

Visit Tampa Bay
TDC REPORT
Summary of All Units
For the three months ended Friday, June 30, 2017

	<u>Current Year</u>	<u>Prior Year</u>	<u>Increase (Decrease)</u>	<u>Budget</u>	<u>Over (Under)</u>
TDC Funding	<u>\$3,689,258</u>	<u>\$3,735,347</u>	<u>(\$46,089)</u>	<u>\$3,805,000</u>	<u>(\$115,742)</u>
Salary Expenses					
Salary	846,122	863,146	(17,024)	885,279	(39,157)
Payroll Taxes	62,309	64,008	(1,699)	63,688	(1,379)
Employee Benefits	86,937	88,279	(1,342)	92,415	(5,478)
401K	31,553	30,624	929	40,642	(9,089)
Other Personnel Cost	18,976	28,623	(9,647)	25,850	(6,874)
Total Salary Expenses	<u>1,045,897</u>	<u>1,074,680</u>	<u>(28,783)</u>	<u>1,107,874</u>	<u>(61,977)</u>
Programming Expenses					
Promotions	73,241	467,240	(393,999)	384,572	(311,331)
Trade Shows	180,586	188,964	(8,378)	247,529	(66,943)
FAM Tours/Site Visit	47,791	31,670	16,121	108,672	(60,881)
Event Hosting					
Advertising	700,331	782,203	(81,872)	856,191	(155,860)
Technology	40,334	49,293	(8,959)	40,651	(317)
Contract Services	87,007	66,904	20,103	90,825	(3,818)
Fulfillment	16,633	21,965	(5,332)	23,150	(6,517)
Total Programming Expenses	<u>1,145,923</u>	<u>1,608,239</u>	<u>(462,316)</u>	<u>1,751,590</u>	<u>(605,667)</u>
General & Administrative Expenses					
Equipment	19,499	36,890	(17,391)	19,719	(220)
Tenancy	124,844	188,809	(63,965)	195,440	(70,596)
Administration	126,947	111,439	15,508	151,407	(24,460)
Total General & Administrative Expenses	<u>271,290</u>	<u>337,138</u>	<u>(65,848)</u>	<u>366,566</u>	<u>(95,276)</u>
Total Expenses	<u>2,463,110</u>	<u>3,020,057</u>	<u>(556,947)</u>	<u>3,226,030</u>	<u>(762,920)</u>
NET INCOME (LOSS)	<u>\$1,226,148</u>	<u>\$715,290</u>	<u>\$510,858</u>	<u>\$578,970</u>	<u>\$647,178</u>