

House Bill 1A Financial Report 2020

Visit **Washington** County



Experience Life Naturally

visitwcfla.com

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Table of Contents

Public/Private Revenue FY 2018-19	3-4
FY 2018-19 Operating Budget	5-6
Employee Salary & Benefits Report FY 2018-19	7
Itemized Visit Florida Expenditure FY 2018-19	7
Itemized Travel & Entertainment Expenditures FY 2018-19	8

Public/Private Revenue FY 2018-19

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

FY 2018-19	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Revenue	\$6,793.26	\$16,259.63	\$21,503.65	\$15,451.46	\$17,362.53	\$14,718.56	\$17,733.23	\$14,435.90	\$15,673.31	\$17,650.38	\$16,573.25	\$10,841.10
% Growth	-16.70%	159.39%	234.49%	154.76%	219.68%	121.65%	113.13%	78.52%	103.62%	82.87%	39.31%	29.49%

Total Bed Tax (Public) Revenue: \$184,996.26

PRIVATE REVENUE

Private revenue comes from event sponsorships, scholarships through Explore Northwest Florida, a regional tourism 501c3 organization and grants through Visit Florida.

EVENTS

Tri-County Agritourism Workshop (SPRING)
Total Registration Fees: **\$257.36**

March 14, 2019

Tri-County Agritourism Workshop (FALL)
Total Registration Fees: **\$157.97**

September 24, 2019

Rock the Falls Music Festival
Total Sponsorships Revenue: **\$1,150.00**

April 6, 2019

Washington County Heritage Festival
Total Sponsorships Revenue: **\$3,900**
Vendor Fees: **\$150.00**

September 27-28, 2019

EXPLORE NORTHWEST FLORIDA SCHOLARSHIPS

2019 Florida Tourism Day
Registration Fee: **\$55.00**

March 13, 2019

VISIT FLORIDA

Tourism Education Grant 2019
Grant Reimbursement: **\$2,000.00**

Hurricane Michael Tourism Recovery Grant 2019
Grant Reimbursement: **\$47,598.00**

Total Private Revenue: \$55,268.33

FY 2018-19 Operating Budget

The FY 2018-19 TDC Operating Budget includes all expenditures through September 30, 2019.

Chart of Accounts	Detail	Original Appropriation	Transfers & Adjustments	Revised Budget	Year-To-Date Actual
312100	Tourism	88,000	5,013.09	93,013	0
334100	Grant Funds		47,598.00	47,598	0
399900	Cash Forward (Est'd)	13,000	2,903.55	15,904	0
	TOTAL	101,000	0	156,515	0
51201	Salary/Wages	36,305	0	36,305	36,057.90
52101	FICA	2,232	0	2,232	2,103.93
52102	Medicare	522	0	522	492.07
52201	Retirement	2,852	117.18	2,969	2,969.18
52301	Life & Health Ins.	6,773	3,347.67	10,121	10,120.67
54001	Travel	200	252.21	452	452.21
54002	Travel Show Exp	120	0	120	120
54003	Conferences	94	606.00	700	700
54101	Telephones	400	612.00	1,012	709.58
54201	Postage	1,000	(277.14)	723	722.86
54301	Utilities	1,800	150.00	1,950	1,950.00
54401	Rent	2,506	206.00	2,712	2,712.00
54501	Insurance	277	0	277	0
54601	Repair & Main. Svc	80	(47.80)	32	32.20
54800	Promo Digital	995	21,455.00	22,450	22,450.00
54802	Promo Print	3,340	16,167.00	19,507	19,506.48
54803	Promo Radio	500	1,392.00	1,892	1,892.00
54804	Promo TV	0	0	0	0
54805	Promo Pamphlets	0	0	0	0
54810	Tri-County Day Trip	687	109.57	797	796.79
54811	Jackson Co Day Trip	924	0	924	796.79
54813	Regional Marketing	5,000	0	5,000	5,000.00
54814	Snowbird Tours	0	0	0	0
54815	WC Visitor's Guide	5,572	0	5,572	5,572.00
54816	FAM Tours	0	0	0	0
54817	Dixie World Series	0	0	0	0
54818	Geocaching Trail	0	0	0	0

