
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 November 17 Agenda

Approve the agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approval of October 13 Meeting Minutes

Move to approve October 13, 2021 Tourist Development Council Minutes

2. TDC - TDC Meeting Dates 2022

Staff recommends approval of list of dates with any necessary adjustments presented by the TDC.

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Chris Kingree Presentation

Staff recommends increasing the marketing partnership with Chris Kingree by \$8900 from Special Projects for FY 22.

Staff seeks TDC input and discussion on funding levels for FY 23 and FY 24.

E. DIRECTORS/MEDIA REPORT

1. TDC - Destination Update

Information only

2. TDC - Financial Reports

Information 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 November 17 Agenda				
AGENDA DATE:	November 17, 2021				
<u>BRIEF OVERVIEW:</u>					
November 17th 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>					
Approve the agenda					



Citrus County Tourist Development Council
Agenda
November 17, 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 October 13, 2021 TDC minutes as presented.

C. Open to the Public

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

D. Presentations

- D.1 Bass Fishing Marketing Partnership (Chris Kingree)
- D.2. 2022 TDC Meeting Dates

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, December 8, 2021, 9:00 A.M.

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



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Approval of October 13 Meeting Minutes				
AGENDA DATE:	November 17, 2021				
<u>BRIEF OVERVIEW:</u>					
Review and discuss October 13, 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 October 13, 2021 Tourist Development Council Minutes					

Citrus County Tourist Development Council
Meeting Minutes
October 13, 2021

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on October 13, 2021 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Ronald E. Kitchen, Jr..

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

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

County Staff Present: John Pricher, Miles Saunders, Jodi Sanders, Christina Lamb, Randy Oliver, Commissioner Holly Davis

Public in Attendance: Britney Guertin, Stephen Minguy, Cyndi Minguy, Gregg Mackler, Rodney MacRae, Rosemary White, Laurie Pike, Leslie Bollin

4. Adoption of the Agenda

Adoption of the October 13, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

B. Approve minutes of meeting.

Approve the September 8, 2021 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Cindi Guy
SECONDER	Jacquie Hepfer
AYES	

C. Open to the Public

None

D. Presentations

D.1 Homosassa River Restoration Project: Gregg Mackler presented the Homosassa River Restoration Project to restore the eelgrass in the Homosassa River. This project was started at the request of Senator Simpson. The project is in its second year of planting and has already seen huge benefits to the river at the spring heads. Funding for the first section of the project was accomplished through public donations. Request is \$50K from Capital Reserves to purchase the remaining permits. Dr. Paresh Desai moved to approve. Cindi Guy second. Motion carried unanimously.

D.2 Reel Animals TV Fishing Promotion Project: Captain Mike Anderson, host of the Reel Animals TV & Radio Show, presented the Reel Animals TV Fishing Promotion Project. Reel Animals will promote Discover Crystal River through various platforms such as television, radio and online/social media as well as opportunities to join Captain Mike on the Reel Animals Podcast to discuss the rich history and unique fisheries of Citrus County. Request is \$20K from Special Projects for total investment per year. Mike Shoemaker moved to approve. Michael Mancke second. Motion carried unanimously.

D3. Madden Media Update: Jeff Burghardt and John Bridges presented the Madden Media Update. Discussed numbers for FY 21 campaign success and ad performance. Seeing a 70 percent increase in new users to the website. Discussed growth strategy objectives and campaigns for FY 22. Presented the British Airways/Visit Florida promotions for multimedia of digital ads, video and online exposure. Request is \$18.2K from Special Projects for British Airways Campaign. Michael Mancke moved to approve. Jacquie Hepfer second. Motion carried unanimously.

E. Director's/Media Report – John Pricher

John Pricher presented the Director's Report. Discussed the STR report and financials. Discussed the Visit Florida Huddle and Encounter Luncheon Sponsorship which will include registration, booth and 5 minutes of stage time during combined lunch. Introduced Britney Guertin as our new Account Manager at Hayworth PR. We have been asked to draft a letter of support for the Inshore Reef Project which will be presented to the board for signature. Jodi Sanders gave an update on social media. We are continuing to gain more followers and have seen a significant increase to the fishing page as we've added Crystal River fishing reports by Captain Katie Jo. Instagram has surpassed 22K followers. Miles Saunders gave an update on FAM Tours. International travel season starts on November 1st, and we are starting to see more activity for international FAM Tours. Jodi accepted the 3CMA Silver Circle Award for the Visit Florida Advocacy video in St. Louis on September 9th and John accepted the Bronze Award at the Visit Florida Flagler Awards for the Discover Crystal River Virtual FAM Tour video on September 8th.

F. Other Business

City of Inverness – Jacquie Hepfer

Jacquie Hepfer discussed the Cooter Fest happening during the last weekend of the month which will include comedy night and a costume contest. Culvers is coming along, and Capital City Bank will be coming soon.

City of Crystal River – Cindi Guy

Cindi Guy discussed the Splash Pad which is expected to be completed in 2 weeks and the recent Scarecrow Festival. Upcoming events are Taste of Crystal River on October 16th, Stone Crab Jam on November 6th and Christmas on the Square in December featuring an ice-skating rink.

Other Comments:

G. Open to the Public

Stephen Minguy, President of the Homosassa River Restoration Project, thanked the board for their vote of confidence and commented on the restoration project.

Rodney MacRae, Vice-President of the Homosassa River Restoration Project, thanked the board for their help and commented on the restoration project

H. Adjournment

Chairman Kitchen called for adjournment at 11:06 am. The next regular meeting will be Wednesday, November 17, 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: Christina Lamb

Approved by: John Pricher



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - TDC Meeting dates 2022				
AGENDA DATE:	November 17, 2021				
<u>BRIEF OVERVIEW:</u>					
Proposed dates for TDC meetings January - December of 2022.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Staff recommends approval of list of dates with any necessary adjustments presented by the TDC.					



CITRUS COUNTY
TOURIST DEVELOPMENT COUNCIL
2022 MEETINGS

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

Date	Time	Location	Meeting Topic
Jan. 12, 2022	9:00am	LGB, Rm. 166	Regular Meeting
Feb. 9, 2022	9:00am	LGB, Rm. 166	Regular Meeting
Mar. 9, 2022	9:00am	LGB, Rm 166	Regular Meeting
Apr. 13, 2022	9:00am	LGB, Rm. 166	Regular Meeting
May 11, 2022	9:00am	LGB, Rm. 166	Regular Meeting
June 8, 2022	9:00am	LGB, Rm. 166	Regular Meeting
July 13, 2022	9:00am	LGB, Rm. 166	Regular Meeting
Aug. 10, 2022	9:00am	LGB, Rm. 166	Regular Meeting
Sept. 14, 2022	9:00am	LGB, Rm 166	Regular Meeting
Oct. 12, 2022	9:00am	LGB, Rm 166	Regular Meeting
Nov. 9, 2022	9:00am	LGB, Rm 166	Regular Meeting
Dec. 14, 2022	9:00am	LGB, Rm 166	Regular Meeting

Citrus County Visitors & Convention Bureau
Website (<http://www.discovercrystalriverfl.com>)

Our Mission

To strengthen Citrus County's tourism economy in order to retain and create jobs; expand tourism business income and related taxes; and to enhance the quality of life for all citizens by raising destination awareness and increased visitor spending. The Citrus County Visitors Bureau serves as the leading advocate for the tourism industry in building community relations and partnerships.



