

MANATEE COUNTY GOVERNMENT

BRADENTON AREA CONVENTION & VISITORS BUREAU
(BACVB)



VISIT FLORIDA PARTNER FINANCIAL INFORMATION

JULY 1, 2026

REVENUES

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB)
REVENUES
 FOR THE YEAR TO DATE ENDING 9/30/2025

	FY 2025 ACTUAL
Revenues	
Tourist Development Tax (5 cents) *	\$ 26,135,985
FL Arts License Plate (Specialty Arts Tag) (Manatee)	\$ 20,374
Interest Income	\$ 638,889
Increase(Decrease) in Fair Value	\$ 781
Contributions - Cultural/Recreation - FSF Grants	\$ 120,000
Operating Grants - FEMA storm-federal	\$ 60,332
Disposal of Fixed Asset-Govt	\$ 480,000
Refund-Prior Year Expenditures	\$ 12,821
Total Revenues	\$ 27,469,181

* Of the six 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 2025

	FY 2025 ADOPTED
Tax Collector-CVB	
Constitutional officers' budgets	\$ 371,562
Total for CVB-Tax Collector	371,562
 CVB Direct Marketing	
Other contractual services	1,023,048
Travel and per diem	32,206
Postage	4,900
Rents and leases	7,664
Printing & binding	92,000
Promotional activities	30,160
Advertising	2,531,358
Total for Direct Marketing	3,721,336
 CVB Administration	
Regular salaries and wages	833,800
Other salaries and wages	35,000
Overtime	1,591
FICA taxes	64,720
Retirement contributions	141,311
Health insurance	141,508
Life insurance	2,501
Long-term disability	2,501
Flex benefits	4,491
Other contractual services	6,600
Indirect cost services	337,438
Travel and per diem	16,000
In County Travel Cost	1,000
Telephone	5,160
Postage	2,500
InHouse Communication Charge	1,039
Rents and leases	31,584
Vehicle Recovery Charge	8,367
Data System Recovery Charge	9,034
Insurance	14,952
Vehicle maintenance	3,302
Automated systems maintenance	12,650
Software Support	17,367
Printing & binding	250
In-house copying and printing	1,500

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2025

	FY 2025 ADOPTED
Awards	500
Advertising	150
Office Supplies	3,800
Operating supplies & expense	13,000
Refreshments	1,200
Software	600
Uniforms	1,500
Gas, Oil & Tires	100
In-house Fuel Charges	2,530
Books/Publications/Subscriptions/Memberships	97,826
Education	7,568
Total for CVB Administration	1,824,940
 CVB Promotions	
Other contractual services	40,000
Travel and per diem	23,800
Promotional activities	2,218,400
Advertising	105,000
Operating supplies & expense	100
Gas, Oil & Tires	100
Total for CVB Promotions	2,387,400
 CVB-Sports Marketing	
Other contractual services	43,496
Travel and per diem	6,000
Promotional activities	1,347,349
Advertising	12,000
Books/Publications/Subscriptions/Memberships	500
Total for Sports Marketing	1,409,345
 CVB-Arts & Culture Segment	
Promotional activities	45,000
Advertising	5,000
Total for Arts & Culture Segment	50,000

MANATEE COUNTY GOVERNMENT
BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
FY 2025

	FY 2025 ADOPTED
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
Education	500
Total for PSC Sports Marketing	33,500
Water Taxi Administration	400,000
CVB Global Affairs Marketing	
Other contractual services	515,177
Travel and per diem	28,000
Promotional activities	72,000
Advertising	153,342
Total for Tourist Information Center	768,519
Tourist Info Center-CVB	
Other contractual services	122,990
Telephone	360
Advertising	90,000
Operating supplies & expense	1,000
Total for Tourist Information Center	214,350
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

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2025

	FY 2025 ADOPTED
Beach Clean-Up	
Regular salaries and wages	364,624
FICA taxes	27,894
Retirement contributions	49,479
Health insurance	72,448
Life insurance	1,094
Long-term disability	1,094
Flex benefits	3,500
Other contractual services	69,058
Indirect cost services	7,721
Utility services	140,033
Vehicle Recovery Charge	12,512
Insurance	4,578
Vehicle maintenance	7,976
Operating supplies & expense	232,193
Uniforms	7,500
In-house fuel charges	6,159
Total for Beach Clean-Up	1,007,863
 Beach Maintenance & Improvement	
Regular salaries and wages	52,645
FICA taxes	4,027
Retirement contributions	-
Health insurance	15,360
Life insurance	158
Long-term disability	158
Flex benefits	350
Indirect cost services	13,146
Telephone	510
Vehicle Recovery Charge	85,504
Vehicle maintenance	73,471
Operating supplies & expense	1,500
Uniforms	250
In-house Fuel Charges	7,501
Total for Beach Maintenance & Improvements	254,580

MANATEE COUNTY GOVERNMENT
BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
FY 2025

	FY 2025 ADOPTED
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	1,855,843
Total for Transfers	3,055,843
TOTAL FY2024 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 17,895,905

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2026

	FY 2026 ADOPTED
Tax Collector-CVB	
Constitutional officers' budgets	\$ 1,211,849
Total for CVB-Tax Collector	1,211,849
CVB Direct Marketing	
Other contractual services	1,615,620
Travel and per diem	32,206
Postage	4,900
Rents and leases	17,664
Printing & binding	-
Promotional Activities	30,000
Advertising	2,021,152
Total for Direct Marketing	3,721,542
CVB Administration	
Regular salaries and wages	1,045,378
Other salaries and wages	35,000
Overtime	-
FICA taxes	81,708
Retirement contributions	175,074
Health insurance	176,889
Life insurance	3,136
Long-term disability	3,136
Flex benefits	4,881
Other contractual services	13,500
Indirect cost services	757,386
Travel and per diem	12,000
In County Travel Cost	1,000
Telephone	8,200
In House communication Chgs	744
Postage	2,500
Rents and leases	31,600
Vehicle Recovery Charge	8,795
Data System Recovery Charge	8,878
Insurance	9,871
Vehicle maintenance	3,478
Automated systems maintenance	20,125
Software Support	22,500
Printing & binding	250

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2026

	FY 2026 ADOPTED
In-house copying and printing	1,000
Awards	300
Advertising	200
Office Supplies	5,100
Operating supplies & expense	13,000
Refreshments	600
Software	150
Uniforms	2,500
Gas, Oil & Tires	100
In-house Fuel Charges	2,791
Books/Publications/Subscriptions/Memberships	99,232
Education	5,900
Total for CVB Administration	2,556,902
 CVB Promotions	
Other contractual services	100,000
Travel and per diem	46,500
Rents and leases	10,000
Promotional activities	1,275,700
Advertising	205,000
Operating supplies & expense	100
Gas, Oil & Tires	100
Total for CVB Promotions	1,637,400
 CVB-Sports Marketing	
Other contractual services	82,495
Travel and per diem	6,000
Software Support	1,720
Promotional activities	1,335,500
Advertising	13,130
Operating supplies & expense	1,000
Books/Publications/Subscriptions/Memberships	2,000
Education	1,000
Total for Sports Marketing	1,442,845
 CVB-Arts & Culture Segment	
Promotional activities	45,000
Advertising	5,000
Total for Arts & Culture Segment	50,000

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2026

	FY 2026 ADOPTED
Water Taxi Administration	
Other contractual services	400,000
Rents and leases	120,000
Insurance	53,000
Vehicle maintenance	30,000
Operating supplies & expense	10,000
Total for Water Taxi Administration	613,000
 CVB Global Affairs Marketing	
Other contractual services	721,093
Travel and per diem	72,000
Promotional activities	70,000
Advertising	50,000
Total for CVB Global Affairs Marketing	913,093
 Tourist Info Center-CVB	
Other contractual services	73,480
Telephone	360
Advertising	116,274
Operating supplies & expense	1,000
Total for Tourist Information Center	191,114
 Other Civic Enterprises-CVB	
Aids to governmental agencies	2,116,667
Aid to private organizations	30,000
Total for Other Civic Enterprises	2,146,667
 Beach Clean-Up	
Regular salaries and wages	410,468
FICA taxes	31,401
Retirement contributions	55,947
Health insurance	106,375
Life insurance	1,232
Long-term disability	1,232
Flex benefits	3,500
Other contractual services	71,058
Temporary Employment	6,000
Utility services	140,033

MANATEE COUNTY GOVERNMENT
 BRADENTON AREA CONVENTION & VISITORS BUREAU (BACVB)
OPERATING BUDGET
 FY 2026

	FY 2026 ADOPTED
Vehicle Recovery Charge	11,176
Insurance	8,034
Vehicle maintenance	168,379
Office Supplies	1,000
Operating supplies & expense	232,193
Uniforms	7,500
In-house fuel charges	5,098
Total for Beach Clean-Up	1,260,626
Beach Maintenance & Improvement	
Regular salaries and wages	56,389
FICA taxes	4,314
Retirement contributions	-
Health insurance	16,047
Life insurance	169
Long-term disability	169
Flex benefits	350
Indirect cost services	-
Telephone	510
Vehicle Recovery Charge	89,775
Vehicle maintenance	77,175
Operating supplies & expense	1,500
Uniforms	350
In-house Fuel Charges	13,384
Total for Beach Maintenance & Improvements	260,132
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	1,855,988
Total for Transfers	3,055,988
TOTAL FY2024 OPERATING BUDGET - TOURIST DEVELOPMENT TAX FUND	\$ 19,061,158

EMPLOYEE
&
TOURIST
DEVELOPMENT
COUNCIL
INFORMATION

MANATEE COUNTY GOVERNMENT
BRADENTON AREA CONVENTION AND VISITORS BUREAU (BACVB)
EMPLOYEE SALARY LISTING
2025

JOB TITLE	HOURLY RATE	ANNUAL SALARY	BENEFITS	TOTAL SALARY
DIRECTOR - CVB/CONVENTION CENTER	\$93.75	\$195,000.00	\$96,483.96	\$291,483.96 allocated 80%
MARKETING & COMMUNICATIONS MANAGER	\$43.15	\$89,752.00	\$38,076.57	\$127,828.57
MARKETING & COMMUNICATIONS MANAGER	\$45.88	\$95,430.40	\$27,044.79	\$122,475.19
MARKETING AND OUTREACH SPECIALIST	\$26.11	\$54,308.80	\$10,956.52	\$65,265.32
CONVENTION SALES MANAGER	\$30.00	\$62,400.00	\$32,451.30	\$94,851.30
CONVENTION SALES MANAGER	\$29.35	\$61,048.00	\$15,536.56	\$76,584.56
CONTRACTS MANAGER	\$34.48	\$71,718.40	\$12,118.35	\$83,836.75
SENIOR ADMINISTRATIVE SPECIALIST	\$22.64	\$47,091.20	\$17,093.66	\$64,184.86
DIDGIAL CONTENT SPECIALIST	\$29.88	\$62,150.40	\$20,181.42	\$82,331.82
MARKETING REPRESENTATIVE	\$25.29	\$52,603.20	\$3,554.48	\$56,157.68
COMMUNICATION SPECIALIST	\$27.82	\$57,865.60	\$23,413.02	\$81,278.62
ADMINISTRATIVE SPECIALIST (PART-TIME)	\$19.58	\$29,730.27	\$6,017.41	\$35,747.68
SENIOR FISCAL SERVICES MANAGER	\$55.17	\$114,753.60	\$30,999.91	\$145,753.51 allocated 80%
FISCAL ANALYST	\$29.90	\$62,192.00	\$32,392.64	\$94,584.64

Source: Cost per Hour Report as of 9/12/2025

**MANATEE COUNTY
TOURIST DEVELOPMENT COUNCIL MEMBERS**

2025

Elected Officials

Amanda Ballard, **Chairman**
Tourist Development Council
P.O. Box 1000
941-725-2809
amanda.ballard@mymanatee.org
**December 2025*

Gene Brown, Mayor
City of Bradenton
Caller Service 25015
Bradenton, FL 34206
941-932-9450
mayor@cityofbradenton.com
**June 2028*

Dan Diggins
City of Holmes Beach
5801 Marina Drive
Holmes Beach, FL 34217
941-201-9912
ddiggins@holmesbeachfl.org
**June 2028*

Hoteliers

Jiten Patel
DoubleTree by Hilton Sarasota-Bradenton Airport
8009 15th St. E.
Sarasota, FL 34243
941-355-9000 or 941-962-7600 cell
bradentonhie@gmail.com
**June 2025*

Tony DeRusso
Palmetto Marriott Resort & Spa
600 US 41 North
Palmetto, FL 34221
tderusso@indevelopmentpartners.com
**June 2025*

** = Term expiration*

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*

Eric Cairns
Cedar Cove Resort
2710 Gulf Drive
Holmes Beach, FL 34217
941-778-1010
info@cedarcoversort.com
**June 2025*

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

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 (BACVB)
VISIT FLORIDA (VF) RELATED/PARTNERSHIP EXPENDITURES
 FY2025 (For the period ended 09/30/2025)

MONTH/YEAR	DESCRIPTION	DATE	AMOUNT	PURPOSE
November 2024	World Travel Market, London, England	11/4-7, 2024	19,339.94	Registration, booth rental, airfare, hotel, meals & travel
December 2024	Visit Florida Vacation Guide	12/15/2024	16,933.75	2025 Visit Florida Vacation Guide
January/February 2025	Visit Florida Canada FAM Trip	1/28/2025 - 2/1/2025	2,544.80	Hotel & meals
February 2025	Florida Huddle/Encounter - Ocala, FL	2/3-5/2025	12,570.83	Registration, booth rental, charging station sponsorship, hotel, meals & travel
April/May 2025	Visit Florida - Golf Focused Co-op	4/1/2025 - 5/31/2025	15,000.00	Online advertising
April - June 2025	Visit Florida - Miles Partnership	4/1/25 - 6/30/25	100,000.00	Digital marketing - hurricane recovery
May 2025	Visit Florida - DMO Video Co-op	5/1-28/25	45,000.00	DMO video co-op - Silver Families Package
June 2025	International Pow Wow - IPW 2025, Chicago, IL	6/14-18, 2025	34,222.88	Registration, booth rental, airfare, hotel, meals & travel
May 2025	Visit Florida - Destination Marketing Organization - Partnership Dues	7/1/2025 - 06/30/2026	18,500.00	Membership Dues
September 2025	Florida Huddle UK - London and Ireland	9/21-24/2025	28,320.67	Registration, booth rental, airfare, hotel, meals & travel
TOTAL			\$ 292,432.87	

ITEMIZED
TRAVEL
AND
ENTERTAINMENT
EXPENDITURES

