
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 April 13 Agenda

Move to approve April 13th TDC meeting agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approval of March 9 Meeting Minutes

Move to approve February 9th TDC meeting minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Madden Media - Updates and Opportunities

Receive presentation and provide staff with direction as necessary.

E. DIRECTORS/MEDIA REPORT

1. TDC- Brand USA Travel Week - Frankfurt

Approve and recommend to BOCC, if selected, registration and travel for 2 participants at the Brand USA Annual Travel Week UK & Europe 2022, September 26-29.

2. TDC - CCA STAR Tournament Marketing

Information only

3. TDC - Visitor Guide Draft

Review the visitor guide draft and provide staff with direction as necessary.

4. TDC - Destination Update

Information only

5. 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 April 13 Agenda				
AGENDA DATE:	April 13, 2022				
<u>BRIEF OVERVIEW:</u> April 13th 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> Move to approve April 13th TDC meeting agenda					



Citrus County Tourist Development Council
Agenda
April 13, 2022

A. Call to Order

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

B. Approve Minutes of Meeting

- B.1. Approve March 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. Madden Media – Updates and Opportunities

E. Directors/Media Report (John Pricher)

- E.1. 2022 Brand USA Travel Week – Frankfurt
- E.2. CCA STAR Tournament Marketing
- E.3. Visitor Guide Draft
- E.4. VCB Destination Updates
- E.5. 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, May 11, 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 March 9 Meeting Minutes				
AGENDA DATE:	April 13, 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
March 9, 2022

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:00 am on March 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, Randy Oliver

Public in Attendance: Jade White, Shaunda Burdette, Steven Pritchard, Terry Green

4. **New Members Oath** – Dr. Paresh Desai, Michael Mancke and Mike Engiles signed the Oath of Office as reappointed members of the TDC.

5. Adoption of the Agenda

Adoption of the March 9, 2022 agenda as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

B. Approve Minutes of Meeting

Approve the February 9, 2022 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Jacquie Hepfer
SECONDER	Cindi Guy
AYES	

C. Open to the Public

None

D. Presentations

D.1 Collateral Materials Grants

The Valerie Theatre – Comedy Series and Jason Petty – Steven Pritchard presented the applications for \$1,500 each for printing materials in support of the upcoming Comedy Series with Etta May happening on April 9, 2022, Williams and Ree happening on April 30, 2022, and Jason Petty happening on May 7, 2022. Prichard was asked to provide a report that shows the locations of where tickets are purchased from. Request is \$1,500 for the Comedy Series and another \$1,500 for Jason Petty. Jacquie Hepfer moved to approve. Mike Engiles second. Motion carried unanimously.

D.2 Special Events Grants

Citrus County Education Foundation – Dragon Boat Festival – Shaunda Burdette presented the application for \$7,500 for the Dragon Boat Festival happening on November 5, 2022, at Lake Hernando. Burdette commentated that the Dragon Boat circuit took a big hit after Covid except for the Dragon Boat Festival in Lake Hernando which was named the largest in the nation bringing people in from 7 states and 3 countries. This year they are hoping for a 20% increase. Request is \$7,500 in marketing

assistance. Jacquie Hepfer moved to approve. Mike Shoemaker second. Motion carried unanimously.

Homosassa Civic Club – Homosassa Arts, Crafts & Seafood Festival – Terry Green presented the application for \$1,500 for the Homosassa Arts, Crafts & Seafood Festival happening on November 12-13, 2022. They hit their record of 12K visitors in 2019 and have been working to increase attractiveness of the festival by concentrating on fine arts and fine crafts. Vendor numbers were lower last year due to people not wanting to travel because of Covid, but they expect vendor numbers to bounce back this year. Request is \$1,500 in marketing assistance. Cindi Guy moved to approve. Jacquie Hepfer second. Motion carried unanimously.

Chamber of Commerce – Manatee Festival – Jade White presented the application for \$1,500 for the 36th Annual Manatee Festival happening on January 14-15, 2023. There were 265 out of county vendors in 2022, and currently have 47 verified room nights through local lodging. The Manatee Festival benefits the community through donations to local organizations. Request is \$1,500 in marketing assistance. Cindi Guy moved to approve. Jacquie Hepfer second. Motion carried unanimously.

Chamber of Commerce – Floral City Strawberry Festival – Jade White presented the application for \$1,500 for the 36th Annual Floral City Strawberry Festival happening on March 4-5, 2023. This festival serves as a salute to local agriculture. In 2022, they added an additional bus route from downtown Floral City which was well received by the community. There were 134 out of county vendors and an estimate of 16K visitors. Request is \$1,500 in marketing assistance. Jacquie Hepfer moved to approve. Cindi Guy second. Motion carried unanimously.

E. Director's/Media Report – John Pricher

John Pricher presented the Director's Report. Discussed the STR Report and financials. Occupancy is solid and RevPAR shows a \$20 increase. Tax revenue is up 52% and we are up 28% year over year. True up number is expected in April. Jodi Sanders gave an update on social media and FAM Tours. Shared the dining rack card and discussed ideas on ways to improve and commented that she hopes to have a mockup for the 2023 visitor's guide by the next meeting. Video engagement is up 22% with help from Captain Mike Anderson's monthly tackle tips and we have also seen a 185% increase in reels interactions. Upcoming FAM Tours include Bill Vanderford, writer for Lakeside News, Getaways for Grownups, and Audiotravels travel podcast from Germany. Jodi shared a few deliverables from recent FAM Tours. Terry Natwick commented on a FAM Tour later this month through Lieb Management. There will be 15 people from CANUSA including the CEO, VP of Project Management, Project Manager for Florida and 12

travel agents. CANUSA is the largest travel operator in Germany. John Pricher commented that the Step into Awesome video won a Tucson ADDY Award.

F. Other Business

City of Inverness – Jacquie Hepfer
None

City of Crystal River – Cindi Guy

Cindi Guy commented on the repainting of the Crystal River water tower. Also commented that she will be unable to attend the April TDC meeting.

Other Comments:

Mike Engiles commented on increased stay opportunities through different programs such as Open House for front line employees and the CTA (Certified Tourism Ambassador) Certificate.

G. Open to the Public

Shaunda Burdette commented that the CCEF works continuously to bring new teachers to Citrus County and is excited to learn and share more about what there is to do in the area so they will want to make Citrus County their home.

Chairman Davis called for adjournment at 10:52 am The next regular meeting will be Wednesday, April 13, 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 - Madden Media - Updates and Opportunities
AGENDA DATE:	April 13, 2022

BRIEF OVERVIEW:

Madden Media will present updates on the currently running campaigns along with potential new marketing opportunities. Included with this item is a slice of information from the Voyage platform. Madden will go into further detail of the information.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

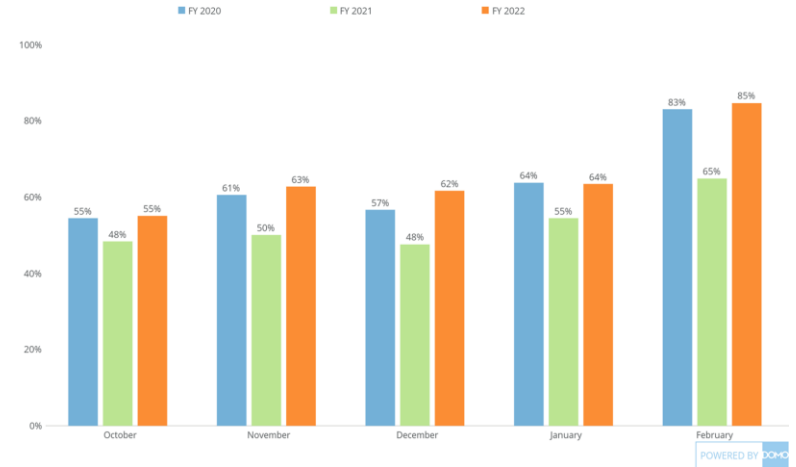
Receive presentation and provide staff with direction as necessary.

Voyage Lodging Insights

Hotel Lodging & Visitation

- In FY '22 (Oct-Feb), a total of 11k visitors (86% overnight) came to Crystal River and stayed on average 3.1 days.
- In FY '20 and FY '22, we see similar rates in occupancy, with the trend steadily rising. Expectedly, there is a dip in FY '21, assumingly due to the COVID-19 pandemic.
- Based on the chart to the right, we can make fair claims that occupancy rates in Crystal River have returned to pre-pandemic levels.

Occupancy Rate, FY '22 vs FY '21 vs FY '20

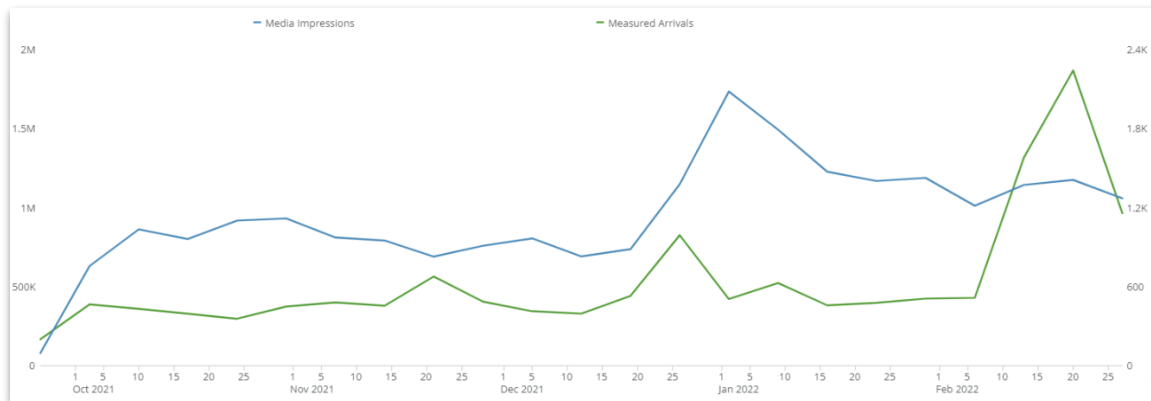


Voyage Media Insights

Media Performance & Arrivals

- In FY '22 (Oct-Feb), we have observed 282k clicks, 21M impressions with a CTR of 1.4%, and 1.5M video views
- Media impressions & Measured Arrivals in FY '22 are consistent with our expectations. Upticks in visitation seen to the right, were likely due to the holidays.
- Media impressions spike in early 2022 and then level off until present. Although Media Impressions are steady, we see another noticeable increase in Measured Arrivals in February.

