

MANATEE COUNTY GOVERNMENT

BRADENTON AREA CONVENTION & VISITORS BUREAU
(BACVB)



VISIT FLORIDA PARTNER FINANCIAL INFORMATION

JULY 1, 2024

REVENUES

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB)
REVENUES
 FOR THE YEAR TO DATE ENDING 9/30/2023

	FY 2023 ACTUAL
Revenues	
Tourist Development Tax (4 cents) *	\$ 24,709,466
FL Arts License Plate (Specialty Arts Tag) (Manatee)	\$ 21,666
Interest Income	\$ 1,176,650
Increase(Decrease) in Fair Value	\$ 180,585
Contributions - Cultural/Recreation - FSF Grants	\$ 68,919
Operating Grants - FEMA storm-federal	\$ 4,496
Miscellaneous Revenues	\$ 2,500
Total Revenues	\$ 26,164,282

* 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 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
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
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
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
 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 FY2023 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 12,667,135

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2024

	FY 2024 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	92,000
Advertising	2,750,092
Total for Direct Marketing	4,287,649
CVB Administration	
Regular salaries and wages	811,193
Other salaries and wages	35,000
Overtime	1,545
FICA taxes	61,912
Retirement contributions	92,465
Health insurance	162,317
Life insurance	2,333
Long-term disability	2,333
Flex benefits	3,798
Other contractual services	6,600
Indirect cost services	569,257
Travel and per diem	16,000
In County Travel Cost	1,000
Telephone	5,160
Postage	2,500
Rents and leases	31,584
Vehicle Recovery Charge	7,963
Data System Recovery Charge	9,000
Insurance	13,897
Vehicle maintenance	3,150
Automated systems maintenance	13,200
Software Support	17,367
Printing & binding	200
In-house copying and printing	1,500
Awards	500
Advertising	150

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2024

	FY 2024 ADOPTED
Office Supplies	3,800
Operating supplies & expense	10,000
Refreshments	1,200
Software	600
Uniforms	1,500
Gas, Oil & Tires	100
In-house Fuel Charges	1,530
Books/Publications/Subscriptions/Memberships	98,123
Education	7,568
Total for CVB Administration	1,996,345
 CVB Promotions	
Other contractual services	267,247
Travel and per diem	60,000
Promotional activities	2,062,159
Operating supplies & expense	100
Gas, Oil & Tires	100
Total for CVB Promotions	2,389,606
 CVB-Sports Marketing	
Other contractual services	43,496
Travel and per diem	6,000
Promotional activities	847,349
Advertising	12,000
Books/Publications/Subscriptions/Memberships	500
Total for Sports Marketing	909,345
 CVB-Arts & Culture Segment	
Promotional activities	45,000
Advertising	5,000
Total for Arts & Culture Segment	50,000
 PSC Sports Marketing	
Other contractual services	2,500
Travel and per diem	1,000
Software Support	1,720
Promotional activities	25,650
Advertising	1,130
Operating supplies & expense	1,000

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2024

	FY 2024 ADOPTED
Education	500
Total for PSC Sports Marketing	33,500
Water Taxi Administration	400,000
Tourist Info Center-CVB	
Health Insurance	1,600
Other contractual services	122,990
Telephone	360
Advertising	90,000
Operating supplies & expense	1,000
Total for Tourist Information Center	215,950
Other Civic Enterprises-CVB	
Aids to governmental agencies	450,000
Aid to private organizations	1,946,667
Total for Other Civic Enterprises	2,396,667
Beach Clean-Up	
Regular salaries and wages	314,038
FICA taxes	24,020
Retirement contributions	37,014
Health insurance	64,717
Life insurance	941
Long-term disability	941
Flex benefits	3,500
Other contractual services	69,058
Indirect cost services	16,009
Utility services	142,033
Vehicle Recovery Charge	11,932
Insurance	940
Vehicle maintenance	7,585
Operating supplies & expense	211,193
Uniforms	4,500
In-house fuel charges	6,205
Total for Beach Clean-Up	914,626

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2024

	FY 2024 ADOPTED
Beach Maintenance & Improvement	
Regular salaries and wages	40,165
FICA taxes	3,072
Retirement contributions	4,784
Health insurance	15,576
Life insurance	120
Long-term disability	120
Flex benefits	350
Indirect cost services	10,986
In-House Communication	296
Vehicle Recovery Charge	81,434
Vehicle maintenance	69,968
Operating supplies & expense	500
Uniforms	250
In-house Fuel Charges	5,252
Total for Beach Maintenance & Improvements	232,873
 Transfers-CVB	
Transfer to Parks & Recreation - Premier Sports Campus (PSC)	100,000
Transfer to Convention Center	1,100,000
Transfer to Revenue Improv Ref Bond 22	1,854,343
Transfer to Capital Projects (Convention Center Expansion)	23,203,354
Total for Transfers	26,257,697
 TOTAL FY2024 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 40,455,820

