

# Economic and Tourism Development Reports 2017-2018

Highlands County Tourist Development



Prepared by: Dana Knight, Administrative Assistant

June 28, 2018



June 29, 2018

Office of the Governor  
400 S Monroe St.  
Tallahassee, FL 32399

Florida Senate  
404 South Monroe St.  
Tallahassee, FL 32399

House of Representatives  
402 South Monroe St.  
Tallahassee, FL 32399

Re: Partner Financial Submissions for July 1, 2018

Dear Governor Scott, Senator Negron, and Speaker Corcoran:

Please accept this letter and the enclosed materials as Highlands County Tourist Development/Visit Sebring's Partner Financial Submission per Florida Statute 288.1226(3)(C).

Best Regards,

A handwritten signature in black ink, appearing to read "Benjamin Dunn", with a long horizontal line extending to the right.

Benjamin Dunn  
Development Services Director

**DMO VISIT FLORIDA PARTNER FINANCIAL SUBMISSIONS  
2016-2017**

A. The total amount of revenue received from public and private sources.

\$430,702.14 (There are no private sources)

B. Your operating budget.

\$819,539.85

C. Employee and board member salary and benefit details from public and private funds.

One County employee and one Contractual employee, board members do not receive a salary. We do not receive private funds.

**EMPLOYEE SALARY**

FD/COST			----- TITLE -----	BUDGET	YEAR TO DATE
FUND	CNTR	ACCOUNT			EXP
152	5301	51200	REGULAR SALARIES & WAGES	\$ 32,822.00	\$ 32,692.50
152	5301	52100	FICA TAXES	\$ 2,478.00	\$ 2,509.83
152	5301	52200	RETIREMENT CONTRIBUTIONS	\$ 2,436.00	\$ 2,511.83
152	5301	52300	LIFE & HEALTH INSURANCE	\$ 7,225.00	\$ 7,241.51
152	5301	52400	WORKERS' COMPENSATION	\$ 91.00	\$ 91.91
152	5301	53400	CONTRACTUAL SERVICES	\$ 75,500.00	\$ 66,000.00
<b>TOTAL</b>				<b>\$ 120,552.00</b>	<b>\$ 111,047.58</b>

D. An itemized account of all expenditures by your DMO on the behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.

**HIGHLANDS COUNTY TOURIST DEVELOPMENT VISIT FLORIDA EXPENDITURES 2016-2017**

FD/COST			----- TITLE -----	YEAR TO	CHECK
FUND	CNTR	ACCOUNT		DATE EXP	NO
152	5305	54800	GOLF GATEWAY	\$ 600.00	V2632
152	5301	55403	FL GOVERNOR'S CONFERENCE	\$ 359.00	V2689
152	5305	54800	BROCHURE SLOTS AT VISIT FL WELCOME CENTERS	\$ 1,143.50	305061
152	5305	54800	FLAGLE AWARDS ENTRY FEE	\$ 135.00	V2746
152	5301	54900	VISIT FLORIDA MEMBERSHIP	\$ 395.00	V2746
<b>TOTAL</b>				<b>\$ 2,632.50</b>	