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Chris Kingree Presentation
AGENDA DATE:	November 17, 2021

BRIEF OVERVIEW:

Chris Kingree will present an update on the marketing partnership from the past year and potential expansion of the partnership for the future.

There have been changes in the way the tournaments are structured increasing the amount of exposure the Discover Crystal River could receive with an expansion of the partnership. Under the new structure the opportunities are divided into 3, 6 and 9 events to possibly participate in versus the previous structure of 4 events.

Costs have risen for all participation levels. Participation in 3 events (base level of participation similar to past partnership) will see a \$900 increase over budgeted amount, 6 events = \$3900 and 9 events = \$8900.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Staff recommends increasing the marketing partnership with Chris Kingree by \$8900 from Special Projects for FY 22.

Staff seeks TDC input and discussion on funding levels for FY 23 and FY 24.

A man with a beard and sunglasses, wearing a blue and black fishing jersey and a blue cap, is shown in profile, casting a fishing rod. The background is a solid grey color.

Partnership Review & Proposal

Chris Kingree
Bassmaster Opens Pro

Chris@44Tackle.com
(352) 586 - 6548

About Chris Kingree

- Age 33
- Hometown: Inverness, Fl.
- 8 Years Tournament Fishing
- 5 Years Fishing Bassmaster Opens
- 3 Year Bassmaster Opens Pro
- Owner of 44 Tackle Co.
Fishing Tackle Retail Store
- Owner of SMD Brand Services
Web Design & Marketing Agency

Occupation Experience

15 Years

Retail Sales | Online Sales

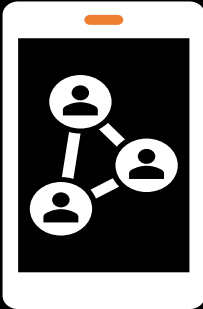
Inventory Management | Product Management

Print Marketing | PPC Marketing

SEO Marketing | Web Design | Graphic Design

Video Editing





Social Media Influence

@ChrisKingreeFishing

** Data As Of October 2021*

Followers	Engagements Per Month	Impressions Per Month
4.7k	980	6.5k
2.6k	450	3.9k
800	117 Hours Viewed Per Month	24.4k
6.1k	5.1k	173k



2021 Review

In 2021, I competed in six events of the Bassmaster Open Series. From the Harris Chain of Lakes in Leesburg, Florida to Oneida Lake in Syracuse, New York with over 6000 miles of coverage between the six events. Along the way, I endured tough fishing conditions and many obstacles that have given me incredible life experience moving forward.

The most rewarding part of 2021, was the interactions on the road I had representing Citrus County. Some look at a logo on a truck or a boat as just a sticker, but I can tell you it's much more than that. For me, it's a symbol of where I come from and the hometown I am proud to live in. It has provoked questions and conversations at every gas station I stop at, every hotel I stay at, and every boat ramp I approach. Some are questions of where Crystal River is located. Some are stories of where people grew up in Florida. Most, are people that have heard of Citrus County, Florida and are looking for the final pieces to their travel plans to visit our beautiful area. I am thankful and honored to be the one that helps with their decision.

For 2022 it is my plans to fish all nine events of the Bassmaster Open Series. Traditionally, the six events that I competed in 2021 mainly covered the eastern United States. This year I have scheduled to fish all nine events. In the three divisions, the last tournament of each division will have live television coverage, aired on FOX FS1 for the last day of each tournament.

This year's schedule opens the opportunity for two more divisions of qualifying for the Bassmaster Elite Series. Qualifying for the Bassmaster Elite Series would provide the most exposure I can offer for Citrus County. It opens the door to live television coverage for four days of every event aired on FOX FS1 and the best coverage available on Bassmaster.com.



Coverage From 2021

Media Published on Bassmaster.com



Harris Chain 2021



1000 Islands 2021



Oneida 2021



James River 2021



Douglas 2021

New For 2022

Podcasts & Live Shows

D.1.a



People Of Fishing Podcast

At the end of 2020, I started the People Of Fishing Podcast also known as "The POF". The POF was started to tell the stories of the people that make up the fishing industry. The guests have spanned from Professional Fisherman to YouTube Personalities to Manufacturers. The POF gives a perspective that has not been explored for a wide demographic of listeners. In the first 7 episodes of the Pilot season, The POF has reached 500 monthly downloads and thousands of video views across Facebook, Instagram, and YouTube.

44 Tackle Co. Live Broadcasts

For 2021, I have started producing weekly live broadcasts at 44 Tackle Co. These include product spotlights, industry news, tournament and fishing reports, tips, and live discussions of current topics. For 2022, we will be adding a weekly on the water live morning show that gives a real time fishing report of local waters. Live videos currently bring 40 – 100 live viewers and 1000 playback video views between YouTube and Facebook.

Advertising

For 2022, I will be offering the option in my partnership packages to included exposure on these new platforms. The Podcast and Live Shows are gaining traction and will be a great platform to present supporting partners and make announcements for the respective partners.

2022 Tournament Schedule

Bassmaster Open Series (9 Events)

Southern

Feb. 3-5, Kissimmee Chain of Lakes, Kissimmee, Fla.

March 31-April 2, Cherokee Lake, Jefferson County, Tenn.

Oct. 6-8, Lake Hartwell, Anderson, S.C.

Central

April 28-30, Ross Barnett Reservoir, Ridgeland, Miss.

Sept. 22-24, Red River, Shreveport-Bossier, La.

Oct. 20-22, Sam Rayburn Reservoir, Jasper, Texas

Northern

April 14-16, James River, Richmond, Va.

July 7-9, Oneida Lake, Syracuse, N.Y.

Sept. 8-10, Upper Chesapeake Bay, Cecil County, Md.

Other Tournament Trails Scheduled For 2022

ABA Florida Division

4 Events + Championship 2 Day

MLF Bass Fishing League

Gator Division (Tournaments that do not conflict with the dates above)

B.A.S.S. Nation

Florida Division (Tournaments that do not conflict with the dates above)



Picture Credit: Bassmaster.com Shane Durrance

Opportunities & Deliverables

As a small business owner, I understand what challenges there are when deciding on partnerships. My partnerships are approached with loyalty, respect, and believing in every company I partner with along with their products. Since no two businesses are alike, I am flexible with my deliverables based on what I believe I can best help with.

