

House Bill 1A Financial Report 2021

visit **Washington** County



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visitwcfla.com

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Public/Private Revenue FY 2019-20

Public Revenue comes from a 3% bed tax on transient lodging in the county. We compared % growth to FY 2017-18 due to effects on our collections from relief workers for Hurricane Michael. This gave us a truer picture of growth. Collections are actually for the month prior but reported in the month they are received by the Clerk of the Courts from DOR as per our county auditor.

FY 2019-20	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Revenue	\$8,545.06	\$8,119.65	\$9,595.04	\$6,824.74	\$7,685.71	\$9,431.62	\$8,371.51	\$5,662.68	\$7,040.75	\$6001.32	\$13,469.21	\$9,490.75
% Growth	4.78%	29.53%	49.25%	12.53%	41.51%	42.03%	0.61%	-29.97%	-8.53%	-37.82%	13.22%	13.36%

Total Bed Tax (Public) Revenue: \$100,238.04

PRIVATE REVENUE

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

EVENTS

Tri-County Agritourism Workshop
Total Registration Fees: **\$153.56**

February 4, 2020

Rock the Falls Music Festival
Total Sponsorships Revenue: **\$1,050.00**
Total Vendor Fees: **\$125.00**

April 4, 2020

EXPLORE NORTHWEST FLORIDA SCHOLARSHIPS

2019 Florida Tourism Forum
Registration Fee: **\$359.00**

November 18-20, 2019

2020 Florida Tourism Day
Registration Fee: **\$55.00**

January 22, 2020

STS Alumni Class
Registration Fee: **\$199.00**

July 30, 2020

Adventure ELEVATE Conference
Registration Fee: **\$99.00**

September 15-16, 2020

Total Private Revenue: \$2,040.56

FY 2019-20 Operating Budget

The FY 2019-20 TDC Operating Budget includes all expenditures through September 30, 2020.

Chart of Accounts	Detail	Original Appropriation	Transfers & Adjustments	Revised Budget	Year-To-Date Actual
312100	Tourism	93,000	91,996.26	184,996	0
334100	Grant Funds				0
399900	Cash Forward (Est'd)	20,000	(16,521.00)	3,479	0
	TOTAL	113,000	0	188,475	0
51201	Salary/Wages	36,305	1,643.00	37,948	33,163.07
52101	FICA	2,232	102.18	2,334	1,866.83
52102	Medicare	522	0	522	436.60
52201	Retirement	2,852	536.52	3,389	2,914.38
52301	Life & Health Ins.	6,773	8,502.92	15,276	15,275.76
54001	Travel	200	0	200	192.11
54002	Travel Show Exp	120	(120.00)	0	0
54003	Conferences	94	75.00	169	69.00
54101	Telephones	1,012	0	1,012	621.98
54201	Postage	300	0	300	250.25
54301	Utilities	1,800	0	1,800	1,800.00
54401	Rent	2,506	6.00	2,512	2,512.00
54501	Insurance	277	0	277	0
54601	Repair & Main. Svc	80	0	80	42.26
54800	Promo Digital	0	4,967.00	4,967	4,967.00
54802	Promo Print	0	5,586.00	5,586	5,586.00
54803	Promo Radio	0	426.00	426	426.00
54804	Promo TV	0	574.00	574	574.00
54805	Promo Pamphlets	0	0	0	0
54810	Tri-County Day Trip	0	0	0	0
54811	Jackson Co Day Trip	0	802.50	803	121.50
54813	Regional Marketing	5,000	0	5,000	5,000.00
54814	Snowbird Tours	0	0	0	0
54815	WC Visitor's Guide	0	6,355.00	6,355	6,355.00
54816	FAM Tours	0	840.16	840	840.16
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	5,700.00	5,700	5,700.00
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	(210.00)
54825	Rock the Falls Music Fest	0	0	0	(576.00)
54826	Squirrels, Girls & Pearls	0	0	0	0
54827	Agritourism Workshop	0	121.50	122	121.80
54909	Legal Ads	0	0	0	0
54950	TDC Website	0	7,680.00	7,680	7,680.00
54960	Social Media	0	3,000.00	3,000	2,000.00
54961	Filming	0	0	0	0
54962	Public Relations	0	5,000.00	5,000	5,000.00
54963	Industry Outreach	0	0	0	0
54964	Photography	0	3,000.00	3,000	3,000.00
55101	Office Supplies	50	60.20	110	110.13
55201	Operating Expenses	1,581	1,656.70	3,238	3,622.47
55401	Dues, Subs, Pubs	1,585	35.00	1,620	1,762.40
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	49,711	0	68,636	0
	Total Tourist Dev.	113,000	56,549.68	188,475	111,224.70

Employee Salary & Benefits Report FY 2019-20

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 2019-20. 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	\$38,690.96
FICA	\$2,185.32
Medicare	\$511.09
Retirement (FSR) <i>Employer Match</i>	\$3,382.60
Medical Insurance <i>Employer Match</i>	\$12,701.16
TOTAL EMPLOYEE COST	\$57,471.13

Itemized Visit Florida Expenditures FY 2019-20

Below are all itemized expenditures for FY 2019-20 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
10/8/19	54003	2019 Florida Tourism Forum	\$359.00
11/7/19	54003	2020 Florida Tourism Day	\$55.00
11/22/19	54003	Adventure Travel Training	\$50.00
6/9/20	55401	VF Partnership Fee	\$395.00

Itemized Travel & Entertainment Expenditures FY 2019-20

Below are all itemized expenditures from FY 2019-20 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
10/09/19	54001	Gas	\$27.18
10/22/19	54001	Gas	\$29.86
11/19/19	54001	Gas	\$24.06
1/10/20	54816	Comfort Inn & Suites – Liz Amore Press Trip	\$323.78
1/14/20	54816	Seacrest Wolf Preserve – Liz Amore Press Trip	\$150.50
1/21/20	54816	Sunshine Riding Trails – Liz Amore Press Trip	\$150.00
1/22/20	54001	Gas	\$33.01
3/1/20	54816	Quality Inn – Deb Thompson Press Trip	\$215.88
3/02/20	54001	Gas	\$29.24
4/02/20	54001	Gas	\$23.01
6/15/20	54001	Gas	\$25.75