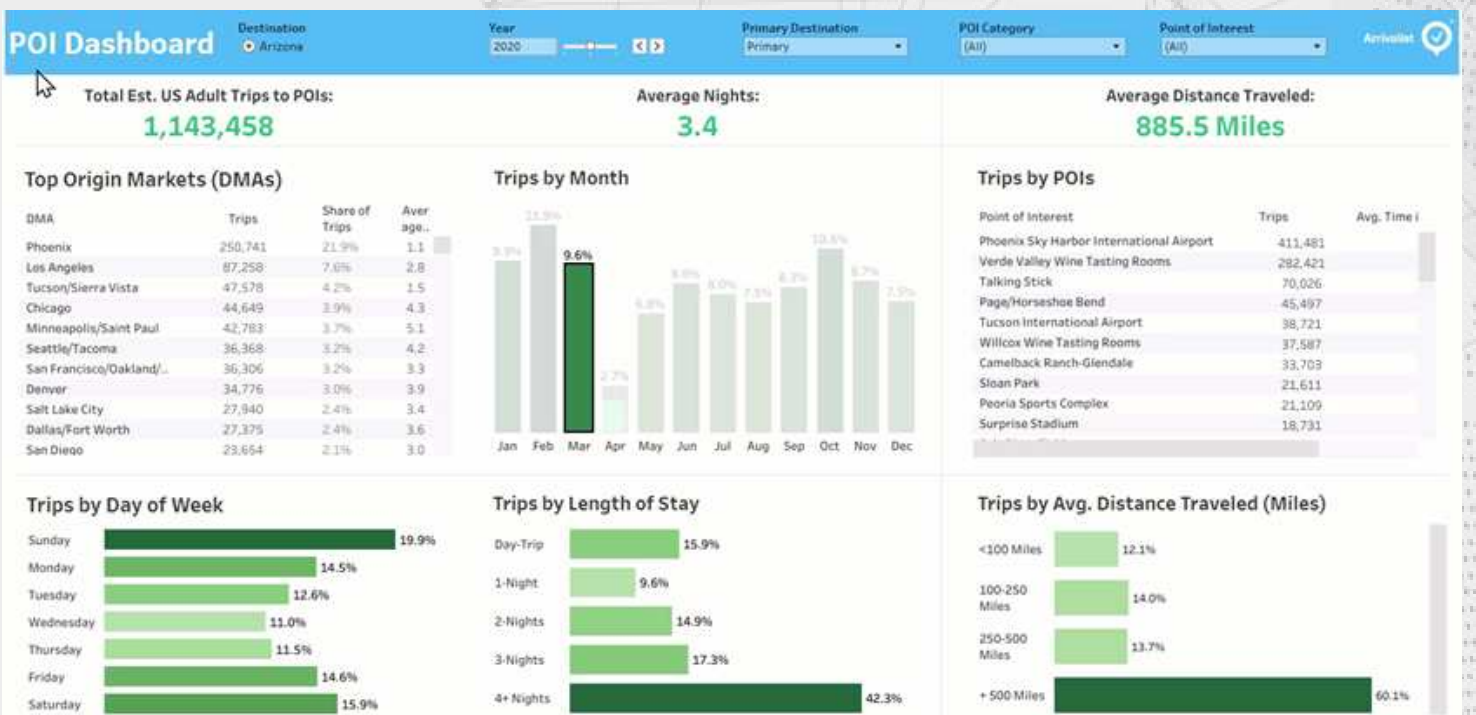
Measure 10 POI's

- The Florida Co-op program includes a 12-month subscription to the Visitation and Point-of-Interest (POI) Dashboards, which displays a 12-month historical look-back and measures up to 10 POIs. Co-op participants will receive SaaS 24/7 portal access to Arrivalist dynamic visualized data.





Visitation Dashboard



Point-Of-Interest Dashboard





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Visit Florida EDA Co-op
AGENDA DATE:	June 09, 2021

BRIEF OVERVIEW:

Visit Florida has created a \$10M Co-op program. They were awarded a \$5M grant as part of the CARES Recovery Program. Visit Florida is adding an additional \$3M from its budget to create an advertising co-op program. The remaining \$2M is from partner investment. They purchase breakdown is 80% Visit Florida/ 20% Partner at each level. The areas being covered are the same as the recovery campaign the VCB did last year with Visit Florida: In-State and Domestic Drive (approx 700 mile radius).

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review proposal and provide staff with input on how to proceed.

DESTINATION EDA CO-OP PROGRAM

VISITFLORIDA®



Strategy

Create and launch a co-op program designed to support DMOs by utilizing a tiered package approach featuring video advertising to maximize the impact of grant dollars for participants.

These programs will be inclusive for all DMOs and will supplement our traditional co-op offerings.

By co-investing together, Florida will benefit from a unified marketing approach.

Campaign Overview

To assist in Florida's tourism economic recovery, VISIT FLORIDA has been awarded a \$5M grant as part of the CARES Act Recovery Assistance. VISIT FLORIDA additionally will contribute a \$3M match to the program. \$2M will be from Partner investment for a \$10M total media budget.

VISIT FLORIDA co-investment: 80%

Partner co-investment: 20%

In-Market Campaign Timeline

This phased approach will launch just ahead of the Winter campaign creating a boost of in-state travel, then broad level awareness (Domestic campaign).

OCT**NOV****DEC****JAN****IN-STATE****DOMESTIC**

In-State Campaign & Packages

VISITFLORIDA®



CAMPAIGN APPROACH:

BUILDING STATE PRIDE

In Fall of 2020, our in-state brand LoveFL (formerly Share a Little Sunshine) launched an in-state travel campaign designed to accomplish 2 things: **build Florida state pride and inspire Floridians to seek out the many amazing experiences that surround us all.** Due to its success, we'll be evolving the campaign to **spotlight individual locations and regions while keeping the thread of state pride.**

CAMPAIGN CONCEPT:

Typical

The Fall 2020 spot connected with Floridians by verbally sharing some of the truths we all understand as proud residents, then surprised them with some of the amazing places they may not know about right in their backyard. We continue that momentum that develops pride. There's almost no bounds to what we can discover, do, and see – all without having to travel very far.

The collective spots will be rich with inspiration and ultimately remind us all that in the Sunshine State, our typical day is anything but typical to everyone else.

:30 “Typical” - In-State DMO/City Specific Example

*Upbeat electronic music, conversational & friendly Voice Over,
motion graphics transition between photos & videos.*

Voice Over:

Today is just a typical day in Florida

We'll be over here
while the rest of world wishes they were
Large Type Super: St. Augustine

Here, we can stumble into the amazing.

Wander into delight.

We can turn any day into the perfect getaway.

And the best part? it's all right here...
in our own backyard

SUPERS:

Live Here. Love Here. Explore Here.

LOGO:

Love FL + Typed Partner Name

VISITFLORIDA

D.3.a



:30 “Typical” - In-State Regional Destination Example

*Upbeat electronic music, conversational & friendly Voice Over,
motion graphics transition between photos & videos.*

Voice Over:

Today is just a typical day in Florida

We'll be over here
while the rest of world wishes they were

Here, we can stumble into the amazing.

Wander into delight.

We can turn any day into the perfect getaway.

And the best part? it's all right here...
in our own backyard

SUPERS:

Live Here. Love Here. Explore Here.

LOGO:

Love FL + Typed Partner Name

VISITFLORIDA

D.3.a



In-State Campaign

**Targeting: All of Florida
Adults 25-54
Travel Enthusiasts**



In-State Co-op Packages

Tactics		Partner Investment	VISIT FLORIDA Co-Investment	Flight (wks)	# of Packages
In-State Gold	Streaming Package - (Hulu, Samsung TVPlus, Amazon OTT) + CTV (est. 6.6MM impressions)	\$50,000	\$200,000	8 (10/4-11/28)	5
In-State Silver	Streaming TV Package (Hulu) + CTV (est. 3.3MM impressions)	\$25,000	\$100,000	8 (10/4-11/28)	7
In-State Bronze	Connected TV (CTV) (est. 1.3MM impressions)	\$10,000	\$40,000	4 (options below)*	10
In-State RAO	Connected TV (CTV) (est. 328K impressions)	\$2,500	\$10,000	4	SOLD OUT



*Flight options: Oct 4-31, Oct 11-Nov 7, Oct 18-Nov 14 or Oct 25-Nov 21

Logo Treatments

In-state (\$10K-\$50K)

DMO / CITY SPECIFIC



VISITFLORIDA

REGIONAL



May use destination name of choice (City or County)

Domestic Campaign & Packages



CAMPAIGN APPROACH:

CONTINUING MOMENTUM

With this campaign we're building off the successful ***Power of Vacation*** Rebound Commercial that was viewed 250M+ times across the country. We know that people who viewed the spot ended up visiting every single county in Florida. There are many factors that contribute to this amazing dispersal. From a creative commercial perspective, we believe one of them was the combination of transformative, emotional moments at breathtaking, unique locations.

Our storytelling formula will connect with potential travelers and differentiate Florida from other destinations. This unique co-op program allows us to work collectively to show the Power of a Florida vacation while highlighting individual destinations and regions.

CAMPAIGN CONCEPT:

HERE

People don't want to be wherever "there" is, they want to be "here" in Florida. As THE vacation state, there's so many amazing places here – each with its own personality and amazing benefits. But what we all share in common is that we help every traveler be here in the moment. Away from the stress and beyond worry, Florida destinations have the unique ability to make every moment a little brighter so visitors can reconnect with each other, discover something new, and create the memories that will stay with them long after they leave.

The campaign is calling for visitors to come here and be here in the moment where they can truly enjoy what makes them happy.

:30 “HERE” - Domestic Destination/DMO Example

Upbeat electronic music similar to recent spots, humble and genuine voice.

Underline = customizable per video

Voice Over:

What if you were here.

In St. Augustine.

Expansive, iconic shot

Here is where you explore.

You relax.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

Signature emotional moment

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

VISIT FLORIDA - Partner logo / Partner typed name*



D.3.a



*Varies by package

:30 “HERE” - Domestic Regional Destination Example

Upbeat electronic music similar to recent spots, humble and genuine voice.

Underline = customizable per video

Voice Over:

What if you were here.

Expansive, iconic shot

Here is where you wander.

You discover.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

Signature emotional moment

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

VISIT FLORIDA — Partner logo / Partner typed name*

VISITFLORIDA

D.3.a



*Varies by package

:30 “HERE” - Word Bank

D.3.a

Each Partner should select 2 phrases to fill in the blanks of the spot

Voice Over:

What if you were here.

Here is where you _____ .

You _____.

You bask in each and every moment.

You see, a Florida vacation will take you exactly where you need to be.

Which is, of course...here.