**EMPLOYEE
&
TOURIST
DEVELOPMENT
COUNCIL
INFORMATION**

MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL MEMBERS
2023

Elected Officials

James Satcher, **Chairman**
Tourist Development Council
P.O. Box 1000
748-4501 x3701
james.satcher@mymanatee.org
**January 2024*

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
941-723-4570
mayor@palmettofl.org
**June 2024*

Interested Citizens

Dave Wick
904 Nancy Gamble Lane
Ellenton, FL 34222
941-376-3300 or 941-723-8863
wickcorp@gmail.com
**June 2026*

Norma Kennedy
5510 Fort Hamer Road.
Parrish, FL 34219
941-720-2670 or 941-776-1681
kennedynorma4@gmail.com
**June 2026*

Hoteliers

Jiten Patel
Holiday Inn Sarasota-Bradenton Airport
8009 15th St. E.
Sarasota, FL 34243
355-9000
bradentonhie@gmail.com
**June 2025*

Eric Cairns
Cedar Cove Resort
2710 Gulf Drive
Holmes Beach, FL 34217
778-1010
info@cedarcoveresort.com
**June 2025*

Ed Chiles
The Waterline Hotel
P.O. Box 1478
Anna Maria, FL 34216
778-1696
echiles@chilesgroup.com
**June 2025*

Rahul Patel
Red Roof Inn
4915 17th St. E.
Ellenton, FL 34222
737-0630
rahul9889@hotmail.com
**June 2025*

** = Term expiration*

Staff Liaisons: Elliott Falcione, Exec. Dir., BACVB 729-9177 x3940 elliott.falcione@BACVB.com
Leanne Keeling, Sr. Admin. Spec, BACVB 729-9177 x3944 leanne.keeling@BACVB.com

**EXPENDITURES
COORDINATED
WITH VISIT
FLORIDA**

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACV/B)
VISIT FLORIDA (V/F) RELATED/PARTNERSHIP EXPENDITURES
 FY2023 (For the period ended 09/30/2023)

MONTH/YEAR	DESCRIPTION	DATE	AMOUNT	PURPOSE
January 2023	Icelolly Marketing - Visit Florida Co-Op Advertising Campaign - UK Market	01/01/23 - 3/30/223	7,500.00	icelolly.com - microsite, email banner & social media
January 2023	Miles Marketing Destinations	2023	17,100.00	Visit Florida Guide 2022
Feb 2023	Florida Huddle/Encounter - West Palm Beach, FL - Feb 2-5, 2023	2/2-5/23	20,834.06	Registration, hotel, meals & travel
April 2023	Visit Florida - Destination Marketing Organization - Partnership Dues	7/1/2023 - 06/30/2024	18,500.00	Membership Dues
July 2023	Visit Florida - Official Welcome Center Brochure Rack Space Lease Program	7/1/2023 - 06/30/2024	2,664.39	Rack Space Lease
Sept 2023	Florida Governor's Conference - Orlando, FL - Sept 6-8, 2023	9/6-8/2023	2,501.34	Registration, hotel, meals & travel

TOTAL
\$ 69,099.79

**ITEMIZED
TRAVEL
AND
ENTERTAINMENT
EXPENDITURES**

MANATEE COUNTY GOVERNMENT
BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACBV) - (TDT - FUND 103)
TRAVEL & ENTERTAINMENT EXPENDITURES
FY2023 (FOR THE PERIOD ENDING 9/30/2023)

