

St. Petersburg/Clearwater Area Convention & Visitors Bureau

**FY08 Budget
Information Session
May 17, 2007**

Department Direction/Highlights

- Maintain & grow the county's number one industry – tourism
- Responsible for marketing the destination domestically & internationally
- Increase business during the shoulder season
- Grow business from leisure, meetings & conventions, sports, film and special events
- Increase hospitality training and education

Organization Chart

BOARD OF COUNTY COMMISSIONERS

TOURIST DEVELOPMENT COUNCIL

COUNTY ADMINISTRATION

CONVENTION & VISITORS BUREAU

Objectives/Goals

- Increase overnight visitors to 6.2 Million
- Increase direct & indirect visitor expenditures to \$8.4 Billion
- Generate tourism tax revenues of \$28.2 Million
- Sustain quality of service delivery as rated by tourism industry of at least 90%

Accomplishments

- Record number of visitors for 2006:
 - 13,880,355 overnight + day trippers
 - 5,254,255 overnight
- 14 out of last 15 years increased visitors
- Visitor spending: \$6,415,551,365
- Tourism industry wages: \$2,927,858,591
- Full-time tourism jobs: 83,539
- CVB satisfaction rating by tourism industry for professionalism, knowledge and quality of programs greater than 95%

Budget Overview

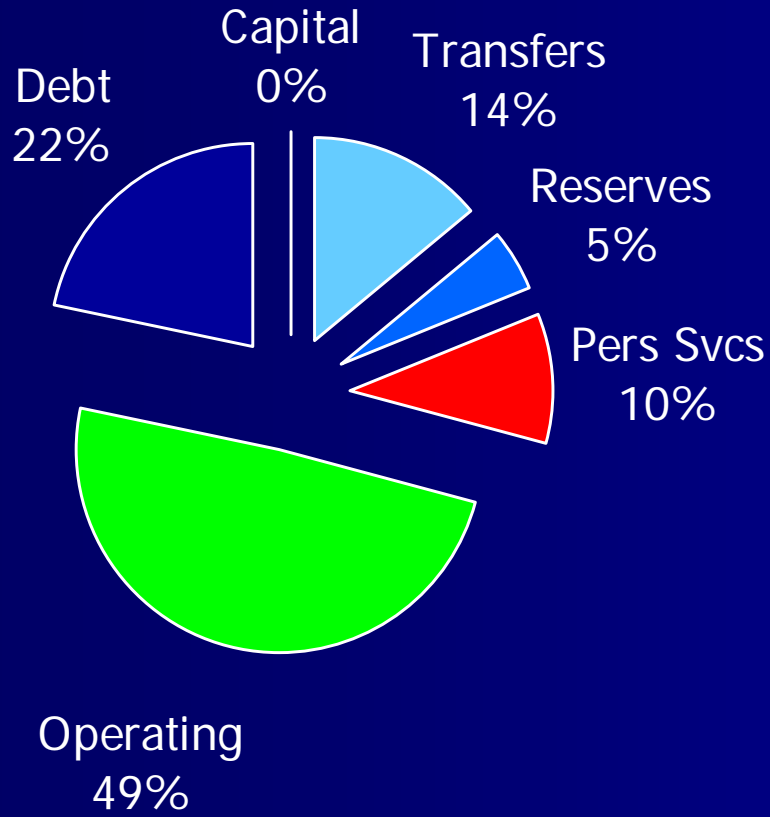
- FY 08 Tourist Development Tax revenue projected @ \$25.6 million by OMB based on 95% Statutory requirement
- FY 08 Tourist Development Tax revenue up 6.9%

Budget Summary

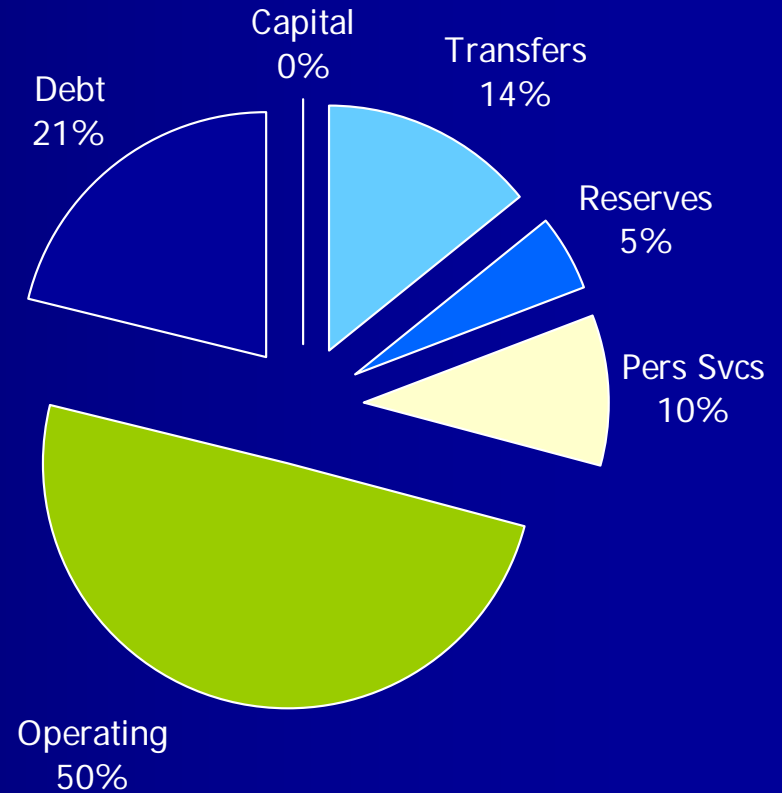
	FY07 Budget	FY08 Request	Variance	%
Personal Services	2,854,230	2,990,320	136,090	4.77%
Operating Expenses	13,425,610	14,793,230	1,367,620	10.19%
Capital Outlay	25,000	16,000	-9,000	-36.00%
Debt Service	5,927,470	6,272,950	345,480	5.83%
Transfers	3,783,540	4,217,890	434,350	11.48%
Reserves	1,359,330	1,488,970	129,640	9.54%
<i>Totals</i>	<i>27,375,180</i>	<i>29,779,360</i>	<i>2,404,180</i>	<i>8.78%</i>

Budget Summary Chart

FY07 Budget



FY08 Request



Revenues/Fees Summary

Tourist Development Tax:

■ Sales & Use	\$25,589,780
■ Interest Earnings	\$ 181,520
■ Beginning Fund Bal	\$ 4,008,060

TOTAL	\$29,779,360
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Summary of Programs

Research

Advertising

Direct Sales

Public Relations

Convention Services

Education

Technology

Administration

International Offices

PR Contract Agencies

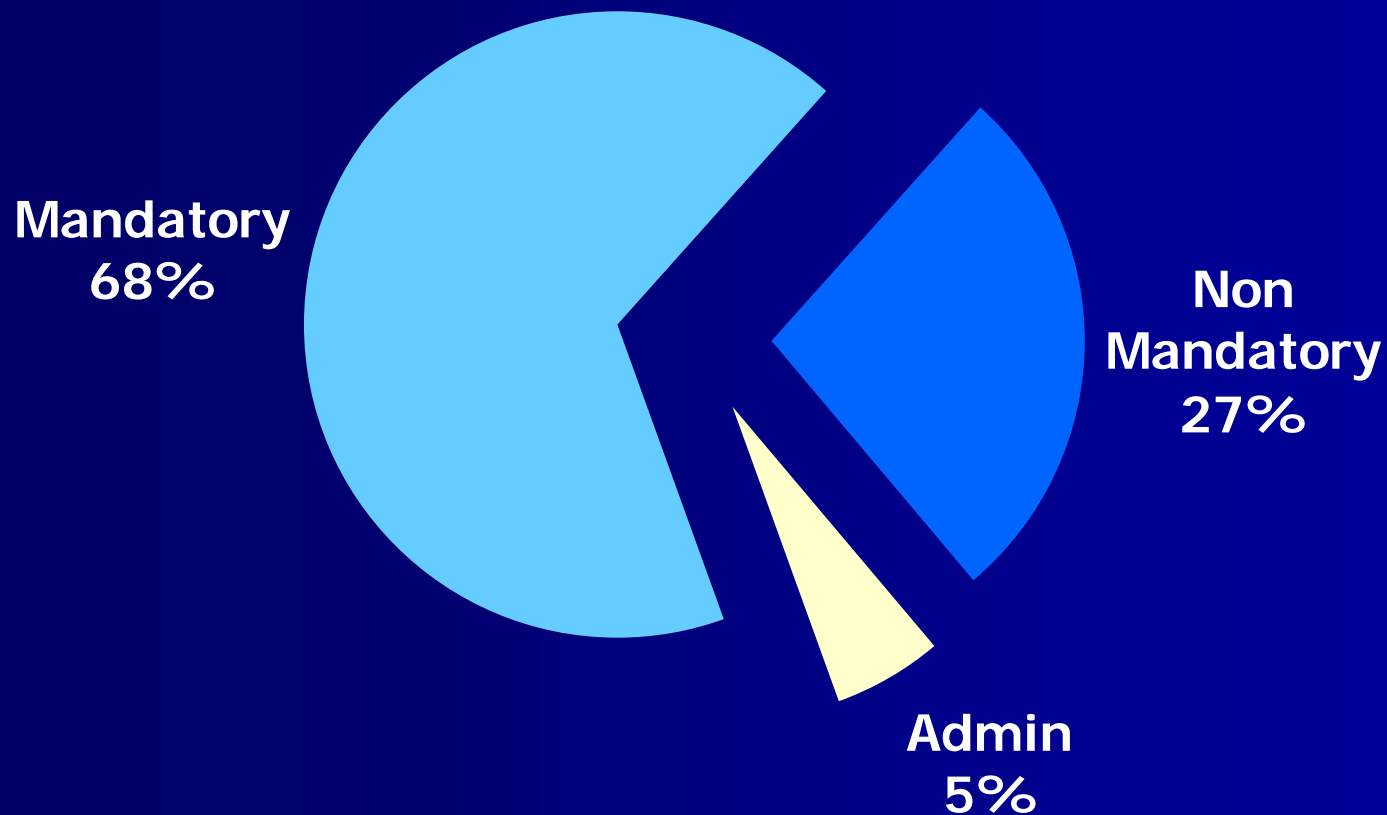
Chambers

Cultural Arts

New Product Development

Program Assignment Chart

Strategic Focus Area: Economic Development



Future Service Delivery Opportunities/Challenges

Opportunities

- Reputation of tourism product
- Success of Allegiant Air
- Air Service Growth Opportunities
- Strength of Euro & Pound
- New hotel product
- Destination enhancements

Future Service Delivery Opportunities/Challenges

Challenges

- Loss of inventory
- Affordable housing
- Public transportation
- Hurricanes/Red Tide
- Community political issues
- Clearwater Beach construction
- Fuel prices
- International visitation issues

QUESTIONS / COMMENTS