

# House Bill 1A Financial Report 2018

Visit **Washington** County



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Washington County Tourist Development Council

June 18, 2018

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# Public/Private Revenue FY 2016-17

Public revenue comes from a 3% bed tax on transient lodging in the county.

<i>FY</i>	<i>Oct</i>	<i>Nov</i>	<i>Dec</i>	<i>Jan</i>	<i>Feb</i>	<i>Mar</i>	<i>Apr</i>	<i>May</i>	<i>Jun</i>	<i>Jul</i>	<i>Aug</i>	<i>Sept</i>
<b>2016-17</b>												
<i>Revenue</i>	\$7,105.19	\$7,518.15	\$5,666.72	\$6,000.29	\$5,270.77	\$5,673.08	\$8,355.90	\$7,941.54	\$8,212.87	\$9,570.32	\$11,870.43	\$5,617.91
<i>%</i>	8.43%	15.36%	1.61%	6.94%	12.96%	-8.33%	1.07%	-2.22%	12.76%	2.71%	2.27%	-24.70%
<i>Change</i>												

Total Bed Tax (*Public*) Revenue: **\$88,803.17**

Private revenue comes from event sponsorships.

*Washington County Heritage Festival*      *April 1-2, 2017*

Total Sponsorships: \$3,445.00

*Squirrels, Girls & Pearls*      *June 3, 2017*

Total Sponsorships: \$130.00

*Rock the Falls Music Festival*      *October 1, 2016 & October 21, 2017*

Total Sponsorships: \$1,140.00 (\$615.00 - Oct 1, 2016/\$525.00 - Oct 21, 2017)

Total Sponsorships (*Private*) Revenue: **\$4,715.00**

# FY 2016-17 Operating Budget

The FY 2016-17 TDC Operating Budget includes all expenditures through September 30, 2017.

Chart of Accts	Detail	Category	Original Approp.	Trans Adjust	Revised Budget	YTD Actual
312100	Tourism		82,000	5170.98	87,171	
369100	Misc. Revenue					
399900	Cash Forward		8,000	8,132.54	16,133	
	<b>Total</b>		<b>90,000</b>		<b>103,304</b>	
51201	Salary/Wages	ADMINISTRATION	27,872	-	27,872	27,845.20
52101	FICA	ADMINISTRATION	1,728	-	1,728	1,596.19
52102	Medicare	ADMINISTRATION	404	-	404	373.38
52201	Retirement	ADMINISTRATION	2,024	-	2,024	2,123.77
52301	Life & Health Insurance	ADMINISTRATION	8,488	-	8,488	6,997.20
53101	Professional Services	ADMINISTRATION	-	-	-	-
54001	Travel	ADMINISTRATION	300	-	300	141.08
54002	Travel Show Expenses	PROMOTION	120	-60.00	60	60.00
54003	Conferences	ADMINISTRATION	129	-118.00	11	11.00
54101	Telephones	ADMINISTRATION	400	-	400	253.25
54201	Postage	ADMINISTRATION	100	-	100	-
54301	Utilities	ADMINISTRATION	1,800	-	1,800	1,650.00
54401	Rent	ADMINISTRATION	2,506	-	2,506	2,310.00
54501	TDC Vehicle	ADMINISTRATION	600	-283.00	317	277.00
54800	Prom Digital	PROMOTION	6,294	+2,050.00	8,344	10,137.75
54802	Prom Print	PROMOTION	5,238	-	5,238	6,301.25
54803	Prom Radio	PROMOTION	1,400	+1,714.00	3,114	3,114.00
54804	Prom TV	PROMOTION	2,500	-2,500.00	-	-
54805	Prom Pamphlets	PROMOTION	-	+650.00	650	650.00
54810	Tri-County Day Trip	PROMOTION	652	-333.00	319	319.35
54811	Jackson County Day Trip	PROMOTION	1,910	-	1,910	319.35

54813	Regional Marketing	PROMOTION	5,000	-	5,000	5,000.00
54814	Snowbird Tours	PROMOTION	-	-	-	-
54815	WC Visitor's Guide	PROMOTION	4,000	-4,000.00	-	-
54816	FAM Tours	PROMOTION	-	+1,471.00	1,471	1,470.51
54817	Dixie World Series	RECREATION	5,000	-	5,000	5,000.00
54818	Geocaching Trail	RECREATION	-	+49.00	49	48.79
54819	Branding	PROMOTION	-	-	-	-
54820	Research	ADMINISTRATION	3,600	-	3,600	3,600.00
54821	Sports Marketing	RECREATION	-	-	-	-
54822	Historic Hwy 90 Corridor	PROMOTION	-	-	-	-
54823	Co-op Marketing	PROMOTION	-	-	-	-
54824	Washington County Fest	PROMOTION	-	-	-	-107.16
54825	Rock the Falls Music Fest	PROMOTION	-	-	-	-1,540.00
54826	Squirrels, Girls & Pearls	PROMOTION	-	+877.00	877	1,315.70
54908	Misc. Expenses	ADMINISTRATION	-	-	-	-
54909	Legal Ads	ADMINISTRATION	-	-	-	-
54950	TDC Website	PROMOTION	100	+256.00	356	356.40
54960	Social Media	PROMOTION	2,000	+2,000.00	4,000	-
54961	Filming	PROMOTION	-	-	-	-
55101	Office Supplies	ADMINISTRATION	50	+170.00	220	219.71
55201	Operating Expenses	ADMINISTRATION	1,258	-	1,258	1,173.47
55401	Dues, Subs, Pubs	ADMINISTRATION	1,452	-	1,452	928.34
56401	Assets (<\$999.99)	ADMINISTRATION	-	-	-	-

<b>56402</b>	Assets (<\$4,999.99)	ADMINISTRATION	-	-	-	-
<b>56403</b>	Assets (>\$5,000.00)	ADMINISTRATION	-	-	-	-
<b>59901</b>	Contingency	TDC	3,075	-	14,436	-
	<b>Total Tourism Development</b>		<b>\$90,000</b>	<b>\$1,943.00</b>	<b>\$103,304</b>	<b>\$80,569.86</b>

# Employee Salary & Benefits Report FY 2016-17

The Washington County Tourist Development Council only has one employee, the TDC Director, that was funded at the G-5 level on the county's *General Pay Grade Classification Schedule (2006-07)* during FY 2016-17. The Director is classified as a county employee and receives full county benefits and retirement. All salary and benefits are paid from public revenue.

## **Salary & Benefits for TDC Employee FY 2016-17**

<b>Benefits</b>	<b>Total Cost</b>
<b>Gross Earnings</b>	\$27,845.20
<b>FICA</b>	\$1,592.44
<b>Medicare</b>	\$372.51
<b>Retirement (FSR) <i>Employer Match</i></b>	\$2,119.48
<b>Medical Insurance <i>Employer Match</i></b>	\$6,997.20
<b>Total Employee Cost</b>	\$38,926.83

## Itemized Visit Florida Expenditures FY 2016-17

Below are all itemized expenditures for FY 2016-17 that the Washington County TDC paid out to Visit Florida. In January 2017, the TDC conducted a FAM for the staff of the 231 & I-10 Welcome Centers. They completed the FAM over two days, splitting the staff between them.

<b>Purchase Date</b>	<b>Account</b>	<b>Detail</b>	<b>Price</b>
1/10/17	54816	VF FAM (Sunshine Riding Trails, Chipley) Horseback Riding	\$175.00
1/10/17	54816	VF FAM (KC's Pizza & Grille, Chipley) Lunch	\$63.67
1/11/17	54816	VF FAM (Sunshine Riding Trails, Chipley) Horseback Riding	\$105.00
1/11/17	54816	VF FAM (KC's Pizza & Grille, Chipley) Lunch	\$63.67
1/30/17	54802	231 Welcome Center Transparency Lease	\$340.00
3/8/17	54800	Madden Media Retargeting Advertising Campaign Co-op (Spring - 1st month)	\$850.00
4/7/17	54800	Madden Media Retargeting Advertising Campaign Co-op (Spring - 2 <sup>nd</sup> month)	\$850.00
4/7/17	54002	231 Welcome Center Spring Festival Registration Fee	\$60.00
5/15/17	55401	Visit Florida Marketing Partnership Fee	\$395.00
7/13/18	54800	Madden Media Retargeting Advertising Campaign Co-op (Fall – 1 <sup>st</sup> month)	\$850.00



<b>Purchase Date</b>	<b>Account</b>	<b>Detail</b>	<b>Price</b>
8/10/17	54800	Madden Media Retargeting Advertising Campaign Co-op (Fall – 2 <sup>nd</sup> month)	\$850.00

## Itemized Travel & Entertainment Expenditures FY 2016-17

Below are all itemized expenditures for FY 2016-17 that the Washington County TDC paid on travel & entertainment. All gas receipts were from filling up the TDC County Vehicle to conduct TDC business. In January 2017, the TDC conducted a FAM for the staff of the 231 & I-10 Welcome Centers. They completed the FAM over two days, splitting the staff between them. The TDC conducted a Spring FAM tour in March 2017 in partnership with RiverWay South Apalachicola Choctawhatchee, Inc., a regional rural tourism organization.

<b>Purchase Date</b>	<b>Account</b>	<b>Detail</b>	<b>Price</b>
9/22/16	54001	Gas (Marathon Petro, Chipley)	\$22.06
12/14/16	54001	Gas (Handi Mart, Chipley)	\$27.23
1/4/17	54003	Panhandle Wildflower Alliance Annual Meeting	\$11.00
1/10/17	54001	Gas (Circle H, Vernon)	\$18.00
1/10/17	54816	VF FAM (Sunshine Riding Trails, Chipley) Horseback Riding	\$175.00
1/10/17	54816	VF FAM (KC's Pizza & Grille, Chipley) Lunch	\$63.67
1/11/17	54816	VF FAM (Sunshine Riding Trails, Chipley) Horseback Riding	\$105.00
1/11/17	54816	VF FAM (KC's Pizza & Grille, Chipley) Lunch	\$63.67

<b>Purchase Date</b>	<b>Account</b>	<b>Detail</b>	<b>Price</b>
1/19/17	54001	Gas (Tom Thumb, Panama City)	\$14.82
1/26/17	54001	Gas (Handi Mart, Chipley)	\$18.58
2/4/17	54001	Gas (Tom Thumb, Ft Walton Beach)	\$15.01
3/1/17	54001	Gas (Handi Mart, Chipley)	\$18.57
3/1/17	54816	RWSAC FAM (WalMart, Chipley) Bottled Water/Coffee	\$15.85
3/1/17	54816	RWSAC FAM (Skins & Bubba's BBQ Restaurant, Chipley) Dinner	\$56.17
3/2/17	54816	RWSAC FAM (Skins & Bubba's BBQ Restaurant, Chipley) Breakfast	\$71.87
3/2/17	54816	RWSAC FAM (Skins & Bubba's BBQ Restaurant, Chipley) Breakfast	\$7.18
3/2/17	54816	RWSAC FAM (Seacrest Wolf Preserve, Chipley) VIP Tour	\$625.00
3/2/17	54816	RWSAC FAM (Katie's Kafe, Wausau) Lunch	\$72.60
3/2/17	54816	RWSAC FAM (Comfort Inn & Suites, Chipley) Rm #1	\$118.80
3/2/17	54816	RWSAC FAM (Comfort Inn & Suites, Chipley) Rm #2	\$118.80

<b>Purchase Date</b>	<b>Account</b>	<b>Detail</b>	<b>Price</b>
3/2/17	54816	RWSAC FAM (Comfort Inn & Suites, Chipley) Rm #3	\$128.70
6/28/17	54001	Gas (Orange Hill Express, Chipley)	\$21.09
7/7/17	54001	Gas (Tom Thumb, Chipley)	\$24.36
8/17/17	54001	Gas (Handi Mart)	\$17.00