Measured Arrivals & Paid Media Impressions





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC- Brand USA Travel Week - Frankfurt
AGENDA DATE:	April 13, 2022

BRIEF OVERVIEW:

Brand USA will be hosting its annual travel week, September 26 through 29, in Frankfurt, Germany. We have submitted our interest, at no cost, in being included as one of the participants. A similar event was hosted by Brand USA leading up to World Travel Market and we heard positive reviews from colleagues. The annual event brings together key players in the U.S., U.K. and European travel industry to discuss trends, challenges, and the opportunity to drive future visitation to the United States from the U.K. and European markets. Funds exist within the current budget to attend due to the cancellation of ITB Berlin. Additional opportunities for sales calls could be arranged through Leib while we are in market. The registration cost for 2 participants is \$9500.

BUDGET IMPACT/FUNDING SOURCE:

Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance*
2122-54000	Travel & Per Diem	\$56,000	\$15,778	0	\$40,222

*Prior to approval

RECOMMENDED ACTION:

Approve and recommend to BOCC, if selected, registration and travel for 2 participants at the Brand USA Annual Travel Week UK & Europe 2022, September 26 -29.

John O. Pricher

From: Irish.Carroll@milespartnership.com
Sent: Wednesday, March 23, 2022 9:23 AM
To: Terry A. Natwick
Cc: John O. Pricher
Subject: [EXTERNAL]Brand USA - Register Your Interest Today for Brand USA Travel Week U.K. & Europe 2022 and Media & C-Suite events

WARNING: This email originated from an external Domain **DO NOT CLICK** unless you recognize the sender and know the content is safe.

Terry:

With regard to 2022 Travel Week, please click below and register you interest in attending.

It doesn't lock you in, but it gets you on the list.

Thanks.

Irish

From: Brand USA Travel Week Europe <info@brandusatravelweekeurope.com>
Sent: Tuesday, March 15, 2022 2:01 PM
To: Irish.Carroll@milespartnership.com
Subject: Reminder: Register Your Interest Today for Brand USA Travel Week U.K. & Europe 2022 and Media & C-Suite events

[EXTERNAL EMAIL]

To view this email as a web page, go [here](#).



U.K. & EUROPE 2022



Dear Irish,

We wanted to remind you to register your interest for **Brand USA Travel Week U.K. & Europe 2022 (Monday, September 26 until Thursday, September 29, 2022)** in **Frankfurt, Germany**. The annual event will bring together key players in the U.S., U.K. and European travel industry to discuss trends, challenges, and the opportunity to drive future visitation to the United States from the U.K. and European markets.

Please register your interest by completing the below form by Friday, April 22, 2022.

More information will follow in due course.

Register Your Interest*

**Registration is subject to the Brand USA Travel Week U.K. & Europe 2022 Terms and Conditions. Brand USA reserves the right to make selections to ensure geographic and branding diversity consistent with its corporate purpose pursuant to the Travel Promotion Act of 2009, as amended.*

**NEW: MEDIA AND C-SUITE EVENTS AT BRAND
USA TRAVEL WEEK U.K. & EUROPE 2022**

Brand USA is hosting a separate media track where U.S. exhibitors can bring PR representatives to meet with U.K. & European media and pitch story ideas on-site at Brand USA Travel Week U.K. & Europe 2022. The Media track will take place on Monday, September 26 - Wednesday, September 28. The cost to bring a PR representative will be \$2,000. To register your interest in attending, please fill in the form below.**

[Register your interest for the media track](#)

Additionally, there will be a C-suite track taking place at Brand USA Travel Week U.K. & Europe 2022. Attendance will be free of charge.**

More information regarding both events will follow in due course along with official registration.

***prerequisite to participation is having a table at Brand USA Travel Week U.K. & Europe 2022*

If you have any questions, please reach out to your Brand USA representative or contact Info@BrandUSATravelWeekEurope.com.

Kind regards,

Brand USA Travel Week U.K. & Europe team



Mailing Address:

Brand USA
1725 Eye Street NW Eighth Floor
Washington, DC 20006, US

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

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AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - CCA STAR Tournament Marketing
AGENDA DATE:	April 13, 2022

BRIEF OVERVIEW:

The CCA STAR Tournament and the VCB has been a successful partnership. Provided here is the scope of services for the upcoming new contract. The contract will be created by the County. The only significant change from the previous 3 year contract is the cost of the 3rd year, when Citrus County would host the annual banquet, has increased.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Information only

Included in your partnership of Florida STAR, Discover Crystal River will be provided the following:

2022, 2023, 2024 Destination County \$10,000 for 2022, 2023, 2024 & \$15,000 for 2024 Awards Banquet Partner

- Citrus County Visitors Bureau will be on the major forms of print advertising created for STAR. This includes but is not limited to brochures, flyers, press releases and print ads.
- CCVCB area to have the ability to host pre-tournament event in May to feature the release of additional redfish in this area.
- CCVCB area will be provided four additional tagged redfish increasing the ability of anglers to have an opportunity to catch a STAR tagged redfish.
- Press Release announcing the partnership between STAR and CCVCB as well as the release of additional tagged redfish in Citrus County will be sent to all media contacts; newsprint, magazine, radio and television
- Video footage to be shot of release in CCVCB to be used in social media and for use by CCVCB.
- CCVCB logo will appear in the 25,000 registration brochures that will be displayed in retail outlets, marinas, bait & tackle shops and other locations.
- CCVCB will appear on 20,000 official STAR measuring devices.
- CCVCB is given the right to use the official CCA STAR Florida logo in its public and media relations and to promote their area as having additional STAR tagged redfish.
- CCVCB will appear in two specialized email campaigns to registered STAR anglers and 20,000 CCA members promoting the release of additional fish in Discover Crystal River waters.
- Link on website: www.ccaflstar.com
- CCVCB location & the release of additional fish in their waters to be promoted in Social & digital media promotions by STAR April -September
- CCVCB literature will be displayed at the STAR Media Day, April 2022, 23 & 24 in prime locations. Partner is responsible for providing all necessary literature.
- CCVCB banner stands and signage will be displayed at the STAR Awards banquet in prime locations. CCVCB is responsible for providing all necessary banners/banner stands and signage.
- CCVCB literature will be displayed at STAR events and awards banquet

- CCVCB will be given first right-of-refusal to renew sponsorship for 2025
- CCVCB logo on STAR banquet awards ceremony T-shirts
- CCVCB logo on STAR banquet awards photo 10 x 10 banner
- CCVCB table at STAR banquet with gift
- Based on Destination Sponsorship for 2022, 2023 & 2024 and the facility for banquet will meet our requirements for space to accommodate 500 with display space for boats, raffle and stage with the venue allowing STAR to provide our own caterer and supply the alcoholic beverages we offer CCVCB the Awards Banquet partnership which would bring the STAR Awards banquet to your area in 2024 and CCVCB would be the Awards Ceremony sponsor.



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Visitor Guide Draft				
AGENDA DATE:	April 13, 2022				
<u>BRIEF OVERVIEW:</u>					
The potential redesign of the visitor guide has begun. This draft is the direction we believe that will continue to make the guide inspirational, informative and effective.					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u>					
Review the visitor guide draft and provide staff with direction as necessary.					

DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS

Citrus County Visitors & Convention Bureau
915 North Suncoast Boulevard
Crystal River, FL 34429

DISCOVER
CRYSTAL RIVER
FLORIDA



FLORAL CITY || HOMOSASSA || INVERNESS



VISITORS GUIDE

www.DiscoverCrystalRiverFL.com

A SMALL TOWN DONE RIGHT



VISITING INVERNESS

The lakefront City of Inverness offers the best of the outdoors, history, and dining. From cycling the Withlacoochee State Trail and fishing in the Tsala Apopka chain of lakes to rich Elvis history and enjoying a meal or drink in the downtown square, this beautifully quaint town is sure to impress those looking to escape the hustle and bustle.

1

TOURIST INFORMATION CENTER: (352) 794-5506

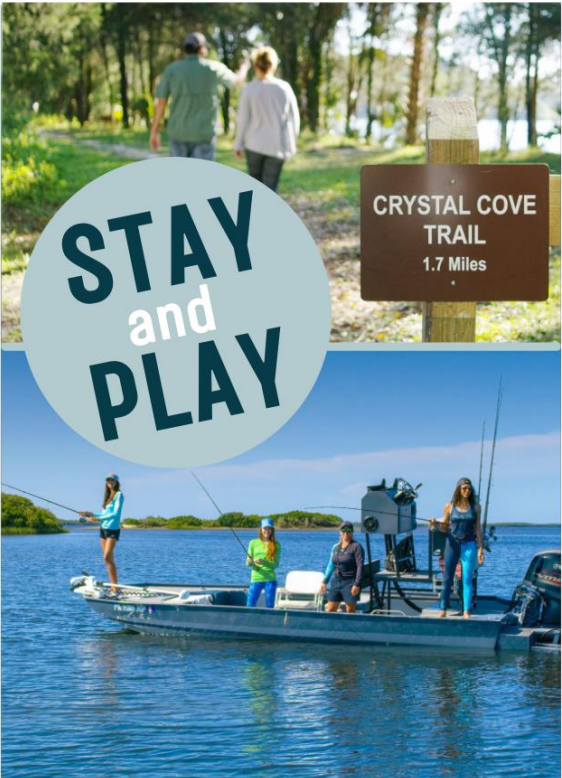
Discover more
about visiting
Inverness
HERE



www.DiscoverCrystalRiverFL.com

2

Hotels • B&B's	Address	Website	Phone
CRYSTAL RIVER			
Best Western	614 NW Hwy 19	bestwestern.com	(352)7953171
Crystal Blue Lagoon	244 NE 2nd Court	crystalbluelagoonbb.com	(352)220-1488
Crystal River Lullaby	4085 W. St. Martins Rd.	lullabybb.com	
Crystal River Motel	1151 US Hwy 19		(352)794-6185
Days Inn	2380 NW Hwy 19	visitcrystalriver.com	(352)795-2111
Crystal Blue Lagoon	244 NE 2nd Court	crystalbluelagoonbb.com	(352)220-1488
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FLORAL CITY			
Sunshine Lodge	9161 E. Devil's Neck Rd.	sunshinelodgefl.com	(352)344-1025
HOMOSASSA			
Chassahowitzka Hotel	8551 W. Miss Maggie Dr.	chazhotel.com	(877)807-7783
Chassahowitzka Hotel	8551 W. Miss Maggie Dr.	chazhotel.com	(877)807-7783
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Chassahowitzka Hotel	8551 W. Miss Maggie Dr.	chazhotel.com	(877)807-7783
INVERNESS			
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
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Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515



Experience the joys of southern hospitality and small town charm when you spend the night at one of our amazing lodging locations! From character filled motels and one of a kind B&Bs to waterfront resorts and well known staples, Citrus County offers the perfect stay for everyone!

