

**Visit Tampa Bay
TDC REPORT
Summary of All Units
For the three months ended Friday, March 31, 2017**

	Current Year	Prior Year	Increase (Decrease)	Budget	Over (Under)
TDC Funding	<u>\$3,562,944</u>	<u>\$3,390,175</u>	<u>\$172,769</u>	<u>\$3,520,000</u>	<u>\$42,944</u>
Salary Expenses					
Salary	865,256	874,151	(8,895)	880,440	(15,184)
Payroll Taxes	67,861	73,854	(5,993)	79,510	(11,649)
Employee Benefits	90,344	88,530	1,814	90,544	(200)
401K	35,277	30,033	5,244	39,456	(4,179)
Other Personnel Cost	26,725	23,712	3,013	26,866	(141)
Total Salary Expenses	<u>1,085,463</u>	<u>1,090,280</u>	<u>(4,817)</u>	<u>1,116,816</u>	<u>(31,353)</u>
Programming Expenses					
Promotions	864,262	75,572	788,690	972,710	(108,448)
Trade Shows	212,817	300,011	(87,194)	252,989	(40,172)
FAM Tours/Site Visit	89,070	69,605	19,465	126,272	(37,202)
Event Hosting					
Advertising	1,331,959	784,117	547,842	1,083,958	248,001
Technology	65,684	40,003	25,681	56,371	9,313
Contract Services	84,335	100,683	(16,348)	88,825	(4,490)
Fulfillment	31,311	24,642	6,669	21,750	9,561
Total Programming Expenses	<u>2,679,438</u>	<u>1,394,633</u>	<u>1,284,805</u>	<u>2,602,875</u>	<u>76,563</u>
General & Administrative Expenses					
Equipment	22,582	36,895	(14,313)	22,746	(164)
Tenancy	249,486	194,871	54,615	195,290	54,196
Administration	154,368	89,230	65,138	123,188	31,180
Total General & Administrative Expenses	<u>426,436</u>	<u>320,996</u>	<u>105,440</u>	<u>341,224</u>	<u>85,212</u>
Total Expenses	<u>4,191,337</u>	<u>2,805,909</u>	<u>1,385,428</u>	<u>4,060,915</u>	<u>130,422</u>
NET INCOME (LOSS)	<u>(\$628,393)</u>	<u>\$584,266</u>	<u>(\$1,212,659)</u>	<u>(\$540,915)</u>	<u>(\$87,478)</u>