# BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)



# VISIT FLORIDA PARTNER FINANCIAL INFORMATION

JULY 1, 2023

# REVENUES

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB) REVENUES

# FOR THE YEAR TO DATE ENDING 9/30/2022

	FY 2022 ACTUAL
Revenues	
Tourist Development Tax (4 cents) *	\$ 22,769,061
FL Arts License Plate (Specialty Arts Tag) (Manatee)	\$ 17,546
Interest Income	156,837
Increase(Decrease) in Fair Value	(253,802)
Contributions - Cultural/Recreation - FSF Grants	44,959
Operating Grants - FEMA storm-federal	25,395
Miscellaneous Revenues	 21,527
Total Revenues	\$ 22,781,523

<sup>\*</sup> Of the five cents collected on every dollar, four cents are used for marketing and promoting of tourism interests in Manatee County, and the remaining one cent is used for beach renourishment. The one cent for beach renourishment is accounted for in a separate fund and department of Manatee County.

# OPERATING BUDGET

# BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	,	FY2022 ADOPTED
Tax Collector-CVB		
Constitutional officers' budgets	\$	357,271
Total for CVB-Tax Collector		357,271
CVB Direct Marketing		
Other contractual services		1,406,582
Postage		4,900
Rents and leases		5,000
Printing & binding		80,000
Advertising		2,299,905
Total for Direct Marketing		3,796,387
CVB Administration		
Regular salaries and wages		640,796
Other salaries and wages		72,772
Overtime		1,500
FICA taxes		48,654
Retirement contributions		61,790
Health insurance		136,126
Life insurance		1,911
Long-term disability		1,911
Flex benefits		3,430
Other contractual services		3,650
Indirect cost services		449,434
Travel and per diem		12,890
In County Travel Cost		5,300
Telephone		4,800
Postage		1,000
Rents and leases		32,400
Vehicle Recovery Charge		4,145
Data System Recovery Charge		9,196
Insurance		10,126
Vehicle maintenance		1,980
Automated systems maintenance		8,050
Software Suport		21,845
Printing & binding		1,200
In-house copying and printing		1,500
Awards		350
Advertising		350
-		

# BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY2022
	ADOPTED
Office Supplies	6,500
Operating supplies & expense	13,845
Refreshments	500
Software	750
Uniforms	2,310
Gas, Oil & Tires	500
In-house Fuel Charges	474
Books/Publications/Subscriptions/Memberships	83,570
Education	8,688
Total for CVB Administration	1,654,243
CVB Promotions	
Other contractual services	209,210
Travel and per diem	49,500
Rents and leases	3,674
Promotional activities	1,689,352
Operating supplies & expense	800
Gas, Oil & Tires	300
Books/Publications/Subscriptions/Memberships	1,770
Total for CVB Promotions	1,954,606
CVB-Sports Marketing	
Other contractual services	33,495
Travel and per diem	26,850
Promotional activities	824,000
Advertising	25,000
Total for Sports Marketing	909,345
CVB-Arts & Culture Segment	
Other contractural services	8,000
Promotional activities	42,000
Total for Arts & Culture Segment	50,000
PSC Sports Marketing	5,000
Other contractual services	·
Travel and per diem	3,500 24,000
Promotional activities	•
Operating supplies & expense	1,000
Total for PSC Sports Marketing	33,500

## BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY2022 ADOPTED
Tauria Info Canasa CND	<del></del>
Tourist Info Center-CVB	108,950
Other contractual services Rents and leases	10,000
	90,000
Advertising Operating supplies & expense	7,000
Total for Tourist Information Center	215,950
Total for Tourist Information Center	213,330
Other Civic Enterprises-CVB	
Aids to governmental agencies	450,000
Aid to private organizations	280,000
Total for Other Civic Enterprises	730,000
Beach Clean-Up	
Regular salaries and wages	232,165
FICA taxes	17,761
Retirement contributions	23,216
Health insurance	117,852
Life insurance	700
Long-term disability	700
Flex benefits	3,500
Other contractual services	23,072
Indirect cost services	16,299
Telephone	360
In-house communication	1,872
Utility services	132,477
Vehicle Recovery Charge	4,662
Insurance	100
Vehicle maintenance	2,136
Operating supplies & expense	175,570
Uniforms	4,500
In-house fuel charges	11,241
Education	150
Road equipment	68,000
Total for Beach Clean-Up	836,333

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY2022 ADOPTED
Beach Maintenance & Improvement	
Regular salaries and wages	35,712
Overtime	1,200
FICA taxes	2,732
Retirement contributions	3,571
Health insurance	13,357
Life insurance	110
Long-term disability	110
Flex benefits	350
Indirect cost services	27,753
Vehicle Recovery Charge	80,149
Vehicle maintenance	70,716
Operating supplies & expense	500
Uniforms	250
In-house Fuel Charges	7,983
Total for Beach Maintenance & Improvements	244,493
Tourist Tax-OtherDebtSvc-Admin	
Interest	-
Total for Tourist Tax-Other	-
Transfers-CVB	
Transfer to Unincorporated	500,000
Transfer to Parks & Recreation - Premier Sports Campus (PSC)	100,000
Transfer to Convention Center	800,000
Total for Transfers	1,400,000
TOTAL FY2022 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 12,182,128

## BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

		FY 2023 ADOPTED
Tax Collector-CVB	¥)	
Constitutional officers' budgets	\$	371,562
Total for CVB-Tax Collector		371,562
CVB Direct Marketing		
Other contractual services		1,435,657
Postage		4,900
Rents and leases		5,000
Printing & binding		82,000
Advertising		2,200,092
Total for Direct Marketing		3,727,649
CVB Administration		
Regular salaries and wages		746,639
Other salaries and wages		72,772
Overtime		1,500
FICA taxes		56,728
Retirement contributions		72,161
Health insurance		162,760
Life insurance		2,231
Long-term disability		2,231
Flex benefits		3,710
Other contractual services		3,650
Indirect cost services		393,942
Travel and per diem		12,890
In County Travel Cost		5,300
Telephone		4,800
Postage		1,000
Rents and leases		32,400
Vehicle Recovery Charge		4,347
Data System Recovery Charge		9,472
Insurance		8,041
Vehicle maintenance		1,980
Automated systems maintenance		9,900
Software Suport		21,845
Printing & binding		1,200
In-house copying and printing		1,500
Awards		350
Advertising		350

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY 2023 ADOPTED
Office Supplies	6,500
Operating supplies & expense	13,845
Refreshments	500
Software	750
Uniforms	2,310
Gas, Oil & Tires	500
In-house Fuel Charges	
Books/Publications/Subscriptions/Memberships	83,570
Education	8,688_
Total for CVB Administration	1,750,362
CVB Promotions	
Other contractual services	209,210
Travel and per diem	49,500
Rents and leases	3,674
Promotional activities	1,884,352
Operating supplies & expense	800
Gas, Oil & Tires	300
Books/Publications/Subscriptions/Memberships	1,770
Total for CVB Promotions	2,149,606
CVB-Sports Marketing	
Other contractual services	33,495
Travel and per diem	26,850
Promotional activities	824,000
Advertising	25,000
Total for Sports Marketing	909,345
CVB-Arts & Culture Segment	9,000
Other contractural services	8,000
Promotional activities	42,000
Total for Arts & Culture Segment	50,000
PSC Sports Marketing	F 000
Other contractual services	5,000
Travel and per diem	3,500
Promotional activities	24,000
Operating supplies & expense	1,000
Total for PSC Sports Marketing	33,500

## BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY 2023 ADOPTED
Tourist Info Center-CVB	400.050
Other contractual services	108,950
Rents and leases	10,000
Advertising	90,000
Operating supplies & expense	7,000
Total for Tourist Information Center	215,950
Other Civic Enterprises-CVB	
Aids to governmental agencies	450,000
Aid to private organizations	280,000
Total for Other Civic Enterprises	730,000
Beach Clean-Up	
Regular salaries and wages	288,716
FICA taxes	22,085
Retirement contributions	28,874
Health insurance	97,946
Life insurance	893
Long-term disability	893
Flex benefits	3,500
Other contractual services	23,072
Indirect cost services	9,557
Telephone	360
In-house communication	-
Utility services	132,477
Vehicle Recovery Charge	8,329
Insurance	313
Vehicle maintenance	4,080
Operating supplies & expense	175,570
Uniforms	4,500
In-house fuel charges	2,972
Education	150
Road equipment	<u> </u>
Total for Beach Clean-Up	804,287

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)

# **OPERATING BUDGET**

	FY 2023 ADOPTED
Beach Maintenance & Improvement	
Regular salaries and wages	37,104
Overtime	1,200
FICA taxes	2,838
Retirement contributions	3,710
Health insurance	15,576
Life insurance	115
Long-term disability	115
Flex benefits	350
Indirect cost services	16,272
Vehicle Recovery Charge	77,566
Vehicle maintenance	66,636
Operating supplies & expense	500
Uniforms	250
In-house Fuel Charges	2,642
Total for Beach Maintenance & Improvements	224,874
Tourist Tax-OtherDebtSvc-Admin	
Interest	=
Total for Tourist Tax-Other	-
Transfers-CVB	
Transfer to Unincorporated	500,000
Transfer to Parks & Recreation - Premier Sports Campus (PSC)	100,000
Transfer to Convention Center	1,100,000
Total for Transfers	1,700,000
TOTAL FY2022 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 12,667,135
	12,667,135

# EMPLOYEE &

# TOURIST DEVELOPMENT COUNCIL INFORMATION

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB) EMPLOYEE SALARY LISTING

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SPORTS MARKETING	SENIOR FISCAL SERVICES MANAGER	SENIOR ADMINISTRATIVE SPECIALIST	MARKETING SPECIALIST	MARKETING REPRESENTATIVE	MARKETING AND OUTREACH SPECIALIST	OFFICE SPECIALIST (PART-TIME)	FISCAL ANALYST	DIRECTOR - CVB/CONVENTION CENTER	COMMUNICATIONS MANAGER	MARKETING & COMMUNICATIONS MANAGER	MARKETING REPRESENTATIVE	JOB TITLE	
Lacko, Mckenzy	Roberts, Jayne	Keeling, Leanne	Knight, Emily A	Stewart, Michelle R	Blenker, Aimee E	Blair, Rachel	Byrnes, Dana	Falcione, Elliott J	Azzara, Nicholas	Gayson, Kolby	Clark, Kelly E	EMPLOYEE NAME	
\$23.37	\$40.37	\$20.29	\$25.79	\$29.35	\$32.20	\$14.76	\$24.57	\$78.44	\$46.90	\$41.58	\$28.18	RATE	HOURLY
\$48,609.60	\$83,969.60	\$42,203.20	\$53,643.20	\$61,048.00	\$66,976.00	\$15,350.40	\$51,105.60	\$163,155.20	\$97,552.00	\$86,486.40	\$58,614.40	SALARY	ANNUAL
\$10,582.08	\$22,905.38	\$15,196.12	\$17,298.03	\$24,730.98	\$24,155.77	\$953.26	\$29,035.62	\$81,580.58	\$37,652.94	\$23,376.72	\$30,447.99	BENEFITS	
\$59,191.68	\$106,874.98	\$57,399.32	\$70,941.23	\$85,778.98	\$91,131.77	\$16,303.66 allocated 50%	\$80,141.22 allocated 80%	\$244,735.78 allocated 80%	\$135,204.94	\$109,863.12	\$89,062.39	SALARY	TOTAL

Source: Cost per Hour Report as of 9/30/2022

# MANATEE COUNTY TOURIST DEVELOPMENT COUNCIL MEMBERS 2022

### **Elected Officials**

Misty Servia, **Chairman**Tourist Development Council
P.O. Box 1000
748-4501 x3708
misty.servia@mymanatee.org
\*January 2022

Gene Brown, Mayor City of Bradenton Caller Service 25015 Bradenton, FL 34206 (941) 932-9450 mayor@cityofbradenton.com \*June 2024

Shirley Groover Bryant, Mayor City of Palmetto 516 8<sup>th</sup> Ave. W. Palmetto, FL 34221 723-4570 mayor@palmettofl.org \*June 2024

### **Interested Citizens**

Jack Rynerson 70 Tidy Island Blvd. Bradenton, FL 34210 794-1289 jrynerson@aol.com \*June 2022

Vernon DeSear 1209 3<sup>rd</sup> St. Dr. E. Palmetto, FL 34221 962-2885 ceo@manateememorialfoundation.com \*June 2022

### <u>Hoteliers</u>

Jiten Patel
Holiday Inn Sarasota-Bradenton Airport
8009 15<sup>th</sup> St. E.
Sarasota, FL 34243
355-9000
bradentonhie@gmail.com
\*.lune 2021

Ed Chiles
The Waterline Hotel and Beach Inn
P.O. Box 1478
Anna Maria, FL 34216
778-1696
echiles@chilesgroup.com
\*June 2021

Eric Cairns
Cedar Cove Resort
2710 Gulf Drive
Holmes Beach, FL 34217
778-1010
info@cedarcoveresort.com
\*June 2021

Rahul Patel Red Roof Inn 4915 17<sup>th</sup> St. E. Ellenton, FL 34222 737-0630 rahul9889@hotmail.com \*June 2021

\* = Term expiration ALL TDC advisory members are unpaid volunteers

Staff Liaisons: Elliott Falcione, Exec. Dir., BACVB 729-9177 x3940 <u>elliott.falcione@BACVB.com</u>
Monica Luff, Sr. Admin. Spec, BACVB 729-9177 x3944 <u>monica.luff@BACVB.com</u>

Updated: 1/26/2021

# EXPENDITURES COORDINATED WITH VISIT FLORIDA

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB) VISIT FLORIDA (VF) RELATED/PARTNERSHIP EXPENDITURES FY2022 (For the period ended 09/30/2022)

	Aug 2022	July 2022	July 2022	June 2022	June 2022	January 2022	January 2022	December 2021	MONTH/YEAR
TOTAL	Florida Governor's Conference - Boca Raton, FL - Aug 31 - Sept 2, 2022	Visit Florida - 2020-2021 Official Welcome Center Brochure Rack Space Lease Program	Visit Florida - Destination Marketing Organization - Partnership Dues	British Airways - FY 2022 UK Market advertising - coop campaign	Ocean Holidays	Icelolly Marketing - Visit Florida Co-Op Advertising Campaign - UK Market	Florida Huddle/Encounter - Tampa, FL - Jan 24-26, 2022	Visit Florida Vacation Guides	DESCRIPTION
	8/31/2022 - 9/2/2022	7/1/2022 - 06/30/2023	7/1/2022 - 06/30/2023	6/10-30/222	6/20-26/2022	11/22/2021 - 1/3/2022	1/24-26/2022	2022	DATE
\$ 56,661.56	3,125.10 Re	2,664.39 Ra	18,500.00 M	9,000.00 Co	6,040.00 Co	5,000.00 ice	12,332.07 Re	17,100.00 Vacation guides	AMOUNT
	125.10 Registration, hotel, meals & travel	,664.39 Rack Space Lease	18,500.00 Membership Dues	,000.00 Co-op Marketing Campaign - UK Market	,040.00 Co-op Marketing Campaign - UK Market	5,000.00 icelolly.com - microsite, email banner & social media	12,332.07 Registration, hotel, meals & travel	cation guides	PURPOSE

# ITEMIZED **TRAVEL** AND ENTERTAINMENT **EXPENDITURES**

# MANATEE COUNTY GOVERNMENT BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB) - (TOT - FUND 103) TRAVEL & ENTERTAINMENT EXPEDITURES FY2022 (FOR THE PERIOD ENDING 9/30/2022)

MONTH	DATE	DESCRIPTION/PURPOSE	LOCATION	ATTENDEE	REGISTRATION	ВООТН	TRANSPORTATION	LODGING	GAS/FUEL	MEALS/Per Diem ENTERTAINMENT PARKING	NTERTAINMENT		PARKING
October	10/6/2021	Visit Sarasota - Visit Sarasota County's 40+ Fabulous Event	Sarasota, FL	Emily Knight	\$65.00					3			
October	10/13-15/2021	Destinations Florida - 2021 Annual Meeting	Tampa, FL	Kelly Clark	\$245.00		\$61.71	\$238.00					
October	10/26-28/2021	Sports ETA - Sports ETA Symposium	Birmingham, AL	Anna Pohl			\$402.40	\$920.32		\$144.00			
October	10/26-28/2021	Sports ETA - Sports ETA Symposium	Birmingham, AL	Becca Prossen	\$1,218.90		\$475.40	\$920.32		\$144.00			
October	10/30-11/05/2021	World Travel Market	London, UK	Elliott Falcione	\$6,748.50		\$1,434.04	\$1,538.45		\$210.00	\$227.10		
November	11/8/2021	Florida Sports Foundation - 2021 FSF Summit	Palm Coast, FL	Aimee Blenker			\$224.00	\$298.86		\$56.00			
December	12/01-03/2021	New Haven Sales Mission	New Haven, CT	Elliott Falcione			\$270.40	\$131.10					
December	12/01-03/2021	New Haven Activation	New Haven, CT	Kelly Clark			\$407.40	\$480.70		\$111.00	\$68.91		
December	12/7/2021	MPI Tampa Bay Chapter - SOS After 5:00	Sarasota, FL	Vanessa Zigich	\$10.00								
December	12/13-15/2021	Dallas Sales Mission	Dallas, TX	Elliott Falcione			\$415.40	\$355.00		\$16.00			
December	12/13-15/2021	Dallas Sales Mission	Dallas, TX	Anna Pohl			\$323.40	\$737.27	\$15.65	\$16.00	\$48.78		\$36.00
January	01/24-26/2022	Florida Huddle/Florida Encounter (VF)	Tampa, FL	Kelly Clark	\$8,985.00	\$1,126.91	\$52.07	\$819.00		\$47.00			
lanuary	01/24-26/2022	Florida Huddle/Florida Encounter (VF)	Tampa, FL	Anna Pohl		438.13	\$53.00	\$747.00		\$64.00			
February	02/02-04/2022	Focus Group - Tulsa - CANCELLED	Tulsa, OK	Elliott Falcione									
February	02/14-17/2022	Routes America 2022	San Antonio, TX	Elliott Falcione	\$1,355.00		\$494.20	\$854.25					
March	03/25-04/01/2022	Sales Mission with SRQ - PA & MN	Minneaplis, MN/Pittsburgl Elliott Falcione	ourgl Elliott Falcione			\$808.03	\$482.54	\$16.10	\$116.00	\$1,604.43		\$30.00
April	4/12-13/2022	Florida Society of ssociation Executives, Invo	Tallahassee, Ft	Aimee Blenker			\$367.38	\$111.00		\$59.00			
April	04/19-21/2022	Focus Group - Tulsa (Rescheduled)	Tulsa, OK	Elliott Falcione			\$491.20	\$223.72			\$194.23		
April	04/27-29/2022	SRQ Las Vegas Aviator's Event	Las Vegas, NV	Elliott Falcione			\$640.20	\$336.74		\$33.00			
May	05/13-16/2022	Baby Avelo Beach Vacay Giveaway Activation	Hartford, CT	Emily Knight			\$846.77	\$303.60	\$22.94	\$95.00		s	\$80.00
May	05/25-27/2022	Destination Florida Marketing Summit	Bowling Green, FL	Michelle Stewart	\$295.00		\$39.20	\$458.00		\$26.00			
June	06/04-09/2022	US Travel Association - International Pow Wow	Orlando, FL	Kelly Clark	\$18,970.00		\$124.02	\$1,136.00		\$95.00	\$307.51		\$20.00
June	06/13-17/2022	Jumstart Air Service Event & SuperCopa Event	Reno, NV/Salt Lake, UT	T Elliott Falcione	\$1,700.00		\$1,573.46	\$365.60		\$93.00			
June	06/25-29/2022	FL Governement Finance Officers Association Annual Conference	Orlando, FL		\$350.00		\$124.02	\$676.00		\$81.00			
July	07/15-21/2022	Farnborough Airshow	London, UK	Elliott Falcione			\$1,997.46	\$1,550.88		\$330.00			
July	07/18-22/2022	London Media & Sales Mission	London, UK	Kelly Clark			\$2,143.51	\$1,676.73		\$165.00			
July	07/20-22/2022	Florida Society of Association Executives Annual Conference	Tampa, FL	Aimee Blenker	\$595.00		\$55.00	\$330.00		\$48.00			
July	7/27/2022	Manatee Young Professionals Lunceon	Bradenton, FL	Mckenzy Lacko	\$15.00								
August	08/03-06/2022	New York & Baltimore Sales Mission	NYC, NY & Baltimore, MD Elliott Falcione	MD Elliott Falcione			\$570.59	\$576.74		\$51.00	\$55.71		
August	08/08-10/2022	Connect Sports	Detroit, MI	Anna Pohl	\$4,450.00		\$508.67	\$790.05		\$101.00		s	\$56.00
August	08/08-10/2022	Connect Sports	Detroit, MI	Mckenzy Lacko	\$2,000.00		\$538.96	\$790.05		\$101.00			
August	08/18-19/2022	Sister City Sales Meeting	Pittsburgh, PA	Elliott Falcione			\$904.80	\$484.08	\$26.36	\$73.00		s	\$88.00
August	08/31-09/02/2022	Florida Governor's Conference	Boca Raton, FL	Kolby Gayson	\$499.00			\$386.00	\$63.00	\$65.00			
August	08/31-09/02/2022	Florida Governor's Conference	Boca Raton, FL	Nick Azzara	\$499.00			\$435.60		\$65.00			
August	08/31-09/02/2022	Florida Governor's Conference	Boca Raton, FL	Eric Carins	\$499.00			\$606.00					
September	09/01-02/2022	Delta Airlines Meeting	Atlanta, GA	Elliott Falcione			\$485.85	\$142.94		\$30.00		s	\$16.00
September	09/20-22/2022	Toronto Sales Mission	Toronto, CAN	Elliott Falcione			\$702.46	\$589.95		\$100.00	\$301.04		
September	9/22/2022	MPI Tampa Bay Chapter - September Education Luncheon	St. Petersburg, FL	Aimee Blenker	\$45.00								
September	09/27-29/2022	Irvine Sales Mission - CANCELLED	Irvine, CA	Elliott Falcione									