

**Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended Saturday, September 30, 2017**

	<b>Current Year</b>	<b>Prior Year</b>	<b>Increase (Decrease)</b>	<b>Budget</b>	<b>Over (Under)</b>
<b>TDC Funding</b>	<b>\$2,275,206</b>	<b>\$2,066,246</b>	<b>\$208,960</b>	<b>\$2,335,000</b>	<b>(\$59,794)</b>
<b>Salary Expenses</b>					
Salary	1,287,965	1,346,410	(58,445)	1,348,999	(61,034)
Payroll Taxes	85,915	87,417	(1,502)	86,131	(216)
Employee Benefits	75,275	82,425	(7,150)	92,415	(17,140)
401K	50,286	45,266	5,020	63,980	(13,694)
Other Personnel Cost	22,932	23,043	(111)	25,226	(2,294)
<b>Total Salary Expenses</b>	<b>1,522,373</b>	<b>1,584,561</b>	<b>(62,188)</b>	<b>1,616,751</b>	<b>(94,378)</b>
<b>Programming Expenses</b>					
Promotions	233,757	465,320	(231,563)	367,671	(133,914)
Trade Shows	148,100	130,335	17,765	139,858	8,242
FAM Tours/Site Visit	47,241	94,273	(47,032)	89,272	(42,031)
Event Hosting					
Advertising	509,360	1,095,004	(585,644)	606,842	(97,482)
Technology	28,519	51,785	(23,266)	40,801	(12,282)
Contract Services	81,269	69,139	12,130	89,825	(8,556)
Fulfillment	10,670	17,280	(6,610)	21,750	(11,080)
<b>Total Programming Expenses</b>	<b>1,058,916</b>	<b>1,923,136</b>	<b>(864,220)</b>	<b>1,356,019</b>	<b>(297,103)</b>
<b>General &amp; Administrative Expenses</b>					
Equipment	40,292	36,940	3,352	15,731	24,561
Tenancy	215,717	201,561	14,156	282,065	(66,348)
Administration	208,168	191,453	16,715	198,423	9,745
<b>Total General &amp; Administrative Expenses</b>	<b>464,177</b>	<b>429,954</b>	<b>34,223</b>	<b>496,219</b>	<b>(32,042)</b>
<b>Total Expenses</b>	<b>3,045,466</b>	<b>3,937,651</b>	<b>(892,185)</b>	<b>3,468,989</b>	<b>(423,523)</b>
<b>NET INCOME (LOSS)</b>	<b>(\$770,260)</b>	<b>(\$1,871,405)</b>	<b>\$1,101,145</b>	<b>(\$1,133,989)</b>	<b>\$363,729</b>