## E. Itemized travel and entertainment expenditures.

## ITEMIZED TRAVEL AND ENTERTAINMENT EXPENDITURES

FUND	FD/COST CNTR	ACCOUNT T	----- TITLE -----	BUDGET	YEAR TO DATE EXP	DETAILED EXPENDITURES	DESCRIPTION	DATE
152	5301	54000	TRAVEL AND PER DIEM	\$ 2,268.00	\$ 1,958.21			
152	5301	54000				\$ (113.33)	RECLASS CK# 301808	11/14/2016
152	5301	54000	21182 CASEY HARTT			\$ 563.22	2/19-9/30/16: LOCALTRAVEL	1/9/2017
152	5301	54000	21810 THE DIPLOMAT BEA			\$ 366.30	FL GOVERNOR'S CONFERENCE HOTEL	5/24/2017
152	5301	54000	21182 CASEY HARTT			\$ 76.00	MEALS 6/7 CLEARWATER FADMO	6/27/2017
152	5301	54000	21182 CASEY HARTT			\$ 112.36	MILAGE 6/7 CLEARWATER FADMO	6/27/2017
152	5301	54000	21182 CASEY HARTT			\$ 271.04	5/21 ST AUGUSTINE ING CONFERENCE	6/27/2017
152	5301	54000	21912 WYNDHAM GRAND CL			\$ 450.50	FADMO CONFERENCE HOTEL	7/25/2017
152	5301	54000	21182 CASEY HARTT			\$ 24.00	MEALS GOVERNOR'S CONFERENCE	10/9/2017
152	5301	54000	21182 CASEY HARTT			\$ 166.42	MILEAGE GOVERNOR'S CONFERENCE	10/9/2017
152	5301	54000	21182 CASEY HARTT			\$ 78.00	PARKING GOVERNOR'S CONFERENCE	10/9/2017
152	5301	54000				\$ (36.30)	GOVERNOR'S CONFERENCE	10/25/2017
<b>TOTAL</b>						<b>\$ 1,958.21</b>		

FUND	FD/COST CNTR	ACCOUNT	----- TITLE -----	BUDGET	YEAR TO DATE EXP	DETAILED EXPENDITURES	DESCRIPTION	DATE
152	5305	54000	TRAVEL AND PER DIEM	\$ 2,754.00	\$ 1,613.02			
152	5305	54000	21738 TIM MAGINLEY			\$ 435.49	2/24/17-OHIO - FL GOLF ALLIANCE CONVENTION	3/15/2017
152	5305	54000	501063 VICKI PONTIUS			\$ 507.88	3/2-3/6/17:BOSTON,MA FGA CONVENTION	3/15/2017
152	5305	54000	21766 BOSTON TAXI			\$ 22.90	TAXI - BOSTON FL GOLF ALLIANCE	4/27/2017
152	5305	54000	21766 BOSTON TAXI			\$ 7.80	TAXI - BOSTON FL GOLF ALLIANCE	4/27/2017
152	5305	54000	21766 BOSTON TAXI			\$ 15.75	TAXI - BOSTON FL GOLF ALLIANCE	4/27/2017
152	5305	54000	15842 ORLANDO INT'L AI			\$ 85.00	AIRPORT PARKING FL GOLF ALLIANCE	4/27/2017
152	5305	54000	21767 OMNI PARKER HOU			\$ 538.20	HOTEL - BOSTON FL GOLF ALLIANCE	4/27/2017
<b>TOTAL</b>						<b>\$ 1,613.02</b>		

FUND	FD/COST CNTR	ACCOUNT T	----- TITLE -----	BUDGET	YEAR TO DATE EXP	DETAILED EXPENDITURES	DESCRIPTION	DATE
152	5301	55403	EDUCATION & TRAINING	\$ 1,459.00	\$ 3,689.00			
152	5301	55403	FADMO			\$ 710.00	FADMO MEMBERSHIP RENEWAL	2/14/2017
152	5301	55403	ING			\$ 2,250.00	ING EXHIBITORS REGISTRATION	4/18/2017
152	5301	55403	ING			\$ 75.00	NOT AN ING MEMBER FEE	4/18/2017
152	5301	55403	FADMO			\$ 295.00	FADMO REGISTRATION	5/24/2017
152	5301	55403	VISIT FLORIDA			\$ 359.00	GOVERNOR'S CONFERENCE REGISTRATION	5/24/2017
<b>TOTAL</b>						<b>\$ 3,689.00</b>		

## Operations

FUND	FD/COST	ACCOUNT	----- TITLE -----	BUDGET	YEAR TO DATE EXPENDITURES
152	5301	51200	REGULAR SALARIES & WAGES	\$ 32,822.00	\$ 32,692.50
152	5301	52100	FICA TAXES	\$ 2,478.00	\$ 2,509.83
152	5301	52200	RETIREMENT CONTRIBUTIONS	\$ 2,436.00	\$ 2,511.83
152	5301	52300	LIFE & HEALTH INSURANCE	\$ 7,225.00	\$ 7,241.51
152	5301	52400	WORKERS' COMPENSATION	\$ 91.00	\$ 91.91
152	5301	53400	CONTRACTUAL SERVICES	\$ 75,500.00	\$ 66,000.00
152	5301	54000	TRAVEL AND PER DIEM	\$ 2,268.00	\$ 1,958.21
152	5301	54100	COMMUNICATIONS & FREIGHT	\$ 1,915.00	\$ 3,022.69
152	5301	54400	RENTALS AND LEASES	\$ 538.00	\$ 455.18
152	5301	54500	INSURANCE	\$ 235.00	\$ 200.00
152	5301	54600	REPAIR & MAINTENANCE	\$ 3,999.00	\$ 428.96
152	5301	54900	OTHER CHARGES/OBLIGATION	\$ 8,344.00	\$ 1,488.21
152	5301	54917	ADMIN EXP	\$ 11,944.00	\$ 11,846.78
152	5301	55100	OFFICE SUPPLIES	\$ 1,018.00	\$ 299.16
152	5301	55200	OPERATING SUPPLIES	\$ 3,946.00	\$ 2,526.76
152	5301	55403	EDUCATION & TRAINING	\$ 1,459.00	\$ 3,689.00
152	5301	56400Z	PROJECT EQUIPMENT	\$ 3,700.00	\$ 3,700.00
152	5301	59000	OTHER USES	\$ 123.00	\$ -
<b>Total</b>				<b>\$ 160,041.00</b>	<b>\$ 140,662.53</b>



**Arts and Culture**

FD/COST			----- TITLE -----	BUDGET	YEAR TO DATE
FUND	CNTR	ACCOUNT			EXP
152	5304	53400	CONTRACTUAL SERVICES	\$ 26,000.00	\$ 10,845.20
152	5304	54800	PROMOTIONAL ACTIVITIES	\$ 136,480.05	\$ 65,795.78
<b>Total</b>				\$ 162,480.05	\$ 76,640.98

**Marketing and Promotion**

FD/COST			----- TITLE -----	BUDGET	YEAR TO DATE
FUND	CNTR	ACCOUNT			EXP
152	5305	53400	CONTRACTUAL SERVICES	\$ 98,397.70	\$ 35,348.19
152	5305	54000	TRAVEL AND PER DIEM	\$ 2,754.00	\$ 1,613.02
152	5305	54100	COMMUNICATIONS & FREIGHT	\$ 1,750.00	\$ -
152	5305	54800	PROMOTIONAL ACTIVITIES	\$ 303,893.16	\$ 251,258.04
152	5305	54900	OTHER CHARGES/OBLIGATION	\$ 12,500.00	\$ 4,692.23
152	5305	55200	OPERATING SUPPLIES	\$ 7,000.00	\$ -
152	5305	56400	MACHINERY & EQUIPMENT	\$ 2,500.00	\$ 2,387.98
<b>Total</b>				\$ 428,794.86	\$ 295,299.46

**Lakes**

FD/COST			----- TITLE -----	BUDGET	YEAR TO DATE
FUND	CNTR	ACCOUNT			EXP
152	5306	53400	CONTRACTUAL SERVICES	\$ 28,094.78	\$ -
152	5306	53400Z	PROJECT CONTRACTUAL SVC	\$ 98.58	\$ 98.47
152	5306	56300Z	PROJECT IMPROVEMENTS	\$ 19,995.52	\$ 19,950.58
<b>.. Total</b>				\$ 48,188.88	\$ 20,049.05

**Lakes Promotion**

FD/COST			----- TITLE -----	BUDGET	YEAR TO DATE
FUND	CNTR	ACCOUNT			EXP
152	5307	54700	PRINTING AND BINDING	\$ 5,000.00	\$ 4,680.25
152	5307	54800	PROMOTIONAL ACTIVITIES	\$ 15,035.06	\$ 15,042.18
<b>Total</b>				\$ 20,035.06	\$ 19,722.43

<b>TOTAL BUDGET 2016/2017 \$ 819,539.85</b>					
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