Discover more about our vacation rentals and other lodging locations **HERE** →



DIVE INTO SUMMER FUN!

Diving for scallops is described as an underwater Easter egg hunt, making it the perfect summer vacation activity for the whole family. Lush seagrass meadows grow in the warm, shallow water of the Gulf of Mexico right off the coast of Citrus County. Here you will find delicious scallops to fill your bag. After a day of fun in the sun, bring your cleaned catch to one of many local restaurants where they will whip you up the freshest dinner you've ever enjoyed; after all, the best dinner is one you caught yourself, but didn't have to cook!

Discover more about
scallop diving in Citrus County
HERE →



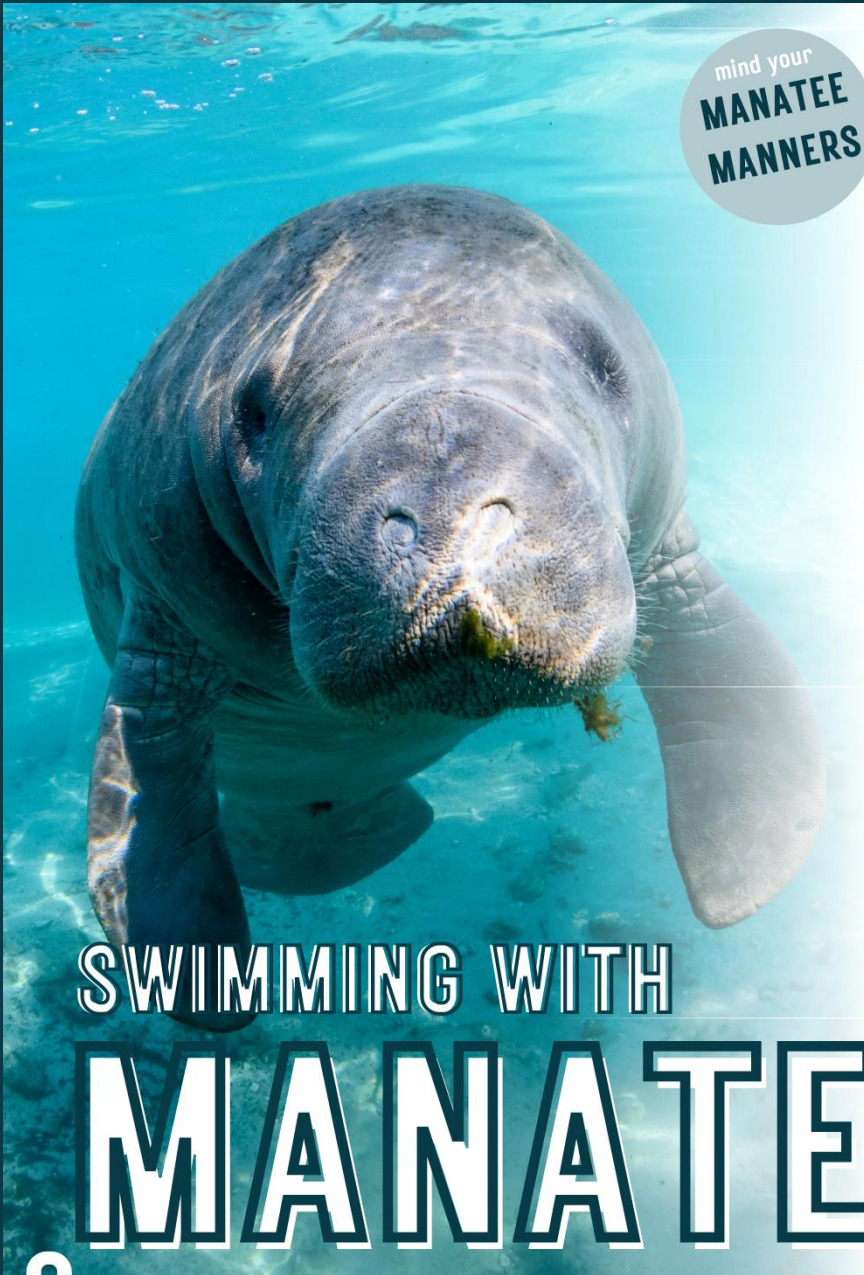
FOODIE FAVORITES

Crystal River and the rest of Citrus County is a seafood lovers dream with fresh catches coming in daily. There's no shortage of delicious turf meals either with our local eateries serving up everything from world class steaks to towering jumbo burgers. A delicious meal isn't complete with out a tasty drink to pair with it. Choose from locally brewed beers from one of our favorite local breweries,

handcrafted cocktails along the riverfront, and fine wines selected by professionals. Whatever your taste, you're sure to find the perfect local fare.

Discover more about our
Insta-worthy dining options
HERE





mind your
**MANATEE
MANNERS**

SWIMMING WITH MANATEES

Crystal River and Homosassa are known as the Manatee Capital of the World as this area serves as a vital winter refuge for manatees thanks to a network of spring fed rivers that stay 72 degrees Fahrenheit year-round. As one of only a few places in the world where you can have the in-water experience of swimming with manatees in their own natural environment, it is a privilege, as well as a responsibility our community takes seriously and our in-water guides are trained to make sure that this beloved threatened species is treated with the utmost care and respect. All swimmers on manatee tours learn their "Manatee Manners" before ever getting in the water.

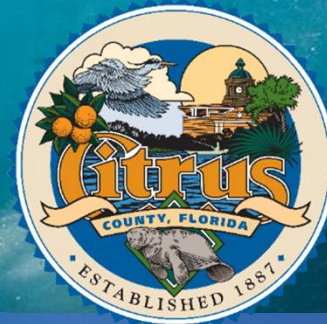


Discover more about
swimming with
manatees, minding your
manatee manners and
find a guide service
HERE



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Destination Update				
AGENDA DATE:	April 13, 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 TOURIST DEVELOPMENT COUNCIL April 13, 2022

DISCOVER
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FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS



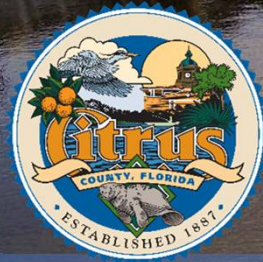


CALL TO ORDER

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



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



ADOPTION OF THE AGENDA

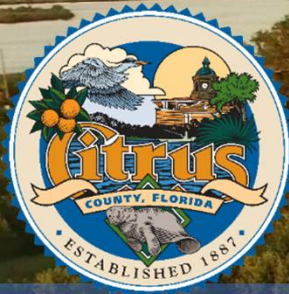


DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS

APPROVAL OF THE MINUTES

Approve March 9th
TDC Minutes





OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL



PRESENTATIONS

- Madden Media – Updates and Opportunities



JOHN PRICHER

CITRUS COUNTY VISITORS & CONVENTION BUREAU

DIRECTOR'S REPORT

- 2022 Brand USA Travel Week – Frankfurt
- CCA STAR Tournament Mktg
- Visitor Guide Draft
- VCB Destination Updates
- Financials



DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS

Citrus County Visitors & Convention Bureau
915 North Suncoast Boulevard
Crystal River, FL 34429

DISCOVER
CRYSTAL RIVER
FLORIDA

FLORAL CITY || HOMOSASSA || INVERNESS



VISITORS GUIDE

www.DiscoverCrystalRiverFL.com

A SMALL TOWN DONE RIGHT



VISITING INVERNESS

The lakefront City of Inverness offers the best of the outdoors, history, and dining. From cycling the Withlacoochee State Trail and fishing in the Tsala Apopka chain of lakes to rich Elvis history and enjoying a meal or drink in the downtown square, this beautifully quaint town is sure to impress those looking to escape the hustle and bustle.

1

TOURIST INFORMATION CENTER: (352) 794-5506



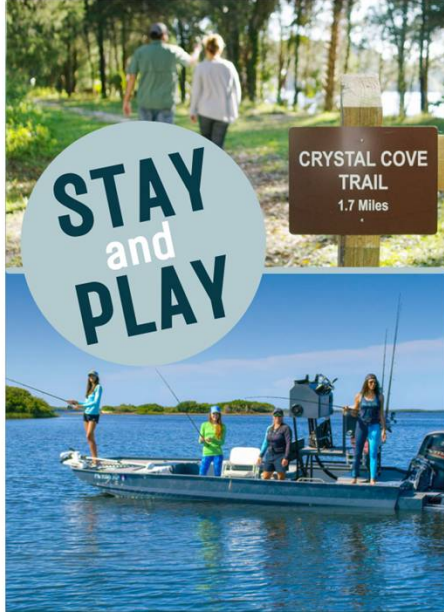
Discover more
about visiting
Inverness
HERE



2

www.DiscoverCrystalRiverFL.com

Hotels • B&B's	Address	Website	Phone
CRYSTAL RIVER			
Best Western	614 NW Hwy 19	bestwestern.com	(352)7953171
Crystal Blue Lagoon	244 NE 2nd Court	crystalbluelagoonbb.com	(352)220-1488
Crystal River Lullaby	4085 W. St. Martins Rd.	lullabybb.com	
Crystal River Motel	1151 US Hwy 19		(352)794-6185
Days Inn	2380 NW Hwy 19	visitcrystalriver.com	(352)795-2111
Crystal Blue Lagoon	244 NE 2nd Court	crystalbluelagoonbb.com	(352)220-1488
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Crystal Blue Lagoon	244 NE 2nd Court	crystalbluelagoonbb.com	(352)220-1488
FLORAL CITY			
Sunshine Lodge	9161 E. Devil's Neck Rd.	sunshinelodgefl.com	(352)344-1025
HOMOSASSA			
Chassahowitzka Hotel	8551 W. Miss Maggie Dr.	chazhotel.com	(877)807-7783
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Chassahowitzka Hotel	8551 W. Miss Maggie Dr.	chazhotel.com	(877)807-7783
INVERNESS			
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515
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Central Motel	721 US Hwy 41 N.	centralmotel.com	(352)726-4515



STAY and PLAY

Experience the joys of southern hospitality and small town charm when you spend the night at one of our amazing lodging locations! From character filled motels and one of a kind B&Bs to waterfront resorts and well known staples, Citrus County offers the perfect stay for everyone!

Discover more about our vacation rentals and other lodging locations [HERE](#) →



DIVE INTO SUMMER FUN!

Diving for scallops is described as an underwater Easter egg hunt, making it the perfect summer vacation activity for the whole family. Lush seagrass meadows grow in the warm, shallow water of the Gulf of Mexico right off the coast of Citrus County. Here you will find delicious scallops to fill your bag. After a day of fun in the sun, bring your cleaned catch to one of many local restaurants where they will whip you up the freshest dinner you've ever enjoyed; after all, the best dinner is one you caught yourself, but didn't have to cook!

Discover more about
scaloping in Citrus County
HERE →





100k views

View all 1205 comments

1 DAYS AGO



100k views

View all 1205 comments

1 DAYS AGO

7

TOURIST INFORMATION CENTER: (352) 794-5506

FOODIE FAVORITES

Crystal River and the rest of Citrus County is a seafood lovers dream with fresh catches coming in daily. There's no shortage of delicious turf meals either with our local eateries serving up everything from world class steaks to towering jumbo burgers. A delicious meal isn't complete with out a tasty drink to pair with it. Choose from locally brewed beers from one of our favorite local breweries, handcrafted cocktails along the riverfront, and fine wines selected by professionals. Whatever your taste, you're sure to find the perfect local fare.

Discover more about our Insta-worthy dining options **HERE**





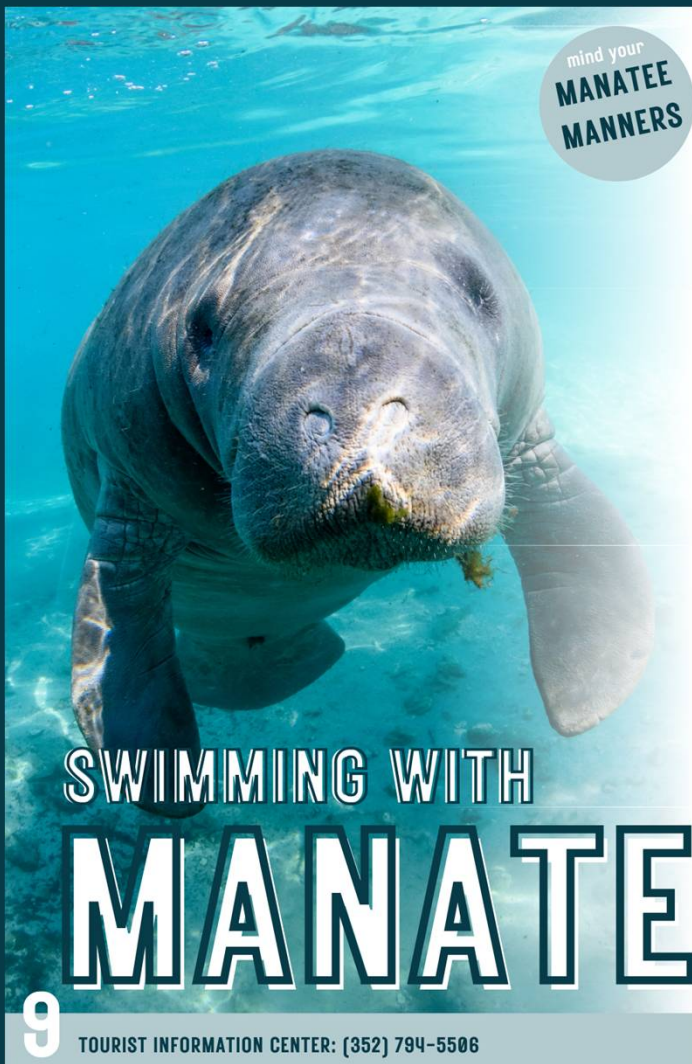
100k views

View all 1205 comments

1 DAYS AGO

www.DiscoverCrystalRiverFL.com

8



Crystal River and Homosassa are known as the Manatee Capital of the World as this area serves as a vital winter refuge for manatees thanks to a network of spring fed rivers that stay 72 degrees Fahrenheit year-round. As one of only a few places in the world where you can have the in-water experience of swimming with manatees in their own natural environment, it is a privilege, as well as a responsibility our community takes seriously and our in-water guides are trained to make sure that this beloved threatened species is treated with the utmost care and respect. All swimmers on manatee tours learn their "Manatee Manners" before ever getting in the water.



Discover more about
swimming with
manatees, minding your
manatee manners and
find a guide service
HERE



www.DiscoverCrystalRiverFL.com

10

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SOURCE: STR, INC.
MONTHLY COMPARISON:
February 2022 v 2022

	OCC %		ADR \$		RevPAR \$		Current Month February 2022 vs 2021					
	2022	2021	2022	2021	2022	2021	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	84.7	64.8	131.21	100.75	111.19	65.31	30.7	30.2	70.3	70.3	0.0	30.7
Hernando	85.4	64.2	112.70	86.57	96.28	55.57	33.1	30.2	73.2	73.2	0.0	33.1
Pasco	85.8	73.1	125.05	97.69	107.32	71.40	17.4	28.0	50.3	57.8	5.0	23.3
Charlotte	85.1	65.8	187.70	119.80	159.79	78.78	29.5	56.7	102.8	102.8	0.0	29.5
Florida	76.5	58.8	211.11	148.52	161.41	87.27	30.1	42.1	85.0	96.0	6.0	37.9

SOURCE: STR, INC.

YTD COMPARISON: February 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 – February 2022 vs 2021					
	2022	2021	2022	2021	2022	2021	OCC	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Citrus	73.6	59.3	122.17	96.74	89.87	57.40	24.0	26.3	56.6	56.6	0.0	24.0
Hernando	79.0	63.1	109.79	85.56	86.69	53.96	25.2	28.3	60.7	60.7	0.0	25.2
Pasco	79.3	67.9	116.92	90.70	92.76	61.56	16.9	28.9	50.7	58.2	5.0	22.7
Charlotte	78.6	62.0	160.94	104.67	126.50	64.93	26.7	53.8	94.8	94.8	0.0	26.7
Florida	69.3	53.2	194.99	137.89	135.16	73.32	30.4	41.4	84.3	95.7	6.2	38.4

TOURISM DEVELOPMENT TAX

February 2021 Revenue

\$ 188,696.29

\$ 78,221.81

February 2022 Revenue

\$ 266,918.10

41.45 %

5th Penny Allocation

\$ 53,383.62

Total Capital Reserve

\$ 424,450.86

2020-21 Fiscal Year Revenue to Date

\$ 756,678.05

2021-22 Fiscal Year Revenue to Date

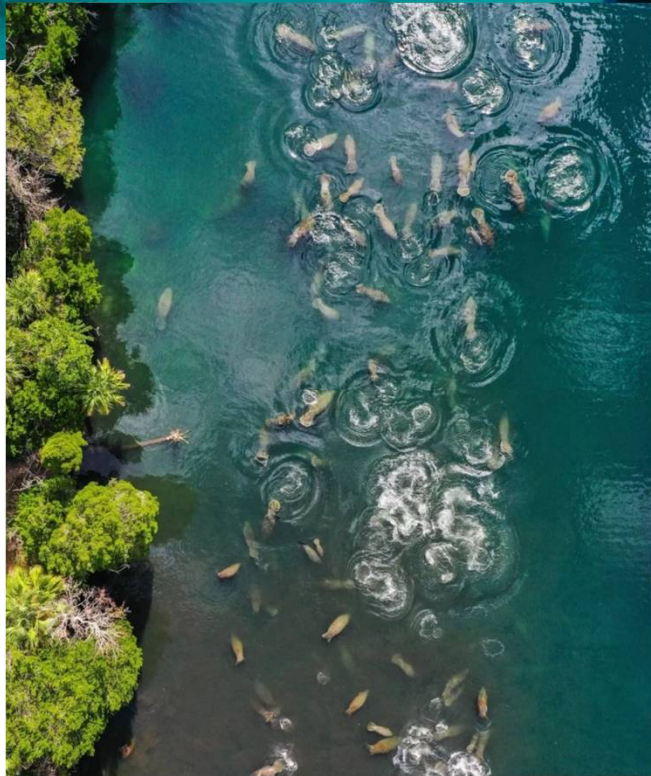
\$ 1,065,322.97

\$ 306,644.92 or 28.78% Increase YTD



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Instagram



discovercrystalriver

discovercrystalriver There's a reason Crystal River is known as the Manatee Capital of the World!
Do you know what a group of manatees is called? Comment your best guess down below! 🐬

📷: @jcnicholsphotography

3w

carsonbeachbuke Cuddle Puddle! ❤️
3w 11 likes Reply

megnwetzel Aggregation 🐬 ❤️
3w 2 likes Reply

savecrystalriver @jcnicholsphotography Beautiful shot! 🐬
Could we share this on our social channels, with credit? Thanks!
3w 2 likes Reply

— View replies (2)

mia13g A "manateam" 🐬 ❤️
3w 4 likes Reply

bronxboy59_atthebeach I swam with them last month there. Absolutely awesome experience so gentle and inquisitive! 🐬 ❤️

View Insights

📍📷📷 Liked by jodi_lee_sand and 2,348 others
MARCH 7

😊 Add a comment... Post

Reel
11,760 views

Instagram
24,400 Followers



discovercrystalriver

Discover Crystal River Florida
Published by Miles Saunders · 22h · 🌐

While those swimming with manatees must practice passive observation (more info on those guidelines here: <https://www.discovercrystalriverfl.com/.../on.../manatees/>) there are no rules against manatees giving swimmers a big smooch! 🐬

The more calm and still you stay, the more likely a curious manatee is to come say hello! You can learn all about the swimming with manatees experience on our website: <https://www.discovercrystalriverfl.com/manatee-authority/>

#ManateeMonday



Bird's Underwater Dive Center
March 22 at 2:05 PM · 🌐

We are coming into baby season on the bay! 🐬

More and more mother with calves will be appearing with spring arriving! 🌱

12,937 People reached	1,017 Engagements	— Distribution score	Boost unavailable
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👍❤️ 602 32 Comments 233 Shares



MANATEE CAPITAL OF THE WORLD

DISCOVER CRYSTAL RIVER FLORIDA
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Facebook

Facebook Main
188,904 Followers

Discover Crystal River Fishing
Published by Miles Saunders · March 2 at 10:07 AM · 🌐

With the warming water temperatures, we are beginning to see fish move with a little more aggressive bite. Many of the redfish and trout are finding their way out to the outer islands and deeper holes again. This trend will likely continue as we move into the spring season. The water clarity is improving everyday so dropping the fluorocarbon leader size is crucial. I typically use 20lb for trout and 25lb for redfish depending if there are oyster bars nearby.

Looking ahead t... [See more](#)



3,225 People reached	235 Engagements	— Distribution score	Boost post
-------------------------	--------------------	-------------------------	------------

👍❤️ 97 8 Comments 12 Shares

👍 Like 💬 Comment ➦ Share

Facebook Fishing
23,546 Followers



Follower Comparison



@floridashistoriccoast
42.5k followers



@visitameliaisland
24.5k followers



@visitnewsmyrnabeach
24.5k followers



@discovercrystalriver
24.4k followers



@visit_tally
22k followers



@discoverdaytonabeach
17.7k followers



@ocalamarion
15.6k followers



@discovermartin
14.1k followers



@visitgainesville
12.5k followers



@visitindianriver
12k followers

Insights

Instagram:

Feb. 27th – March 27th

- 395 new followers
- 28.6% increase in non-follower interaction
- 37.5% increase in website click throughs (176 total)

Facebook:

Feb. 27th – March 27th

- 366 new followers
- Fishing page 3-sec. video views saw a 1005% increase (652 total)
- 829,111 total accounts reached

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FLORIDA



FAM TOURS: MEDIA & SALES

Mar. 26-27	Lieb	CANUSA	Germany
April 1-3	VFDE	Sacha & Aliko Rettig	Germany
April 2-4	VFDE	Audio Travels – Barchet	Germany
April 4-6	HWPR	Bucket List Florida – Rubio	USA
May 4-6	HWPR	Golf Stay and Plays - Fulford	USA
May 2-5	VFDE	Free Men's World	Germany

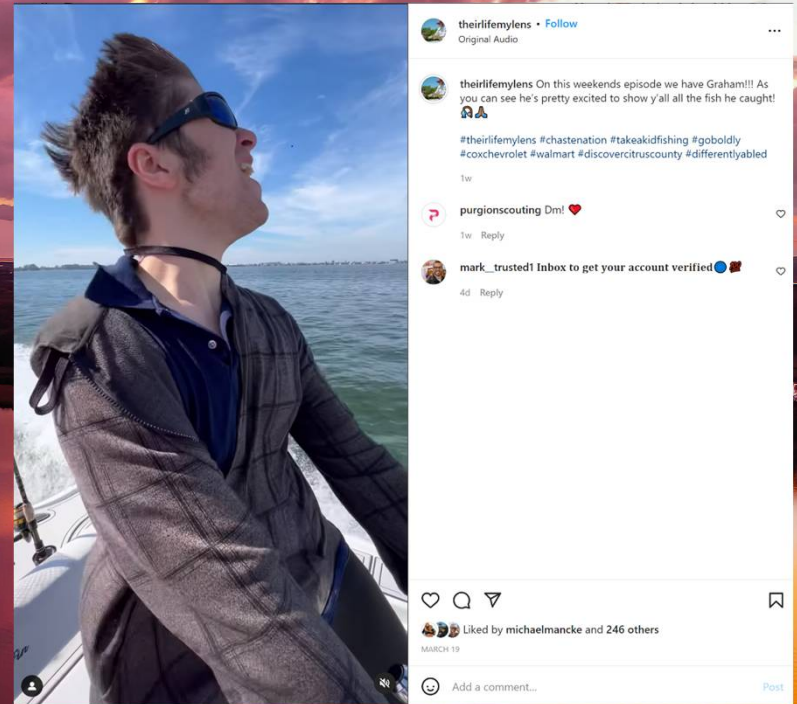
Yu and Cohen FAM Deliverables





Vanderford FAM Deliverables





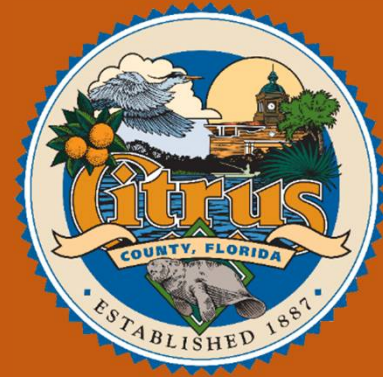
**Their Life My Lens
Deliverables**

SALES ACTIVITY

February 2022

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FLORIDA
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- 
- A photograph of four women on a fishing boat in a body of water. The boat is a dark-colored aluminum fishing boat with a Yamaha outboard motor. The women are dressed in casual fishing attire, including hats, long-sleeved shirts, and leggings. They are holding fishing rods and appear to be enjoying a day of fishing. The background shows a clear blue sky and a distant shoreline with trees.
- Marketing and planning meetings, Gosh PR and Lieb
 - Arranged itinerary for March FAM from CANUSA Germany
 - Continued Follow up with Huddle appointments
 - Organize with neighboring DMO's for Pre and Post IPW FAM Tours
 - Assisted the EDC with Site Inspection group, hosted a lunch with Commissioner Schlabach
 - Attended the Digital Marketing Seminar presented by Horsefly.
 - Numerous other tasks and phone calls regarding sales and marketing.



OTHER BUSINESS BY COUNCIL MEMBERS



OPEN TO THE PUBLIC
PERSONS WISHING TO
ADDRESS THE COUNCIL

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**CITRUS COUNTY
TOURISM DEVELOPMENT
COUNCIL**

Next Meeting: May 11, 2022



AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director				
SUBJECT:	TDC - Financial Reports				
AGENDA DATE:	April 13, 2022				
<u>BRIEF OVERVIEW:</u> Financial updates					
<u>BUDGET IMPACT/FUNDING SOURCE:</u>					
Account No.	Account Title	Current Budget	YTD Expenditures	Encumbrances	Available Balance
					\$0
<u>RECOMMENDED ACTION:</u> Information only					

**CITRUS COUNTY VISITORS AND CONVENTION BUREAU
TOURIST REVENUE TAX COMPARISON**

Month/FY	17-18	18-19	19-20	20-21	21-22	\$ Change	% Change	4%	Capital %
Oct	\$ 119,958.64	\$ 121,483.46	\$ 103,054.10	\$ 149,096.80	\$ 183,408.11	\$ 34,311.31	23.01%	\$ 146,726.49	\$ 36,681.62
Nov	\$ 132,792.64	\$ 115,105.21	\$ 115,550.63	\$ 133,862.76	\$ 186,163.13	\$ 52,300.37	39.07%	\$ 148,930.50	\$ 37,232.63
Dec	\$ 131,153.14	\$ 133,947.52	\$ 134,627.63	\$ 132,538.40	\$ 193,295.49	\$ 60,757.09	45.84%	\$ 154,636.39	\$ 38,659.10
Jan	\$ 135,683.88	\$ 126,136.66	\$ 155,696.36	\$ 154,483.80	\$ 235,538.14	\$ 81,054.34	52.47%	\$ 188,430.51	\$ 47,107.63
Feb	\$ 165,715.03	\$ 165,543.78	\$ 201,771.97	\$ 188,696.29	\$ 266,918.10	\$ 78,221.81	41.45%	\$ 213,534.48	\$ 53,383.62
Mar	\$ 195,507.13	\$ 200,447.21	\$ 230,853.58	\$ 196,058.73					
Apr	\$ 221,607.41	\$ 213,824.89	\$ 138,354.79	\$ 271,040.76					
May	\$ 157,492.31	\$ 154,072.46	\$ 44,487.42	\$ 227,646.74					
Jun	\$ 138,501.24	\$ 156,083.72	\$ 125,316.08	\$ 217,049.40					
Jul	\$ 165,952.92	\$ 165,070.43	\$ 182,233.26	\$ 252,375.77					
Aug	\$ 226,507.69	\$ 223,797.05	\$ 261,955.95	\$ 315,964.32					
Sept	\$ 161,016.72	\$ 140,276.72	\$ 193,666.84	\$ 207,616.59					
Total	\$ 1,951,888.75	\$ 1,915,789.11	\$ 1,887,568.61	\$ 2,446,430.36	\$ 1,065,322.97	\$ 306,644.92	28.78%	\$ 852,258.38	\$ 213,064.59
% Change	35.81%	-1.85%	-1.47%	29.61%					

Capital Reserves Fund

Budget on 10/1/21 \$ 514,153.00

Expenditures

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

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

Revenue

3/26/2020	\$	40,354.38
4/27/2020	\$	46,170.72
5/26/2020	\$	27,670.96
6/26/2020	\$	8,897.48
7/27/2020	\$	25,063.22
8/27/2020	\$	36,446.65
9/27/2020	\$	52,391.19
10/27/2020	\$	38,733.37
11/27/2020	\$	29,819.36
12/27/2020	\$	26,772.55
1/27/2021	\$	26,507.68
2/27/2021	\$	30,896.76
3/27/2021	\$	37,739.26
4/27/2021	\$	39,211.75
5/27/2021	\$	54,208.15
6/27/2021	\$	45,529.35
7/27/2021	\$	43,409.88
8/27/2021	\$	50,475.15
9/27/2021	\$	63,192.86
10/27/2021	\$	41,523.32
11/29/2021	\$	36,681.62
12/28/2021	\$	37,232.63
1/26/2022	\$	38,659.10
2/28/2022	\$	47,107.63
3/28/2022	\$	53,383.62

Available	\$ 742,231.64
------------------	----------------------

Special Project Fund

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

Expenditures

True Up \$ 539,738.00

Awarded

\$	(1,500.00)	Collateral - Comedy Shows
\$	(1,500.00)	Collateral - Jason Petty
\$	(1,500.00)	Event - Homosassa Seafood
\$	(1,500.00)	Event - Florida Manatee
\$	(1,500.00)	Event - Strawberry Festival
\$	(7,500.00)	Event - Dragon Boat Festival

Recommended

Transfers

\$	(18,200.00)	British Airways Marketing
\$	(8,900.00)	Chris Kingree Fishing Marketing Sponsorship
\$	(7,440.00)	FishFlorida.com marketing
\$	(28,499.00)	Marketing Initiatives for Germany
\$	(105,000.00)	Conversant
\$	(35,000.00)	Their Life, My Lens Fishing Show
\$	(7,500.00)	Madden Video Edits
\$	(20,000.00)	Reel Animals - Capt Mike Anderson

Available \$ 735,841.00

Visitors and Convention Bureau

		FY 2022			
		Budget	Revenues	Difference	%
312130	TOURIST TAX	1,500,000	638,724	861,276	43%
361200	MONEY MKT & LGIP INTEREST	3,000	1,328	1,672	44%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		1,503,000	640,052	862,948	

			FY 2022			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	293,953	101,022	173,936	41%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	22,487	7,507	13,576	40%
	52200	RETIREMENT CONTRIBUTIONS	31,681	10,931	18,695	41%
	52300	LIFE & HEALTH INSURANCE	45,357	19,513	22,699	50%
	52400	WORKERS' COMPENSATION	666	234	387	42%
	Sub Total		402,144	139,206	237,293	
2-OPERATING	53100	PROFESSIONAL SERVICES	105,399	44,907	48,380	57%
	53400	OTHER CONTRACTUAL SERV	163,200	79,868	69,045	58%
	53416	SOFTWARE AS A SERVICE	8,240	90	8,150	1%
	54000	TRAVEL & PER DIEM	56,000	13,349	40,222	28%
	54100	COMMUNICATIONS SERVICES	7,959	2,093	5,415	32%
	54201	POSTAGE	24,000	2,932	20,489	15%
	54300	UTILITY SERVICES	9,912	1,827	7,191	27%
	54408	BUILDING RENTAL	24,345	10,143	10,144	58%
	54550	GENERAL LIABILITY CLAIMS	541	-	541	0%
	54600	REPAIR & MAINTENANCE	1,824	520	1,304	29%
	54603	VEHICLE MAINTENANCE	550	-	550	0%
	54604	MAINTENANCE - BUILDINGS	6,604	1,449	5,155	22%
	54605	EQUIPMENT MAINTENANCE	7,020	2,283	4,254	39%
	54615	SOFTWARE MAINT/SUPPORT	1,781	1,895	(114)	106%
	54700	PRINTING & BINDING	11,004	3,320	7,212	34%
	54800	PROMOTIONAL ACTIVITIES	72,500	3,864	60,328	9%
	54807	MARKETING	778,639	189,980	517,988	33%
	54809	TRADE SHOW PROMOTION	50,230	17,958	32,024	36%
	54820	VISIT CITRUS MAGAZINE	37,350	-	12,627	33%
	54921	ADVERTISING	3,000	106	2,872	4%
	55100	OFFICE SUPPLIES	3,500	1,052	2,410	31%
	55200	OPERATING SUPPLIES	3,700	1,992	1,701	54%
	55208	FUEL & LUBES	1,500	115	1,385	8%
	55211	JANITORIAL SUPPLIES	1,000	31	969	3%
	55221	MEALS	3,000	87	2,892	4%
	55270	COMPUTER ACCESSORIES	150	285	(314)	310%

Visitors and Convention Bureau

			FY 2022			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55400	DUES BKS SUBSCR MEM PUBL	15,450	6,085	6,790	56%
	55500	TRAINING	13,400	2,835	10,685	20%
	Sub Total		1,411,798	389,067	880,295	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	350,000	-	350,000	0%
	58221	SPECIAL PROJECTS	212,603	-	212,603	0%
	Sub Total		562,603	0	562,603	
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	580,459	1,680,191	

DATE: 03/29/2022
TIME: 13:32:51

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 1
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	2,571,855.90	
102000	PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS		2,572,555.90	.00
TOTAL ASSETS & OTHER DEBITS		2,572,555.90	.00
TOTAL ASSETS		2,572,555.90	.00
271000	FUND BALANCE		2,513,330.09
TOTAL EQUITY		4,645,851.47	7,218,407.37
TOTAL EQUITIES		4,645,851.47	7,218,407.37
TOTAL VISITOR & CONV BUREAU		7,218,407.37	7,218,407.37

DATE: 03/29/2022
TIME: 13:32:51

CITRUS COUNTY BOARD
PRINT BALANCE SHEETS BY FUND

PAGE NUMBER: 2
STATMN11

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - -	TITLE - - - - -	DEBITS	CREDITS
101000	CASH	1,519,749.87	
	TOTAL CASH & CASH EQUIVALENTS	1,519,749.87	.00
	TOTAL ASSETS & OTHER DEBITS	1,519,749.87	.00
	TOTAL ASSETS	1,519,749.87	.00
271000	FUND BALANCE		1,359,518.61
	TOTAL EQUITY	1,666,206.00	3,185,955.87
	TOTAL EQUITIES	1,666,206.00	3,185,955.87
	TOTAL VISITOR & CONV BUREAU 1ST	3,185,955.87	3,185,955.87
	TOTAL REPORT	10,404,363.24	10,404,363.24

DATE: 03/29/2022
TIME: 13:35:07

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 1
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

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

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

ACCOUNT - - - -	TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312130	TOURIST TAX	1,500,000.00	188,430.51	.00	638,723.89	861,276.11	42.58
361200	MONEY MKT & LGIP INTERES	3,000.00	311.64	.00	961.15	2,038.85	32.04
400100	5% RESERVE	-75,150.00	.00	.00	.00	-75,150.00	.00
400200	CARRY FORWARD	1,973,593.00	.00	.00	.00	1,973,593.00	.00
TOTAL TITLE NOT FOUND		3,401,443.00	188,742.15	.00	639,685.04	2,761,757.96	18.81
TOTAL VISITOR & CONV BUREAU		3,401,443.00	188,742.15	.00	639,685.04	2,761,757.96	18.81

DATE: 03/29/2022
TIME: 13:35:07

CITRUS COUNTY BOARD
REVENUE STATUS REPORT

PAGE NUMBER: 2
REVSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

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

FUND-160H VISITOR & CONV BUREAU 1ST
FUNCTION-170 OTHER SPECIAL REVENUE
ACTIVITY- TITLE NOT FOUND
DEPARMTENT- TITLE NOT FOUND

ACCOUNT - - - -	TITLE - - - -	BUDGET	PERIOD RECEIPTS	RECEIVABLES	YEAR TO DATE RECEIPTS	AVAILABLE BALANCE	YTD/ BUD
312131	1ST CENT TOURIST TAX	350,000.00	47,107.63	.00	159,680.98	190,319.02	45.62
361200	MONEY MKT & LGIP INTERES	1,900.00	187.26	.00	550.28	1,349.72	28.96
400100	5% RESERVE	-17,595.00	.00	.00	.00	-17,595.00	.00
400200	CARRY FORWARD	1,331,901.00	.00	.00	.00	1,331,901.00	.00
TOTAL TITLE NOT FOUND		1,666,206.00	47,294.89	.00	160,231.26	1,505,974.74	9.62
TOTAL VISITOR & CONV BUREAU 1		1,666,206.00	47,294.89	.00	160,231.26	1,505,974.74	9.62
TOTAL REPORT		5,067,649.00	236,037.04	.00	799,916.30	4,267,732.70	15.78

DATE: 03/29/2022
TIME: 13:36:23

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 1
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

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
51200	REGULAR SALARIES & WAGES	293,953.00	19,001.42	.00	101,021.57	192,931.43	34.37
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	1,404.38	.00	7,507.01	14,979.99	33.38
52200	RETIREMENT CONTRIBUTIONS	31,681.00	2,055.95	.00	10,930.52	20,750.48	34.50
52300	LIFE & HEALTH INSURANCE	45,357.00	3,145.05	.00	19,512.87	25,844.13	43.02
52400	WORKERS' COMPENSATION	666.00	44.48	.00	234.17	431.83	35.16
53100	PROFESSIONAL SERVICES	105,399.00	2,333.33	50,491.68	44,907.32	10,000.00	90.51
53400	OTHER CONTRACTUAL SERV	163,200.00	9,500.00	72,600.00	79,868.00	10,732.00	93.42
53416	SOFTWARE AS A SERVICE	8,240.00	.00	.00	89.97	8,150.03	1.09
54000	TRAVEL & PER DIEM	56,000.00	176.99	.00	13,348.86	42,651.14	23.84
54100	COMMUNICATIONS SERVICES	7,959.00	222.20	.00	2,093.15	5,865.85	26.30
54201	POSTAGE	24,000.00	97.81	.00	2,931.86	21,068.14	12.22
54300	UTILITY SERVICES	9,912.00	465.09	8,084.71	1,827.29	.00	100.00
54408	BUILDING RENTAL	24,345.00	2,028.69	.00	10,143.45	14,201.55	41.67
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	260.00	1,304.00	520.00	.00	100.00
54603	VEHICLE MAINTENANCE	550.00	.00	.00	.00	550.00	.00
54604	MAINTENANCE - BUILDINGS	6,604.00	1,408.48	2,963.02	1,449.46	2,191.52	66.82
54605	EQUIPMENT MAINTENANCE	7,020.00	1,495.07	4,736.60	2,283.40	.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	272.00	.00	3,863.75	68,636.25	5.33
54807	MARKETING	778,639.00	44,723.79	522,269.23	189,979.77	66,390.00	91.47
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	106.44	2,893.56	3.55
55100	OFFICE SUPPLIES	3,500.00	.00	.00	1,051.57	2,448.43	30.04
55200	OPERATING SUPPLIES	3,700.00	.00	.00	1,992.16	1,707.84	53.84
55208	FUEL & LUBES	1,500.00	50.12	.00	114.74	1,385.26	7.65
55211	JANITORIAL SUPPLIES	1,000.00	.00	.00	31.19	968.81	3.12
55221	MEALS	3,000.00	.00	.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	.00	.00	6,084.95	9,365.05	39.38
55500	TRAINING	13,400.00	.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	212,603.00	.00	1,500.00	.00	211,103.00	.71
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	88,706.73	663,949.24	580,459.23	2,157,034.53	36.58
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	88,706.73	663,949.24	580,459.23	2,157,034.53	36.58

DATE: 03/29/2022
TIME: 13:36:23

CITRUS COUNTY BOARD
EXPENDITURE STATUS REPORT

PAGE NUMBER: 2
EXPSTA11

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 5/22

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

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

ACCOUNT	TITLE	BUDGET	PERIOD EXPENDITURES	ENCUMBRANCES OUTSTANDING	YEAR TO DATE EXP	AVAILABLE BALANCE	YTD/ BUD
53400	OTHER CONTRACTUAL SERV	400,000.00	.00	.00	.00	400,000.00	.00
58100	AID TO GOVERNMENT AGENCY	150,000.00	.00	.00	.00	150,000.00	.00
58200	DIST OF FUND TO OTHER OR	100,000.00	.00	.00	.00	100,000.00	.00
60080	RES FOR CAPITAL PROJECTS	1,016,206.00	.00	.00	.00	1,016,206.00	.00
	TOTAL 1ST CENT TOURIST TAX	1,666,206.00	.00	.00	.00	1,666,206.00	.00
	TOTAL VISITOR & CONV BUREAU 1	1,666,206.00	.00	.00	.00	1,666,206.00	.00
TOTAL REPORT		5,067,649.00	88,706.73	663,949.24	580,459.23	3,823,240.53	24.56

DATE: 03/29/2022
TIME: 13:37:13

CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 1
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
160-550-552-2122-2122 - VISITOR & CONV BUREAU										
51200	REGULAR SALARIES & WAGES					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				293,953.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					10,773.67		PAYROLL CHARGES	
	10/20/21	22-1					10,098.94		PAYROLL CHARGES	
	11/03/21	22-2					10,073.30		PAYROLL CHARGES	
	11/16/21	22-2					10,098.94		PAYROLL CHARGES	
	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	
	02/09/22	22-5					9,503.61		PAYROLL CHARGES	
	02/23/22	22-5					9,497.81		PAYROLL CHARGES	
TOTAL	REGULAR SALARIES & WAGES					293,953.00	101,021.57	.00		192,931.43
51306	CASUAL LABOR					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL	CASUAL LABOR					7,000.00	.00	.00		7,000.00
51400	OVERTIME					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL	OVERTIME					1,000.00	.00	.00		1,000.00
52100	FICA TAXES					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				22,487.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					801.93		PAYROLL CHARGES-FRINGS	
	10/20/21	22-1					746.54		PAYROLL CHARGES-FRINGS	
	11/03/21	22-2					747.56		PAYROLL CHARGES-FRINGS	
	11/16/21	22-2					746.54		PAYROLL CHARGES-FRINGS	
	12/01/21	22-3					747.56		PAYROLL CHARGES-FRINGS	
	12/08/21	19-3		421			-721.74		ACCRUE PAYROLL 90% OY	
	12/15/21	22-3					747.56		PAYROLL CHARGES-FRINGS	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

DATE: 03/29/2022
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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 2
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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
52100					(cont'd)					
	12/28/21	22-3					771.20		PAYROLL CHARGES-FRINGE	
	01/12/22	22-4					759.24		PAYROLL CHARGES-FRINGE	
	01/26/22	22-4					756.24		PAYROLL CHARGES-FRINGE	
	02/09/22	22-5					703.51		PAYROLL CHARGES-FRINGE	
	02/23/22	22-5					700.87		PAYROLL CHARGES-FRINGE	
TOTAL					FICA TAXES	22,487.00	7,507.01	.00		14,979.99
52200					RETIREMENT CONTRIBUTIONS	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				31,681.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					1,165.71		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					1,092.70		PAYROLL CHARGES-FRINGE	
	11/03/21	22-2					1,089.93		PAYROLL CHARGES-FRINGE	
	11/16/21	22-2					1,092.70		PAYROLL CHARGES-FRINGE	
	12/01/21	22-3					1,089.93		PAYROLL CHARGES-FRINGE	
	12/08/21	19-3		421			-1,049.14		ACCUE PAYROLL 90% OY	
	12/15/21	22-3					1,089.93		PAYROLL CHARGES-FRINGE	
	12/28/21	22-3					1,089.93		PAYROLL CHARGES-FRINGE	
	01/12/22	22-4					1,106.44		PAYROLL CHARGES-FRINGE	
	01/26/22	22-4					1,106.44		PAYROLL CHARGES-FRINGE	
	02/09/22	22-5					1,028.29		PAYROLL CHARGES-FRINGE	
	02/23/22	22-5					1,027.66		PAYROLL CHARGES-FRINGE	
TOTAL					RETIREMENT CONTRIBUTIONS	31,681.00	10,930.52	.00		20,750.48
52300					LIFE & HEALTH INSURANCE	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				45,357.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					37.71		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					2,959.20		PAYROLL CHARGES-FRINGE	
	10/20/21	22-1					154.70		PAYROLL CHARGES-FRINGE	
	11/03/21	22-2					35.26		PAYROLL CHARGES-FRINGE	
	11/05/21	19-2		187			3,732.59		PREPAID INSURANCE	
	11/16/21	22-2					2,959.20		PAYROLL CHARGES-FRINGE	
	11/16/21	22-2					154.70		PAYROLL CHARGES-FRINGE	
	12/01/21	22-3					35.26		PAYROLL CHARGES-FRINGE	
	12/15/21	22-3					35.26		PAYROLL CHARGES-FRINGE	
	12/28/21	22-3					2,959.11		PAYROLL CHARGES-FRINGE	
	12/28/21	22-3					154.70		PAYROLL CHARGES-FRINGE	
	01/12/22	22-4					35.79		PAYROLL CHARGES-FRINGE	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PAGE NUMBER: 3
AUDIT21

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
52300				LIFE & HEALTH INSURANCE	(cont'd)					
	01/26/22	22-4					2,959.64		PAYROLL CHARGES-FRINGE	
	01/26/22	22-4					154.70		PAYROLL CHARGES-FRINGE	
	02/09/22	22-5					33.26		PAYROLL CHARGES-FRINGE	
	02/23/22	22-5					2,957.09		PAYROLL CHARGES-FRINGE	
	02/23/22	22-5					154.70		PAYROLL CHARGES-FRINGE	
TOTAL				LIFE & HEALTH INSURANCE		45,357.00	19,512.87	.00		25,844.13
52400				WORKERS' COMPENSATION		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				666.00			POSTED FROM BUDGET SYSTEM	
	10/06/21	22-1					24.40		PAYROLL CHARGES-WORKERS C	
	10/20/21	22-1					23.36		PAYROLL CHARGES-WORKERS C	
	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	
	02/09/22	22-5					22.24		PAYROLL CHARGES-WORKERS C	
	02/23/22	22-5					22.24		PAYROLL CHARGES-WORKERS C	
TOTAL				WORKERS' COMPENSATION		666.00	234.17	.00		431.83
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

PAGE NUMBER: 4
AUDIT21

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
53100	PROFESSIONAL SERVICES			(cont'd)						
	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	
	02/22/22	21-5	83010-01	V147819	20525 RESEARCH DATA SE		2,333.33	-2,333.33	22-3338 2/1/22	
TOTAL	PROFESSIONAL SERVICES					105,399.00	44,907.32	50,491.68		10,000.00
53400	OTHER CONTRACTUAL SERV					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				163,200.00			POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83014-01		20974 MADDEN PREPRINT			108,600.00	FULL SERVICE MARKETING, A	
	10/01/21	17-1	83014-04		20974 MADDEN PREPRINT			14,000.00	MEDIA/MARKETING/PR PLAN F	
	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	
	02/24/22	21-5	83014-01	V147782	20974 MADDEN PREPRINT		9,500.00	-9,500.00	2022-011515 1/31/22	
TOTAL	OTHER CONTRACTUAL SERV					163,200.00	79,868.00	72,600.00		10,732.00
53416	SOFTWARE AS A SERVICE					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				8,240.00			POSTED FROM BUDGET SYSTEM	
	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	ADMINISTRATION					.00	.00	.00	BEGINNING BALANCE	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 5
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SELECTION CRITERIA: orgn.fund in ('160','160H')
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SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT

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
53441					ADMINISTRATION	(cont'd)				
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					ADMINISTRATION	.00	.00	.00		.00
54000					TRAVEL & PER DIEM	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				56,000.00			POSTED FROM BUDGET SYSTEM	
	10/11/21	21-1		V145857	23817 JOHN PRICHER		60.00	.00	ADV MEALS 10/13-15/21	
	10/11/21	21-1		V145857	23817 JOHN PRICHER		54.20	.00	ADV MILEAG 10/13-15/21	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		117.00	.00	ADV MEALS 10/22-26/21	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		866.00	.00	ADV MEALS 10/29-11/4/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		1,065.00	.00	ADV MEALS 10/29-11/5/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		63.90	.00	ADV MILEAG 10/29-11/5/	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		64.08	.00	ADV MILEAGE 10/22-26/2	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		66.93	.00	ADV MILEAG 10/29-11/4/	
	10/21/21	21-1		V145999	23817 JOHN PRICHER		200.00	.00	ADV INCID 10/29-11/4/2	
	10/21/21	21-1		V146043	24523 THERESA NATWICK		200.00	.00	ADV INCID 10/29-11/5/2	
	10/29/21	19-1		148			843.42		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			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			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	

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EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 7
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54100					COMMUNICATIONS SERVICES (cont'd)					
	12/30/21	19-3		P-CARD			290.09		SPECTRUM	
	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	
	02/09/22	21-5		487304	17174 CENTURYLINK		69.75	.00	320345045 1/9/22	
	02/22/22	21-5		V147839	0549.1 STATE OF FLORIDA		82.53	.00	A39/2Z4354-20220118	
	02/24/22	21-5		487561	17174 CENTURYLINK		69.92	.00	320345045 2/9/22	
TOTAL					COMMUNICATIONS SERVICES	7,959.00	2,093.15	.00		5,865.85
54160					POSTAGE	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL					POSTAGE	.00	.00	.00		.00
54201					POSTAGE	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				24,000.00			POSTED FROM BUDGET SYSTEM	
	11/09/21	19-2		POST INT			172.52		October 2022 Postage	
	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	
	02/08/22	19-5		POST INT			94.25		January 2022 Postage	
	02/23/22	19-5		1040			3.56		2/23 WIRE BOCC 2 CLERK	
TOTAL					POSTAGE	24,000.00	2,931.86	.00		21,068.14
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	

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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
54600	REPAIR & MAINTENANCE			(cont'd)						
02/08/22	21-5	83009-03	V147553	0356 CITRUS COUNTY CH		260.00	-260.00	70566 2/1/22		
TOTAL	REPAIR & MAINTENANCE					1,824.00	520.00	1,304.00		.00
54603	VEHICLE MAINTENANCE					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1					550.00			POSTED FROM BUDGET SYSTEM	
TOTAL	VEHICLE MAINTENANCE					550.00	.00	.00		550.00
54604	MAINTENANCE - BUILDINGS					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1					6,604.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83009-02		0356 CITRUS COUNTY CH				3,004.00	BUILDING MAINTENANCE (LAW	
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		
02/07/22	19-5		851			1,408.48			OCT21-JAN22 CLEANING	
TOTAL	MAINTENANCE - BUILDINGS					6,604.00	1,449.46	2,963.02		2,191.52
54605	EQUIPMENT MAINTENANCE					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1					7,020.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83007-01		18958 ROYAL "T" SYSTEM				4,020.00	STREAM E-LIVE RIVER CAM (	
10/01/21	17-1	83008-01		17052 KONICA MINOLTA B				3,000.00	FOURTH YEAR OF 48 MONTH L	
10/18/21	21-1	83007-01	V146013	18958 ROYAL "T" SYSTEM		335.00	-335.00	8242 10/1/21		
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		
01/13/22	21-4	83008-01	V147174	17052 KONICA MINOLTA B		152.87	-152.87	277318291 12/31/21		
02/10/22	21-5	83008-01	V147615	17052 KONICA MINOLTA B		155.07	-155.07	277937718 1/31/22		
02/23/22	21-5	83007-01	V147825	18958 ROYAL "T" SYSTEM		335.00	-335.00	8401 12/1/21		
02/23/22	21-5	83007-01	V147825	18958 ROYAL "T" SYSTEM		335.00	-335.00	8484 1/1/22		
02/23/22	21-5	83007-01	V147825	18958 ROYAL "T" SYSTEM		335.00	-335.00	8582 2/1/22		
02/23/22	21-5	83007-01	V147825	18958 ROYAL "T" SYSTEM		335.00	-335.00	8320 11/1/21		
TOTAL	EQUIPMENT MAINTENANCE					7,020.00	2,283.40	4,736.60		.00
54615	SOFTWARE MAINT/SUPPORT					.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	SOFTWARE MAINT/SUPPORT					1,781.00	1,894.68	.00		-113.68

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PAGE NUMBER: 10
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SELECTION CRITERIA: orgn.fund in ('160','160H')
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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
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				PRINTING & BINDING		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			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	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 11
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SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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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
54800				PROMOTIONAL ACTIVITIES	(cont'd)					
	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			87.40		VINTAGE ON 5TH	
	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			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	
	02/09/22	21-5		487324	26340 JOHN PRICHER		272.00	.00	PETTY CASH 2/7/22	
TOTAL				PROMOTIONAL ACTIVITIES		72,500.00	3,863.75	.00		68,636.25
54804				CHAMBERS OF COMMERCE		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00		.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		.00	POSTED FROM BUDGET SYSTEM	
TOTAL				INQUIRY RESPONSE		.00	.00	.00		.00
54807				MARKETING		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				548,100.00		.00	POSTED FROM BUDGET SYSTEM	
	10/01/21	17-1	83013-01		20974 MADDEN PREPRINT			523,000.00	MEDIA/MARKETING/PR PLAN F	
	10/03/21	21-1		485543	2377 KSE SPORTSMAN ME		1,250.00	.00	FL699957 9/24/21	
	11/17/21	21-2	83013-01	V146409	20974 MADDEN PREPRINT		77,456.29	-77,456.29	2021-010164 10/31/21	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 12
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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
54807	MARKETING			(cont'd)						
	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	
	02/22/22	25-5		BT022222		167,500.00			BT022222-3	
	02/24/22	21-5	83013-01	V147782	20974 MADDEN PREPRINT		44,723.79	-44,723.79	2022-011516 1/31/22	
	02/24/22	17-5	83013-04		20974 MADDEN PREPRINT			.00	MEDIA MARKETING/PR PLA FO	
	02/24/22	18-5	83013-04		20974 MADDEN PREPRINT			7,500.00	CHANGE ORDER - 3	
	02/24/22	18-5	83013-05		20974 MADDEN PREPRINT			105,000.00	CHANGE ORDER - 3	
	02/24/22	17-5	83013-05		20974 MADDEN PREPRINT			.00	MEDIA MARKETING/PR PLAN F	
	02/24/22	17-5	83013-06		20974 MADDEN PREPRINT			.00	MEDIA MARKETING/PR PLAN F	
	02/24/22	18-5	83013-06		20974 MADDEN PREPRINT			20,000.00	CHANGE ORDER - 3	
TOTAL	MARKETING					778,639.00	189,979.77	522,269.23		66,390.00
54809	TRADE SHOW PROMOTION					.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	VISIT CITRUS MAGAZINE					.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				37,350.00			POSTED FROM BUDGET SYSTEM	
TOTAL	VISIT CITRUS MAGAZINE					37,350.00	.00	.00		37,350.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 13
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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
54825					(cont'd)					
54825						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54830						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54921						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
	10/19/21	21-1		V145989	26560 PAXTON MEDIA GRO		18.92	.00	50013432 10/3/21	
	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	
	02/22/22	21-5		V147808	26560 PAXTON MEDIA GRO		21.88	.00	50023791 1/30/22	
TOTAL						3,000.00	106.44	.00		2,893.56
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						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						.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	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 14
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55200					OPERATING SUPPLIES (cont'd)					
	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	
	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					UNIFORMS	.00	.00	.00	BEGINNING BALANCE	
	09/30/21		11-1			.00			POSTED FROM BUDGET SYSTEM	
TOTAL					UNIFORMS	.00	.00	.00		.00
55208					FUEL & LUBES	.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	
	02/04/22		19-5	WEXPRESS			50.12		Wright Express	
TOTAL					FUEL & LUBES	1,500.00	114.74	.00		1,385.26
55211					JANITORIAL SUPPLIES	.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					SAFETY & ROAD SIGN	.00	.00	.00	BEGINNING BALANCE	
	09/30/21		11-1			.00			POSTED FROM BUDGET SYSTEM	
TOTAL					SAFETY & ROAD SIGN	.00	.00	.00		.00
55221					MEALS	.00	.00	.00	BEGINNING BALANCE	
	09/30/21		11-1			3,000.00			POSTED FROM BUDGET SYSTEM	
	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

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 15
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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)					
55270					COMPUTER ACCESSORIES	.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				150.00			POSTED FROM BUDGET SYSTEM	
	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			110.18		NOTARYFNS-800.422.1555	
	12/30/21	19-3		P-CARD			78.00		PMG FLORIDA	
	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	

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 16
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55500		TRAINING		(cont'd)						
	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
56000		CAPITAL OUTLAY				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		CAPITAL OUTLAY				.00	.00	.00		.00
56400		MACHINERY & EQUIPMENT				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		MACHINERY & EQUIPMENT				.00	.00	.00		.00
58100		AID TO GOVERNMENT AGENCY				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				350,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL		AID TO GOVERNMENT AGENCY				350,000.00	.00	.00		350,000.00
58200		DIST OF FUND TO OTHER ORG				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL		DIST OF FUND TO OTHER ORG				.00	.00	.00		.00
58221		SPECIAL PROJECTS				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				441,642.00			POSTED FROM BUDGET SYSTEM	
	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	
	02/22/22	25-5		BT022222		-167,500.00			BT022222-3	
TOTAL		SPECIAL PROJECTS				212,603.00	.00	1,500.00		211,103.00
59100		TRANSFERS				.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				998.00			POSTED FROM BUDGET SYSTEM	
	10/07/21	19-1		40			998.00		BUDGETED TRANSFERS	
TOTAL		TRANSFERS				998.00	998.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 17
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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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
59123						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				51,188.00			POSTED FROM BUDGET SYSTEM	
	10/07/21	19-1		40			51,188.00		BUDGETED TRANSFERS	
TOTAL						51,188.00	51,188.00	.00		.00
59159						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
60050						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
60080						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
61000						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				972,712.00			POSTED FROM BUDGET SYSTEM	
TOTAL						972,712.00	.00	.00		972,712.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU						3,401,443.00	580,459.23	663,949.24		2,157,034.53
160-550-552-2123-2123 - VISIT CITRUS MAGAZINE										
54201						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00
54820						.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL						.00	.00	.00		.00

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 18
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
TOTAL DEPARMTENT - VISIT CITRUS MAGAZINE					.00	.00	.00		.00
TOTAL FUND - VISITOR & CONV BUREAU					3,401,443.00	580,459.23	663,949.24		2,157,034.53

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CITRUS COUNTY BOARD
EXPENDITURE AUDIT TRAIL

PAGE NUMBER: 19
AUDIT21

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 5/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

FUND - 160H - VISITOR & CONV BUREAU 1ST
DEPARTMENT - 2122H - 1ST CENT TOURIST TAX

ACCOUNT	DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
160H-550-552-2122H-2122H - 1ST CENT TOURIST TAX										
53400				OTHER CONTRACTUAL SERV		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				400,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				OTHER CONTRACTUAL SERV		400,000.00	.00	.00		400,000.00
54830				ONLINE MARKETING		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				ONLINE MARKETING		.00	.00	.00		.00
58100				AID TO GOVERNMENT AGENCY		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				150,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				AID TO GOVERNMENT AGENCY		150,000.00	.00	.00		150,000.00
58200				DIST OF FUND TO OTHER ORG		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				100,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL				DIST OF FUND TO OTHER ORG		100,000.00	.00	.00		100,000.00
58221				SPECIAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL				SPECIAL PROJECTS		.00	.00	.00		.00
60080				RES FOR CAPITAL PROJECTS		.00	.00	.00	BEGINNING BALANCE	
	09/30/21	11-1				1,016,206.00			POSTED FROM BUDGET SYSTEM	
TOTAL				RES FOR CAPITAL PROJECTS		1,016,206.00	.00	.00		1,016,206.00
TOTAL DEPARMTENT - 1ST CENT TOURIST TAX						1,666,206.00	.00	.00		1,666,206.00
TOTAL FUND - VISITOR & CONV BUREAU 1ST						1,666,206.00	.00	.00		1,666,206.00
TOTAL REPORT						5,067,649.00	580,459.23	663,949.24		3,823,240.53

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION