

FY 2019-20



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

FORTMYERS-SANIBEL.COM

EXPENDITURE REPORT

Lee County Tourist Tax Revenue Lee County Visitor and Convention Bureau 10/01/2019 - 09/30/2020	
Revenue	FY 19/20 Actual
Bed Tax Collections	
Total Collections	\$ 37,989,567
Interest	\$ 423,473
FY2019-20 Grand Total / Revenue	\$ 38,413,040

VCB Operating Budget Lee County Visitor and Convention Bureau 10/1/2019 - 9/30/2020			
Object Account	Account Description	FY 19/20 Amended Budget	FY 19/20 Actual
501210	Salaries	\$ 2,122,183	\$ 1,474,475
501250	Special Pay w/Retirement	-	259
501260	Sick Leave	-	55,063
501270	Vacation Leave	-	103,013
501281	CPI-Consumer Price Index	63,668	-
501310	Pay-Non-Perm. Labor	40,000	17,099
501410	Overtime (OT 1.0)	-	147
501415	Overtime (OT 1.5)	-	380
501420	Holiday Pay	-	91,071
502110	FICA Taxes (OASDI)	134,339	103,393
502120	FICA Taxes (Medicare)	31,694	24,670
502210	Regular Retirement	178,722	184,398
502226	Sr Mgmt Rtmnt	35,662	36,336
502310	Health Insurance	505,960	489,363
502320	Life Insurance	4,240	4,944
502330	Dental Insurance	13,773	13,403
502350	Disability Insurance	10,492	9,861
502410	Worker's Comp-(IGS)	20,382	20,382
Total Personnel:		\$ 3,161,115	\$ 2,628,258
503190	Other Professional Svc	114,500	62,249
503450	Comp Data Proc & Netwk-IGS	224,402	224,402
503460	Data Processing	100,100	92,567
503490	Other Contracted Services	1,808,500	1,111,815
504010	Local Travel - Class C	18,500	6,616
504015	County-Sponsored Functions	200	-
504022	Out-of-County Travel	163,500	49,832
504024	International Travel	52,000	13,614
504032	Fleet (IGS)	729	729
504110	Telecommunications	31,500	31,369
504120	Advertising	500	220
504130	Int. Phone Line (IGS-Var)	27,579	29,412
504135	Int. Phone Usage (IGS-Var)	1,082	1,738
504211	Freight, Postage & Courier Svc	40,000	39,605
504431	Office Equip Lease	10,550	9,979
504450	Other Equipment Rental	100	171
504490	Rental&Lease <12mos <5,000	-	115
504510	Self-Ins Assess-Gen Liab.	23,777	23,777
504510	Self Ins Assess-Auto Ins	816	816
504510	Self Ins Assess-Prop Ins	7,849	7,849
504520	Insurance & Bonds	4,000	-
504620	Vehicle Maintenance	200	549
504630	Equipment Maintenance	9,000	5,498

VCB Operating Budget Lee County Visitor and Convention Bureau 10/1/2019 - 9/30/2020			
Object Account	Account Description	FY 19/20 Amended Budget	FY 19/20 Actual
504635	Equipment Repair Parts	-	234
504690	Internal Repair & Maint.	2,000	1,117
504710	Prntng, Bndng & Copy Ext	20,000	3,418
504810	Promo. Advertising & Expenses	12,838,215	9,982,140
504811	Promotions/Brochures/Entertain	1,969,000	1,182,177
504950	Indirect Cost	311,345	311,345
504960	Admin Chrgs-Admin East Bldg	49,913	49,913
504970	License,Permit & Appl.Fee	9,400	7,059
505120	Gen. Office Supplies	9,000	3,653
505210	Fuel and Lubricants	100	-
505215	Fleet Fuel (Fixed IGS)	840	840
505260	Jani. & Other Maint. Supplies	500	1,086
505280	Minor Equipment	11,500	6,842
505290	Other Supplies	1,500	1,723
505410	Reference Materials	30,500	39,100
505420	Memberships	74,250	57,428
505530	Educational Expenses	5,000	5,310
505531	Training/Seminars/Bus. Meeting	34,000	17,763
506410	Furniture and Equipment	1,800	8,248
Total Operating:		\$ 18,008,247	\$ 13,392,317
Total Personnel and Operating:		\$ 21,169,362	\$ 16,020,575

Beach and Shoreline Operating Budget
Lee County Visitor and Convention Bureau
10/1/2019 - 9/30/2020

