

Visit Tampa Bay
TDC REPORT
Summary of All Units
For the three months ended Saturday, December 31, 2016

	<u>Current Year</u>	<u>Prior Year</u>	<u>Increase (Decrease)</u>	<u>Budget</u>	<u>Over (Under)</u>
TDC Funding	<u>\$2,613,828</u>	<u>\$2,507,873</u>	<u>\$105,955</u>	<u>\$2,540,000</u>	<u>\$73,828</u>
Salary Expenses					
Salary	888,163	834,805	53,358	881,052	7,111
Payroll Taxes	55,435	53,519	1,916	69,975	(14,540)
Employee Benefits	87,939	82,183	5,756	89,752	(1,813)
401K	30,971	24,922	6,049	39,387	(8,416)
Other Personnel Cost	21,158	21,261	(103)	26,019	(4,861)
Total Salary Expenses	<u>1,083,666</u>	<u>1,016,690</u>	<u>66,976</u>	<u>1,106,185</u>	<u>(22,519)</u>
Programming Expenses					
Promotions	86,465	111,041	(24,576)	293,958	(207,493)
Trade Shows	302,647	251,874	50,773	388,200	(85,553)
FAM Tours/Site Visit	62,924	83,036	(20,112)	65,472	(2,548)
Event Hosting					
Advertising	787,886	576,738	211,148	596,858	191,028
Technology	124,067	105,999	18,068	134,297	(10,230)
Contract Services	165,305	159,377	5,928	178,030	(12,725)
Fulfillment	20,374	47,644	(27,270)	23,150	(2,776)
Total Programming Expenses	<u>1,549,668</u>	<u>1,335,709</u>	<u>213,959</u>	<u>1,679,965</u>	<u>(130,297)</u>
General & Administrative Expenses					
Equipment	37,240	36,288	952	37,778	(538)
Tenancy	198,583	180,415	18,168	195,615	2,968
Administration	104,549	154,930	(50,381)	182,076	(77,527)
Total General & Administrative Expenses	<u>340,372</u>	<u>371,633</u>	<u>(31,261)</u>	<u>415,469</u>	<u>(75,097)</u>
Total Expenses	<u>2,973,706</u>	<u>2,724,032</u>	<u>249,674</u>	<u>3,201,619</u>	<u>(227,913)</u>
NET INCOME (LOSS)	<u>(\$359,878)</u>	<u>(\$216,159)</u>	<u>(\$143,719)</u>	<u>(\$661,619)</u>	<u>\$301,741</u>