

**Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended Sunday, June 30, 2019**

|  | <u>Current<br/>Year</u> | <u>Prior<br/>Year</u> | <u>Increase<br/>(Decrease)</u> | <u>Budget</u>      | <u>Over<br/>(Under)</u> |
|--|-------------------------|-----------------------|--------------------------------|--------------------|-------------------------|
| <b>TDC Funding</b>                                 | <b>\$4,463,644</b>      | <b>\$4,247,195</b>    | <b>\$216,449</b>               | <b>\$4,247,196</b> | <b>\$216,448</b>        |
| <b>Salary Expenses</b>                             |                         |                       |                                |                    |                         |
| Salary   | 888,181                 | 841,039               | 47,142                         | 869,551            | 18,630                  |
| Payroll Taxes                                      | 64,950                  | 61,227                | 3,723                          | 66,662             | (1,712)                 |
| Employee Benefits                                  | 91,096                  | 92,455                | (1,359)                        | 106,283            | (15,187)                |
| 401K   | 32,588                  | 33,114                | (526)                          | 36,141             | (3,553)                 |
| Other Personnel Cost                               | 0                       | 1,159                 | (1,159)                        | 0                  | 0                       |
| <b>Total Salary Expenses</b>                       | <b>1,076,815</b>        | <b>1,028,994</b>      | <b>47,821</b>                  | <b>1,078,637</b>   | <b>(1,822)</b>          |
| <b>Programming Expenses</b>                        |                         |                       |                                |                    |                         |
| Promotions   | 461,971                 | 147,510               | 314,461                        | 526,922            | (64,951)                |
| Trade Shows  | 280,965                 | 126,919               | 154,046                        | 197,605            | 83,360                  |
| FAM Tours/Site Visit                               | 68,654                  | 60,009                | 8,645                          | 102,597            | (33,943)                |
| Event Hosting                                      |                         |                       |                                |                    |                         |
| Advertising  | 925,408                 | 642,783               | 282,625                        | 936,802            | (11,394)                |
| Technology   | 43,873                  | 58,523                | (14,650)                       | 44,971             | (1,098)                 |
| Contract Services                                  | 101,617                 | 92,263                | 9,354                          | 96,800             | 4,817                   |
| Fullfillment                                       | 16,258                  | 12,132                | 4,126                          | 23,565             | (7,307)                 |
| <b>Total Programming Expenses</b>                  | <b>1,898,746</b>        | <b>1,140,139</b>      | <b>758,607</b>                 | <b>1,929,262</b>   | <b>(30,516)</b>         |
| <b>General &amp; Administrative Expenses</b>       |                         |                       |                                |                    |                         |
| Equipment  | 117,715                 | 89,228                | 28,487                         | 97,040             | 20,675                  |
| Tenancy  | 202,400                 | 213,424               | (11,024)                       | 204,301            | (1,901)                 |
| Administration                                     | 139,044                 | 141,123               | (2,079)                        | 118,842            | 20,202                  |
| <b>Total General &amp; Administrative Expenses</b> | <b>459,159</b>          | <b>443,775</b>        | <b>15,384</b>                  | <b>420,183</b>     | <b>38,976</b>           |
| <b>Total Expenses</b>                              | <b>3,434,720</b>        | <b>2,612,908</b>      | <b>821,812</b>                 | <b>3,428,082</b>   | <b>6,638</b>            |
| <b>NET INCOME (LOSS)</b>                           | <b>\$1,028,924</b>      | <b>\$1,634,287</b>    | <b>(\$605,363)</b>             | <b>\$819,114</b>   | <b>\$209,810</b>        |