My platform is based on strong relationships and trust. I build a relationship with every customer that walks into my tackle store. Whether it's a seasoned tournament angler or someone picking out a fishing rod for the first time. Taking the time to teach and listen to their needs provides a strong channel to recommend the products I personally use and believe in.

The first step for any campaign that I execute is to establish the goals of the company I am working with. Once establishing the mutual goals of the campaign, I will give quarterly updates on the campaign to leave ample time to tweak the approach that best serves my partners.

Listed are some options I believe will best suit your business.



Partnership Packages

D.1.a

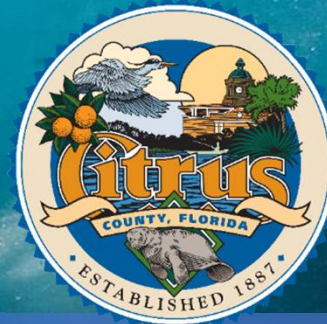
PACKAGE DETAILS	BRONZE	SILVER	GOLD	PLATINUM
Sharing, Promoting, and Interacting with Social Media Posts	Included	Included	Included	Included
Hashtag and Tagging on Relevant Posts	Included	Included	Included	Included
Organic Social Post on all Chris Kingree Fishing Channels	1 Per Month	1 Per Month	2 Per Month	4 Per Month
Appearance at events, tradeshow, sales, or photoshoots.	Up to 1 Per Year	Up to 2 Per Year	Up to 4 Per Year	Up to 6 Per Year
Dedicated Video w/ Logo Present for Duration of the Video	(2) 1 Min Videos Per Year	(4) 1 Min Videos (1 Per Quarter)	(8) 1 Min Videos (2 Per Quarter)	(12) 1 Min Videos (3 Per Quarter)
Recognition on The People of Fishing Podcast	(2) 15 Sec. Spots Each Episode	(2) 15 Sec. Spots Each Episode	(2) 30 Sec. Spots Each Episode	(3) 30 Sec. Spots Each Episode
Recognition on Weekly Live Videos Featured on 44 Tackle (Instagram, Facebook, YouTube)	Special Thanks Each Episode	(1) 15 Sec. Spot Each Episode	(1) 30 Sec. Spot Each Episode	(2) 30 Sec. Spots on Each Episode
Recognition on Weekly Live Videos Featured on Chris Kingree Fishing (Instagram, Facebook, YouTube, TikTok)	(2) 15 Sec. Spots on Each Episode	(2) 15 Sec. Spots on Each Episode	(2) 30 Sec. Spots on Each Episode	(3) 30 Sec. Spots on Each Episode
Truck & Boat Logo Placement	6" x 6" Logo Space (Minimum)	10" x 10" Logo Space (Minimum)	12" x 24" Logo Space (Minimum)	18" x 36" Logo Space (Minimum)
Jersey Logo Placement	Med Logo Lower on Front and Back	Med Logo Upper Chest Front and Med Logo on Back	Large Logo Just Below Center Front and Back	Largest Logo Space Center Front and Back
Package Price Per Year	\$4,500	\$7,500	\$10,500	\$16,500

All Packages Are Open To Customization And Negotiation To Better Fit Your Needs. Product Of Similar Value May Be Accepted Instead Of Currency.



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Destination Update				
AGENDA DATE:	November 17, 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
November 17, 2021**

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

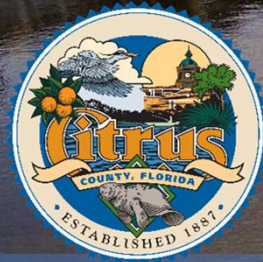


CALL TO ORDER

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



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ADOPTION OF THE AGENDA



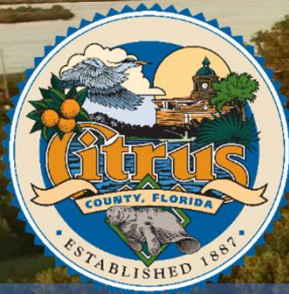
APPROVAL OF THE MINUTES

Approve Oct 13th
TDC Minutes

DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS





OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS

- Bass Fishing Marketing Partnership with Chris Kingree



JOHN PRICHER

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- VCB Destination Update
- Financials

DISCOVER
CRYSTAL RIVER
FLORIDA

The logo features a stylized blue outline of the state of Florida. Inside the outline, the word "CRYSTAL" is written in white capital letters, and "RIVER" is written in blue capital letters. Below the outline, the word "FLORIDA" is written in blue capital letters.

FLORAL CITY || HOMOSASSA || INVERNESS

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

	OCC %		ADR \$		RevPAR \$		Current Month September 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	54.2	47.2	105.12	95.25	56.96	44.95	14.8	10.4	26.7	26.7	0.0	14.8
Hernando	66.6	51.2	93.05	73.50	61.94	37.66	29.9	26.6	64.5	64.5	0.0	29.9
Pasco	68.9	54.8	95.37	74.36	65.72	40.71	25.9	28.3	61.4	63.0	1.0	27.1
Charlotte	55.6	45.7	93.93	76.16	52.26	34.79	21.8	23.3	50.2	50.2	0.0	21.8
Florida	55.2	43.4	135.51	105.68	74.82	45.89	27.2	28.2	63.1	79.5	10.1	40.0

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SOURCE: STR, INC. YTD COMPARISON: July 2021

	OCC %		ADR \$		RevPAR \$		Year to Date – September 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	63.0	53.9	111.71	100.77	70.40	54.28	17.0	10.9	29.7	29.5	-0.2	16.8
Hernando	71.0	55.0	91.46	80.26	64.93	44.17	29.0	14.0	47.0	47.0	4.8	35.2
Pasco	75.3	54.6	96.83	80.33	72.91	47.48	37.1	12.0	53.6	53.6	-0.4	36.6
Charlotte	64.5	51.8	106.84	100.31	68.88	51.93	24.5	6.5	32.6	32.6	1.8	26.7
Florida	64.5	48.8	156.64	138.30	101.03	67.49	32.2	13.3	49.7	65.4	10.5	46.1



TOURISM DEVELOPMENT TAX

September 2020 Revenue

\$ 193,666.84

\$ 13,949.75

September 2021 Revenue

\$ 207,616.59

7.2 %

5th Penny Allocation

\$ 41,523.32

Total Capital Reserve

\$ 489,286.07

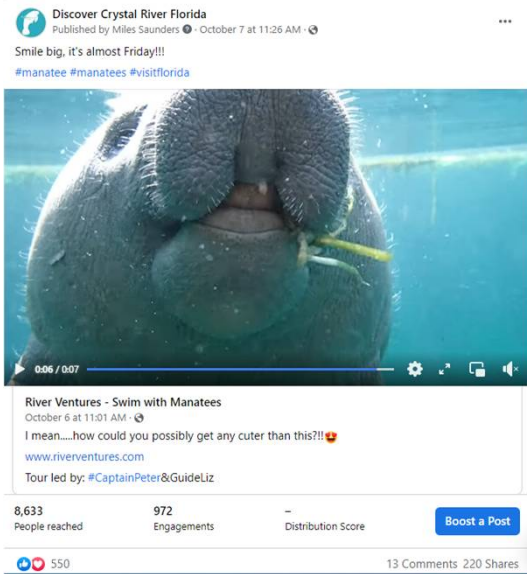
2019-20 Fiscal Year Revenue to Date

\$ 1,887,568.61

2020-21 Fiscal Year Revenue to Date

\$ 2,446,430.36

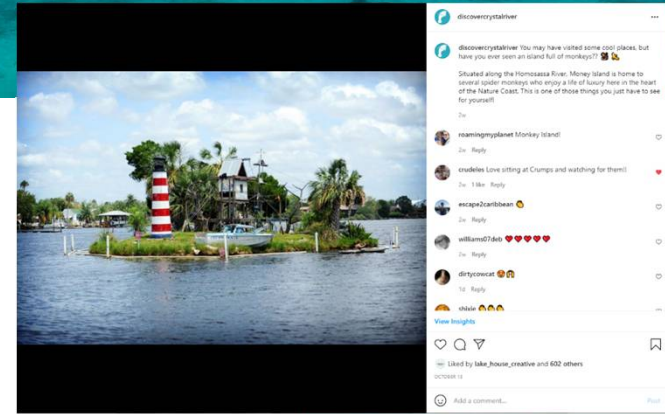
\$ 558,861.75 or 29.61% Increase YTD



Facebook Main
187,748 Followers



Facebook Fishing
23,552 Followers



Instagram
22,373 Followers





Follower Comparison



@floridashistoriccoast
40.5k followers



@visitnewsmyrnabeach
23.6k followers



@visitameliaisland
23.1k followers



@discovercrystalriver
22.3k followers



@visit_tally
21.2k followers



@discoverdaytonabeach
16.5k followers



@ocalamarion
14.4k followers



@discovermartin
13.3k followers



@visitgainesville
12.2k followers



@visitindianriver
11.8k followers

300 closer
to Amelia
Island!

Insights

Instagram:

Sept. 30th – Oct. 31st

- 528 new followers
- 12.7% increase in content interactions
- 101,734 total accounts reached

Facebook:

Sept. 30th – Oct. 31st

- 1,000 new followers
- 28.6% increase in 1 min. video views
- 1,00,684 total accounts reached (32.2% increase)

DISCOVER
CRYSTAL RIVER
FLORIDA

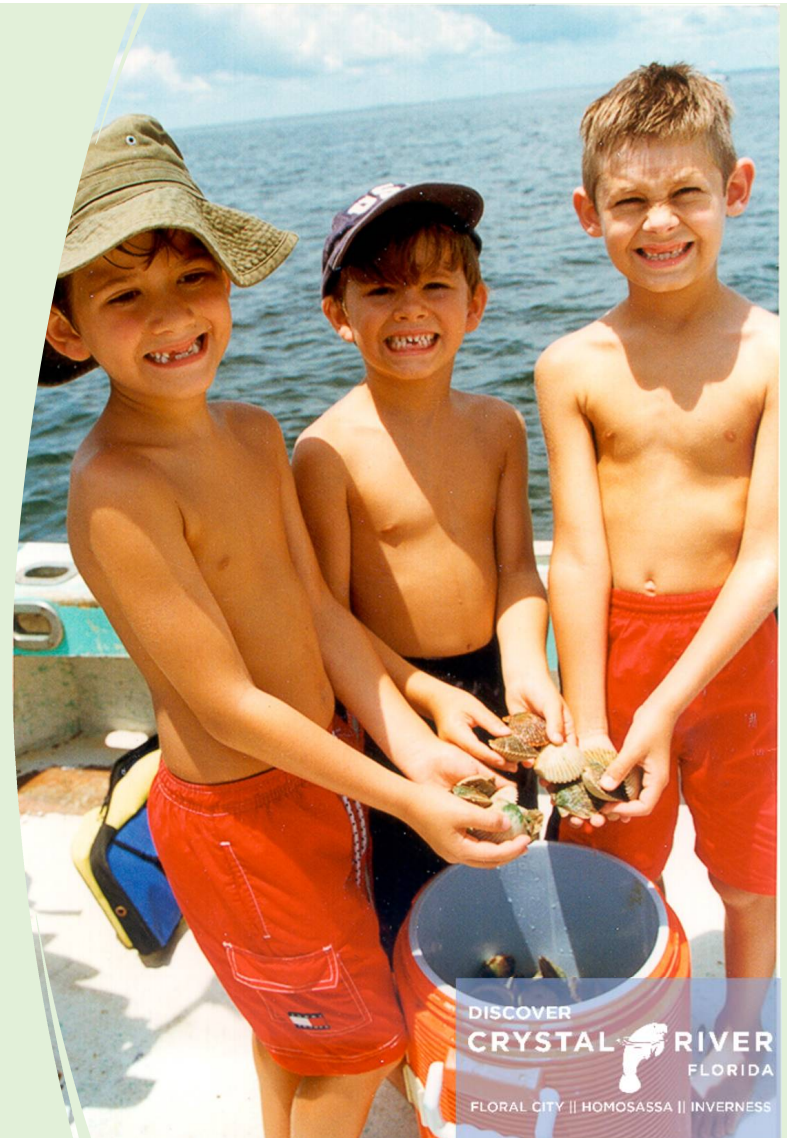


FAM TOURS: MEDIA & SALES

Nov 14-15	DCRF	Karibiktauchen Magazine	GERMANY
Dec 2-4	VF-MX	Yo Soy Viajera	MEXICO
Dec 10-12	DCRF	Great Days Outdoors	USA
Dec 20-22	DCRF	Was Mit Reisen	GERMANY
Jan 27-29	VF-US	Travel Awaits	USA

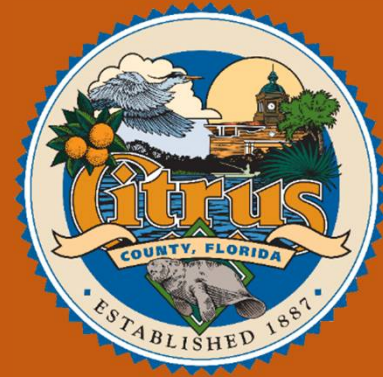
SALES ACTIVITY

September 2021





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



OTHER BUSINESS BY COUNCIL MEMBERS



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL

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



**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**

**Next Meeting: December 8,
2021**



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Financial Reports				
AGENDA DATE:	November 17, 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> Information 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	\$ 227,646.74	\$ 183,159.32	411.71%	\$ 182,117.39	\$ 45,529.35
Jun	\$ 138,501.24	\$ 156,083.72	\$ 125,316.08	\$ 217,049.40	\$ 91,733.32	73.20%	\$ 173,639.52	\$ 43,409.88
Jul	\$ 165,952.92	\$ 165,070.43	\$ 182,233.26	\$ 252,375.77	\$ 70,142.51	38.49%	\$ 201,900.62	\$ 50,475.15
Aug	\$ 226,507.69	\$ 223,797.05	\$ 261,955.95	\$ 315,964.32	\$ 54,008.37	20.62%	\$ 252,771.46	\$ 63,192.86
Sept	\$ 161,016.72	\$ 140,276.72	\$ 193,666.84	\$ 207,616.59	\$ 13,949.75	7.20%	\$ 166,093.27	\$ 41,523.32
Total	\$ 1,951,888.75	\$ 1,915,789.11	\$ 1,887,568.61	\$ 2,446,430.36	\$ 558,861.75	29.61%	\$ 1,957,144.28	\$ 489,286.07
% Change	35.81%	-1.85%	-1.47%	29.61%				

