

**Visit Tampa Bay
TDC REPORT
Summary of All Units
For the three months ended Wednesday, June 30, 2021**

	<u>Current Year</u>	<u>Prior Year</u>	<u>Increase (Decrease)</u>	<u>Budget</u>	<u>Over (Under)</u>
TDC Funding	\$2,380,720	\$3,116,546	(\$735,826)	\$2,380,720	\$0
Salary Expenses					
Compensation	595,292	560,843	34,449	588,267	7,025
Payroll Taxes	39,404	40,685	(1,281)	45,423	(6,019)
Employee Benefits	68,342	66,720	1,622	67,878	464
401K	20,039	8,634	11,405	23,523	(3,484)
Total Salary Expenses	723,077	676,882	46,195	725,091	(2,014)
Programming Expenses					
In-Market Events	44,164	(783)	44,947	47,850	(3,686)
Out-of-Market Events	81,996	(24,911)	106,907	205,690	(123,694)
Concessions/Incentives	369,298	(47,400)	416,698	551,925	(182,627)
Advertising	2,215,262	245,748	1,969,514	1,031,200	1,184,062
Research & Forecasting	82,225	34,165	48,060	36,950	45,275
Sales and Marketing Technology	5,665	1,509	4,156	1,700	3,965
Independent Contractors	87,000	32,741	54,259	68,750	18,250
Industry Relations	42,626	(430)	43,056	46,702	(4,076)
Total Programming Expenses	2,928,236	240,639	2,687,597	1,990,767	937,469
General & Administrative Expenses					
Tenancy	243,555	154,662	88,893	237,891	5,664
Administration	107,299	128,235	(20,936)	104,107	3,192
Equipment & Infrastructure	119,154	104,639	14,515	124,287	(5,133)
Total General & Administrative Expenses	470,008	387,536	82,472	466,285	3,723
Total Expenses	4,121,321	1,305,057	2,816,264	3,182,143	939,178
NET INCOME (LOSS)	(\$1,740,601)	\$1,811,489	(\$3,552,090)	(\$801,423)	(\$939,178)