MONTH	DATE	DESCRIPTION/PURPOSE	LOCATION	ATTENDEE	REGISTRATION	BOOTH	TRANSPORTATION	LODGING	GAS/FUEL	MEALS/Per Diem	ENTERTAINMENT	PARKING	OTHER	TOTAL
October	10/02-04/2022	Group Travel Family - Small Market Meetings Conference	Wichita, KS	Aimee Blenker	\$2,195.00		\$500.07	\$392.94		\$59.00			\$3,147.01	
October	10/03-05/2022	Florida Sports Summit - CANCELLED	Rivera Beach, FL	Mckenzey Laddo									\$0.00	
October	10/11-15/2022	Sports ETA - 45 & Rights Holder Summit	Sarasota, FL	Mckenzey Laddo									\$0.00	
October	10/16-18/2022	World Routes	Las Vegas, NV	Elliott Falcone	\$2,257.56		\$900.99	\$1,109.99					\$4,291.12	
October	10/20-22/2022	Breze Always PR Event	Heartford, CT	Kolby Gayson			\$520.73	\$648.03					\$1,168.76	
October	10/23-26/2022	Certified Destination Management Executive Courses	Bloomington, MN	Anna Pohl			\$624.96	\$847.50					\$1,472.46	
November	11/7-9/2022	World Travel Market	London, UK	Elliott Falcone			\$1,622.86	\$1,819.11					\$3,441.97	
November	11/7-9/2022	World Travel Market	London, UK	Kelly Clark			\$1,692.38	\$1,819.11					\$3,511.49	
November	11/15-17/2022	Destinations Florida - Destinations Florida Annual Meeting	Tallahassee, FL	Michele Stewart	\$245.00		\$338.75	\$388.00					\$1,002.75	
December	12/4-7/2022	US Sports Congress 2022	Richmond, VA	Aimee Blenker			\$180.05	\$907.44	\$10.26				\$1,187.75	
December	12/6-9/2022	Madden Muse Conference	Tucson, AZ	Kolby Gayson			\$373.20	\$621.90					\$1,182.10	
December	12/13-15/2022	World Airlines Meeting	Chicago, IL	Elliott Falcone			\$536.89	\$354.56					\$921.45	
January	01/9-16/2023	Manchester Focus Group	Manchester, UK	Elliott Falcone			\$1,183.23	\$2,090.45					\$3,273.68	
January	01/26/2023	MPI Tampa - January 2023 Education Meeting	Tampa, FL	Aimee Blenker	\$45.00								\$45.00	
February	02/2-4/2023	Florida Encounter-Huddle	West Palm Beach, FL	Aimee Blenker		215.29	\$958.00	\$57.77		\$95.00			\$1,326.06	
February	02/2-4/2023	Florida Encounter-Huddle	West Palm Beach, FL	Kolby Gayson	\$2,400.00		\$336.46	\$801.00		\$95.00			\$3,532.46	
February	02/2-4/2023	Florida Encounter-Huddle	West Palm Beach, FL	Kelly Clark	\$1,485.00	5646.49	\$927.00	\$927.00		\$95.00			\$8,153.49	
February	02/07-09/2023	Sunshine Sports Council - 2023 Innovation Think Tank	Panama City Beach, FL	Mckenzey Laddo	\$325.00		\$326.40	\$260.58		\$75.00			\$986.98	
February	27-03/02/2023	Breze Always SNAP Summit	Salt Lake City, UT	Elliott Falcone	\$210.00		\$1,009.40	\$291.38					\$1,510.78	
February	02/28/2023	MPI Tampa - February 2023 Education Meeting	Clearwater, FL	Aimee Blenker	\$45.00								\$45.00	
March	03/01/2023	Manatee Chamber of Commerce - 2023 Power Connection Lunch	Palmerto, FL	Aimee Blenker			\$320.91	\$1,360.56		\$238.00			\$4,549.47	
March	03/03-07/2023	Certified Destination Management Executive Courses	Oxon Hill, MD	Anna Pohl	\$2,570.00		\$2,346.25	\$1,305.74		\$17.81			\$15,652.44	
March	03/07-09/2023	ITB Travel Tradeshow	Berlin, Germany	Elliott Falcone	\$1,545.00	\$11,590.00	\$980.33	\$711.46		\$97.00			\$15,455.93	
March	03/20-23/2023	Routes America	Chicago, IL	Kolby Gayson			\$745.25	\$584.20		\$76.00			\$1,521.59	
March	03/22-24/2023	Grand Rapids PR Activation	Grand Rapids, MI	Nicholas Azara			\$651.94	\$632.20		\$76.00			\$1,400.14	
March	03/28/2023	Manatee Chamber of Commerce - MNP Professional Lunch	Sarasota, FL	Mckenzey Laddo	\$15.00		\$575.40	\$342.72		\$74.00			\$977.12	
March	03/28/2023	Manatee Chamber of Commerce - MNP Professional Lunch	Sarasota, FL	Kolby Gayson	\$15.00		\$620.40	\$282.72		\$59.00			\$1,176.74	
