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

CITRUS COUNTY TOURIST DEVELOPMENT COUNCIL
Lecanto Government Building Room 166
3600 W. Sovereign Path
Room 166
Lecanto, FL 34461

AGENDA

Chair Holly L. Davis	Councilmember Jacquie Hepfer	Michael Shoemaker
Vice Chair Mike Engiles	Paresh Desai	Gene McGee
Councilmember Cindi Guy	Michael Mancke	Ashton Srock

A. CALL TO ORDER

1. Invocation
2. Pledge of Allegiance
3. Roll Call
4. Adoption of the Agenda
    1. TDC - Adoption of May 11 Agenda

Move to approve May 11th TDC meeting agenda

B. APPROVE MINUTES OF MEETING/EXCUSED ABSENCES

1. TDC - Approval of April 13 Meeting Minutes

Move to approve April 13th TDC Meeting Minutes

C. OPEN TO THE PUBLIC

D. PRESENTATIONS

1. TDC - Tempest Website Advertising Program

Approve the Destination Signals Program and direct Staff to forward to BOCC for approval.

2. TDC - Advertising Opportunities from Madden Media

Review the proposal and provide Staff with direction.

3. TDC - Draft FY 23 Budget

Review the Draft Budget and provide Staff direction.

4. TDC - Public Relations Report

Information only

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 May 11 Agenda
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

May 11th TDC meeting agenda

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Move to approve May 11th TDC meeting agenda

Citrus County Tourist Development Council
Agenda
May 11, 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 April 13, 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. Tempest/DCR Website Advertising Program

D.2. Advertising Opportunities from Madden Media

D.3. Draft FY 23 Budget

D.4. PR Updates

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, June 8, 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 April 13 Meeting Minutes
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

April 13th TDC Meeting Minutes

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Move to approve April 13th TDC Meeting Minutes

Citrus County Tourist Development Council
Meeting Minutes
April 13, 2022

A. Call to Order

The regular meeting of the Tourist Development Council was called to order at 9:05 am on April 13, 2022 in Room 166, 3600 W. Sovereign Path, Lecanto, FL 34461 by Commissioner Holly L. Davis.

1. **Invocation** – Vice-Chairman Mike Engiles led the invocation.
2. **Pledge of Allegiance** – Vice-Chairman Mike Engiles 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	Absent	
Jacquie Hepfer	Councilmember	Absent	
Dr. Paresh Desai	Member	Present	
Michael Mancke	Member	Present	
Mike Shoemaker	Member	Present	
Ashton Srock	Member	Present	
Gene McGee	Member	Present	

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

Public in Attendance: Leslie Bollin, TJ Fletcher

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4. Adoption of the Agenda

Adoption of the April 13, 2022 agenda as presented.

RESULT	Approved unanimously
MOVER	Michael Mancke
SECONDER	Gene McGee
AYES	

B. Approve Minutes of Meeting

Approve the March 9, 2022 TDC minutes as presented.

RESULT	Approved unanimously
MOVER	Mike Engiles
SECONDER	Dr. Paresh Desai
AYES	

C. Open to the Public

None

D. Presentations

D.1 Madden Media – Updates and Opportunities TJ Fletcher, Brett Gordon, John Bridges and Jenn O'Connor provided updates on industry trends and media updates. Voyage lodging and media insights show a spike of arrivals in February. SEM CTR is up 47 % since October and web traffic is up 52%. Discussed new marketing opportunities to continue to advance Crystal River as the Manatee Capital of the World.

Tampa Bay 10 - OTT & On Location Shoot – A 3-month campaign on Great Day Live Tampa Bay to promote scalloping with on location shoots and exposure. We would launch with our existing scallop videos in June and then have the TV station come out in July and August to film one segment each month during the peak scallop season. Premion has partnered with Arrivalist to provide real arrival data based on OTT videos delivered. Request for consideration is $50,000 from Special Projects. Gene McGee moved to approve. Mike Shoemaker second. Motion carried unanimously.

Native Augmented Reality – A web-based immersive underwater experience utilized to educate the public showing the clean habitats with healthy eelgrass and thriving manatees versus algae and debris showing users what the environment would look like without the help of the Crystal River conservation efforts. Native AR can be used in many formats such as media activations, trade shows, etc. AR development would be owned by

Discover Crystal River and therefore can be used in other promotions such as 3D IMAX placements. Request for consideration is $186,000 from Special Projects for AR experience development and 12 months of portal subscription. A decision was not made today, the board would like extra time to consider and will vote at a future meeting.
In-Market Zoo Activations – Madden has been in discussion with several zoos for potential partnership to increase awareness of manatee conservation. Suggested locations include two In-Market locations in Tampa Zoo and Clearwater Marine Aquarium as well as two Out of Market locations in Columbus Zoo and Cincinnati Zoo. Madden proposes having an in-person team attend the 3-day weekend activation for each location, having a manatee mascot and spokesperson from Crystal River to engage with zoo visitors and encourage them to visit and swim with the manatees in Crystal River. Request for consideration is $50,000 per location activation from Special Projects. A decision was not made today, the board would like extra time to consider and will vote at a future meeting.
Manatee Capitol of the World Expansion – Additional investments into expanding the Manatee Capital brand through informative and educational content-based marketing. This campaign would include the design of a unique educational landing page within the existing website, two content blogs per month for 6 months, two custom first person stories for a next level immersive experience and partnering with education and remote learning-based organizations. Request for consideration is $28,500 from Special Projects. A decision was not made today, the board would like extra time to consider and will vote at a future meeting.

E. Director's/Media Report – John Pricher

E.1. 2022 Brand USA Travel Week – Frankfurt John Pricher shared that Brand USA will be hosting its annual travel week September 26-29, 2022 in Frankfurt, Germany. John commented that Brand USA held a similar event leading up to WTM and received excellent feedback from colleagues and believes this to be a more targeted event. Due to the cancellation of ITB, there are funds available within the budget to attend. Request is to 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. Gene McGee moved to approve. Michal Mancke second. Motion carried unanimously.
E.2. CCA STAR Tournament Marketing John Pricher provided the scope of services for the upcoming contract with the CCA STAR Tournament. We will continue to host the annual awards banquet on the third year of the contract. The cost for 2022 and 2023 will remain $10,000 while the cost for 2024 when Citrus County hosts the Awards Banquet will increase from $15,000 to $25,000.
E.3. Visitor Guide Draft Jodi Sanders shared a rough draft for the potential redesign of the Discover Crystal River visitors guide. The idea would be to move from the full-page magazine style to a half-page fold over inspirational mailer that is photo heavy, text light with QR codes to redirect readers to the website. Jodi shared multiple layouts

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highlighting the different towns and activities in Citrus County. This new design will help cut down on printing costs as well as staff time required to create the magazine.

John Pricher commented that the Homosassa Live View River Cam at MacRae's was struck by lightning. Royal "T" Systems is working on a quote to replace the camera. Pricher presented the Director's Report. Discussed the STR Report and financials. We've had a banner month in terms of occupancy and ADR. Each month continues to be better than the last. Jodi Sanders gave an update on social media and FAM Tours. Jodi created and posted a scalloping reel to Instagram that was reposted by several other accounts and went viral on one of those accounts. Jodi plans to re-post this reel in the beginning of scalloping season. We have surpassed both New Smyrna Beach and Amelia Island in follower comparisons. Instagram has seen a 28.6% increase in non-follower interactions and the fishing Facebook page has seen a 1005% increase in 3-second video views. Upcoming FAM Tours include Golf Stays and Plays from USA and Free Men's World from Germany. We've seen several German FAM Tours recently and Jodi is working with Hayworth PR to communicate with a few Tik-Tok influencers. Jodi shared a few deliverables from recent FAM Tours. Terry Natwick gave a brief update on sales activity. Terry commented that she has been working with Gosh PR and Lieb regarding next year's projects and budget. While the CANUSA FAM Tour was here for less than 24 hours, it was still a very successful trip, and she is working to organize pre and post IPW FAM Tours.

F. Other Business

City of Inverness – Jacquie Hepfer
None

City of Crystal River – Cindi Guy
None

Other Comments:

Commissioner Holly Davis commented that a question arose from the strategic planning sessions about why there isn't weekend coverage at the visitor information center. Miles Saunders commented that we conducted a 3-month long experiment a few years ago to open the visitor center on the weekends and usually saw 1-3 visitors per day during that time.

Gene McGee asked TJ Fletcher if there was a way to include in our marketing that the manatees in Crystal River are thriving compared to the manatees on the east coast.

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Mike Engiles commented on possible marketing in Apollo Beach. Also commented on a British FAM group from Holiday with Jane McDonald airing on CBS in four segments at the end of April and early May.

G. Open to the Public

None

H. Adjournment

Chairman Davis called for adjournment at 11:11 am The next regular meeting will be Wednesday, May 11, 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

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AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Tempest Website Advertising Program
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

When the website was redesigned part of the RFP was to ensure that the site would be able to support potential advertising. Tempest built the site with that capability. Tempest now has a program, Destination Signals, to provide partners the opportunity to buy advertising on the highest traffic pages as well as throughout the entire site.

This program generally is a revenue generator where Tempest and the DMO split the net. When discussing the program we presented the option of putting whatever amount the DMO would receive back into the program to help lower the costs for our participating partners the longer they continue to advertise.

We have been working with Legal to address some concerns which have been remedied. Tempest will run the program and it does not cost the VCB anything to participate.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Approve the Destination Signals Program and direct Staff to forward to BOCC for approval.

AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Advertising Opportunities from Madden Media
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

At the April 13th TDC meeting, Madden Media presented several opportunities. The TDC requested additional time to review the opportunities and for Madden return to the May 11th TDC meeting to present an updated proposal based on TDC input.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review the proposal and provide Staff with direction.

Native Augmented Reality Details
Budget: $186,000

- AR Development - $150,000
- 12 months of portal subscription - $36,000 annually
- 500,000 views included per month
- Estimated development time: 9-15 weeks

Gravity Jack Capabilities: https://www.youtube.com/watch?v=Rrz1x4cLz4s

Samples:

- WindRiver VR Experience: https://gravityjack.com/portfolio/wind-river/
- SIMSAFE VR Fire Extinguisher Training: https://gravityjack.com/portfolio/simsafe-vr-fire-training/
- Wargaming: https://gravityjack.com/portfolio/wargaming/
- Oscar Mayer Wienermobile (in VR and a full racing game): https://gravityjack.com/portfolio/wienermobile/

In-Market Zoo Activations Details

Partner with zoos in key markets to increase awareness of manatee conservation.

Locations In-Market:

- Tampa Zoo, Clearwater Marine Aquarium.
-
- Out of Market: Cincinnati Zoo & TBD -
- Approx. cost to secure event dates at zoo $25,000 each
-
-
-
- In-person team to engage zoo visitors (Fri/Sat/Sun)
- on-site at each zoo.
-
    - Manatee mascot and spokesperson at each event
    -
    - Utilize new AR portal launch at events
    -
- Digital/print media to support activations
- -
- Approx. $18,000 per event
-
    - Co-branded Facebook Click to Site & Remarketing,
    - Google Discovery ads, Google Display ads

- AR Signage/collaterals, Manatee costume, travel
- expenses for 2 people, digital media and coordination
-

-
-
- Geofence and retarget to zoo visitors where manatees
- are kept in captivity
-
    -
    -
    - Near: 3 month flight -
    - $5,000 per zoo
    -
-
-
- Execute complimentary PR efforts with Hayworth
-
-
-
- Promote visitation from school groups through
- connections with each zoo.
-
-
-
- Enter to Win at each activation - Trip to
- Swim with the Manatees - $2,000 per prize x 4
- (covers hotel, manatee swim, swag for 2 ppl)
-

Budget: $50,000 per location activation

D.2.b



DISCOVER CRYSTAL RIVER

Conservation Campaign Concepts 2022

Responsible Marketing and Education

Continue to advance Crystal River as the Manatee Capital of the World

- **Traveler education**
- **Expanding educational content**
- **Become the place for manatee information**
- **Leverage unique marketing and activation opportunities**

Position Discover Crystal River as the educational leader of eco-friendly and sustainable tourism. Provide additional resources so visitors can enjoy their vacation safely while understanding and respecting the environment and manatee habitations. Educate visitors and locals about issues facing manatee survival (boating, lack of eelgrass, over-tourism, environmental damage). Encourage everyone to be better stewards of the environment and enjoy all that DCR and the manatees have to offer.






DISCOVER CRYSTAL RIVER FLORIDA

Native Augmented Reality

Picture this… stepping through a portal doorway and floating into Three Sisters Springs to swim with a manatee!

- Utilize WebAR to educate the public: show healthy habitats with eelgrass and manatees vs. algae and debris on the other side. Users can move their phone in any direction to view their surroundings.
- Native AR has multiple uses! In addition to media activations, this can be used on location in schools, during seminars, sales/trade shows, and media missions as an immersive virtual reality experience.
- AR development is owned by DCR and can be used in other formats and promotions such as IMAX.

Budget: $186,000
(Includes AR experience development and
12 months of portal subscription)



D.2.b

DUAL 3D PORTALS

User will scan the QR code which will trigger two AR portals within their environment.

Each portal will contain completely custom 360° 3D environment in which users can move their phones in any direction - designed and developed by Gravity Jack with artistic guidance from Madden.

The portal on the left will be a polluted environment with murky water and dying eelgrass in which the sad manatees are living… this will show users what the environment would look like without the help of the Crystal River and conservation efforts by Save Crystal River.

Users can then exit the first portal back into the AR environment.

When users enter the portal on the right, they are taken to a clean environment with happy manatees thriving thanks to the work of DCR and conservation efforts.



Portal Activation Example with Phone



Inside Portal





IMAX 3-D Video Placements

(Media currently not in plan)

D.2.b



DISCOVER CRYSTAL RIVER FLORIDA

In-Market Zoo Activations

Partner with zoos around the country to increase awareness of manatee conservation.