SUPERS:

FOLLOW YOUR SUNSHINE

LOGO:

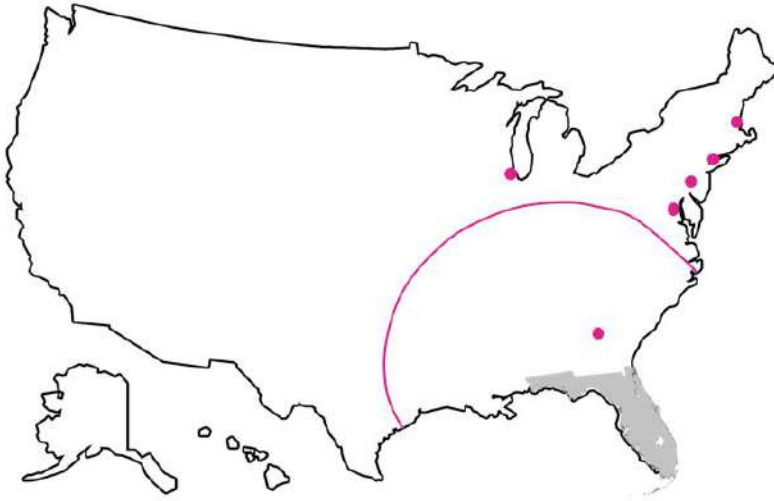
VISIT FLORIDA — Partner logo/Partner typed name



WORD BANK

- > Explore
- > Wander
- > Discover
- > Relax
- > Find peace
- > Unwind
- > Disconnect
- > Escape
- > Love
- > Get closer
- > Connect
- > Glow
- > Shine brightest
- > Are more you
- > Dive in
- > Indulge
- > Dream
- > Imagine
- > Go wild

Domestic Campaign



Domestic Targeting:

- > *Excludes Florida*
- > Drive Markets: 700 mile radius: GA, AL, TN, MS, AR, SC, KY, NC, LA, Houston DMA, St. Louis DMA
- > Atlanta
- > Boston
- > Chicago
- > NYC
- > Philadelphia
- > Washington DC

Adults 25-54

Travel Enthusiasts

Domestic Co-op Packages

Tactics		Partner Investment	VISIT FLORIDA Co-Investment	Flight (wks)	# of Packages
Domestic Gold	National TV - Addressable (est. 12.8MM impressions)	\$200,000	\$800,000	8 (11/29 - 1/23)	4
Domestic Silver	Market TV - Addressable (est. 6.4MM impressions)	\$100,000	\$400,000	8 (11/29 - 1/23)	4
Domestic Bronze	Streaming Package - (Hulu, Samsung TVPlus, Amazon OTT) + CTV (est. 6.6MM impressions)	\$50,000	\$200,000	8 (11/29 - 1/23)	5

Domestic Logo Treatments

\$100K+ Buy in

(Domestic Gold & Silver)



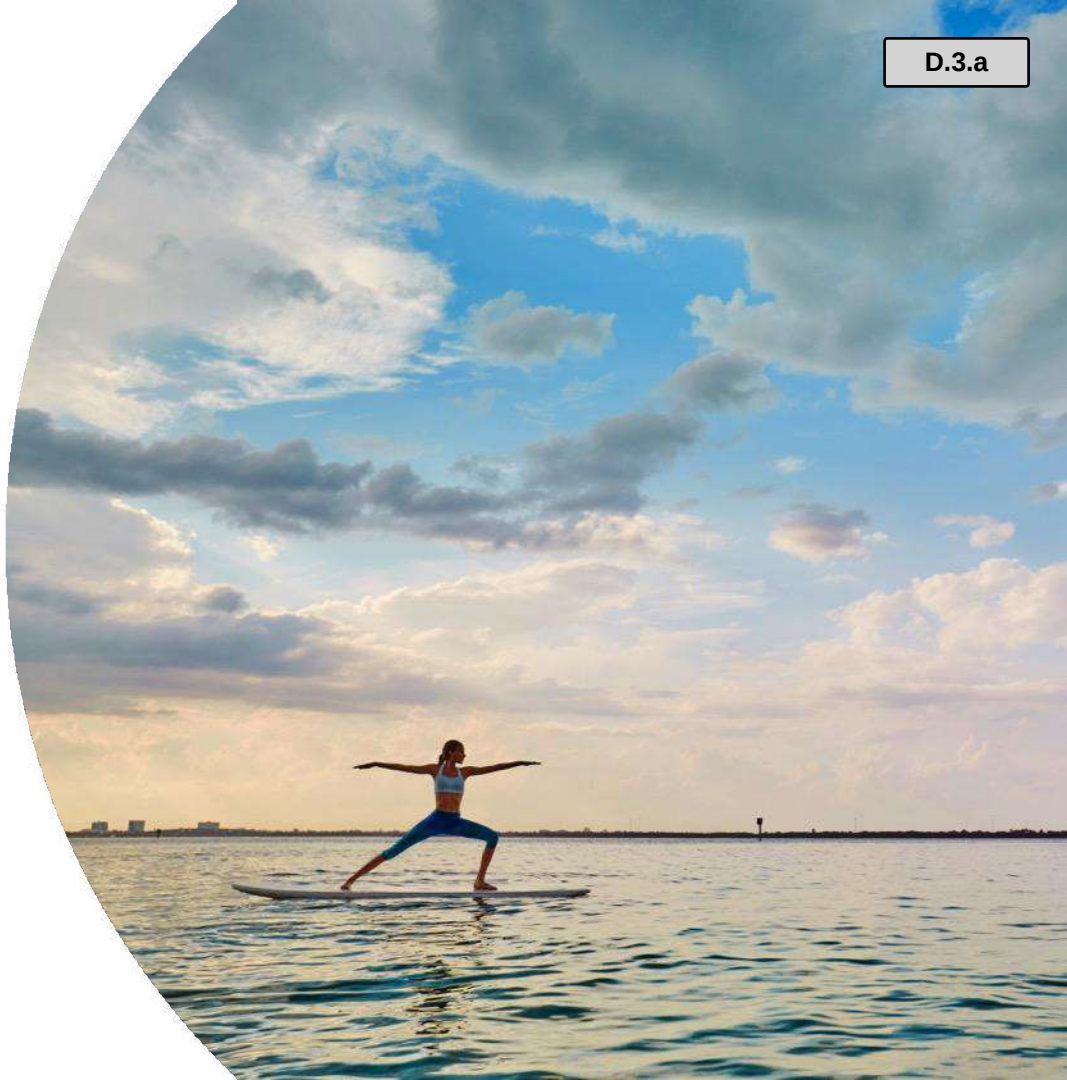
\$50K Buy in

(Domestic Bronze)



May use destination name of choice (City or County)

Asset Requirements



IMAGERY APPROACH:

MAKE THEM WANT TO BE HERE

Any provided visuals and/or clips should include a combination of emotional moments and beautiful locations. This combination will help potential visitors and Floridians imagine themselves here in this place, here in this moment, right here, feeling this way.

SELECTING EXPERIENCES: **Unique + relevant** to what people want today

FROM FAR: **Expansive breathtaking** views that are amazing backdrops for vacations

FROM NEAR: Up-close intimate moments that show the **joy and transformation** vacations offer

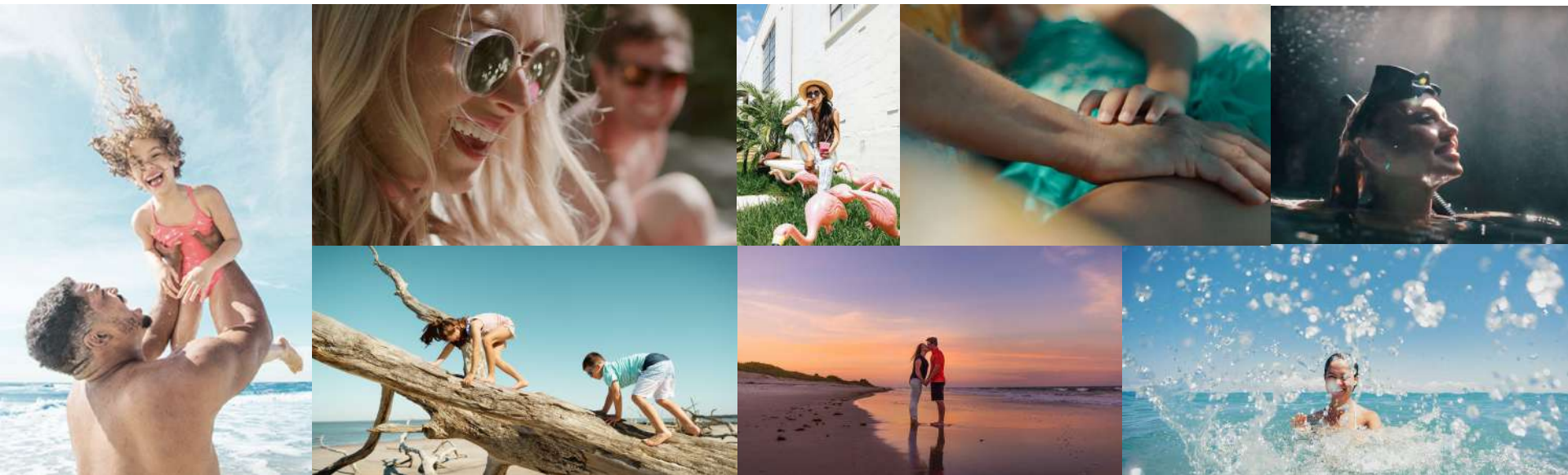
FAR EXAMPLES

This shows the beauty that will surround them when they come here. Expansive breathtaking views that are amazing backdrops for powerful vacation moments.



NEAR EXAMPLES

These show the moments they'll experience and how they will feel when they're here. when
Up-close intimate moments that show the joy and transformation vacations offer.



SELECTING YOUR CLIPS

Overall, we're looking for experiences that immerse people in vacation. Based on current traveler studies, the Florida brand, and this campaign, images & experiences should embrace the following considerations.

PARTNERS PROVIDE CLIPS WITH THESE SPECS:

- > **6-10 video clips** that total over :60, 1920x1080 at the least for resolution, MP4 format
- > For in-state also provide **5-7 still high resolution horizontal images**
- > VF will narrow down clips that work best with type supers and the campaign message
- > Clips should highlight the destination experience through unique experiences, near and far perspectives
- > Clips can be 1 talent group or montage of different talent

PARTNER TO ALSO PROVIDE

- > **Partner to provide customizable word selections and specific destination name**
- > **A full color logo and a white logo (for Domestic Silver and Gold only);** vector file: ai or eps
- > NOTE: Similar assets can be used for both the domestic and in-state videos.

