OFFICE OF ECONOMIC DEVELOPMENT & COMMUNITY RELATIONS

SEMINOLE COUNTY TOURISM

SEMINOLE COUNTY
FLORIDA'S NATURAL CHOICE

July 10, 2020

The Honorable Ron DeSantis, Governor
State of Florida
400 South Monroe Street
Tallahassee, FL 32399

The Honorable Bill Galvano, Senate President
State of Florida
404 South Monroe Street
Tallahassee, FL 32399

The Honorable Jose Oliva, Speaker of the House
State of Florida
402 South Monroe Street
Tallahassee, FL 32399

RE: Tourism Partner Financial Submissions

Dear Governor DeSantis, Senator Galvano, and Speaker Oliva:

Per Florida Statute 288.1226, please accept the attached documentation as the Seminole County Office of Tourism Visit Florida Partner Financial Submission.

Enclosed, please find the following:

- Page 1 FY2018/19 Revenues;
- Page 2 FY2018/19 Expenditure report, including personnel, operating, and overall expenditures;
- Page 4 FY2018/19 Visit Florida expenditures;
- Page 5 FY2018/19 Itemized travel and entertainment expenditures.

Seminole County Tourism is fully-funded by public dollars and employed six team members during FY2018/19. The Seminole County Tourist Development Council members are volunteers and are not compensated for their service.

Please do not hesitate to contact me for additional details or clarification.

Sincerely,

Tricia Johnson

Tricia Johnson
Chief Administrator
Office of Economic Development and Community Relations
Seminole County Government

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SEMINOLE COUNTY TOURISM
REVENUES
FY2018 – 2019

FUND	TOTAL
Tourist Development Tax Collections	$ 5,843,184.07
Interest on Investments	$ 128,078.96
Fixed Asset Sale Proceeds	$ 3,645.15
Miscellaneous - Other	$ 2,112.00
TOTAL:	**$ 5,977,020.18**

SEMINOLE COUNTY TOURISM OPERATING and OVERALL EXPENDITURES
FY2018 – 2019

EXPENDITURE ACCOUNT: PERSONNEL	EXPENDITURE
SALARIES/WAGES – REGULAR	$384,955.62
SALARIES/WAGES – OVERTIME	$1,254.22
SPECIAL PAY	$1,650.00
SOCIAL SECURITY MATCHING	$28,422.74
RETIREMENT CONTRIBUTIONS	$42,105.18
HEALTH AND LIFE INSURANCE	$90,037.43
WORKERS COMPENSATION	$1,895.74
TOTAL PERSONNEL EXPENDITURES:	**$550,320.93**
EXPENDITURE ACCOUNT: ADMINISTRATION	EXPENDITURE
MARKETING SERVICES - EVOK	$100,000.00
MARKETING SPECIAL PROJECTS	$545,700.56
MARKETING SPECIAL PROJECTS	$1,924.00
BURELLES NATIONAL CLIP SERVICE	$8,500.00
OTHER SERVICES	$87,647.76
ORLANDO SANFORD INT. AIRPORT ADVERTISING	$21,840.00
BROCHURE DISTRIBUTION	$17,956.80
BULK MAILINGS	$345.99
SMITH TRAVEL RESEARCH REPORT	$8,800.00
TRAVEL AND PER DIEM – ADMINISTRATION	$4,467.20
LEASED OFFICE SPACE	$24,105.29
PROMOTIONAL ACTIVITIES	$87,679.51
OFFICE SUPPLIES	$2,547.79
OPERATING SUPPLIES	$4,019.03
BOOKS/DUES/PUBLICATIONS	$10,224.15
EQUIPMENT $1000-$4999	$3,750.52
TRAINING	$4,302.76
INTERNAL SERVICE CHARGES	$25,950.97
OTHER CHARGES / ADMIN FEE CONTRA	$48,678.61
INTERNAL SERVICE FEES	$3,238.48
TOTAL ADMIN/LEISURE EXPENDITURES:	**$1,011,679.42**
EXPENDITURE ACCOUNT: SPORTS	EXPENDITURE
PROFESSIONAL SERVICES	$41,183.56
CENTRAL FLORIDA SPORTS COMMISSION – CONTRACT	$82,422.50
TRAVEL AND PER DIEM – SPORTS	$7,763.15

