

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

	Current Year	Prior Year	Increase (Decrease)	Budget	Over (Under)
TDC Funding	\$3,118,716	\$2,613,828	\$504,888	\$2,851,000	\$267,716
Salary Expenses					
Salary	830,587	888,163	(57,576)	831,577	(990)
Payroll Taxes	52,647	55,435	(2,788)	54,969	(2,322)
Employee Benefits	83,918	87,939	(4,021)	83,293	625
401K	32,734	30,971	1,763	43,816	(11,082)
Other Personnel Cost	1,670	21,158	(19,488)	0	1,670
Total Salary Expenses	1,001,556	1,083,666	(82,110)	1,013,655	(12,099)
Programming Expenses					
Promotions	87,922	86,465	1,457	303,486	(215,564)
Trade Shows	253,841	302,647	(48,806)	303,556	(49,715)
FAM Tours/Site Visit	99,520	62,924	36,596	103,494	(3,974)
Event Hosting					
Advertising	974,003	787,886	186,117	743,941	230,062
Technology	138,809	124,067	14,742	171,380	(32,571)
Contract Services	186,082	165,305	20,777	196,935	(10,853)
Fulfillment	15,923	20,374	(4,451)	21,487	(5,564)
Total Programming Expenses	1,756,100	1,549,668	206,432	1,844,279	(88,179)
General & Administrative Expenses					
Equipment	85,427	37,240	48,187	91,668	(6,241)
Tenancy	205,657	204,001	1,656	218,923	(13,266)
Administration	146,123	104,549	41,574	181,626	(35,503)
Total General & Administrative Expenses	437,207	345,790	91,417	492,217	(55,010)
Total Expenses	3,194,863	2,979,124	215,739	3,350,151	(155,288)
NET INCOME (LOSS)	(\$76,147)	(\$365,296)	\$289,149	(\$499,151)	\$423,004