FEELING OF EXPERIENCES

Warm Moments:

So close & authentic that viewers put themselves in the moment

Expansive:

Amazing vastness, beauty & feeling of freedom

Immersive:

Natural sounds that engulf viewers to feel surrounded by FL

Dreamlike:

Airy & soft moments make vacation seem almost unreal

EXAMPLE EXPERIENCES

- > Devil's Den
- > Springs
- > Manatees
- > Florida Parks
- > Kids Sprinting to Waves
- > Outdoor Dining
- > Bioluminescent Kayak
- > SUP in Mangroves
- > Pop-Up Hammocks
- > Rocket Launches
- > Snorkel
- > Accessible Scuba
- > Parasail
- > Scooters on the beach

Participation & Deadlines

Sales open today! Due to limited inventory, DMOs will be allowed to select their **top three choice packages** upfront by **June 4**. VISIT FLORIDA will then confirm DMOs' first choice by **June 11**. If additional package selections are available, DMOs will be notified of their additional package confirmation by **June 18**.

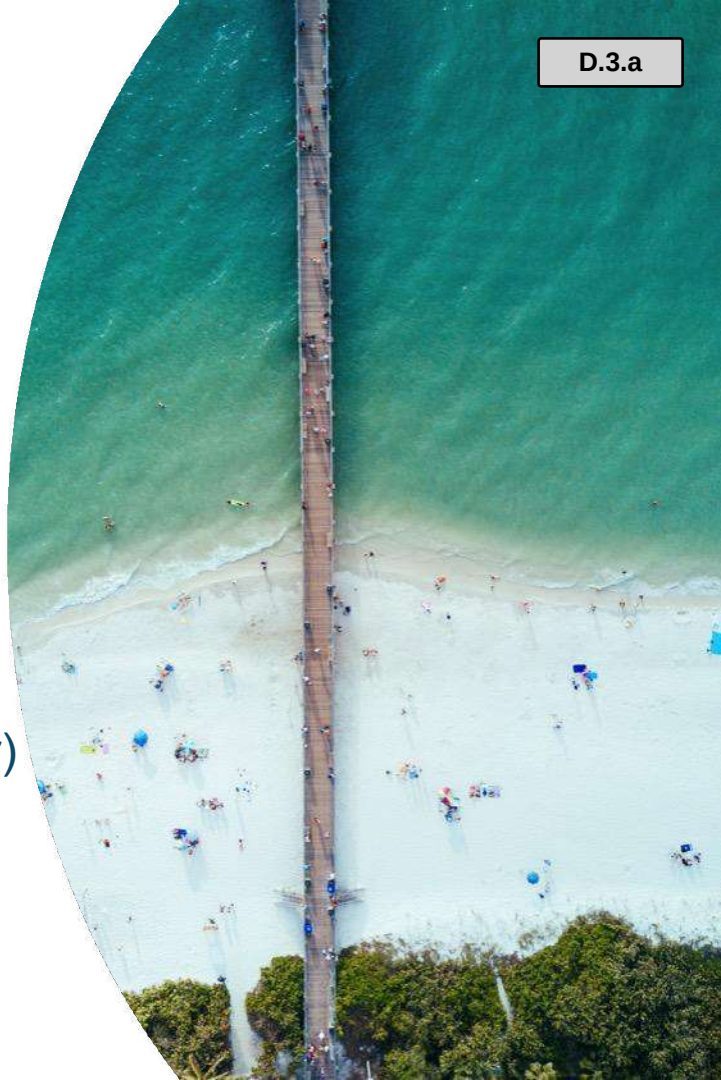
June 4	Deadline to submit package selections
June 11	First package choice confirmed by VISIT FLORIDA
June 14	Assets due for first choice packages
June 18	Additional package choice confirmation(s) by VISIT FLORIDA
June 28	Assets due for additional package(s)

How to Participate

Sign-up Options:

- > First come, first serve via submission form at **VISITFLORIDA.org/EDA**
- > To be invoiced upon campaign completion
- > This presentation is posted on VISITFLORIDA.org/planner (Search “EDA” in filter)

Limited number of packages available. Sign up today!



Recommendation

- ❖ To complement the EDA Program, VISIT FLORIDA recommends DMOs participate in the “Always On” Remarketing co-op packages during the same timeframe
- ❖ Allows DMOs to lead with their own creative (with “In Partnership with VISIT FLORIDA” logo)
- ❖ VISIT FLORIDA co-invests at 25%
- ❖ 4 Week Flights
- ❖ Remarketing Native
Remarketing Display
Remarketing Video

More information at [VISITFLORIDA.org/planner](https://www.visitflorida.org/planner)

Thank You

VISITFLORIDA



Overview: TV Buying Options



What is Streaming TV?

Streaming TV:

- > Streaming TV is a way of watching TV via streaming media delivered over the internet.
 - > Examples of streaming services include Netflix, Hulu, Disney+, Peacock, Prime Video, YouTubeTV and other sites which stream films and television shows.
 - > Benefits: Allows advertiser to target audiences based on a variety of factors including DMA and interests. It also offers the ability to utilize multiple demographics within a campaign in order to better focus on a core audience.
- > Included in: In-state Silver, In-state Gold, Domestic Bronze

What is Connected TV?

Connected TV:

- > Connected TV refers to the device on which someone is watching a video or an ad.
 - > Delivered on an actual television set using customized target audience segments
 - > Premium, at-scale, and measurable
 - > Benefits: Great viewability, non-skippable, exclusive viewership and targeting
- > Included in: In-state Bronze and In-state RAO

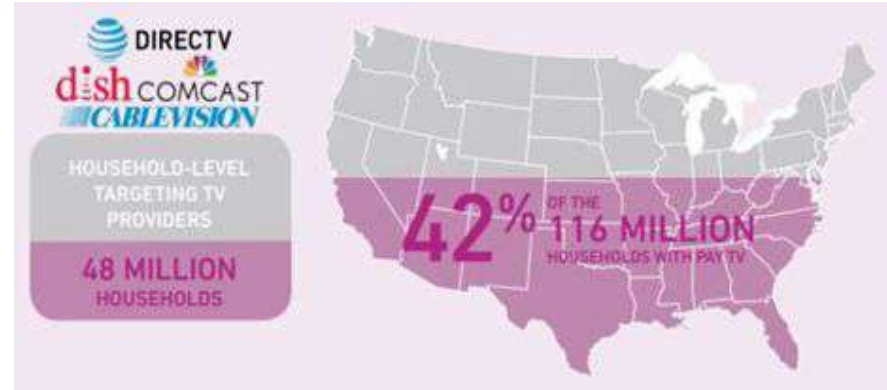
CONNECTED TV DEVICE TYPES



What is Addressable TV?

Addressable TV:

- > Targeted TV ads delivered on a home-by-home basis via cable, satellite and set-top boxes
 - > Includes both linear and video on demand (VOD)
 - > Circulates messaging to households matching the unique targeting criteria of the campaign
-
- > Included in: Domestic Silver and Gold



What is Addressable TV?

Addressable TV Process:

- > Build Your Audience: The advertiser determines the target audience based on first, second or third-party data
- > Match Your Audience: A third-party matching partner anonymizes and matches the target audience to the TV operator's subscribers
- > Launch Your Campaign: Start disseminating your ads to households matching the unique criteria you set to target
- > Measure the Results: The TV operator sends ad exposure data back to the neutral third party. The advertiser can provide cross-channel sales data to show closed loop analytics
- > Benefits: Precision, real-time targeting, increased ad relevance



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Destination Update				
AGENDA DATE:	June 09, 2021				
<u>BRIEF OVERVIEW:</u> Visitors Bureau Director's report					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Information only					



**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**
June 9, 2021



CALL TO ORDER

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



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



ADOPTION OF THE AGENDA

DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS



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

**APPROVAL OF
THE MINUTES**
Approve May 12th
TDC Minutes
as presented





OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS

- FY 22 Media Plan
- Visit Florida Arrivalist Co-op Program
- Visit Florida EDA Co-op Program

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



JOHN PRICHER

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- VCB Destination Update
- Financials

DISCOVER
CRYSTAL RIVER
FLORIDA

The logo for Crystal River Florida features a stylized blue silhouette of the state of Florida. Inside the outline of the state, the words "CRYSTAL RIVER" are written in white, with "FLORIDA" in smaller white letters below it.

FLORAL CITY || HOMOSASSA || INVERNESS

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

SOURCE: STR, INC.
MONTHLY COMPARISON:
April 2021-2020

	OCC %		ADR \$		RevPAR \$		Current Month April 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	70.3	24.5	110.15	78.82	77.45	19.30	187.1	39.8	301.2	301.2	0.0	187.1
Hernando	80.9	33.2	91.89	71.25	74.37	23.63	144.1	29.0	214.8	238.9	7.7	162.8
Pasco	82.2	29.8	101.10	72.25	83.09	21.53	175.9	39.9	286.0	284.0	-0.5	174.4
Charlotte	73.6	25.9	112.81	70.51	83.01	18.24	184.5	60.0	355.1	370.8	3.4	194.3
Florida	71.5	21.4	166.58	78.19	119.07	16.72	234.3	113.0	612.3	862.7	35.2	351.9

SOURCE: STR, INC.

YTD COMPARISON: April 2021

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

	OCC %		ADR \$		RevPAR \$		Year to Date – April 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	66.9	57.0	105.16	100.67	70.34	57.43	17.3	4.5	22.5	22.0	-0.4	16.8
Hernando	71.0	61.4	88.79	86.66	63.00	53.22	15.5	2.5	18.4	27.1	7.3	24.0
Pasco	75.5	59.5	95.10	99.11	71.75	59.01	26.7	-4.0	21.6	20.9	-0.6	26.0
Charlotte	68.4	57.6	114.22	127.72	78.14	73.58	18.7	-10.6	6.2	10.6	4.1	23.6
Florida	62.4	57.8	155.64	163.08	97.19	94.32	8.0	-4.6	3.0	8.8	5.6	14.0

TOURISM DEVELOPMENT TAX

April 2020 Revenue

\$ 138,354.79

April 2021 Revenue

\$ 271,040.76

5th Penny Allocation

30,896.76

Total Capital Reserve

\$ 124,057.96

\$ 132,685.97

95.90 %

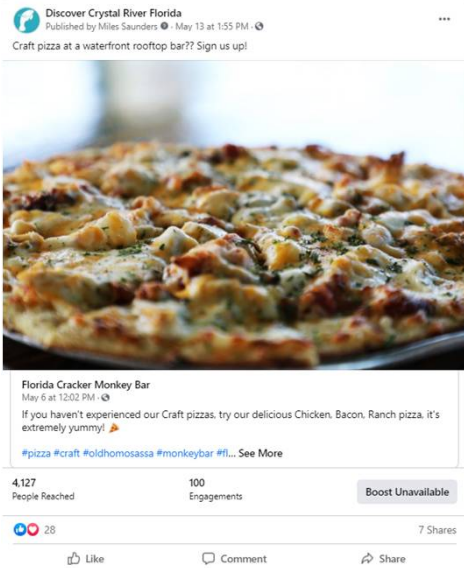
2019-20 Fiscal Year Revenue to Date

\$ 1,079,909.06

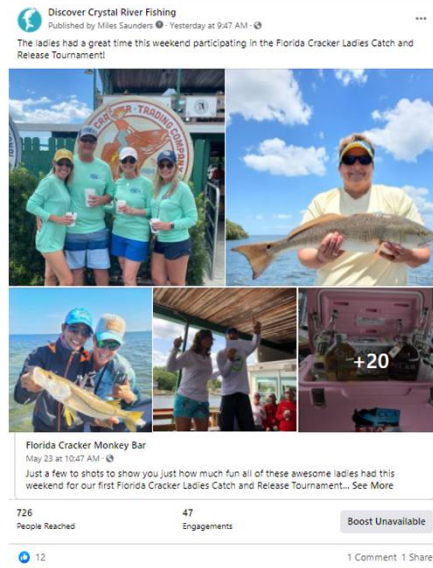
2020-21 Fiscal Year Revenue to Date

\$ 1,225,777.54

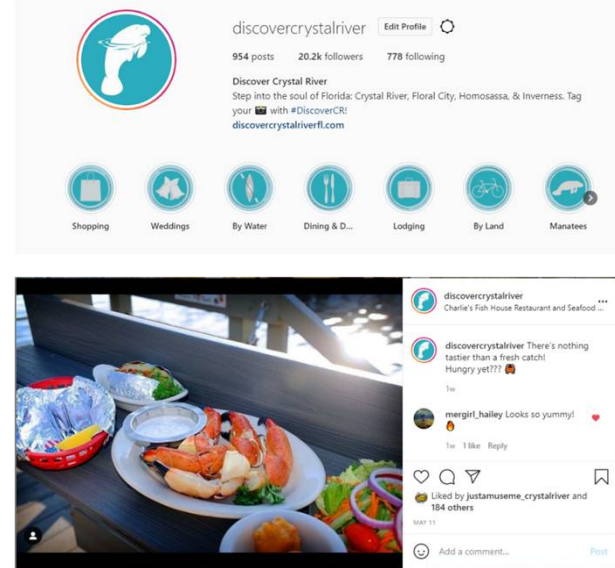
\$ 145,868.48 or 13.51 % Increase YTD



Facebook Main
186,491 Followers



Facebook Fishing
23,400 Followers



Instagram
20,249 Followers





SOCIAL MEDIA

Follower Comparison



@floridashistoriccoast
39.1k followers



@visitnewsmyrnabeach
22.8k followers



@visitameliaisland
22k followers



@discovercrystalriver
20.2k followers



@visit_tally
19.6k followers



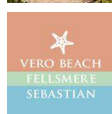
@ocalamarion
12.8k followers



@discoverdaytonabeach
15.1k followers



@discovermartin
12.3k followers



@visitindianriver
11.6k followers



@visitgainesville
11.5k followers

Insights

Instagram:

April 27- May 26

- 341 new followers
- Impressions up 58%
- Profile Visits up 37%
- 164,045 total accounts reached

Facebook:

April 27- May 26

- 776 new followers
- Engagement up 7.95%
- People Reached up 9.45%
- 1 million total accounts reached

DISCOVER
CRYSTAL RIVER
FLORIDA



FAM TOURS: MEDIA & SALES

May 10-11	HWPR	Ray Collins	FL USA
Mar 20-22	VF-MX	@Wattsopa/Dream Destinations	MEXICO
May 27-29	VF-CO	Travistia TV	COLUMBIA
June 19-21	VF-US	Tiffany Nguyen-Influencer	CA USA



Orlando Magazine FAM
Patricia Letakis, Editor
March 16-18, 2021

FAM TOURS: EARNED MEDIA





Discover Crystal River Florida
May 18 at 12:02 PM · 🌐

Road Trip! Discovering Crystal River with Orlando magazine. 📍 #CentralFlorida #orlandofun



ORLANDOMAGAZINE.COM
Your Vacation Guide to Crystal River - Orlando Magazine

- Industry Partner Mentions**
- Manatee Tour & Dive
 - Plantation on Crystal River
 - Tea House 650
 - Waterfront Social
 - Copp Brewery & Winery
 - KC Wine & Coffee Bar
 - The Freezer
 - Coastal Art Gallery
 - Capt. Glen Touchton
 - Three Sisters Springs

SALES ACTIVITY

May 2021

- Pricing structure established for 2022 Magazine
- Started ad sales for the 2022 Magazine
- AAA – training of 47 agents in Pennsylvania region
- Campaign strategy reviews for the UK and EU markets
- FAM – Dream Destinations Mexico Jesus Martinez





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



OTHER BUSINESS BY COUNCIL MEMBERS





**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**
Next Meeting: July 14, 2021



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC- Financial Reports				
AGENDA DATE:	June 09, 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> Informational only					

**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	\$ 188,696.29	\$ (13,075.68)	-6.48%	\$ 150,957.03	\$ 37,739.26
Mar	\$ 195,507.13	\$ 200,447.21	\$ 230,853.58	\$ 196,058.73	\$ (34,794.85)	-15.07%	\$ 156,846.98	\$ 39,211.75
Apr	\$ 221,607.41	\$ 213,824.89	\$ 138,354.79	\$ 271,040.76	\$ 132,685.97	95.90%	\$ 216,832.61	\$ 54,208.15
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	\$ 1,225,777.54	\$ 145,868.48	1.40%	\$ 980,622.02	\$ 245,155.51
% Change	35.81%	-1.85%	-1.47%					

Capital Reserves Fund

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

Expenditures

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

Awarded/Recommended

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

Revenue

03/26/2020	\$	40,354.38
04/27/2020	\$	46,170.72
05/26/2020	\$	27,670.96
06/26/2020	\$	8,897.48
07/27/2020	\$	25,063.22
08/27/2020	\$	36,446.65
09/27/2020	\$	52,391.19
10/27/2020	\$	38,733.37
11/27/2020	\$	26,772.55
12/27/2020	\$	26,507.68
01/27/2021	\$	30,896.76
02/27/2021	\$	37,739.26
03/27/2021	\$	39,211.75
04/27/2021	\$	54,208.15

Available	\$ 255,217.12
-----------	---------------

Special Project Fund

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

True Up 4/21 \$ 461,453.00

Remove on Oct 1, 2021

Expenditures

01/14/2020	\$	(1,500.00)
01/29/2020	\$	(1,500.00)
03/26/2020	\$	(1,500.00)
03/26/2020	\$	(4,500.00)
04/02/2020	\$	(1,500.00)

Event - Stone Crab Jam
 Event - Truck and Tractor Pull
 Event - Manatee Festival
 Event - Dragon Boat Festival
 Event - Xtreme Triathlon

Awarded

05/13/2020	\$	(1,500.00)
05/13/2020	\$	(1,000.00)
05/13/2020	\$	(1,500.00)
05/13/2020	\$	(7,500.00)
05/13/2020	\$	(7,500.00)
05/13/2020	\$	(1,500.00)
05/13/2020	\$	(3,000.00)
05/13/2020	\$	(1,500.00)
05/13/2020	\$	(1,500.00)
01/13/2021	\$	(18,650.00)

Collateral - Save Crystal River Display
 Collateral - FOCRNRW Table tents
 Event - Mermaids & Margaritas
 Event - Dragon Boat Festival
 City of Inverness Marketing Program
 Event - Homosassa Seafood Festival
 Event - Manatee Festival
 Event - Stone Crab Jam
 Event - Xtreme Triathlon
 Sodium Fishing Trail

Recommended

\$ (350,000.00)

City of Crystal River Riverwalk

Transfers

\$	(8,600.00)
\$	(18,000.00)
\$	(50,000.00)
\$	(35,000.00)
\$	(105,000.00)
\$	(20,000.00)

PR - Leib Management
 Madden - Video Projects and Fishing Report
 Madden Hulu Campaign
 Rebound Marketing Campaign
 Conversant Campaign
 Filming for Scallops and Fishing

Available \$ 488,351.00

Visitors and Convention Bureau

		FY 2021			
		Budget	Revenues	Difference	%
312120	TOURIST TAX	1,063,000	763,789	299,211	72%
361200	MONEY MKT & LGIP INTEREST	15,000	2,152	12,848	14%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,078,000	765,942	312,058	

			FY 2021			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	276,757	154,814	121,943	56%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	21,172	11,539	9,633	54%
	52200	RETIREMENT CONTRIBUTIONS	27,532	15,396	12,136	56%
	52300	LIFE & HEALTH INSURANCE	43,307	27,642	15,665	64%
	52400	WORKERS' COMPENSATION	668	477	191	71%
	Sub Total		377,436	209,868	167,568	
2-OPERATING	53100	PROFESSIONAL SERVICES	78,500	30,852	47,648	39%
	53400	OTHER CONTRACTUAL SERV	159,200	68,471	90,729	43%
	53416	SOFTWARE AS A SERVICE	7,680	7,085	595	92%
	54000	TRAVEL & PER DIEM	57,300	2,015	55,285	4%
	54100	COMMUNICATIONS SERVICES	8,559	4,438	4,121	52%
	54201	POSTAGE	24,000	2,276	21,724	9%
	54300	UTILITY SERVICES	9,912	3,715	6,197	37%
	54408	BUILDING RENTAL	24,345	14,201	10,144	58%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	1,126	698	62%
	54603	VEHICLE MAINTENANCE	550	211	339	38%
	54604	MAINTENANCE - BUILDINGS	6,604	2,096	4,508	32%
	54605	EQUIPMENT MAINTENANCE	7,020	2,712	4,308	39%
	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	12,233	50,267	20%
	54807	MARKETING	656,070	212,815	443,255	32%
	54809	TRADE SHOW PROMOTION	56,730	15,677	41,053	28%
	54820	VISIT CITRUS MAGAZINE	37,350	-	37,350	0%
	54921	ADVERTISING	38,000	35,249	2,751	93%
	55100	OFFICE SUPPLIES	3,500	209	3,291	6%
	55200	OPERATING SUPPLIES	4,600	120	4,480	3%
	55208	FUEL & LUBES	1,800	168	1,632	9%
	55211	JANITORIAL SUPPLIES	1,000	54	946	5%
	55221	MEALS	3,000	142	2,858	5%
	55270	COMPUTER ACCESSORIES	975	790	185	81%

Visitors and Convention Bureau

			FY 2021			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55275	COMPUTER SOFTWARE	-	248	(248)	
	55400	DUES BKS SUBSCR MEM PUBL	15,005	4,599	10,406	31%
	55500	TRAINING	11,300	2,150	9,150	19%
	Sub Total		1,297,019	427,330	869,689	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	350,000	-	350,000	0%
	58221	SPECIAL PROJECTS	532,369	-	532,369	0%
	Sub Total		882,369	0	882,369	
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			2,609,010	689,383	1,919,627	

