
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 the December 8, 2021 Agenda

Approve the agenda

B. OPEN TO THE PUBLIC

C. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC – Approval of November 17 Meeting Minutes

Move to approve November 17 Tourist Development Council Minutes

D. PRESENTATIONS

E. DIRECTORS/MEDIA REPORT

1. TDC - FishFlorida.com Marketing Opportunity

Recommend investing \$7440 from Special Projects to participate in the Fresh and Salt water options on FishFlorida.com

2. TDC - Marketing Plan for Germany

Recommend approval of the investment of \$28,499 from Special Projects for the marketing and trade show opportunities through Lieb in Germany.

3. TDC – Destination Update

Information only

4. 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 December 8 Agenda				
AGENDA DATE:	December 08, 2021				
<u>BRIEF OVERVIEW:</u>					
December 8th 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
December 8, 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 November 17, 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

E. Directors/Media Report (John Pricher)

- E.1. FishFlorida.com Marketing Opportunity
- E.2. Marketing Plan for Germany
- E.3. VCB Destination Updates
- E.4. 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, January 12, 2022, 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 November 17 Meeting Minutes				
AGENDA DATE:	December 08, 2021				
<u>BRIEF OVERVIEW:</u>					
Review and discuss November 17 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 November 17 Tourist Development Council Minutes					

Citrus County Tourist Development Council
Meeting Minutes
November 17, 2021

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on November 17, 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	Present	
Cindi Guy	Councilmember	Absent	
Jacquie Hepfer	Councilmember	Present	
Dr. Paresh Desai	Member	Present	
Michael Mancke	Member	Present	
Mike Shoemaker	Member	Absent	
Ashton Srock	Member	Present	
Gene McGee	Member	Absent	

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

Public in Attendance: Terry Thompson, Rosemary White, Angela Tisdale, Laurie Pike

4. Adoption of the Agenda

Adoption of the November 17, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Dr. Paresh Desai
AYES	

B. Approve minutes of meeting.

Approve the October 13, 2021 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Michael Mancke
AYES	

C. Open to the Public

Terry Thompson, Treasurer of Save Crystal River, spoke to the Board about Manatee Fever similar to Horse Fever in Ocala. Finished manatees will be displayed in downtown Crystal River during a First Friday event. There will be a contest to vote on the top 3 winners and a map of locations will be distributed to see the installations.

D. Presentations

D.1 Chris Kingree: Chris Kingree presented an update on the marketing partnership from the past year and expansion for this year. The goal is to compete in all 9 events in the Bassmaster Open Series giving the opportunity to qualify for the elite series gaining national exposure. Events will go as far north as New York and as far west as Texas hitting the demographics of people looking to visit Citrus County. New to the partnership package is TikTok and the People of Fishing Podcast which has greatly increased engagement. Request is \$8.9K from Special Projects to increase marketing partnership. Jacquie Hepfer moved to approve. Dr. Paresh Desai second. Motion carried unanimously.

D.2 2022 TDC Meeting Dates: John Pricher provided the Board with proposed meeting dates for 2022. No changes were made. Jacquie Hepfer moved to approve. Michael Mancke second. Motion carried unanimously.

E. Director's/Media Report – John Pricher

John Pricher presented the Director's Report. Discussed the STR report and financials. September revenue brought in \$207K bringing the total collection to \$2.44 MM this year, \$558K above last year's total. Jodi Sanders gave an update on social media. We are continuing to gain more followers and bi-weekly pop quizzes on Instagram have seen great interactions. Miles Saunders gave an update on FAM Tours. The borders are open, and we are seeing FAM Tours coming back from Germany, Mexico, Canada and UK. Things are getting back to normal, and we anticipate having a great season. Miles commented that 1,003 manatees have died in the state of Florida in 2021, but we are not seeing that tragedy here in Citrus County. Our manatee population are thriving thanks our healthy spring fed seagrass beds and the eelgrass restoration in King's Bay and our PR channels are working get that story out.

F. Other Business

City of Inverness – Jacquie Hepfer

Jacquie Hepfer commented that Culvers is getting closer to opening, the old Regions building is down and a new Chili's Restaurant and Capital City Bank are planned for the site.

City of Crystal River – Cindi Guy

None

Other Comments:

Mike Engiles discussed the Annual Industry Training. Tonight, Dr. Bonde will talk about manatee biology and US Fish and Wildlife will discuss manatee patters and prohibitions. Tomorrow, Save Crystal River will discuss Eelgrass Restoration and Cindi Guy will talk about tourism and residential relations.

Ashton Srock commented that Aunt Martha's Produce Market in Floral City has closed, but Martha's daughter Shannon has started a delivery service for locals in the area. Sunshine Lodge will host the Floral City Christmas Boat Parade on December 11th and the Lighted Boat Parade in Inverness will be on December 4th.

G. Open to the Public

None

H. Adjournment

Chairman Kitchen called for adjournment at 10:34 am The next regular meeting will be Wednesday, December 8, 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

DRAFT



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - FishFlorida.com Marketing Opportunity
AGENDA DATE:	December 08, 2021

BRIEF OVERVIEW:

The Florida Sports Foundation and Florida Fish and Wildlife have revived the Fish Florida campaign. The campaign accesses the over 2 Million total registered anglers in the FWC database for both Salt and Freshwater. The deliverables are the same for each program:

1. Full page ad in the Electronic and Print editions in specific region
2. One page editorial/photo feature in the Electronic and Print editions in specific region
3. Link in Electronic Edition
4. Guide Link on monthly dedicated email
5. FishFlorida.com web: Editorial/Photo feature with link
6. Social: Monthly posts

The Salt and Freshwater opportunities cost \$4650 each. A 20% discount has been offered if both packages are purchased for a total of \$7440.

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance*
2122-58221	Special Projects	\$441,642	0	0	\$441,642

*Prior to award

RECOMMENDED ACTION:

Recommend investing \$7440 from Special Projects to participate in the Fresh and Salt water options on FishFlorida.com

THE ALL NEW

E.1.a

FISH FLORIDA™

The *REEL* Florida Experience™

FRESHWATER EDITION



FISHING is one of Florida's most viable and valuable tourism assets with more people than ever looking for safe, healthy and affordable outdoor activities that can be enjoyed by everyone. FISHING affects every part of Florida. Currently, there are over 2 million Florida licensed anglers including Saltwater and Freshwater – both resident and non-resident. Florida has more days of Fishing by residents and out-of-state anglers than any other place in the world! With support from the *Florida Sports Foundation* and cooperation of *Florida Fish & Wildlife Commission*, we look forward to the re-launch of **FISH FLORIDA**.



Chief Marketing Organization for Florida Fishing Tourism

The Relaunch of FISH FLORIDA

We know there are an abundance of “technical” fishing publications in the market – this cross-platform program will focus exclusively on the *Florida Experience*. Featuring safe, outdoor and fun destinations to fish, places to stay, unique things to do and post-fishing experiences, we will give avid anglers everything they need to enjoy the **REEL** Florida.

Precision-Targeted Electronic/Print Audience - 3.6 million+ Annual Impressions

FISH FLORIDA will reach over 580,00 current Florida **Freshwater Fishing Licensees** electronically four times per year. This includes an updated E-Edition and quarterly fishing updates with special Partner only offers. An annual print edition will be distributed in Visit Florida Welcome Centers on I-75, I-95 and I-10 and also at select Fishing Tournaments around Florida.

The most comprehensive resource of the REEL Florida EVER published!

- REEL information on EVERY region of the State
- Complete directory of Fishing Piers & Marinas
- Licensing requirements for visitors and residents
- Useful tips/info on Freshwater species
- Photographs/descriptions of Florida's native fish
- Seasonal “catch calendar”
- Fishing tournaments and events
- Trophy Catch Info/Updates

FishFlorida.com -The REEL Florida Experience

Lauching early 2022, **FishFlorida.com** will be the most comprehensive online resource for avid anglers to enjoy the most of their REEL Florida Experience.

