

TOURIST DEVELOPMENT COUNCIL

The Tourist Development Council (TDC) d/b/a the St. Petersburg/Clearwater Area Convention & Visitors Bureau (CVB) is a department of Pinellas County Government and is the official tourism marketing and management organization for the St. Petersburg/Clearwater Area. The CVB is charged with enhancing the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for Florida's Beach in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities. The CVB also leads a community based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.

Department Expenditures By Cost Center	FY04 Actual	FY05 Budget	FY06 Request
5001000 TOURIST DEVELOPMENT COUNCIL	17,026,693	21,034,970	27,047,060
Total	17,026,693	21,034,970	27,047,060

Department Expenditures By Fund	FY04 Actual	FY05 Budget	FY06 Request
0240 TOURIST DEVELOPMENT COUNCIL	17,026,693	21,034,970	27,047,060
Total	17,026,693	21,034,970	27,047,060

Personnel Summary

Total Permanent Positions	32	34
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TOURIST DEVELOPMENT COUNCIL (5001000)

TOURIST DEVELOPMENT COUNCIL (0240)

This cost center is used to account for administrative and operating expenditures associated with various programs conducted by the St. Petersburg-Clearwater Convention & Visitors Bureau for the Tourist Development Council. The St. Petersburg/Clearwater Area Convention & Visitors Bureau is the official tourism marketing and management organization for the St. Petersburg/Clearwater Area. The CVB is charged with enhancing the county's economy by increasing direct visitor expenditures and job development, training and retention in the tourism industry. The organization works domestically and internationally to develop and enhance sustainable tourism for Florida's Beach in both the leisure and meetings markets and targets consumers, travel media, the travel industry, meeting and conference planners, sports promoters and film producers with research driven marketing programs touting beaches, sports, arts and culture and nature-based opportunities. The CVB also leads a community based team to market the benefits of tourism to local residents while working with varied interests to assist in the development of new attractions and the redevelopment of others.

Expenditure Summary		FY04 Actual	FY05 Budget	FY06 Request
0240	5110000 EXECUTIVE SALARIES	1,163,074	1,242,450	1,444,280
0240	5120000 REGULAR SALARIES & WAGES	459,109	561,110	540,920
0240	5140000 OVERTIME	118	0	0
0240	5200000 EMPLOYEE BENEFITS	447,084	533,220	580,810
PERSONAL SERVICES		2,069,385	2,336,780	2,566,010
0240	5340000 OTHER CONTRACTUAL SERVICES	33,214	20,000	20,000
0240	5365000 INTRGOV SVCS-RISK FINANCING	34,280	29,940	21,670
0240	5368000 INTRGOV SVCS-COST ALLOCATE	338,710	328,530	400,210
0240	5368200 INTRGOV SVCS-FLEET-OP&MAINT	4,929	4,240	4,790
0240	5368400 INTRGOV SVCS-FLEET-VHCL RPL	5,270	7,720	5,100
0240	5400000 TRAVEL AND PER DIEM	220,411	274,900	322,460
0240	5410000 COMMUNICATION SERVICES	281,854	250,000	275,000
0240	5440000 RENTALS AND LEASES	219,461	145,890	141,100
0240	5460000 REPAIR & MAINTENANCE SVCS	1,879	3,000	3,000
0240	5470000 PRINTING AND BINDING	269	5,000	5,000
0240	5480000 PROMOTIONAL ACTIVITIES	5,942,272	6,949,690	11,337,990
0240	5490000 OTHR CURRENT CHGS&OBLIGAT	2,047	0	0
0240	5510000 OFFICE SUPPLIES	33,790	40,000	45,000
0240	5520000 OPERATING SUPPLIES	1,246	0	0
0240	5540000 BOOKS, PUB, SUBS & MEMBERSHIPS	31,006	35,000	40,000
OPERATING EXPENSES		7,150,638	8,093,910	12,621,320
0240	5640000 MACHINERY AND EQUIPMENT	5,184	50,000	10,000
CAPITAL OUTLAY		5,184	50,000	10,000
0240	5730000 OTHER DEBT SERVICE COSTS	5,230,842	5,584,190	5,969,190
DEBT SERVICE		5,230,842	5,584,190	5,969,190
0240	5910401 TRNSF TO CAPITAL PROJECTS	2,038,800	2,379,270	2,438,710
0240	5919200 TRANSFER TO TAX COLLECTOR	531,844	563,830	737,120
TRANSFERS		2,570,644	2,943,100	3,175,830

TOURIST DEVELOPMENT COUNCIL (5001000)
TOURIST DEVELOPMENT COUNCIL (0240)

Expenditure Summary	FY04 Actual	FY05 Budget	FY06 Request
0240 7995000 RESERVE-CONTINGENCIES	0	2,026,990	2,704,710
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RESERVES	0	2,026,990	2,704,710
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Total	17,026,693	21,034,970	27,047,060