PROMOTIONAL ACTIVITIES	$454,394.84
TRAINING	$1,760.90
INTERNAL SERVICE FEES	$5,875.66
TOTAL SPORTS EXPENDITURES:	**$593,400.61**
EXPENDITURE ACCOUNT: LEISURE SERVICES	EXPENDITURE
CAPITAL EQUIPMENT >$4999	$37,900.00
RENTAL AND LEASES	$1,007.00
REPAIRS AND MAINTENANCE	$120,388.13
OPERATING SUPPLIES	$47,822.87
EQUIPMENT $1000-$4999	$5,732.32
TOTAL LEISURE SERVICES EXPENDITURES:	**$212,850.32**
EXPENDITURE ACCOUNT: TOURIST DEVELOPMENT	EXPENDITURE
OTHER CHARGES / ADMIN FEE CONTRA	$7,489.01
TOTAL TOURIST DEVELOPMENT EXPENDITURES:	**$7,489.01**
TOTAL OPERATING EXPENDITURES:	**$1,825,419.36**
AID TO GOVERNMENT AGENCIES	EXPENDITURE
CENTRAL FL ZOO AND BOTANICAL GARDENS	$355,000.00
TOTAL AID TO GOVERNMENT AGENCIES:	**$355,000.00**
DEBT SERVICE	EXPENDITURE
SPORTS COMPLEX LIGHTING	$270,833.33
SPORTS COMPLEX DEBT SERVICE	$1,641,450.00
SPORTS COMPLEX INTEREST	$53,848.63
TOTAL DEBT SERVICE:	**$1,966,131.96**
FY 2018/19 EXPENDITURES	
TOTAL TOURIST DEVELOPMENT EXPENDITURES:	**$4,696,872.25**

SEMINOLE COUNTY TOURISM VISIT FLORIDA EXPENDITURES
FY 2018-2019

EXPENDITURE	AMOUNT	PARTICIPANT	NOTES
MEMBERSHIP DUES	$1501.05		7/2017/6/2018
National Association of Sports Commission	$810.90	Danny Trosset	2/2019-2/2020
CONFERENCE REGISTRATIONS:			
TOURISM DAY	$55.00	Rosangela Parker	
FLORIDA GOVERNOR'S CONFERENCE	$499	Rosangela Parker	9/2018
Florida Attractions 2019 Annual Conference	$599.00	Karen Aplin	6/9/19-6/12/19
SPONSORSHIPS:			
FLORIDA HUDDLE	$5000.00	Rosangela Parker	01/2019
TOTAL:	**$8464.95**		

SEMINOLE COUNTY TOURISM TRAVEL AND ENTERTAINMENT EXPENDITURES
FY 2018-2019

NAME	DATE	CATEGORY	AMOUNT
KAREN APLIN	June 2019	Mileage	$303.92
	June 2019	Meals	$50.02
	June 2019	Lodging	$525.00
DAVID BROUSSARD	August 2018	Lodging	$630.10
	August 2018	Mileage	$77.26
	August 2018	Meals	$58.43
	September 2018	Mileage	$3.54
	October 2018	Lodging	$588.48
	October 2018	Meals	$100.22
GUILHERME CUNHA	April 2019	Mileage	$304.85
	May 2019	Mileage	$277.70
	May 2019	Lodging	$418.00
	May 2019	Meals	$41.42
JORDAN LYDA	October 2018	Meals	$107.51
	October 2018	Mileage	$23.78
	December 2018	Lodging	$423.00
	December 2018	Meals	$50.68
	December 2018	Mileage	$37.88
	May 2019	Lodging	$594.00
	May 2019	Meals	$91.00
ROSANGELA PARKER	July 2018	Mileage	$195.70
	August 2018	Lodging	$405.60
	August 2018	Meals	$150.00
	August 2018	Mileage	$364.47
	September 2018	Mileage	$442.82
	October 2018	Mileage	$75.98
	November 2018	Mileage	$93.90
	December 2018	Mileage	$80.29
	January 2019	Mileage	$182.41
	February 2019	Mileage	$56.23
	February 2019	Lodging	$1529.00
	February 2019	Meals	$206.51
	March 2019	Mileage	$200.99
DANNY TROSSET	October 2018	Mileage	$120.99
	March 2019	Meals	$152.76
	May 2019	Mileage	$110.00
	May 2019	Lodging	$396.30
	May 2019	Meals	$70.82