Chart of Accounts	Detail	Original Appropriation	Transfers & Adjustments	Revised Budget	Year-To-Date Actual
54819	Branding	0	0	0	0
54820	Research	0	2,200.00	2,200	2,200.00
54821	Sports Marketing	0	0	0	0
54822	Historic Hwy 90 Corridor	0	0	0	0
54823	Co-op Marketing	0	0	0	0
54824	Washington Co Fest	0	0	0	(3,500.50)
54825	Rock the Falls Music Fest	0	3,832.53	3,833	3,833.00
54826	Squirrels, Girls & Pearls	0	0	0	(643.03)
54827	Agritourism Workshop	0	1,067.00	1,067	1,567.26
54909	Legal Ads	0	412.50	413	412.50
54950	TDC Website	7,942		7,942	7,941.80
54960	Social Media	0	750.00	750	750.00
54961	Filming	0	2,500.00	2,500	2,500.00
54962	Public Relations	0	5,000.00	5,000	5,000.00
54963	Industry Outreach	1,067	(1,067.00)	0	0
54964	Photography	0	3,950.00	3,950	3,950.00
55101	Office Supplies	50	62.24	112	112.24
55201	Operating Expenses	1,408	1,297.87	2,706	2,705.87
55401	Dues, Subs, Pubs	1,570	(75.00)	1,495	1,495.00
56401	Assets (<\$999.99)	0	0	0	0
56402	Assets (<\$4,999.99)	0	0	0	0
56403	Assets (<\$5,000.00)	0	0	0	0
59901	Contingency	16,784	0	8,279	0
	Total Tourist Dev.	101,000	64,019.83	156,515	144,123.83

Employee Salary & Benefits Report FY 2018-19

The Washington County Tourist Development Council only has one employee, the TDC Director, that is funded at the G-7 level on the county's *General Pay Grade Classification Schedule (2006-07)* during FY 2018-19. 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	Total Cost
Gross Earnings	\$37,463.50
FICA	\$2,187.17
Medicare	\$511.54
Retirement (FSR) <i>Employer Match</i>	\$3,085.28
Medical Insurance <i>Employer Match</i>	\$11,456.82
TOTAL EMPLOYEE COST	\$54,704.31

Itemized Visit Florida Expenditures FY 2018-19

Below are all itemized expenditures for FY 2018-19 that the Washington County TDC paid to Visit Florida or third-party vendors offering discounted co-op programs through Visit Florida.

Purchase Date	Account	Detail	Cost
1/11/19	54003	FL Tourism Day Registration Fee	\$55.00
1/31/19	54002	US 231 Welcome Center Spring Showcase	\$60.00
5/3/19	54002	I-10 Welcome Center Summer Showcase	\$60.00
5/30/19	55401	VF Partnership Fee	\$395.00
7/09/19	54802	Extra Brochure Space Rental (All Welcome Centers)	\$457.40

Itemized Travel & Entertainment Expenditures FY 2018-19

Below are all itemized expenditures from FY 2018-19 that the Washington County TDC paid on travel & entertainment. All receipts for gas were to conduct business travel using the TDC's county owned vehicle.

Purchase Date	Account	Detail	Cost
10/02/18	54001	Gas	\$33.08
10/18/18	54001	Gas	\$28.56
11/6/18	54001	Gas	\$31.29
12/5/18	54001	Gas	\$29.30
1/11/19	54001	Gas	\$19.41
1/18/19	54001	Gas	\$29.40
2/22/19	54001	Gas	\$26.48
3/01/19	54001	Gas	\$30.07
3/15/19	54001	Gas	\$29.04
4/05/19	54001	Gas	\$29.74
4/22/19	54001	Gas	\$29.69
4/29/19	54001	Gas	\$24.12
5/21/19	54001	Gas	\$29.50
6/21/19	54001	Gas	\$25.00
7/25/19	54001	Gas	\$31.20
8/29/19	54001	Gas	\$28.33
9/18/19	54001	Gas	\$20.95