April	04/05-07/2023	Pittsburgh Sales Mission	Pittsburgh, PA	Elliott Falcone			\$820.40	\$428.00		\$7.85			\$1,256.66	
April	04/05-07/2023	Pittsburgh Sales Mission	Pittsburgh, PA	Kolby Gayson			\$820.40	\$428.00		\$7.85			\$1,256.66	
April	04/20/2023	FSAE April Meeting Planners Round Table	Tallahassee, FL	Joanna Bellmore			\$1,209.48	\$792.98	\$50.05	\$207.00			\$2,700.00	
April	04/25-05/07/2023	TTG Top 50 & UK and Ireland Sales Mission	UK & Ireland	Kelly Clark	\$4,500.00		\$654.65	\$988.12		\$116.00			\$2,500.00	
April	04/27/2023	MPI Meetings Academy Educate & Elevate 2023	St. Petersburg, FL	Mckenzey Laddo	\$1,422.90		\$413.40	\$372.90		\$60.55			\$646.85	
May	05/08-11/2023	Sports ETA Symposium	Kansas City, MO	Elliott Falcone			\$329.00	\$428.00		\$30.00			\$518.55	
May	05/10-12/2023	Planning Meeting with Allegiant Airlines	Las Vegas, NV	Mckenzey Laddo			\$134.93	\$428.00		\$30.00			\$623.06	
May	05/22-24/2023	Florida Sports Summit - RESCHEDULED	Rivera Beach, FL	Mckenzey Laddo			\$165.06	\$428.00		\$30.00			\$599.22	
May	05/22-24/2023	Florida Sports Summit - RESCHEDULED	Rivera Beach, FL	Mckenzey Laddo			\$301.03	\$372.79		\$2,864.95			\$2,695.81	
May	05/31-06/02	Destinations Florida Marketing Summit	Kissimmee, FL	Kolby Gayson	\$540.00		\$683.81	\$796.00		\$81.00			\$1,064.00	
May	06/09-10/2023	Delta Airlines Meeting	Kissimmee, FL	Emily Knight			\$545.33	\$524.04		\$60.00			\$2,738.37	
June	06/12-15/2023	ACI Jumpstart	Atlanta, GA	Elliott Falcone	\$1,800.00		\$418.58	\$415.38		\$76.00			\$1,000.00	
June	06/20-23/2023	Public Relations Society of America 2023 Travel and Tourism Conference	Madison, WI	Kolby Gayson	\$995.00		\$645.81	\$796.00		\$30.00			\$649.80	
July	07/15-16/2023	FSAE Annual Conference	Bonita Springs, FL	Joanna Bellmore	\$645.00		\$453.33	\$524.04		\$126.00			\$1,962.09	
July	07/28/2023	Certified Destination Management Executive Courses	Dallas, TX	Anna Pohl	\$1,575.00		\$418.58	\$415.38		\$60.00			\$1,000.00	
August	08/09-11/2023	DC Media Mission	Washington, DC	Kolby Gayson			\$345.81	\$217.99		\$56.00			\$909.96	
August	08/09-11/2023	DC Media Mission	Washington, DC	Kelly Clark			\$645.81	\$796.00		\$30.00			\$649.80	
August	08/09-13/2023	Pittsburgh Sales Mission	Pittsburgh, PA	Elliott Falcone			\$281.65	\$274.87		\$60.28			\$60.75	
August	08/15-17/2023	Florida Restaurants & Lodging Summit 2023	Davie, FL	Anna Pohl	\$249.00		\$320.26	\$815.76		\$96.00			\$901.52	
August	08/19/2023	Heartford Athletics Sales Mission - CANCELLED	Heartford, CT	Kolby Gayson			\$417.15	\$680.72	\$15.46				\$2,166.02	
August	08/19-22/2023	ESTO Conference	Savannah, GA	Kolby Gayson	\$1,025.00		\$800.22	\$342.72		\$202.00			\$1,299.84	
August	08/22-24/2023	Connect MarketPlace	Pittsburgh, PA	Elliott Falcone			\$118.72	\$189.00		\$20.00			\$907.72	
September	09/06-08/2023	Florida Governors Conference	Orlando, FL	Darshy Armell	\$499.00		\$447.00	\$1,027.00		\$81.00			\$1,027.00	
September	09/06-08/2023	Florida Governors Conference	Orlando, FL	Anna Pohl	\$399.00		\$146.07	\$410.00		\$39.00			\$588.00	
September	09/14-16/2023	Manatee Chamber Annual Planning Retreat	Bonita Springs, FL	Anna Pohl	\$625.00		\$969.44	\$550.65	\$108.67	\$52.00			\$1,210.07	
September	09/11-17/2023	California Sales Mission	Los Angeles & San Francisco, CA	Elliott Falcone			\$459.33	\$810.48		\$93.00			\$2,305.25	
September	09/27-29/2023	Small Market Meetings Conference	Cedar Rapids, IA	Joanna Bellmore			\$810.48	\$93.00		\$70.00			\$1,432.81	