

**Visit Tampa Bay  
TDC REPORT  
Summary of All Units  
For the three months ended Wednesday, March 31, 2021**

	<u>Current Year</u>	<u>Prior Year</u>	<u>Increase (Decrease)</u>	<u>Budget</u>	<u>Over (Under)</u>
<b>TDC Funding</b>	<b>\$2,380,720</b>	<b>\$3,902,308</b>	<b>(\$1,521,588)</b>	<b>\$2,380,720</b>	<b>\$0</b>
<b>Salary Expenses</b>					
Compensation	596,888	894,250	(297,362)	588,267	8,621
Payroll Taxes	47,214	68,478	(21,264)	45,423	1,791
Employee Benefits	69,424	96,599	(27,175)	67,878	1,546
401K	19,854	29,154	(9,300)	23,523	(3,669)
<b>Total Salary Expenses</b>	<b>733,380</b>	<b>1,088,481</b>	<b>(355,101)</b>	<b>725,091</b>	<b>8,289</b>
<b>Programming Expenses</b>					
In-Market Events	25,835	87,909	(62,074)	130,410	(104,575)
Out-of-Market Events	13,843	246,756	(232,913)	87,122	(73,279)
Concessions/Incentives	1,055,017	19,988	1,035,029	1,138,670	(83,653)
Advertising	628,120	1,936,453	(1,308,333)	1,732,875	(1,104,755)
Research & Forecasting	61,500	15,831	45,669	237,175	(175,675)
Sales and Marketing Technology	1,135	617	518	600	535
Independent Contractors	78,750	90,952	(12,202)	68,750	10,000
Industry Relations	77,050	32,253	44,797	39,642	37,408
<b>Total Programming Expenses</b>	<b>1,941,250</b>	<b>2,430,759</b>	<b>(489,509)</b>	<b>3,435,244</b>	<b>(1,493,994)</b>
<b>General &amp; Administrative Expenses</b>					
Tenancy	235,985	160,473	75,512	237,891	(1,906)
Administration	84,955	108,360	(23,405)	130,426	(45,471)
Equipment & Infrastructure	104,462	103,805	657	128,351	(23,889)
<b>Total General &amp; Administrative Expenses</b>	<b>425,402</b>	<b>372,638</b>	<b>52,764</b>	<b>496,668</b>	<b>(71,266)</b>
<b>Total Expenses</b>	<b>3,100,032</b>	<b>3,891,878</b>	<b>(791,846)</b>	<b>4,657,003</b>	<b>(1,556,971)</b>
NET INCOME (LOSS)	(\$719,312)	\$10,430	(\$729,742)	(\$2,276,283)	\$1,556,971