- Interactive mapping through Fishbrain
 - > Best places/times to fish near you
 - > Nearest boat ramps, marinas, bait/tackle shops
 - > Species in each body of water
- Destination Features
- Resorts/Accommodations/Marinas
- Regulations with current updates
- FWC Licensing requirements
- Directory of Freshwater Guides
- Trophy Catch Info/Updates
- Up-to-Date Regional Fishing Forecasts

Cost-Effective Marketing Opportunity – 3.6 Million+ Annual Impressions

ELECTRONIC AND PRINT GUIDE

580,000 Freshwater Licensees + 30,000 Welcome Center Visitors

- Full Page Ad in Electronic and Print Edition in specific region
- One Page Editorial/Photo Feature in Electronic and Print Edition in specific region
- Link to website on Eletronic Edition
- Guide Link on Monthly Dedicated E-Mails 1,200,000 Freshwater Licensees

FishFlorida.com Website

- Editorial/Photo Feature w/Link

SOCIAL MEDIA

- Monthly Posts



ANNUAL INVESTMENT \$4,650

Contact Gary Jones

gary@dmiflorida.com

Cell 352-317-2979

FISH FLORIDA is a Destination Media Program

THE ALL NEW

E.1.b

FISH FLORIDA™

The *REEL* Florida Experience™

SALTWATER EDITION



FISHING is one of Florida's most viable and valuable tourism assets with more people than ever looking for safe, healthy and affordable outdoor activities that can be enjoyed by everyone. FISHING affects every part of Florida. Currently, there are over 2 million Florida licensed anglers including Saltwater and Freshwater – both resident and non-resident. Florida has more days of Fishing by residents and out-of-state anglers than any other place in the world! With support from the *Florida Sports Foundation* and cooperation of *Florida Fish & Wildlife Commission*, we look forward to the re-launch of **FISH FLORIDA**.



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Precision-Targeted Electronic/Print Audience - 4.6 million+ Annual Impressions

FISH FLORIDA will reach over 850,00 current Florida **Saltwater Fishing Licensees** electronically four times per year. This includes an updated E-Edition and quarterly fishing updates with special Partner only offers. An annual print edition will be distributed in Visit Florida Welcome Centers on I-75, I-95 and I-10 and also at select Fishing Tournaments around Florida.

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- Photographs/descriptions of Florida's native fish
- Seasonal “catch calendar”
- Fishing tournaments and events
- Lobster, Snook, Scallop and Reef info/Updates

FishFlorida.com -The REEL Florida Experience

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- Interactive mapping through Fishbrain
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Cost-Effective Marketing Opportunity – 4.6 Million+ Annual Impressions

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FishFlorida.com Website

- Editorial/Photo Feature w/Link

SOCIAL MEDIA

- Monthly Posts



ANNUAL INVESTMENT \$4,650

Contact Gary Jones

gary@dmiflorida.com

Cell 352-317-2979

FISH FLORIDA is a Destination Media Program



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Marketing Plan for Germany
AGENDA DATE:	December 08, 2021

BRIEF OVERVIEW:

Lieb Management, the TDC's German PR representative, has put together marketing opportunities to capitalize on the opening of the US borders to international visitors. The plan totals \$24,899 and includes the creation of a German language brochure to be used with Tour Operators and Consumers.

Additionally, Lieb recommends attending F.r.e.e Munich consumer show for a total cost of \$3500. Lieb would attend on our behalf.

Total investment request is \$28,399

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance*
2122-58221	Special Projects	441,642			\$441,642

*Prior to award

RECOMMENDED ACTION:

Recommend approval of the investment of \$28,499 from Special Projects for the marketing and trade show opportunities through Lieb in Germany.



Marketing ideas

German speaking markets

Budget overview

Tour operator	Activity	Costs
CRD Touristik	Exclusive print mailing to selected clients	\$ 3,000
USA Reisen	E-Newsletter Promotion	\$ 2,999
DER Touristik	Podcast episode with two Florida partners	\$ 2,900
Canusa Touristik	Sustainability campaign with Visit Florida	\$ 7,500
America Unlimited	Sustainability campaign with Visit Florida	\$ 7,500
German flyer	8-page flyer in German for planned B2B and B2C show participation in 2022 (incl. creation and printing of 1,000 copies)	\$ 1,000
Total		\$ 24,899

CRD Touristik

North America specialist

- Exclusive print mailing to 1,000 selected clients from CRD
- Folded flyer will be printed on high quality photographic paper and will be shipped in an exclusive envelope
- The flyer includes
 - info text about the destination
 - excursion tips (e.g. swimming with the Manatees)
 - round trip offer or specific hotel partner

Total costs: \$3,000



USA Reisen

North America specialist

- Creation of a new packaged tour in addition to the existing portfolio with 4-5 overnights in Crystal River
- 1 destination newsletter (B2C): set up like a travel guide, accompanied by matching offers (60,000 subscribers)
- 1 homepage banner, online for at least three weeks
- 1 Facebook post

Total costs: \$2,999



Introduction of the destination



Inclusion of package tours

DER Touristik

North America specialist

- Podcast with two Florida destinations
- Total duration: 30 Minutes
- Each partner will get 10 minutes to talk about the destination and its highlights
- The podcast edition will be available on Spotify and Apple
- Promotion of the podcast episode via their own trade newsletter (reach: 10,000 travel agencies)
- Come Closer Facebook-Post (reach: 6,900 follower)
- Examples: <https://podcastender.podigee.io/>

Total costs: \$2,900



Canusa Touristik | America Unlimited

North America specialists

- VISIT Florida is planning two big sustainability campaigns
- Planned tour operator partners:
 - Canusa Touristik
 - America Unlimited
- Crystal River will be one of the preferred partners for these campaigns
- At the moment we are still waiting for further details, costs, etc.
- Planned timings: Dec. 2021 | Jan. 2022 (still need to be confirmed by VISIT Florida)

Total costs:

