

**Visit Tampa Bay
TDC REPORT
Summary of All Units
For the three months ended Thursday, December 31, 2020**

	<u>Current Year</u>	<u>Prior Year</u>	<u>Increase (Decrease)</u>	<u>Budget</u>	<u>Over (Under)</u>
TDC Funding	\$2,380,720	\$3,902,308	(\$1,521,588)	\$2,380,720	\$0
Salary Expenses					
Compensation	543,374	851,845	(308,471)	588,267	(44,893)
Payroll Taxes	34,219	53,834	(19,615)	45,423	(11,204)
Employee Benefits	60,031	96,713	(36,682)	67,878	(7,847)
401K	19,153	32,411	(13,258)	23,523	(4,370)
Total Salary Expenses	656,777	1,034,803	(378,026)	725,091	(68,314)
Programming Expenses					
In-Market Events	72,327	56,263	16,064	50,060	22,267
Out-of-Market Events	16,940	416,157	(399,217)	27,928	(10,988)
Concessions/Incentives	20,135	77,000	(56,865)	71,272	(51,137)
Advertising	802,426	1,853,396	(1,050,970)	530,450	271,976
Research & Forecasting	307,974	251,016	56,958	249,195	58,779
Sales and Marketing Technology	146,561	94,176	52,385	145,190	1,371
Independent Contractors	16,000	78,895	(62,895)	7,500	8,500
Industry Relations	37,917	137,117	(99,200)	41,004	(3,087)
Total Programming Expenses	1,420,280	2,964,020	(1,543,740)	1,122,599	297,681
General & Administrative Expenses					
Tenancy	226,893	158,746	68,147	237,891	(10,998)
Administration	93,816	203,959	(110,143)	111,200	(17,384)
Equipment & Infrastructure	103,757	101,826	1,931	106,169	(2,412)
Total General & Administrative Expenses	424,466	464,531	(40,065)	455,260	(30,794)
Total Expenses	2,501,523	4,463,354	(1,961,831)	2,302,950	198,573
NET INCOME (LOSS)	(\$120,803)	(\$561,046)	\$440,243	\$77,770	(\$198,573)