DATE: 05/25/2021
TIME: 11:29:11

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,191,502.04	
102000	PETTY CASH	700.00	
	TOTAL CASH & CASH EQUIVALENTS	2,192,202.04	.00
155000	PREPAID EXPENSES	868.11	
	TOTAL PREPAID ITEMS	868.11	.00
	TOTAL ASSETS & OTHER DEBITS	2,193,070.15	.00
	TOTAL ASSETS	2,193,070.15	.00
271000	FUND BALANCE		2,116,511.72
	TOTAL EQUITY	4,268,688.43	6,461,758.58
	TOTAL EQUITIES	4,268,688.43	6,461,758.58
	TOTAL VISITOR & CONV BUREAU	6,461,758.58	6,461,758.58

DATE: 05/25/2021
TIME: 11:29:11

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,215,521.46	
	TOTAL CASH & CASH EQUIVALENTS	1,215,521.46	.00
	TOTAL ASSETS & OTHER DEBITS	1,215,521.46	.00
	TOTAL ASSETS	1,215,521.46	.00
271000	FUND BALANCE		1,023,411.87
	TOTAL EQUITY	1,275,162.00	2,490,683.46
	TOTAL EQUITIES	1,275,162.00	2,490,683.46
	TOTAL VISITOR & CONV BUREAU 1ST	2,490,683.46	2,490,683.46
	TOTAL REPORT	8,952,442.04	8,952,442.04

DATE: 05/25/2021
TIME: 11:29:50

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

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

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

ACCOUNT - - - - TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312120 TOURIST TAX	1,063,000.00	.00	.00	763,789.42	299,210.58	71.85
361200 MONEY MKT & LGIP INTERES	15,000.00	248.24	.00	2,152.39	12,847.61	14.35
400100 5% RESERVE	-53,900.00	.00	.00	.00	-53,900.00	.00
400200 CASH CARRY FORWARD	2,116,512.99	.00	.00	.00	2,116,512.99	.00
TOTAL TITLE NOT FOUND	3,140,612.99	248.24	.00	765,941.81	2,374,671.18	24.39
TOTAL VISITOR & CONV BUREAU	3,140,612.99	248.24	.00	765,941.81	2,374,671.18	24.39

DATE: 05/25/2021
TIME: 11:29:50

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALD 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	190,947.36	74,052.64	72.06
361200	MONEY MKT & LGIP INTERES	.00	135.99	.00	1,162.23	-1,162.23	.00
400100	5% RESERVE	-13,250.00	.00	.00	.00	-13,250.00	.00
400200	CASH CARRY FORWARD	1,023,412.00	.00	.00	.00	1,023,412.00	.00
	TOTAL TITLE NOT FOUND	1,275,162.00	135.99	.00	192,109.59	1,083,052.41	15.07
	TOTAL VISITOR & CONV BUREAU 1	1,275,162.00	135.99	.00	192,109.59	1,083,052.41	15.07
	TOTAL REPORT	4,415,774.99	384.23	.00	958,051.40	3,457,723.59	21.70

DATE: 05/25/2021
TIME: 11:30:21

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

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	17,361.87	.00	154,813.60	121,943.40	55.94
51306	CASUAL LABOR	7,000.00	.00	.00	.00	7,000.00	.00
51400	OVERTIME	1,000.00	.00	.00	.00	1,000.00	.00
52100	FICA TAXES	21,172.00	1,286.93	.00	11,538.61	9,633.39	54.50
52200	RETIREMENT CONTRIBUTIONS	27,532.00	1,736.18	.00	15,396.24	12,135.76	55.92
52300	LIFE & HEALTH INSURANCE	43,307.00	2,407.84	.00	27,642.25	15,664.75	63.83
52400	WORKERS' COMPENSATION	668.00	54.37	.00	476.98	191.02	71.40
53100	PROFESSIONAL SERVICES	78,500.00	8,511.11	40,644.45	30,851.55	7,004.00	91.08
53400	OTHER CONTRACTUAL SERV	159,200.00	9,000.00	63,600.00	68,471.40	27,128.60	82.96
53416	SOFTWARE AS A SERVICE	7,680.00	.00	.00	7,084.58	595.42	92.25
54000	TRAVEL & PER DIEM	57,300.00	210.03	.00	2,014.83	55,285.17	3.52
54100	COMMUNICATIONS SERVICES	8,559.00	480.37	.00	4,437.89	4,121.11	51.85
54201	POSTAGE	24,000.00	21.10	998.00	2,275.60	20,726.40	13.64
54300	UTILITY SERVICES	9,912.00	983.32	6,196.74	3,715.26	.00	100.00
54408	BUILDING RENTAL	24,345.00	.00	.00	14,200.83	10,144.17	58.33
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	260.00	698.00	1,126.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	211.31	338.69	38.42
54604	MAINTENANCE - BUILDINGS	6,604.00	12.89	2,939.34	2,095.54	1,569.12	76.24
54605	EQUIPMENT MAINTENANCE	7,020.00	.00	4,308.36	2,711.64	.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	.00	.00	12,233.09	50,266.91	19.57
54807	MARKETING	656,069.99	23,606.35	295,199.73	212,815.26	148,055.00	77.43
54809	TRADE SHOW PROMOTION	56,730.00	.00	.00	15,677.00	41,053.00	27.63
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	22,486.00	.00	14,864.00	60.20
54921	ADVERTISING	38,000.00	.00	.00	35,248.99	2,751.01	92.76
55100	OFFICE SUPPLIES	3,500.00	.00	.00	209.12	3,290.88	5.97
55200	OPERATING SUPPLIES	4,600.00	.00	.00	120.41	4,479.59	2.62
55208	FUEL & LUBES	1,800.00	30.80	.00	168.22	1,631.78	9.35
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	53.99	946.01	5.40
55221	MEALS	3,000.00	.00	.00	142.32	2,857.68	4.74
55270	COMPUTER ACCESSORIES	975.00	.00	.00	789.79	185.21	81.00
55275	COMPUTER SOFTWARE	.00	.00	.00	248.03	-248.03	.00
55400	DUES BKS SUBSCR MEM PUBL	15,005.00	.00	.00	4,599.00	10,406.00	30.65
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	532,369.00	.00	1,500.00	.00	530,869.00	.28
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	531,603.00	.00	.00	.00	531,603.00	.00
	TOTAL VISITOR & CONV BUREAU	3,140,612.99	65,963.16	438,692.06	689,383.38	2,012,537.55	35.92
	TOTAL VISITOR & CONV BUREAU	3,140,612.99	65,963.16	438,692.06	689,383.38	2,012,537.55	35.92

DATE: 05/25/2021
TIME: 11:30:21

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 8/21

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	625,162.00	.00	.00	.00	625,162.00	.00
	TOTAL 1ST CENT TOURIST TAX	1,275,162.00	.00	.00	.00	1,275,162.00	.00
	TOTAL VISITOR & CONV BUREAU 1	1,275,162.00	.00	.00	.00	1,275,162.00	.00
TOTAL REPORT		4,415,774.99	65,963.16	438,692.06	689,383.38	3,287,699.55	25.55