Canusa Touristik: approx. \$7,500

America Unlimited: approx. \$7,500

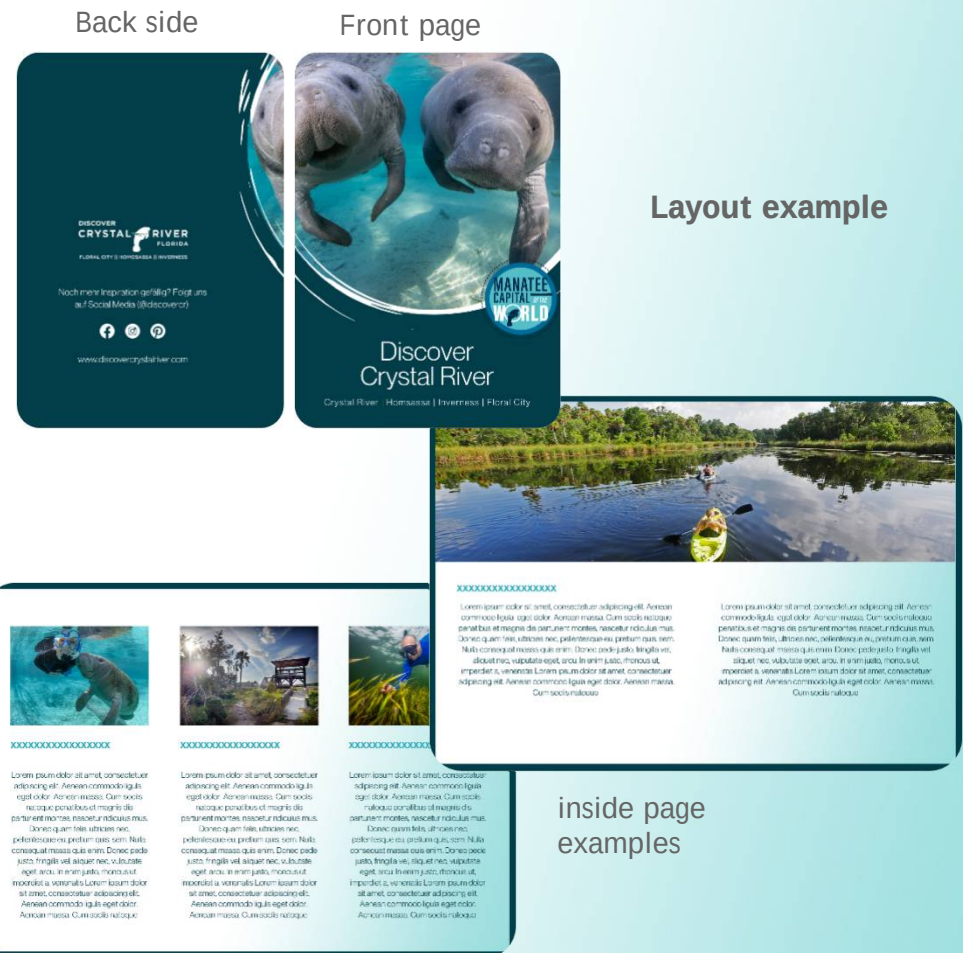


German flyer

Consumer and trade shows 2022

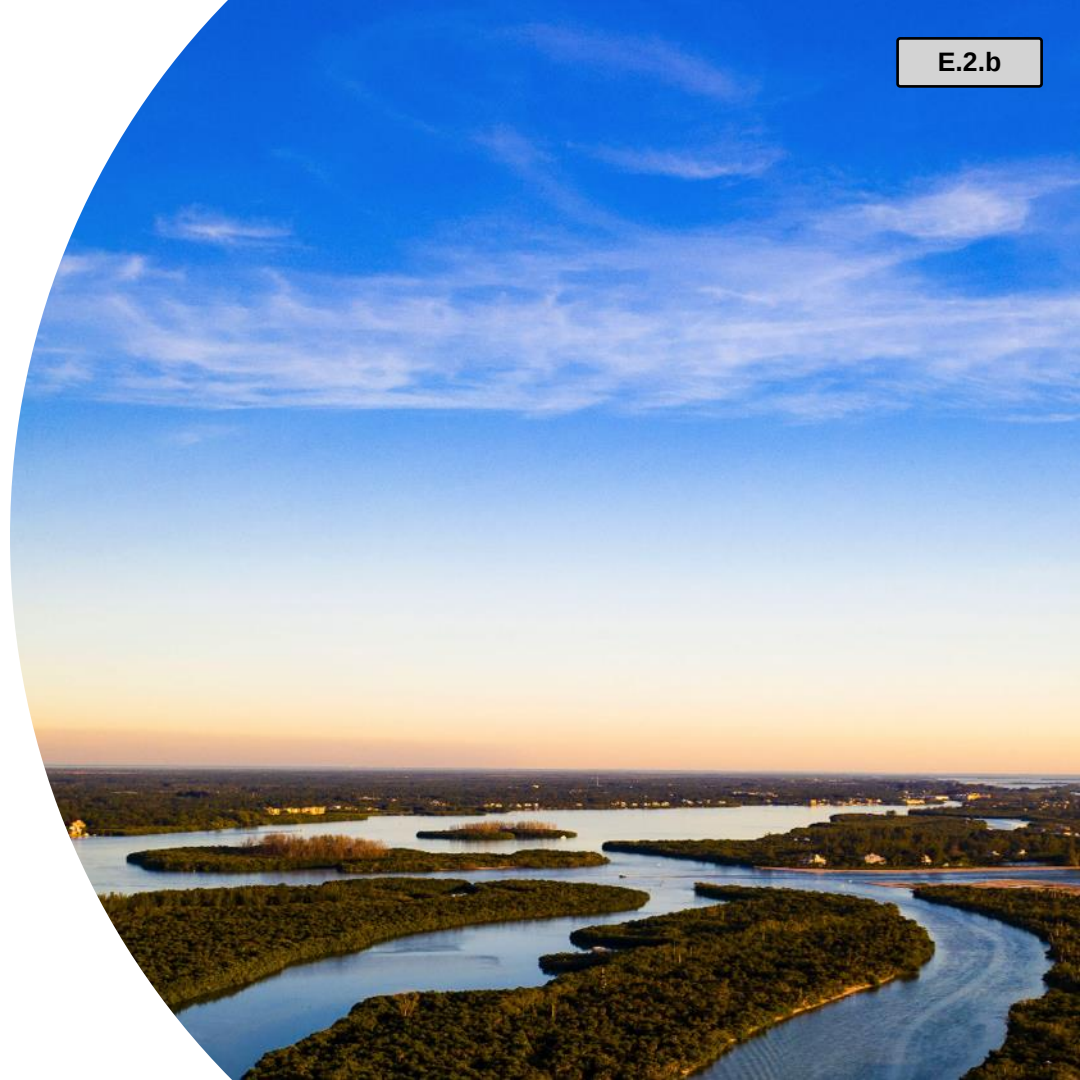
- Creation of a 8-page flyer in German
- The flyer will include a short introduction and insider tips listings
- The flyers can be used for the following consumer and trade show participations
 - F.r.ee Munich (B2C)
 - ITB Berlin (B2B2C)
- Printing amount: 1,000 copies

Total costs: approx. \$1,000



Co-op Proposal

CANUSA
Florida Green



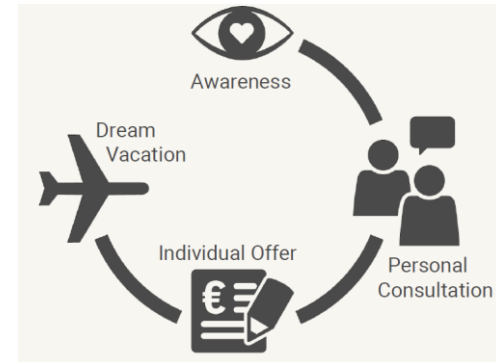
CANUSA - Florida Green

CAMPAIGN OVERVIEW

- > **CANUSA TOURISTIK** is the largest specialized tour operator for North America with over 140 employees in seven German offices. They have a detailed and informative presentation of modular travel products in seven brochures and they continuously offer new products on their website www.canusa.de. They also have a very well selected database of frequent long-haul travelers.
- > **Campaign Description** CANUSAs individual approach allows considering the specifics of your destination and the new approach of presenting ways to explore Florida in a more sustainable way. At the same time, it is embedded in and benefits from our overall marketing activities for North America in Germany.

> Marketing Activities

Influencer Cooperation
 Scenic Route
 Video Creation
 Print & Online Advertorial
 SEA Promotion
 Exclusive Mini Newsletter
 Social Media Promotion
 CANUSA Staff Training & Webinar Series
 Branded Sunscreen



- > **Campaign Goals:** Sell 100 trips to Florida in 2022 that contain at least 50 % green components, so 5 % of all Florida trips have a green character, double the number in 2023 to 200 green Florida trips

CANUSA - Florida Green

CAMPAIGN OVERVIEW

- > **Target Market** German Speaking Market (Focus: Germany)
- > **Target Audience** mid-age couples, groups of friends, families with a sense for sustainable travel / Outdoor lovers, nature enthusiasts
- > **Campaign Timeline:** December 2021 – April 2022

- > **Key Performance Indicators** 558,000 Instagram impressions, 1,300,000 website visitors, 6,000,000 users on premium websites, 2,800 YouTube subscribers, 2,000,000 digital print readers, 400,000 analog print readers, 150,000 ad impressions on Google and Bing, 400,000 newsletter readers, 73,000 Facebook fans, 8,600 Instagram followers, 100,000 ad impressions on Facebook, 25,000 ad impressions on Pinterest
TOTAL Gross Impressions: 11.017.400

- > **Budget (VISIT FLORIDA & Media Vendor Investment)**
 - VISIT FLORIDA Investment: 70,000 USD
 - CANUSA Investment: 104,200 USD
 - Total Media Value: 174,200 USD

CANUSA - Florida Green

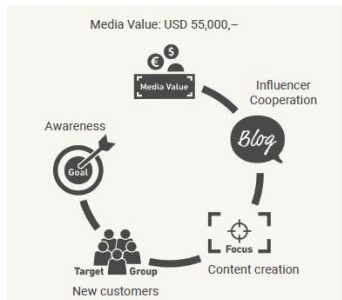
CO-OP PARTICIPATION OVERVIEW

- > **Partner Investment:** 7,500 USD
- > **Max number of participants:** 4
- > **Description of partner exposure**

- > **Partner Return on Investment** Total Media Value is 174,200 USD

- > Note of any restrictions to partner participation
- > **Note creative assets partners need to supply**
 - 5-10 high quality images (print & web), 1-2 short destination videos, copy and logo
 - Sustainable accommodations and tours, tips for activities, excursions, restaurants, cafés and hot spots
 - See more details on individual pages

Influencer Cooperation



CAMPAIGN DETAILS

- Commissioning of an influencer agency who creates a job listing according to our criteria for Florida Green specifics
- Influencers in the categories of travel and sustainability apply for the job
- CANUSA makes a pre-selection, Visit Florida chooses the final influencer
- Influencer travels across the newly created green route and reports live about the positive experiences on Instagram (10 stories, 4 posts, 3 reels)
- Influencer mentions reef-safe sunscreen and includes promotion code in most postings to ensure tracking
- Mentioning of the CANUSA and Visit Florida accounts and hashtags in every posting
- Use of generated materials (content, photos, videos) for further promotion of sustainable travel in Florida

REACH

- 120,000 followers
- 504,000 impressions (stories and posts) → 30 % impression rate
- 54,000 views (reels)

TIMING

- Period of trip: Q1 2022
- Duration of trip: 7-10 days
- Commitment: 3 months prior to start

TO BE PROVIDED BY CANUSA

- Flights including flight compensation and rental car (hybrid)
- If influencer couple for two persons
- If influencer with non-influencer partner, for one person

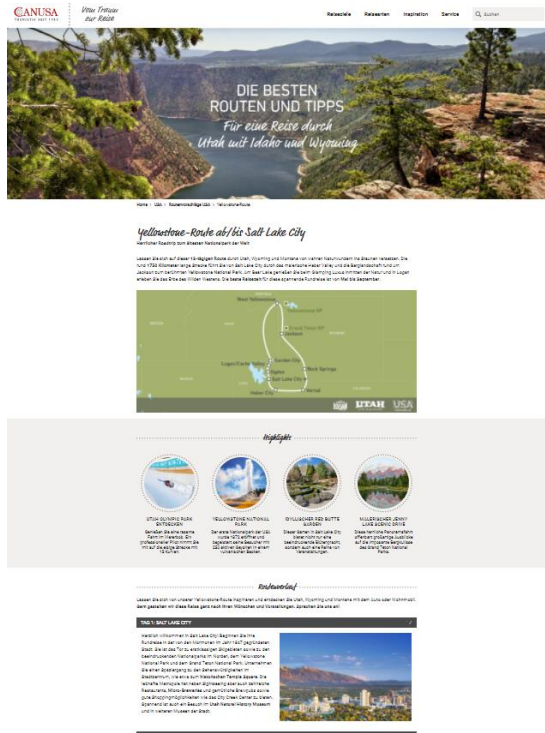
TO BE PROVIDED BY PARTNER*

- Sustainable accommodations and tours
- Tips for activities, excursions, restaurants, cafés and hot spots

* Partner meaning Visit Florida or regional CVBs

Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	End Date	Duration/Frequency	TOTAL Media Value
558.000	Influencer will travel to partner destination and promote it to the followers	Not possible, but mentioning of Instagram account and hashtag in the postings	1-Mar-22	10-Mar-22	10 days	\$ 55.000,00

Scenic Route / Landing Page



REACH

- 1,3 million unique website visitors yearly (canusa.de)
- 400,000 newsletter readers
- Visitors attracted by organic search results for thematically related searches on Google

CAMPAIGN DETAILS

Individually created destination landing page ([click here for example](#)) consisting of:

- Focus on the newly created travel route itinerary for a green Florida trip (CANUSA develops the itineraries in coordination with Visit Florida)
- SEO text for each stop
- „Top x“ attractions of a green Florida trip including a short description and a convincing picture
- Number of the top attractions will be agreed on individually
- Integration of Expert Interview at the bottom of the landing page
- Promotion via our weekly newsletter

TIMING

- Launch: Q4 2021
- Final commitment: 1 month prior to publication
- Limited amount of partners per month

LOGO INTEGRATION

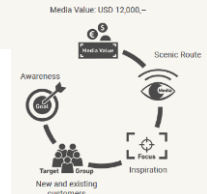
- Logo integration is possible at the top of the landing page
- Monochrome display of logo, either black or white

TO BE PROVIDED BY PARTNER

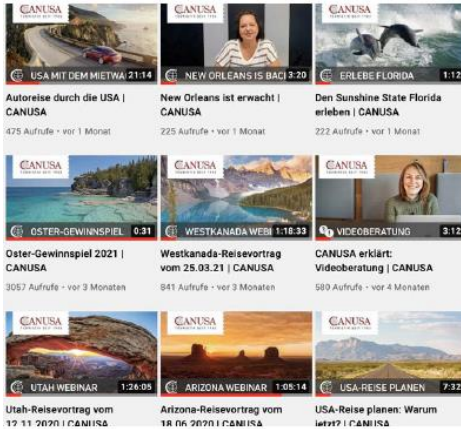
- Suggestions for „Top x“ attractions
- Keywords: 2-3 for each stop on the routes and 2-3 for each top attraction
- Videos: 1-2 videos, 2-3 minutes long, preferably German language or no narrator
- Pictures: 2-3 pictures (width or height min. 400 px) for each „Top x“ attraction and 20 high-quality pictures (width or height min. 2000 px) for the landing page
- Latest version of your logo as a vector format (EPS)
- CANUSA has the right to choose different images if provided input is not high-quality enough or does not fit CANUSA image language

CORRECTION LOOP

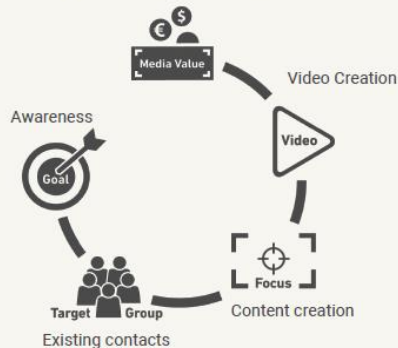
- 1 correction loop will be considered, feedback has to be delivered within 5 business days



YouTube Video Creation



Media Value: USD 29,000,-



- Option 2:
 - 4 videos
 - 3 minutes each
 - German representatives of CVB's as speakers
- Main topic of each video is how to travel through Florida in a sustainable way and which highlights to see (new travel route itinerary as foundation)
- Each video includes a 20-30 second teaser video for Facebook and Instagram

LOGO INTEGRATION

- Logo integration is possible in the master YouTube video
- Monochrome display of logo, either black or white
- Position: at the end of the video

TO BE PROVIDED BY PARTNER

- High quality raw b-roll video material
- Permission to edit material and cut a new video
- Suggestions on which topics to include in the video
- Latest version of your logo as a vector format (EPS)

Additional notes

Creation of 4 YouTube videos with video material from German representatives of CVB's who talk about green activities in the destination

Estimated Total Gross Impressions

6.002.800

Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Partner receives 1 video	Visit Florida & partner logo at the end of the video	15-Jan-22	\$ 29.000,00

PRINT & ONLINE ADVERTORIAL

green LIFESTYLE
DAS MAGAZIN FÜR EINEN NACHHALTIGEN LEBENSSTIL

it~ KÖRPERbewusst~ ZEITbewusst~ UMWELTbewusst~ ERNÄHRUNGSbewusst~ ABO~ GE



REACH

- 300.000 readers of a magazine that focuses on sustainable living
- 2,1 million website visitors
- Promotion via Social Media and Exclusive Mini Newsletter

CAMPAIGN DETAILS

- Publication of advertorial
- The content will focus on the newly created travel route itinerary
- In addition to that, CANUSA will place a newly created travel package offer and a URL to the Scenic Route to ensure tracking
- Magazine made from PEFC certified paper (paper from sustainable and socially responsible forestry)
- Available as subscription or e-magazine, on train stations, airports, in newsagents, sustainable accommodations, etc.
- Online only promotion is possible
- Example: <https://green-lifestyle-magazin.de/>

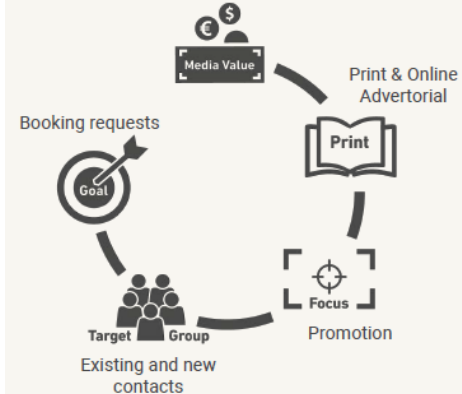
TIMING

- Dispatch: Q1 2022
- Runtime: TBD
- Final commitment: 3 months prior to publication

LOGO INTEGRATION

- Logo integration is not possible (neither for CANUSA nor Visit Florida)

Media Value: USD 17,000,-



Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Offline and online publication of advertorial in a magazine that focuses on sustainable living with newly created green route as main topic, 1-2 pages, example: https://green-lifestyle-magazin.de/	2.400.000	Emphasis on partner in the advertorial	Not possible (for CANUSA as well)	14-Apr-22	\$ 17.000,00

SEA PROMOTION



REACH

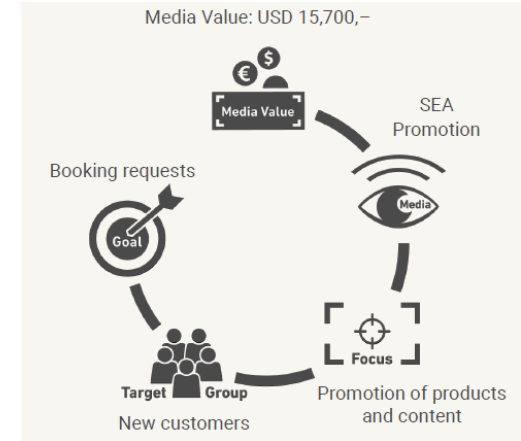
- Approx. 150,000 ad impressions on Google and Bing

CAMPAIGN DETAILS

- The campaign includes text ads on Google and Bing searches
- E.g. users search for sustainable travel to Florida and will see relevant CANUSA text ads
- For each destination we create a SEA campaign including various keywords and text ads about each type of travel that will lead users to destination content on canusa.de

TIMING

- Runtime: Q4 2021
- Campaign period: 2 months
- Final commitment: 1 month prior to publication



LOGO INTEGRATION

- Logos can not be integrated

Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Placement of Google and Bing ads which will be played to users who search for sustainable travel to Florida	150.000	Keywords of partner destination will be integrated	Not possible	15-Dec-21	\$ 15.700,00

EXCLUSIVE MINI NEWSLETTER



Home > USA > Florida

Florida

Entdecken Sie traumhafte Strände und schöne Landschaften bei strahlendem Sonnenschein

Sommer, Sonne und Traumstrände, das sind die Schlüsselwörter, wenn man von einer Florida Reise spricht. Nicht umsonst trägt diese gewaltige, rund 700 Kilometer lange Landzunge zwischen dem Atlantik und dem Golf von Mexiko den Beinamen Sunshine State. Auf einer Florida Rundreise dürfen die Florida Keys, die Freizeitparks in Orlando und die Sümpfe der Everglades nicht fehlen. Aber Florida hat noch viel mehr zu bieten: Städte wie Miami sind voller Temperament, Lebensfreude und urbanem Chic, eine lebendige Musik- und Kulturszene findet man in Jacksonville und



LOGO INTEGRATION

- Logo integration is not possible in the CANUSA newsletter
- Implementation on the promoted landing pages possible
- Monochrome display of partner logo, either black or white

TO BE PROVIDED BY PARTNER

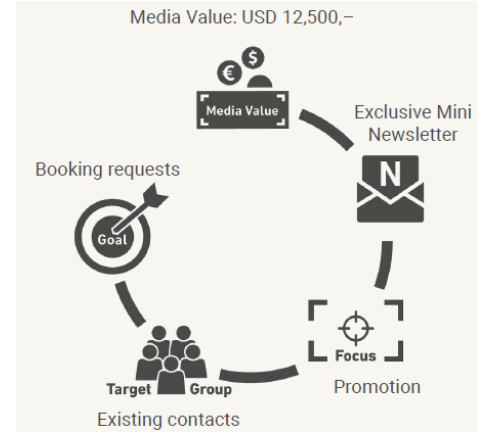
- 5-10 high-quality pictures (width or height min. 2000 px) for each article
- Suggestion for relevant topics
- CANUSA has the right to choose different images if provided input is not high-quality enough or does not fit CANUSA image language
- Latest version of your logo as a vector format (EPS)

REACH

- 400,000 readers carefully targeted for the destination/product out of CANUSA's qualified database

CAMPAIGN DETAILS

- Exclusive presentation of the destination as only topic of the newsletter
- Editorial
- Travel package including incentives for different types of travel

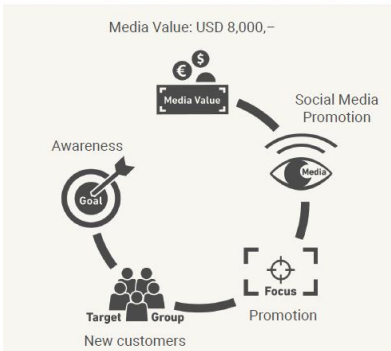


Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Dispatch of 1 exclusive newsletter with Florida Green as only topic	400.000	Emphasis on partner in newsletter text	Not possible	16-Feb-22	\$ 12.500,00

SOCIAL MEDIA PROMOTION

Frank Lloyd Wright, gestaltet den service und den Ausblick am Lake Powell Resort und lässt die Seele baumeln. Erkundet die malerische Landschaft rund um die Wüstenstadt Sedona und staunt über die Schönheit Arizonas!

13 Hotelübernachtungen
14 Tage Mietwagen inkl. unbegrenzter Freimeilen
Ab 1.199 EUR pro Person



REACH

- Reach regular CANUSA fans and followers with editorial posts:
- 73,000+ fans on Facebook
- 8,600+ followers on Instagram
- Approx. 100,000 ad impressions on Facebook and 25,000 on Pinterest

CAMPAIGN DETAILS

- Advertising media will promote travel package or content on canusa.de
- 2 individually created Facebook posts
- 2 individually created Instagram posts
- Individually created Facebook and Pinterest ads (right hand-side, newsfeed and rich media)

LOGO INTEGRATION

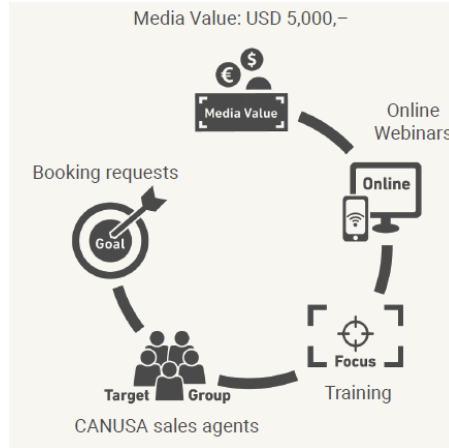
- Logos can not be integrated in advertising media
- Implementation on the promoted landing pages possible
- Monochrome display of partner logo, either black or white

TO BE PROVIDED BY PARTNER

- 10 to 15 high-quality images of your destination with iconic eye-catchers for us to choose from
- CANUSA has the right to choose different images if provided input is not high-quality enough or does not fit CANUSA image language
- Latest version of your logo as a vector format (EPS)

Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Creation of 2 Instagram & Facebook posts, 1 Facebook ad and 1 Pinterest ad about Florida Green	206.600	Emphasis on partner in postings	Not possible	1-Jan-22	\$ 8.000,00

CANUSA STAFF TRAINING & WEBINAR SERIES



REACH

- Reach the CANUSA sales agents in all seven sales offices in Germany

CAMPAIGN DETAILS

- Setup and execution of a 2-3 part webinar series
- Training of CANUSA's sales professionals on sustainable product in Florida
- Information materials will be permanently uploaded to CANUSA's internal knowledge database for future use

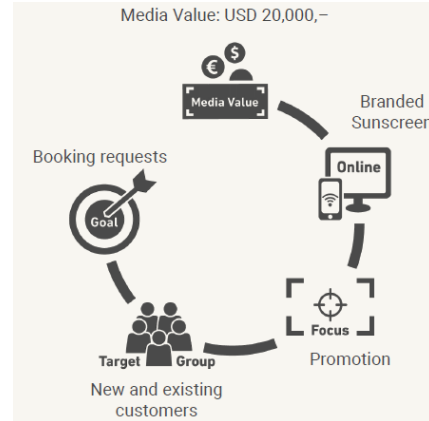
TO BE PROVIDED BY PARTNER

- Partner will provide all training materials (Powerpoint, Keynote etc. presentations)

Description	Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
CANUSA Staff Training & Webinar Series	Offline and online training of 35 CANUSA's sales professionals on sustainable product in Florida	35 CANUSA sales agents	Emphasis on partner in staff training	Possible in presentation	1-Feb-22	\$ 5.000,00

BRANDED SUNSCREEN

eco-friendly and reef-safe



CAMPAIGN DETAILS

- Cooperation with manufacturer who distributes eco-friendly and reef-safe sunscreen
- Every CANUSA customer booking a trip to Florida receives one of these
- Amount of sunscreen bottles to be defined

No direct partner integration possible.

But indirect impact through surrounding activities and positive & important ecological awareness creation.

Description	Additional notes	Estimated Total Gross Impressions	Florida Partner Integration	Logo integration	Start Date	TOTAL Media Value
Branded Reef-Safe Sunscreen	Cooperation with a manufacturer who distributes eco-friendly and reef-safe sunscreen, creation of a limited edition with CANUSA and Visit Florida logo on it, giving it out to customers who book a Florida trip with CANUSA, possibly distributing it via online shop, promoting it via Influencer Cooperation	Reach of influencer, visitors of CANUSA offices	No integration	CANUSA & Visit Florida logos on sunscreen bottle	1-Mar-22	\$ 20.000,00

Thank You

We look forward to having you as our **green** partner
on board!


2021-22 Sales and Marketing Plan - International Contractors

 Contractor: Lieb Management
 Stefanie Mehlhorn (Marketing Representative)

SALES/ TRADESHOWS

Event Name	Date	Details Locations	Registration Costs	Travel costs shipping, etc.	Total	Invoice	Status	
Visit Florida - digital agent training	Dec 8, 2021	Topic: „Christmas in Florida – let the Eis-Zeit begin“ (in collaboration with Florida Ice Cream Berlin) Length: 1:00 – 1:15 hour Target Group: travel agents, tour operator product & sales staff Partner integration: 3 or 4 Florida partners (10 or 15mins) Expected live reach: 300+ people.	\$200	\$0	\$200	via Lieb Management	booked preparations ongoing	
Visit USA Media and Trade Networking Event	Jan 11, 2022	Location: Munich The event will consist of two different parts: a media networking session and a B2B networking session. All participating members will receive an individual table that can be used for discussions with the guests.	\$0	\$770	\$770	via Lieb Management	booked	
F.r.ee Munich	Feb 16 - 20, 2022	Munich consumer show Single counter at the VUSA booth (€1,700)	\$2,000	\$1,500	\$3,500	via Lieb Management	booked	
ITB Berlin	Mar 9 - 13, 2022	Visit Florida booth	tdb	tdb	tdb			
				TOTAL	\$4,470			

FAM TRIPS

Event Name	Date	Notes/ Details	TPB Costs	Contractor Reimbursables	Total			
				TOTAL	\$0			

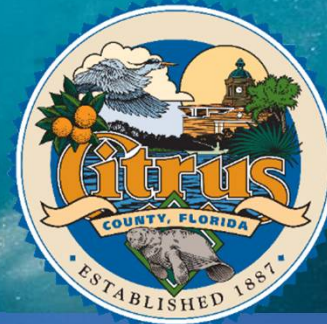
TRADE MARKETING & ADVERTISING

Publication	Timing	Details	TPB Costs	Contractor Reimbursables	Total	Status	Agreement	Invoice
America Unlimited	Dec 2021 Jan 2022	Sustainability campaign with Visit Florida	\$7,500	\$0	\$7,500			
Canusa Touristik	Dec 2021 Jan 2022	Sustainability campaign with Visit Florida	\$7,500	\$0	\$7,500			
CRD Touristik	Jan-22	Print mailing to 1,000 selected clients from CRD	\$3,000	\$0	\$3,000			
DER Touristik	Jan-22	<u>Podcast episode</u> Special podcast episode with two Florida partners Total lenght: 30 minutes (10 minutes per partner incl. DER Touristik) Promotion via trade newsletter and Facebook post	\$2,900	\$0	\$2,900			
USA-Reisen.de	Jan-22	<u>E-Newsletter Promotion</u> - creation of a new packaged tour in addition to the existing portfolio with overnights in Crystal River - 1 destination newsletter (B2C): set up like a travel guide, accompanied by matching offers such as the new package containing a minimum of eight info boxes, at least three of them linked to unique landing pages reaches approx. 60,000 subscribers and customers - 1 homepage banner, online for at least three weeks - 1 Facebook post	\$2,999	\$0	\$2,999			
German brochure	asap	Creation of a 8-page flyer in German Printing amount: 1.000 copies	\$1,000	\$0	\$1,000			
TOTAL					\$24,899			



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Destination Update				
AGENDA DATE:	December 08, 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
December 8, 2021**

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



CALL TO ORDER

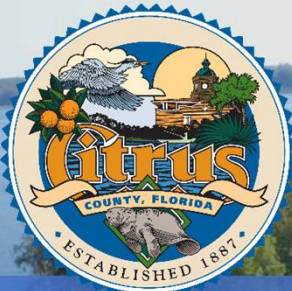
1. INVOCATION
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL



DISCOVER
CRYSTAL RIVER
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FLORAL CITY || HOMOSASSA || INVERNESS



ADOPTION OF THE AGENDA

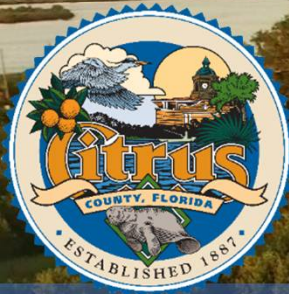


DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS

APPROVAL OF THE MINUTES

Approve November
17th
TDC Minutes





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ADDRESS THE COUNCIL



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



JOHN PRICHER

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- FishFlorida.com Marketing Opportunity
- Marketing Plan for Germany
- VCB Destination Update
- Financials



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

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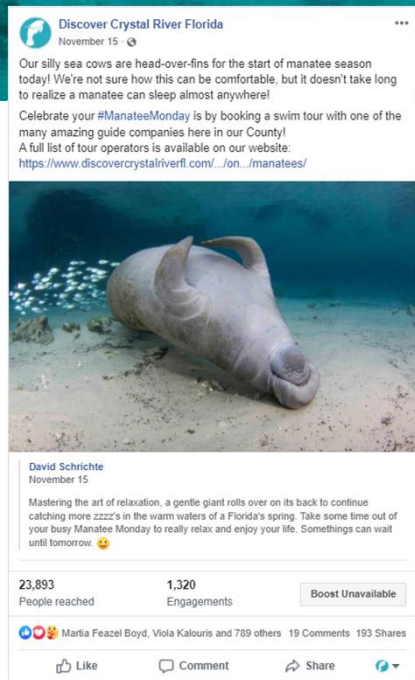
SOURCE: STR, INC.
MONTHLY COMPARISON:
October 2021 v 2020

	OCC %		ADR \$		RevPAR \$		Current Month October 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	55.1	49.3	102.85	88.45	56.63	43.62	11.6	16.3	29.8	29.8	0.0	11.6
Hernando	65.8	54.6	95.24	77.65	62.71	42.36	20.7	22.7	48.1	48.1	0.0	20.7
Pasco	72.2	57.0	98.54	75.68	71.14	43.12	26.7	30.2	65.0	66.6	1.0	28.0
Charlotte	58.6	51.4	97.67	78.07	57.26	40.10	14.1	25.1	42.8	42.8	0.0	14.1
Florida	62.2	46.5	146.11	107.75	90.90	50.05	33.9	35.6	81.6	97.4	8.7	45.5

SOURCE: STR, INC. **YTD COMPARISON: Oct. 2021**

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

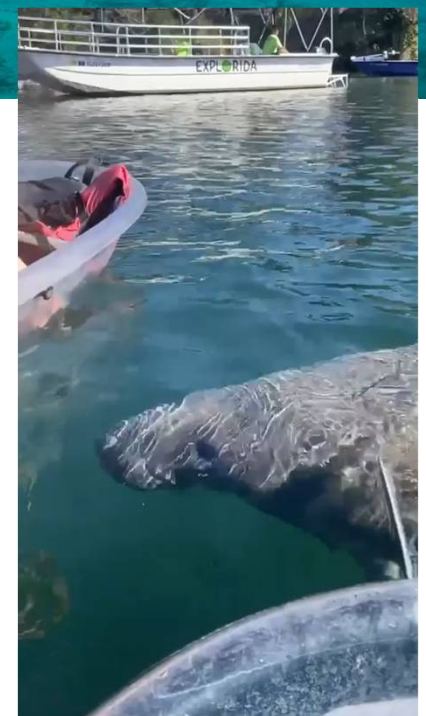
	OCC %		ADR \$		RevPAR \$		Year to Date – October 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	62.2	53.4	110.91	99.61	68.99	53.19	16.5	11.3	29.7	29.5	-0.1	16.3
Hernando	70.5	55.0	91.82	79.98	64.71	43.98	28.2	14.8	47.1	53.5	4.3	33.7
Pasco	75.0	55.1	96.84	85.30	72.67	47.03	36.1	13.5	54.5	54.2	-0.2	35.8
Charlotte	63.9	51.7	105.98	98.02	67.69	50.70	23.5	8.1	33.5	35.6	1.6	25.4
Florida	64.3	48.5	155.57	135.21	100.00	65.64	32.4	15.1	52.4	68.0	10.2	46.0



Facebook Main
187,814 Followers



Facebook Fishing
23,546 Followers



Instagram
22,614 Followers



SOCIAL MEDIA

Follower Comparison



@floridashistoriccoast
41.0k followers



@visitnewsmyrnabeach
23.7k followers



@visitameliaisland
23.3k followers



@discovercrystalriver
22.6k followers



@visit_tally
21.3k followers



@discoverdaytonabeach
16.6k followers



@ocalamarion
14.6k followers



@discovermartin
13.4k followers



@visitgainesville
12.2k followers



@visitindianriver
11.9k followers

Insights

Instagram:

Oct. 22nd – Nov. 22nd

- 342 new followers
- 43.9% increase in website click throughs (95 total)
- 75,668 total accounts reached

Facebook:

Oct. 22nd – Nov. 22nd

- 534 new followers
- 19% increase in post engagement
- 676,934 total accounts reached

DISCOVER
CRYSTAL RIVER
FLORIDA



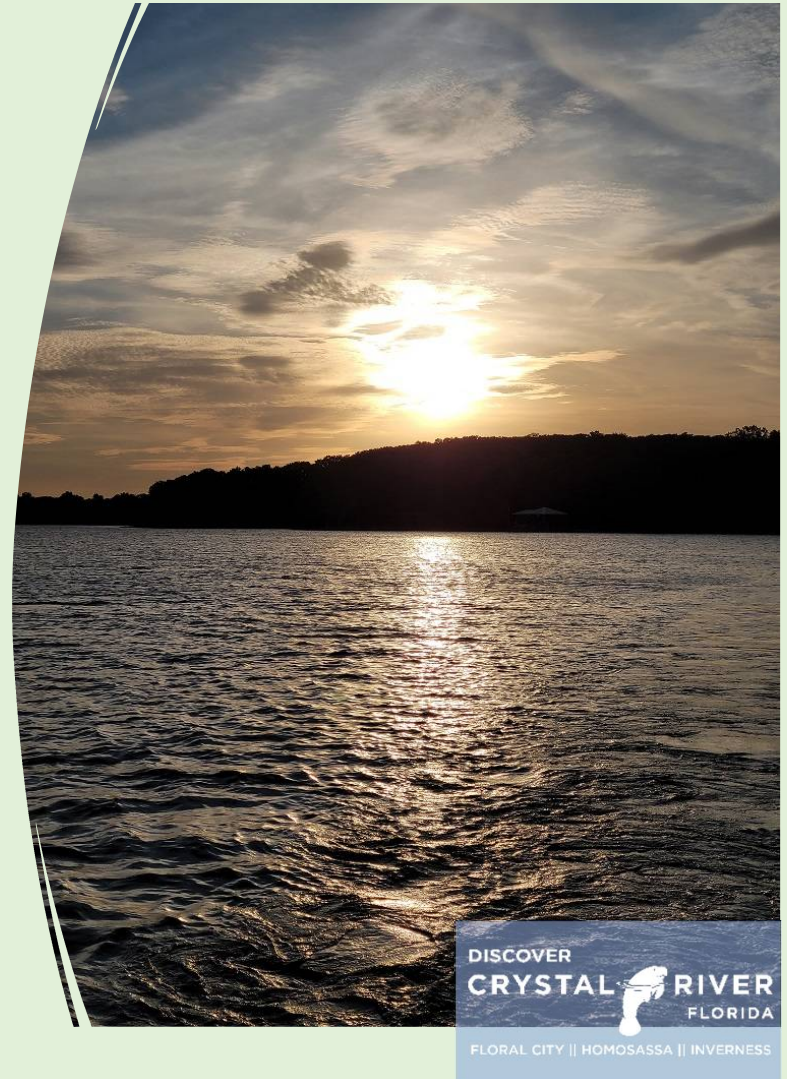
FAM TOURS: MEDIA & SALES

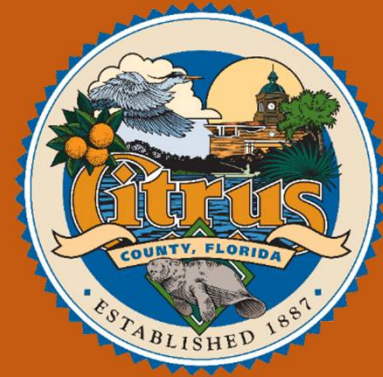
Dec 2-4	HWPR	Lynn & Cela Shelton	USA
Dec 2-4	VF-MX	Yo Soy Viajera	MEXICO
Dec 10-12	DCRF	Great Days Outdoors	USA
Dec 10-13	VF-CA	Canadian Geographic	CANADA
Dec 13-16	HWPR	Authentic Asheville	USA
Dec 20-22	DCRF	Was Mit Reisen	GERMANY
Jan 27-29	VF-US	Travel Awaits	USA
Jan 28-30	VF-DE	Touristik Aktuell	GERMANY

SALES ACTIVITY

October 2021

- § **Attended Destinations International – completed second core and second elective course.**
- § **Continued Ad Sales for Discover Magazine.**
- § **Attended WTM**
- § **Work with Lieb to produce a marketing plan for the German, Swiss and surrounding markets.**
- § **Collaborated with GoshPR on campaign for British Airways. [Link to article](#)**
- § **Taught a master class for travel agents from Ireland.**





OTHER BUSINESS BY COUNCIL MEMBERS



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PERSONS WISHING TO
ADDRESS THE COUNCIL

DISCOVER
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FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS



CITRUS COUNTY TOURISM DEVELOPMENT COUNCIL

Next Meeting: **January 12, 2022**



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Financial Reports				
AGENDA DATE:	December 08, 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					

Special Project Fund

Budget on 10/1/21 \$ 441,642.00

Expenditures

Awarded

Recommended

Transfers

\$ (18,200.00)

British Airways Marketing

\$ (8,900.00)

Chris Kingree Fishing Marketing Sponsorship

Available \$ 414,542.00

DATE: 11/24/2021
TIME: 08:35:30

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund='160'
ACCOUNTING PERIOD: 1/22

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,459,902.91	
102000	PETTY CASH	700.00	
	TOTAL CASH & CASH EQUIVALENTS	2,460,602.91	.00
155000	PREPAID EXPENSES	3,732.59	
	TOTAL PREPAID ITEMS	3,732.59	.00
	TOTAL ASSETS & OTHER DEBITS	2,464,335.50	.00
	TOTAL ASSETS	2,464,335.50	.00
202000	ACCOUNTS PAYABLE		15,585.46
	TOTAL ACCOUNTS PAYABLE	.00	15,585.46
	TOTAL LIAB. & OTHER CREDITS	.00	15,585.46
	TOTAL LIABILITIES	.00	15,585.46
271000	FUND BALANCE		2,541,191.43
	TOTAL EQUITY	4,222,006.39	6,670,756.43
	TOTAL EQUITIES	4,222,006.39	6,670,756.43
	TOTAL VISITOR & CONV BUREAU	6,686,341.89	6,686,341.89
	TOTAL REPORT	6,686,341.89	6,686,341.89

DATE: 11/24/2021
TIME: 08:37:50

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund='160'
ACCOUNTING PERIOD: 1/22

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

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

ACCOUNT - - - - -	TITLE - - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312130	TOURIST TAX	1,500,000.00	.00	.00	.00	1,500,000.00	.00
361200	MONEY MKT & LGIP INTERES	3,000.00	.00	.00	.00	3,000.00	.00
400100	5% RESERVE	-75,150.00	.00	.00	.00	-75,150.00	.00
400200	CARRY FORWARD	1,957,690.00	.00	.00	.00	1,957,690.00	.00
	TOTAL TITLE NOT FOUND	3,385,540.00	.00	.00	.00	3,385,540.00	.00
	TOTAL VISITOR & CONV BUREAU	3,385,540.00	.00	.00	.00	3,385,540.00	.00
	TOTAL REPORT	3,385,540.00	.00	.00	.00	3,385,540.00	.00

DATE: 11/24/2021
TIME: 08:28:52

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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	293,953.00	20,872.61	.00	20,872.61	273,080.39	7.10
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	22,487.00	1,548.47	.00	1,548.47	20,938.53	6.89
52200	RETIREMENT CONTRIBUTIONS	31,681.00	2,258.41	.00	2,258.41	29,422.59	7.13
52300	LIFE & HEALTH INSURANCE	45,357.00	3,151.61	.00	3,151.61	42,205.39	6.95
52400	WORKERS' COMPENSATION	666.00	47.76	.00	47.76	618.24	7.17
53100	PROFESSIONAL SERVICES	87,000.00	.00	77,000.00	.00	10,000.00	88.51
53400	OTHER CONTRACTUAL SERV	163,200.00	.00	122,600.00	.00	40,600.00	75.12
53416	SOFTWARE AS A SERVICE	8,240.00	.00	.00	.00	8,240.00	.00
54000	TRAVEL & PER DIEM	56,000.00	3,600.53	.00	3,600.53	52,399.47	6.43
54100	COMMUNICATIONS SERVICES	7,959.00	139.00	.00	139.00	7,820.00	1.75
54201	POSTAGE	24,000.00	.00	.00	.00	24,000.00	.00
54300	UTILITY SERVICES	9,912.00	.00	9,912.00	.00	.00	100.00
54408	BUILDING RENTAL	24,345.00	2,028.69	.00	2,028.69	22,316.31	8.33
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	.00	1,824.00	.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	.00	550.00	.00
54604	MAINTENANCE - BUILDINGS	6,604.00	.00	3,004.00	.00	3,600.00	45.49
54605	EQUIPMENT MAINTENANCE	7,020.00	335.00	6,685.00	335.00	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	1,781.00	1,766.28	.00	1,766.28	14.72	99.17
54700	PRINTING & BINDING	15,000.00	.00	.00	.00	15,000.00	.00
54800	PROMOTIONAL ACTIVITIES	72,500.00	.00	.00	.00	72,500.00	.00
54807	MARKETING	548,100.00	1,250.00	523,000.00	1,250.00	23,850.00	95.65
54809	TRADE SHOW PROMOTION	50,230.00	868.11	.00	868.11	49,361.89	1.73
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	.00	.00	37,350.00	.00
54921	ADVERTISING	3,000.00	18.92	.00	18.92	2,981.08	.63
55100	OFFICE SUPPLIES	3,500.00	.00	.00	.00	3,500.00	.00
55200	OPERATING SUPPLIES	3,700.00	.00	.00	.00	3,700.00	.00
55208	FUEL & LUBES	1,500.00	.00	.00	.00	1,500.00	.00
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	.00	1,000.00	.00
55221	MEALS	3,000.00	.00	.00	.00	3,000.00	.00
55270	COMPUTER ACCESSORIES	150.00	.00	.00	.00	150.00	.00
55400	DUES BKS SUBSCR MEM PUBL	15,450.00	.00	.00	.00	15,450.00	.00
55500	TRAINING	13,400.00	2,370.00	.00	2,370.00	11,030.00	17.69
58100	AID TO GOVERNMENT AGENCY	350,000.00	.00	.00	.00	350,000.00	.00
58221	SPECIAL PROJECTS	441,642.00	.00	.00	.00	441,642.00	.00
59100	TRANSFERS	998.00	998.00	.00	998.00	.00	100.00
59123	TRANSFER - INDIRECT COST	51,188.00	51,188.00	.00	51,188.00	.00	100.00
61000	RESERVED BUDGET FUND BAL	972,712.00	.00	.00	.00	972,712.00	.00
	TOTAL VISITOR & CONV BUREAU	3,385,540.00	92,441.39	744,025.00	92,441.39	2,549,073.61	24.71
	TOTAL VISITOR & CONV BUREAU	3,385,540.00	92,441.39	744,025.00	92,441.39	2,549,073.61	24.71

DATE: 11/24/2021
TIME: 08:28:52

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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

FUND-160 VISITOR & CONV BUREAU
FUNCTION-550 ECONOMIC DEVELOPMENT
ACTIVITY-552 INDUSTRY DEVELOPMENT
DEPARMTENT-2122 VISITOR & CONV BUREAU

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
TOTAL REPORT		3,385,540.00	92,441.39	744,025.00	92,441.39	2,549,073.61	24.71

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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						.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						293,953.00	20,872.61	.00		273,080.39
51306						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						7,000.00	.00	.00		7,000.00
51400						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						1,000.00	.00	.00		1,000.00
52100						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	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						22,487.00	1,548.47	.00		20,938.53
52200						.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						31,681.00	2,258.41	.00		29,422.59
52300						.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						45,357.00	3,151.61	.00		42,205.39

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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

PAGE NUMBER: 3
AUDIT21

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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 INTERNATIONAL		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

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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										
	09/30/21	11-1				37,350.00			POSTED FROM BUDGET SYSTEM	
TOTAL						37,350.00	.00	.00		37,350.00
54825						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54830						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54921						.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						3,000.00	18.92	.00		2,981.08
55100						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,500.00			POSTED FROM BUDGET SYSTEM	
TOTAL						3,500.00	.00	.00		3,500.00
55120						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
55200						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,700.00			POSTED FROM BUDGET SYSTEM	
TOTAL						3,700.00	.00	.00		3,700.00
55205						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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					(cont'd)					
55500						.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

DATE: 11/24/2021
TIME: 08:31:07

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and orgn.orgn3='2122'
ACCOUNTING PERIOD: 1/22

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			RESERVED BUDGET FUND BAL		.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				972,712.00			POSTED FROM BUDGET SYSTEM	
TOTAL			RESERVED BUDGET FUND BAL		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
TOTAL FUND - VISITOR & CONV BUREAU					3,385,540.00	92,441.39	744,025.00		2,549,073.61
TOTAL REPORT					3,385,540.00	92,441.39	744,025.00		2,549,073.61

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION