



Walton County
Tourist Development Council
AGENDA ITEM REPORT

19-0172

Meeting: Tourist Development Council - Jun 05 2019
Department: Tourist Development Council
Submitted by: Jay Tusa
Staff Contact: Jason Cutshaw, Director of Admin

☐ **Consent Agenda** ☒ **Regular Agenda** ☐ **Public Hearing**

TITLE/REQUESTED ACTION:

Request to present TDC Budget Draft to the Board of County Commissioners

ATTACHMENTS:

[TDC Budget Request FY 20](#)

TDC

ACCOUNT NUMBER	ACCOUNT DESCRIPTION	FY 18 ACTUAL EXPENSES	FY 19 ORIGINAL BUDGET	FY 19 ADJUSTED BUDGET	YTD ACTUAL AS OF 3/18/2019	FY 20 BUDGET REQUEST
011-9000-552.12-00	SALARIES & WAGES	2,448,941	3,088,071	3,088,071	1,083,998	3,476,755
011-9000-552.13-00	OTHER SALARIES & WAGES	-	50,000	50,000	-	5,000
011-9000-552.14-00	OVERTIME	3,808	-	-	17,653	
011-9000-552.16-00	MOVING EXPENSES	-	-	-	-	
011-9000-552.21-00	FICA TAXES	176,461	240,062	240,062	79,736	269,990
011-9000-552.22-00	RETIREMENT CONTRIBUTIONS	219,500	289,438	289,438	102,392	325,585
011-9000-552.23-00	LIFE & HEALTH INSURANCE	553,753	886,642	886,642	247,603	998,194
011-9000-552.24-00	WORKERS' COMPENSATION	45,464	80,668	80,668	14,477	81,673
011-9000-552.31-00	PROFESSIONAL SERVICES	57,050	59,687	78,687	60,885	46,148
011-9000-552.32-00	ACCOUNTING & AUDITING	-	-	-	-	
011-9000-552.34-00	OTHER CONTRACTUAL SERVICE	14,452	144,248	443,404	305,088	18,335
011-9000-552.40-00	TRAVEL & PER DIEM	18,097	40,750	40,750	8,526	43,750
011-9000-552.41-00	COMMUNICATIONS & FREIGHT	27,723	22,820	22,820	12,137	23,820
011-9000-552.42-00	POSTAGE & TRANSPORTATION	6,741	10,000	10,000	5,999	10,000
011-9000-552.43-00	UTILITY SERVICES	15,982	20,000	20,000	8,395	21,000
011-9000-552.44-00	RENTALS & LEASES	17,882	17,060	17,060	14,333	24,060
011-9000-552.45-00	INSURANCE	-	-	-	-	
011-9000-552.46-00	REPAIR & MAINTENANCE	19,867	10,500	10,500	1,810	16,000
011-9000-552.46-01	TIRES	-	1,500	1,500	-	1,000
011-9000-552.46-11	EQUIPMENT MAINTENANCE	111	3,000	3,000	141	3,000
011-9000-552.47-00	PRINTING & BINDING	11,810	17,500	17,500	1,428	12,500
011-9000-552.48-00	PROMOTIONAL ACTIVITIES	36,384	59,875	59,875	18,796	54,875