- Locations In-Market: Tampa Zoo, Clearwater Marine Aquarium. Out of Market: Columbus Zoo, Cincinnati Zoo
- In-person team to engage zoo visitors (Fri/Sat/Sun - TBD)
  - Manatee mascot and spokesperson
  - Utilize new AR portal launch at events
- Digital/print media to support activations
  - Co-branded Facebook Click to Site & Remarketing, Google Discovery ads, Google Display ads
- Geofence and retarget to zoo visitors where manatees are kept in captivity
  - Near: 3 month flight
- Execute complimentary PR efforts with Hayworth
- Promote visitation from school groups
- Enter to Win - Trip to Swim with the Manatees

Budget: $50,000 per location activation





DISCOVER CRYSTAL RIVER FLORIDA

Manatee Capital of the World Expansion

Additional investments into expanding the Manatee Capital brand through content based marketing efforts.

- Create a uniquely designed Educational Portal within existing website - **$3,500**
- Consistent flow of informative and educational content and distribution (2x/month x 6 months) - **$18,700**
    - Evolve content for different age brackets (kid-focused content, etc.)
- Two custom first person story/presentation layers - **$6,300**
- Partnerships with education and remote learning based organizations
- Digital media to support educational efforts
  Co-branded Facebook Click to Site & Remarketing, Google Discovery ads, Google Display ads, content distribution for stories

Budget: $28,500







Thank You

DISCOVER CRYSTAL RIVER FLORIDA

Portal Activation Examples

D.2.b





Native Augmented Reality Samples

DISCOVER CRYSTAL RIVER FLORIDA



3D Capabilities



Project's Reel



SimSafe VR



Loveland Living Planet Halloween

AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Draft FY 23 Budget
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

The Draft FY23 Budget represents and increase of $200,000 over FY 22. This is based upon a conservative revenue estimate at the time of submission. Based on current conditions, Staff believes that the possibility exists of up to another $100,000 that could be added to the marketing line and still remain in the conservative window. Changes to the budget versus FY 22 are highlighted in the attachment.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Review the Draft Budget and provide Staff direction.

Fiscal Year 19
Expenditure Detail
Dept 2122 Visitors & Convention Bureau

Acct #	Acct Title	Description	Total Cost	
	Salaries		**428,876**	**428,876**
51306	Casual Labor	Casual Labor /Boat Ramp	**7,000**	**7,000**
51400	Overtime	Overtime	**2,500**	**2,500**
53100	Professional Svcs	Gosh PR - WTM London	**36,000**	
		Lieb Mgmt - ITB Berlin	**36,000**	
		Photography	**10,000**	
		Research Data Services	**28,000**	**110,000**
53400	Other Contractual Svcs	Archive Social	**7,000**	
		Agency of Record Contract	**123,768**	
		Cleanpix	**5,000**	
		STR Report	**3,000**	
		Tempest Maintenance	**24,000**	
		Travefy	**1,000**	
		Threshold	**14,000**	
				177,768
53416	Software as a Service	VCB Network - iDSS CRM Package	**6,000**	**6,000**
54000	Travel & Per Diem	Brand USA Travel Week -UK or Germany	**6,000**	
		Canada Roadshow	**2,500**	
		Delta Vacations Training	**1,500**	
		Destinations International (2)	**5,000**	
		Destinations International CDME	**1,500**	
		ESTO Tourism Conference - US Travel	**1,200**	
		FADMO Annual Meeting	**2,000**	
		FADMO Marketing Meeting (2)	**2,000**	
		FL Huddle (1)	**1,200**	
		FL RV Supershow Tampa	**2,500**	
		Florida Roadshow - Receptives/AAA	**600**	
		Florida Sportsman Expo	**800**	
		Governors Conference (2)	**1,200**	
		Hershey RV Show (2)	**3,500**	
		Icast	**1,000**	
		IPW (2)	**4,000**	
		NTA Travel Exchange	**2,000**	
		Outdoor Adventure Show Atlanta	**1,200**	
		STS Conference (1)	**1,000**	
		STS Marketing College (2)	**1,500**	
		Tourism Day (2)	**800**	
		Visit FL German Sales Mission	**3,000**	
		Visit FL Latin America Sales Mission	**2,000**	
		Visit FL Mexico Sales Mission	**2,000**	
		Visit Florida German Roadshow - Leib	**1,000**	
		WTM London (2)	**9,000**	**60,000**
54100	Communication Svcs	Cell & Data Service	**3,600**	
		Domain Name Subscription	**119**	

		Spectrum	2,200	
		Wi-Fi	2,640	8,559
54201	Postage	Exhibition Svcs for Trade Shows	10,000	
		Fed Ex	3,000	
		Magazine Shipping	12,500	
		Postage	1,500	27,000
54300	Utility Services	Ozello Water	1,080	
		Recycling Dumpster	192	
		Sewer	1,080	
		Trash	360	
		Utilities Svcs	7,200	9,912
54408	Bldg Rental	Welcome Center	24,345	24,345
54550	Gen'l Liability Claims	Auto	114	
		GL	374	
		W/C	53	541
54600	Repair & Maint	Grounds	1,584	
		Lawn Spraying	240	1,824
54603	Vehicle Maint	Vehicle Maint	550	550
54604	Maint - Bldgs	Alarm Monitoring	240	
		Bldg Emergency Cont. Fund	2,160	
		Janitorial Services	3,600	
		Pest Control	150	
		Window Cleaning	454	6,604
54605	Equipment Maint	Copier Machine	3,000	
		River Cam	4,020	7,020
54615	Software Maint/Support	Zen Works, Symantec, MS Windows	1,602	1,602
54700	Printing & Binding	Collateral Material	17,000	17,000
		Maps, Brochures, Cards		
54800	Promotional Activities	FAM Tours	50,000	
		Novelty & Tradeshow Items	15,000	
		Petty Cash - Tipping	3,500	
		Social Media Boosts	4,000	72,500
54807	Marketing			
		CCA Star Tourament	10,000	
		Digital/Print Marketing	10,000	
		Fishing show (TBD)	35,000	
		Chris Kingree	16,500	
		Media Plan	527,000	
				598,500
54809	Trade Show Promotion	Brand USA Travel Week - UK or Germany	9,500	
		FL Huddle	4,500	
		Florida Roadshow - Receptives/AAA	500	

		Florida RV Supershow - Tampa (2)	1,800	
		Hershey RV Show (2)	1,800	
		Icast	1,400	
		IPW (2)	8,500	
		NTA Travel Exchange	2,000	
		Other Show Opportunities	5,000	
		Outdoor Adventure Show Atlanta	3,800	
		Visit Florida Canada Roadshow	4,500	
		Visit Florida Delta Vacations Training Event	1,500	
		Visit Florida Domestic Sales Mission	3,000	
		Visit Florida German Roadshow - Leib	4,500	
		Visit Florida Latin America Sales Mission	3,000	
		Visit Florida Mexico Sales Mission	3,000	
		WTM London (2)	5,000	63,300
54820	VisitCitus Magazine	Discover CR FL Magazine	20,000	20,000
54921	Advertising	Legal Ads	3,000	3,000
55100	Office Supplies	Office Supplies	3,500	3,500
55200	Operating Supplies	Operating Supplies	700	700
		Camera Equipment Upgrade	3,900	3,900
55208	Fuel & Lubes	Fuel & Lubes	1,800	1,800
55211	Janitorial Supplies	Janitorial Supplies	1,000	1,000
55221	Meals	Industry Related Entertainment	3,000	3,000
55270	Computer Accessories	UPS 1000/Firebox	975	975
55275	Computer S/W	Adobe Cloud Creative Suite	1,680	
		Novell Client	62	
		Adobe Stock	360	
				2,102
55400	Dues Bks Subscr			
		American Sports Association	500	
		Business Journal	303	
		Chronicle	78	
		Destinations International	3,200	
		FADMO	3,500	
		FL Attractions Assoc	250	
		FL Lodging & Restaurant	500	
		FL Paddling Assoc	75	
		FL Sports Foundation	2,000	
		FOWA	175	
		NTA	565	
		PA RV & Camping Association	300	
		Southeast Tourism Society	900	
		Trail of FL Indian Heritage	250	
		US Travel Association	2,600	
		Visit FL	1,900	
				17,096
55500	*Training	Destinations International	6,000	

		ESTO Tourism Conference - US Travel	**1,200**	
		FADMO Annual Meeting	**1,500**	
		FADMO Marketing (2)	**600**	
		Governors Conference	**1,000**	
		STS Marketing College	**2,000**	
		STS Connections	**800**	
		Tourism Day	**300**	**13,400**
58221	Special Projects	Special Projects		
59123	Transfer - Indirect Cost	Transfer Indirect Cost	**51,188**	**51,188**
60080	Res For Capital Projects	Reserve Capital Projects	**315,092**	**315,092**

Edited Version: **04/27/22** **1753062**

AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Public Relations Report
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

Attached is a Public Relations update from Hayworth and Lieb.

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Information only

HAYWORTH PR

Activity Report, Crystal River – March 2022

Writers/Influencers

- After speaking with partners about movie anniversary, helped DCRF plan "Follow That Dream" one-day media tour (April 12) to discover seven places Elvis filmed.
  - Created media list of ORL/TPA contacts.
  - Prepared RSVP via Google Forms.
  - Invited media.
- Connected with Kelly Fulford/GolfStaysAndPlays.com about future visit. Coordinating visit with PCR and DCRF.
- Vetted Jessica Kelly/TravelPulse for DCRF and provided recommendation to host.
- Re-connected with Kristen Webb/My Beachy Tribe about future visit. Decided to host (April 29-May 1).
- Connected with Paul Rubio/Palm Beach Media Group. Vetted and decided to host (April 4-6). Coordinating visit with PCR and DCRF.
- Vetted and moved forward with hosting William (Bill) Bauer/Getaways for Grownups (March 18-20). Finalized plans with PCR and DCRF and hosted. Coverage pending.
- Finalized plans and hosted Bill Vanderford/Lakeside Magazine and ODU Magazine (March 13-16). Coverage pending.
- Finalized plans and hosted Kelly Barcus/@nomanbefore (March 1). Social coverage pending.
- KEYT TV segment from Kaila Yu's visit (Feb. 14-17) published.
  - Connected with Kaila for second story opportunity. Gathered information from DCRF, Save Crystal River and U.S. Fish and Wildlife.
- Bonus social media coverage from Erin Cohen/@cohlabz visit (Feb. 14-17) posted to her page and Credit One Bank social media page.
- Followed up with Seldon Ink (Lynn and Cele) from visit in December. No new coverage.
- Followed up with remaining writers from Suzuki fishing FAM trip. No new coverage.

Press/Outreach/Writing

- Assembled list of Van Life/Nomads to reach out to for future press visits. Provided to DCRF for review. DCRF identified 10 of interest to start pitching.
- Connected with Save Crystal River about opportunity with CBS NY News. Working together to coordinate visit and interview with DCRF.

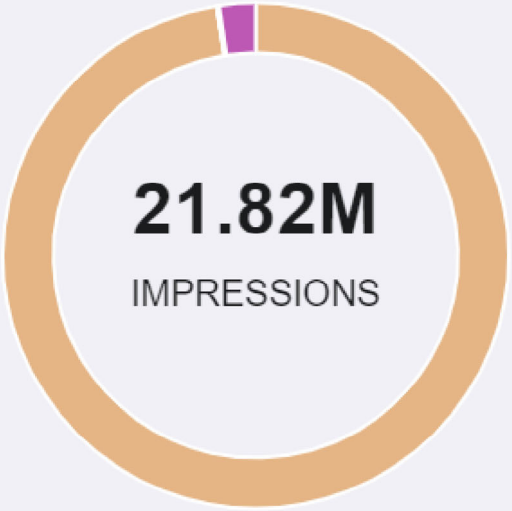
- Connected with Kevin Spear/Orlando Sentinel in response to an article he published about manatees.
- Pitched TV show, Viewpoint Project with Host Dennis Quaid.
- Finalized release for spring and summer water adventures (fishing, manatees, scalloping, fish to fork) and distributed to media in short and long drive markets, and flight markets (Tampa, Orlando, Miami, West Palm Beach, Jacksonville, Fort Myers, Gainesville; Atlanta, Philadelphia, Hartford & New Haven, Chicago, New York, Dallas, Washington D.C.) as well as to nature and fishing publications. Conducted one round of follow up.
    - Interest from Sarasota Magazine, followed up about future visit.
    - Interest from Jacksonville Magazine, followed up about future visit.
    - Interest from Sport Fishing Magazine about women's fishing trips. Discussing campaign, trends, etc. Working with DCRF and Captain Katie Jo to provide trends and anecdotes.
- Passed on submitting Tourism Marketing Today Quick Trip. Waiting for information from DCRF.
- Provided information to VISIT FLORIDA on Romantic Retreats, Eco-friendly Travel, Unique Outdoor Adventures & Experiences, Where to See Florida's Wildlife and When.

Misc.

- Wrote "Where to Fish in Crystal River and Homosassa" blog and provided to DCRF to upload to website.
- Monthly meeting with Jodi from DCRF.
- Media monitoring.
- Provided activity and publicity reports.

DCRF March 2022 Publicity Report

Updated 04/12/2022 12:43



Other (Online Article) Linkedin
Facebook Instagram



Instagram



Other (Online Article) Linkedin
Facebook Instagram

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Search

Filter

Search

17.52M
IMPRESSIONS

111
ENGAGEMENTS



In Florida, searching for hope among manatees, despite a tragic year

"The manatees could use that extra exposure right now": Visitors can see the gentle herbivores in their element at springs, sanctuaries and power plants.

Washington Post / Kate Silver / Mar 25

View Link

3.61M
IMPRESSIONS

88
ENGAGEMENTS



Swim with Sea Creatures in This Little-Known Florida Town

Don't worry, it's not crocodiles. Or sharks.

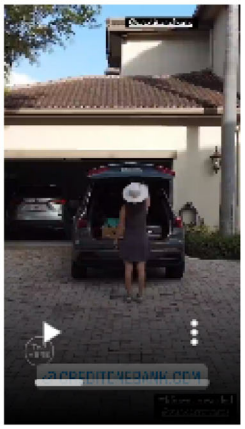
Thrillist / Lola Méndez / Mar 23

View Link

114,025
IMPRESSIONS

Instagram Stories

@cohlabz Instagram Stories from partnership with Credit One Bank Wander card



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114,025
IMPRESSIONS

2,469
ENGAGEMENTS

Instagram

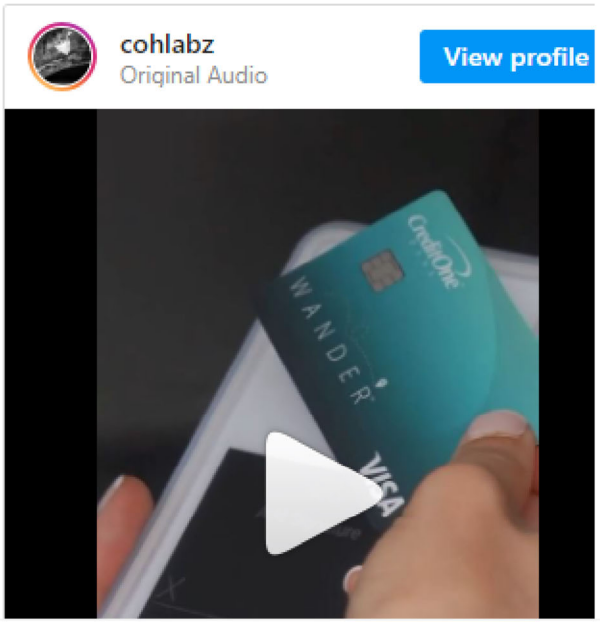
The link to this photo or video may be broken, or the post may have been removed.

View on Instagram

114,025
IMPRESSIONS

10,900
VIEWS

2,703
ENGAGEMENTS



View on Instagram

72,219
IMPRESSIONS

147
ENGAGEMENTS



View on Instagram

72,219

41,296

37,146

Filter

Search

D.4.a

72,219
IMPRESSIONS

406
ENGAGEMENTS

orlandodatenight...
Homosassa Springs Wildlife
View profile



View on Instagram

41,296
IMPRESSIONS



Brothers open Florida Cracker Kitchen at Old Homosassa resort

Hernando Countians are already familiar with the Florida Cracker Kitchen, a staple for the past 10 years and one of the most popular breakfast-lunch eateries in Brooksville.

Chronicle Online / Michael D. Bates Chronicle Rep...

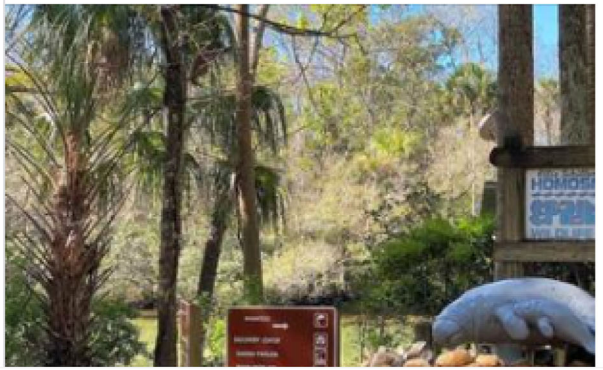
View Link

37,146
IMPRESSIONS

8
ENGAGEMENTS

Orlando Date Night Guide
about a month ago

If you love manatees, this is your sign to hit the Springs! Just about an hour and 45 minutes fror tons of sea cows (aka manatees) year-round.



View on Facebook

25,000
IMPRESSIONS

3

25,000
IMPRESSIONS

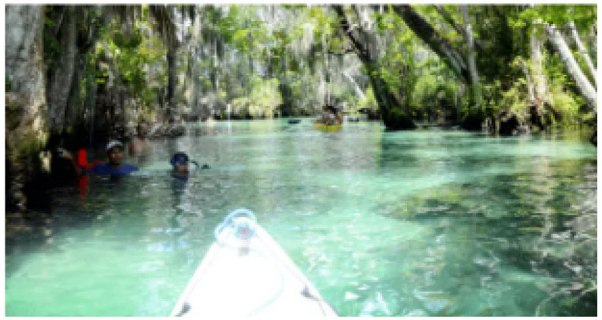
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IMPRESSIONS

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IMPRESSIONS

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ENGAGEMENTS



5 Central Florida Kayaking Experiences Every Orlandoan Needs to Have

Kayaking in Orlando is a great way to explore Central Florida's diverse lakes, rivers, bays, and springs. Here are five can't-miss options.

Orlando Date Night Guide / Stephanie Patterson /...

View Link

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ENGAGEMENTS



Plan a Date to Explore Springs in Florida Near Orlando

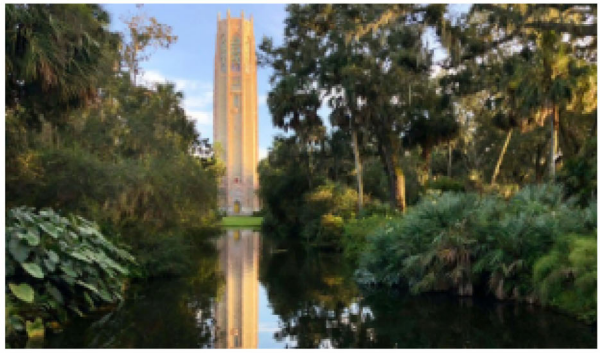
Get the scoop on Florida springs and why you should visit them in our guide to springs in Florida near Orlando.

Orlando Date Night Guide / Stephanie Patterson /...

View Link

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IMPRESSIONS

11
ENGAGEMENTS



12 Romantic Destinations for a Day Trip from Orlando

Fill up the car, toss your phones and tablets aside, and spend the day connecting with each other on a romantic Florida day trip.

Orlando Date Night Guide / Erica Thomas / Feb 20

View Link

25,000
IMPRESSIONS

17,386
IMPRESSIONS

2,352
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25,000
IMPRESSIONS

40
ENGAGEMENTS



See Manatees In Florida Year Round - Homosassa Springs Wildlife Park

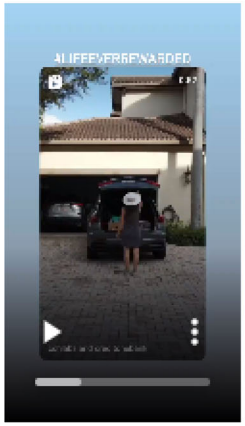
Here's how to have a great visit to Homosassa Springs Wildlife Park, where you can see manatees in Florida any

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17,386
IMPRESSIONS

Instagram Stories

@creditonebank Instagram Stories of partnership with Erin for Wander card



2,352
IMPRESSIONS

40
ENGAGEMENTS



Tampa Bay Springs You Need to Explore including Crystal River and Three Sisters...

Enjoying traditional summer fun has been challenging this year, with limited access to our favorite activities but keep an eye out for some new outdoor fun!

View Link

2,352
IMPRESSIONS

1,774
IMPRESSIONS

494
IMPRESSIONS

View Link

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2,352
IMPRESSIONS



Best Spring Break Ever! 10+ Ways to Explore Tampa Bay with the Kids

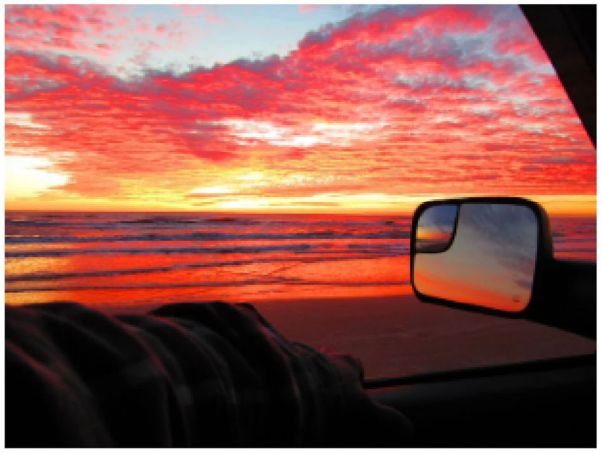
We're sharing our top picks of things to do this spring break in Tampa Bay with the kids from the beach to the farm, we've got it all!

Tampa Bay Parenting Magazine / Laura Byrne / Mar 1...

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1,774
IMPRESSIONS

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ENGAGEMENTS



11 Unique and Cool Activities on the US Gulf Coast

US Gulf Coast Travel / Apr 1

View Link

494
IMPRESSIONS

12
ENGAGEMENTS

US Gulf Coast
about a month ago

Just published, our list of activities that are cool Coast.

Featuring activities to do in Padre Island Nation Florida Visit Alabama Beaches Punta Gorda/En County Coastal Mississippi Naples, Marco Islan more.

https://usgulfcoasttravel.com/cool-activities-us-g

View on Facebook

472
IMPRESSIONS

View Link

View Link

View on Facebook

472
IMPRESSIONS

4
ENGAGEMENTS

Posted on LinkedIn

Tabitha Blue on LinkedIn: 3 Best Things to Do in Crystal River FL - Fresh Mommy Blog

There's just something about truly exploring the places in your own backyard... and making new friends in the process, like the massively-friendly manatee...

linkedin

View on Linkedin

Print Coverage

Tourism Marketing Today Quick Trip
Impressions unknown


TourismMarketing Today

Quick Trips!

Discover Crystal River Florida Hosts Turkish Filmmaker

The Manatee Capital is headed to Turkey! Discover Crystal River Florida hosted a Turkish filmmaker who has produced more than 150 episodes of Traces On Water, a travel show featuring the world's best dive destinations. In addition to swimming with manatees, he learned about the Kings Bay Restoration Project and eco-tourism efforts. The team is thrilled to share the unique experience of swimming with manatees (responsibly) to a new international audience through this press visit. DiscoverCrystalRiverFL.com

The New York Times https://www.nytimes.com/2022/04/11/travel/florida-freshwater-springs.html

THE WORLD THROUGH A LENS

Descending Into Florida's Underwater Caves

The world's densest collection of freshwater springs is at the center of a slow-motion environmental tragedy.

Photographs and Text by Jason Gulley

April 11, 2022

Long before theme parks began sprouting from Orlando's swamps, Florida's freshwater springs were among the area's main attractions.

Indigenous Americans made use of the springs for thousands of years before Spanish conquistadors arrived in the 1500s. The conquistadors' reports of clear water gushing from cavernous holes in forest floors fueled myths about the existence of the Fountain of Youth.

A few hundred years later, when sulfur springs were believed to have therapeutic properties, White Sulphur Springs, on the banks of the Suwannee River, became one of Florida's first commercial tourist attractions. By the early 1900s, the debut of glass-bottomed boats gave tourists a fish's-eye view of Florida's springs, and the pristine underwater landscapes attracted early filmmakers. Dozens of movies and television shows were filmed underwater at Silver Springs, a group of springs in Marion County, alone, including "Sea Hunt" and "The Creature From the Black Lagoon."



Dr. Patricia Spellman, a cave diver and hydrogeologist, adjusts her gear before entering Ginnie Spring. The painting-like background is created by winter's multicolored tree leaves being viewed through the the rippling surface of the spring boil.

Florida has the densest collection of freshwater springs on the planet. Every day, the state's more than 1,000 freshwater springs collectively discharge billions of gallons of groundwater to the surface. Springs provide critical habitat for aquatic animals, including the iconic Florida manatee, and anchor Florida's inland water-based recreation industry. Visitors from around the world come to Florida's springs to fish, kayak, tube, swim and scuba dive through the miles of underwater caves that connect springs to the aquifer and pipe water to the surface. Springs tourism injects cash into rural economies across the state.



The tannic Santa Fe River. During normal flow conditions, groundwater from the Ginnie Springs group contributes nearly 40 percent of all water flowing through this stretch of the lower Santa Fe River.

And yet, despite their fundamental role in the state's tourism industry, Florida's springs are at the center of a slow-motion environmental tragedy.

Over the last several decades, a combination of development, population growth, climate change, overpumping of the aquifer and pollution from agriculture and sewage have wreaked havoc on Florida's springs. Many springs show significantly reduced water flow. Others have stopped flowing entirely.



Tim Senkevich, a cave diver, punches through a tannic cloud of river water to enter the cave at Little River Spring. During floods, springs along the Suwannee River are inundated with dark, tannic river water, which blocks sunlight and halts photosynthesis, potentially wiping out native vegetation.

Kissengen Spring was one of the first recorded casualties. More than 20 million gallons of water a day once poured from Kissengen Spring into the Peace River. The spring sported dive platforms and bathhouses and was used as a resort by members of the military during World War II.

Between the 1930s and the 1950s, water flow from the spring gradually reduced to a trickle. In the early 1960s, the spring stopped flowing entirely. A United States Geological Survey report revealed that groundwater pumping between the 1950s and 1975 lowered groundwater levels by a staggering 60 feet. Once the elevation of the water in the aquifer feeding the spring dropped below the elevation of the spring vent, the water stopped flowing.

Climate Forward There's an ongoing crisis — and tons of news. Our newsletter keeps you up to date. Try the Climate Forward newsletter for 4 weeks.

Steadily declining water tables also choked off the water supply to White Sulphur Springs, one of Florida's first tourist attractions, which stopped flowing for the first time in 1977.



Algae coat environmental sensors that measure water quality at Wes Skiles Peacock Springs State Park, in North Central Florida. Algae mats like these were once largely absent from Florida's springs but began proliferating across the state a few decades ago.

At the same time aquifers were being depleted, pollution from septic tanks, sewage, farm fertilizers and confined animal feeding operations have flooded springs with excess nutrients, fueling algae blooms in springs across the state. The white, sandy bottoms and waving thickets of eelgrass featured in films from the 1940s and 1950s have been replaced by thick mats of green, hairy algae, which blanket all underwater surfaces. Without eelgrass, the foundation of healthy springs, the ecosystems around springs are collapsing.

At Silver Springs, so much algae has accumulated that volunteer scuba divers remove it by hand. Every month, members of the Silver Springs Professional Dive Team descend to scrub algae off the bottom of the glass bottom boats so visitors can see the old underwater movie sets, which the divers must also clean.

D.4.a



A team of specially trained cave divers enter the cave at Little River Spring. The warm clear water of Florida's springs draws cave divers from around the world, making it one of the world's most popular cave diving locations.

The State of Florida officially recognized that most of Florida's springs were in trouble more than two decades ago, when, in 2001, Jeb Bush, then the governor, signed legislation creating the Florida Springs Initiative. The program provided the first of several subsequent pools of money for research, monitoring, education and landowner assistance to reduce the flow of sewage and fertilizer into springs and address declining spring flows.

Data collected as a result of the initiative have allowed scientists to track the inexorable decline of Florida's springs in excruciating detail. Importantly, these data show that efforts to protect springs have so far been ineffective, as nutrient pollution has continued to increase.



Brandon Taylor, a cave diver, explores the maze of tunnels in the Devil's Cave system. Normally clear, the water is tinged green due to river intrusion during flooding of the Santa Fe River, which flows directly over the cave.

While many springs are in decline, ongoing restoration work in the spring-fed Crystal River, on Florida's Gulf Coast, shows that some damage can be reversed. Crystal River is the second largest spring group in the state of Florida. Decades ago, Crystal River's gin-clear visibility made it a famous destination for fishing and scuba diving. In the 1960s and 1970s, however, development, dredging of canals for boat-based communities and pollution triggered a cascade of events that caused the river's eelgrass beds to collapse and be replaced with blankets of algae in subsequent decades. Crystal River's famous visibility deteriorated until it rarely exceeded 10 feet.

D.4.a



A diver from the aquatic restoration company Sea & Shoreline dredges thick layers of organic-rich muck from the bottom of Crystal River. The muck contains decades of nutrient pollution and must be removed before biologists can replant eelgrasses, which are the foundation for healthy spring ecosystems and an important food source for manatee.

Over the last six years, the community organization Save Crystal River and the aquatic restoration company Sea & Shoreline have used a combination of state and federal funding to remove more than a quarter billion pounds of algae and nutrient-rich muck from the bottom of Crystal River and plant more than 350,000 eelgrass plants.

As the replanted eelgrass beds have expanded, they've improved visibility and now even support a year-round population of Florida's most famous vegetarians: manatees.



A manatee munches on eelgrass in Florida's Crystal River. Just a few years ago, algae blooms had wiped out most of the eelgrass in this spring-fed estuary. An environmental restoration project spearheaded by the community organization Save Crystal River has returned eelgrasses to their town's springs and waterways.

The successful eelgrass replanting project hasn't solved all of Crystal River's problems. Sea level rise and groundwater pumping continue to reduce the flow of water to Crystal River's springs, and the water that comes out continues to get a little saltier. While there's clearly still work to do, steady improvements in water clarity and a growing manatee population are supporting a thriving ecotourism industry and show what can be accomplished when state governments and local communities work together and draw upon scientific data to save their springs.



A cave diver fins through a booming underwater cavern. Groundwater bubbles to Florida's surface through more than 1,000 springs like this one, creating one of the most dense concentrations of springs in the world. A combination of groundwater pumping, climate change, sea level rise and pollution threaten the future of what were once thought to be inexhaustible fountains of freshwater.

Jason Gulley is an associate professor of geology at the University of South Florida, dive instructor and an environment, science and expedition photographer based in Tampa, Fla. You can follow his work on Instagram.

***Follow New York Times Travel** on Instagram, Twitter and Facebook. And sign up for our weekly Travel Dispatch newsletter to receive expert tips on traveling smarter and inspiration for your next vacation. Dreaming up a future getaway or just armchair traveling? Check out our 52 Places list for 2022.*

Lieb Management

QUARTERLY REPORT

DISCOVER CRYSTAL RIVER FLORIDA

MARKET: Germany, Austria, Switzerland
MONTH: December 2021 | January | February 2022

TRADE & AIRLINE NEWS

Optimistic destinations predict recovery this year

This was the key message from tourist board representatives and industry managers to the German travel sector during the fvw|TravelTalk Counter Days virtual conference.
Long-haul hopes: Overseas destinations are optimistic about better bookings from the German market in 2022, driven by pent-up demand and the resumption of international flight connections. The number of arrivals from Germany this year could reach about 70% of 2019 levels, according to representatives of the USA, the two Caribbean destinations of Curaçao and Jamaica, and Singapore.
US upswing: Air connections will be vital if the USA is to make a big comeback on the German market. Cristian Meuter, from Visit USA, made clear that with 450 weekly non-stop flights between the two countries, flight capacity will almost reach pre-pandemic levels again this year. Visit USA expects a big upswing from April onwards, and "perhaps US business will even reach 75% to 80% of the number of guests in 2019," he predicted. The tourism authority is set to launch a new website very soon providing more information, insider tips and inspiration for travel agencies and customers than ever before.

ITB Berlin plans new trade fair concept

ITB Berlin is launching a new analogue event format in the B2B sector: At two events each, the trade show wants to bring together up to 200 decision-makers with exhibitors. The topics and venues have not yet been decided. There are fixed appointments planned for the first day in the form of speed networking in the morning and workshops with keynotes, presentations and discussions on trends and developments in the afternoon. On the second day, the host destination will introduce itself. Dates are planned for early and late summer.
ITB wants to address primarily tourism organisations, tour operators, accommodation, technology providers, travel agencies, DMCs, transport carriers and business travel providers. They will present themselves to buyers and trade visitors.
The classic ITB will take place in March in a reduced form as a digital event. From 8 to 10 March the trade show will present the congress as a live stream and on 17 March there will be a Digital Business Day for exhibitors and trade visitors as a substitute for the presence trade show.

US Commercial Service survey: Non-stop US flights almost reach pre-crisis level

This summer, the airlines are planning roughly the same transatlantic frequencies from Germany as in the pre-Corona year 2019. But there are cutbacks in flight seats – and capacity shifts. Some transatlantic connections from 2019 do not (yet) reappear in the current flight schedule: At American Airlines only 21 instead of 35 USA flights per week are planned. At Delta Air Lines, Berlin–New York (JFK), Stuttgart–Atlanta and Düsseldorf–Atlanta had to be cut – so there will only be 35 flights a week instead of 56. Condor will be giving up its Frankfurt flights to New Orleans, Pittsburgh and San Juan (Puerto Rico) in the summer of 2022 but the number of weekly flights will remain almost constant at 40 (2019: 41).
Since the new Lufthansa subsidiary Eurowings Discover flies from the hubs in Frankfurt and Munich instead of Düsseldorf the once 23 weekly flights will be cut back to 20 flights per week.
The number of weekly flights has also been reduced on some routes. Lufthansa is also planning a moderate overall reduction in frequencies from Frankfurt to Austin (three instead of six), Atlanta, Dallas,

Detroit and Philadelphia (five flights each instead of seven), Orlando (six instead of seven) and Boston and Los Angeles (13 each instead of 14).

Germany, the world champion in travel, is back - Germans' desire to travel is returning
For the 38th German Tourism Analysis of the BAT-Foundation for Future Studies, more than 3,000 people aged 18 and over were surveyed online on their own travel behavior in 2021, their holiday intentions for 2022 and their expectations with regard to travel in Corona periods in December 2021 and January 2022. 49% of German citizens took a trip lasting at least five days in 2021. In 2020, it was only 37%. Already now, however, more than one in two Germans (57%) is sure to go on holiday this year. Of those Germans who have not yet decided, 52% cited the Corona pandemic as the reason for their hesitation, followed by financial reasons (25%) and unspecified personal reasons (15%).
Looking at the German population as a whole, 24% said they were worried that their trip would be cancelled at short notice for Corona reasons and that this would incur costs. Just as many fear that they will have to go into quarantine. And 19% worry that they will be infected with Corona while on holiday.

FUR Travel Analysis
These are the Germans' travel plans for 2022.The Research Association for Holidays and Travel (FUR) has presented the results of its new travel analysis, in which it has also filtered out the Germans' vacation plans for 2022. This year, for example, around 50 million vacation trips are planned - only two million fewer than in the pre-Corona year 2019. Which is hardly surprising, since 61% of those surveyed have a desire for vacation, time for it (72%) and also the necessary finances (70%). The most popular travel period is July and Au-gust (39%), with around a fifth wanting to travel in May or June, and September or October. The rest were still undecided. Around 40% want to have booked by the end of April and 11% have already booked. Twenty-one per-cent are still waiting to book. Because of the pandemic, only 9% want to stay at home. For the study, 2,577 online interviews were conducted at the beginning of November last year.

ACTIVITY REPORT

Tradeshows, Trade Meetings (including Sales Missions), Sales Calls

Contact	Interest / Status	Follow-up, next steps
Canusa Touristik Karin Buhse	Specialist Tour Operator (Germany) Karin approached us regarding a staff Famtrip planned for End of March. Coordinated their request with Terry/DCR.	Keep in contact with Karin and follow up after Famtrip
Visit Florida | Canusa Touristik Marion Wolf	DMO | Specialist Tour Operator Sustainability campaign: Provided Visit Florida and Canusa with text and image input for the campaign.Manuel from Lieb Management was recorded for a video/interview. Canusa created new scenic route, which will be promoted with this new tour: • Tampa - 3 nights Hampton Inn and Suites - Ybor City • Crystal River - 3 nights Plantation Inn	Preparations ongoing but almost completed; follow up after campaign

	• Naples - 3 nights La Playa Resort • Key West - 1 night Doubletree Grand Key Resort • Key Largo - 2 nights Baker's Cay Resort • Fort Lauderdale. 3 nights Pelican Grand Beach Resort Campaign start will be March/April.	
CRD Touristik Pia Hambrock	Specialist Tour Operator (Germany) Confirmed print mailing promotion and provided input. Mailing was approved by Lieb Management and DCR and will be sent out in March.	Keep in contact with Pia and follow up after campaign regarding reporting
USA-Reisen.de Doreen Sell	Specialist Tour Operator (Germany) Provided input for our standalone newsletter project and the new package tour, which will be created for this activity. The first version of Newsletter was already sent for feedback and currently Doreen is working on creating the 3 landingpages, that are part of the campaign. Newsletter to be sent out in March or April.	Keep in contact with Doreen and send final Newsletter and Landingapges for approval to DCR
Visit Florida | America Unlimited Marion Wolf	DMO | Specialist Tour Operator Sustainability campaign: Provided Visit Florida and America Unlimited with text and image input for the campaign. Most content was approved by Lieb Management and DCR. New created scenic route, which will be promoted on this campaign: • Tampa - 3 nights JW Marriott Tampa Water Street • Crystal River - 3 nights Plantation Inn • Bradenton – 3 nights AMI Locals • Naples - 3 nights La Playa Resort • Key West - 2 nights Kimpton Ella's Cottages • Key Largo - 2 nights Baker's Cay Resort America Unlimited also added another new tour: • Tampa - 5 nights Aloft Downtown • Crystal River - 5 nights Holiday Inn Express Campaign has already started and last components will take place in March	Preparations ongoing but almost completed; follow up after campaign
Cruising Reisen Dirk Zielinski	Specialist Tour Operator (Germany) Dirk has promoted the new round trip including 2 nights in Crystal River in their newsletter. We also spoke about a possible small marketing campaign.	Keep in contact with Dirk regarding suggested marketing activities
DER Touristik Katja Wagner	Tour operator (Germany)	Keep in contact with Katja regarding re-

	Confirmed participation and realization of their own podcast for a Florida themed episode with DER Touristik and Sarasota. Prepared and updated PPT presentation for a agent training and held a 15-minute webinar, training around 160 travel agents and introducing them to the beautiful and unique destination Crystal River; Lieb Management answered follow-up questions from participants.	porting and their upcoming events
Visit USA Cristian Meuter	USA Membership Association Confirmed participation in the digital VUSA USA Roadshow; we will be doing a webinar free of charge for travel agents. Prepared VUSA presentation slides and send text for VUSA newsletter teaser.	Follow up with Webinar participants
Willy Scharnow Foun-dation Maren Späthe	Tourism foundation – specialized in FAM trips Further discussed fam trip options for this remaining FY. The Willy Scharnow foundation is specialized in educational fam trips, where the destination is in the main focus and not only the hotels. The advan-tage: Flights will be payed by the participants (Ma-ren will contact the airlines regarding suitable rates). Suggestion: A joint FAM trip with another Florida destination (currently discussing this option with Sarasota)	Keep in contact with Maren
Visit Florida | other Florida partners Marion Wolf	DMOs Lieb Management participated in a VF team call (reps from Europe) to discuss marketing cooperations, VF Roadshow and other topics.	Follow up with other partners regarding marketing cooperations
Lieb Management	Representation firm Lieb Management has prepared a six-page German-speaking brochure. Brochure creation (text composition, image selection and visualization of brochure) in liasion will DCR. Brochure is ready for print.	Get an overview of printing costs and approval of DCR

Trade Trainings

Tour Operator/Agency	Date	#Trained	Notes
Dertour digital agent training (webinar)	Feb. 24, 2022	158	

Trade Fams

Name	Launch/Start	Status	Description
n/a			

Campaigns, Promotions & Events

Activity (Type – description)	Date	Key Outcomes	Action / Status
DER Touristik Florida themed podcast	Jan. 2022	Advertisement in the ComeCloser Facebook group to 6,000 agencies and sales newsletter to 8,000 agencies. So far, 137 downloads have been recorded (more downloads to follow)	Done
DER Touristik Florida themed webinar	Feb. 24, 2022	Advertisement in the ComeCloser Facebook group to 6,000 agencies and sales newsletter to 8,000 agencies.158 travel agents trained	Done
USA Reisen Newsletter project	March 2022		Campaign is running a bit behind; preparations ongoing
Canusa Touristik | Visit Florida Sustainability campaign	March 2022		Start date has been postponed. Preparations almost completed
America Unlimietd | Visit Florida Sustainability campaign	February – March 2022		Campaign has started and will be completed in March
CRD Touristik Print Mailing	March 2022		Campaign is running a bit behind; mailing is approved and will be sent out in March

Upcoming Events & Travel

Activity (Type – description)	Date	Notes	Action / Status
Visit USA Media and Trade Networking Event	Jan. 11, 2022	Location: Munich The event will consist of two different parts: a media networking session and a B2B networking session. All par-	Event has been postponed due to the Covid-situation.

		ticipating members will receive an individual table that can be used for discussions with the guests.	
~~Consumer show Munich~~	Feb.16-20, 2022	Single counter at the VUSA booth	Show has been canceled

Miscellaneous

Activity (Type – description)	Date	Notes	Action / Status
German brochure	Ongoing	Lieb Management has prepared a six-page German-speaking brochure, which can be used for upcoming B2B & B2C events in 2022 as well as for individual requests	Get an overview of printing costs and print

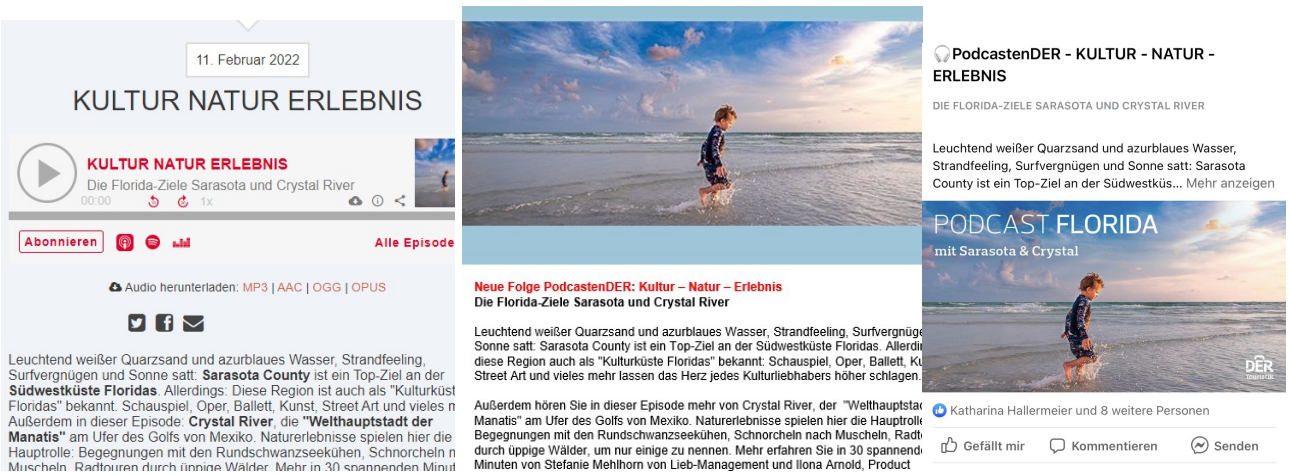
UPDATED CONTACT INFO

New Key Account Manager:
Nora Kutsche
(since February 2022)

Back-up documentation

Dertour Podcast

The podcast with Sarasota & Crystal River went online on 11.02.2022



Dertour travel agent webinar

The DER Touristik Campus Webinar on Sarasota & Crystal River took place on 24.02.2022 from 11:00 – 11:45 am.





New German Brochure (by Lieb Management)





AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Destination Update
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

Visitors Bureau Director's Report

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

Information only



CITRUS COUNTY TOURIST DEVELOPMENT COUNCIL

May 11, 2022


CALL TO ORDER
1. INVOCATION
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
MANATEE CAPITAL OF THE WORLD
DISCOVER
CRYSTAL RIVER
FLORIDA
FLORAL CITY || HOMOSASSA || INVERNESS


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APPROVAL OF THE MINUTES

Approve April 13th TDC Minutes

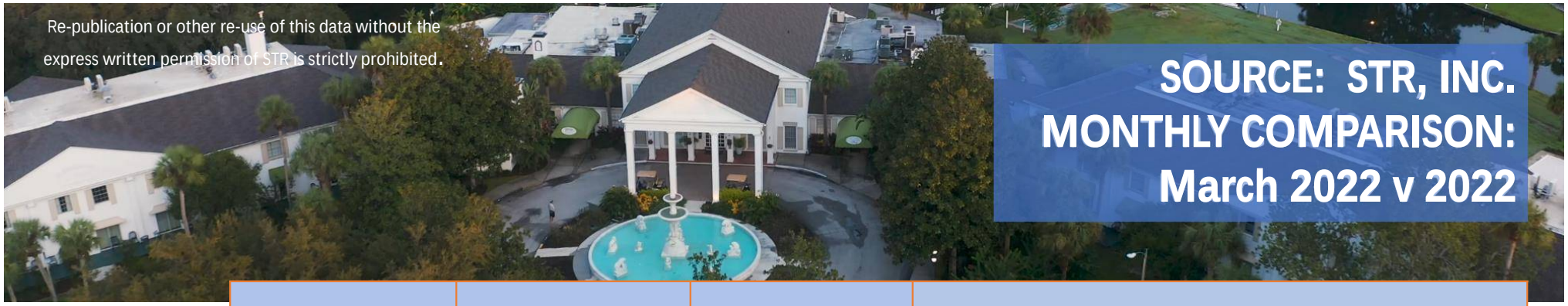

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FLORIDA
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PRESENTATIONS

- Tempest/DCR Website Advertising Program
- Advertising Opportunities from Madden Media
- Draft FY 23 Budget
- PR Updates


MANATEE CAPITAL OF THE WORLD
JOHN PRICHER
CITRUS COUNTY VISITORS & CONVENTION BUREAU
DIRECTOR'S REPORT
• VCB Destination Updates
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Old Courthouse HERITAGE MUSEUM
DISCOVER CRYSTAL RIVER FLORIDA
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Hernando	83.5	76.2	122.36	90.73	102.16	69.17	9.5	34.9	47.7	47.7	0.0	9.5
Pasco	80.7	83.0	137.18	96.41	110.72	80.02	-2.8	42.3	38.4	45.2	5.0	2.1
Sumter	83.8	76.5	150.90	109.85	126.45	84.09	9.5	37.4	50.4	50.2	-0.1	9.4
Florida	81.5	71.0	229.41	169.50	187.05	120.38	14.8	35.3	55.4	64.2	5.7	21.3



SOURCE: STR, INC.
YTD COMPARISON: March 2022

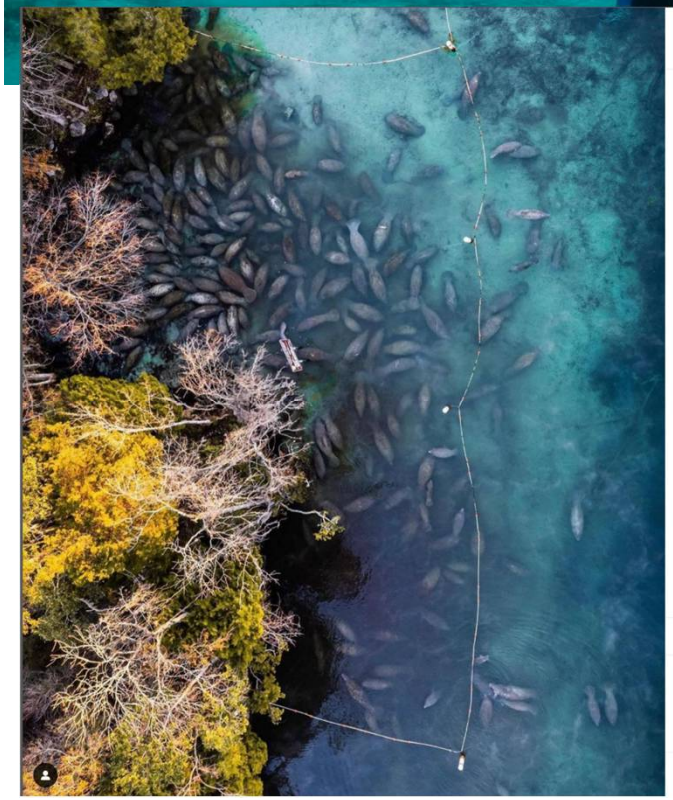
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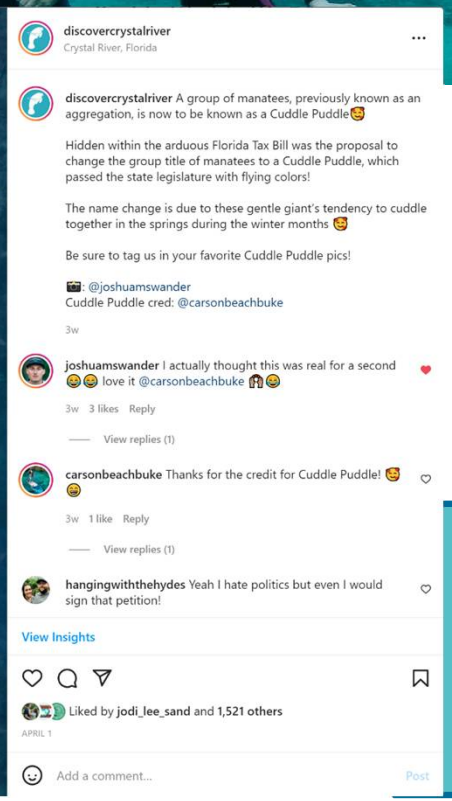
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Hernando	80.9	67.6	113.74	87.56	92.02	59.19	19.7	29.9	55.5	55.5	0.0	19.7
Pasco	79.8	73.1	123.99	92.93	98.95	67.92	9.2	33.4	45.7	52.9	5.0	14.6
Sumter	80.3	67.0	136.18	99.10	109.34	66.42	19.8	37.4	64.6	64.5	-0.1	19.7
Florida	73.5	59.3	208.56	150.82	153.37	89.49	23.9	38.3	71.4	81.6	6.0	31.4

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MANATEE CAPITAL OF THE WORLD

Instagram



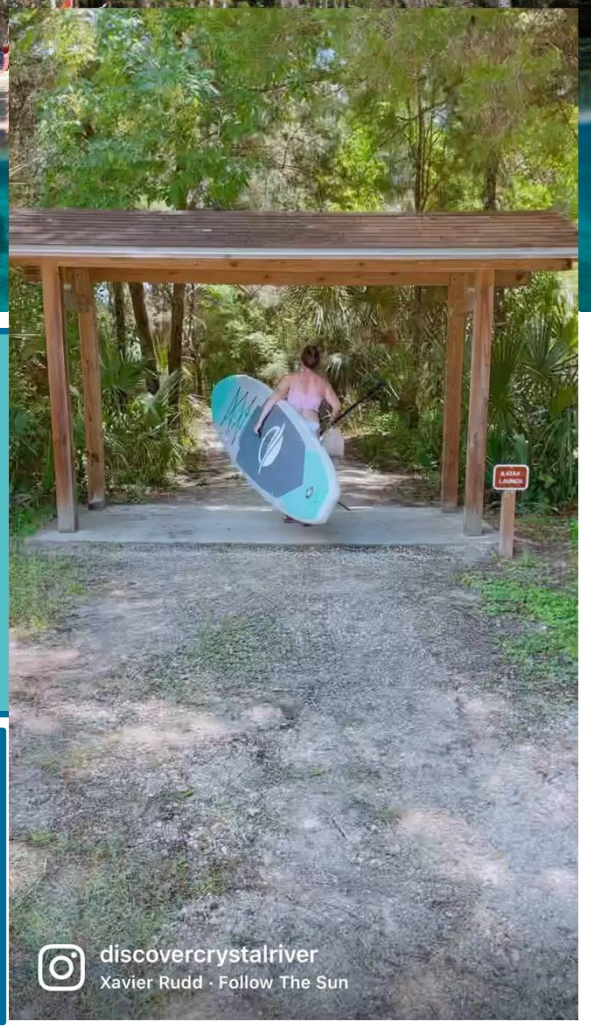


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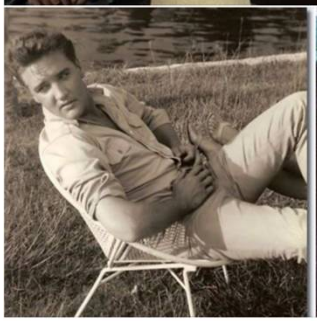
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Follower Comparison

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Day Time Homosassa Feature



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CITRUS COUNTY TOURISM DEVELOPMENT COUNCIL

Next Meeting: June 9, 2022



CITRUS COUNTY TOURIST DEVELOPMENT COUNCIL

May 11, 2022


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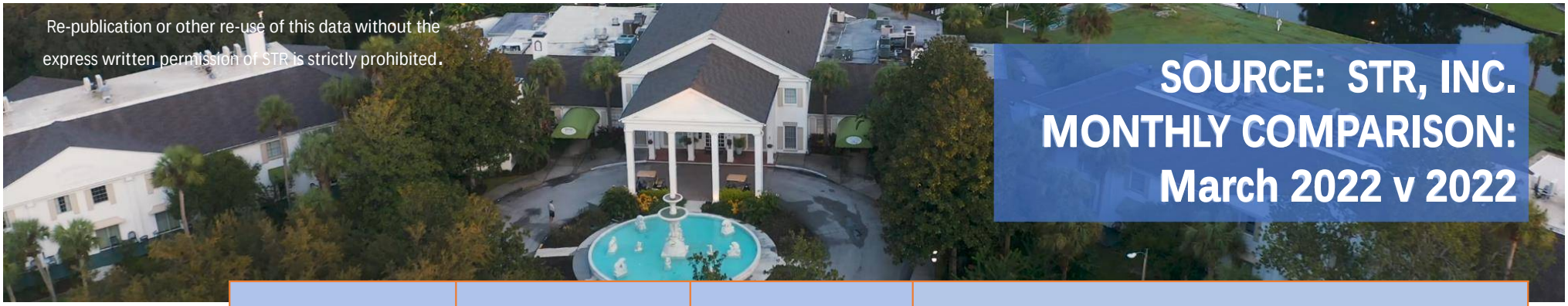

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TOURISM DEVELOPMENT TAX

March 2021 Revenue
$ 196,058.73

March 2022 Revenue
$ 309,233.16

5th Penny Allocation
$ 61,846.63

$ **113,174.43**

57.72 %

Total Capital Reserve
$ 804,078.27

2020-21 Fiscal Year Revenue to Date
$ 954,736.78

2021-22 Fiscal Year Revenue to Date
$ 1,374,556.13

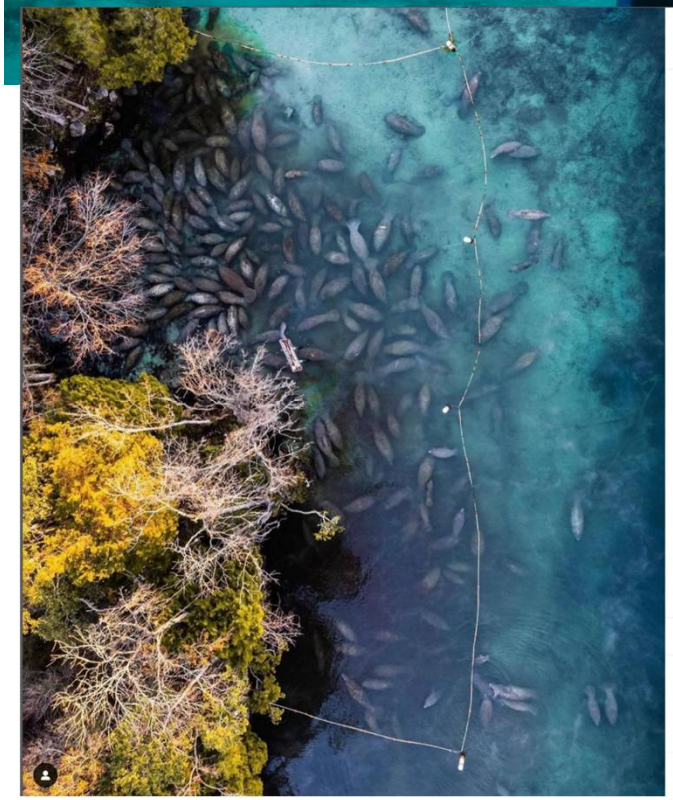
$ 419,819.35 or **43.97**% **Increase YTD**

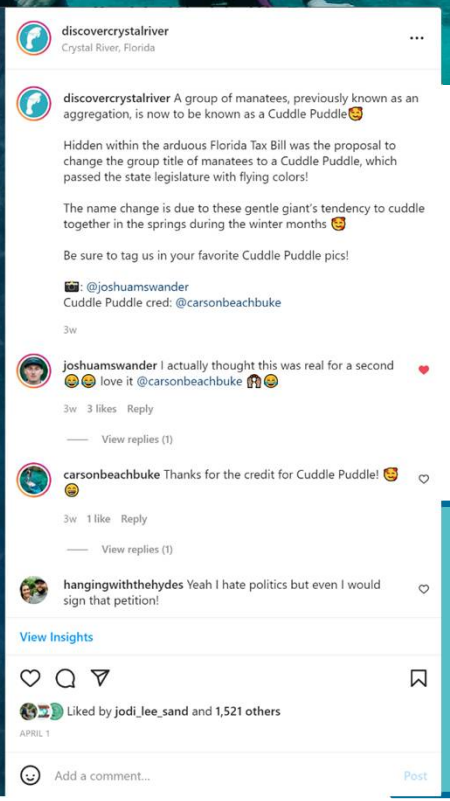
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MANATEE CAPITAL OF THE WORLD

Instagram



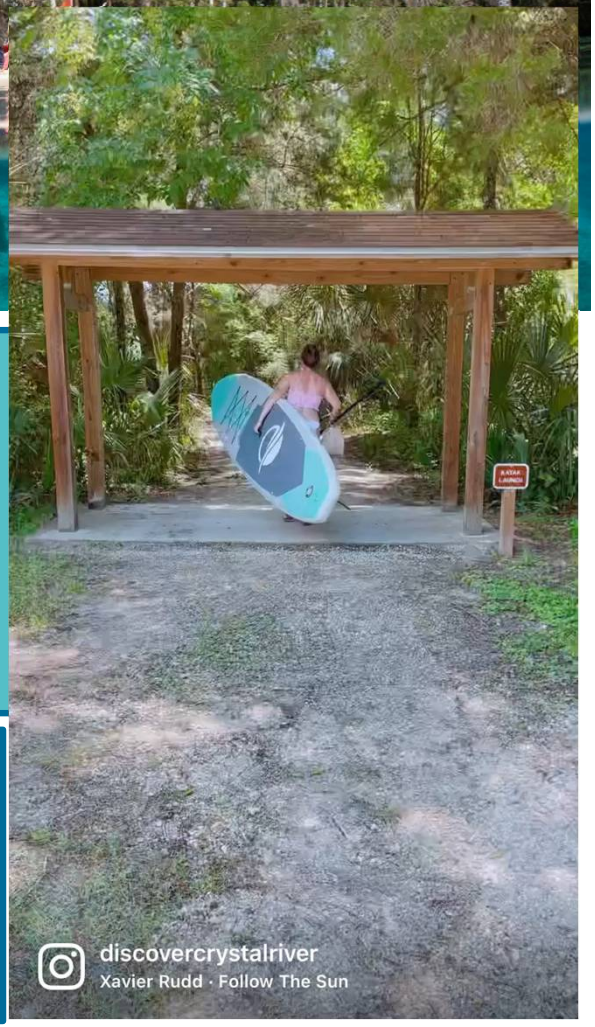


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CITRUS COUNTY TOURISM DEVELOPMENT COUNCIL

Next Meeting: June 9, 2022

AGENDA MEMORANDUM

FROM:	John Pricher, Tourism Director
SUBJECT:	TDC - Financial Reports
AGENDA DATE:	**May 11, 2022**

BRIEF OVERVIEW:

Financial updates

BUDGET IMPACT/FUNDING SOURCE:

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

RECOMMENDED ACTION:

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	$ 309,233.16	$ 113,174.43	57.72%	$ 247,386.53	$ 61,846.63
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**	**$ 1,374,556.13**	**$ 419,819.35**	**43.97%**	**$ 1,099,644.90**	**$ 274,911.23**
% Change	**35.81%**	**-1.85%**	**-1.47%**	**29.61%**					

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
	$ (50,000.00)	OTT TV Advertising for Scallop Season via Madden
Available	**$**	**685,841.00**

Capital Reserves Fund

Budget on 10/1/21	**$**	**514,153.00**	
Expenditures			
01/07/2020	$	(400,000.00)	Bike Trail Investment
Awarded/Recommended			
03/11/2020	$	(100,000.00)	USFW Welcome Center Display
11/04/2020	$	(100,000.00)	USFW Welcome Center Display
11/04/2020	$	(150,000.00)	City of Crystal River Riverwalk
Revenue			
03/26/2020	$	40,354.38	
04/27/2020	$	46,170.72	
05/26/2020	$	27,670.96	
06/26/2020	$	8,897.48	
07/27/2020	$	25,063.22	
08/27/2020	$	36,446.65	
09/27/2020	$	52,391.19	
10/27/2020	$	38,733.37	
11/27/2020	$	29,819.36	
12/27/2020	$	26,772.55	
01/27/2021	$	26,507.68	
02/27/2021	$	30,896.76	
03/27/2021	$	37,739.26	
04/27/2021	$	39,211.75	
05/27/2021	$	54,208.15	
06/27/2021	$	45,529.35	
07/27/2021	$	43,409.88	
08/27/2021	$	50,475.15	
09/27/2021	$	63,192.86	
10/27/2021	$	41,523.32	
11/29/2021	$	36,681.62	
12/28/2021	$	37,232.63	
01/26/2022	$	38,659.10	
02/28/2022	$	47,107.63	
03/28/2022	$	53,383.62	
04/28/2022	$	61,846.63	
Available	**$**	**804,078.27**	

Visitors and Convention Bureau

		FY 2022			
		Budget	Revenues	Difference	%
312130	TOURIST TAX	1,500,000	852,258	647,742	57%
361200	MONEY MKT & LGIP INTEREST	3,000	1,935	1,065	64%
369907	ADVERTISING REV-VISIT CIT	-	-	0	
Total		**1,503,000**	**854,193**	**648,807**	

			FY 2022			
			Budget	Expenditures	Available Balance	%
1-PERSONAL SERVICES	51200	REGULAR SALARIES & WAGES	293,953	120,017	154,940	47%
	51306	CASUAL LABOR	7,000	-	7,000	0%
	51400	OVERTIME	1,000	-	1,000	0%
	52100	FICA TAXES	22,487	8,911	12,172	46%
	52200	RETIREMENT CONTRIBUTIONS	31,681	12,986	16,640	47%
	52300	LIFE & HEALTH INSURANCE	45,357	22,658	19,554	57%
	52400	WORKERS' COMPENSATION	666	279	343	49%
	Sub Total		402,144	164,851	211,649	
2-OPERATING	53100	PROFESSIONAL SERVICES	111,899	63,519	48,380	57%
	53400	OTHER CONTRACTUAL SERV	163,200	94,155	75,045	56%
	53416	SOFTWARE AS A SERVICE	8,240	90	8,150	1%
	54000	TRAVEL & PER DIEM	56,000	15,778	39,272	30%
	54100	COMMUNICATIONS SERVICES	7,959	2,411	5,392	32%
	54201	POSTAGE	24,000	3,992	19,930	17%
	54300	UTILITY SERVICES	9,912	2,721	6,445	35%
	54408	BUILDING RENTAL	24,345	14,201	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	2,766	4,095	42%
	54615	SOFTWARE MAINT/SUPPORT	1,781	1,895	(114)	106%
	54700	PRINTING & BINDING	11,004	3,792	7,212	34%
	54800	PROMOTIONAL ACTIVITIES	66,000	9,148	56,852	14%
	54807	MARKETING	778,639	260,651	517,988	33%
	54809	TRADE SHOW PROMOTION	50,230	30,873	19,357	61%
	54820	VISIT CITRUS MAGAZINE	37,350	24,723	6,627	39%
	54921	ADVERTISING	3,000	128	2,850	5%
	55100	OFFICE SUPPLIES	3,500	1,284	2,216	37%
	55200	OPERATING SUPPLIES	3,700	2,082	1,618	56%
	55208	FUEL & LUBES	1,500	115	1,319	12%
	55211	JANITORIAL SUPPLIES	1,000	49	951	5%
	55221	MEALS	3,000	165	2,835	5%
	55270	COMPUTER ACCESSORIES	150	464	(314)	310%

Visitors and Convention Bureau

			FY 2022			
			Budget	Expenditures	Available Balance	%
2-OPERATING	55400	DUES BKS SUBSCR MEM PUBL	15,450	8,960	6,490	58%
	55500	TRAINING	13,400	3,205	10,195	24%
	Sub Total		1,411,798	549,135	860,484	
4-OTHER USES	58100	AID TO GOVERNMENT AGENCY	350,000	-	350,000	0%
	58221	SPECIAL PROJECTS	212,603	-	395,376	0%
	Sub Total		562,603	0	745,376	
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**	**766,172**	**1,817,510**	

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

FUND - 160 - VISITOR & CONV BUREAU

ACCOUNT - - - - - TITLE - - - - -	DEBITS	CREDITS
101000 CASH	2,600,044.81	
102000 PETTY CASH	700.00	
TOTAL CASH & CASH EQUIVALENTS	2,600,744.81	.00
TOTAL ASSETS & OTHER DEBITS	2,600,744.81	.00
TOTAL ASSETS	2,600,744.81	.00
271000 FUND BALANCE		2,513,330.09
TOTAL EQUITY	4,747,399.71	7,348,144.52
TOTAL EQUITIES	4,747,399.71	7,348,144.52
TOTAL VISITOR & CONV BUREAU	7,348,144.52	7,348,144.52

SELECTION CRITERIA: genledgr.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

FUND - 160H - VISITOR & CONV BUREAU 1ST

ACCOUNT - - - - - TITLE - - - - -	DEBITS	CREDITS
101000 CASH	1,573,352.95	
TOTAL CASH & CASH EQUIVALENTS	1,573,352.95	.00
TOTAL ASSETS & OTHER DEBITS	1,573,352.95	.00
TOTAL ASSETS	1,573,352.95	.00
271000 FUND BALANCE		1,359,518.61
TOTAL EQUITY	1,666,206.00	3,239,558.95
TOTAL EQUITIES	1,666,206.00	3,239,558.95
TOTAL VISITOR & CONV BUREAU 1ST	3,239,558.95	3,239,558.95
TOTAL REPORT	10,587,703.47	10,587,703.47

DATE: 04/25/2022 CITRUS COUNTY BOARD REVSTA11
TIME: 16:31:09 REVENUE STATUS REPORT

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALED 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	213,534.48	.00	852,258.37	647,741.63	56.82
361200 MONEY MKT & LGIP INTERES	3,000.00	367.02	.00	1,328.17	1,671.83	44.27
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	213,901.50	.00	853,586.54	2,547,856.46	25.09
TOTAL VISITOR & CONV BUREAU	3,401,443.00	213,901.50	.00	853,586.54	2,547,856.46	25.09

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALED 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	53,383.62	.00	213,064.60	136,935.40	60.88
361200 MONEY MKT & LGIP INTERES	1,900.00	219.46	.00	769.74	1,130.26	40.51
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	53,603.08	.00	213,834.34	1,452,371.66	12.83
TOTAL VISITOR & CONV BUREAU 1	1,666,206.00	53,603.08	.00	213,834.34	1,452,371.66	12.83
TOTAL REPORT	5,067,649.00	267,504.58	.00	1,067,420.88	4,000,228.12	21.06

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALED 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	18,995.62	.00	120,017.19	173,935.81	40.83
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	1,403.93	.00	8,910.94	13,576.06	39.63
52200	RETIREMENT CONTRIBUTIONS	31,681.00	2,055.32	.00	12,985.84	18,695.16	40.99
52300	LIFE & HEALTH INSURANCE	45,357.00	3,145.03	.00	22,657.90	22,699.10	49.95
52400	WORKERS' COMPENSATION	666.00	44.48	.00	278.65	387.35	41.84
53100	PROFESSIONAL SERVICES	111,899.00	18,612.00	38,379.68	63,519.32	10,000.00	91.06
53400	OTHER CONTRACTUAL SERV	163,200.00	14,287.40	63,100.00	94,155.40	5,944.60	96.36
53416	SOFTWARE AS A SERVICE	8,240.00	.00	.00	89.97	8,150.03	1.09
54000	TRAVEL & PER DIEM	56,000.00	2,429.15	.00	15,778.01	40,221.99	28.18
54100	COMMUNICATIONS SERVICES	7,959.00	317.70	.00	2,410.85	5,548.15	30.29
54201	POSTAGE	24,000.00	1,059.82	.00	3,991.68	20,008.32	16.63
54300	UTILITY SERVICES	9,912.00	893.50	7,191.21	2,720.79	.00	100.00
54408	BUILDING RENTAL	24,345.00	4,057.38	.00	14,200.83	10,144.17	58.33
54550	GENERAL LIABILITY CLAIMS	541.00	.00	.00	.00	541.00	.00
54600	REPAIR & MAINTENANCE	1,824.00	.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	.00	2,963.02	1,449.46	2,191.52	66.82
54605	EQUIPMENT MAINTENANCE	7,020.00	482.66	4,253.94	2,766.06	.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	472.00	.00	3,791.61	7,212.39	34.46
54800	PROMOTIONAL ACTIVITIES	66,000.00	5,283.99	.00	9,147.74	56,852.26	13.86
54807	MARKETING	778,639.00	70,671.19	461,093.04	260,650.96	56,895.00	92.69
54809	TRADE SHOW PROMOTION	50,230.00	12,915.16	.00	30,873.27	19,356.73	61.46
54820	VISIT CITRUS MAGAZINE	37,350.00	24,723.00	.00	24,723.00	12,627.00	66.19
54921	ADVERTISING	3,000.00	21.88	.00	128.32	2,871.68	4.28
55100	OFFICE SUPPLIES	3,500.00	231.97	.00	1,283.54	2,216.46	36.67
55200	OPERATING SUPPLIES	3,700.00	90.31	.00	2,082.47	1,617.53	56.28
55208	FUEL & LUBES	1,500.00	.00	.00	114.74	1,385.26	7.65
55211	JANITORIAL SUPPLIES	1,000.00	17.50	.00	48.69	951.31	4.87
55221	MEALS	3,000.00	77.60	.00	164.70	2,835.30	5.49
55270	COMPUTER ACCESSORIES	150.00	179.00	.00	464.26	-314.26	309.51
55400	DUES BKS SUBSCR MEM PUBL	15,450.00	2,875.00	.00	8,959.95	6,490.05	57.99
55500	TRAINING	13,400.00	370.00	.00	3,205.00	10,195.00	23.92
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	185,712.59	579,784.89	766,171.82	2,055,486.29	39.57
	TOTAL VISITOR & CONV BUREAU	3,401,443.00	185,712.59	579,784.89	766,171.82	2,055,486.29	39.57

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIOD: 6/22

SORTED BY: FUND,FUNCTION,ACTIVITY,DEPARMTENT,ACCOUNT
TOTALED 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	185,712.59	579,784.89	766,171.82	3,721,692.29	26.56

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 6/22

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	
03/09/22	22-6					9,497.81		PAYROLL CHARGES	
03/23/22	22-6					9,497.81		PAYROLL CHARGES	
TOTAL REGULAR SALARIES & WAGES					293,953.00	120,017.19	.00		173,935.81
51306 CASUAL LABOR					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				7,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL CASUAL LABOR					7,000.00	.00	.00		7,000.00
51400 OVERTIME					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				1,000.00			POSTED FROM BUDGET SYSTEM	
TOTAL OVERTIME					1,000.00	.00	.00		1,000.00
52100 FICA TAXES					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				22,487.00			POSTED FROM BUDGET SYSTEM	
10/06/21	22-1					801.93		PAYROLL CHARGES-FRINGE	
10/20/21	22-1					746.54		PAYROLL CHARGES-FRINGE	
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 6/22

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 FICA TAXES (cont'd)									
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	
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	
03/09/22	22-6					703.06		PAYROLL CHARGES-FRINGE	
03/23/22	22-6					700.87		PAYROLL CHARGES-FRINGE	
TOTAL FICA TAXES					22,487.00	8,910.94	.00		13,576.06
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		ACCRUE 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	
03/09/22	22-6					1,027.66		PAYROLL CHARGES-FRINGE	
03/23/22	22-6					1,027.66		PAYROLL CHARGES-FRINGE	
TOTAL RETIREMENT CONTRIBUTIONS					31,681.00	12,985.84	.00		18,695.16
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	

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION

SELECTION CRITERIA: orgn.fund in ('160','160H')
ACCOUNTING PERIODS: 1/22 THRU 6/22

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

TOTALED ON: FUND,DEPARMTENT

PAGE BREAKS ON: FUND

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

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
52300 LIFE & HEALTH INSURANCE (cont'd)									
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	
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	
03/09/22	22-6					33.24		PAYROLL CHARGES-FRINGE	
03/23/22	22-6					2,957.09		PAYROLL CHARGES-FRINGE	
03/23/22	22-6					154.70		PAYROLL CHARGES-FRINGE	
TOTAL	LIFE & HEALTH INSURANCE				45,357.00	22,657.90	.00		22,699.10
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	
03/09/22	22-6					22.24		PAYROLL CHARGES-WORKERS C	
03/23/22	22-6					22.24		PAYROLL CHARGES-WORKERS C	
TOTAL	WORKERS' COMPENSATION				666.00	278.65	.00		387.35
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

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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
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	
02/22/22	21-5	83010-01	V147819	20525 RESEARCH DATA SE		2,333.33	-2,333.33	22-3338 2/1/22	
03/08/22	25-6		BT030822		6,500.00			BT030822-5	
03/10/22	18-6	83014-02		20974 MADDEN PREPRINT			6,500.00	CHANGE ORDER - 3	
03/10/22	18-6	83014-03		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 3	
03/23/22	21-6	83014-02	V148293	20974 MADDEN PREPRINT		18,612.00	-18,612.00	2022-011517 1/31/22	
TOTAL PROFESSIONAL SERVICES					111,899.00	63,519.32	38,379.68		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	

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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
53400 OTHER CONTRACTUAL SERV (cont'd)									
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	
03/07/22	19-6		P-CARD			47.40		INTERNATIONAL TRANSACTION	
03/07/22	19-6		P-CARD			4,740.00		CLEANPIX	
03/10/22	18-6	83014-04		20974 MADDEN PREPRINT			.00	CHANGE ORDER - 3	
03/23/22	21-6	83014-01	V148293	20974 MADDEN PREPRINT		9,500.00	-9,500.00	2022-011905 2/28/22	
TOTAL OTHER CONTRACTUAL SERV					163,200.00	94,155.40	63,100.00		5,944.60
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	
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	

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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
54000 TRAVEL & PER DIEM (cont'd)									
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			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	
12/06/21	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	
12/15/21	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	
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	

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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
54000 TRAVEL & PER DIEM (cont'd)									
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	
02/04/22	24-5		NP000008569			-210.52		10 FN REIMB PRICHER	
02/09/22	21-5		V147682	24523 THERESA NATWICK		246.00	.00	FIN MEALS 1/17-23/22	
02/09/22	21-5		V147682	24523 THERESA NATWICK		141.51	.00	FIN MILEAGE 1/17-23/22	
03/07/22	19-6		P-CARD			828.75		EMBASSY SUITES DWNTWN	
03/07/22	19-6		P-CARD			1,357.00		HILTON GARDEN INN TAMPA A	
03/07/22	19-6		P-CARD			4.00		TCC GARAGE DAILY	
03/23/22	21-6		V148369	24523 THERESA NATWICK		169.00	.00	ADV MEALS 4/3-8/22	
03/23/22	21-6		V148369	24523 THERESA NATWICK		70.40	.00	ADV MILEAGE 4/3-8/22	
TOTAL TRAVEL & PER DIEM					56,000.00	15,778.01	.00		40,221.99
54100 COMMUNICATIONS SERVICES					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				7,959.00			POSTED FROM BUDGET SYSTEM	
10/19/21	21-1		485889	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 9/28/21	
11/03/21	21-2		485999	17174 CENTURYLINK		51.01	.00	320345045 10/9/21	
11/18/21	21-2		486278	4125 BRIGHT HOUSE NE		139.00	.00	0050653741-01 10/28/21	
11/29/21	21-2		486390	17174 CENTURYLINK		48.09	.00	320345045 11/9/21	
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			290.09		SPECTRUM	
12/30/21	19-3		P-CARD			188.57		VERIZONWRLSS RTCCR VB	
12/30/21	19-3		P-CARD			203.06		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	
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	
03/07/22	19-6		P-CARD			134.98		SPECTRUM	
03/07/22	19-6		P-CARD			165.48		VERIZONWRLSS RTCCR VB	
03/21/22	21-6		V148358	0549.1 STATE OF FLORIDA		82.53	.00	A39/2K0823-20220215	
03/23/22	21-6		487970	17174 CENTURYLINK		68.03	.00	320345045 3/9/22	
03/28/22	24-6		SJ000000074			-438.09		10 FN CHMBER COMM REF	

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FUND - 160 - VISITOR & CONV BUREAU
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ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54100 COMMUNICATIONS SERVICES (cont'd)									
03/31/22	19-6		P-CARD			139.98		SPECTRUM	
03/31/22	19-6		P-CARD			164.79		VERIZONWRLSS RTCCR VB	
TOTAL COMMUNICATIONS SERVICES					7,959.00	2,410.85	.00		5,548.15
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			-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	
12/30/21	19-3		P-CARD			22.84		FEDEX 95628908	
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	
03/07/22	19-6		P-CARD			578.81		Earnest Mail Consulting	
03/31/22	19-6		P-CARD			73.17		FEDEX 98621656	
03/31/22	19-6		P-CARD			303.49		Earnest Mail Consulting	
03/31/22	19-6		1369			3.56		2/24 POSTAGE BOCC 2 CLK	
03/31/22	19-6		POST INT			89.19		February 2022 Postage	
03/31/22	19-6		P-CARD			11.60		FEDEX 98246773	
TOTAL POSTAGE					24,000.00	3,991.68	.00		20,008.32
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	

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SELECTION CRITERIA: orgn.fund in ('160','160H')
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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
54300 UTILITY SERVICES (cont'd)									
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	
02/08/22	21-5	83009-01	V147553	0356 CITRUS COUNTY CH		121.57	-121.57	70551 1/26/22	
02/08/22	21-5	83009-01	V147553	0356 CITRUS COUNTY CH		343.52	-343.52	70552 1/26/22	
03/09/22	21-6	83009-01	V147982	0356 CITRUS COUNTY CH		107.22	-107.22	70724 2/23/22	
03/09/22	21-6	83009-01	V147982	0356 CITRUS COUNTY CH		362.04	-362.04	70725 2/23/22	
03/22/22	21-6	83009-01	V148209	0356 CITRUS COUNTY CH		76.98	-76.98	70884 3/7/22	
03/22/22	21-6	83009-01	V148209	0356 CITRUS COUNTY CH		347.26	-347.26	70883 3/7/22	
TOTAL UTILITY SERVICES					9,912.00	2,720.79	7,191.21		.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	
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	
02/08/22	21-5		V147625	22252 MAN CAVE LLC		2,028.69	.00	RENT FEB 2022	
03/09/22	21-6		V148033	22252 MAN CAVE LLC		2,028.69	.00	RENT MARCH 2022	
03/23/22	21-6		V148295	22252 MAN CAVE LLC		2,028.69	.00	RENT APRIL 2022	
TOTAL BUILDING RENTAL					24,345.00	14,200.83	.00		10,144.17
54550 GENERAL LIABILITY CLAIMS					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				541.00			POSTED FROM BUDGET SYSTEM	
TOTAL GENERAL LIABILITY CLAIMS					541.00	.00	.00		541.00
54600 REPAIR & MAINTENANCE					.00	.00	.00	BEGINNING BALANCE	

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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)									
09/30/21	11-1				1,824.00			POSTED FROM BUDGET SYSTEM	
10/01/21	17-1	83009-03		0356 CITRUS COUNTY CH			1,824.00	GROUNDS MAINTENANCE (LAWN	
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	
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	
03/09/22	21-6	83007-01	V148066	18958 ROYAL "T" SYSTEM		335.00	-335.00	8690 3/1/22	
03/22/22	21-6	83008-01	V148286	17052 KONICA MINOLTA B		147.66	-147.66	278475477 2/28/22	
TOTAL	EQUIPMENT MAINTENANCE				7,020.00	2,766.06	4,253.94		.00

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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
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
54700 PRINTING & BINDING					.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	
03/07/22	19-6		P-CARD			472.00		HOMOSASSA PRINTING	
TOTAL PRINTING & BINDING					11,004.00	3,791.61	.00		7,212.39
54800 PROMOTIONAL ACTIVITIES					.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			400.00		PAYPAL KDOUTDOORS1	
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	
12/16/21	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			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			28.18		SQ WATERFRONT SOCIAL	
01/31/22	19-4		P-CARD			14.26		SQ CATTLE DOG COFFEE ROA	

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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			137.43		CKE OSCAR PENNS INVERNESS	
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			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			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	
02/09/22	21-5		487324	26340 JOHN PRICHER		272.00	.00	PETTY CASH 2/7/22	
03/07/22	19-6		P-CARD			26.45		KANES CATTLE CO	
03/07/22	19-6		P-CARD			123.05		VINTAGE ON 5TH	
03/07/22	19-6		P-CARD			20.83		SQ TWO POPS SANDWICH SH	
03/07/22	19-6		P-CARD			58.65		PLANTATION ON CRY RIVE	
03/07/22	19-6		P-CARD			275.00		FH OZELLO BOATS	
03/07/22	19-6		P-CARD			277.01		PECKS OLD PORT COVE	
03/07/22	19-6		P-CARD			100.05		SQ WALLACES AT THE GREE	
03/07/22	19-6		P-CARD			126.50		FLORIDACRACKERWORKS_5	
03/07/22	19-6		P-CARD			275.00		FH OZELLO BOATS	
03/07/22	19-6		P-CARD			4.00		FERRIS GROVES	
03/07/22	19-6		P-CARD			201.77		SQ WATERFRONT SOCIAL	

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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)									
03/07/22	19-6		P-CARD			106.37		TST CAJUN JIMMY SEAFOOD	
03/07/22	19-6		P-CARD			180.00		KINGS BAY LODGE	
03/07/22	19-6		P-CARD			33.35		VINTAGE ON 5TH	
03/08/22	25-6		BT030822		-6,500.00			BT030822-5	
03/31/22	19-6		P-CARD			22.07		SQ CATTLE DOG COFFEE ROA	
03/31/22	19-6		P-CARD			103.79		AMYS ON THE AVENUE	
03/31/22	19-6		P-CARD			132.35		CRUMPS LANDING	
03/31/22	19-6		P-CARD			241.08		KANES CATTLE CO	
03/31/22	19-6		P-CARD			28.75		CRUMPS LANDING	
03/31/22	19-6		P-CARD			266.40		RIVERSAFARIS. R1XFXG7	
03/31/22	19-6		P-CARD			49.57		PUBLIX #797	
03/31/22	19-6		P-CARD			156.04		PUBLIX #797	
03/31/22	19-6		P-CARD			64.00		TST CAJUN JIMMY SEAFOOD	
03/31/22	19-6		P-CARD			162.04		SQ WATERFRONT SOCIAL	
03/31/22	19-6		P-CARD			685.98		SQ KATCH TWENTY-TWO	
03/31/22	19-6		P-CARD			50.60		SQ WILD SASSA	
03/31/22	19-6		P-CARD			228.89		CRUMPS LANDING	
03/31/22	19-6		P-CARD			47.96		AMYS ON THE AVENUE	
03/31/22	19-6		P-CARD			133.20		RIVERSAFARIS. RR5KR10	
03/31/22	19-6		P-CARD			44.50		SQ CATTLE DOG COFFEE ROA	
03/31/22	19-6		P-CARD			75.00		CRYSTAL RIVER WATERSPORTS	
03/31/22	19-6		P-CARD			167.90		SQ KATCH TWENTY-TWO	
03/31/22	19-6		P-CARD			340.78		KC WINE AND KOFFEE BISTRO	
03/31/22	19-6		P-CARD			194.35		VINTAGE ON 5TH	
03/31/22	19-6		P-CARD			190.76		SALTY SHRIMP LLC	
03/31/22	19-6		P-CARD			70.84		SQ CATTLE DOG COFFEE ROA	
03/31/22	19-6		P-CARD			19.11		AMYS ON THE AVENUE	
TOTAL PROMOTIONAL ACTIVITIES					66,000.00	9,147.74	.00		56,852.26
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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ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54807 MARKETING			(cont'd)						
54807 MARKETING					.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	
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	
03/07/22	19-6		P-CARD			595.00		Strategic Value Media	
03/23/22	21-6		V148284	24514 KLOOZED LLC		8,900.00	.00	2494 3/17/22	
03/23/22	21-6	83013-01	V148293	20974 MADDEN PREPRINT		22,842.87	-22,842.87	2022-011906 2/28/22	
03/23/22	21-6	83013-05	V148293	20974 MADDEN PREPRINT		35,000.00	-35,000.00	2022-011907 2/28/22	
03/23/22	21-6	83013-06	V148293	20974 MADDEN PREPRINT		1,666.66	-1,666.66	2022-011908 2/28/22	
03/23/22	21-6	83013-06	V148293	20974 MADDEN PREPRINT		1,666.66	-1,666.66	2022-011517 1/31/22	
TOTAL MARKETING					778,639.00	260,650.96	461,093.04		56,895.00
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			1,295.00		National Tour Association	
12/06/21	19-3		P-CARD			8,000.00		VISIT FLORIDA SERVICE CEN	

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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
54809 TRADE SHOW PROMOTION (cont'd)									
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	
03/07/22	19-6		P-CARD			1,856.85		AGS EXPO SERVICES	
03/07/22	19-6		P-CARD			100.00		AMERICAN SPORTFISHING AS	
03/07/22	19-6		P-CARD			1,700.00		AMERICAN SPORTFISHING AS	
03/07/22	19-6		P-CARD			750.00		Map Your Show	
03/07/22	19-6		P-CARD			-4,255.00		VISIT FLORIDA SERVICE CEN	
03/07/22	19-6		P-CARD			-80.00		VISIT FLORIDA SERVICE CEN	
03/07/22	19-6		P-CARD			189.20		EDLEN ELECTRICAL	
03/07/22	19-6		P-CARD			-13.20		EDLEN ELECTRICAL	
03/31/22	19-6		P-CARD			72.31		EXPOSITIONS ETCETERA	
03/31/22	19-6		P-CARD			6,585.00		US TRAVEL ASSOCIATION IPW	
03/31/22	19-6		P-CARD			10.00		ASA / ICAST	
03/31/22	19-6		P-CARD			3,000.00		VISIT FLORIDA SERVICE CEN	
03/31/22	19-6		P-CARD			3,000.00		VISIT FLORIDA SERVICE CEN	
TOTAL TRADE SHOW PROMOTION					50,230.00	30,873.27	.00		19,356.73
54820 VISIT CITRUS MAGAZINE					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				37,350.00			POSTED FROM BUDGET SYSTEM	
03/23/22	21-6		V148181	22642 AKERS MEDIA GROU		24,723.00	.00	15105 3/9/22	
TOTAL VISIT CITRUS MAGAZINE					37,350.00	24,723.00	.00		12,627.00
54825 PRINT MARKETING					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL PRINT MARKETING					.00	.00	.00		.00
54830 ONLINE MARKETING					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL ONLINE MARKETING					.00	.00	.00		.00
54921 ADVERTISING					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				3,000.00			POSTED FROM BUDGET SYSTEM	
10/19/21	21-1		V145989	26560 PAXTON MEDIA GRO		18.92	.00	50013432 10/3/21	

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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
54921 ADVERTISING (cont'd)									
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	
03/21/22	21	-6	V148331	26560 PAXTON MEDIA GRO		21.88	.00	50026535 2/27/22	
TOTAL ADVERTISING					3,000.00	128.32	.00		2,871.68
55100 OFFICE SUPPLIES					.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	
03/07/22	19	-6	P-CARD			40.40		OFFICEMAX/OFFICEDEPT#6876	
03/07/22	19	-6	P-CARD			-2.19		OFFICEMAX/OFFICEDEPT#6876	
03/31/22	19	-6	P-CARD			109.23		OFFICEMAX/OFFICEDEPT#6876	
03/31/22	19	-6	P-CARD			84.53		Moo Print	
TOTAL OFFICE SUPPLIES					3,500.00	1,283.54	.00		2,216.46
55120 OFFICE/NON-CAP EQUIPMENT					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11	-1			.00			POSTED FROM BUDGET SYSTEM	
TOTAL OFFICE/NON-CAP EQUIPMENT					.00	.00	.00		.00
55200 OPERATING SUPPLIES					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11	-1			3,700.00			POSTED FROM BUDGET SYSTEM	
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	
12/30/21	19	-3	P-CARD			57.39		WATER - COFFEE DELIVERY	
01/31/22	19	-4	P-CARD			57.39		WATER - COFFEE DELIVERY	
03/07/22	19	-6	P-CARD			6.99		WATER - COFFEE DELIVERY	
03/31/22	19	-6	P-CARD			83.32		WATER - COFFEE DELIVERY	
TOTAL OPERATING SUPPLIES					3,700.00	2,082.47	.00		1,617.53

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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
55205 UNIFORMS			(cont'd)						
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	
03/31/22	19-6		P-CARD			17.50		KIMBALL MIDWEST PAYEEZY	
TOTAL JANITORIAL SUPPLIES					1,000.00	48.69	.00		951.31
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			20.00		CITRUS COUNTY CHAMBER	
01/31/22	19-4		P-CARD			23.70		DD/BR #343568 Q35	
03/07/22	19-6		P-CARD			21.02		DD/BR #343568 Q35	
03/31/22	19-6		P-CARD			15.00		CITRUS COUNTY CHAMBER	
03/31/22	19-6		P-CARD			21.58		DD/BR #343568 Q35	
03/31/22	19-6		P-CARD			20.00		CITRUS COUNTY CHAMBER	
TOTAL MEALS					3,000.00	164.70	.00		2,835.30
55270 COMPUTER ACCESSORIES					.00	.00	.00	BEGINNING BALANCE	

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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
55270 COMPUTER ACCESSORIES (cont'd)									
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	
03/08/22	21-6		V147999	18064.1 DELL MARKETING		175.00	.00	10554894265 1/25/22	
03/24/22	19-6		1243			-175.00		REALLOC DELL 10554894265	
03/24/22	19-6		1243			179.00		REALLOC DELL 10554894265	
TOTAL	COMPUTER ACCESSORIES				150.00	464.26	.00		-314.26
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			175.00		PP FLORIDAOUTDOOR	
12/30/21	19-3		P-CARD			110.18		NOTARYFNS-800.422.1555	
12/30/21	19-3		P-CARD			-6.23		NOTARYFNS-800.422.1555	
12/30/21	19-3		P-CARD			9.00		THE BUSINESS JOURNALS	
12/30/21	19-3		P-CARD			78.00		PMG FLORIDA	
01/31/22	19-4		P-CARD			294.00		THE BUSINESS JOURNALS	
01/31/22	19-4		P-CARD			300.00		PARVANDCAMPINGASSOC	
03/07/22	19-6		P-CARD			2,575.00		U.S. TRAVEL ASSOCIATIO	
03/31/22	19-6		P-CARD			300.00		IN FLORIDA ATTRACTIONS A	
TOTAL	DUES BKS SUBSCR MEM PUBL				15,450.00	8,959.95	.00		6,490.05
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	

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ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
55500 TRAINING			(cont'd)						
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	
03/07/22	19-6		P-CARD			-75.00		FADMO	
03/07/22	19-6		P-CARD			-45.00		CITRUS COUNTY CHAMBER	
03/31/22	19-6		P-CARD			490.00		FADMO	
TOTAL	TRAINING				13,400.00	3,205.00	.00		10,195.00
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

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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
59100 TRANSFERS					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				998.00			POSTED FROM BUDGET SYSTEM	
10/07/21	19-1		40			998.00		BUDGETED TRANSFERS	
TOTAL TRANSFERS					998.00	998.00	.00		.00
59123 TRANSFER - INDIRECT COST					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				51,188.00			POSTED FROM BUDGET SYSTEM	
10/07/21	19-1		40			51,188.00		BUDGETED TRANSFERS	
TOTAL TRANSFER - INDIRECT COST					51,188.00	51,188.00	.00		.00
59159 TRANS FLEET VEH TRUST					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL TRANS FLEET VEH TRUST					.00	.00	.00		.00
60050 RESERVE FOR CONTINGENCIES					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL RESERVE FOR CONTINGENCIES					.00	.00	.00		.00
60080 RES FOR CAPITAL PROJECTS					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL RES FOR CAPITAL PROJECTS					.00	.00	.00		.00
61000 RESERVED BUDGET FUND BAL					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				972,712.00			POSTED FROM BUDGET SYSTEM	
TOTAL RESERVED BUDGET FUND BAL					972,712.00	.00	.00		972,712.00
TOTAL DEPARMTENT - VISITOR & CONV BUREAU					3,401,443.00	766,171.82	579,784.89		2,055,486.29
160-550-552-2123-2123 - VISIT CITRUS MAGAZINE									
54201 POSTAGE					.00	.00	.00	BEGINNING BALANCE	

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DEPARTMENT - 2123 - VISIT CITRUS MAGAZINE

ACCOUNT DATE	T/C	PO	REFERENCE	VENDOR	BUDGET	EXPENDITURES	ENCUMBRANCES	DESCRIPTION	CUMULATIVE BALANCE
54201 POSTAGE			(cont'd)						
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL POSTAGE					.00	.00	.00		.00
54820 VISIT CITRUS MAGAZINE					.00	.00	.00	BEGINNING BALANCE	
09/30/21	11-1				.00			POSTED FROM BUDGET SYSTEM	
TOTAL VISIT CITRUS MAGAZINE					.00	.00	.00		.00
TOTAL DEPARMTENT - VISIT CITRUS MAGAZINE					.00	.00	.00		.00
TOTAL FUND - VISITOR & CONV BUREAU					3,401,443.00	766,171.82	579,784.89		2,055,486.29

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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	766,171.82	579,784.89		3,721,692.29

* THERE IS A NOTE ASSOCIATED WITH THIS TRANSACTION