

Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended December 31, 2023

|   | <u>Current<br/>Year</u>     |
|---|-----------------------------|
| TDC Funding                             | <u>\$6,443,856</u>          |
| Compensation & Benefits                 |                             |
| Compensation                            | 1,099,217                   |
| Payroll Taxes                           | 70,131                      |
| Employee Benefits                       | 97,687                      |
| 401K                                    | <u>32,502</u>               |
| Total Compensation & Benefits           | <u>1,299,537</u>            |
| Programming Expenses                    |                             |
| In-Market Events                        | 159,051                     |
| Out-of-Market Events                    | 576,542                     |
| Concessions/Incentives                  | 38,850                      |
| Advertising                             | 4,045,582                   |
| Research & Forecasting                  | 357,726                     |
| Sales and Marketing Technology          | 185,558                     |
| Independent Contractors                 | 130,626                     |
| Industry Relations                      | <u>117,514</u>              |
| Total Programming Expenses              | <u>5,611,449</u>            |
| General & Administrative Expenses       |                             |
| Tenancy                                 | 266,424                     |
| Administration                          | 187,793                     |
| Equipment & Infrastructure              | <u>150,645</u>              |
| Total General & Administrative Expenses | <u>604,862</u>              |
| Total Expenses                          | <u>7,515,848</u>            |
| Net Income (Loss)                       | <u><u>(\$1,071,992)</u></u> |