011-9000-552.48-02	MEDIA DEVELOPMENT	-	-	-	-	
011-9000-552.48-03	SALES	40,703	-	-	-	
011-9000-552.48-05	RESEARCH & DEV	-	-	-	-	
011-9000-552.48-06	WEBSITE	-	-	-	-	
011-9000-552.48-07	PHOTO/PROD	50,000	-	-	-	
011-9000-552.48-08	PROMOTIONS	16,046	-	-	-	
011-9000-552.48-09	PROMO MERCHANDISE	-	-	-	-	
011-9000-552.49-00	OTHER CURRENT CHARGES	(88,776)	24,550	21,624	12,883	19,550
011-9000-552.49-51	HURRICANE MICHAEL	-	-	-	48,339	
011-9000-552.49-01	TDT COMMISSION	391,182	577,200	577,200	113,173	205,000
011-9000-552.49-99	INDIRECT ADMIN ALLOCATION	580,947	580,947	580,947	-	1,278,133
011-9000-552.51-00	OFFICE SUPPLIES	1,948	12,000	12,000	1,632	12,000
011-9000-552.52-00	OPERATING SUPPLIES	17,410	10,500	10,500	5,723	15,700
011-9000-552.52-01	EQUIPMENT < \$1,000	3,955	2,000	2,000	-	2,000
011-9000-552.52-11	GASOLINE	8,180	8,000	8,000	3,468	8,000
011-9000-552.54-00	BOOKS, PUBS, SUBS & MEMB	63,854	100,855	100,855	83,322	61,055
011-9000-552.55-00	TRAINING	12,904	17,600	17,600	10,370	19,600
011-9000-552.61-40	DEEPWATER HORIZON	1,722,097	-	369,126	25,000	
011-9000-552.63-00	IMPROV OTHER THAN BLDGS	-	-	-	-	
011-9000-552.62-00	BUILDINGS	-	-	-	-	
011-9000-552.64-00	MACHINERY & EQUIPMENT	12,484	1,500	4,426	2,926	47,500
011-9000-552.90-93	RESERVE FOR CONTINGENCY	-	-	-	-	
TDC ADMINISTRATION		6,506,960	6,376,973	7,064,255	2,290,233	7,100,223
011-9005-552.34-00	OTHER CONTRACTUAL SERVICE	12,000	45,300	45,300	34,400	46,659
011-9005-552.40-00	TRAVEL & PER DIEM	15,337	64,610	64,610	12,842	119,670
011-9005-552.41-00	COMMUNICATIONS & FREIGHT	-	3,760	3,760	-	3,760
011-9005-552.42-00	POSTAGE & TRANSPORTATION	2,586	33,160	33,160	688	44,160

011-9005-552.44-00	Rentals & Leases					3,400
011-9005-552.47-00	PRINTING & BINDING	12,177	24,000	24,000	2,487	31,500
011-9005-552.48-02	MEDIA DEVELOPMENT	770	10,150	10,150	-	20,150
011-9005-552.48-03	SALES	109,565	201,375	201,375	31,098	233,725
011-9005-552.48-06	WEBSITE	43,300	48,000	48,000	31,000	52,500
011-9005-552.48-08	PROMOTIONS	238	3,000	3,000	-	3,000
011-9005-552.48-09	PROMO MERCHANDISE - SALES	127,891	41,000	41,000	2,109	262,500
011-9005-552.48-11	REDISTRIBUTION OF SALES	-	80,000	80,000	50,277	
011-9005-552.51-00	OFFICE SUPPLIES	71	-	-	352	
011-9005-552.52-00	OPERATING SUPPLIES	6,676	9,100	9,100	1,904	9,500
011-9005-552.52-01	EQUIPMENT < \$1,000	2,223	5,000	5,000	-	5,000
011-9005-552.54-00	BOOKS, PUBS, SUBS & MEMB	1,585	5,262	5,262	996	10,262
011-9005-552.55-00	TRAINING	1,603	14,220	14,220	619	14,220
011-9005-552.64-00	MACHINERY & EQUIPMENT	8,870	6,000	6,000	-	2,000
011-9005-552.90-93	CONTINGENCY	-	10,000	10,000	-	
TDC SALES AND VC		344,892	603,937	603,937	168,772	862,006

011-9010-552.31-00	PROFESSIONAL SERVICES	142,907	320,000	479,671	377,879	150,000
011-9010-552.32-00	ACCOUNTING & AUDITING	-	-	-	-	
011-9010-552.34-00	OTHER CONTRACTUAL SERVICE	387,090	634,000	634,000	198,886	609,000
011-9010-552.40-00	TRAVEL & PER DIEM	983	6,000	6,000	-	6,000
011-9010-552.41-00	COMMUNICATIONS & FREIGHT	26,479	25,500	25,500	12,240	32,500
011-9010-552.42-00	POSTAGE & TRANSPORTATION	133	1,000	1,000	-	1,000
011-9010-552.43-00	UTILITY SERVICES	199,572	376,500	376,500	38,812	376,500
011-9010-552.44-00	RENTALS & LEASES	6,566	11,250	11,250	3,790	11,250
011-9010-552.46-00	REPAIR & MAINTENANCE	86,792	166,500	166,500	49,187	166,500
011-9010-552.46-01	TIRES	2,427	16,000	16,000	1,793	16,000
011-9010-552.46-11	EQUIPMENT MAINTENANCE	14,872	30,000	30,000	2,855	40,000

011-9010-552.47-00	PRINTING & BINDING	4,277	15,500	15,500	5,932	15,500
011-9010-552.49-00	OTHER CURRENT CHARGES	432	3,400	3,400	479	3,400
011-9010-552.49-99	INDIRECT ADMIN ALLOCATION	66,569	66,569	66,569	-	66,569
011-9010-552.51-00	OFFICE SUPPLIES	1,281	5,000	5,000	490	5,000
011-9010-552.52-00	OPERATING SUPPLIES	216,201	183,500	183,500	67,019	183,500
011-9000-552.52-01	EQUIPMENT <\$1,000	13,725	18,500	18,500	10,098	23,500
011-9010-552.52-11	GASOLINE	75,723	100,000	100,000	19,875	100,000
011-9010-552.54-00	BOOKS, PUBS, SUBS & MEMB	5,569	6,500	6,500	3,157	6,500
011-9010-552.55-00	TRAINING	3,186	8,750	8,750	537	8,750
011-9010-552.61-00	LAND	-	-	-	-	-
011-9010-552.62-00	BUILDINGS	-	-	-	1,855	-
011-9010-552.63-00	IMPROV OTHER THAN BLDGS	2,728,665	475,000	3,503,194	3,492,854	1,679,000
011-9010-552.64-00	MACHINERY & EQUIPMENT	131,984	228,000	228,000	187,647	273,000
011-9010-552.90-93	RESERVE FOR CONTINGENCY	-	-	-	-	-
BEACH AREA		4,115,433	2,697,469	5,885,334	4,475,385	3,773,469

011-9015-552.34-00	OTHER CONTRACTUAL SERVICE	41,257	238,800	240,543	175,151	237,850
011-9015-552.40-00	TRAVEL & PER DIEM	21,581	10,000	10,000	6,404	10,000
011-9015-552.41-00	COMMUNICATIONS & FREIGHT	-	3,420	3,420	-	3,420
011-9015-552.42-00	POSTAGE & TRANSPORTATION	63,842	130,000	130,000	78,616	140,000
011-9015-552.47-00	PRINTING & BINDING	121,403	177,500	208,205	168,695	177,500
011-9015-552.48-00	PROMOTIONAL ACTIVITIES	2,136,180	2,199,800	2,327,506	2,202,711	2,355,000
011-9015-552.48-02	MEDIA DEVELOPMENT	-	-	-	-	-
011-9015-552.48-03	SALES	237,099	500,000	828,985	578,985	500,000
011-9015-552.48-05	RESEARCH & DEV	167,250	225,000	234,750	186,750	225,000
011-9015-552.48-06	WEBSITE	210,375	213,000	308,011	211,398	199,000
011-9015-552.48-07	PHOTO/PROD	7,315	175,000	175,000	125,220	145,000
011-9015-552.48-08	PROMOTIONS	-	-	-	-	-

011-9015-552.48-09	PROMO MERCHANDISE	65,430	95,000	95,000	53,367	95,000
011-9015-552.49-00	OTHER CURRENT CHARGES	1,769	6,500	6,500	708	6,500
011-9015-552.51-00	OFFICE SUPPLIES	-	-	-	-	-
011-9015-552.52-00	OPERATING SUPPLIES	12,886	15,250	15,250	29	26,250
011-9015-552.52-01	EQUIPMENT < \$1,000	599	2,500	2,500	-	2,500
011-9015-552.54-00	BOOKS, PUBS, SUBS & MEMB	19,480	700	700	1,785	700
011-9015-552.55-00	TRAINING	4,952	9,000	9,000	2,190	9,000
011-9015-552.63-00	IMPROV OTHER THAN BLDGS	-	-	-	-	-
011-9015-552.64-00	MACHINERY & EQUIP	3,767	4,500	4,500	-	1,500
TDC MARKETING		3,115,185	4,005,970	4,599,870	3,792,009	4,134,220

011-9020-552.30-00	OPERATING EXPENSES	-	290,000	290,000	124,897	270,000
011-9020-552.31-00	PROFESSIONAL SERVICES	187,688	571,662	635,756	197,887	571,662
011-9020-552.32-00	ACCOUNTING & AUDITING	-	12,500	12,500	-	12,500
011-9020-552.34-00	OTHER CONTRACTUAL					1,770,000
011-9020-552.40-00	TRAVEL & PER DIEM	-	4,000	4,000	-	4,000
011-9020-552.42-00	POSTAGE & TRANSPORTATION	-	7,500	7,500	-	7,500
011-9020-552.44-00	RENTALS & LEASES	-	1,000	1,000	1,000	1,000
011-9020-552.46-00	REPAIR & MAINTENANCE	-	500	500	-	500
011-9020-552.47-00	PRINTING & BINDING	-	500	500	-	500
011-9020-552.48-09	BEACH SAFETY PROMO					50,000
011-9020-552.49-00	OTHER CURRENT CHARGES	7,188	1,015	1,015	-	1,015
011-9020-552.49-01	TDT Clerk Commission 3% TDT					102,500
011-9020-552.49-06	ADMINISTRATIVE FEES	836,384	1,105,007	1,105,007	325,174	1,288,049
011-9020-552.49-99	INDIRECT ADMIN ALLOCATION	62,753	62,753	62,753	-	11,726
011-9020-552.54-00	BOOKS, PUBS, SUBS & MEMB	-	6,500	6,500	-	41,500
011-9020-552.61-00	LAND	1,982,920	-	2,566,053	3,712,506	
011-9020-552.63-00	IMPROVMENTS OTHER THAN BLDG					700,000

011-9020-552.64-00	MACHINERY & EQUIPMENT	-	-	-	-	40,000
011-9020-552.72-00	INTEREST	-	-	-	-	
011-9020-552.90-93	RESERVE FOR CONTINGENCY	-	4,289,210	4,289,210	-	1,931,040
BEACH RENOURISHMENT		3,076,933	6,352,147	8,982,294	4,361,464	6,803,492
011-9025-552.31-00	PROFESSIONAL SERVICES	-	-	-	-	
011-9025-552.34-00	OTHER CONTRACTUAL SERVICE	4,729	29,500	29,500	6,000	30,885
011-9025-552.40-00	TRAVEL & PER DIEM	6,080	3,600	3,600	3,073	11,600
011-9025-552.41-00	COMMUNICATIONS	-	4,920	4,920	-	5,700
011-9025-552.42-00	POSTAGE & TRANSPORTATION	7,463	27,000	27,000	178	27,000
011-9025-552.47-00	PRINTING & BINDING	25,669	27,250	27,250	219	27,250
011-9025-552.48-00	PROMOTIONAL ACTIVITIES	3,428	18,000	18,000	15,786	18,000
011-9025-552.48-02	MEDIA DEVELOPMENT	89,003	145,000	152,600	96,973	145,000
011-9025-552.48-03	SALES	7,810	54,380	54,380	-	54,380
011-9025-552.48-05	RESEARCH & DEV	-	-	-	-	
011-9025-552.48-06	WEBSITE	100	15,000	15,000	-	25,000
011-9025-552.48-07	PHOTO/PROD	657	20,000	20,000	-	20,000
011-9025-552.48-08	PROMOTIONS	7,995	10,000	10,000	114	10,000
011-9025-552.48-09	PROMO MERCHANDISE	2,293	19,200	19,200	-	19,200
011-9025-552.49-00	OTHER CURRENT CHARGES	1,495	21,450	21,450	-	21,650
011-9025-552.51-00	OFFICE SUPPLIES	906	-	-	110	
011-9025-552.52-00	OPERATING SUPPLIES	434	3,720	3,720	107	3,720
011-9025-552.52-01	EQUIPMENT < \$1,000	1,909	6,250	6,250	-	6,250
011-9025-552.54-00	BOOKS, PUBS, SUBS & MEMB	584	7,000	7,000	5,039	8,200
011-9025-552.55-00	TRAINING	445	10,000	10,000	1,195	5,000
011-9025-552.64-00	MACHINERY & EQUIP	5,950	5,200	5,200	-	10,200
011-9025-552.64-00	CONTINGENCY	-	5,000	5,000	-	-
TDC COMMUNICATIONS		166,950	432,470	440,070	128,794	449,035

011-9030-552.31-00	PROFESSIONAL SERVICES	285	4,500	4,500	-	4,500
011-9030-552.32-00	ACCOUNTING & AUDITING	-	-	-	-	
011-9030-552.34-00	OTHER CONTRACTUAL SERVICE	931,897	1,620,000	1,620,000	1,592,152	
011-9030-552.40-00	TRAVEL & PER DIEM	10,670	14,400	14,400	1,139	12,600
011-9030-552.41-00	COMMUNICATIONS & FREIGHT	13,900	30,360	30,360	5,335	80,060
011-9030-552.42-00	POSTAGE & TRANSPORTATION	165	1,500	1,500	-	4,000
011-9030-552.44-00	RENTALS & LEASES	-	6,000	6,000	-	8,000
011-9030-552.46-00	REPAIR & MAINTENANCE	398	-	-	77	
011-9030-552.46-01	TIRES	853	9,600	9,600	904	9,600
011-9030-552.46-11	EQUIPMENT MAINTENANCE	8,387	20,000	20,000	11,507	21,750
011-9030-552.47-00	PRINTING & BINDING	3,010	4,000	4,000	-	4,000
011-9030-552.48-00	PROMOTIONAL ACTIVITIES	88,553	106,400	116,085	106,400	106,400
011-9030-552.48-08	PROMOTIONS	614,224	902,400	965,176	713,834	1,014,560
011-9030-552.48-09	PROMO MERCHANDISE	19,867	78,750	78,750	14,242	27,000
011-9030-552.49-00	OTHER CURRENT CHARGES	-	3,750	3,750	546	3,750
011-9030-552.49-1	TDT CLERK COMMISSION TDT3%					51,250
011-9030-552.49-06	ADMINISTRATIVE FEES	418,192	552,504	552,504	162,587	644,025
011-9030-552.49-99	INDIRECT ADMIN ALLOCATION	78,987	78,987	78,987	-	23,833
011-9030-552.51-00	OFFICE SUPPLIES	841	5,500	5,500	400	7,500
011-9030-552.52-00	OPERATING SUPPLIES	21,982	31,840	31,840	16,290	36,040
011-9030-552.52-01	EQUIPMENT <\$1,000	263	2,500	2,500	-	2,500
011-9030-552.52-11	GASOLINE	28,914	99,500	99,500	6,614	123,500
011-9030-552.54-00	BOOKS, PUBS, SUBS & MEMB	1,090	7,280	7,280	6,480	7,430
011-9030-552.55-00	TRAINING	4,359	13,400	13,400	3,344	10,200
011-9030-552.64-00	MACHINERY & EQUIPMENT	62,880	77,600	83,119	73,891	157,200
011-9030-552.90-93	RESERVE FOR CONTINGENCY	-	-	-	-	
NEW PRODUCT DEVELOPMENT		2,309,717	3,670,771	3,748,751	2,715,742	2,359,698

011-9040-552.31-00	PROFESSIONAL SERVICES	-	-			
011-9040-552.42-00	POSTAGE & TRANSPORTATION	-	40,000	40,000	-	40,000
011-9040-552.47-00	PRINTING & BINDING	-	-	-	-	
011-9040-552.48-00	PROMOTIONAL ACTIVITIES	1,834,512	1,969,920	2,118,171	1,664,400	2,094,800
011-9040-552.48-02	MEDIA DEVELOPMENT	811,726	875,000	936,690	921,691	875,000
011-9040-552.48-06	WEBSITE	140,664	213,000	304,836	177,000	199,000
011-9040-552.49-00	OTHER CURRENT CHARGES	-	-	-	-	
011-9040-552.49-01	TDT Clerk Commision 3% TDT					51,250
011-9040-552.49-06	ADMINISTRATIVE FEES	418,192	552,504	552,504	162,587	644,025
011-9040-552.49-99	INDIRECT ADMIN ALLOCATION	85,375	85,375	85,375	-	20,466
011-9040-552.90-93	RESERVE FOR CONTINGENCY	-	-	-		
AUTUMN TIDES		3,290,469	3,735,799	4,037,576	2,925,678	3,924,541
011-9050-552.31-00	PROFESSIONAL SERVICES					
011-9050-552.32-00	ACCOUNTING & AUDITING					
011-9050-552.48-00	PROMOTIONAL ACTIVITIES					
011-9050-552.48-02	MEDIA DEVELOPMENT					
011-9050-552.49-00	OTHER CURRENT CHARGES	5,549				
011-9050-552.49-06	ADMINISTRATIVE FEES					
011-9050-552.49-99	INDIRECT ADMIN ALLOCATION					
011-9050-552.61-00	LAND	-	-	567,695	-	
011-9050-552.90-93	RESERVE FOR CONTINGENCY					
EMERGING MARKETS		5,549	-	567,695	-	0
TOURIST DEVELOPMENT COUNCIL		22,932,088	27,875,536	35,929,782	20,858,077	29,406,684

2019 FTE
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2019 FTE
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