Object Account	Account Description	FY 19/20 Amended Budget	FY 19/20 Actual
501210	Salaries	\$ 110,992.00	\$ 86,973.94
501250	Special Pay-Wret	-	2,545
501260	Sick Leave	-	2,898
501270	Vacation Leave	-	15,419
501281	CPI-Consumer Price Index	3,330	-
501415	Overtime (OT 1.5)	-	127
501420	Holiday Pay	-	4,693
502110	FICA Taxes (OASDI)	6,959	6,632
502120	FICA Taxes (Medicare)	1,657	1,575
502210	Regular Retirement	8,362	10,205
502226	Sr. Mgmt Rtmnt	3,962	4,037
502310	Health Insurance	25,999	26,001
502320	Life Insurance	217	253
502330	Dental Insurance	599	599
502350	Disability Insurance	549	506
502410	Worker's Comp-(IGS)	849	849
Total Personnel:		\$ 163,475	\$ 163,312
503450	Comp Data Proc & Netwk-IGS	9,350	9,350
504010	Local Travel - Class C	250	-
504015	County Sponsored Functions	500	-
504022	Out-of-County Travel	2,500	270
504032	Fleet (IGS)	730	730
504110	Telecommunications	150	18
504130	Int. Phone Line (IGS-Var)	1,149	-
504135	Int. Phone Usage (IGS-Var)	45	-
504510	Self-Ins Assess-Gen Liab.	991	991
504510	Self Ins Assess-Auto Ins	34	34
504510	Self Ins Assess-Prop Ins	327	327
504620	Vehicle Maintenance	200	-
504710	Prntng, Bndng & Copy Ext	1,000	-
504811	Promotions/Brochures/Entertain	5,000	1,847
504950	Indirect Cost	12,973	12,973
504960	Admin Charges	2,080	2,080
505215	Fleet Fuel (Fixed IGS)	839	839
505230	Clothing & Wearing Apparel	200	-
505250	Food and Food Supplies	200	-
505280	Minor Equipment	100	-
505290	Other Supplies	100	-
505410	Reference Materials	50	-
505420	Memberships	1,500	1,004
505531	Training/Seminars/Bus. Meeting	2,000	375
Total Operating:		\$ 42,268	\$ 30,838
Total Personnel and Operating:		\$ 205,743	\$ 194,150

Visit Florida-Detailed Expenditure Report
Lee County Visitor and Convention Bureau Operating Budget
10/1/2019 - 9/30/2020

Transaction Date	Description	Actual Amount
10/08/19	Germany Sales Mission 2019	\$ 500.00
10/10/19	World Travel Market Event FL Night	600.00
10/29/19	2020 ITB Booth	10,175.00
11/01/19	Visit FL 2019 FL Tourism Forum	(100.00)
11/18/19	Florida Tourism Day	55.00
12/19/19	Visit FL Vacation Guided 2020	19,755.25
12/31/19	Canadian Traveller	2,000.00
02/17/20	2020 ITB Badges	480.00
01/03/20	Florida Tourism Day	55.00
01/31/20	Visit FL Sheashell Guide 2020 Exclusive Sponsor	40,000.00
01/31/20	Visit FL Large Print Official Transportation Map 2020 Back Cover	30,000.00
05/31/20	VisaVue	5,060.00
06/09/20	Membership Renewal	6,000.00
Total:		\$ 114,580.25

Entertainment Expenditure Detail Lee County Visitor and Convention Bureau Operating Budget 10/1/2019 - 9/30/2020		
Transaction Date	Description	Actual Amount
12/04/19	Attractions Mktg Reception Sup	163.31
12/04/19	VF GERMAN RADIO HOST	20.00
12/04/19	VF GERMAN RADIO HOST	68.43
02/04/20	ABA Conference Client Event	84.05
02/04/20	Gimatur Client Event - Spain	2,447.70
02/04/20	Gimatur Client Event - Spain	24.48
02/04/20	SZINKE012920 VF-FLHUDDLE	62.57
03/04/20	RCMA Emerge Client Event	148.08
03/04/20	Edison Awards Destination Inno	243.05
03/04/20	German Journalist H.Stapel-N.A	169.76
03/04/20	Edison Awards Destination Inno	2,525.80
04/04/20	Journalist Glen Sapir-ents	13.31
Total:		\$ 5,970.54

Travel Expenses
Lee County Visitor and Convention Bureau
10/1/2019 - 9/30/2020

Date of Travel	Name of Traveler	Location	Event Name	*Non-Reimbursable Expenses	Reimbursement	Total Travel Expenses
02/03/20	BANION ANNIE	ST PETE/CLEARWATER, FL	BEER MARKTING & TOURISM CONFERENCE	\$ 1,292.00	\$ 145.00	\$ 1,437.00
10/02/19	BARKOWSKI JOAN	KISSIMMEE, FL	DESTINATION SOUTHEAST	1,780.00	78.00	1,858.00
10/14/19	BARKOWSKI JOAN	MADISON, WI	2019 EXPERIENCE LAB	2,734.60	84.00	2,818.60
03/09/20	BEHR SIMONE	NEW ORLEANS, LA	2020 ACI-NA/AAAE SYMPOSIUM	1,582.48	121.40	1,703.88
09/03/19	COCCO CANDICE	GRAND RAPIDS, MI	2019 GOING ON FAITH CONFERENCE	2,492.60	116.33	2,608.93
10/24/19	COCCO CANDICE	FRANKLIN, TN	BOOMERS IN GROUPS CONFERENCE	2,957.19	141.17	3,098.36
01/10/20	COCCO CANDICE	OMAHA, NE	AMER BUS ASSOCIATION MARKETPLACE 2020	2,920.52	182.19	3,102.71
02/04/20	COCCO CANDICE	IRVING, TX	RCMA EMERGE CONFERENCE	3,767.58	111.19	3,878.77
08/25/19	CONGREGANE ERIN	LOUISVILLE, KY	CONNECT MARKETPLACE	5,717.69	197.98	5,915.67
10/02/19	CONGREGANE ERIN	KISSIMMEE, FL	DESTINATION SOUTHEAST	403.50	90.92	494.42
11/17/19	CONGREGANE ERIN	CLEARWATER BEACH, FL	MEETINGS TODAY LIVE! SOUTH	4,671.58	49.01	4,720.59
11/20/19	CONGREGANE ERIN	PANAMA CITY BEACH, FL	FLORIDA ENCOUNTER	3,470.31	128.30	3,598.61
01/15/20	CONGREGANE ERIN	TALLAHASSEE, FL	LUMINARY LUNCH & LEARN CLIENT EVENT	365.00	63.58	428.58
02/17/20	CONGREGANE ERIN	TALLAHASSEE, FL	XSITE TALLAHASSEE	1,971.83	105.87	2,077.70
09/04/19	DONLAN FRANCESCA	BOSTON, MA-PHILADELPHIA, PA	FENWAY AND PHILADELPHIA MEDIA EVENTS	1,848.93	157.24	2,006.17
10/11/19	DONLAN FRANCESCA	NEW YORK CITY, NY	VISIT FL MEDIA EVENT & PR MEETINGS	2,176.50	107.57	2,284.07
02/18/20	DONLAN FRANCESCA	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	617.55	31.00	648.55
09/09/19	DOTSON MIRIAM	PHILADELPHIA, PA	PHILADELPHIA MEDIA EVENT	1,026.24	74.79	1,101.03
02/03/20	DOTSON MIRIAM	WASHINGTON, DC	WASHINGTON DC MEDIA MISSION	1,580.12	234.68	1,814.80
09/29/19	DURANT JUDI	KANSAS CITY, MO	DESTINATIONS INTL VISIT SERVICES SUMMIT	1,774.87	132.71	1,907.58
11/11/19	DURANT JUDI	SAN FRANCISCO, CA	TRAVELABILITY SUMMIT	3,444.62	251.14	3,695.76
11/04/19	EVANS CHARMINE	LOUISVILLE, KY	2019 SIMPVIEW USERGROUP	929.54	111.02	1,040.56
12/04/19	EVANS CHARMINE	ORLANDO, FL	2019 RECEPTIVE TOUR OPERATOR EVENT	-	33.00	33.00
02/18/20	HERSL COURTNEY	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	1,045.45	101.17	1,146.62
02/29/20	HERSL COURTNEY	SAN DIEGO, CA	SOCIAL MEDIA MARKETING WORLD CONF	2,954.57	349.13	3,303.70
11/01/19	JOHNSON PAMELA	LONDON, ENGLAND	2019 WORLD TRAVEL MARKET	3,053.83	575.51	3,629.34
11/18/19	JOHNSON PAMELA	PANAMA CITY, FL	FLORIDA TOURISM DAY	1,178.88	48.00	1,226.88
01/21/20	JOHNSON PAMELA	TALLAHASSEE, FL	FLORIDA TOURISM DAY	971.40	139.46	1,110.86
11/09/19	LAMBERT JOSH	SAN FRANCISCO, CA	TRAVELABILITY SUMMIT	3,324.45	229.00	3,553.45
02/18/20	LAMBERT JOSH	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	1,098.36	93.00	1,191.36
07/10/19	MACPHEE NANCY	SANTA FE, NM	2019 INTL FOLK ART MARKET RESEARCH	1,386.67	206.00	1,592.67
10/14/19	MACPHEE NANCY	MADISON, WI	EXPERIENCE LAB	2,883.59	84.00	2,967.59
11/06/19	MACPHEE NANCY	TAMPA, FL	FL-DEP PARK MANAGER & CSO MEETINGS	269.72	44.00	313.72
02/04/20	MACPHEE NANCY	ST PETERSBURG, FL	BEER MARKTING & TOURISM CONFERENCE	1,233.52	107.00	1,340.52
10/05/19	MALDONADO LUCY	COLORADO SPRINGS, CO	FINANCE OPERATIONS & TECH SUMMIT	2,396.81	219.58	2,616.39
11/18/19	OSOSKY BRIAN	PANAMA CITY, FL	VISIT FLORIDA LEADERSHIP FORUM	1,149.92	86.79	1,236.71
02/09/20	OSOSKY BRIAN	NEW ORLEANS, LA	DMO MoJo CONFERENCE	1,175.58	105.34	1,280.92
02/18/20	OSOSKY BRIAN	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	1,281.56	146.61	1,428.17
01/22/20	PARKER JACKIE	NEW YORK CITY, NY	NY TIMES TRAVEL SHOW & IMM DESKSIDES	3,223.66	218.74	3,442.40
02/03/20	PARKER JACKIE	ST PETE/CLEARWATER, FL	BEER MARKTING & TOURISM CONFERENCE	1,747.50	140.00	1,887.50
09/17/19	PIGOTT TAMARA	JENSEN BEACH, FL	FSBPA BOARD MEETING	165.00	17.00	182.00
09/19/19	PIGOTT TAMARA	CHICAGO, IL	VCB, SPORTS AND ECO DEV COLLABORATION	1,363.72	139.00	1,502.72
10/02/19	PIGOTT TAMARA	SPRING HILL, FL	DESTINATIONS FLORIDA ANNUAL MEETING	568.58	48.89	617.47
11/18/19	PIGOTT TAMARA	PANAMA CITY, FL	VISIT FL TOURISM FORUM	945.00	96.44	1,041.44

Travel Expenses
Lee County Visitor and Convention Bureau
10/1/2019 - 9/30/2020

Date of Travel	Name of Traveler	Location	Event Name	*Non-Reimbursable Expenses	Reimbursement	Total Travel Expenses
11/20/19	PIGOTT TAMARA	WASHINGTON, DC	US TRAVEL ASSOC FALL BOARD MEETINGS	675.94	94.88	770.82
01/21/20	PIGOTT TAMARA	TALLAHASSEE, FL	FLORIDA TOURISM DAY	592.09	173.92	766.01
02/18/20	PIGOTT TAMARA	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	990.23	91.57	1,081.80
02/18/20	THOMPSON LESLEY A	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	1,030.49	109.14	1,139.63
02/18/20	VANCE JILL	KANSAS CITY, MO	ADVERTISING PLANNING MEETING	1,027.58	155.86	1,183.44
09/19/19	WALLA JENNIFER	DETROIT, MI	DELTA VACATIONS UNIVERSITY	3,302.48	190.00	3,492.48
12/04/19	WALLA JENNIFER	ORLANDO, FL	2019 RECEPTIVE TOUR OPERATOR EVENT	-	33.00	33.00
01/03/20	WALLA JENNIFER	ROSEMONT, IL	ILLINOIS BRIDAL & WEDDING EXPO	2,343.35	254.00	2,597.35
01/13/20	WALLA JENNIFER	THE VILLAGES, FL	THE TRAVEL EXPO AT THE VILLAGES	885.85	94.79	980.64
09/04/19	ZINKE STEFANIE M	KISSIMMEE, FL	LA CITA DE LAS AMERICAS	3,609.36	109.50	3,718.86
09/07/19	ZINKE STEFANIE M	LONDON ENGLAND	BRAND USA TRAVEL WEEK	9,634.77	677.17	10,311.94
10/23/19	ZINKE STEFANIE M	ORLANDO, FL	RECEPTIVE TOUR OPERATOR SUMMIT	2,605.91	23.50	2,629.41
11/04/19	ZINKE STEFANIE M	TORONTO, CALGARY - CANADA	SALES MISSION CANADA	1,805.10	269.00	2,074.10
12/04/19	ZINKE STEFANIE M	ORLANDO, FL	RECEPTIVE TOUR OPERATOR EVENT	249.35	36.00	285.35
01/11/20	ZINKE STEFANIE M	MADRID, PALMA-SPAIN	FL WEST COAST REGIONAL PARTNERSHIP - SPAIN SALES MISSION	2,487.67	584.37	3,072.04
01/29/20	ZINKE STEFANIE M	JACKSONVILLE, FL.	VISIT FLORIDA HUDDLE	763.13	126.75	889.88
02/02/20	ZINKE STEFANIE M	ST PETERSBURG, FL	INTL INBOUND TVL ASSOCIATION SUMMIT	1,652.07	86.00	1,738.07
Total:				\$ 116,598.39	\$ 9,052.20	\$ 125,650.59

* Non-Reimbursable Expenses include event registration costs.