

PINELLAS COUNTY, FLORIDA
FY2016 BOARD BUDGET AMENDMENT

Tourist Development Council

Board Budget Amendment Number No. 6

FUND:

1040

BUDGETARY CHANGES

CENTER/ PROGRAM/ PROJECT	ACCOUNT NUMBER	DESCRIPTION	CURRENT BUDGET as of 07/08/16	INCREASE/ (DECREASE)	AMENDED BUDGET
381120 1008	5995000	CVB Transfers and Reserves Reserves Reserve-Contingencies	5,850,260	(2,000,000)	3,850,260
Total				<u>(2,000,000)</u>	
381250 1997	5482000	Convention Services Sales and Marketing Promo Activ.-Direct Sales	530,000	100,000	630,000
381260 1997	5481100	Advertising & Marketing Sales and Marketing Promotional-Advertising	12,449,010	1,900,000	14,349,010
Total				<u>2,000,000</u>	

EXPLANATION:

This amendment realigns appropriation from the Convention and Visitors Bureau's Reserves program to Sales and Marketing program. CVB has an opportunity to expand their advertising campaign to increase visitors to Pinellas County. This amendment will allow the fall advertising campaign to be increased later in the year. The TDC unanimously voted to recommend these budget adjustments on June 15, 2016. Funds are available because the year-to-date Tourist Development Tax revenue in the TDC Fund is \$2.2M above budget in FY16. This amendment is consistent with the current year estimate provided during the FY17 budget development process.

Administrator/Assistant



Filed with Board

August 23, 2016

Mark S. Woodard, County Administrator