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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	
	02/24/21	22-5					10,035.73		PAYROLL CHARGES	
	03/10/21	22-6					7,931.33		PAYROLL CHARGES	
	03/24/21	22-6					7,931.34		PAYROLL CHARGES	
	04/07/21	22-7					7,941.34		PAYROLL CHARGES	
	04/21/21	22-7					7,901.35		PAYROLL CHARGES	
	05/05/21	22-8					7,906.35		PAYROLL CHARGES	
	05/19/21	22-8					9,455.52		PAYROLL CHARGES	
TOTAL				REGULAR SALARIES & WAGES		276,757.00	154,813.60	.00		121,943.40
51306						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CASUAL LABOR		7,000.00	.00	.00		7,000.00
51400						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				OVERTIME		1,000.00	.00	.00		1,000.00
52100						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				21,172.00			POSTED FROM BUDGET SYSTEM	
	10/07/20	22-1					781.06		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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)					
	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	
	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	
	02/24/21	22-5					745.63		PAYROLL CHARGES-FRINGE	
	03/10/21	22-6					587.59		PAYROLL CHARGES-FRINGE	
	03/24/21	22-6					584.64		PAYROLL CHARGES-FRINGE	
	04/07/21	22-7					588.35		PAYROLL CHARGES-FRINGE	
	04/21/21	22-7					582.35		PAYROLL CHARGES-FRINGE	
	05/05/21	22-8					585.68		PAYROLL CHARGES-FRINGE	
	05/19/21	22-8					701.25		PAYROLL CHARGES-FRINGE	
TOTAL			FICA TAXES			21,172.00	11,538.61	.00		9,633.39
52200					RETIREMENT CONTRIBUTIONS	.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	
	02/24/21	22-5					918.53		PAYROLL CHARGES-FRINGE	
	03/10/21	22-6					793.13		PAYROLL CHARGES-FRINGE	
	03/24/21	22-6					793.13		PAYROLL CHARGES-FRINGE	
	04/07/21	22-7					794.13		PAYROLL CHARGES-FRINGE	
	04/21/21	22-7					790.13		PAYROLL CHARGES-FRINGE	
	05/05/21	22-8					790.63		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
52200	RETIREMENT CONTRIBUTIONS (cont'd)									
	05/19/21		22-8				945.55		PAYROLL CHARGES-FRINGE	
TOTAL	RETIREMENT CONTRIBUTIONS					27,532.00	15,396.24	.00		12,135.76
52300	LIFE & HEALTH INSURANCE					.00	.00	.00	BEGINNING BALANCE	
	09/30/20		11-1			43,307.00			POSTED FROM BUDGET SYSTEM	
	10/07/20		22-1				36.56		PAYROLL CHARGES-FRINGE	
	10/07/20		19-1	31			3,378.27		PRE-PAID INSURANCE	
	10/07/20		19-1	31			185.64		PRE-PAID INSURANCE	
	10/21/20		22-1				3,379.52		PAYROLL CHARGES-FRINGE	
	10/21/20		22-1				185.64		PAYROLL CHARGES-FRINGE	
	11/04/20		22-2				36.56		PAYROLL CHARGES-FRINGE	
	11/18/20		22-2				3,379.52		PAYROLL CHARGES-FRINGE	
	11/18/20		22-2				185.64		PAYROLL CHARGES-FRINGE	
	12/02/20		22-3				36.56		PAYROLL CHARGES-FRINGE	
	12/16/20		22-3				37.12		PAYROLL CHARGES-FRINGE	
	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	
	02/10/21		22-5				27.63		PAYROLL CHARGES-FRINGE	
	02/24/21		22-5				2,256.29		PAYROLL CHARGES-FRINGE	
	02/24/21		22-5				123.76		PAYROLL CHARGES-FRINGE	
	03/10/21		22-6				27.76		PAYROLL CHARGES-FRINGE	
	03/24/21		22-6				2,256.40		PAYROLL CHARGES-FRINGE	
	03/24/21		22-6				123.76		PAYROLL CHARGES-FRINGE	
	04/07/21		22-7				27.79		PAYROLL CHARGES-FRINGE	
	04/21/21		22-7				2,256.29		PAYROLL CHARGES-FRINGE	
	04/21/21		22-7				123.76		PAYROLL CHARGES-FRINGE	
	05/05/21		22-8				27.67		PAYROLL CHARGES-FRINGE	
	05/19/21		22-8				2,256.41		PAYROLL CHARGES-FRINGE	
	05/19/21		22-8				123.76		PAYROLL CHARGES-FRINGE	
TOTAL	LIFE & HEALTH INSURANCE					43,307.00	27,642.25	.00		15,664.75
52400	WORKERS' COMPENSATION					.00	.00	.00	BEGINNING BALANCE	
	09/30/20		11-1			668.00			POSTED FROM BUDGET SYSTEM	
	10/07/20		22-1				31.80		PAYROLL CHARGES-WORKERS C	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
52400				WORKERS' COMPENSATION	(cont'd)					
	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	
	02/24/21	22-5					30.73		PAYROLL CHARGES-WORKERS C	
	03/10/21	22-6					25.22		PAYROLL CHARGES-WORKERS C	
	03/24/21	22-6					25.21		PAYROLL CHARGES-WORKERS C	
	04/07/21	22-7					25.24		PAYROLL CHARGES-WORKERS C	
	04/21/21	22-7					25.17		PAYROLL CHARGES-WORKERS C	
	05/05/21	22-8					25.18		PAYROLL CHARGES-WORKERS C	
	05/19/21	22-8					29.19		PAYROLL CHARGES-WORKERS C	
TOTAL				WORKERS' COMPENSATION		668.00	476.98	.00		191.02
53100				PROFESSIONAL SERVICES		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				75,000.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82133-02		20974 MADDEN PREPRINT			15,000.00	MEDIA/MARKETING/PR PLAN F	
	10/02/20	17-1	82133-03		20974 MADDEN PREPRINT			24,000.00	MEDIA/MARKETING/PR PLAN F	
	12/08/20	19-3		P-CARD			996.00		PAYPAL JTJPRO	
	12/17/20	17-3	82407-01		20525 RESEARCH DATA SE			28,000.00	VISITOR PROFILE RESEARCH	
	12/31/20	21-3		V141426	3265 HOLLAND & KNIGHT		3,500.00	.00	6113738P 12/7/20	
	12/31/20	21-3	82407-01	V141469	20525 RESEARCH DATA SE		3,111.11	-3,111.11	20-3260 1/1/21	
	01/14/21	21-4	82133-03	V141616	20974 MADDEN PREPRINT		5,400.00	-5,400.00	2020-006353 12/31/20	
	01/19/21	25-4		BT011921		3,500.00			BT011921-1	
	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	
	03/11/21	21-6	82407-01	V142614	20525 RESEARCH DATA SE		3,111.11	-3,111.11	21-3272 3/1/21	
	04/07/21	21-7	82407-01	V143020	20525 RESEARCH DATA SE		3,111.11	-3,111.11	21-3280 4/1/21	
	05/14/21	21-8	82133-02	V143591	20974 MADDEN PREPRINT		5,400.00	-5,400.00	2021-007214 3/31/21	
	05/14/21	21-8	82407-01	V143634	20525 RESEARCH DATA SE		3,111.11	-3,111.11	21-3285 5/1/21	
TOTAL				PROFESSIONAL SERVICES		78,500.00	30,851.55	40,644.45		7,004.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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)					
53400				OTHER CONTRACTUAL SERV		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				159,200.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82101-01		20974 MADDEN PREPRINT			108,600.00	FULL SERVICE MARKETING, A	
	10/02/20	17-1	82133-04		20974 MADDEN PREPRINT			12,000.00	MEDIA/MARKETING/PR PLAN F	
	10/30/20	19-1		P-CARD			47.40		INTERNATIONAL TRANSACTION	
	10/30/20	19-1		P-CARD			4,740.00		CLEANPIX	
	11/18/20	21-2	82101-01	V140724	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-005492 10/31/20	
	11/18/20	21-2	82133-04	V140724	20974 MADDEN PREPRINT		12,000.00	-12,000.00	2020-005488 10/31/20	
	12/08/20	19-3		P-CARD			6,684.00		IN ARCHIVESOCIAL INC	
	12/17/20	21-3	82101-01	V141168	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-005869 11/30/20	
	01/14/21	21-4	82101-01	V141616	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2020-006206 12/31/20	
	01/27/21	18-4	82133-04		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
	02/25/21	21-5	82101-01	V142354	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2021-006554 1/31/21	
	05/14/21	21-8	82101-01	V143591	20974 MADDEN PREPRINT		9,000.00	-9,000.00	2021-007212 3/31/21	
TOTAL				OTHER CONTRACTUAL SERV		159,200.00	68,471.40	63,600.00		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	
	02/26/21	19-5		P-CARD			29.99		ADOBE STOCK	
	04/30/21	19-7		P-CARD			927.60		TRAVEFY PLUS - ANNUAL	
	04/30/21	19-7		P-CARD			29.99		ADOBE STOCK	
TOTAL				SOFTWARE AS A SERVICE		7,680.00	7,084.58	.00		595.42
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	
	02/25/21	21-5		V142314	23944 RACHEL FORD		205.00	.00	FIN MEALS 1/12-27/21	
	02/26/21	19-5		P-CARD			20.00		SHELL OIL 57546233206	
	02/26/21	19-5		P-CARD			20.00		7-ELEVEN 38561	
	02/26/21	19-5		P-CARD			1,294.00		COMFORT SUITES TAMPA	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
54000										
					(cont'd)					
	05/05/21	21-8		V143439	23817 JOHN PRICHER		97.00	.00	ADV MEALS 5/18-21/21	
	05/05/21	21-8		V143439	23817 JOHN PRICHER		113.03	.00	ADV MILEAGE 5/18-21/21	
TOTAL					TRAVEL & PER DIEM	57,300.00	2,014.83	.00		55,285.17
54100						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				8,559.00			POSTED FROM BUDGET SYSTEM	
	10/22/20	21-1		479970	17174 CENTURYLINK		62.33	.00	320345045 10/9/20	
	11/18/20	21-2		480738	17174 CENTURYLINK		49.76	.00	320345045 11/9/20	
	12/08/20	19-3		P-CARD			139.00		SPECTRUM	
	12/08/20	19-3		P-CARD			20.14		APPLE.COM/US	
	12/08/20	19-3		P-CARD			40.28		APPLE.COM/US	
	12/08/20	19-3		P-CARD			8.48		APPLE.COM/US	
	12/08/20	19-3		P-CARD			51.94		APPLE.COM/US	
	12/08/20	19-3		P-CARD			9.99		AMZN Mktp US 288UP10P0	
	12/08/20	19-3		P-CARD			537.73		VERIZONWRLSS RTCCR VB	
	12/08/20	19-3		P-CARD			-2.76		APPLE.COM/US	
	12/08/20	19-3		P-CARD			-2.94		APPLE.COM/US	
	12/08/20	19-3		P-CARD			-1.14		APPLE.COM/US	
	12/31/20	19-3		P-CARD			139.00		SPECTRUM	
	12/31/20	21-3		V141487	0549.1 STATE OF FLORIDA		.05	.00	A39/2M8807-20201116	
	12/31/20	21-3		V141487	0549.1 STATE OF FLORIDA		122.05	.00	A39/2M8806-20201116	
	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	
	02/26/21	19-5		P-CARD			191.61		VERIZONWRLSS RTCCR VB	
	02/26/21	19-5		P-CARD			186.86		VERIZONWRLSS RTCCR VB	
	03/10/21	21-6		482592	17174 CENTURYLINK		50.61	.00	320345045 2/9/21	
	03/11/21	21-6		482590	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 2/28/21	
	03/15/21	21-6		V142888	0549.1 STATE OF FLORIDA		122.05	.00	A39/2R0042-20210215	
	04/19/21	21-7		483289	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 3/28/21	
	04/30/21	19-7		P-CARD			187.22		VZWRLSS MY VZ VB P	
	04/30/21	19-7		P-CARD			465.74		DNH GODADDY.COM	
	05/04/21	21-8		V143461	0549.1 STATE OF FLORIDA		126.05	.00	A39/2R7003-20210316	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
54100	COMMUNICATIONS SERVICES (cont'd)									
	05/04/21	21-8		V143461	0549.1 STATE OF FLORIDA		126.05	.00	A39/2S3844-20210415	
	05/14/21	21-8		483505	17174 CENTURYLINK		89.27	.00	320345045 4/9/21	
	05/14/21	21-8		483503	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 4/28/21	
TOTAL						8,559.00	4,437.89	.00		4,121.11
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	October 2021 Postage	
	12/08/20	19-3		P-CARD			20.56		SHIPPING FOR 10,000 COPIE	
	12/08/20	19-3		P-CARD			367.03		FEDEX 96439169	
	12/17/20	19-3		POST INT			11.55		Earnest Mail Consulting	
	12/31/20	19-3		P-CARD			27.18		November 2020 Postage	
	01/20/21	18-4	82369-02		22924 ABBOTT PRINTING			191.00	FEDEX 96903540	
	01/21/21	19-4		POST INT			31.00		CHANGE ORDER - 1	
	01/27/21	21-4	82369-02	V141787	22924 ABBOTT PRINTING		441.00	-441.00	December 2020 Postage	
	01/29/21	19-4		P-CARD			401.13		104883011 12/31/20	
	01/29/21	19-4		P-CARD			22.06		Earnest Mail Consulting	
	02/18/21	19-5		POST INT			54.65		FEDEX 97916783	
	02/26/21	19-5		P-CARD			54.06		January 2021 Postage	
	02/26/21	19-5		P-CARD			46.70		THE UPS STORE #6065	
	03/23/21	19-6		POST INT			55.30		FEDEX 98372346	
	03/31/21	19-6		P-CARD			326.20		February 2021 Postage	
	03/31/21	19-6		P-CARD			29.04		Earnest Mail Consulting	
	03/31/21	19-6		P-CARD			222.34		FEDEX 98702728	
	04/01/21	17-7	82594-99		22642 AKERS MEDIA GROU			998.00	Earnest Mail Consulting	
	04/12/21	19-7		POST INT			39.80		ESTIMATED SHIPPING/HANDLI	
	05/12/21	19-8		POST INT			21.10		March 2021 Postage	
TOTAL						24,000.00	2,275.60	998.00	April 2021 Postage	20,726.40
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	
	11/17/20	21-2	82104-01	V140650	0356 CITRUS COUNTY CH		22.21	-22.21	UTILITY SERVICES FOR THE	
	11/19/20	21-2	82104-01	V140650	0356 CITRUS COUNTY CH		30.67	-30.67	56288 11/3/20	
	12/02/20	21-3	82104-01	V140927	0356 CITRUS COUNTY CH		34.70	-34.70	56366 11/16/20	
	12/14/20	21-3	82104-01	V141090	0356 CITRUS COUNTY CH		22.20	-22.20	57372 11/24/20	
									57513 12/3/20	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PAGE NUMBER: 8
AUDIT21

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
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	GROUND MAINTENANCE (LAWN)	
	11/17/20	21-2	82104-03	V140650	0356 CITRUS COUNTY CH		260.00	-260.00	56319 11/3/20	
	01/14/21	21-4	82104-03	V141549	0356 CITRUS COUNTY CH		130.00	-130.00	58783 1/12/21	
	01/29/21	21-4	82104-03	V142010	0356 CITRUS COUNTY CH		130.00	-130.00	58828 1/27/21	
	03/10/21	21-6	82104-03	V142489	0356 CITRUS COUNTY CH		130.00	-130.00	61138 3/1/21	
	03/10/21	21-6	82104-03	V142489	0356 CITRUS COUNTY CH		216.00	-216.00	57509 12/1/20	
	05/14/21	21-8	82104-03	V143516	0356 CITRUS COUNTY CH		130.00	-130.00	62327 3/31/21	
	05/14/21	21-8	82104-03	V143516	0356 CITRUS COUNTY CH		130.00	-130.00	62501 4/28/21	
TOTAL				REPAIR & MAINTENANCE		1,824.00	1,126.00	698.00		.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
54604				MAINTENANCE - BUILDINGS		.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	
	02/24/21	21-5	82104-02	V142280	0356 CITRUS COUNTY CH		12.93	-12.93	60004 2/10/21	
	03/19/21	21-6	82104-02	V142762	0356 CITRUS COUNTY CH		12.98	-12.98	61219 3/11/21	
	04/29/21	19-7		1472			2,030.88		OCT- MARCH 2021 CLEANING	
	05/14/21	21-8	82104-02	V143516	0356 CITRUS COUNTY CH		12.89	-12.89	62409 4/12/21	
TOTAL				MAINTENANCE - BUILDINGS		6,604.00	2,095.54	2,939.34		1,569.12
54605				EQUIPMENT MAINTENANCE		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				7,020.00			POSTED FROM BUDGET SYSTEM	
	10/01/20	17-1	81938-01		17052 KONICA MINOLTA B			3,000.00	THIRD YEAR OF 48 MONTH LE	
	10/01/20	17-1	81940-01		18958 ROYAL "T" SYSTEM			4,020.00	STREAM E-LIVE RIVER CAM (	
	10/19/20	21-1	81940-01	V140291	18958 ROYAL "T" SYSTEM		335.00	-335.00	7251 10/1/20	
	11/04/20	21-2	81940-01	V140555	18958 ROYAL "T" SYSTEM		335.00	-335.00	7361 11/1/20	
	11/13/20	21-2	81938-01	V140716	17052 KONICA MINOLTA B		116.94	-116.94	269273874 10/31/20	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
54605	EQUIPMENT MAINTENANCE (cont'd)									
	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	V142343	17052 KONICA MINOLTA B		116.94	-116.94	271021362 1/31/21	
	03/10/21	21-6	81938-01	V142557	17052 KONICA MINOLTA B		116.94	-116.94	271551632 2/28/21	
	04/06/21	21-7	81940-01	V143021	18958 ROYAL "T" SYSTEM		335.00	-335.00	7680 3/1/21	
	04/07/21	21-7	81938-01	V142979	17052 KONICA MINOLTA B		116.94	-116.94	272169500 3/31/21	
TOTAL	EQUIPMENT MAINTENANCE					7,020.00	2,711.64	4,308.36		.00
54615	SOFTWARE MAINT/SUPPORT					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				2,154.00			POSTED FROM BUDGET SYSTEM	
	12/07/20	17-3	82371-01		10043 SHI INTERNATIONA			1,766.28	MICROSOFT SOFTWARE ASSURA	
	12/17/20	17-3	82408-01		10043 SHI INTERNATIONA			121.44	ZENWORKS ANNUAL SUPPORT R	
	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	SOFTWARE MAINT/SUPPORT					2,154.00	1,766.28	121.44		266.28
54700	PRINTING & BINDING					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				17,000.00			POSTED FROM BUDGET SYSTEM	
	12/07/20	17-3	82369-01		22924 ABBOTT PRINTING			1,720.77	CRYSTAL RIVER CYCLING BRO	
	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	PRINTING & BINDING					17,000.00	1,911.77	.00		15,088.23
54800	PROMOTIONAL ACTIVITIES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				62,500.00			POSTED FROM BUDGET SYSTEM	
	11/03/20	24-2		NP000005011			-2.12		10 FN REIMB OVER TIP	
	11/03/20	21-2		480176	24949 NANETTE FISHER		106.00	.00	PETTY CASH 10/22/00	
	11/13/20	21-2		480304	24949 NANETTE FISHER		83.00	.00	PETTY CASH 11/2/20	
	11/30/20	20-2		480176	24949 NANETTE FISHER		-106.00	.00	PETTY CASH 10/22/00	
	12/02/20	21-3		481217	24949 NANETTE FISHER		76.00	.00	PETTY CASH 11/20/20	
	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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54800				PROMOTIONAL ACTIVITIES	(cont'd)					
	12/08/20	19-3		P-CARD			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	
	12/08/20	19-3		P-CARD			83.13		STUMPKNOCKERS -THE SQUARE	
	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			37.35		FERRIS GROVES	
	01/29/21	19-4		P-CARD			231.85		PLANTATION ON CRY RIVE	
	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	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	
	02/24/21	21-5		482498	26340 JOHN PRICHER		115.00	.00	PETTY CASH 1/27/21	
	02/26/21	19-5		P-CARD			15.35		FACEBK SNCCW2PGJ2	
	02/26/21	19-5		P-CARD			65.00		DAVIDS WORLD CYCLE	
	02/26/21	19-5		P-CARD			84.81		KANES CATTLE CO	
	02/26/21	19-5		P-CARD			143.01		ULINE SHIP SUPPLIES	
	02/26/21	19-5		P-CARD			36.00		PINGAWEAR LLC	
	02/26/21	19-5		P-CARD			1,245.60		PINGAWEAR LLC	
	02/26/21	19-5		P-CARD			90.00		SQ CATTLE DOG COFFEE ROA	
	02/26/21	19-5		P-CARD			134.55		SQ WILD SASSA	
	02/26/21	19-5		P-CARD			221.84		KANES CATTLE CO	
	02/26/21	19-5		P-CARD			144.90		VINTAGE ON 5TH	
	02/26/21	19-5		P-CARD			73.02		SQ WATERFRONT SOCIAL	
	02/26/21	19-5		P-CARD			195.00		SQ AMYS ON THE AVENUE	
	02/26/21	19-5		P-CARD			432.00		TEA HOUSE 650	
	02/26/21	19-5		P-CARD			106.75		SQ WATERFRONT SOCIAL	
	03/31/21	19-6		P-CARD			8.00		TEA HOUSE 650	
	03/31/21	19-6		P-CARD			87.40		SQ WATERFRONT SOCIAL	
	03/31/21	19-6		P-CARD			65.55		VINTAGE ON 5TH	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54800				PROMOTIONAL ACTIVITIES	(cont'd)					
	03/31/21	19-6		P-CARD			58.65		VINTAGE ON 5TH	
	03/31/21	19-6		P-CARD			37.38		SQ WALLACES AT THE GREE	
	03/31/21	19-6		P-CARD			21.85		SQ WALLACES AT THE GREE	
	03/31/21	19-6		P-CARD			41.69		SQ AMYS ON THE AVENUE	
	03/31/21	19-6		P-CARD			67.28		SQ WATERFRONT SOCIAL	
	03/31/21	19-6		P-CARD			43.70		SQ WALLACES AT THE GREE	
	03/31/21	19-6		P-CARD			52.90		SQ WALLACES AT THE GREE	
	03/31/21	19-6		P-CARD			50.00		FH MELLOW MANGROVE CH	
	03/31/21	19-6		P-CARD			11.68		SQ WATERFRONT SOCIAL	
	03/31/21	19-6		P-CARD			137.71		VINTAGE ON 5TH	
	03/31/21	19-6		P-CARD			-11.68		SQ WATERFRONT SOCIAL	
	03/31/21	19-6		P-CARD			1,311.27		PLANTATION ON CRY RIVE	
	03/31/21	19-6		P-CARD			67.51		SEAGRASS WATERFRONT AND T	
	03/31/21	19-6		P-CARD			60.00		FACEBK 5HASYXW8A2	
	03/31/21	19-6		P-CARD			71.88		STUMPKNOCKERS -THE SQUARE	
	03/31/21	19-6		P-CARD			20.00		DAVIDS WORLD CYCLE	
	04/30/21	19-7		P-CARD			1,753.59		PLANTATION ON CRY RIVE	
	04/30/21	19-7		P-CARD			64.39		FACEBK CDLTCTYA9A2	
	04/30/21	19-7		P-CARD			105.22		SQ WATERFRONT SOCIAL	
	04/30/21	19-7		P-CARD			357.90		PLANTATION ON CRY RIVE	
	04/30/21	19-7		P-CARD			86.83		VINTAGE ON 5TH	
	04/30/21	19-7		P-CARD			67.28		SQ WATERFRONT SOCIAL	
	04/30/21	19-7		P-CARD			156.70		TST CAJUN JIMMY SEAFOOD	
	04/30/21	19-7		P-CARD			12.50		TEA HOUSE 650	
	04/30/21	19-7		P-CARD			82.80		SQ WATERFRONT SOCIAL	
TOTAL				PROMOTIONAL ACTIVITIES		62,500.00	12,233.09	.00		50,266.91
54807				MARKETING		.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				495,600.00			POSTED FROM BUDGET SYSTEM	
	10/02/20	17-1	82133-01		20974 MADDEN PREPRINT			433,000.00	MEDIA/MARKETING/PR PLAN F	
	12/02/20	13-1				29,319.99			PRIOR YEAR ENCUMBRANCE	
	12/02/20	17-1	81076-01		20974 MADDEN PREPRINT			29,319.99	ENCUMB CARRIED FORWARD	
	11/18/20	21-2	82133-01	V140724	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-005486 10/31/20	
	11/18/20	21-2	82133-01	V140724	20974 MADDEN PREPRINT		49,391.69	-49,391.69	2020-005490 11/13/20	
	12/17/20	21-3	82133-01	V141168	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-005871 11/30/20	
	12/17/20	21-3	82133-01	V141168	20974 MADDEN PREPRINT		34,606.59	-34,606.59	2020-005870 11/30/20	
	01/14/21	21-4	82133-01	V141616	20974 MADDEN PREPRINT		12,500.00	-12,500.00	2020-006207 12/31/20	
	01/14/21	21-4	82133-01	V141616	20974 MADDEN PREPRINT		36,026.02	-36,026.02	2020-006205 12/31/20	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 13
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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)									
	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	
	02/25/21	21-5	82133-01	V142354	20974 MADDEN PREPRINT		23,489.61	-23,489.61	2021-006555 1/31/21	
	03/09/21	25-6		BT030921		26,150.00			BT030921-1	
	03/31/21	19-6		P-CARD			595.00		American Adventures LLC	
	04/27/21	25-7		BT042721		105,000.00			BT042721-5	
	05/14/21	21-8	82133-01	V143591	20974 MADDEN PREPRINT		23,606.35	-23,606.35	2021-007213 3/31/21	
TOTAL	MARKETING					656,069.99	212,815.26	295,199.73		148,055.00
54809	TRADE SHOW PROMOTION									
	09/30/20	11-1				56,730.00	.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			500.00		NY EXPENSES PREPAID IN OY	
	12/08/20	19-3		P-CARD			700.00		VISIT FLORIDA SERVICE CEN	
	01/21/21	19-4		761			-868.11		FLORIDA RV TRADE ASSOC	
	01/29/21	19-4		P-CARD			450.00		E/C PCARD - PREPAID EXP	
	02/26/21	19-5		P-CARD			162.00		VISIT FLORIDA SERVICE CEN	
	04/30/21	19-7		P-CARD			3,000.00		FL STATE FAIR B2B	
	04/30/21	19-7		P-CARD			750.00		AMERICAN SPORTFISHING AS	
TOTAL	TRADE SHOW PROMOTION					56,730.00	15,677.00	.00	MAP YOUR SHOW	41,053.00
54820	VISIT CITRUS MAGAZINE									
	09/30/20	11-1				37,350.00	.00	.00	BEGINNING BALANCE	
	12/07/20	17-3	82370-01		22642 AKERS MEDIA GROU			3,000.00	POSTED FROM BUDGET SYSTEM	
	04/01/21	17-7	82594-01		22642 AKERS MEDIA GROU			22,486.00	PUBLISHING 2021 DISCOVER	
	05/17/21	21-8	82370-01		22642 AKERS MEDIA GROU		.00	-3,000.00	PRINTING OF THE VISITORS	
TOTAL	VISIT CITRUS MAGAZINE					37,350.00	.00	22,486.00	PUBLISHING 2021 DISCOVER	14,864.00
54921	ADVERTISING									
	09/30/20	11-1				3,000.00	.00	.00	BEGINNING BALANCE	
	10/20/20	21-1		V140181	0377.1 CITRUS COUNTY CH		18.43	.00	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	.00	CITRUS PUBLISHING	
								.00	12964167 10/20/20	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 14
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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	ADVERTISING			(cont'd)						
	12/14/20	21-3		V141168	20974 MADDEN PREPRINT		35,000.00	.00	2020-005030 9/30/20	
	12/17/20	21-3		V141091	0377.1 CITRUS COUNTY CH		18.92	.00	12965880 11/23/20	
	01/05/21	25-4		BT010521		35,000.00			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		V142281	0377.1 CITRUS COUNTY CH		18.92	.00	12968779 1/26/21	
	03/11/21	21-6		V142490	0377.1 CITRUS COUNTY CH		18.92	.00	12970384 2/24/21	
	04/20/21	21-7		V143085	0377.1 CITRUS COUNTY CH		18.92	.00	12972380 3/31/21	
	04/30/21	19-7		P-CARD			-18.92		CITRUS PUBLISHING	
	04/30/21	19-7		P-CARD			18.92		CITRUS PUBLISHING	
TOTAL	ADVERTISING					38,000.00	35,248.99	.00		2,751.01
55100	OFFICE SUPPLIES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				3,500.00		.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	
	02/26/21	19-5		P-CARD			37.98		OFFICEMAX/OFFICEDEPT#6876	
	02/26/21	19-5		P-CARD			23.74		AMAZON.COM RD0AX7EF3 AMZN	
	03/15/21	21-6		482664	1621 DS SERVICES OF A		6.02	.00	19506016 030621 3/6/21	
	03/31/21	19-6		P-CARD			4.37		WAL-MART #1104	
	04/30/21	19-7		P-CARD			11.98		OFFICEMAX/DEPOT 6806	
	04/30/21	19-7		P-CARD			29.98		OFFICEMAX/OFFICEDEPT#6876	
TOTAL	OFFICE SUPPLIES					3,500.00	209.12	.00		3,290.88
55200	OPERATING SUPPLIES					.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				4,600.00		.00	POSTED FROM BUDGET SYSTEM	
	12/08/20	19-3		P-CARD			19.47		WATER - COFFEE DELIVERY	
	12/08/20	19-3		P-CARD			28.43		WAL-MART #1104	
	12/08/20	19-3		P-CARD			39.00		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	
	02/26/21	19-5		P-CARD			8.47		WM SUPERCENTER #1104	
	02/26/21	19-5		P-CARD			6.35		WATER - COFFEE DELIVERY	
	04/07/21	21-7		482970	1621 DS SERVICES OF A		5.99	.00	19506016 040321 4/3/21	
TOTAL	OPERATING SUPPLIES					4,600.00	120.41	.00		4,479.59
55208	FUEL & LUBES					.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 15
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
55208										
	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	
	03/22/21	19-6		WEXPRESS			32.43		Wright Express	
	03/23/21	19-6		1232			.35		FEB FUEL CHARGES	
	03/29/21	19-6		VM 2/21			11.57		VEH MAINT INTERFACE	
	05/11/21	19-8		WEXPRESS			30.80		Wright Express	
TOTAL			FUEL & LUBES			1,800.00	168.22	.00		1,631.78
55211						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
	04/30/21	19-7		P-CARD			53.99		KIMBALL MIDWEST PAYEEZY	
TOTAL			JANITORIAL SUPPLIES			1,000.00	53.99	.00		946.01
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	
	02/26/21	19-5		P-CARD			19.98		DUNKIN #346009 Q35	
	03/31/21	19-6		P-CARD			19.96		DUNKIN #353335 Q35	
	03/31/21	19-6		P-CARD			20.00		CITRUS COUNTY CHAMBER	
	04/30/21	19-7		P-CARD			21.42		DUNKIN #353335 Q35	
TOTAL			MEALS			3,000.00	142.32	.00		2,857.68
55270						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				975.00			POSTED FROM BUDGET SYSTEM	
	02/26/21	19-5		P-CARD			124.79		DMI DELL HIGHER EDUC	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 16
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
55270					COMPUTER ACCESSORIES (cont'd)					
	02/26/21	19-5		P-CARD			914.58		DMI DELL HIGHER EDUC	
	02/26/21	19-5		P-CARD			665.00		DMI DELL HIGHER EDUC	
	04/26/21	19-7		1492			-914.58		TFR DELL MONITOR CHARGES	
TOTAL					COMPUTER ACCESSORIES	975.00	789.79	.00		185.21
55275					COMPUTER SOFTWARE	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				.00			POSTED FROM BUDGET SYSTEM	
	03/31/21	19-6		P-CARD			29.99		ADOBE STOCK	
	04/30/21	19-7		P-CARD			218.04		DNH GODADDY.COM	
TOTAL					COMPUTER SOFTWARE	.00	248.03	.00		-248.03
55400					DUES BKS SUBSCR MEM PUBL	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				15,005.00			POSTED FROM BUDGET SYSTEM	
	10/30/20	19-1		P-CARD			2,704.00		FADMO	
	11/09/20	19-2		246			250.00		NY EXPENSES PREPAID IN OY	
	01/29/21	19-4		P-CARD			500.00		AMERICAN SPORTFISHING AS	
	02/26/21	19-5		P-CARD			175.00		FL OUTDOOR WRITERS ASSOC	
	02/26/21	19-5		P-CARD			675.00		National Tour Association	
	04/30/21	19-7		P-CARD			295.00		FADMO	
TOTAL					DUES BKS SUBSCR MEM PUBL	15,005.00	4,599.00	.00		10,406.00
55500					TRAINING	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				11,300.00			POSTED FROM BUDGET SYSTEM	
	10/30/20	19-1		P-CARD			1,075.00		SOUTHEAST TOURISM SOCIETY	
	11/09/20	19-2		246			1,075.00		NY EXPENSES PREPAID IN OY	
TOTAL					TRAINING	11,300.00	2,150.00	.00		9,150.00
58100					AID TO GOVERNMENT AGENCY	.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					SPECIAL PROJECTS	.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				204,066.00			POSTED FROM BUDGET SYSTEM	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 17
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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
58221										
	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	
	03/09/21	25-6		BT030921		-26,150.00			BT030921-1	
	04/14/21	13-7				461,453.00			FB041321	
	04/27/21	25-7		BT042721		-105,000.00			BT042721-5	
TOTAL			SPECIAL PROJECTS			532,369.00	.00	1,500.00		530,869.00
59100						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				998.00			POSTED FROM BUDGET SYSTEM	
	10/26/20	19-1		128			998.00		BUDGETED TRANSFERS	
TOTAL			TRANSFERS			998.00	998.00	.00		.00
59123						.00	.00	.00	BEGINNING BALANCE	
	09/30/20	11-1				51,188.00			POSTED FROM BUDGET SYSTEM	
	10/26/20	19-1		128			51,188.00		BUDGETED TRANSFERS	
TOTAL			TRANSFER - INDIRECT COST			51,188.00	51,188.00	.00		.00
61000						.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	
	04/14/21	13-7				22,410.00			FB041321	
TOTAL			RESERVE CASH FORWARD			531,603.00	.00	.00		531,603.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU						3,140,612.99	689,383.38	438,692.06		2,012,537.55
TOTAL FUND - VISITOR & CONV BUREAU						3,140,612.99	689,383.38	438,692.06		2,012,537.55

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 05/25/2021
TIME: 11:31:08

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 18
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/21 THRU 8/21

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	25-5		BT020921		100,000.00			BT020921-8	
02/09/21	11-5				.00				
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	
04/14/21	13-7				94,851.00			FB041321	
TOTAL			RES FOR CAPITAL PROJECTS		625,162.00	.00	.00		625,162.00
TOTAL DEPARMTENT - 1ST CENT TOURIST TAX					1,275,162.00	.00	.00		1,275,162.00
TOTAL FUND - VISITOR & CONV BUREAU 1ST					1,275,162.00	.00	.00		1,275,162.00
TOTAL REPORT					4,415,774.99	689,383.38	438,692.06		3,287,699.55

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION