

Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended Friday, September 30, 2016

	Current Year	Prior Year	Increase (Decrease)	Budget	Over (Under)
<b>TDC Funding</b>	<b>\$2,066,246</b>	<b>\$0</b>	<b>\$2,066,246</b>	<b>\$1,950,000</b>	<b>\$116,246</b>
<b>Salary Expenses</b>					
Salary	1,346,410	1,171,472	174,938	1,267,262	79,148
Payroll Taxes	87,417	79,788	7,629	83,632	3,785
Employee Benefits	82,425	84,775	(2,350)	102,162	(19,737)
401K	45,266	36,393	8,873	52,945	(7,679)
Other Personnel Cost	23,043	22,406	637	25,331	(2,288)
<b>Total Salary Expenses</b>	<b>1,584,561</b>	<b>1,394,834</b>	<b>189,727</b>	<b>1,531,332</b>	<b>53,229</b>
<b>Programming Expenses</b>					
Promotions	465,320	34,580	430,740	688,634	(223,314)
Trade Shows	126,985	81,943	45,042	116,553	10,432
FAM Tours/Site Visit	94,273	138,260	(43,987)	123,637	(29,364)
Event Hosting					
Advertising	1,087,380	361,981	725,399	602,750	484,630
Technology	51,785	65,486	(13,701)	45,925	5,860
Contract Services	69,139	88,525	(19,386)	98,975	(29,836)
Fullfillment	17,280	29,740	(12,460)	19,875	(2,595)
<b>Total Programming Expenses</b>	<b>1,912,162</b>	<b>800,515</b>	<b>1,111,647</b>	<b>1,696,349</b>	<b>215,813</b>
<b>General &amp; Administrative Expenses</b>					
Equipment	36,940	36,211	729	39,114	(2,174)
Tenancy	201,561	173,673	27,888	167,861	33,700
Administration	191,453	149,128	42,325	167,292	24,161
<b>Total General &amp; Administrative Expenses</b>	<b>429,954</b>	<b>359,012</b>	<b>70,942</b>	<b>374,267</b>	<b>55,687</b>
<b>Total Expenses</b>	<b>3,926,677</b>	<b>2,554,361</b>	<b>1,372,316</b>	<b>3,601,948</b>	<b>324,729</b>
<b>NET INCOME (LOSS)</b>	<b>(\$1,860,431)</b>	<b>(\$2,554,361)</b>	<b>\$693,930</b>	<b>(\$1,651,948)</b>	<b>(\$208,483)</b>