Capital Reserves Fund

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

1/7/2020	\$	(400,000.00)	Bike Trail Investment
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Awarded/Recommended

3/11/2020	\$	(100,000.00)	USFW Welcome Center Display
11/4/2020	\$	(100,000.00)	USFW Welcome Center Display
11/4/2020	\$	(150,000.00)	City of Crystal River Riverwalk

Revenue

3/26/2020	\$	40,354.38
4/27/2020	\$	46,170.72
5/26/2020	\$	27,670.96
6/26/2020	\$	8,897.48
7/27/2020	\$	25,063.22
8/27/2020	\$	36,446.65
9/27/2020	\$	52,391.19
10/27/2020	\$	38,733.37
11/27/2020	\$	29,819.36
12/27/2020	\$	26,772.55
1/27/2021	\$	26,507.68
2/27/2021	\$	30,896.76
3/27/2021	\$	37,739.26
4/27/2021	\$	39,211.75
5/27/2021	\$	54,208.15
6/27/2021	\$	45,529.35
7/27/2021	\$	43,409.88
8/27/2021	\$	50,475.15
9/27/2021	\$	63,192.86
10/27/2021	\$	41,523.32

Available	\$ 529,167.04
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Special Project Fund

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

True Up 4/21 \$ 461,453.00

Remove on Oct 1, 2021

Expenditures

1/14/2020	\$	(1,500.00)
1/29/2020	\$	(1,500.00)
3/26/2020	\$	(1,500.00)
3/26/2020	\$	(4,500.00)
4/2/2020	\$	(1,500.00)

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

Awarded

5/13/2020	\$	(1,500.00)
5/13/2020	\$	(1,000.00)
5/13/2020	\$	(1,500.00)
5/13/2020	\$	(7,500.00)
5/13/2020	\$	(7,500.00)
5/13/2020	\$	(1,500.00)
5/13/2020	\$	(3,000.00)
5/13/2020	\$	(1,500.00)
5/13/2020	\$	(1,500.00)
1/13/2021	\$	(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)
\$	(18,200.00)

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

Available \$ 470,151.00

Visitors and Convention Bureau

		FY 2021			
		Budget	Revenues	Difference	%
312120	TOURIST TAX	1,063,000	1,957,144	(894,144)	184%
361200	MONEY MKT & LGIP INTEREST	15,000	3,278	11,722	22%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,078,000	1,960,423	-882,423	

			FY 2021			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	276,757	250,308	26,449	90%
	51306	CASUAL LABOR	7,000	5,992	1,008	86%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	21,172	18,672	2,500	88%
	52200	RETIREMENT CONTRIBUTIONS	27,532	25,564	1,968	93%
	52300	LIFE & HEALTH INSURANCE	43,307	37,941	5,366	88%
	52400	WORKERS' COMPENSATION	818	766	52	94%
	Sub Total		377,586	339,243	38,343	
2-OPERATING	53100	PROFESSIONAL SERVICES	86,624	69,183	17,441	80%
	53400	OTHER CONTRACTUAL SERV	159,200	155,471	3,729	98%
	53416	SOFTWARE AS A SERVICE	8,480	8,434	46	99%
	54000	TRAVEL & PER DIEM	47,300	12,278	35,022	26%
	54100	COMMUNICATIONS SERVICES	8,559	8,302	257	97%
	54201	POSTAGE	19,000	5,131	13,869	27%
	54300	UTILITY SERVICES	9,912	7,300	2,612	74%
	54408	BUILDING RENTAL	24,345	24,344	1	100%
	54550	GENERAL LIABILITY CLAIMS	541	371	170	69%
	54600	REPAIR & MAINTENANCE	1,824	1,776	48	97%
	54603	VEHICLE MAINTENANCE	550	219	331	40%
	54604	MAINTENANCE - BUILDINGS	6,604	4,132	2,472	63%
	54605	EQUIPMENT MAINTENANCE	7,020	5,522	1,498	79%
	54615	SOFTWARE MAINT/SUPPORT	2,154	1,766	388	82%
	54700	PRINTING & BINDING	12,000	1,912	10,088	16%
	54800	PROMOTIONAL ACTIVITIES	59,691	21,950	37,741	37%
	54807	MARKETING	706,070	689,825	16,245	98%
	54809	TRADE SHOW PROMOTION	51,730	19,061	32,669	37%
	54820	VISIT CITRUS MAGAZINE	32,350	25,678	6,672	40%
	54921	ADVERTISING	38,000	35,325	2,675	93%
	55100	OFFICE SUPPLIES	3,500	698	2,802	20%
	55200	OPERATING SUPPLIES	4,600	503	4,097	11%
	55205	UNIFORMS	1,011	1,011	0	100%
	55208	FUEL & LUBES	1,800	485	1,315	27%
	55211	JANITORIAL SUPPLIES	1,000	80	920	8%
	55221	MEALS	3,000	244	2,756	8%

Visitors and Convention Bureau

			FY 2021			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55270	COMPUTER ACCESSORIES	975	790	185	81%
	55275	COMPUTER SOFTWARE	848	848	0	100%
	55400	DUES BKS SUBSCR MEM PUBL	15,005	12,427	2,578	83%
	55500	TRAINING	11,300	7,818	3,482	69%
	Sub Total		1,324,993	1,122,886	202,107	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	350,000	-	350,000	0%
	58221	SPECIAL PROJECTS	504,245	5,500	498,745	1%
	Sub Total		854,245	5,500	848,745	
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	1,519,815	1,089,195	

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TIME: 15:01:06

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,437,188.76	
102000	PETTY CASH	700.00	
	TOTAL CASH & CASH EQUIVALENTS	2,437,888.76	.00
133000	DUE FROM OTHER GOVT AGENC	166,093.27	
	TOTAL DUE FROM OTHER GOVERNMENT	166,093.27	.00
155000	PREPAID EXPENSES	9,842.81	
	TOTAL PREPAID ITEMS	9,842.81	.00
	TOTAL ASSETS & OTHER DEBITS	2,613,824.84	.00
	TOTAL ASSETS	2,613,824.84	.00
202000	ACCOUNTS PAYABLE		56,705.15
	TOTAL ACCOUNTS PAYABLE	.00	56,705.15
	TOTAL LIAB. & OTHER CREDITS	.00	56,705.15
	TOTAL LIABILITIES	.00	56,705.15
271000	FUND BALANCE		2,116,511.72
	TOTAL EQUITY	4,676,330.81	7,233,450.50
	TOTAL EQUITIES	4,676,330.81	7,233,450.50
	TOTAL VISITOR & CONV BUREAU	7,290,155.65	7,290,155.65

DATE: 11/02/2021
TIME: 15:01:06

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,392,995.29	
	TOTAL CASH & CASH EQUIVALENTS	1,392,995.29	.00
133000	DUE FROM OTHER GOVT AGENC	41,523.32	
	TOTAL DUE FROM OTHER GOVERNMENT	41,523.32	.00
	TOTAL ASSETS & OTHER DEBITS	1,434,518.61	.00
	TOTAL ASSETS	1,434,518.61	.00
202000	ACCOUNTS PAYABLE		75,000.00
	TOTAL ACCOUNTS PAYABLE	.00	75,000.00
	TOTAL LIAB. & OTHER CREDITS	.00	75,000.00
	TOTAL LIABILITIES	.00	75,000.00
271000	FUND BALANCE		1,023,411.87
	TOTAL EQUITY	1,430,162.00	2,789,680.61
	TOTAL EQUITIES	1,430,162.00	2,789,680.61
	TOTAL VISITOR & CONV BUREAU 1ST	2,864,680.61	2,864,680.61
	TOTAL REPORT	10,154,836.26	10,154,836.26

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TIME: 15:02:02

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

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	166,093.27	.00	1,957,144.29	-894,144.29	184.12
361200	MONEY MKT & LGIP INTERES	15,000.00	180.83	.00	3,278.50	11,721.50	21.86
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	166,274.10	.00	1,960,422.79	1,180,190.20	62.42
TOTAL	VISITOR & CONV BUREAU	3,140,612.99	166,274.10	.00	1,960,422.79	1,180,190.20	62.42

DATE: 11/02/2021
TIME: 15:02:02

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTAL 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	216,943.57	.00	489,286.07	-224,286.07	184.64
361200	MONEY MKT & LGIP INTERES	.00	115.09	.00	1,820.67	-1,820.67	.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	217,058.66	.00	491,106.74	784,055.26	38.51
	TOTAL VISITOR & CONV BUREAU 1	1,275,162.00	217,058.66	.00	491,106.74	784,055.26	38.51
	TOTAL REPORT	4,415,774.99	383,332.76	.00	2,451,529.53	1,964,245.46	55.52

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TIME: 15:16:57

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

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	.00	.00	250,308.39	26,448.61	90.44
51306	CASUAL LABOR	7,000.00	2,005.00	.00	5,992.50	1,007.50	85.61
51400	OVERTIME	1,000.00	.00	.00	.00	1,000.00	.00
52100	FICA TAXES	21,172.00	.00	.00	18,671.71	2,500.29	88.19
52200	RETIREMENT CONTRIBUTIONS	27,532.00	.00	.00	25,563.64	1,968.36	92.85
52300	LIFE & HEALTH INSURANCE	43,307.00	.00	.00	37,940.66	5,366.34	87.61
52400	WORKERS' COMPENSATION	818.00	.00	.00	766.41	51.59	93.69
53100	PROFESSIONAL SERVICES	86,624.00	6,025.00	12,399.00	69,182.99	5,042.01	94.18
53400	OTHER CONTRACTUAL SERV	159,200.00	9,000.00	.00	155,471.40	3,728.60	97.66
53416	SOFTWARE AS A SERVICE	8,480.00	.00	.00	8,434.29	45.71	99.46
54000	TRAVEL & PER DIEM	47,300.00	-34.50	.00	12,278.09	35,021.91	25.96
54100	COMMUNICATIONS SERVICES	8,559.00	82.53	.00	8,302.33	256.67	97.00
54201	POSTAGE	19,000.00	76.44	.00	5,131.22	13,868.78	27.01
54300	UTILITY SERVICES	9,912.00	712.42	.00	7,300.44	2,611.56	73.65
54408	BUILDING RENTAL	24,345.00	.00	.00	24,344.28	.72	100.00
54550	GENERAL LIABILITY CLAIMS	541.00	6.95	.00	370.85	170.15	68.55
54600	REPAIR & MAINTENANCE	1,824.00	260.00	.00	1,776.00	48.00	97.37
54603	VEHICLE MAINTENANCE	550.00	.00	.00	218.74	331.26	39.77
54604	MAINTENANCE - BUILDINGS	6,604.00	1,959.87	.00	4,131.88	2,472.12	62.57
54605	EQUIPMENT MAINTENANCE	7,020.00	144.05	.00	5,522.43	1,497.57	78.67
54615	SOFTWARE MAINT/SUPPORT	2,154.00	.00	.00	1,766.28	387.72	82.00
54700	PRINTING & BINDING	12,000.00	.00	2,004.00	1,911.77	8,084.23	32.63
54800	PROMOTIONAL ACTIVITIES	59,691.00	.00	.00	21,949.61	37,741.39	36.77
54807	MARKETING	706,069.99	40,158.39	.00	689,824.98	16,245.01	97.70
54809	TRADE SHOW PROMOTION	51,730.00	.00	.00	19,060.78	32,669.22	36.85
54820	VISIT CITRUS MAGAZINE	32,350.00	.00	.00	25,678.50	6,671.50	79.38
54921	ADVERTISING	38,000.00	.00	.00	35,324.67	2,675.33	92.96
55100	OFFICE SUPPLIES	3,500.00	.00	.00	698.49	2,801.51	19.96
55200	OPERATING SUPPLIES	4,600.00	.00	.00	502.86	4,097.14	10.93
55205	UNIFORMS	1,011.00	.00	.00	1,010.93	.07	99.99
55208	FUEL & LUBES	1,800.00	28.19	.00	484.71	1,315.29	26.93
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	80.24	919.76	8.02
55221	MEALS	3,000.00	.00	.00	244.40	2,755.60	8.15
55270	COMPUTER ACCESSORIES	975.00	.00	.00	789.79	185.21	81.00
55275	COMPUTER SOFTWARE	848.00	.00	.00	847.91	.09	99.99
55400	DUES BKS SUBSCR MEM PUBL	15,005.00	.00	.00	12,426.65	2,578.35	82.82
55500	TRAINING	11,300.00	.00	.00	7,818.00	3,482.00	69.19
58100	AID TO GOVERNMENT AGENCY	350,000.00	.00	.00	.00	350,000.00	.00
58221	SPECIAL PROJECTS	504,245.00	.00	1,500.00	5,500.00	497,245.00	1.39
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	60,424.34	15,903.00	1,519,814.82	1,604,895.17	48.90
	TOTAL VISITOR & CONV BUREAU	3,140,612.99	60,424.34	15,903.00	1,519,814.82	1,604,895.17	48.90

DATE: 11/02/2021
TIME: 15:16:57

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 13/21

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

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

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53400	OTHER CONTRACTUAL SERV	400,000.00	.00	.00	.00	400,000.00	.00
58100	AID TO GOVERNMENT AGENCY	150,000.00	.00	.00	.00	150,000.00	.00
58200	DIST OF FUND TO OTHER OR	100,000.00	75,000.00	.00	155,000.00	-55,000.00	155.00
60080	RES FOR CAPITAL PROJECTS	625,162.00	.00	.00	.00	625,162.00	.00
	TOTAL 1ST CENT TOURIST TAX	1,275,162.00	75,000.00	.00	155,000.00	1,120,162.00	12.16
	TOTAL VISITOR & CONV BUREAU 1	1,275,162.00	75,000.00	.00	155,000.00	1,120,162.00	12.16
TOTAL REPORT		4,415,774.99	135,424.34	15,903.00	1,674,814.82	2,725,057.17	38.29

DATE: 11/02/2021
TIME: 15:17:55

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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				REGULAR SALARIES & WAGES		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				293,953.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					10,773.67		PAYROLL CHARGES	
	10/20/21	22-1					10,098.94		PAYROLL CHARGES	
TOTAL				REGULAR SALARIES & WAGES		293,953.00	20,872.61	.00		273,080.39
51306				CASUAL LABOR		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CASUAL LABOR		7,000.00	.00	.00		7,000.00
51400				OVERTIME		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				OVERTIME		1,000.00	.00	.00		1,000.00
52100				FICA TAXES		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				22,487.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					801.93		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					746.54		PAYROLL CHARGES-FRINGE	
TOTAL				FICA TAXES		22,487.00	1,548.47	.00		20,938.53
52200				RETIREMENT CONTRIBUTIONS		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				31,681.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					1,165.71		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					1,092.70		PAYROLL CHARGES-FRINGE	
TOTAL				RETIREMENT CONTRIBUTIONS		31,681.00	2,258.41	.00		29,422.59
52300				LIFE & HEALTH INSURANCE		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				45,357.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					37.71		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					2,959.20		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					154.70		PAYROLL CHARGES-FRINGE	
TOTAL				LIFE & HEALTH INSURANCE		45,357.00	3,151.61	.00		42,205.39

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				666.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					24.40		PAYROLL CHARGES-WORKERS C	
	10/20/21	22-1					23.36		PAYROLL CHARGES-WORKERS C	
TOTAL				WORKERS' COMPENSATION		666.00	47.76	.00		618.24
52500				UNEMPLOYMENT COMPENSATION		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				UNEMPLOYMENT COMPENSATION		.00	.00	.00		.00
53100				PROFESSIONAL SERVICES		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				87,000.00			POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83010-01		20525 RESEARCH DATA SE			28,000.00	VISITOR PROFILE RESEARCH	
	10/01/21	17-1	83014-02		20974 MADDEN PREPRINT			25,000.00	MEDIA/MARKETING/PR PLAN F	
	10/01/21	17-1	83014-03		20974 MADDEN PREPRINT			24,000.00	MEDIA/MARKETING/PR PLAN F	
TOTAL				PROFESSIONAL SERVICES		87,000.00	.00	77,000.00		10,000.00
53400				OTHER CONTRACTUAL SERV		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				163,200.00			POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83014-01		20974 MADDEN PREPRINT			108,600.00	FULL SERVICE MARKETING, A	
	10/01/21	17-1	83014-04		20974 MADDEN PREPRINT			14,000.00	MEDIA/MARKETING/PR PLAN F	
TOTAL				OTHER CONTRACTUAL SERV		163,200.00	.00	122,600.00		40,600.00
53416				SOFTWARE AS A SERVICE		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				8,240.00			POSTED FROM BUDGET SYSTEM	
TOTAL				SOFTWARE AS A SERVICE		8,240.00	.00	.00		8,240.00
53441				ADMINISTRATION		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				ADMINISTRATION		.00	.00	.00		.00
54000				TRAVEL & PER DIEM		.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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AUDIT21

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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
54408					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				24,345.00			POSTED FROM BUDGET SYSTEM	
10/29/21	19-1		148			2,028.69		NY EXPENSE PREPAID IN OY	
TOTAL			BUILDING RENTAL		24,345.00	2,028.69	.00		22,316.31
54550					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				541.00			POSTED FROM BUDGET SYSTEM	
TOTAL			GENERAL LIABILITY CLAIMS		541.00	.00	.00		541.00
54600					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				1,824.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83009-03		0356 CITRUS COUNTY CH			1,824.00	GROUNDS MAINTENANCE (LAWN	
TOTAL			REPAIR & MAINTENANCE		1,824.00	.00	1,824.00		.00
54603					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				550.00			POSTED FROM BUDGET SYSTEM	
TOTAL			VEHICLE MAINTENANCE		550.00	.00	.00		550.00
54604					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				6,604.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83009-02		0356 CITRUS COUNTY CH			3,004.00	BUILDING MAINTENANCE (LAW	
TOTAL			MAINTENANCE - BUILDINGS		6,604.00	.00	3,004.00		3,600.00
54605					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				7,020.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83007-01		18958 ROYAL "T" SYSTEM			4,020.00	STREAM E-LIVE RIVER CAM (	
10/01/21	17-1	83008-01		17052 KONICA MINOLTA B			3,000.00	FOURTH YEAR OF 48 MONTH L	
10/18/21	21-1	83007-01	V146013	18958 ROYAL "T" SYSTEM		335.00	-335.00	8242 10/1/21	
TOTAL			EQUIPMENT MAINTENANCE		7,020.00	335.00	6,685.00		.00
54615					.00	.00	.00	BEGINNING BALANCE	
			SOFTWARE MAINT/SUPPORT						

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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
54615										
	09/30/21	11-1				1,781.00			POSTED FROM BUDGET SYSTEM	
	10/07/21	21-1		V145818	10043 SHI INTERNATIONA		1,766.28	.00	B14145308 9/30/21	
TOTAL				SOFTWARE MAINT/SUPPORT		1,781.00	1,766.28	.00		14.72
54700						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				15,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				PRINTING & BINDING		15,000.00	.00	.00		15,000.00
54800						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				72,500.00			POSTED FROM BUDGET SYSTEM	
TOTAL				PROMOTIONAL ACTIVITIES		72,500.00	.00	.00		72,500.00
54804						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CHAMBERS OF COMMERCE		.00	.00	.00		.00
54806						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				INQUIRY RESPONSE		.00	.00	.00		.00
54807						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				548,100.00			POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83013-01		20974 MADDEN PREPRINT			523,000.00	MEDIA/MARKETING/PR PLAN F	
	10/03/21	21-1		485543	2377 KSE SPORTSMAN ME		1,250.00	.00	FL699957 9/24/21	
TOTAL				MARKETING		548,100.00	1,250.00	523,000.00		23,850.00
54809						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				50,230.00			POSTED FROM BUDGET SYSTEM	
	10/29/21	19-1		148			868.11		NY EXPENSE PREPAID IN OY	
TOTAL				TRADE SHOW PROMOTION		50,230.00	868.11	.00		49,361.89
54820						.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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
54820			VISIT CITRUS MAGAZINE	(cont'd)					
09/30/21	11-1				37,350.00			POSTED FROM BUDGET SYSTEM	
TOTAL			VISIT CITRUS MAGAZINE		37,350.00	.00	.00		37,350.00
54825			PRINT MARKETING		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			PRINT MARKETING		.00	.00	.00		.00
54830			ONLINE MARKETING		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			ONLINE MARKETING		.00	.00	.00		.00
54921			ADVERTISING		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
10/19/21	21-1		V145989	26560 PAXTON MEDIA GRO		18.92	.00	50013432 10/3/21	
TOTAL			ADVERTISING		3,000.00	18.92	.00		2,981.08
55100			OFFICE SUPPLIES		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				3,500.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OFFICE SUPPLIES		3,500.00	.00	.00		3,500.00
55120			OFFICE/NON-CAP EQUIPMENT		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OFFICE/NON-CAP EQUIPMENT		.00	.00	.00		.00
55200			OPERATING SUPPLIES		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				3,700.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OPERATING SUPPLIES		3,700.00	.00	.00		3,700.00
55205			UNIFORMS		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			UNIFORMS		.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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		FUEL & LUBES		(cont'd)					
55208		FUEL & LUBES			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				1,500.00			POSTED FROM BUDGET SYSTEM	
TOTAL		FUEL & LUBES			1,500.00	.00	.00		1,500.00
55211		JANITORIAL SUPPLIES			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL		JANITORIAL SUPPLIES			1,000.00	.00	.00		1,000.00
55216		SAFETY & ROAD SIGN			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		SAFETY & ROAD SIGN			.00	.00	.00		.00
55221		MEALS			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL		MEALS			3,000.00	.00	.00		3,000.00
55270		COMPUTER ACCESSORIES			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				150.00			POSTED FROM BUDGET SYSTEM	
TOTAL		COMPUTER ACCESSORIES			150.00	.00	.00		150.00
55275		COMPUTER SOFTWARE			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		COMPUTER SOFTWARE			.00	.00	.00		.00
55400		DUES BKS SUBSCR MEM PUBL			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				15,450.00			POSTED FROM BUDGET SYSTEM	
TOTAL		DUES BKS SUBSCR MEM PUBL			15,450.00	.00	.00		15,450.00
55417		TRAINING			.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		TRAINING			.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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
55500	TRAINING			(cont'd)					
55500	TRAINING				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				13,400.00			POSTED FROM BUDGET SYSTEM	
10/29/21	19-1		148			2,370.00		NY EXPENSE PREPAID IN OY	
TOTAL	TRAINING				13,400.00	2,370.00	.00		11,030.00
56000	CAPITAL OUTLAY				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	CAPITAL OUTLAY				.00	.00	.00		.00
56400	MACHINERY & EQUIPMENT				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	MACHINERY & EQUIPMENT				.00	.00	.00		.00
58100	AID TO GOVERNMENT AGENCY				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				350,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL	AID TO GOVERNMENT AGENCY				350,000.00	.00	.00		350,000.00
58200	DIST OF FUND TO OTHER ORG				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	DIST OF FUND TO OTHER ORG				.00	.00	.00		.00
58221	SPECIAL PROJECTS				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				441,642.00			POSTED FROM BUDGET SYSTEM	
TOTAL	SPECIAL PROJECTS				441,642.00	.00	.00		441,642.00
59100	TRANSFERS				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				998.00			POSTED FROM BUDGET SYSTEM	
10/07/21	19-1		40			998.00		BUDGETED TRANSFERS	
TOTAL	TRANSFERS				998.00	998.00	.00		.00
59123	TRANSFER - INDIRECT COST				.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				51,188.00			POSTED FROM BUDGET SYSTEM	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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
59123			TRANSFER - INDIRECT COST (cont'd)						
10/07/21	19-1		40			51,188.00		BUDGETED TRANSFERS	
TOTAL			TRANSFER - INDIRECT COST		51,188.00	51,188.00	.00		.00
59159			TRANS FLEET VEH TRUST		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			TRANS FLEET VEH TRUST		.00	.00	.00		.00
60050			RESERVE FOR CONTINGENCIES		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RESERVE FOR CONTINGENCIES		.00	.00	.00		.00
60080			RES FOR CAPITAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RES FOR CAPITAL PROJECTS		.00	.00	.00		.00
61000			RESERVE CASH FORWARD		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				972,712.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RESERVE CASH FORWARD		972,712.00	.00	.00		972,712.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU					3,385,540.00	92,441.39	744,025.00		2,549,073.61
160-550-552-2123-2123			- VISIT CITRUS MAGAZINE						
54201			POSTAGE		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			POSTAGE		.00	.00	.00		.00
54820			VISIT CITRUS MAGAZINE		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			VISIT CITRUS MAGAZINE		.00	.00	.00		.00
TOTAL DEPARMTENT - VISIT CITRUS MAGAZINE					.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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

TOTALED ON: FUND,DEPARMTENT

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

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
TOTAL FUND - VISITOR & CONV BUREAU					3,385,540.00	92,441.39	744,025.00		2,549,073.61

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 13/22

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	
09/30/21	11-1				400,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			OTHER CONTRACTUAL SERV		400,000.00	.00	.00		400,000.00
54830			ONLINE MARKETING		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			ONLINE MARKETING		.00	.00	.00		.00
58100			AID TO GOVERNMENT AGENCY		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				150,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			AID TO GOVERNMENT AGENCY		150,000.00	.00	.00		150,000.00
58200			DIST OF FUND TO OTHER ORG		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				100,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL			DIST OF FUND TO OTHER ORG		100,000.00	.00	.00		100,000.00
58221			SPECIAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			SPECIAL PROJECTS		.00	.00	.00		.00
60080			RES FOR CAPITAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				1,016,206.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RES FOR CAPITAL PROJECTS		1,016,206.00	.00	.00		1,016,206.00
TOTAL DEPARMTENT - 1ST CENT TOURIST TAX					1,666,206.00	.00	.00		1,666,206.00
TOTAL FUND - VISITOR & CONV BUREAU 1ST					1,666,206.00	.00	.00		1,666,206.00
TOTAL REPORT					5,051,746.00	92,441.39	744,025.00		4,215,279.61

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION