
AGENDA

Chair Holly L. Davis
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 Agenda

Approve the agenda

B. OPEN TO THE PUBLIC

C. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC – Approval of December 8 Meeting Minutes

Move to approve December 8,2021 Tourist Development Council Minutes

D. PRESENTATIONS

1. TDC - TV Show - Their Life My Lens

Hear presentation and provide staff with direction.

2. TDC - Madden Media Update

Hear the presentation and provide Staff with direction if necessary.

3. TDC - Pirate's Cove Property Purchase

Discuss the proposed expenditure of \$185,000 of TDC funds to be used as part of the funding mechanism for the purchase of the Pirates Cove Property and make the requisite legislative finding if appropriate.

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 January 12 Agenda				
AGENDA DATE:	January 12, 2022				
<u>BRIEF OVERVIEW:</u>					
January 12th 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
January 12, 2022

A. Call to Order

- A.1. Invocation
- A.2. Pledge of Allegiance
- A.3. Roll Call
- A.4. Adoption of the Agenda
- A.5. Election of Vice Chair

B. Approve Minutes of Meeting (Chairman Kitchen)

- B.1. Approve December 8, 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. Their Life, My Lens Marketing Opportunity
- D.2. Madden Media Update
- D.3. Discussion of Pirate's Cove Potential Purchase

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, February 9, 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 December 8 Meeting Minutes				
AGENDA DATE:	January 12, 2022				
<u>BRIEF OVERVIEW:</u>					
Review and discuss December 8, 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 December 8, 2021 Tourist Development Council Minutes					

Citrus County Tourist Development Council
Meeting Minutes
December 8, 2021

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on December 8, 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	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	Present	

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

Public in Attendance: Captain Katie Jo Davis, Laurie Pike, Mylien Collins, Terry LaGree

4. Adoption of the Agenda

Adoption of the December 8, 2021 agenda as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

B. Approve minutes of meeting.

Approve the November 17, 2021 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

C. Open to the Public

None

D. Presentations

None

E. Director's/Media Report – John Pricher

E.1 FishFlorida.com Marketing Opportunity – John Pricher discussed the FishFlorida.com marketing opportunity. This campaign accesses over 2 million registered saltwater and freshwater anglers in the FWC database. Request is \$7,440 from Special Projects to participate in the Freshwater and Saltwater options on FishFlorida.com. Jacquie Hepfer moved to approve. Cindy Guy second. Motion carried unanimously.

E.2 Marketing Plan for Germany – John Pricher discussed the marketing opportunity for Germany to capitalize on the opening of the US borders to international visitors. This will include the creation of a German language flyer, campaigns with various tour operators and attending the F.r.ee Munich consumer show. Request is \$28,499 from Special Projects for marketing and trade show opportunities through Lieb in Germany. Cindy Guy moved to approve. Jacquie Hepfer second. Motion carried unanimously.

John Pricher presented Commissioner Kitchen with a plaque and gift for his years of service to the Tourist Development Council in honor of his last meeting as Chairman. Pricher presented the Director's Report. Discussed the STR report and financials. Numbers remain positive. OCC, ADR and RevPAR numbers are higher than this time last year. Jodi Sanders gave an update on social media. We are continuing to see increased engagement on our social media channels and have started a once-a-month Facebook Live video series called Trail Talk. The first live video did well with a little over 500 people who joined in at different times during the video. Miles Saunders gave an update on FAM Tours. We are seeing an uptick in international travel and have FAM Tours coming in from Mexico, Canada and Germany. Miles commented that we have purchased an advertorial for Global Heroes, a section in the Globe and Mail throughout Canada, regarding eelgrass restoration and manatees in Florida. US Fish and Wildlife will announce that they will go to extraordinary measures in the Indian River Lagoon to protect the Atlantic manatee population. Terry Natwick gave an update on ad sales. We are pleased with the return of advertisers for the 2022 Discover Magazine. Terry has been busy traveling and collaborating with our PR representatives to produce new marketing campaigns.

F. Other Business

City of Inverness – Jacquie Hepfer

Jacquie Hepfer commented that the first Light up Liberty this weekend was highly successful.

City of Crystal River – Cindi Guy

Cindi Guy commented that Three Sisters Springs had its busiest October since they opened. Also commented on the downtown splash pad, Christmas tree lighting and ice skating this weekend at Christmas on the Square.

Other Comments:

The Board took turns thanking Commissioner Kitchen for his years of service to the Tourist Development Council.

Mike Engiles commented on the manatees and dolphins in Crystal River and limited space for rescues. Gene McGee commented that a request from FWC has been made to double the capacity to open more space for rescues.

Gene McGee discussed exploring the option to make our beach wheelchair accessible, there are concerns to be addressed but believes that this is worth looking into.

G. Open to the Public

Captain Katie Jo Davis thanked Discover Crystal River for helping and promoting local tourism-based businesses and commented on the eelgrass restoration project and fishing in King's Bay.

H. Adjournment

Chairman Kitchen called for adjournment at 10:27 am The next regular meeting will be Wednesday, January 12, 2022 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 - TV Show - Their Life My Lens
AGENDA DATE:	January 12, 2022

BRIEF OVERVIEW:

Chasten Whitfield has a mission to share the sport of fishing with people that have unique challenges or perceived limitations. She has teamed with Ronnie Green in creating a show that seeks to achieve that mission. She is seeking a marketing sponsorship (detailed in the attachment) of \$35,000.00.

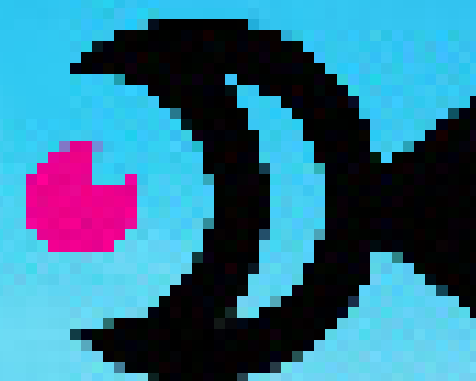
BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance*
160-58221	Special Projects	\$504,245	\$5,500	0	\$498,745

*Prior to award

RECOMMENDED ACTION:

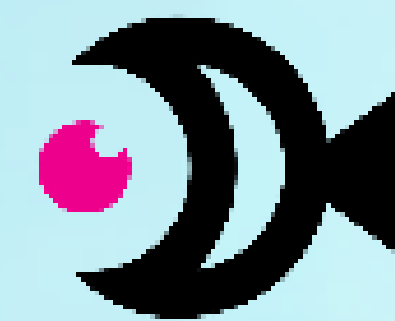
Hear presentation and provide staff with direction.



Their Life, My Lens

WITH CHASTEN WHITFIELD



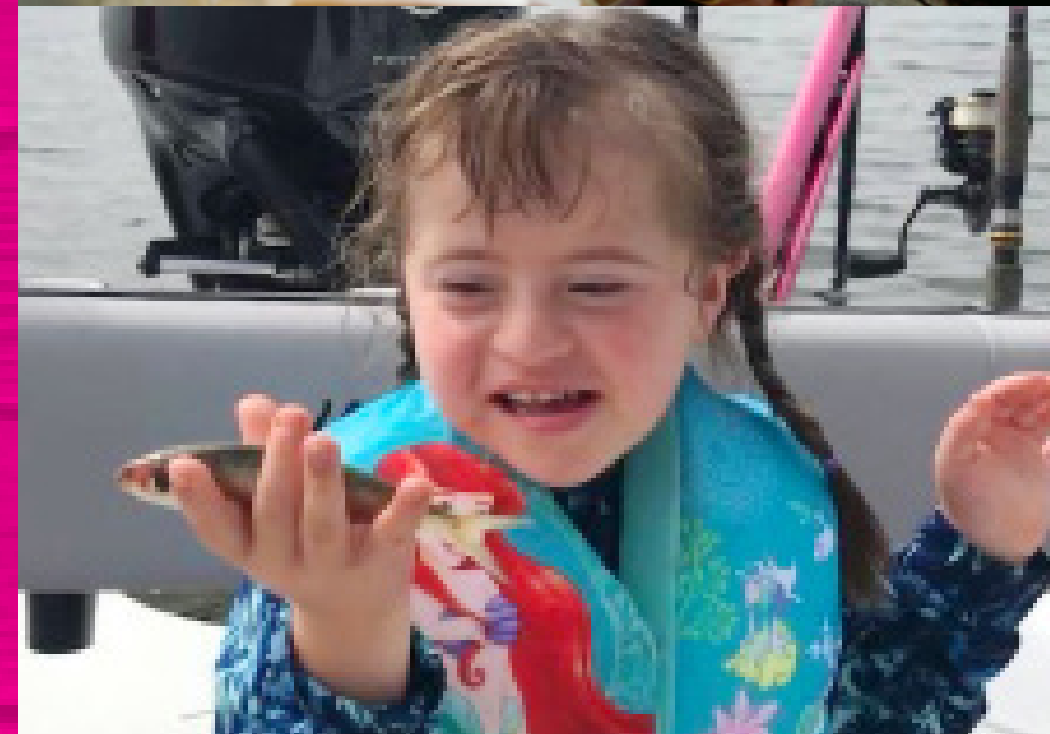


Their Life, My Lens

WITH CHASTEN WHITFIELD

My Name is Captain Chasten Whitfield, it is my mission to share the sport of fishing with people who have unique challenges. I want everyone to experience fishing regardless of the perceived limitations. These kids do not want to be treated differently, and shouldn't be. I want to show them that fishing has no boundaries, the fish does not know who is reeling them in. This show will show the self-esteem that these kids gain by being able to fight their own fish, and it is absolutely amazing to see. Some of kids just want to escape from their day to day life, a day of not having to worry about their therapy or their chemo for the day.

This show will show the world the joys of taking someone fishing who doesn't typically get to fish. Can you image just for a minute, if half of the viewers that see this show go out and take one differently-able or a child with an illness fishing? Can you see what a difference that would make in the world? Especially in today's world. I am so blessed to be able to show you their life, through my lens.



My name is Chasten Whitfield

At the age of 13, I obtained my boaters license and bought my first Carolina skiff with my babysitting earnings. In the 7th grade, I was bullied for being the only girl in school who fished. When my mom found out she encouraged me to go off and do my own thing and not to follow others. This encouraging word is what gave me the valor to enter my first tournament. On that day I won and without hesitation, I give the winning prize money back to the tournament charity. At 15 I received the ladies' IGFA catch cert 178 lb tarpon, it was only certified, meaning I wouldn't and couldn't kill that fish to be put in the IGFA books, in my opinion, it wasn't worth it.

On my 18th birthday, I received my USCG captain's license.

In my sophomore year of high school, I and four other girls fished the super bowl of tournaments in our town. We won first place and the town turned upside down. At this point, we began to visit schools, girl scouts, and churches to teach the basics of fishing. While teaching we would talk to each child individually about the critical issues of bullying and social media.

During a summer job teaching a fish camp I met Easton. This is when I discovered what I wanted to do for the rest of my life. I immediately reached out to a boat company about making a customized boat that can fit a child-size wheelchair so I can help kids have an amazing experience. Yellowfin created a hybrid boat that I took to the College Bass Series and FLW Professional Bass Series.

In my sophomore year of high school, I was recruited to Savannah College Art and Design bass fishing team. At the time, they were the only all girl's college bass fishing team. I am now in my senior year of college and will graduate in June of 2022.



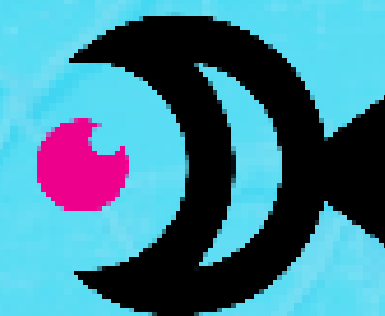
Social Media Reach

-  YouTube: 3.6 K
-  Instagram: 47.5K
-  Facebook: 15k
-  TikTok: 316.6K

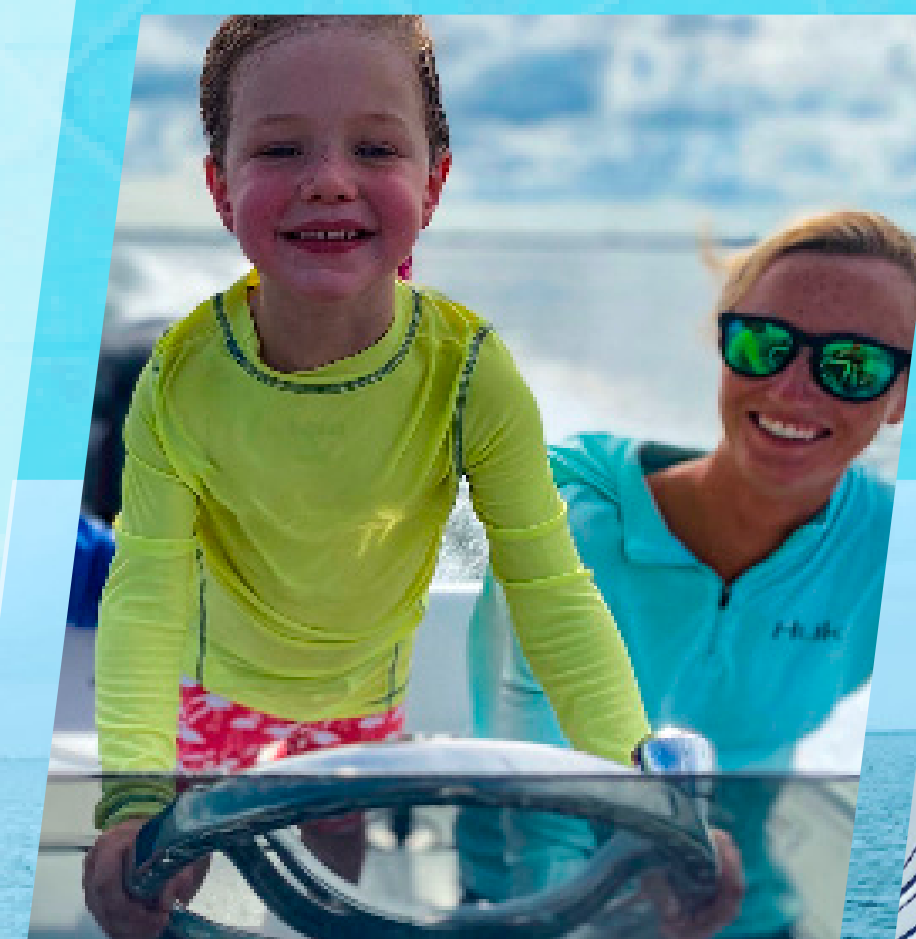
Sponsorship:
\$35,000

SPONSORSHIP INCLUDES

- Film (2) episodes in Citrus County
- Presenting sponsor on CBS Sports and WFN
- (1) citrus county commercial on each episode (County to provide)
- (1) opening billboard with graphic and audio tag within (8) scheduled Show telecasts
- Citrus County Blog written by Chasten Whitfield once quarterly on “TheirLifeMy Lens.com website.
- Produce (4) 1:00 minute exclusive video vignettes for destination
- Utilize up to (3) minutes of footage from episodes of the show aired during the Term
- Have the right to use the name and likeness in the form of photographs, videos, or any other media format for the destination
- Personally appear (1) time at promotional activity (e.g., tournament, boat show, social media promotions)
- Display the most current logo in the Show where appropriate to maximize viewership and when possible throughout the Term
- Shot of Citrus County destination in the show intro
- Social media promotions on all social media channels
- Option to do (1) episode for \$17,500 (no commercial, not presenting sponsor, no blog, no video vignettes or 3 minutes of footage, no shot of Citrus in the intro)



Their Life, My Lens
WITH CHASTEN WHITFIELD





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Madden Media Update				
AGENDA DATE:	January 12, 2022				
<u>BRIEF OVERVIEW:</u>					
Madden Media will provide a marketing update on campaigns.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Hear the presentation and provide Staff with direction if necessary.					



AGENDA MEMORANDUM

FROM:	Charles R. Oliver, County Administrator
SUBJECT:	TDC - Pirate's Cove Property Purchase
AGENDA DATE:	January 12, 2022

BRIEF OVERVIEW:

The estate of George Decker is interested in selling the Pirates Cove Property adjacent to the Ozello Property owned by the County. They have engaged the services of a realtor to market the property.

The site is about 3.6 acres and has about 750 feet of water frontage according to the listing. The current zoning is a combination of CLC and CLR and the asking price is \$825,000. A copy of the listing information is attached and is available at the following link: <https://matrix.mlscitrus.com/matrix/shared/YbR9gMJDnm/360NMulletPoint>. Staff has been advised by the Broker the title is marketable.

The County received appraisals for the Pirates Cove Property. The two appraised values were \$700,000 and \$616,000. The County made an offer for the property, however, the estate declined to counter. Please note a super majority vote (4 votes) is required for the County to pay more than the appraised value.

Commissioner Kinnard, at a subsequent Board meeting brought an item forward that called for private donors to contribute toward the purchase to make up the difference. The Board seemed receptive to that approach, however, were concerned about using General Funds of the County. The Board seemed, however, to be receptive to using restricted funds (i.e. Park Impact Fees) and asking the TDC to assist with funding. Commissioner Schlabach stated that the County should be able to get a grant from the State for \$85,000. Investigation resulted in either funds not being available or that it was out of the grant funding cycle.

The County Attorney has opined that the purchase of this property would be an allowable use of TDC funds if the TDC makes the requisite legislative findings.

Consequently, some members of the Board of County Commissioners would like to ask for \$185,000 from the TDC toward the purchase with approximately \$190,000 provided by Park Impact Fees and the balance from private contributions. Naturally, if the sale is not consummated the funds would be returned to the TDC.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Discuss the proposed expenditure of \$185,000 of TDC funds to be used as part of the funding mechanism for the purchase of the Pirates Cove Property and make the requisite legislative finding if appropriate.



AGENDA MEMORANDUM

FROM:	Jeff Kinnard D.C., Commissioner
SUBJECT:	Discussion and Vote on Funding for Pirates Cove Property Purchase.
AGENDA DATE:	November 30, 2021

BRIEF OVERVIEW:

Pirates Cove is comprised of several lots. I have been working with several individuals and a non-profit to secure the funding to preserve this property for the public to enjoy.

I am proposing that the County purchase four lots, not-to-exceed the funding outlined below, and that the non-profit purchase the remaining lot which will subsequently be conveyed to the County for no consideration. This would seem to be a “win-win” scenario.

I am proposing to use the follow sources of funding:

- \$190,000 from District 1 park impact fees
- Seek approval from the TDC for \$100,000
- \$85,000 from Duke Special Projects fund

We will also need to update the appraisals.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Authorize updating the appraisals and proceed with the purchase of the parcels as outlined, subject to the County's contribution not exceeding \$375,000 with an appraised value of the parcels being purchased in excess of that amount and funding of \$100,000 from the TDC.

Florida Statute 125.0104 Authorized Uses

(5) AUTHORIZED USES OF REVENUE.—

(a) All tax revenues received pursuant to this section by a county imposing the tourist development tax shall be used by that county for the following purposes only:

1. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more:

a. Publicly owned and operated convention centers, sports stadiums, sports arenas, coliseums, or auditoriums within the boundaries of the county or subcounty special taxing district in which the tax is levied;

b. Auditoriums that are publicly owned but are operated by organizations that are exempt from federal taxation pursuant to 26 U.S.C. s. 501(c)(3) and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied; or

c. Aquariums or museums that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public, within the boundaries of the county or subcounty special taxing district in which the tax is levied;

2. To promote zoological parks that are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public;

3. To promote and advertise tourism in this state and nationally and internationally; however, if tax revenues are expended for an activity, service, venue, or event, the activity, service, venue, or event must have as one of its main purposes the attraction of tourists as evidenced by the promotion of the activity, service, venue, or event to tourists;

4. To fund convention bureaus, tourist bureaus, tourist information centers, and news bureaus as county agencies or by contract with the chambers of commerce or similar associations in the county, which may include any indirect administrative costs for services performed by the county on behalf of the promotion agency;

5. To finance beach park facilities, or beach, channel, estuary, or lagoon improvement, maintenance, renourishment, restoration, and erosion control, including construction of beach groins and shoreline protection, enhancement, cleanup, or restoration of inland lakes and rivers to which there is public access as those uses relate to the physical preservation of the beach, shoreline, channel, estuary, lagoon, or inland lake or river. However, any funds identified by a county as the local matching source for beach renourishment, restoration, or erosion control projects included in the long-range budget plan of the state's Beach Management Plan, pursuant to s. 161.091, or funds contractually obligated by a county in the financial plan for a federally authorized shore protection project may not be used or loaned for any other purpose. In counties of fewer than 100,000 population,

up to 10 percent of the revenues from the tourist development tax may be used for beach park facilities; or

6. To acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or finance public facilities within the boundaries of the county or subcounty special taxing district in which the tax is levied, if the public facilities are needed to increase tourist-related business activities in the county or subcounty special district and are recommended by the county tourist development council created pursuant to paragraph (4)(e). Tax revenues may be used for any related land acquisition, land improvement, design and engineering costs, and all other professional and related costs required to bring the public facilities into service. As used in this subparagraph, the term “public facilities” means major capital improvements that have a life expectancy of 5 or more years, including, but not limited to, transportation, sanitary sewer, solid waste, drainage, potable water, and pedestrian facilities. Tax revenues may be used for these purposes only if the following conditions are satisfied:

- a. In the county fiscal year immediately preceding the fiscal year in which the tax revenues were initially used for such purposes, at least \$10 million in tourist development tax revenue was received;
- b. The county governing board approves the use for the proposed public facilities by a vote of at least two-thirds of its membership;
- c. No more than 70 percent of the cost of the proposed public facilities will be paid for with tourist development tax revenues, and sources of funding for the remaining cost are identified and confirmed by the county governing board;
- d. At least 40 percent of all tourist development tax revenues collected in the county are spent to promote and advertise tourism as provided by this subsection; and
- e. An independent professional analysis, performed at the expense of the county tourist development council, demonstrates the positive impact of the infrastructure project on tourist-related businesses in the county.

Subparagraphs 1. and 2. may be implemented through service contracts and leases with lessees that have sufficient expertise or financial capability to operate such facilities.

(b) Tax revenues received pursuant to this section by a county of less than 950,000 population imposing a tourist development tax may only be used by that county for the following purposes in addition to those purposes allowed pursuant to paragraph (a): to acquire, construct, extend, enlarge, remodel, repair, improve, maintain, operate, or promote one or more zoological parks, fishing piers or nature centers which are publicly owned and operated or owned and operated by not-for-profit organizations and open to the public. All population figures relating to this subsection shall be based on the most recent population estimates prepared pursuant to the provisions of s. 186.901. These population estimates shall be those in effect on July 1 of each year.

(c) A county located adjacent to the Gulf of Mexico or the Atlantic Ocean, except a county that receives revenue from taxes levied pursuant to s. 125.0108, which meets the following criteria may use up to 10 percent of the tax revenue received pursuant to this section to reimburse expenses incurred in providing public safety services, including emergency medical services as defined in s. 401.107(3), and law enforcement services, which are needed to address impacts related to increased tourism and visitors to an area. However, if taxes collected pursuant to this section are used to reimburse emergency medical services or public safety services for tourism or special events, the governing board of a county or municipality may not use such taxes to supplant the normal operating expenses of an emergency medical services department, a fire department, a sheriff's office, or a police department. To receive reimbursement, the county must:

1. Generate a minimum of \$10 million in annual proceeds from any tax, or any combination of taxes, authorized to be levied pursuant to this section;
2. Have at least three municipalities; and
3. Have an estimated population of less than 225,000, according to the most recent population estimate prepared pursuant to s. 186.901, excluding the inmate population.

The board of county commissioners must by majority vote approve reimbursement made pursuant to this paragraph upon receipt of a recommendation from the tourist development council.

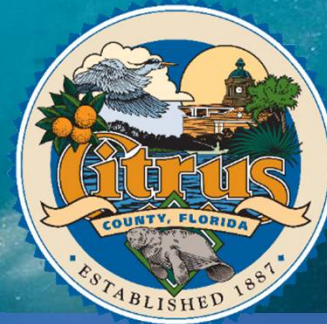
(d) The revenues to be derived from the tourist development tax may be pledged to secure and liquidate revenue bonds issued by the county for the purposes set forth in subparagraphs (a)1., 2., and 5. or for the purpose of refunding bonds previously issued for such purposes, or both; however, no more than 50 percent of the revenues from the tourist development tax may be pledged to secure and liquidate revenue bonds or revenue refunding bonds issued for the purposes set forth in subparagraph (a)5. Such revenue bonds and revenue refunding bonds may be authorized and issued in such principal amounts, with such interest rates and maturity dates, and subject to such other terms, conditions, and covenants as the governing board of the county shall provide. The Legislature intends that this paragraph be full and complete authority for accomplishing such purposes, but such authority is supplemental and additional to, and not in derogation of, any powers now existing or later conferred under law.

(e) Any use of the local option tourist development tax revenues collected pursuant to this section for a purpose not expressly authorized by paragraph (3)(l) or paragraph (3)(n) or paragraphs (a)-(d) of this subsection is expressly prohibited.



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Destination Update				
AGENDA DATE:	January 12, 2022				
<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
January 12, 2021**

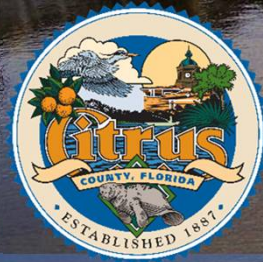


CALL TO ORDER

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



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



ADOPTION OF THE AGENDA

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

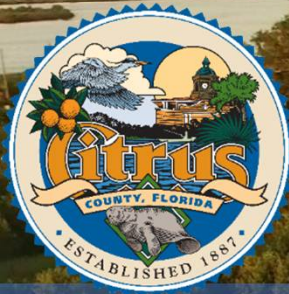


DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS

APPROVAL OF THE MINUTES

Approve December
8th
TDC Minutes





OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS

- Their Life, My Lens TV Show
- Pirate's Cove Purchase Discussion



JOHN PRICHER

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- VCB Destination Update
- Financials

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

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

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

	OCC %		ADR \$		RevPAR \$		Current Month November 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	62.8	49.1	105.23	89.52	66.05	43.94	27.9	17.5	50.3	50.3	0.0	27.9
Hernando	64.9	51.9	97.45	76.36	63.29	39.60	25.2	27.6	59.8	59.8	0.0	25.2
Pasco	70.6	56.2	98.94	74.48	69.90	41.85	25.7	32.8	67.0	68.7	1.0	27.0
Charlotte	63.7	51.0	102.76	80.92	65.41	41.27	24.8	27.0	58.5	58.5	0.0	24.8
Florida	64.8	44.2	156.36	107.61	101.38	47.54	46.8	45.3	113.3	129.5	7.6	57.9

SOURCE: STR, INC.

YTD COMPARISON: Nov. 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 – November 2021 vs 2020					
	2021	2020	2021	2020	2021	2020	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	62.3	53.0	110.40	98.77	68.73	52.36	17.4	11.8	31.3	31.1	-0.1	17.3
Hernando	70.0	54.7	92.29	79.66	64.58	43.57	27.9	15.9	48.2	54.0	3.9	32.9
Pasco	74.6	55.2	97.01	84.31	72.37	46.56	35.1	15.1	55.4	55.2	-0.1	34.9
Charlotte	63.9	51.7	105.69	96.48	67.49	49.84	23.6	9.5	35.4	37.3	1.4	25.4
Florida	64.3	48.1	155.63	132.82	100.12	63.93	33.7	17.2	56.6	72.3	10.0	47.0

TOURISM DEVELOPMENT TAX

November 2020 Revenue

\$ 138,862.76

\$ 52,300.37

November 2021 Revenue

\$ 186,163.13

39.07 %

5th Penny Allocation

\$ 37,232.63

Total Capital Reserve

\$ 565,848.66

2020-21 Fiscal Year Revenue to Date

\$ 282,959.56

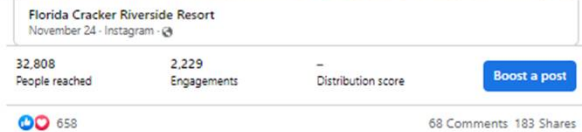
2021-22 Fiscal Year Revenue to Date

\$ 369,571.24

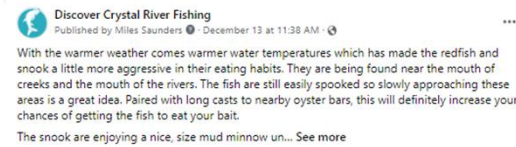
\$ 86,611.68 or 23.44% Increase YTD



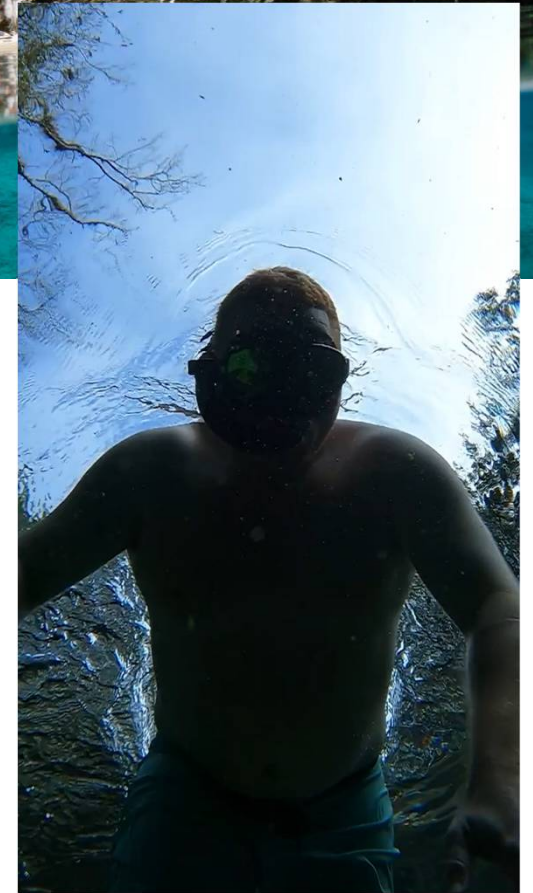
SOCIAL MEDIA



Facebook Main
188,062 Followers



Facebook Fishing
23,546 Followers



Instagram
22,960 Followers



Follower Comparison



@floridashistoriccoast
41.5k followers



@visitnewsmyrnabeach
23.9k followers



@visitameliaisland
23.5k followers



@discovercrystalriver
22.9k followers



@visit_tally
21.5k followers



@discoverdaytonabeach
16.8k followers



@ocalamarion
14.7k followers



@discovermartin
13.6k followers



@visitgainesville
12.3k followers



@visitindianriver
11.9k followers

Insights

Instagram:

Nov. 22nd - Dec. 27th

- 527 new followers
- 8,986 post interactions, 7.4% increase
- 67,461 total accounts reached

Facebook:

Nov. 22nd - Dec. 27th

- 504 new followers
- 25% increase in 3 second video views (lives)
- 741,380 total accounts reached, 9% increase

DISCOVER
CRYSTAL RIVER
FLORIDA



FAM TOURS: MEDIA & SALES

Jan 27-29

VF-US

Travel Awaits

USA

Jan 28-30

VF-DE

Touristik Aktuell

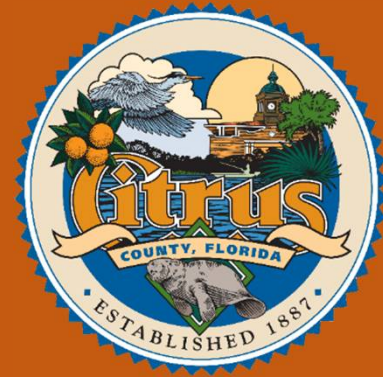
GERMANY

SALES ACTIVITY

November 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



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL

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





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Financial Reports				
AGENDA DATE:	January 12, 2022				
<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	21-22	\$ Change	% Change	4%	Capital %
Oct	\$ 119,958.64	\$ 121,483.46	\$ 103,054.10	\$ 149,096.80	\$ 183,408.11	\$ 34,311.31	23.01%	\$ 146,726.49	\$ 36,681.62
Nov	\$ 132,792.64	\$ 115,105.21	\$ 115,550.63	\$ 133,862.76	\$ 186,163.13	\$ 52,300.37	39.07%	\$ 148,930.50	\$ 37,232.63
Dec	\$ 131,153.14	\$ 133,947.52	\$ 134,627.63	\$ 132,538.40					
Jan	\$ 135,683.88	\$ 126,136.66	\$ 155,696.36	\$ 154,483.80					
Feb	\$ 165,715.03	\$ 165,543.78	\$ 201,771.97	\$ 188,696.29					
Mar	\$ 195,507.13	\$ 200,447.21	\$ 230,853.58	\$ 196,058.73					
Apr	\$ 221,607.41	\$ 213,824.89	\$ 138,354.79	\$ 271,040.76					
May	\$ 157,492.31	\$ 154,072.46	\$ 44,487.42	\$ 227,646.74					
Jun	\$ 138,501.24	\$ 156,083.72	\$ 125,316.08	\$ 217,049.40					
Jul	\$ 165,952.92	\$ 165,070.43	\$ 182,233.26	\$ 252,375.77					
Aug	\$ 226,507.69	\$ 223,797.05	\$ 261,955.95	\$ 315,964.32					
Sept	\$ 161,016.72	\$ 140,276.72	\$ 193,666.84	\$ 207,616.59					
Total	\$ 1,951,888.75	\$ 1,915,789.11	\$ 1,887,568.61	\$ 2,446,430.36	\$ 369,571.24	\$ 86,611.68	23.44%	\$ 295,656.99	\$ 73,914.25
% Change	35.81%	-1.85%	-1.47%	29.61%					

Capital Reserves Fund

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

Expenditures

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

Awardees/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
11/29/1930	\$	36,681.62
12/28/2021	\$	37,232.63

Available	\$ 603,081.29
-----------	---------------

Special Project Fund

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

Expenditures

Awarded

Recommended

Transfers

\$ (18,200.00)

\$ (8,900.00)

\$ (7,440.00)

\$ (28,499.00)

British Airways Marketing

Chris Kingree Fishing Marketing Sponsorship

FishFlorida.com marketing

Marketing Initiatives for Germany

Available \$ 378,603.00

DATE: 12/28/2021
TIME: 10:40:04

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,411,524.37	
102000	PETTY CASH	700.00	
	TOTAL CASH & CASH EQUIVALENTS	2,412,224.37	.00
	TOTAL ASSETS & OTHER DEBITS	2,412,224.37	.00
	TOTAL ASSETS	2,412,224.37	.00
202000	ACCOUNTS PAYABLE		877.92
	TOTAL ACCOUNTS PAYABLE	.00	877.92
216000	ACCRUED PAYROLL		9,696.30
216200	ACCRUED WORKERS COMP		21.96
217000	FICA ACCRUAL		721.74
218000	RETIREMENT PAYABLES		1,049.14
	TOTAL ACCRUED LIABILITIES	.00	11,489.14
	TOTAL LIAB. & OTHER CREDITS	.00	12,367.06
	TOTAL LIABILITIES	.00	12,367.06
271000	FUND BALANCE		2,528,735.18
	TOTAL EQUITY	4,325,626.73	6,725,484.04
	TOTAL EQUITIES	4,325,626.73	6,725,484.04
	TOTAL VISITOR & CONV BUREAU	6,737,851.10	6,737,851.10

DATE: 12/28/2021
TIME: 10:40:04

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,396,283.43	
TOTAL CASH & CASH EQUIVALENTS		1,396,283.43	.00
TOTAL ASSETS & OTHER DEBITS		1,396,283.43	.00
TOTAL ASSETS		1,396,283.43	.00
271000	FUND BALANCE		1,359,518.61
TOTAL EQUITY		1,666,206.00	3,062,489.43
TOTAL EQUITIES		1,666,206.00	3,062,489.43
TOTAL VISITOR & CONV BUREAU 1ST		3,062,489.43	3,062,489.43
TOTAL REPORT		9,800,340.53	9,800,340.53

DATE: 12/28/2021
TIME: 11:27:47

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

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	.00	146,726.49	.00	146,726.49	-146,726.49	.00
312130	TOURIST TAX	1,500,000.00	.00	.00	.00	1,500,000.00	.00
361200	MONEY MKT & LGIP INTERES	3,000.00	169.69	.00	169.69	2,830.31	5.66
400100	5% RESERVE	-75,150.00	.00	.00	.00	-75,150.00	.00
400200	CARRY FORWARD	1,973,593.00	.00	.00	.00	1,973,593.00	.00
	TOTAL TITLE NOT FOUND	3,401,443.00	146,896.18	.00	146,896.18	3,254,546.82	4.32
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	146,896.18	.00	146,896.18	3,254,546.82	4.32

DATE: 12/28/2021
TIME: 11:27:47

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

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	.00	36,681.62	.00	36,681.62	-36,681.62	.00
312131	1ST CENT TOURIST TAX	350,000.00	.00	.00	.00	350,000.00	.00
361200	MONEY MKT & LGIP INTERES	1,900.00	83.20	.00	83.20	1,816.80	4.38
400100	5% RESERVE	-17,595.00	.00	.00	.00	-17,595.00	.00
400200	CARRY FORWARD	1,331,901.00	.00	.00	.00	1,331,901.00	.00
	TOTAL TITLE NOT FOUND	1,666,206.00	36,764.82	.00	36,764.82	1,629,441.18	2.21
	TOTAL VISITOR & CONV BUREAU 1	1,666,206.00	36,764.82	.00	36,764.82	1,629,441.18	2.21
	TOTAL REPORT	5,067,649.00	183,661.00	.00	183,661.00	4,883,988.00	3.62

DATE: 12/28/2021
TIME: 11:28:54

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

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	20,172.24	.00	41,044.85	252,908.15	13.96
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	1,494.10	.00	3,042.57	19,444.43	13.53
52200	RETIREMENT CONTRIBUTIONS	31,681.00	2,182.63	.00	4,441.04	27,239.96	14.02
52300	LIFE & HEALTH INSURANCE	45,357.00	6,881.75	.00	10,033.36	35,323.64	22.12
52400	WORKERS' COMPENSATION	666.00	46.69	.00	94.45	571.55	14.18
53100	PROFESSIONAL SERVICES	99,399.00	11,562.00	77,837.00	11,562.00	10,000.00	89.94
53400	OTHER CONTRACTUAL SERV	163,200.00	51,368.00	101,100.00	51,368.00	10,732.00	93.42
53416	SOFTWARE AS A SERVICE	8,240.00	.00	.00	.00	8,240.00	.00
54000	TRAVEL & PER DIEM	56,000.00	-22.18	.00	3,578.35	52,421.65	6.39
54100	COMMUNICATIONS SERVICES	7,959.00	238.10	.00	377.10	7,581.90	4.74
54201	POSTAGE	24,000.00	172.52	.00	172.52	23,827.48	.72
54300	UTILITY SERVICES	9,912.00	686.38	9,225.62	686.38	.00	100.00
54408	BUILDING RENTAL	24,345.00	4,057.38	.00	6,086.07	18,258.93	25.00
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	130.00	1,694.00	130.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	.00	550.00	.00
54604	MAINTENANCE - BUILDINGS	6,604.00	27.32	2,976.68	27.32	3,600.00	45.49
54605	EQUIPMENT MAINTENANCE	7,020.00	156.33	6,528.67	491.33	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	1,781.00	128.40	.00	1,894.68	-113.68	106.38
54700	PRINTING & BINDING	17,004.00	2,300.61	2,004.00	2,300.61	12,699.39	25.32
54800	PROMOTIONAL ACTIVITIES	72,500.00	125.00	.00	125.00	72,375.00	.17
54807	MARKETING	566,300.00	77,456.29	445,543.71	78,706.29	42,050.00	92.57
54809	TRADE SHOW PROMOTION	50,230.00	100.00	.00	968.11	49,261.89	1.93
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	.00	.00	37,350.00	.00
54921	ADVERTISING	3,000.00	21.88	.00	40.80	2,959.20	1.36
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	37.22	.00	37.22	1,462.78	2.48
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	3,765.00	.00	3,765.00	11,685.00	24.37
55500	TRAINING	13,400.00	245.00	.00	2,615.00	10,785.00	19.51
58100	AID TO GOVERNMENT AGENCY	350,000.00	.00	.00	.00	350,000.00	.00
58221	SPECIAL PROJECTS	424,942.00	.00	1,500.00	.00	423,442.00	.35
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	RESERVED BUDGET FUND BAL	972,712.00	.00	.00	.00	972,712.00	.00
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	183,332.66	648,409.68	275,774.05	2,477,259.27	27.17
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	183,332.66	648,409.68	275,774.05	2,477,259.27	27.17

DATE: 12/28/2021
TIME: 11:28:54

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 2/22

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

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

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53400	OTHER CONTRACTUAL SERV	400,000.00	.00	.00	.00	400,000.00	.00
58100	AID TO GOVERNMENT AGENCY	150,000.00	.00	.00	.00	150,000.00	.00
58200	DIST OF FUND TO OTHER OR	100,000.00	.00	.00	.00	100,000.00	.00
60080	RES FOR CAPITAL PROJECTS	1,016,206.00	.00	.00	.00	1,016,206.00	.00
	TOTAL 1ST CENT TOURIST TAX	1,666,206.00	.00	.00	.00	1,666,206.00	.00
	TOTAL VISITOR & CONV BUREAU 1	1,666,206.00	.00	.00	.00	1,666,206.00	.00
TOTAL REPORT		5,067,649.00	183,332.66	648,409.68	275,774.05	4,143,465.27	18.24

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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	
	11/03/21	22-2					10,073.30		PAYROLL CHARGES	
	11/16/21	22-2					10,098.94		PAYROLL CHARGES	
TOTAL				REGULAR SALARIES & WAGES		293,953.00	41,044.85	.00		252,908.15
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-FRINGS	
	10/20/21	22-1					746.54		PAYROLL CHARGES-FRINGS	
	11/03/21	22-2					747.56		PAYROLL CHARGES-FRINGS	
	11/16/21	22-2					746.54		PAYROLL CHARGES-FRINGS	
TOTAL				FICA TAXES		22,487.00	3,042.57	.00		19,444.43
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-FRINGS	
	10/20/21	22-1					1,092.70		PAYROLL CHARGES-FRINGS	
	11/03/21	22-2					1,089.93		PAYROLL CHARGES-FRINGS	
	11/16/21	22-2					1,092.70		PAYROLL CHARGES-FRINGS	
TOTAL				RETIREMENT CONTRIBUTIONS		31,681.00	4,441.04	.00		27,239.96

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
52300										
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	
	11/03/21	22-2					35.26		PAYROLL CHARGES-FRINGE	
	11/05/21	19-2		187			3,732.59		PREPAID INSURANCE	
	11/16/21	22-2					2,959.20		PAYROLL CHARGES-FRINGE	
	11/16/21	22-2					154.70		PAYROLL CHARGES-FRINGE	
TOTAL						45,357.00	10,033.36	.00		35,323.64
52400						.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	
	11/03/21	22-2					23.33		PAYROLL CHARGES-WORKERS C	
	11/16/21	22-2					23.36		PAYROLL CHARGES-WORKERS C	
TOTAL						666.00	94.45	.00		571.55
52500						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
53100						.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	
	11/30/21	13-1					8,124.00		PRIOR YEAR ENCUMBRANCE	
	11/30/21	13-1					4,275.00		PRIOR YEAR ENCUMBRANCE	
	11/30/21	17-1	82133-02		20974 MADDEN PREPRINT			8,124.00	ENCUMB CARRIED FORWARD	
	11/30/21	17-1	82133-03		20974 MADDEN PREPRINT			4,275.00	ENCUMB CARRIED FORWARD	
	11/17/21	21-2	83014-02	V146409	20974 MADDEN PREPRINT		11,562.00		2021-010165 10/31/21	
TOTAL						99,399.00	11,562.00	77,837.00		10,000.00
53400						.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
53400				OTHER CONTRACTUAL SERV	(cont'd)					
	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	
	11/03/21	21-2		V146267	24122 TEMPEST INTERACT		23,400.00	.00	250803 9/1/21	
	11/17/21	21-2	83014-01	V146409	20974 MADDEN PREPRINT		9,500.00	-9,500.00	2021-010163 10/31/21	
	11/17/21	21-2	83014-04	V146409	20974 MADDEN PREPRINT		12,000.00	-12,000.00	2021-010165 10/31/21	
	11/29/21	21-2		V146573	21802 ARCHIVESOCIAL IN		6,468.00	.00	19475 11/15/21	
TOTAL				OTHER CONTRACTUAL SERV		163,200.00	51,368.00	101,100.00		10,732.00
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	
	09/30/21	11-1				56,000.00			POSTED FROM BUDGET SYSTEM	
	10/11/21	21-1		V145857	23817 JOHN PRICHER		60.00	.00	ADV MEALS 10/13-15/21	
	10/11/21	21-1		V145857	23817 JOHN PRICHER		54.20	.00	ADV MILEAG 10/13-15/21	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		117.00	.00	ADV MEALS 10/22-26/21	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		866.00	.00	ADV MEALS 10/29-11/4/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		1,065.00	.00	ADV MEALS 10/29-11/5/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		63.90	.00	ADV MILEAG 10/29-11/5/	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		64.08	.00	ADV MILEAGE 10/22-26/2	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		66.93	.00	ADV MILEAG 10/29-11/4/	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		200.00	.00	ADV INCID 10/29-11/4/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		200.00	.00	ADV INCID 10/29-11/5/2	
	10/29/21	19-1		148			843.42	.00	NY EXPENSE PREPAID IN OY	
	11/09/21	24-2		NP000007897			-50.78	.00	10 FN 3CMA REIMB	
	11/18/21	21-2		V146443	23817 JOHN PRICHER		71.29	.00	FIN MILEAGE 10/21/21	
	11/18/21	21-2		V146443	23817 JOHN PRICHER		9.35	.00	FIN TOLLS 10/21/21	
	11/23/21	24-2		NP000007991			-48.84	.00	10 FN PRICHER REIMB	
	11/23/21	24-2		NP000007991			-3.20	.00	10 FN SANDERS -3CMA	
TOTAL				TRAVEL & PER DIEM		56,000.00	3,578.35	.00		52,421.65

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
54100						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,959.00			POSTED FROM BUDGET SYSTEM	
	10/19/21	21-1		485889	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 9/28/21	
	11/03/21	21-2		485999	17174 CENTURYLINK		51.01	.00	320345045 10/9/21	
	11/18/21	21-2		486278	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 10/28/21	
	11/29/21	21-2		486390	17174 CENTURYLINK		48.09	.00	320345045 11/9/21	
TOTAL						7,959.00	377.10	.00		7,581.90
54160						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54201						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				24,000.00			POSTED FROM BUDGET SYSTEM	
	11/09/21	19-2		POST INT			172.52		October 2022 Postage	
TOTAL						24,000.00	172.52	.00		23,827.48
54300						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				9,912.00			POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83009-01		0356 CITRUS COUNTY CH			9,912.00	UTILITY SERVICES FOR THE	
	11/18/21	21-2	83009-01	V146328	0356 CITRUS COUNTY CH		22.21	-22.21	67937 11/12/21	
	11/18/21	21-2	83009-01	V146328	0356 CITRUS COUNTY CH		46.67	-46.67	67936 11/12/21	
	11/18/21	21-2	83009-01	V146328	0356 CITRUS COUNTY CH		115.14	-115.14	67921 11/9/21	
	11/18/21	21-2	83009-01	V146328	0356 CITRUS COUNTY CH		502.36	-502.36	67922 11/9/21	
TOTAL						9,912.00	686.38	9,225.62		.00
54400						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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										
					(cont'd)					
	11/03/21	21-2		V146219	22252 MAN CAVE LLC		2,028.69	.00	RENT NOV 2021	
	11/18/21	21-2		V146411	22252 MAN CAVE LLC		2,028.69	.00	RENT DEC 2021	
TOTAL						24,345.00	6,086.07	.00		18,258.93
54550						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				541.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						541.00	.00	.00		541.00
54600						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,824.00		.00	POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83009-03		0356 CITRUS COUNTY CH			1,824.00	GROUND MAINTENANCE (LAWN	
	11/03/21	21-2	83009-03	V146171	0356 CITRUS COUNTY CH		130.00	-130.00	67806 10/28/21	
TOTAL						1,824.00	130.00	1,694.00		.00
54603						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				550.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						550.00	.00	.00		550.00
54604						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				6,604.00		.00	POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83009-02		0356 CITRUS COUNTY CH			3,004.00	BUILDING MAINTENANCE (LAW	
	11/18/21	21-2	83009-02	V146328	0356 CITRUS COUNTY CH		13.66	-13.66	67938 11/12/21	
	11/29/21	21-2	83009-02	V146579	0356 CITRUS COUNTY CH		13.66	-13.66	68972 11/23/21	
TOTAL						6,604.00	27.32	2,976.68		3,600.00
54605						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,020.00		.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	
	11/17/21	21-2	83008-01	V146397	17052 KONICA MINOLTA B		156.33	-156.33	276205309 10/31/21	
TOTAL						7,020.00	491.33	6,528.67		.00
54615						.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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	
	11/17/21	21-2		V146461	10043 SHI INTERNATIONA		128.40	.00	B14285974 10/29/21	
TOTAL						1,781.00	1,894.68	.00		-113.68
54700						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				15,000.00		.00	POSTED FROM BUDGET SYSTEM	
	11/30/21	13-1				2,004.00		.00	PRIOR YEAR ENCUMBRANCE	
	11/30/21	17-1	82934-01		22924 ABBOTT PRINTING			2,004.00	ENCUMB CARRIED FORWARD	
	11/18/21	21-2		V146295	22924 ABBOTT PRINTING		2,300.61	.00	108237011 10/29/21	
TOTAL						17,004.00	2,300.61	2,004.00		12,699.39
54800						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				72,500.00		.00	POSTED FROM BUDGET SYSTEM	
	11/29/21	21-2		486396	26340 JOHN PRICHER		125.00	.00	PETTY CASH 11/18/21	
TOTAL						72,500.00	125.00	.00		72,375.00
54804						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54806						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00		.00	POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54807						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				548,100.00		.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	
	11/17/21	21-2	83013-01	V146409	20974 MADDEN PREPRINT		77,456.29	-77,456.29	2021-010164 10/31/21	
	11/30/21	25-2		BT1130NY		18,200.00			BT113021-2	
TOTAL						566,300.00	78,706.29	445,543.71		42,050.00
54809						.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
54809					TRADE SHOW PROMOTION (cont'd)					
	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	
	11/09/21	19-2		P-CARD			100.00		PARVANDCAMPINGASSOC	
TOTAL					TRADE SHOW PROMOTION	50,230.00	968.11	.00		49,261.89
54820					VISIT CITRUS MAGAZINE	.00	.00	.00	BEGINNING BALANCE	
	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	
	11/29/21	21-2		V146642	26560 PAXTON MEDIA GRO		21.88	.00	50016888 11/7/21	
TOTAL					ADVERTISING	3,000.00	40.80	.00		2,959.20
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
55200										
	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
55208						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,500.00			POSTED FROM BUDGET SYSTEM	
	11/09/21	19-2		WEXPRESS			37.22		Wright Express	
TOTAL						1,500.00	37.22	.00		1,462.78
55211						.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
55216						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
55221						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL						3,000.00	.00	.00		3,000.00
55270						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				150.00			POSTED FROM BUDGET SYSTEM	
TOTAL						150.00	.00	.00		150.00
55275						.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: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
55400				DUES BKS SUBSCR MEM PUBL	(cont'd)					
55400				DUES BKS SUBSCR MEM PUBL		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				15,450.00			POSTED FROM BUDGET SYSTEM	
	11/09/21	19-2		P-CARD			250.00		IN GROWING YOUR GOOD WOR	
	11/09/21	19-2		P-CARD			3,515.00		FADMO	
TOTAL				DUES BKS SUBSCR MEM PUBL		15,450.00	3,765.00	.00		11,685.00
55417				TRAINING		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				TRAINING		.00	.00	.00		.00
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	
	11/09/21	19-2		P-CARD			245.00		FADMO	
TOTAL				TRAINING		13,400.00	2,615.00	.00		10,785.00
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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
58221		SPECIAL PROJECTS		(cont'd)					
09/30/21	11-1				441,642.00			POSTED FROM BUDGET SYSTEM	
11/30/21	13-1				1,500.00			PRIOR YEAR ENCUMBRANCE	
11/30/21	17-1	80506-01		21013 SAVE CRYSTAL RIV			1,500.00	ENCUMB CARRIED FORWARD	
11/30/21	25-2		BT1130NY		-18,200.00			BT113021-2	
TOTAL		SPECIAL PROJECTS			424,942.00	.00	1,500.00		423,442.00
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	
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					3,401,443.00	275,774.05	648,409.68		2,477,259.27

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
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
TOTAL FUND - VISITOR & CONV BUREAU					3,401,443.00	275,774.05	648,409.68		2,477,259.27

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 12/28/2021
TIME: 11:30:04

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 2/22

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					5,067,649.00	275,774.05	648,409.68		4,143,465.27

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION