ST.PETE CLEARWATER

PINELLAS COUNTY TOURIST DEVELOPMENT COUNCIL
315 Court Street, 5th Floor Assembly Room
Clearwater, FL 33758

February 20, 2019
9AM – 11AM

Agenda

I. CALL TO ORDER/ROLL CALL – Chair Karen Seel

II. CHAIR COMMENTS

III. APPROVAL OF TDC MINUTES – January 16, 2019 TDC Meeting (not completed as of 2-19-19 move to March 13, 2019 TDC Meeting)

IV. PUBLIC COMMENTS

V. COUNTY ATTORNEY REPORT – Michael A. Zas, Managing Assistant County Attorney

VI. VSPC CHIEF OPERATING OFFICER REPORT – Tim Ramsberger

- A. Capital Project Funding Program - City of Clearwater / Philadelphia Phillies
- B. Elite Event Funding Program

VII. DEPARTMENT REPORTS

- A. Research Update - Leroy Bridges, Vice President, VSPC Digital & Communications
- B. Marketing Update – Katie Bridges, Senior Advertising Manager, VSPC & Mary DeLong, SVP/Director Tourism Division, BVK

*All VSPC department reports on file at: partners.visitstpeteclearwater.com

VIII. VSPC INTERIM PRESIDENT & CEO REPORT – Jim Dean

- A. Tourism Economics Snapshot – January 2019
- B. Pinellas County Bed Tax – December 2018

IX. NEW TDC COMMITTEES

- A. Budget & Finance Committee
- B. Marketing Committee

X. BOARD MEMBER COMMENTS

XI. ADJOURNMENT

*TDC Workshop – "TDC 101 / Refresher Course" immediately following TDC Meeting
4th Floor Clerks Large Conference Room – 11:15am to 12:15pm

Next TDC Meeting:
March 13, 2019
Finance & Budget and Marketing Committees will meet immediately following TDC Meeting

"If you are a person with a disability who needs any accommodation in order to participate in this proceeding, you are entitled, at no cost to you to the provision of certain assistance. Within two (2) working days of your receipt of this agenda please contact the Office of Human Rights, 400 S. Ft. Harrison Ave., Ste.300, Clearwater, FL 33756, (727) 464-4062 (V/TDD)."

Notice: "Persons are advised that, if they decide to appeal any decision made at this meeting/hearing, they will need a record of the proceedings and, for such purpose, they may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal; is to be based."

CHARLES W. THOMAS, CFC
PINELLAS COUNTY TAX COLLECTOR
TOURIST DEVELOPMENT TAX
2018-2019 COMPARATIVE

Reporting Periods	Fiscal 2018 Gross Tax	Fiscal 2018 Admin. Cost	Fiscal 2018 Net	Fiscal 2019 Gross Tax	Fiscal 2019 Admin. Cost	Fiscal 2019 Net	% MO. Inc.
October	3,859,871.79	45,000.00	3,814,871.79	3,552,990.50	49,000.00	3,503,990.50	-7.95%
November	3,500,759.78	45,000.00	3,455,759.78	3,556,669.31	49,000.00	3,507,669.31	1.60%
December	3,973,543.30	45,000.00	3,928,543.30	4,016,277.94	49,000.00	3,967,277.94	1.08%
January	4,445,625.32	45,000.00	4,400,625.32				
February	5,989,145.91	45,000.00	5,944,145.91				
March	8,903,570.03	45,000.00	8,858,570.03				
April	6,081,563.25	45,000.00	6,036,563.25				
May	4,767,440.10	45,000.00	4,722,440.10				
June	5,402,253.69	45,000.00	5,357,253.69				
July	5,524,707.66	45,000.00	5,479,707.66				
August	4,059,716.34	45,000.00	4,014,716.34				
September	3,209,900.62	26,321.26	3,183,579.36				
Total	**$ 59,718,097.79**	**$ 521,321.26**	**$ 59,196,776.53**	**$ 11,125,937.75**	**$ 147,000.00**	**$ 10,978,937.75**	**-1.84%**

Our Tourist Tax Reports are available on our website at www.taxcollect.com, under Other Service, Tourist Development Taxes, Tourist Development Reports.

Note: This report is based upon information furnished by the Pinellas County Tax Collector's Budget and Finance Department.