
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 March 9 Agenda

Approve the agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. Approval of February 9 Meeting Minutes

Move to approve February 9th TDC meeting minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Collateral Grant - Comedy Series

Review the application and provide staff with direction.

2. TDC - Collateral Grant - Jason Petty

Review the application and provide staff with direction.

3. TDC - Events Grant - CCEF Dragon Boat Festival

Review the application and provide staff with direction.

4. TDC - Events Grant - Homosassa Arts, Crafts & Seafood Festival

Review grant application and provide staff with direction.

5. TDC - Events Grant - Floral City Strawberry Festival

Review application and provide staff with direction.

6. TDC - Events Grants - Florida Manatee Festival

Review application and provide staff direction.

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 March 9 Agenda				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u> March 9th TDC meeting 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
March 9, 2022

A. Call to Order

- A.1. Invocation
- A.2. Pledge of Allegiance
- A.3. Roll Call
- A.4. Oath of Office
- A.5. Adoption of the Agenda

B. Approve Minutes of Meeting

- B.1. Approve February 9, 2022 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 Collateral Materials Grants
 - D.1.1 Comedy Series
 - D.1.2. Jason Petty
- D.2. Special Events Grants
 - D.2.1. CCEF Dragon Boat Festival
 - D.2.2. Homosassa Arts, Crafts and Seafood Festival
 - D.2.3. Floral City Strawberry Festival
 - D.2.3. Florida Manatee Festival

E. Directors/Media Report (John Pricher)

- E.1. VCB Destination Updates
- E.2. Financials

F. Other Business by Council Members

- F.1. City of Inverness Update (Jacquie Hepfer)
- F.2. City of Crystal River Update (Cindi Guy)

G. Open to the Public

H. Adjournment

Next TDC meeting: Wednesday, April 13, 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 February 9 Meeting Minutes				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u> February 9th TDC meeting 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 February 9th TDC meeting minutes					

Citrus County Tourist Development Council
Meeting Minutes
February 9, 2022

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on February 9, 2022 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Holly L. Davis.

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
Holly L. Davis	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	Absent	

County Staff Present: John Pricher, Terry Natwick, Jodi Sanders, Christina Lamb, Kelly Miller, Randy Oliver

Public in Attendance: Clerk Angela Vick

4. **New Members Oath** – John will bring papers to the next meeting for reappointed members to sign.

5. Adoption of the Agenda

Adoption of the February 9, 2022 agenda as presented.

RESULT	Approved unanimously
MOVER	Cindi Guy
SECONDER	Jacquie Hepfer
AYES	

B. Approve minutes of meeting.

Approve the January 12, 2022 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

Event Support Funding – Clerk Angela Vick spoke to the board about an upcoming Clerk of the Courts weeklong training event for new clerks that will be held at the Plantation on Crystal River. Clerk Vick is working with partners in Citrus County to plan events to showcase the area to the 21 clerks statewide that will be attending this event. Request is up to \$1,500 from Promotional Activities to sponsor a river tour to the Waterfront Social. Cindi Guy moved to approve. Jacquie Hepfer second. Approved unanimously.

Magazine Discussion – John Pricher discussed the *Discover Crystal River* magazine and whether the current magazine style is the best way to go forward considering the cost and time spent on the magazine. The way the magazine is created now, it is a rather large budget item every year and requires significant staff effort including their time in ad sales, writing articles, and editing the magazine. Our general area brochure has been retooled and designed to be a relatively evergreen piece of collateral and can be used in place of the magazines at tradeshow, as well as our biking trails brochure and the waterways map that will be finished soon. The board discussed pros and cons of the

current magazine style as well as some ideas for future magazines. Some ideas discussed include going back to a regular guide style magazine, an evergreen photobook that can be replaced every 5 years or creating a hybrid version of print and digital. Commissioner Holly Davis asked the staff to work together to think of some ideas from a strategic standpoint and bring their suggestions back to the TDC.

John Pricher introduced new staff member, Kelly Miller. Miller transferred to our office from Land Development and will be the primary face and voice to visitors in the welcome center and on the phones. Pricher presented the Director's Report. Discussed the STR report and financials. Occupancy, ADR and RevPAR numbers all remain positive, there is a significant bump in ADR year over year. Tax revenue shows a 45% growth, and we are still up 26% year over year. Jodi Sanders gave an update on social media and FAM Tours. Live videos have been incredibly successful is driving one-minute video views through the roof. We are continuing to see growth and increased engagements on our social channels. Jodi has been using Instagram stories to encourage viewers to click on the link in the bio section of our page, changing the links to different pages on our website. As a result, we have seen an 84% increase in website click throughs. Upcoming FAM Tours include Kaila Yu & Crew, a reporter from LA who does travel segments on different news stations and Christian Byfield who is a top 5 influencer from Columbia as well as a couple more visiting from USA and Germany in March. Terry Natwick played a three-minute video created by Madden Media. We received tremendous feedback from attendees at the luncheon we sponsored during the Visit FL Huddle/ Encounter. We will also be using this video at tradeshow where it will be displayed on a TV screen in our booths.

F. Other Business

City of Inverness – Jacquie Hepfer

Jacquie Hepfer commented on the construction of Chili's and Capital City Bank at the old Regions Bank site.

City of Crystal River – Cindi Guy

Cindi Guy commented on the King's Bay Riverwalk. The city hopes to start construction after manatee season.

Other Comments:

Mike Engiles commented on the new Friends of Manatees billboard and mentioned that the Save the Manatee club filed a lawsuit against USFW over manatee mortality. Also commented on the SWFMD project to restore the shoreline at the Three Sisters Springs Refuge and wondered if it would be worthwhile to ask someone from SWFMD to talk to the TDC about their plan and potential impact of this project.

Commissioner Holly Davis commented on the strategic plan for the county. The plan is to hold two open to the public sessions on day one followed by two full day workshops by invitation only. This will be Citrus County's first strategic plan and will be held during the first week in April. Commissioner Davis also commented on the Digital Marketing Bootcamp Breakfast co-hosted by the Citrus County Chamber of Commerce and Horsefly Group. This workshop is designed to teach business owners how to leverage digital marketing to grow their business and will take place on Wednesday, February 16th at Tuscany on the Meadows at the Quality Inn in Hernando. Register through the Citrus County Chamber of Commerce.

G. Open to the Public

None

H. Adjournment

Chairman Davis called for adjournment at 10:43 am The next regular meeting will be Wednesday, March 9, 2022 at 9:00 am 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 - Collateral Grant - Comedy Series				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u>					
Collateral Grant request for the Comedy Series taking place at the Valerie Theatre April 9 and April 30.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review the application and provide staff with direction.					

TOURIST DEVELOPMENT COUNCIL
COLLATERAL MATERIALS
GRANT APPLICATION

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

BUSINESS INFORMATION

Organization Pro Tours Events LLC

Primary Contact Steven Pritchard

Address 2583 N. Troon Path

City Lecanto Zip 34461

Email spmca@comcast.net

Phone 345 525 0456

PROJECT INFORMATION

Project Name Comedy Series Etta April 9 /Williams & Ree April 30 at Valerie Theatre

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

Yes ☒ No ☐

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

Crystal River Jam 1995 & 1996 , Nov ,3 day country music festival some of the artist that perform Barbara Mandrell , Tim McCraw, Faith Hill , John Michael Montgomery , Joe Diffie , Charlie Daniels,Aaron Tippin , Sawyer Brown , Kenny Chesney

Sold out every hotel in Citrus County & SpringHill & Ocala

☐ No-Profit Status

☒ For-Profit

☐ Special Interest Group

Collateral Materials Grant**FY 2022****FUNDING INFORMATION**

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

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

REQUIRED INFORMATION

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



Comedy Series

Etta May April 9 & Williams Ree April 30

Print , posters 150 , flyers 1500 , 4 Newspapers :Citrus, Levy ,Marion counties 4 ads in each paper ,quarter of page, total circulation 4 Fridays 38,000 / & 2 Sundays 36,000 & press release in each paper.

Ads on Facebook to area (100 miles) and Artist website & Facebook

Total cost \$5,000

Gold VIP

Rows 1-2 \$99

Includes a meal, beer & wine from OSCAR PENN's, all in our fine dining courtyard tent & Autograph Photo Laminate

Silver VIP

Rows 3-5 \$40

GA Tickets \$30

D.1.a

VALERIE

— THEATRE —

**Two shows per night
6 PM and 8 PM**

March 11

TRAVIS LEDOYT

Elvis

*Travis LeDoyt is known as "the world's best" at portraying young Elvis Presley in his prime in the 50s and 60s.

www.facebook.com/travisledoyt

April 9

ETTA MAY

Comedian

*Etta May has performed her brand of clean-comedy on Oprah, Showtime, Comic Strip Live, MTV, "CBS Sunday Morning," Winner of the prestigious American Comedy Awards "Comic Of The Year."

www.ettamay.com

April 30

WILLIAMS AND REE

*Williams and Ree, their television credits include Country Kitchen, HeeHaw, Laff TV and Comedy Central; host Country Thunder Music Festivals and star on Sirius Radio and The Grand Ole Opry.

Comedy / Music

www.williamsandree.com

May 7

JASON PETTY

Hank Williams

*If you weren't a Hank Williams fan when you walked in... you were when you walked out."

*Great Reviews from The New York Times, Variety and Rolling Stone and won the Broadway's Obie Award for "Outstanding Actor."

www.jasonpetty.com/hank-williams-the-lonesome-tour

TICKETS & INFORMATION

Website: valerietheatre.org

Phone: (352) 341-7850

Address: 207 Courthouse Sq, Inverness, FL

Collateral Materials Grant

FY 2022

APPLICATION QUESTIONS

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

Increase sales in retail , gas stations , restaurants, and over night stays ,
Educate visitors to downtown Inverness & the Valerie Theatre Also employe locate people to work the show :
sound man , ushers , ticket takers , stage hands , rental equipment , tents , amps etc
Also Oscar Penn's will be catering 48 meals for ViP & beverage sales per show

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

Hope to sell out the Jason Petty Show and help expose out of town visitors to Citrus County and also educate locate residents that we now have National entertainment at the Valerie and will not have to always travel to Clearwater or The Villages

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

Hope to sell out the Jason Petty Show and help expose out of town visitors to Citrus County and also educate locate residents that we now have National entertainment at the Valerie and will not have to always travel to Clearwater or The Villages

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

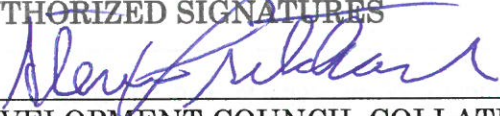
Grant from city of Inverness , a percantage of artist fee

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

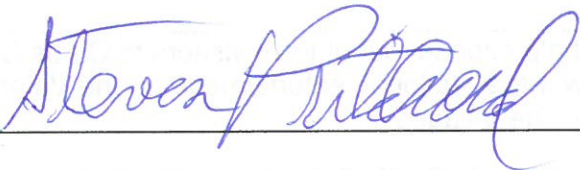
John Pricher, Director
Citrus County Visitors & Convention Bureau
915 N. Suncoast Blvd
Crystal River, FL 34429

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

Collateral Materials Grant**FY 2022****AUTHORIZED SIGNATURES**

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

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

Signature: Date: 1/8/2020**Steven Pritchard / Owner**

Print Name & Title

Pro Tours Events

Applicant's Organization



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Collateral Grant - Jason Petty
AGENDA DATE:	March 09, 2022

BRIEF OVERVIEW:

Collateral Grant for Jason Petty concert May 7 at the Valerie Theatre.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review the application and provide staff with direction.

Collateral Materials Grant

FY 2022

TOURIST DEVELOPMENT COUNCIL
COLLATERAL MATERIALS
GRANT APPLICATION

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

BUSINESS INFORMATION

Organization Pro Tours Events LLC

Primary Contact Steven Pritchard

Address 2583 N. Troon Path

City Lecanto Zip 34461

Email spmca@comcast.net

Phone 345 525 0456

PROJECT INFORMATION

Project Name Jason Petty May 7 2020

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

Yes ☒ No ☐

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

Crystal River Jam 1995 & 1996 , Nov ,3 day country music festival some of the artist that perform Barbara Mandrell , Tim McCraw, Faith Hill , John Michael Montgomery , Joe Diffie , Charlie Daniels,Aaron Tippin , Sawyer Brown , Kenny Chesney

Sold out every hotel in Citrus County & SpringHill & Ocala

☐ No-Profit Status ☒ For-Profit ☐ Special Interest Group

Collateral Materials Grant**FY 2022****FUNDING INFORMATION**

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

REQUIRED INFORMATION

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



Jason Petty

Print , posters 150 , flyers 1500 , 4 Newspapers :Citrus, Levy ,Marion counties 2 ads in each paper ,quarter of page, total circulation 2 Fridays 38,000 / & 2 Sundays 36,000 & press release in each paper.

Ads on Facebook to area (100 miles) and Artist website & Facebook

Total cost \$4 ,000

Gold VIP

Rows 1-2 \$99

Includes a meal, beer & wine from OSCAR PENN's, all in our fine dining courtyard tent & Autograph Photo Laminate

Silver VIP

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GA Tickets \$30

D.2.a

VALERIE

— THEATRE —

**Two shows per night
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March 11

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Elvis

*Travis LeDoyt is known as "the world's best" at portraying young Elvis Presley in his prime in the 50s and 60s.

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April 9

ETTA MAY

Comedian

*Etta May has performed her brand of clean-comedy on Oprah, Showtime, Comic Strip Live, MTV, "CBS Sunday Morning," Winner of the prestigious American Comedy Awards "Comic Of The Year."

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*Williams and Ree, their television credits include Country Kitchen, HeeHaw, Laff TV and Comedy Central; host Country Thunder Music Festivals and star on Sirius Radio and The Grand Ole Opry.

Comedy / Music

www.williamsandree.com

May 7

JASON PETTY

Hank Williams

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*Great Reviews from The New York Times, Variety and Rolling Stone and won the Broadway's Obie Award for "Outstanding Actor."

www.jasonpetty.com/hank-williams-the-lonesome-tour

TICKETS & INFORMATION

Website: valerietheatre.org

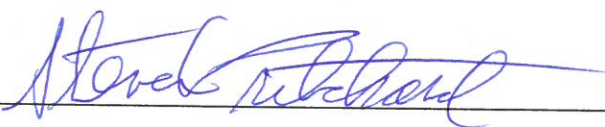
Phone: (352) 341-7850

Address: 207 Courthouse Sq, Inverness, FL

Collateral Materials Grant**FY 2022****AUTHORIZED SIGNATURES**

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

Signature: Date: 1/8/2020**Steven Pritchard / Owner**

Print Name & Title

Pro Tours Events

Applicant's Organization

Collateral Materials Grant

FY 2022

APPLICATION QUESTIONS

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

Increase sales in retail , gas stations , restaurants, and over night stays ,
Educate visitors to downtown Inverness & the Valerie Theatre Also employe locate people to work the show :
sound man , ushers , ticket takers , stage hands , rental equipment , tents , amps etc
Also Oscar Penn's will be catering 48 meals for ViP & beverage sales per show

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

Hope to sell out the Jason Petty Show and help expose out of town visitors to Citrus County and also educate locate residents that we now have National entertainment at the Valerie and will not have to always travel to Clearwater or The Villages

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

Hope to sell out the Jason Petty Show and help expose out of town visitors to Citrus County and also educate locate residents that we now have National entertainment at the Valerie and will not have to always travel to Clearwater or The Villages

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

Grant from city of Inverness , a percentage of artist fee

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

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

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



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Events Grant - CCEF Dragon Boat Festival				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u>					
Special Events Grant Application for the Lake Hernando Dragon Boat Festival held November 6, 2022.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review the application and provide staff with direction.					

Special Event Marketing Grant

FY 2022

APPLICATION REQUEST

Organization Information

Organization Citrus County Education Foundation
 Primary Contact Shaunda Burdette
 Address 1201 W Main St
 City Inverness Zip 34450
 Email burdettes@citrusschools.org
 Phone (352) 726-1931 ext. 2240

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

Event Description

Event Name Lake Hernando Dragonboat Festival
 Event Dates November 5, 2022

Requested Amount \$7,500

Total Budget \$46,500

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

Has this project previously received TDC funding?

Yes ☐ No ☐

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

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

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

Special Event Marketing Grant

FY 2022

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

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

Please provide detailed information on your event.

The Lake Hernando Dragon Boat Festival is a charity event that helps raise money for the Citrus County Education Foundation (CCEF). CCEF is a non-profit whose sole mission is to support the Citrus County Public School system. The dragon boat festival brings club teams from all over Florida and is now expanded to include teams all over the country and Canada. Businesses, schools, non-profits, neighborhoods and civic groups support the event by entering teams. In 2021 over 90 teams competed, making it the largest Dragonboat festival in the country for 2021. It is expected that the event will continue to grow each year, and we anticipate over 90 teams in 2022. In addition to dragon boat racing, athletes and spectators have access to an arts and crafts village, food court, music, veteran's fair and much more. Over 5,000 athletes, volunteers, and spectators are expected again this year.

How will Citrus County benefit from your event?

Citrus county will benefit economically from the Lake Hernando Dragon Boat Festival. This event will bring an influx of out-of-town visitors in need of food and lodging both preceding and following race day. Area attractions and local restaurants, hotels, grocery stores, shopping, beaches and parks will also reap the benefits of this annual festival.

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

500+

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

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

In process for 2022.

How many years has this event taken place?

While this event has been in existence since 2013, CCEF was the benefactor for this event starting in 2017 & 2018, and in 2019 we took ownership of this event. The event was unfortunately canceled in 2020 due to the COVID-19 Pandemic restrictions.

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

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

Special Event Marketing Grant

FY 2022

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

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

Authorized Agent Signature

Date

Shaunda Burdette

CCEF Executive Director

Print Name

Title

Special Event Marketing Grant

FY 2022

APPLICATION CHECKLIST (Checklist for presentation to TDC)

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

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

ECONOMIC IMPACT SURVEY AND REPORTING INSTRUCTIONS

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

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

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY (VISITOR QUESTIONNAIRE)

EVENT NAME: _____ EVENT DATE: _____

1. What areas are the zip codes from?
2. What was the PRIMARY reason for making this trip to Citrus County?

a - Special Event b - Vacation/Leisure c - Visit Friends/Relatives
d - Business/Convention e - Other
3. How did you travel to Citrus County? a - Car/Van b - Plane c - Bus d - Other
4. How many nights do you plan to stay in Citrus County?
Nights: Day Trip Only:
5. Where are you staying while in Citrus County?

a - Hotel/Motel b - Vacation Rental/Condo c - Friends/Relatives
d - Bed and Breakfast e - Campground f - Other
6. Name of Accommodation:
7. In addition to this event, what activities did you or will you participate in while in the Citrus County Area? (Circle all that apply)

Shopping Evening Activities Outdoor Recreation Beach
Attractions Dining Arts & Culture
8. Is this your first time visiting the Citrus County area? _Yes _No
9. How did you hear about Citrus County?

a - Event Advertisement b - Friends/Family
c - Other (TV, Radio, Magazine):
10. Would you consider visiting the area again? _Yes _No

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY SUMMARY REPORT

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

EVENT NAME: _____ EVENT DATE: _____

1. Summary report for Zip Code: _____

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

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

3. Total modes of travel to Citrus County:

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

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

5. Total Accommodations in Citrus County:

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

6. Total other activities in Citrus County:

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

7. Total first time visits: Yes ____ No ____

8. Total ways of hearing about Citrus County:

9. Total repeat visitors to area: ____

Special Event Marketing Grant**FY 2022****FINAL EVALUATION REPORT**

Organization	Citrus County Education Foundation		
Primary Contact	Shaunda Burdette		
Address	1201 W Main St		
City	Inverness	Zip	34450
Email	burdettes@citrusschools.org		
Phone	(352) 726-1931 ext. 2240		

Please answer the following questions related to the event.

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

2. What was the total attendance for the event?

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

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

Special Event Marketing Grant

FY 2022

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

6. How can the event be improved or expanded?

7. What is the total expense of the event?

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

9. How many people were surveyed?

10. Please provide copies of all advertising.

Special Event Marketing Grant

FY 2022

ROOM NIGHT CERTIFICATION

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

TRACKED ROOM NIGHTS

GROUP NAME

EVENT NAME

DATE

PAID ROOM NIGHTS

COMP ROOM NIGHTS

Special Event Marketing Grant

FY 2022

REIMBURSEMENT REQUEST FORM

Organization Citrus County Education Foundation
 Primary Contact Shaunda Burdette
 Address 1201 W Main St
 City Inverness Zip 34450
 Email burdettes@citrusschools.org
 Phone (352) 726-1931 ext. 2240

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

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

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

Authorized Agent Signature: _____ Date: _____

<u>Lake Hernando Dragon Boat Budget</u>
Revenue
Sponsors
Citrus County Tourism
Vendors
Food Vendors
Teams - Boats
Shirt Sales
BOCC
Parking
Expenses
Pan Am
Practice Steers
Admin
Start-up cash
Sound Company
DJ
Plaques - Gulf Trophies
Carnations
VIP Athlete Tent
VIP Sponsor Tent
Volunteer Food
Harvester
Website
Southeastern Regional Dragon Boat Association (SRDBA)
Prizes
Printing / Marketing
Adams Roll Off Service / Dooty Calls
Citrus Sports & Apparel
Medals
CCSO
Veteran Parking
Pontoon Boat
Radios
Video
Misc. Supplies - wrist bands, envelopes, meals, flashlights
Signs, Plaques, Banners
Labor
**BOCC

Total Profit
Revenue
Expenses

School Winners

Inverness Primary School

Inverness Middle School

Citrus High School

Lecanto High School

LHS Student Government

Forecast Budget	Actual
\$ 2,021.00	2021
\$ 20,000.00	\$ 24,665.00
\$ 7,500.00	
\$ 4,000.00	\$ 1,825.00
\$ -	\$ 1,225.00
\$ 30,000.00	\$ 34,000.00
\$ 1,000.00	\$ 3,040.00
	\$ 500.00
\$ 3,000.00	\$ 2,967.00
\$ 65,500.00	\$ 68,222.00
\$ 17,760.00	\$ 20,136.00
\$ 850.00	*included in Pan Am
\$ 2,000.00	\$ 2,000.00
\$ 1,000.00	\$ 1,000.00
\$ 1,322.80	\$ 1,800.00
\$ 275.00	\$
\$ 100.00	\$ -
\$ 200.00	\$ 363.00
\$ 200.00	\$ 200.00
\$ 200.00	\$ -
\$ 200.00	\$ 388.40
\$ 200.00	\$ 250.00
\$ 600.00	\$ 600.00
\$ 150.00	\$ -
\$ 550.00	\$ 500.00
\$ 7,500.00	\$ 7,500.00
\$ 1,600.00	\$ 2,976.85
\$ 2,500.00	\$ 2,370.00
\$ 2,198.61	\$ 2,564.71
\$ 2,000.00	\$ 1,227.29
	\$ 200.00
\$ 100.00	\$ 100.00
\$ 100.00	\$ 90.00
\$ 150.00	\$ 350.00
\$ 600.00	\$ 615.00
\$ 900.00	\$ 126.60
\$ 2,000.00	\$ 3,000.00
	\$ 500.00
\$ 45,256.41	\$ 48,857.85

\$ 65,500.00	\$ 68,222.00
\$ 45,256.41	\$ 48,857.85
\$ 20,243.59	\$ 22,864.42

\$	500.00
\$	500.00
\$	1,000.00
\$	500.00
\$	250.00
\$	2,750.00

Special Event Marketing Grant**FY 2022**

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

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

Shaunda Burdette
Authorized Agent Signature

3/1/22
Date

Shaunda Burdette
Print Name

CCEF Executive Director
Title



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Events Grant - Homosassa Arts, Crafts & Seafood Festival
AGENDA DATE:	March 09, 2022

BRIEF OVERVIEW:

Special Events Grant Application for the Homosassa Arts, Crafts & Seafood Festival held November 13 - 14, 2022.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review grant application and provide staff with direction.

Special Event Marketing Grant

FY 2022

APPLICATION REQUEST

Organization Information

Organization HOMOSASSA CIVIC CLUB, INC.

Primary Contact TERRY GREEN

Address PO BOX 493

City HOMOSASSA Zip 34487

Email homosassafestchair@gmail.com

Phone 352-212-6625

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

Event Description

Event Name Homosassa Arts, Crafts & Seafood Festival

Event Dates November 13th & 14th, 2021

Requested Amount \$1500

Total Budget \$31,555

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

Has this project previously received TDC funding?

Yes ☒ No ☐

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

FY 2015 - 16 \$1,200 - Arts, Crafts & Seafood Festival

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

Special Event Marketing Grant

FY 2022

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

RADIO SPOTS ON WVLG-AM - 1100MAIN STREET, THE VILLAGES,FL. 32159

Please provide detailed information on your event.

This is the 47th year of the festival. Artists, Crafters, Food Vendors, Kids Zone, Musical Entertainment, Raffles, an Area for other non-profits to display their organization and an area for veteran groups and a space of the Bloodmobile

How will Citrus County benefit from your event?

A TWO DAY EVENT THAT DRAWS 12,000 TO 15,000 ATTENDES EACH YEAR. OVER 130 ARTISTS AND CRAFTERS AND 14 FOOD VENDORS. MANY STAY TWO NIGHTS IN HOTELS, CAMP GROUND, VRBOS. THEY WILL VISIT RESTURANTS, GAS STATIONS, GROCERY STORES AND OTHER CITRUS COUNTY ATTRACTIONS

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

Not verifiable but history has shown that if we sell out of all booth spaces, 130, approximately 86 of these vendors will spend two nights at area hotels, campgrounds, vrbos.

Festival 2022, due to covid concerns we were unable to sell out all of our artists and crafters booths

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

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

How many years has this event taken place?

47 years. Festival 2020 was canceled due to covid.

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

Due to our Homosassa Civic Club 180 members and their desire to volunteer, our festival has earned the distinction of being the best managed fall festival throughout central Florida and beyond. We provide services like free parking, assistance finding and setting up their booths, free coffee and donuts in the mornings, helping breakdown and loading of their booth and guided exit out of our grounds. No traffic jams

Special Event Marketing Grant**FY 2022**

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

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



Authorized Agent Signature



Date

Terry Green

Print Name

President - Fest chair

Title

Income	2021 Actual	2021 Budget
Cash Deposits	\$69,968.49	\$65,000.00
Artists	\$7,400.00	\$10,000.00
Food	\$9,950.00	\$9,000.00
Crafters	\$12,320.00	\$17,500.00
Raffle	\$3,836.00	\$3,500.00
Shirts	\$15,773.00	\$4,000.00
Sponsors	\$6,750.00	\$7,000.00
Total Income	\$125,997.49	\$116,000.00

Expenses	2021 Actual	2021 Budget
Doodle Calls	\$3,070.00	\$3,700.00
Affordable Dumpster	\$850.00	\$1,300.00
Insurance	\$3,568.95	\$1,850.00
Beer/Wine (\$353.41)	\$5,729.41	\$5,500.00
Ice- Bags	\$0.00	\$80.00
Soda/Water/Ade	\$0.00	\$550.00
Anna	\$200.00	\$250.00
Left String Music	\$600.00	\$250.00
Chris Evans	\$400.00	\$250.00
Joes Garage	\$500.00	\$250.00
Entertainment	\$0.00	\$500.00
Advertising	\$5,136.00	\$5,200.00
Shirts	\$6,210.00	\$2,000.00
Entertainment	\$0.00	\$100.00
Entertainment	\$0.00	\$300.00
Signage, Paint, etc	\$359.41	\$400.00
Security	\$2,850.48	\$3,500.00
Prize Ribbons	\$71.40	\$70.00
Award 1st Place	\$1,000.00	\$0.00
Award 2nd Place	\$500.00	\$150.00
Award 3rd Place	\$250.00	
Judge	\$250.00	\$0.00
Lunches-Setup	\$50.00	\$135.00
Buckles-Parking	\$300.00	\$300.00
Am Legion 166	\$0.00	\$500.00
HES Chorus	\$0.00	\$300.00
Young Marines	\$1,200.00	\$1,200.00
Vol Dinner		\$300.00
Girl Scouts	\$500.00	\$500.00
Crest		\$500.00
Right of Way	\$16.00	\$15.00
3 Day Bev License	\$25.00	\$25.00
Watsons-poster canv.	\$776.70	\$0.00
Trash Bags	\$60.00	\$200.00
Raffle Tickets	\$280.00	\$250.00
Kayak - Raffle	\$450.00	\$30.00
Banner-Flyers	\$230.51	\$100.00
76 Chairs-10Tables	\$303.69	\$250.00
Kids Zone	\$593.12	\$100.00
Cash - Raffle	\$600.00	\$600.00
Radios	\$0.00	\$0.00
Expenses	\$36,930.67	\$31,505.00
Total Income	\$125,997.49	\$116,000.00
Net Income	\$89,066.82	\$84,495.00

2021
Actual

2020
Budget

2)8

Crafter Name	Company Name	Address	City	State	Zip	Nights
Taylor, Joshua	Salty Scales	P.O. Box 2062	Ruskin	FL	33575	
Parks, Sam	The Vinegar Nut	3875 SW 117th Ave Rd	Ocala	FL	34481	
Olson, Annette	Netty's Sewing	10445 Tassel St	Spring Hill	FL	34608	
Pratton, Charlotte	Sunshine Western Hats	610 Oak St.	Inverness	FL	34452	
Legette, Denise	Bird Brain Inventions	38 Golfview Ct	Homosassa	FL	34446	
Lassak, James	JL Vision	8162 Eggelstom Ave	North Port	FL	34291	2
Erskine, Dan & Mary	N/A	3103 Evelyn Scott St	Apopka	FL	32712	
Nelson, Jeffrey & Clive	Wr Hudson River Inlay	207 Wembly Rd #4	New Windsor	NY	12553	2
Luczynski, Paul	N/A	48 Seagate Blvd	Key Largo	FL	33037	2
Anello, Clifford	Silver-Wear Spoon Jewelry	10459 Keystone St	Spring Hill	FL	34608	
Agai, Eszter	N/A	2394 NE 135th Terrace	North Maima Beach	FL	33181	2
Lakiotis, Peter & Hope	Sewing All	1885 Bellemeade Dr	Clearwater	FL	33755	
Feeney, Anna	Another Pretty Match	8214 Woodsong Row	Hudson	FL	34667	
Fife, James	Wood-n-Critters	8630 Church Rd	Union City	PA	16438	2
Horski, Andrew	N/A	329568 E. Oakview Lane	Wellston	OK	74881	2
Lawrence, Debbie	A fuzzy Farm	6618 W. Country Club Dr	Homosassa	FL	34448	
Stamps, Steven	Nature Coast Creations	7949 W. Riverbend Rd	Crystal River	FL	34428	
Kline, Karen	My Pleasure Jewelry	1101 Gospel Island Road	Inverness	FL	34450	
Kirton, Heather	The Crafterist	445 Old Bethel Road	Sturgis	KY	42459	2
Cyruilik, Cathy	Heavenly Colors LLC	66 S. Lee St	Beverly Hills	FL	34465	
Bopp, Daniel & Virginia	Crafts by Virg	148 Neeld St	Inglis	FL	34449	
McCullogh, Robert	RGM Woodworks	65 Whitewood St	Homosassa	FL	34446	
Smith, Joan	N/A	204 Toskis Drive	Lady Lake	FL	32154	2
McDonough, Ethel	N/A	3821 Latimer St	New Port Richey	FL	34652	
Stokes, Randy	Radical Rocks	698 SW Zierke Dr	Lake City	FL	32024	2
Williams, Ray	N/A	12319 SE Hwy 464	Oklawaha	FL	32179	
Snyder, Susan	N/A	9990 SW 183rd Ct	Dunnellon	FL	34432	
Qin, Jie	Edgest Leather	P.O. Box 781274	Orlando	FL	32878	
Simmons, Albert	K-N Candied Jalapenos LLC	2133 N.E. 45th Ave	Ocala	FL	34470	
Wildenberg, Jeffe & Wend	H20 for the Soul	951 W. Beak Rush Lane	Beverly Hills	FL	34465	
Ropes, Karen	Raelyn & Grace Candles	5420 W. Dayflower Path	Lecanto	FL	34461	

Retting, Betsy Lynn	River Roots Rock	8367 W. Miss Maggie Dr	Homosassa	FI	34448
Broad, Anthony	Fish Skinz	822 Marian Ct	Titusville	FI	32780
Howard, Erwin A.	Discerning Designs by Jess	3093 Webbs Chapel Rd	Macclesfield	NC	27852
Copeland, Linda	The Paint Lady	12350 Tempo Lane	Weeki Wachee	FI	34614
Masek, Charles	Tikidude	901 Jupiter Blvd NW	Palm Bay	FI	32907
Parrish, Paula	Gypsy Stash by Paula	82 King Arthur Drive	Nokomis	FI	34275
Greenstein, Jay	Ocean's Treasure	1709 N. Timbercrest Way	Crystal River	FI	34429
Parker, Emily	Em's Cryo Treats	3125 SW 181st Ct	Dunnellon	FI	34432
Perkins, Cynthia	CJ's Downtime Designs	12235 Barnvelde Rd	Weeki Wachee	FI	34614
Collins, Catherine	Chatycats Creates	7560 SW 50th Street	Bushnell	FI	33513
Seufert, Linda	N/A	16272 Flavian Rd	Brooksville	FI	34601
Mincey, Laura	LE Artisan Studio	6089 Spring Hill Dr	Spring Hill	FI	34606
Stewart, Georgia	N/A	7308 W 7 Rivers Dr	Crystal River	FI	34429
Hamilton, Andy	Just Sayin License Plate	17315 Lakeshore Rd	Lutz	FI	33558
Hack, Cherrie	Artesian Treasures	16115 Coastal Plain Dr	Spring Hill	FL	34610
Hudnall, Abigail	Sassa Style, LLC	237 S. Rock Crusher Rd #256	Crystal River	FI	34429
Brown, Christine	CB Artworks	8560 Evergreen Ave	Brooksville,	FI	34613
MacNiell, David	Tampa Bay Artwear	1023 Wideview Ave	Tarpon Springs	FI	34689
Riley, Michele	N/A	P.O. Box 1327	Homosassa	FI	34447
Sheaffer, Niki	Body Captivate	3425 Cockatoo Dr	Holiday	FI	34690
Allani, Moe	Artful Olivewood	32 Grand Junction Blvd	Orlando	FI	32835
Weaver, Tony & Amanda	Yankee's Custom Works	7275 S. Maxwell Pt	Homosassa	FI	34446
Williams, Susan	N/A	19550 SE 75th Place	Morristin	FI	32668
Tedeschi, Amy	Blooming Brass	15434 Milton Ave	Brooksville	FI	34604
Newman, Chad	Wicked Wall Art	5713 W. Pecan St	Dunnellon	FI	34433
Buwule, Opal	Organic Coffee & Tea	3467 W. Daffodil Dr	Beverly Hills	FI	34465
Kirker, Ken	Chefman007	12221 Elmore Dr	Spring Hill	FI	34609
Walsh, Dennis	Custom Metal Medic	2115 Wellington Ave	Alva	FI	33920
Ebert, Rachel	N/A	6259 W. Minuteman St	Homosassa	FI	34448
Smith, Carrie	All Crafty by Carrie	4165 S. Taylor Terr	Homosassa	FI	34448
Felteau, JoAnn	Clitz By Jo	5562 W. Rachel St	Homosassa	FI	34446
		6492 SE 63rd Ct	Ocala	FI	34474

Bell, Laura	N/A	P.O. Box 313	Searsmont	ME	4973	2
Costanzo, Peter	My Woodthings	6272 Dorset Rd	Spring Hill	FL	34609	
Harris, Melanie	Designs by Melody	11203 Linden Dr	Spring Hill	FL	34609	
Nichols, Holly	Sun Styles	2890 Brandywine Lane	Melborne	FI	32904	2
Copeland, Betty	Betco	P.O. Box 1205	Homosassa	FI	34447	
Quilters	Quilters - Booth Sitters					
Sylvester, Richard	Cork Tree Designs	601 Starkey Rd #41	Largo	FI	33771	
						30

Artist	Company Name	Address	City	State	Zip	Nights
Fleck, Mel	Fleck Studios	408 Birchway Court	Louisville	KY	40206	2
Altman, Renee	Renee's Touch of Country	4221 Brewton Way	Panama City	FL	32404	
Kerrigan, Judy	Judeilk	34465 Cedarfield Dr	Ridge Manor	FI	33523	
Dean, Margaret	Magbnoia Bend Studios	9432 W. Yule Drive	Homosassa	FI	34448	
Hicks, Jennifer	Jen's Metal Art	8975 W. Halls River Road	Homosassa	FI	34448	
Lemoine, Elizabeth	Heat & Hammer Lemoine Metal	3443 Minnow Creek Dr	Hernando Beach	FI	34607	
Wigglesworth, Brent	N/A	4809 SW 83rd Terrace	Gainesville,	FI	32608	
Brass, Drew & Sharon	Drew Brass Photography	P.O. Box 2448	Apopka	FI	32704	
Green, Robert M	Green Studios	5991 S. Chad Pt	Homosassa,	FI	34446	
Ferguson, Darlene	3D-ForeverFused	3491 Gulf Coast Dr	Hernando Beach	FI	34607	
Curtis, Francis	Nature Coast Photo	1550 SE Niko Terrace	Crystal River	FI	34429	
Gamber, Arnold	Arnie's Beercap Art	3451 Bayon Blvd	Pensacola	FI	32503	
Johns, Keith Martin	Keith Martin Johns Fine Art	7250 NW 90th St	Chiefland	FI	32626	
Krasny, Mike & Sally	Maskrasny Jewelry Design	2341 S. Palm Beach Loop	Homosassa	FI	34448	
Gerbert, Peter	N/A	33324 Rowntree Dr	Ridge Manor	FI	33523	
Steverson, Melodye	Cletic Designs by Melodye	1336 Bishop Road	Spring Hill	FI	34608	
Staples, James	Jim's Bonsai	9243 SE 108th Place	Bellevue	FI	34420	
Larrabee, Cindy	Soak Up The Sun Mosaic	15 Fiddlewood Ct	Homosassa	FI	34446	
Beard, Beverlee (Suzie)	Suzie's Pearls	1414 4th Street	Florala	AL	36442	2
Wilchynski, John	Wilchynski Fine Arts	7910 N. Fairport Ave	Dunnellon	FI	34433	
Chamberlain, Tom & Denise	Chamberlain Pottery	25331 Withrow Rd	Brooksville	FI	34601	
Littlebird, Harold	Pueblo Stoneware	1477 CR 216A	Oxford	FI	34484	
Tripp, Chuck	Art by Tripp	9150 W. Barbour Isle Ct	Crystal River	FI	34429	
Hamilton, Andy	Twisted Mind Rusty Metal	17315 Lakeshore Rd	Lutz	FI	33558	
McCostlin, Jeanne	Happy Campers Crafts	460 Brooks Church Rd	Hazel Green	AL	35750	2
Champman, Julie	N/A	9348 McIntyre Rd	Brooksville	FI	34601	
Lynch, Regina	N/A	1902 W. Quail Meadow Ct	Hernando Beach	FI	34442	
Jenkins, Ryan	N/A	5549 Willard St	Homosassa	FI	34448	
Ruffino, Joe	The Pot Shop	111 D N. Florida Ave	Inverness	FI	34453	
Noriega, Frank	Wireworks Creations, inc	1383 John Anderson Dr	Ormond Beach	FI	32176	

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From: Lynn Riddi [mailto:lynnriddi@wvlg.com]
 Subject: Let's Go
 Sent: November 4, 2021 at 11:27 AM
 To: Shaw, Laurie [mailto:Laurie.Shaw@TheVillagesMedia.com]

WVLG-AM 640
 1100 MAIN STREET
 THE VILLAGES FL 32150
 352-752-1113

HOMOSASSA FESTIVAL
 P.O. BOX 403
 HOMOSASSA FL 34147

WVLG-AM Order Confirmation

OrderID: 1363-002

Station: HOMOSASSA FESTIVAL SEAFOOD
 Product: HOMOSASSA FESTIVAL SEAFOOD
 EstimateID:
 AccountRep: LAURIE SHAW
 BillingCycle: Calendar Month
 InvoiceDates: Order Dates: 11/5/2021 - 11/14/2021
 Run Dates: 11/5/2021 - 11/14/2021
 Items Ordered: 42
 Order Amount: \$1,000.00

Scheduled Station(s): WVLG-AM HOMOSASSA FESTIVAL SEAFOOD ARTS & CRAFTS-40th ANNUAL FESTIVAL

Printed 11/05/2021 11:11:10 AM

Page

Run Dates	Run Weeks	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Week Total	Length	Description	Ad-ID	Copy ID	Qty	Item Cost	Total Cost
11/05/2021 - 11/06/2021	Alt Weeks	11:00 AM - 12:00 PM	5	5	5	5	5	5	5	42	:30	SEAFOOD	SEAFOOD	SEAFOOD	12	8.33	1,000.00
11/07/2021 - 11/08/2021	Alt Weeks	11:00 AM - 12:00 PM	5	5	5	5	5	5	5	42	:30	SEAFOOD	SEAFOOD	SEAFOOD	12	8.33	1,000.00
11/09/2021 - 11/10/2021	Alt Weeks	11:00 AM - 12:00 PM	5	5	5	5	5	5	5	42	:30	SEAFOOD	SEAFOOD	SEAFOOD	12	8.33	1,000.00
11/11/2021 - 11/12/2021	Alt Weeks	11:00 AM - 12:00 PM	5	5	5	5	5	5	5	42	:30	SEAFOOD	SEAFOOD	SEAFOOD	12	8.33	1,000.00
11/13/2021 - 11/14/2021	Alt Weeks	11:00 AM - 12:00 PM	5	5	5	5	5	5	5	42	:30	SEAFOOD	SEAFOOD	SEAFOOD	12	8.33	1,000.00

Calendar Month Projected Billing (Net):

Oct 21	0.00	Nov 21	1,000.00	Dec 21	0.00	Q4 2021	1,000.00
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Lynn Riddi, Advertising Chair

Confirmed Correct. Payment Guaranteed

Accepted for WVLG-AM

The parties to this advertising agreement certify that nothing in this agreement, or any of the actions, benefits and obligations relating to it, discriminates in anyway on the basis of race or ethnicity.



A Proposal For:

Homosassa Civic Club – 47th Annual Seafood Festival

You'll Receive:

WWJB 103.9 "THE BOOT"

- 1 - 2 hour live remote broadcast from noon – 2pm
- 8 - 2 minute live remote breaks :30
- 30 - :60 second remote promos
- 43 - :30 second commercials trade for "sponsorship"
- 1 - Live interviews with Randy Price in the Morning to promote event

**ALL FOR JUST
\$500.00 Cash & The Bronze Sponsorship**

Signature: Lynn Ritts Date 10 / 5 / 2021
Business Name: Homosassa Civic Center

Here ya go let me know if you need anything else.

Lynn



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Events Grant - Floral City Strawberry Festival				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u>					
Special Events Grant for the Floral City Strawberry Festival held March 2-3, 2023.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review application and provide staff with direction.					

Special Event Marketing Grant

FY 2022

APPLICATION REQUEST

Organization Information

Organization Citrus County Chamber of Commerce

Primary Contact Jade White

Address 915 N Suncoast Blvd

City Crystal River Zip 34429

Email PR@CitrusCountyChamber.com

Phone 352-795-3149

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

Event Description

Event Name Floral City Strawberry Festival

Event Dates March 2 & 3, 2023

Requested Amount 1500

Total Budget 10000

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

Has this project previously received TDC funding?

Yes ☒ No ☐

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

Application approved for the 2022 festival. Awaiting festival to turn in reimbursement request.

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

Special Event Marketing Grant

FY 2022

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

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

Please provide detailed information on your event.

The Floral City Strawberry Festival has been a salute to our local agriculture for 35 years. This event highlights one of our oldest communities in Citrus County and shines the spotlight on one of our exemplary local farms, Ferris Groves. The Floral City Strawberry Festival not only invites our locals to celebrate, it invites out of town guests to get a literal 'taste' of what Citrus County has to offer.

How will Citrus County benefit from your event?

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

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

100

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

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

How many years has this event taken place?

35

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

Spanning an entire weekend, The Floral City Strawberry Festival attracts many out of town visitors to stay for both festival days in order to enjoy all the features offered at the event as well as the surrounding amenities and activities. The festival also attracts many out of town vendors seeking lodging for the weekend. And although they may not get a chance to enjoy our beautiful county during the festival days, many of the vendors tell us they plan to return at a later date to enjoy our county with their families.

Special Event Marketing Grant

FY 2022

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

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

Jade White Digitally signed by Jade White
Date: 2022.01.28 16:24:01 -05'00'

Authorized Agent Signature

01/28/22

Date

Jade White

Print Name

PR/Communications

Title

Special Event Marketing Grant

FY 2022

APPLICATION CHECKLIST (Checklist for presentation to TDC)

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

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

ECONOMIC IMPACT SURVEY AND REPORTING INSTRUCTIONS

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

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

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY (VISITOR QUESTIONNAIRE)

EVENT NAME: _____ EVENT DATE: _____

1. What areas are the zip codes from?
2. What was the PRIMARY reason for making this trip to Citrus County?

a - Special Event b - Vacation/Leisure c - Visit Friends/Relatives
d - Business/Convention e - Other
3. How did you travel to Citrus County? a - Car/Van b - Plane c - Bus d - Other
4. How many nights do you plan to stay in Citrus County?
Nights: Day Trip Only:
5. Where are you staying while in Citrus County?

a - Hotel/Motel b - Vacation Rental/Condo c - Friends/Relatives
d - Bed and Breakfast e - Campground f - Other
6. Name of Accommodation:
7. In addition to this event, what activities did you or will you participate in while in the Citrus County Area? (Circle all that apply)

Shopping Evening Activities Outdoor Recreation Beach
Attractions Dining Arts & Culture
8. Is this your first time visiting the Citrus County area? _Yes _No
9. How did you hear about Citrus County?

a - Event Advertisement b - Friends/Family
c - Other (TV, Radio, Magazine):
10. Would you consider visiting the area again? _Yes _No

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY SUMMARY REPORT

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

EVENT NAME: _____ EVENT DATE: _____

1. Summary report for Zip Code: _____

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

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

3. Total modes of travel to Citrus County:

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

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

5. Total Accommodations in Citrus County:

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

6. Total other activities in Citrus County:

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

7. Total first time visits: Yes ____ No ____

8. Total ways of hearing about Citrus County:

9. Total repeat visitors to area: ____

Special Event Marketing Grant

FY 2022

FINAL EVALUATION REPORT

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

Please answer the following questions related to the event.

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

2. What was the total attendance for the event?

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

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

Special Event Marketing Grant

FY 2022

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

6. How can the event be improved or expanded?

7. What is the total expense of the event?

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

9. How many people were surveyed?

10. Please provide copies of all advertising.

Special Event Marketing Grant**FY 2022****ROOM NIGHT CERTIFICATION**

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

TRACKED ROOM NIGHTS

GROUP NAME

EVENT NAME

DATE

PAID ROOM NIGHTS

COMP ROOM NIGHTS

Special Event Marketing Grant

FY 2022

REIMBURSEMENT REQUEST FORM

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

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

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

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

Authorized Agent Signature: _____ Date: _____

2024 Floral City Strawberry Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print/Digital	Citrus Publishing	\$3,000.00	Chiefland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer Sun News
Print/Digital	Tampa Bay Times	\$2,000.00	Tampa Bay Area
Radio	WXCW	\$500.00	Spring Hill, Brooksville
Radio	WXCW	\$500.00	Ocala
Radio	WXPB	\$1,000.00	Hernando County
Digital	Facebook Ads	\$250.00	Targeting Tampa, Orlando, Brooksville, Ocala, Spring Hills, Jacksonville, Pasco County, Miami
Digital	Digital Hound Media	\$500.00	Needed to promote on social media to reach out of town attendees
Total Budget		\$7,750.00	

Projected Vendor Income

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

Projected Admission Income

Total	\$40,000.00
-------	-------------

Projected Expenses:

Category	Cost	
Labor	\$2,694.00	
Supplies	\$5,200.00	
Advertising	\$9,000.00	
Transportation	\$3,000.00	
Entertainment	\$7,000.00	
Security	\$6,000.00	
Taxes & Insurance	\$8,000.00	
Other	\$20,000.00	Includes Non-Profit Donations
Total	\$60,894.00	



Department of the Treasury
Internal Revenue Service

ATLANTA GA 39901-0001

D.5.a

In reply refer to: 0752857843
Mar. 08, 2017 LTR 4170C 0
59-1535542 000000 00
00039442
BODC: TE

CITRUS COUNTY CHAMBER OF COMMERCE
INC
915 N SUNCOAST BLVD
CRYSTAL RIVER FL 34429



015691

Person to Contact: TEGE
Toll Free Telephone Number: 1-877-829-5500

Dear Citrus Organization:

This is in response to your request of Feb. 27, 2017, regarding the tax-exempt status of Citrus County Chamber of Commerce Inc.

Our records indicate that a determination letter was issued in July 1978, granting this organization exemption from Federal income tax under section 501(c)(6) of the Internal Revenue Code.

Because this organization is not described in section 170(c) of the Code, contributions to it are not tax-deductible.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown above.

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Events Grants - Florida Manatee Festival				
AGENDA DATE:	March 09, 2022				
<u>BRIEF OVERVIEW:</u>					
Special Events Grant Application for the Florida Manatee Festival held January 14 -15, 2023.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review application and provide staff direction.					

Special Event Marketing Grant

FY 2022

APPLICATION REQUEST

Organization Information

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

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

Event Description

Event Name Florida Manatee Festival
 Event Dates January 14 & 15, 2023

Requested Amount 1500

Total Budget 12000

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

Has this project previously received TDC funding?

Yes ☒ No ☐

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

Funding was requested for 2020, 2021, and 2022. Funding recieved for 2020/2021; awaiting reimbrusemnt for 2022 festival.

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

Special Event Marketing Grant

FY 2022

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

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

Please provide detailed information on your event.

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

How will Citrus County benefit from your event?

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

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

200

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

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

How many years has this event taken place?

35 years

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

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

Special Event Marketing Grant

FY 2022

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

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

Jade White Digitally signed by Jade White
Date: 2022.01.28 16:21:05 -05'00'

Authorized Agent Signature

January 28, 2022

Date

Jade White

Print Name

PR & Communications Coordinator

Title

Special Event Marketing Grant

FY 2022

APPLICATION CHECKLIST (Checklist for presentation to TDC)

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

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

ECONOMIC IMPACT SURVEY AND REPORTING INSTRUCTIONS

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

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

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY (VISITOR QUESTIONNAIRE)

EVENT NAME: _____ EVENT DATE: _____

1. What areas are the zip codes from?
2. What was the PRIMARY reason for making this trip to Citrus County?

a - Special Event b - Vacation/Leisure c - Visit Friends/Relatives
d - Business/Convention e - Other
3. How did you travel to Citrus County? a - Car/Van b - Plane c - Bus d - Other
4. How many nights do you plan to stay in Citrus County?
Nights: Day Trip Only:
5. Where are you staying while in Citrus County?

a - Hotel/Motel b - Vacation Rental/Condo c - Friends/Relatives
d - Bed and Breakfast e - Campground f - Other
6. Name of Accommodation:
7. In addition to this event, what activities did you or will you participate in while in the Citrus County Area? (Circle all that apply)

Shopping Evening Activities Outdoor Recreation Beach
Attractions Dining Arts & Culture
8. Is this your first time visiting the Citrus County area? _Yes _No
9. How did you hear about Citrus County?

a - Event Advertisement b - Friends/Family
c - Other (TV, Radio, Magazine):
10. Would you consider visiting the area again? _Yes _No

Special Event Marketing Grant

FY 2022

EXAMPLE: ECONOMIC IMPACT SURVEY SUMMARY REPORT

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

EVENT NAME: _____ EVENT DATE: _____

1. Summary report for Zip Code: _____

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

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

3. Total modes of travel to Citrus County:

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

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

5. Total Accommodations in Citrus County:

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

6. Total other activities in Citrus County:

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

7. Total first time visits: Yes ____ No ____

8. Total ways of hearing about Citrus County:

9. Total repeat visitors to area: ____

Special Event Marketing Grant**FY 2022****FINAL EVALUATION REPORT**

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

Please answer the following questions related to the event.

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

2. What was the total attendance for the event?

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

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

Special Event Marketing Grant

FY 2022

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

6. How can the event be improved or expanded?

7. What is the total expense of the event?

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

9. How many people were surveyed?

10. Please provide copies of all advertising.

Special Event Marketing Grant**FY 2022****ROOM NIGHT CERTIFICATION**

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

TRACKED ROOM NIGHTS**GROUP NAME****EVENT NAME****DATE****PAID ROOM NIGHTS****COMP ROOM NIGHTS**

Special Event Marketing Grant

FY 2022

REIMBURSEMENT REQUEST FORM

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

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

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

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

Authorized Agent Signature: _____ Date: _____

ATLANTA GA 39901-0001

In reply refer to: 0752857843
Mar. 08, 2017 LTR 4170C 0
59-1535542 000000 00
00039442
BODC: TE

CITRUS COUNTY CHAMBER OF COMMERCE
INC
915 N SUNCOAST BLVD
CRYSTAL RIVER FL 34429

015691

Person to Contact: TEGE
Toll Free Telephone Number: 1-877-829-5500

Dear Citrus Organization:

This is in response to your request of Feb. 27, 2017, regarding the tax-exempt status of Citrus County Chamber of Commerce Inc.

Our records indicate that a determination letter was issued in July 1978, granting this organization exemption from Federal income tax under section 501(c)(6) of the Internal Revenue Code.

Because this organization is not described in section 170(c) of the Code, contributions to it are not tax-deductible.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown above.

Sincerely yours,



Teri M. Johnson
Operations Manager, AM Ops. 3

2024 Florida Manatee Festival Projected Budget

Out of Town Marketing Budget

Category	Company Name	Cost	Reach
Print / Digital	Citrus Publishing	\$3,000.00	Chiefland Citizen, Cedar Key Beacon, Gadsden County Times, Riverland News, South Marion Citizen, Sumter County Times, Williston Pioneer-Sun News
Print / Digital	Tampa Bay Times	\$3,000.00	Tampa Bay Area
Radio	WNCV	\$500.00	Spring Hill, Brooksville
Radio	WNOI	\$500.00	Orala
Radio	WGIR	\$500.00	Pasco County
Digital	Social Media Marketing	\$500.00	Targeting Florida, National, & International guests
Digital	Digital Hound Media	\$500.00	Needed to promote on social media to reach out of town attendees
Total Budget		\$8,500.00	

Projected Vendor Income

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

Projected Admission Income

Total	\$65,000.00
-------	-------------

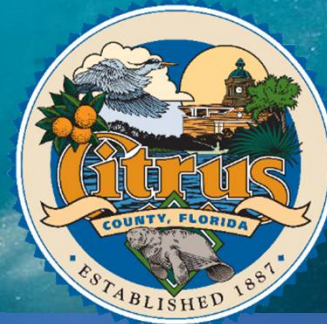
Projected Expenses

Category	Cost	
Labor	\$9,500.00	
Supplies	\$5,200.00	Added Sanitation
Advertising	\$12,000.00	
Transportation	\$3,000.00	
Security	\$12,100.00	
Entertainment	\$12,000.00	
Taxes & Insurance	\$9,470.00	
Other	\$38,500.00	Include Non-Profit Donations
Total	\$101,770.00	



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Destination Update				
AGENDA DATE:	March 09, 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 March 9, 2022

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



CALL TO ORDER

1. INVOCATION
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. OFFICER'S OATH



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



ADOPTION OF THE AGENDA



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

APPROVAL OF THE MINUTES

Approve Feb 9th
TDC Minutes





OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



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

PRESENTATIONS

- 1. COLLATERAL GRANT APPLICATIONS
- 2. EVENT GRANT APPLICATIONS



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:
January 2022 v 2021

	OCC %		ADR \$		RevPAR \$		Current Month January 2022 vs 2021					
	2022	2021	2022	2021	2022	2021	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	63.5	54.4	111.27	92.43	70.61	50.26	16.7	20.4	40.5	40.5	0.0	16.7
Hernando	73.1	62.0	106.72	84.61	78.03	52.49	17.9	26.1	48.6	48.6	0.0	17.9
Pasco	73.5	63.2	108.30	83.39	79.58	52.66	16.4	29.9	51.1	58.6	5.0	22.1
Charlotte	72.7	58.7	132.65	89.35	96.43	52.41	23.9	48.5	84.0	84.0	0.0	23.9
Florida	62.8	48.1	177.41	126.17	111.49	60.70	30.6	40.6	83.7	95.3	6.4	38.9

SOURCE: STR, INC.

YTD COMPARISON: Jan. 2022

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 – January 2022 vs 2021					
	2022	2021	2022	2021	2022	2021	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	63.5	54.4	111.27	92.43	70.61	50.26	16.7	20.4	40.5	40.5	0.0	16.7
Hernando	73.1	62.0	106.72	84.61	78.03	52.49	17.9	26.1	48.6	48.6	0.0	17.9
Pasco	73.5	63.2	108.30	83.39	79.58	52.66	16.4	29.9	51.1	58.6	5.0	22.1
Charlotte	72.7	58.7	132.65	89.35	96.43	52.41	23.9	48.5	84.0	84.0	0.0	23.9
Florida	62.8	48.1	177.41	126.17	111.49	60.70	30.6	40.6	83.7	95.3	6.4	38.9



Instagram



- **discovercrystalriver**
Crystal River, Florida
- **discovercrystalriver** A little rain or chilly weather doesn't put a stop to manatee sightings!! 🐬
 @getupandgocrystalriver
2w
- **benihana_93** @helenapoison
1w 1 like Reply
- **seaandshoreline** Beautiful shot!
1w 1 like Reply
- **getupandgocrystalriver** 🐬❤️
2w 1 like Reply
- **marina_veiler_art** Nice picture! 🐬
2w 2 likes Reply
- **discovercrystalriver** #manateemonday #manatees #manatee #springs #kayaking #paddleboarding #vacation #travel #visitflorida #lovefl #discovercr
2w Reply

View Insights



👤👤👤 Liked by jodi_lee_sand and 1,353 others

FEBRUARY 7

😊 Add a comment...

Post

Reel
9,506 views

Instagram
23,765 Followers



discovercrystalriver
Surfaces, salem ilese · Come With Me

Discover Crystal River Florida
Published by Miles Saunders • January 24 at 11:22 AM •

Talk about a big personality, sea cows are playful, curious, and friendly creatures that love to check out boats and swimmers here in the Crystal River area.

Want to meet a manatee? You can learn all about how to book a manatee swim tour with one of our amazing local guide companies by visiting our website:
<https://www.discovercrystalriverfl.com/.../manatees/>
#ManateeMonday



David Hooked Holley • Manatee Mondays
January 21 • Homosassa, FL •

I think this manatee was pleased to see me this morning...
#RiverSafaris #CaptainIrishDave — at River Safaris and Gulf Charters.

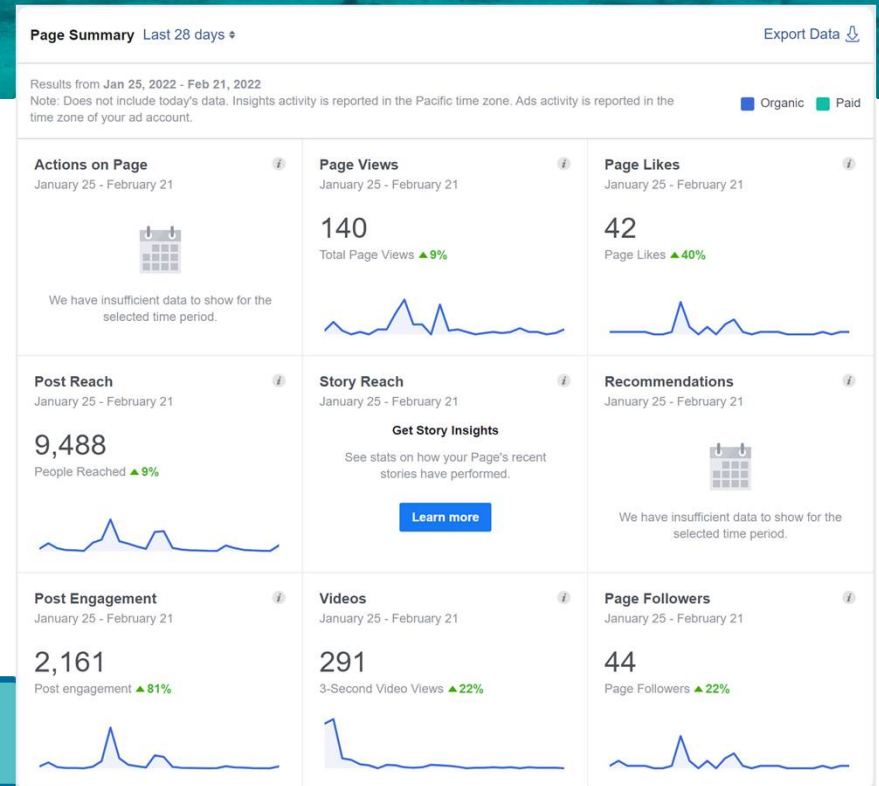
67,761 People reached 6,786 Engagements — Distribution score Boost unavailable

186 Comments 563 Shares



Facebook Main
188,719 Followers

Facebook Fishing
23,546 Followers





Follower Comparison



@floridashistoriccoast
42.1k followers



@visitnewsmyrnabeach
24.2k followers



@visitameliaisland
24.1k followers



@discovercrystalriver
23.7k followers



@visit_tally
21.8k followers



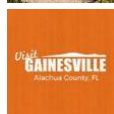
@discoverdaytonabeach
17.3k followers



@ocalamarion
15.2k followers



@discovermartin
13.7k followers



@visitgainesville
12.4k followers



@visitindianriver
11.9k followers

Insights

Instagram:

Jan. 22nd – Feb. 22nd

- 396 new followers
- 1,121 Reel Interactions (185% increase)
- 57,703 total accounts reached

Facebook:

Jan. 22nd – Feb. 22nd

- 469 new followers
- 16% increase in action on page
- 1,049,781 total accounts reached

DISCOVER
CRYSTAL RIVER
FLORIDA

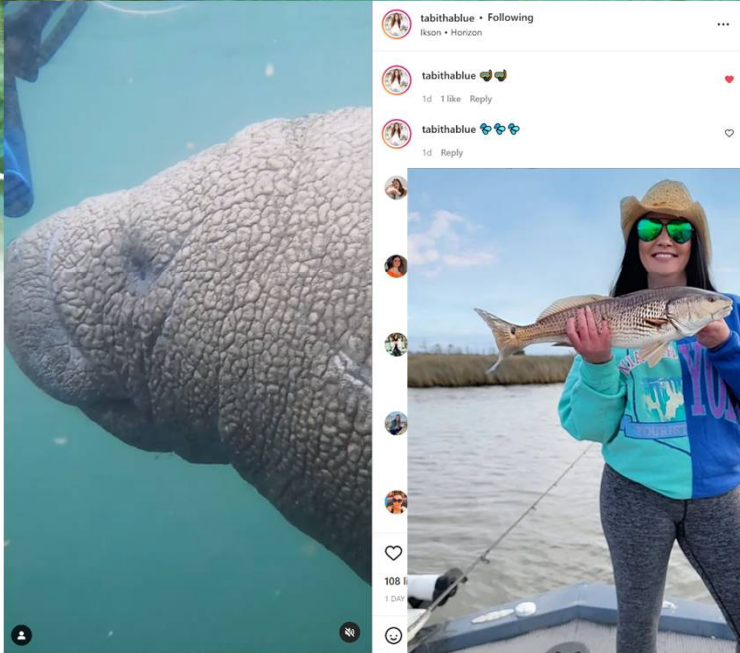


FAM TOURS: MEDIA & SALES

Mar 13-16	DCRF	Bill Lee - Gun and Garden	USA
Mar 18-20	HWPR	Getaways for grownups – Bauer	USA
Mar 27-29	VF-DE	Sascha & Aliko Rettig	Germany
April 2-4	VF-DE	Audiotravels – Barchet	Germany
July 7-10	DCRF	Travel Awaits – Morgensen	USA



Galentine's FAM Tour:





DISCOVER
CRYSTAL RIVER
FLORIDA

Byfield FAM Tour:

byfieldtravel 17h

HOGAR POR LOS PRÓXIMOS DÍAS

@VISITFLORIDA
@DISCOVERCRYSTALRIVER

FLORIDA CRACKER MONKEY BAR

Reply to byfieldtravel...

byfieldtravel 17h

Reply to byfieldtravel

CRYSTAL RIVER, FLORIDA

byfieldtravel 5h

@CRYSTALRIVERWATERSPORTS

CHISTES DE MANATÍES

WE DON'T SKINNY DIP
WE CHUNKY DUNK

QUÉ % DE GRASA TIENE UN MANATÍ??

A 5%

B 28%

C 36%

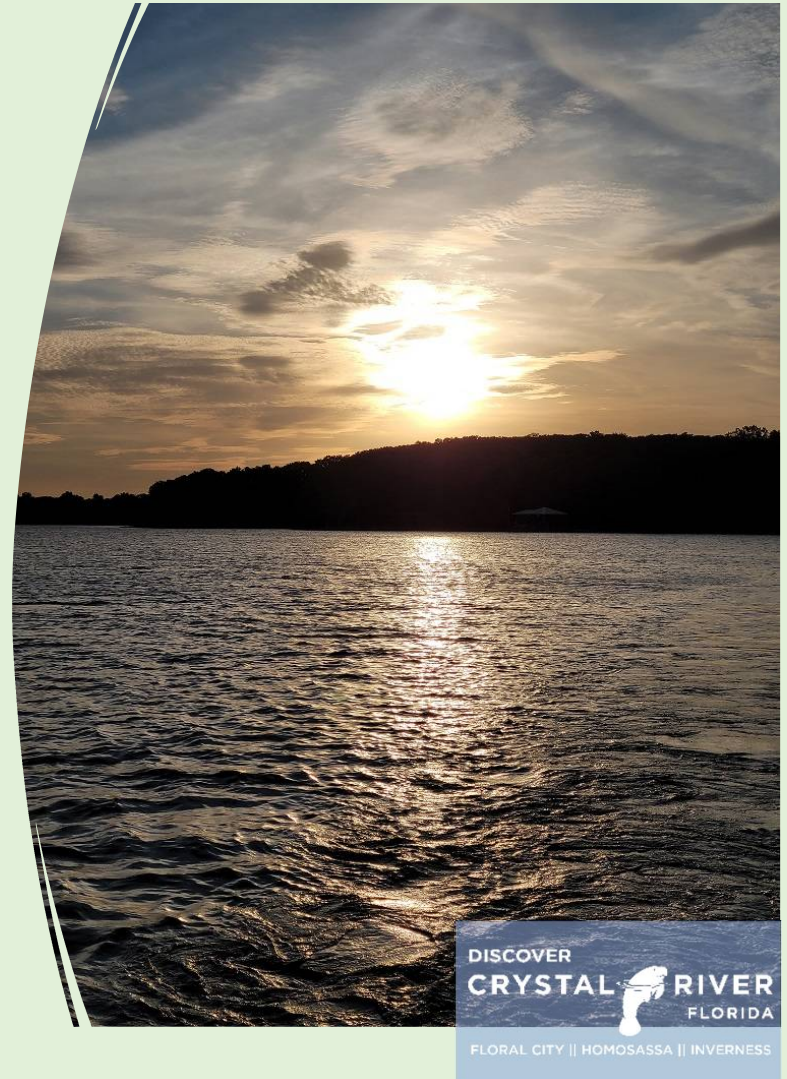
Reply to byfieldtravel

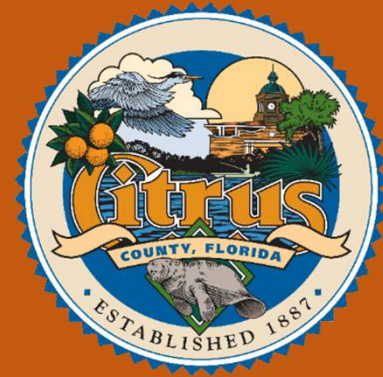
CRYSTAL RIVER WATERSPORTS

SALES ACTIVITY

January 2022

- Florida RV Super show – Tampa 80k attendees.
- Visit Florida Huddle – International buyers that sell Florida product.
- Visit Florida Huddle FAM – 8 tour operator product managers from Brazil.





OTHER BUSINESS BY COUNCIL MEMBERS



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



**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**

Next Meeting: April 13, 2022



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC – Financial Reports				
AGENDA DATE:	March 09, 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					

Visitors and Convention Bureau

		FY 2022			
		Budget	Revenues	Difference	%
312130	TOURIST TAX	1,500,000	450,293	1,049,707	30%
361200	MONEY MKT & LGIP INTEREST	3,000	961	2,039	32%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,503,000	451,255	1,051,745	

			FY 2022			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	293,953	82,020	202,429	31%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	22,487	6,103	15,681	30%
	52200	RETIREMENT CONTRIBUTIONS	31,681	8,875	21,778	31%
	52300	LIFE & HEALTH INSURANCE	45,357	16,368	28,956	36%
	52400	WORKERS' COMPENSATION	666	190	454	32%
	Sub Total		402,144	113,555	277,298	
2-OPERATING	53100	PROFESSIONAL SERVICES	105,399	42,574	60,492	43%
	53400	OTHER CONTRACTUAL SERV	163,200	70,368	92,832	43%
	53416	SOFTWARE AS A SERVICE	8,240	90	8,150	1%
	54000	TRAVEL & PER DIEM	56,000	13,172	42,651	24%
	54100	COMMUNICATIONS SERVICES	7,959	1,871	5,936	25%
	54201	POSTAGE	24,000	2,834	21,072	12%
	54300	UTILITY SERVICES	9,912	1,362	8,085	18%
	54408	BUILDING RENTAL	24,345	8,115	14,202	42%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	260	1,304	29%
	54603	VEHICLE MAINTENANCE	550	-	550	0%
	54604	MAINTENANCE - BUILDINGS	6,604	41	5,155	22%
	54605	EQUIPMENT MAINTENANCE	7,020	788	6,077	13%
	54615	SOFTWARE MAINT/SUPPORT	1,781	1,895	(114)	106%
	54700	PRINTING & BINDING	11,004	3,320	7,684	30%
	54800	PROMOTIONAL ACTIVITIES	72,500	3,592	68,636	5%
	54807	MARKETING	611,139	145,256	465,883	24%
	54809	TRADE SHOW PROMOTION	50,230	17,958	32,272	36%
	54820	VISIT CITRUS MAGAZINE	37,350	-	37,350	0%
	54921	ADVERTISING	3,000	85	2,894	4%
	55100	OFFICE SUPPLIES	3,500	1,052	2,448	30%
	55200	OPERATING SUPPLIES	3,700	1,992	1,708	54%
	55208	FUEL & LUBES	1,500	65	1,385	8%
	55211	JANITORIAL SUPPLIES	1,000	31	969	3%
	55221	MEALS	3,000	87	2,913	3%
	55270	COMPUTER ACCESSORIES	150	285	(135)	190%

Visitors and Convention Bureau

			FY 2022			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55400	DUES BKS SUBSCR MEM PUBL	15,450	6,085	9,365	39%
	55500	TRAINING	13,400	2,835	10,565	21%
	Sub Total		1,244,298	326,012	910,868	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	350,000	-	350,000	0%
	58221	SPECIAL PROJECTS	380,103	-	380,103	0%
	Sub Total		730,103	0	730,103	
5-TRANSFERS	59100	TRANSFERS	998	998	0	100%
	59123	TRANSFER - INDIRECT COST	51,188	51,188	0	100%
	Sub Total		52,186	52,186	0	
Total			2,428,731	491,752	1,918,269	

DATE: 02/22/2022
TIME: 11:15:19

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 4/22

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,471,820.48	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		2,472,520.48	.00
TOTAL ASSETS & OTHER DEBITS		2,472,520.48	.00
TOTAL ASSETS		2,472,520.48	.00
271000	FUND BALANCE		2,513,330.09
TOTAL EQUITY		4,483,422.02	6,955,942.50
TOTAL EQUITIES		4,483,422.02	6,955,942.50
TOTAL VISITOR & CONV BUREAU		6,955,942.50	6,955,942.50

DATE: 02/22/2022
TIME: 11:15:19

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 4/22

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,472,454.98	
	TOTAL CASH & CASH EQUIVALENTS	1,472,454.98	.00
	TOTAL ASSETS & OTHER DEBITS	1,472,454.98	.00
	TOTAL ASSETS	1,472,454.98	.00
271000	FUND BALANCE		1,359,518.61
	TOTAL EQUITY	1,666,206.00	3,138,660.98
	TOTAL EQUITIES	1,666,206.00	3,138,660.98
	TOTAL VISITOR & CONV BUREAU 1ST	3,138,660.98	3,138,660.98
	TOTAL REPORT	10,094,603.48	10,094,603.48

DATE: 02/22/2022
TIME: 11:13:40

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIOD: 4/22

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	20,451.71	.00	82,020.15	211,932.85	27.90
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	1,515.48	.00	6,102.63	16,384.37	27.14
52200	RETIREMENT CONTRIBUTIONS	31,681.00	2,212.88	.00	8,874.57	22,806.43	28.01
52300	LIFE & HEALTH INSURANCE	45,357.00	3,150.13	.00	16,367.82	28,989.18	36.09
52400	WORKERS' COMPENSATION	666.00	47.22	.00	189.69	476.31	28.48
53100	PROFESSIONAL SERVICES	105,399.00	5,400.00	52,825.01	42,573.99	10,000.00	90.51
53400	OTHER CONTRACTUAL SERV	163,200.00	9,500.00	82,100.00	70,368.00	10,732.00	93.42
53416	SOFTWARE AS A SERVICE	8,240.00	29.99	.00	89.97	8,150.03	1.09
54000	TRAVEL & PER DIEM	56,000.00	277.14	.00	13,171.87	42,828.13	23.52
54100	COMMUNICATIONS SERVICES	7,959.00	601.61	.00	1,870.95	6,088.05	23.51
54201	POSTAGE	24,000.00	1,309.22	.00	2,834.05	21,165.95	11.81
54300	UTILITY SERVICES	9,912.00	68.88	8,549.80	1,362.20	.00	100.00
54408	BUILDING RENTAL	24,345.00	.00	.00	8,114.76	16,230.24	33.33
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	.00	1,564.00	260.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	.00	550.00	.00
54604	MAINTENANCE - BUILDINGS	6,604.00	13.66	2,963.02	40.98	3,600.00	45.49
54605	EQUIPMENT MAINTENANCE	7,020.00	152.87	6,231.67	788.33	.00	100.00
54615	SOFTWARE MAINT/SUPPORT	1,781.00	.00	.00	1,894.68	-113.68	106.38
54700	PRINTING & BINDING	11,004.00	.00	.00	3,319.61	7,684.39	30.17
54800	PROMOTIONAL ACTIVITIES	72,500.00	2,676.03	.00	3,591.75	68,908.25	4.95
54807	MARKETING	611,139.00	22,940.23	434,493.02	145,255.98	31,390.00	94.86
54809	TRADE SHOW PROMOTION	50,230.00	.00	.00	17,958.11	32,271.89	35.75
54820	VISIT CITRUS MAGAZINE	37,350.00	.00	.00	.00	37,350.00	.00
54921	ADVERTISING	3,000.00	21.88	.00	84.56	2,915.44	2.82
55100	OFFICE SUPPLIES	3,500.00	719.97	.00	1,051.57	2,448.43	30.04
55200	OPERATING SUPPLIES	3,700.00	57.39	.00	1,992.16	1,707.84	53.84
55208	FUEL & LUBES	1,500.00	27.40	.00	64.62	1,435.38	4.31
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	31.19	968.81	3.12
55221	MEALS	3,000.00	43.70	.00	87.10	2,912.90	2.90
55270	COMPUTER ACCESSORIES	150.00	.00	.00	285.26	-135.26	190.17
55400	DUES BKS SUBSCR MEM PUBL	15,450.00	594.00	.00	6,084.95	9,365.05	39.38
55500	TRAINING	13,400.00	145.00	.00	2,835.00	10,565.00	21.16
58100	AID TO GOVERNMENT AGENCY	350,000.00	.00	.00	.00	350,000.00	.00
58221	SPECIAL PROJECTS	380,103.00	.00	1,500.00	.00	378,603.00	.39
59100	TRANSFERS	998.00	.00	.00	998.00	.00	100.00
59123	TRANSFER - INDIRECT COST	51,188.00	.00	.00	51,188.00	.00	100.00
61000	RESERVED BUDGET FUND BAL	972,712.00	.00	.00	.00	972,712.00	.00
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	71,956.39	590,226.52	491,752.50	2,319,463.98	31.81
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	71,956.39	590,226.52	491,752.50	2,319,463.98	31.81

DATE: 02/22/2022
TIME: 11:13:40

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIOD: 4/22

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
DEPARMTENT-2122 VISITOR & CONV BUREAU

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
TOTAL REPORT		3,401,443.00	71,956.39	590,226.52	491,752.50	2,319,463.98	31.81

DATE: 02/22/2022
TIME: 11:16:34

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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	
	11/03/21	22-2					10,073.30		PAYROLL CHARGES	
	11/16/21	22-2					10,098.94		PAYROLL CHARGES	
	12/01/21	22-3					10,073.30		PAYROLL CHARGES	
	12/08/21	19-3		421			-9,696.30		ACCRUE PAYROLL 90% OY	
	12/15/21	22-3					10,073.30		PAYROLL CHARGES	
	12/28/21	22-3					10,073.29		PAYROLL CHARGES	
	01/12/22	22-4					10,225.86		PAYROLL CHARGES	
	01/26/22	22-4					10,225.85		PAYROLL CHARGES	
TOTAL				REGULAR SALARIES & WAGES		293,953.00	82,020.15	.00		211,932.85
51306						.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						.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						.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	
	11/03/21	22-2					747.56		PAYROLL CHARGES-FRINGE	
	11/16/21	22-2					746.54		PAYROLL CHARGES-FRINGE	
	12/01/21	22-3					747.56		PAYROLL CHARGES-FRINGE	
	12/08/21	19-3		421			-721.74		ACCRUE PAYROLL 90% OY	
	12/15/21	22-3					747.56		PAYROLL CHARGES-FRINGE	
	12/28/21	22-3					771.20		PAYROLL CHARGES-FRINGE	
	01/12/22	22-4					759.24		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PAGE NUMBER: 2
AUDIT21

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 02/22/2022
TIME: 11:16:34

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 3
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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	(cont'd)					
	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	
	12/01/21	22-3					23.33		PAYROLL CHARGES-WORKERS C	
	12/08/21	19-3		421			-21.96		ACCRUE PAYROLL 90% OY	
	12/15/21	22-3					23.32		PAYROLL CHARGES-WORKERS C	
	12/28/21	22-3					23.33		PAYROLL CHARGES-WORKERS C	
	01/12/22	22-4					23.62		PAYROLL CHARGES-WORKERS C	
	01/26/22	22-4					23.60		PAYROLL CHARGES-WORKERS C	
TOTAL				WORKERS' COMPENSATION		666.00	189.69	.00		476.31
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	
	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	-11,562.00	2021-010165 10/31/21	
	12/13/21	18-3	82133-02		20974 MADDEN PREPRINT			-8,124.00	CHANGE ORDER - 5	
	12/13/21	18-3	82133-03		20974 MADDEN PREPRINT			-3,438.00	CHANGE ORDER - 5	
	12/13/21	18-3	83014-02		20974 MADDEN PREPRINT			11,562.00	CHANGE ORDER - 1	
	12/13/21	18-3	83014-03		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
	12/28/21	21-3	83014-02	V147021	20974 MADDEN PREPRINT		18,612.00	-18,612.00	2021-010469 11/30/21	
	12/30/21	21-3	83010-01	V147053	20525 RESEARCH DATA SE		6,999.99	-6,999.99	22-3333 1/1/22	
	01/04/22	25-4		BT010422			6,000.00		BT010422-1	
	01/06/22	18-4	83014-02		20974 MADDEN PREPRINT			6,000.00	CHANGE ORDER - 2	
	01/06/22	18-4	83014-03		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 2	
	01/27/22	21-4	83014-03	V147437	20974 MADDEN PREPRINT		5,400.00	-5,400.00	2021-011017 12/31/21	
TOTAL				PROFESSIONAL SERVICES		105,399.00	42,573.99	52,825.01		10,000.00

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DATE: 02/22/2022
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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 4
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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						.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	
	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	
	12/13/21	18-3	83014-04		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 1	
	12/28/21	21-3	83014-01	V147021	20974 MADDEN PREPRINT		9,500.00	-9,500.00	2021-010467 11/30/21	
	01/06/22	18-4	83014-04		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 2	
	01/27/22	21-4	83014-01	V147437	20974 MADDEN PREPRINT		9,500.00	-9,500.00	2021-011015 12/31/21	
TOTAL			OTHER CONTRACTUAL SERV			163,200.00	70,368.00	82,100.00		10,732.00
53416						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				8,240.00			POSTED FROM BUDGET SYSTEM	
	12/06/21	19-3		P-CARD			29.99		ADOBE STOCK	
	12/30/21	19-3		P-CARD			29.99		ADOBE STOCK	
	01/31/22	19-4		P-CARD			29.99		ADOBE STOCK	
TOTAL			SOFTWARE AS A SERVICE			8,240.00	89.97	.00		8,150.03
53441						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL			ADMINISTRATION			.00	.00	.00		.00
54000						.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	

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TOTALLED ON: FUND, DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54000	TRAVEL &	PER DIEM	(cont'd)						
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		NY EXPENSE PREPAID IN OY	
11/09/21	24-2		NP000007897			-50.78		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		10 FN PRICHER REIMB	
11/23/21	24-2		NP000007991			-3.20		10 FN SANDERS -3CMA	
12/06/21	19-3		P-CARD			949.67		DELTA AIR 0062477709438	
12/06/21	19-3		P-CARD			1,180.37		DELTA AIR 0062478389948	
12/06/21	19-3		P-CARD			329.28		HGI WESLEY CHAPEL	
12/06/21	19-3		P-CARD			55.11		COLLINSON ASSISTANCE	
12/06/21	19-3		P-CARD			300.00		VISIT FLORIDA SERVICE CEN	
12/06/21	19-3		P-CARD			93.00		AZOVA, INC.	
12/06/21	19-3		P-CARD			104.00		AZOVA, INC.	
12/06/21	19-3		P-CARD			.55		INTERNATIONAL TRANSACTION	
12/06/21	19-3		P-CARD			600.00		VISIT FLORIDA SERVICE CEN	
12/06/21	19-3		P-CARD			506.40		DELTA AIR 0062480901050	
12/06/21	19-3		P-CARD			.55		INTERNATIONAL TRANSACTION	
12/06/21	19-3		P-CARD			55.35		COLLINSON ASSISTANCE	
12/06/21	19-3		P-CARD			6.00		FT BROOK GAR	
12/06/21	19-3		P-CARD			46.15		CMT HOUSTON TX27750017	
12/06/21	19-3		P-CARD			10.45		UBER TRIP	
12/06/21	19-3		P-CARD			4.88		UBER TRIP	
12/06/21	19-3		P-CARD			32.59		UBER TRIP	
12/06/21	19-3		P-CARD			843.60		MARRIOTT MARQUISHOUSTO	
12/06/21	19-3		P-CARD			100.00		TAMPA INTL AIRPOR	
12/06/21	19-3		P-CARD			.55		INTERNATIONAL TRANSACTION	
12/06/21	19-3		P-CARD			71.16		FSP MEMORIAL AIRPORT PARK	
12/06/21	19-3		P-CARD			55.22		COLLINSON ASSISTANCE	
12/15/21	21-3		V146849	24523 THERESA NATWICK		89.00	.00	FIN MEALS 11/14-16/21	
12/15/21	21-3		V146849	24523 THERESA NATWICK		70.93	.00	FIN MILEAGE 11/14-16/2	
12/15/21	21-3		V146849	24523 THERESA NATWICK		10.92	.00	FIN TOLLS 11/14-16/21	
12/29/21	21-3		V147077	24523 THERESA NATWICK		4.27	.00	FIN TOLL 10/29-11/5/21	
12/29/21	21-3		V147077	24523 THERESA NATWICK		9.35	.00	FIN TOLLS 10/22-26/21	
12/30/21	19-3		P-CARD			84.00		TAMPA INTL AIRPOR	
12/30/21	19-3		P-CARD			1,571.38		DOUBLETREE BY HILTON LOND	
12/30/21	19-3		P-CARD			16.10		INTERNATIONAL TRANSACTION	

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DATE: 02/22/2022
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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 6
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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
54000	TRAVEL & PER DIEM (cont'd)									
	12/30/21	19-3		P-CARD			15.71		INTERNATIONAL TRANSACTION	
	12/30/21	19-3		P-CARD			1,609.68		DOUBLETREE BY HILTON LOND	
	12/30/21	19-3		P-CARD			36.00		SQ KWAME TAXI CLEVELAND	
	12/30/21	19-3		P-CARD			397.16		HILTON INTERNATIONALS	
	12/30/21	19-3		P-CARD			57.00		ABM ORLANDO INTL A&B TERM	
	01/12/22	21-4		V147211	23817 JOHN PRICHER		61.00	.00	ADV MEALS 1/18-20/22	
	01/12/22	21-4		V147245	24523 THERESA NATWICK		79.00	.00	ADV MEALS 1/24-27/22	
	01/12/22	21-4		V147245	24523 THERESA NATWICK		61.50	.00	ADV MILEAGE 1/24-27/22	
	01/12/22	21-4		V147211	23817 JOHN PRICHER		149.52	.00	ADV MILEAGE 1/18-20/22	
	01/21/22	24-4		NP000008454			-73.88		10 FN REIMB PRICHER	
TOTAL	TRAVEL & PER DIEM					56,000.00	13,171.87	.00		42,828.13
54100	COMMUNICATIONS SERVICES					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,959.00		.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	
	12/06/21	19-3		P-CARD			148.48		SPECTRUM	
	12/29/21	21-3		486756	17174 CENTURYLINK		62.04	.00	320345045 12/9/21	
	12/30/21	19-3		P-CARD			203.06		VERIZONWRLSS RTCCR VB	
	12/30/21	19-3		P-CARD			290.09		SPECTRUM	
	12/30/21	19-3		P-CARD			188.57		VERIZONWRLSS RTCCR VB	
	01/11/22	21-4		V147234	0549.1 STATE OF FLORIDA		.17	.00	A39-2Y1285-20211115	
	01/11/22	21-4		V147234	0549.1 STATE OF FLORIDA		82.53	.00	A39-2Y1284-20211115	
	01/24/22	21-4		V147489	0549.1 STATE OF FLORIDA		83.12	.00	A39-2Y7836-20211215	
	01/31/22	19-4		P-CARD			134.98		SPECTRUM	
	01/31/22	19-4		P-CARD			134.98		SPECTRUM	
	01/31/22	19-4		P-CARD			165.83		VERIZONWRLSS RTCCR VB	
TOTAL	COMMUNICATIONS SERVICES					7,959.00	1,870.95	.00		6,088.05
54160	POSTAGE					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1					.00	.00	POSTED FROM BUDGET SYSTEM	
TOTAL	POSTAGE					.00	.00	.00		.00
54201	POSTAGE					.00	.00	.00	BEGINNING BALANCE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 02/22/2022
TIME: 11:16:34

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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

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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
54201	POSTAGE			(cont'd)						
	09/30/21	11-1				24,000.00			POSTED FROM BUDGET SYSTEM	
	11/09/21	19-2		POST INT			172.52		October 2022 Postage	
	12/06/21	19-3		P-CARD			1,222.92		Earnest Mail Consulting	
	12/13/21	19-3		POST INT			114.19		November 2021 Postage	
	12/30/21	19-3		P-CARD			22.84		FEDEX 95628908	
	12/30/21	19-3		P-CARD			-4.53		FEDEX 91624084	
	12/30/21	19-3		P-CARD			-1.16		FEDEX 91623324	
	12/30/21	19-3		P-CARD			-1.52		FEDEX 92674063	
	12/30/21	19-3		P-CARD			- .43		FEDEX 91623408	
	01/10/22	19-4		POST INT			68.47		December 2021 Postage	
	01/31/22	19-4		P-CARD			1,240.75		Earnest Mail Consulting	
TOTAL	POSTAGE					24,000.00	2,834.05	.00		21,165.95
54300	UTILITY SERVICES					.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	
	12/15/21	21-3	83009-01	V146718	0356 CITRUS COUNTY CH		22.21	-22.21	69183 12/6/21	
	12/15/21	21-3	83009-01	V146718	0356 CITRUS COUNTY CH		48.88	-48.88	69182 12/6/21	
	12/28/21	21-3	83009-01	V146966	0356 CITRUS COUNTY CH		133.57	-133.57	69255 12/15/21	
	12/28/21	21-3	83009-01	V146966	0356 CITRUS COUNTY CH		402.28	-402.28	69253 12/15/21	
	01/13/22	21-4	83009-01	V147127	0356 CITRUS COUNTY CH		22.21	-22.21	69490 1/7/22	
	01/24/22	21-4	83009-01	V147372	0356 CITRUS COUNTY CH		46.67	-46.67	69502 1/11/22	
TOTAL	UTILITY SERVICES					9,912.00	1,362.20	8,549.80		.00
54400	RENTALS & LEASES					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL	RENTALS & LEASES					.00	.00	.00		.00
54408	BUILDING RENTAL					.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	
	11/03/21	21-2		V146219	22252 MAN CAVE LLC		2,028.69	.00	RENT NOV 2021	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 8
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expledgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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)					
	11/18/21	21-2		V146411	22252 MAN CAVE LLC		2,028.69	.00	RENT DEC 2021	
	12/28/21	21-3		V147022	22252 MAN CAVE LLC		2,028.69	.00	RENT JAN 2022	
TOTAL						24,345.00	8,114.76	.00		16,230.24
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	
	12/10/21	21-3	83009-03	V146718	0356 CITRUS COUNTY CH		130.00	-130.00	68988 11/29/21	
TOTAL						1,824.00	260.00	1,564.00		.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	
	01/24/22	21-4	83009-02	V147372	0356 CITRUS COUNTY CH		13.66	-13.66	69503 12/1/21	
TOTAL						6,604.00	40.98	2,963.02		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	
	12/15/21	21-3	83008-01	V146782	17052 KONICA MINOLTA B		144.13	-144.13	276740761 11/30/21	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 9
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SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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
54605										
	01/13/22	21-4	83008-01	V147174	17052 KONICA MINOLTA B		152.87	-152.87	277318291 12/31/21	
TOTAL						7,020.00	788.33	6,231.67		.00
54615						.00	.00	.00	BEGINNING BALANCE	
	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			POSTED FROM BUDGET SYSTEM	
	11/30/21	13-1				2,004.00			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	
	12/06/21	19-3		P-CARD			179.00		HOMOSASSA PRINTING	
	12/08/21	21-3	82934-01		22924 ABBOTT PRINTING		.00	-2,004.00	CRYSTAL RIVER CYCLING BRO	
	12/30/21	19-3		P-CARD			840.00		HOMOSASSA PRINTING	
	01/04/22	25-4		BT010422		-6,000.00			BT010422-1	
TOTAL						11,004.00	3,319.61	.00		7,684.39
54800						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				72,500.00			POSTED FROM BUDGET SYSTEM	
	11/29/21	21-2		486396	26340 JOHN PRICHER		125.00	.00	PETTY CASH 11/18/21	
	12/06/21	19-3		P-CARD			29.90		SQ KATCH MOBILE	
	12/06/21	19-3		P-CARD			28.75		SQ AMYS ON THE AVENUE	
	12/06/21	19-3		P-CARD			400.00		PAYPAL KDOUTDOORS1	
	12/16/21	19-3		501			-400.00		E/C NY PCARD CHG - S/B OY	
	12/29/21	21-3		486766	26340 JOHN PRICHER		200.00	.00	PETTY CASH 12/23/21	
	12/30/21	19-3		P-CARD			318.75		CRYSTAL MANATEE MOTEL	
	12/30/21	19-3		P-CARD			110.40		VINTAGE ON 5TH	
	12/30/21	19-3		P-CARD			50.02		KANES CATTLE CO	
	12/30/21	19-3		P-CARD			52.90		TST CAJUN JIMMY SEAFOOD	
	01/31/22	19-4		P-CARD			28.18		SQ WATERFRONT SOCIAL	
	01/31/22	19-4		P-CARD			14.26		SQ CATTLE DOG COFFEE ROA	
	01/31/22	19-4		P-CARD			137.43		CKE OSCAR PENNS INVERNESS	
	01/31/22	19-4		P-CARD			87.40		VINTAGE ON 5TH	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 10
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54800				PROMOTIONAL ACTIVITIES	(cont'd)					
	01/31/22	19-4		P-CARD			24.02		ROBINS COUNTRY KITCHEN	
	01/31/22	19-4		P-CARD			44.56		VINTAGE ON 5TH	
	01/31/22	19-4		P-CARD			495.00		PLANTATION ON CRY RIVE	
	01/31/22	19-4		P-CARD			15.81		SQ CATTLE DOG COFFEE ROA	
	01/31/22	19-4		P-CARD			57.03		AMYS ON THE AVENUE	
	01/31/22	19-4		P-CARD			83.95		SQ WALLACES AT THE GREE	
	01/31/22	19-4		P-CARD			25.98		AMYS ON THE AVENUE	
	01/31/22	19-4		P-CARD			14.66		NINE STATE BREWERY	
	01/31/22	19-4		P-CARD			106.95		PINGAWEAR LLC	
	01/31/22	19-4		P-CARD			125.00		TST CAJUN JIMMY SEAFOOD	
	01/31/22	19-4		P-CARD			25.00		DAVIDS WORLD CYCLE	
	01/31/22	19-4		P-CARD			76.48		SQ KATCH TWENTY-TWO	
	01/31/22	19-4		P-CARD			230.00		CRYSTAL MANATEE MOTEL	
	01/31/22	19-4		P-CARD			216.00		KINGS BAY LODGE	
	01/31/22	19-4		P-CARD			53.20		CRACKERS BAR GRILL AND TI	
	01/31/22	19-4		P-CARD			14.26		SQ CATTLE DOG COFFEE ROA	
	01/31/22	19-4		P-CARD			92.86		SQ WATERFRONT SOCIAL	
	01/31/22	19-4		P-CARD			25.62		AMYS ON THE AVENUE	
	01/31/22	19-4		P-CARD			11.72		AMYS ON THE AVENUE	
	01/31/22	19-4		P-CARD			43.70		SQ WATERFRONT SOCIAL	
	01/31/22	19-4		P-CARD			21.85		SQ CATTLE DOG COFFEE ROA	
	01/31/22	19-4		P-CARD			29.07		SQ PUDGEES HOT DOGS	
	01/31/22	19-4		P-CARD			50.00		DAVIDS WORLD CYCLE	
	01/31/22	19-4		P-CARD			177.10		CKE OSCAR PENNS INVERNESS	
	01/31/22	19-4		P-CARD			71.53		VINTAGE ON 5TH	
	01/31/22	19-4		P-CARD			39.50		SQ WATERFRONT SOCIAL	
	01/31/22	19-4		P-CARD			17.36		SQ CATTLE DOG COFFEE ROA	
	01/31/22	19-4		P-CARD			109.58		CRACKERS BAR GRILL AND TI	
	01/31/22	19-4		P-CARD			110.97		KANES CATTLE CO	
TOTAL				PROMOTIONAL ACTIVITIES		72,500.00	3,591.75	.00		68,908.25
54804				CHAMBERS OF COMMERCE		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				CHAMBERS OF COMMERCE		.00	.00	.00		.00
54806				INQUIRY RESPONSE		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				INQUIRY RESPONSE		.00	.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54807						.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	
	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	
	12/06/21	17-3	83013-02		20974 MADDEN PREPRINT			.00	MEDIA MARKETING/PR PLAN F	
	12/06/21	18-3	83013-02		20974 MADDEN PREPRINT			18,200.00	CHANGE ORDER - 1	
	12/10/21	21-3		V146781	24514 KLOOZED LLC		7,600.00	.00	2454 11/29/21	
	12/15/21	21-3		V146718	0356 CITRUS COUNTY CH		1,200.00	.00	69139 12/1/21	
	12/28/21	21-3	83013-01	V147021	20974 MADDEN PREPRINT		34,809.46	-34,809.46	2021-010468 11/30/21	
	01/04/22	25-4		BT010422		8,900.00			BT010422-1	
	01/18/22	25-4		BT011822		35,939.00			BT011822-1	
	01/24/22	17-4	83013-03		20974 MADDEN PREPRINT			.00	MEDIA MARKETING/PR PLAN F	
	01/24/22	18-4	83013-03		20974 MADDEN PREPRINT			28,499.00	CHANGE ORDER - 2	
	01/27/22	21-4	83013-01	V147437	20974 MADDEN PREPRINT		22,940.23	-22,940.23	2021-011016 12/31/21	
TOTAL			MARKETING			611,139.00	145,255.98	434,493.02		31,390.00
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	
	11/09/21	19-2		P-CARD			100.00		PARVANDCAMPINGASSOC	
	12/06/21	19-3		P-CARD			8,000.00		VISIT FLORIDA SERVICE CEN	
	12/06/21	19-3		P-CARD			1,295.00		National Tour Association	
	12/30/21	19-3		P-CARD			2,660.00		VISIT FLORIDA SERVICE CEN	
	12/30/21	19-3		P-CARD			700.00		FLORIDA RV TRADE ASSOC	
	12/30/21	19-3		P-CARD			4,255.00		VISIT FLORIDA SERVICE CEN	
	12/30/21	19-3		P-CARD			80.00		VISIT FLORIDA SERVICE CEN	
TOTAL			TRADE SHOW PROMOTION			50,230.00	17,958.11	.00		32,271.89
54820						.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						.00	.00	.00	BEGINNING BALANCE	
			PRINT MARKETING							

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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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
54825										
					(cont'd)					
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					PRINT MARKETING	.00	.00	.00		.00
54830						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					ONLINE MARKETING	.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	
	11/29/21	21-2		V146642	26560 PAXTON MEDIA GRO		21.88	.00	50016888 11/7/21	
	12/15/21	21-3		V146814	26560 PAXTON MEDIA GRO		21.88	.00	50018622 11/22/21	
	01/13/22	21-4		V147207	26560 PAXTON MEDIA GRO		21.88	.00	50021654 1/2/22	
TOTAL					ADVERTISING	3,000.00	84.56	.00		2,915.44
55100						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,500.00			POSTED FROM BUDGET SYSTEM	
	12/06/21	19-3		P-CARD			70.00		MOBILOCARD	
	12/06/21	19-3		P-CARD			19.78		OFFICEMAX/OFFICEDEPT#6876	
	12/06/21	19-3		P-CARD			49.99		AMZN Mktp US 2Y2LB54U2	
	12/06/21	19-3		P-CARD			118.90		WF WAYFAIR3655426513	
	12/30/21	19-3		P-CARD			72.93		AMZN Mktp US 3B29E89S3	
	01/31/22	19-4		P-CARD			719.97		AMZN Mktp US CJ98E6K33	
TOTAL					OFFICE SUPPLIES	3,500.00	1,051.57	.00		2,448.43
55120						.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						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,700.00			POSTED FROM BUDGET SYSTEM	
	12/06/21	19-3		P-CARD			8.00		AMZN Mktp US 2C5VH3UX2	
	12/06/21	19-3		P-CARD			107.79		WATER - COFFEE DELIVERY	
	12/06/21	19-3		P-CARD			1,761.59		SQ VERTEKS CONSULTING IN	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 13
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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TOTALED ON: FUND,DEPARMTENT

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55200										
	12/30/21	19-3		P-CARD			57.39		WATER - COFFEE DELIVERY	
	01/31/22	19-4		P-CARD			57.39		WATER - COFFEE DELIVERY	
TOTAL				OPERATING SUPPLIES		3,700.00	1,992.16	.00		1,707.84
55205						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				UNIFORMS		.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	
	01/05/22	19-4		WEXPRESS			27.40		Wright Express	
TOTAL				FUEL & LUBES		1,500.00	64.62	.00		1,435.38
55211						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
	12/06/21	19-3		P-CARD			31.19		KIMBALL MIDWEST PAYEEZY	
TOTAL				JANITORIAL SUPPLIES		1,000.00	31.19	.00		968.81
55216						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				SAFETY & ROAD SIGN		.00	.00	.00		.00
55221						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
	12/06/21	19-3		P-CARD			21.58		DD/BR #357458	
	12/30/21	19-3		P-CARD			21.82		DD/BR #343568 Q35	
	01/31/22	19-4		P-CARD			23.70		DD/BR #343568 Q35	
	01/31/22	19-4		P-CARD			20.00		CITRUS COUNTY CHAMBER	
TOTAL				MEALS		3,000.00	87.10	.00		2,912.90
55270						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				150.00			POSTED FROM BUDGET SYSTEM	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 14
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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
55270					COMPUTER ACCESSORIES (cont'd)					
	12/06/21	19-3		P-CARD			142.63		Amazon.com 2C4VL3U62	
	12/06/21	19-3		P-CARD			142.63		Amazon.com 275NN83H0	
TOTAL					COMPUTER ACCESSORIES	150.00	285.26	.00		-135.26
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	
	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	
	12/06/21	19-3		P-CARD			860.00		SOUTHEAST TOURISM SOCIETY	
	12/06/21	19-3		P-CARD			500.00		FSP AMERICAN SPORTFISHING	
	12/30/21	19-3		P-CARD			-6.23		NOTARYFNS-800.422.1555	
	12/30/21	19-3		P-CARD			78.00		PMG FLORIDA	
	12/30/21	19-3		P-CARD			110.18		NOTARYFNS-800.422.1555	
	12/30/21	19-3		P-CARD			9.00		THE BUSINESS JOURNALS	
	12/30/21	19-3		P-CARD			175.00		PP FLORIDAOUTDOOR	
	01/31/22	19-4		P-CARD			300.00		PARVANDCAMPINGASSOC	
	01/31/22	19-4		P-CARD			294.00		THE BUSINESS JOURNALS	
TOTAL					DUES BKS SUBSCR MEM PUBL	15,450.00	6,084.95	.00		9,365.05
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	
	12/30/21	19-3		P-CARD			75.00		FADMO	
	01/31/22	19-4		P-CARD			45.00		CITRUS COUNTY CHAMBER	
	01/31/22	19-4		P-CARD			100.00		VISIT FLORIDA SERVICE CEN	
TOTAL					TRAINING	13,400.00	2,835.00	.00		10,565.00

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 02/22/2022
TIME: 11:16:34

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 15
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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
56000					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					.00	.00	.00		.00
56400					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					.00	.00	.00		.00
58100					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				350,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL					350,000.00	.00	.00		350,000.00
58200					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					.00	.00	.00		.00
58221					.00	.00	.00	BEGINNING BALANCE	
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	
01/04/22	25-4		BT010422		-8,900.00			BT010422-1	
01/18/22	25-4		BT011822		-35,939.00			BT011822-1	
TOTAL					380,103.00	.00	1,500.00		378,603.00
59100					.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					998.00	998.00	.00		.00
59123					.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: 02/22/2022
TIME: 11:16:34

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 16
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H') and expldgr.key_orgn='2122'
ACCOUNTING PERIODS: 1/22 THRU 4/22

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					3,401,443.00	491,752.50	590,226.52		2,319,463.98
TOTAL FUND - VISITOR & CONV BUREAU					3,401,443.00	491,752.50	590,226.52		2,319,463.98
TOTAL REPORT					3,401,443.00	491,752.50	590,226.52		2,319,463.98

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION