

MANATEE COUNTY GOVERNMENT

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

Revenues	FY 2022 ACTUAL
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

* 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

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2022

	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 Support	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 2022

	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 contractual services	8,000
Promotional activities	42,000
Total for Arts & Culture Segment	50,000
PSC Sports Marketing	
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

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2022

	FY2022 ADOPTED
Tourist Info Center-CVB	
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	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
 FY 2022

	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

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2023

	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 Support	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

	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	
Other contractual services	8,000
Promotional activities	42,000
Total for Arts & Culture Segment	50,000
 PSC Sports Marketing	
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

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2023

	FY 2023 ADOPTED
Tourist Info Center-CVB	
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	-
Total for Beach Clean-Up	804,287

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2023

	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
2022

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

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 8th 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 3rd St. Dr. E.
Palmetto, FL 34221
962-2885
ceo@manateememorialfoundation.com
*June 2022

Hoteliers

Jiten Patel
Holiday Inn Sarasota-Bradenton Airport
8009 15th St. E.
Sarasota, FL 34243
355-9000
bradentonhie@gmail.com
*June 2021

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

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

Rahul Patel
Red Roof Inn
4915 17th 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 elliott.falcione@BACVB.com
Monica Luff, Sr. Admin. Spec, BACVB 729-9177 x3944 monica.luff@BACVB.com

**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)

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

TOTAL

\$ 56,661.56

**ITEMIZED
TRAVEL
AND
ENTERTAINMENT
EXPENDITURES**

