

July 22, 2020

Members, Broward Board of County Commissioners

Members, Broward County Tourist Development Council

Dear Commissioners and TDC Members:

Our mission at the Greater Fort Lauderdale Convention & Visitors Bureau is to advance Broward County's economy and create job opportunities for our residents by promoting our community and our visitor industry on a global stage.

During the Spring of 2020, the CVB and our community showed great resiliency in the face of unprecedented and unimaginable events. We have persevered and, in the process, we are stronger and more capable of facing an uncertain future. Through courageous action with our valued community partners we've built new innovative approaches of managing, marketing and selling our destination.

This proposed budget contains a change from the County Administrator's FY21 Recommended Budget; this will be included in the *Schedule B* changes to the FY21 recommended budget. In addition to the six vacant positions reduced in the County Administrator's FY21 Recommended Budget, six additional positions, for a total of twelve, are recommended for reduction in this proposed budget. As a result, the Greater Fort Lauderdale Convention & Visitor's Bureau position count decreases from 53 in FY20 to 41 in FY21. Funding for these positions is reallocated to the Bureau's recurring Marketing, Advertising, and Promotions budget.

Finding strength in our resiliency, we now enthusiastically lean-in to the economic recovery of the Broward County visitor industry. It will not be easy, but with adaptability and innovation the CVB faces the uncertainty with new confidence. We will continue to promote all our important tourism assets across the community and specifically the phased reopening of our expanding convention center. We're placing great emphasis on evolving management strategies concerning safety and cleanliness that will lead to the successful return of our leisure visitors, plus conferences and events.

With 31 municipalities we are one community united to solve the most complex economic challenge of our lifetime. Our sense of inclusion, authenticity, diversity, and collaboration will be our strength and will be celebrated across the full matrix of our marketing, communications, and sales initiatives.

Working more efficiently than ever before, our objective remains a full economic recovery and a return of high employment levels to assure the economic wellbeing of all of Broward's County's residents.

Sincerely,

Stacy Ritter
President & CEO

Contents

- Group and Tourism Sponsorships 3
- Trade show, convention, and associations 5
- Organization budget 7
 - Administration and research operating expenses 9
 - Executive operating expenses 10
 - LGBT+ operating expenses 11
 - Tourism Sales operating expenses 12
 - Marketing Communications operating expenses 13
 - Convention Group Sales operating expenses 14
 - Multicultural Sales operating expenses 19
 - Sports Sales operating expenses 20

Group and Tourism Sponsorships

Group and Tourism Sponsorships are incentives/investments paid to support events that drive visitation to Broward County.

Sports Sales	
8th Annual Swim Fort Lauderdale Int Classic Nova	\$ 4,500.00
AAU District Championships Track & Field	\$ 5,000.00
AAU Diving	\$ 5,500.00
ADIDAS Cup	\$ 45,000.00
American College Cricket	\$ 5,000.00
Beach Rugby Americas	\$ 1,500.00
Bill Bone Spring Classic Race Weekend	\$ 2,500.00
Bowling Tournament of the Americas	\$ 5,000.00
Broward Table Tennis Robopong Series	\$ 7,500.00
CAN/AM Hockey	\$ 1,500.00
Capital One Orange Bowl	\$ 50,000.00
Cinco de Mayo - Memorial Sports Medicine Cycling	\$ 2,500.00
City Bike Triathlon - Las Olas Tri	\$ 5,000.00
College Football Playoff National Championship Game	\$ 25,000.00
CONCACAF/US Training Certification	\$ 6,000.00
Cruzin Classic	\$ 3,000.00
Dig the Beach	\$ 5,000.00
Dixie Amateur Golf Championships	\$ 3,500.00
FABC Summer Certified Evaluation Camp	\$ 1,000.00
FHSAA Football Championships	\$ 25,000.00
FIN Swimming Championships	\$ 7,500.00
FL Lacrosse Classic	\$ 5,000.00
FL Netball Classic	\$ 3,000.00
FI Senior Games	\$ 45,000.00
FL State Pepsi Bowling	\$ 8,500.00
Flag Football Gay Bowl	\$ 2,500.00
FLIRT LGBT Event	\$ 1,500.00
Florida Flag Football Tournament	\$ 2,500.00
Fright Invite Gymnastics	\$ 5,000.00
Gay Basketball World Championships	\$ 5,000.00
Gymnastics Touchdown invite	\$ 4,500.00
Hall of Fame Classic Baseball	\$ 5,000.00
Intermiami Soccer Invitational	\$ 10,000.00
International Water Polo	\$ 7,500.00
ISHOF 55th Annual Induction Swimming	\$ 2,500.00
ITF Level 4 Tennis	\$ 4,000.00
JCC Maccabi Games	\$ 25,000.00
Jimmy Johnson Fishing Tournament	\$ 20,000.00
Junior Olympic Swimming CS	\$ 4,500.00
Kreul Classic	\$ 14,000.00
Kung Fu Tournament and Health Expo	\$ 2,000.00
LMS Cricket Broward Open	\$ 10,000.00

LMS Cricket World Cup	\$ 10,000.00
Lohberg Swim Invite	\$ 9,800.00
Masters Basketball Champs	\$ 10,000.00
Masters Swimming Championships	\$ 5,000.00
MLK AAU Basketball Shootout	\$ 7,500.00
National Senior Games	\$ 156,250.00
National Wrestling Coaches Association Convention	\$ 20,000.00
New Years Classic Basketball	\$ 1,500.00
Newbreed Grappling Winter Tournament	\$ 5,000.00
NFL Combine Prep	\$ 2,500.00
NHL All Star Game	\$ 25,000.00
Nuway Wrestling	\$ 25,000.00
NW Track and Field Classic	\$ 20,000.00
Orange Bowl International Tennis Championships	\$ 10,000.00
Orange Classic Soccer	\$ 2,500.00
Pro Am Beach Soccer	\$ 1,500.00
Pro Footvolley	\$ 5,000.00
Rainbow Sports League Kickball Tournament	\$ 2,500.00
Rising Stars Fall Showcase and Power Pool Tournament	\$ 15,000.00
Rising Stars Winter Showcase	\$ 7,500.00
Ruggerfest	\$ 2,500.00
SE Circuit Rodeo	\$ 30,000.00
Soccer Coaches Recertification	\$ 5,000.00
Spring Classic Hoffball Baseball	\$ 2,500.00
Sr Swim Champs Coral Springs	\$ 8,200.00
Stakked Events	\$ 2,500.00
Sun and Surf Gymnastics Invite	\$ 6,100.00
Sunshine State Games Lacrosse	\$ 5,000.00
Sunshine State Games Water Polo	\$ 5,000.00
Synchronized Swimming Championships	\$ 5,000.00
The MIC USA	\$ 5,000.00
Ultimate Grand Prix Fitness Competition	\$ 4,000.00
US Amateur Boys/Girls State Championships	\$ 5,000.00
US Jr Judo Open x 2	\$ 50,000.00
US Rugby National Team	\$ 4,000.00
USA Diving	\$ 5,500.00
USA Junior Beach Volleyball	\$ 50,000.00
USA Powerlifting FL Champs	\$ 3,000.00
USTA Boy 14s National Clay Court Champs Tennis	\$ 7,000.00
USTA Girls 14s National Clay Court Champs Tennis	\$ 7,000.00
USTA National Men Women Open Clay Court Champs	\$ 4,000.00
Wendy Wyland Memorial Diving Invitational	\$ 1,500.00
Weston Cup Soccer Tournament	\$ 15,000.00
WTFDA Rollerderby Series	\$ 2,500.00
YMCA Diving Championships	\$ 6,000.00
Youth National Championship	\$ 40,000.00
New opportunities	\$ 75,000.00
Sports Sales Total	\$ 1,101,350.00

Multicultural Sales	
Afro Carib Festival	\$ 20,000.00
FBC - LEO Conference Support	\$ 5,000.00
Majestic Retreats - Passover	\$ 40,000.00
Taste The Island Experience	\$ 10,000.00
Multicultural Sales Total	\$ 75,000.00
Group Sales	
A. Phillip Randolph Institute	\$ 7,000.00
Airline Pilots Association, International - ALPA	\$ 25,000.00
Airports Council International - North America - ACI-NA	\$ 12,188.00
Beaumont Group	\$ 400.00
Cherwell Software	\$ 5,000.00
Cruise Lines International Association, Inc. (CLIA)	\$ 25,000.00
Dolphin Imaging & Management Solutions	\$ 7,500.00
Eastern Cooperative Oncology Group and the American College of Radiology Imaging Network Cancer Research Group	\$ 2,500.00
Eppendorf North America	\$ 5,000.00
Florida Association for Community Action, Inc.	\$ 3,675.00
Florida Association of Community Health Centers, Inc.	\$ 5,306.00
GAF Corporation	\$ 30,000.00
Household & Commercial Products Association	\$ 1,250.00
Institute of Electrical and Electronics Engineers (IEEE)	\$ 13,240.00
International Aircraft Dealers Association	\$ 5,264.00
Israeli American Council	\$ 5,000.00
Kiddie Academy	\$ 11,960.00
Landstar System Holdings, Inc.	\$ 10,515.00
Learning Express, Inc.	\$ 8,180.00
LPL Financial LLC	\$ 3,808.00
Majestic Catering New York, LLC	\$ 30,000.00
Meeting Management Associates, Inc.	\$ 16,317.00
National Association of Division Order Analysts	\$ 11,600.00
National Association of Sewer Service Companies	\$ 1,990.00
National Retail Tenants Association, Inc.	\$ 10,512.00
National Tax Lien Association	\$ 9,500.00
Native American Finance Officers Association	\$ 4,722.00
Resiliency International, LLC	\$ 31,960.00
Schneider	\$ 1,760.00
Sickle Cell Disease Foundation	\$ 4,466.00
Southeastern Electric Exchange, Inc.	\$ 19,180.00
The Beaumont Group	\$ 1,200.00
The Society for Clinical Research Site	\$ 10,000.00
The Society for Clinical Research Site	\$ 10,000.00
Veeam Software	\$ 25,000.00
New opportunities	\$ 437,135.00
Group Sales Total	\$ 813,128.00
LGBT+	
Convention/Group Business	\$ 25,000.00
Fort Lauderdale Halloween	\$ 50,000.00

National LGBT Chamber of Commerce (NGLCC) Conference, FLL \$ 155,000.00

LGBT+ Total \$ 230,000.00

Trade show, convention, and associations

The GFLCVB attends tradeshows and conventions and participates in promotional partnerships to draw new conventions, events, and leisure visitors to Broward County. The budget for *Trade Show, Convention, and Association Fees* includes the \$1,532,075.00 in expenses necessary to secure booth space or entrance to trade shows, conventions, and associations so that the CVB may participate in such events or organizations.

Marketing Communications

Society of American Travel Writers & Public Relations Society of America
Visit Florida

Sports Sales

AAU Junior Olympics
Amateur Athletic Union
Amateur Athletic Union (AAU) Convention
Amateur Athletic Union (AAU) Headquarters Visit-Orlando
Association of Chief Executives for Sport (ACES)
Association of Chief Executives for Sport (ACES) Conference - Colorado
CONNECT Sports Marketplace
Connect Women In Sports
eSports Summit
Florida Sports Foundation
Florida Sports Foundation Annual Meeting
Florida Sports Foundation Round Table (4 times p/year) various FL cities
Major League Soccer/SUM
National Collegiate Athletic Association (NCAA) United States Olympic Committee organization
New York Client Visit
Sports Events & Tourism Association (name change from NASC)
Sunshine Sports Council
TEAMS Conference - Northstar Travel Group-Anaheim
Tourism Day Florida Sports Foundation meeting - Tallahassee
United States Olympic Committee Governing Bodies visit - CO
USA Swimming Championships
USA Volleyball Junior Olympics
USATF Outdoor Championships
World Congress of Sports
X Games

Multicultural

Diversity Woman Inclusion Program - Urban League
National Coalition of Black Meeting Planners
Religious Conference Management Association - Emerge
Women of Power Summit

Group Sales

2020 Canadian Meetings & Events Expo & Sales Mission

2020 Finance Insurance Corporate Planners Annual Conference
American Society of Association Executives - Annual Meeting & Tradeshow (partner co-op)
American Society of Association Executives
American Society of Association Executives - Great Ideas Conference
American Society of Association Executives - Strategic Partnership
American Society of Association Executives - Partner Conference
Association Forum
Association of Meeting Professionals
Carolina Chapter Meeting Planner International Annual Meeting (partner co-op)
Chicago Sales Mission (partner co-op)
Conference Direct
Conference Direct Partner Program - Annual Partnership Meeting
Connect - Association
Connect - Corporate
Connect - Faith
Connect - Florida
Connect - Georgia
Connect - Medical Technology
Connect - Marketplace (EXPO)
Connect - Partnership
Convention Sales Professionals
Convention Sales Professionals International (CSPI) Annual Conference
Cruise Line International Association Diamond Partnership
CVB Reps Summer Event
CVB Reps Holiday Event
CVENT - CONNECT annual conference & show (partner co-op)
Cvent Online Marketing
District of Columbia CVB Reps
District of Columbia GFLCVB Quarterly Special Event (partner co-op)
District of Columbia GFLCVB Quarterly Special Event (partner co-op)
District of Columbia GFLCVB Quarterly Special Event (partner co-op)
District of Columbia GFLCVB Quarterly Special Event (partner co-op)
Destination Celebration Tradeshow & Sales Mission (partner co-op) Ohio (hotel's)
Destination Celebration Tradeshow & Sales Mission (partner co-op) Indiana
Destination Celebration Tradeshow & Sales Mission (partner co-op) Kansas City
Destination Celebration Tradeshow & Sales Mission (partner co-op) Minneapolis
Destination Management Association International (DMAI) - Foundation Dinner & Destination Showcase Washington (partner co-op)
Destination Preview Dinner & Sales Mission (partner co-op) Kansas City
Destination International Annual Event
Experience Design Project (XDP) & Sales Mission (American Society of Association Executives Springtime) (partner co-op)
Experient E4
Experient Envision
Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow
FALL District of Columbia Sales Mission & Client Event, Gold Cup Event & Appts (partner co-op)

Florida Society of Association Executives
Florida Society of Association Executives - Education Day
Florida Society of Association Executives (FSAE) - Annual Conference
Global Meetings & Incentive Travel Exchange (partner co-op)
HELMS BRISCOE Partner Fair
HelmsBriscoe Marketing Partnership
Holiday Showcase - Chicago, IL (partner co-op)
IMEX America (partner co-op)
Institute of Electrical Electronics Engineers Convene
Iowa Sales Mission
Leading Authorities
Maritz Preferred
Meeting Planners International
Meeting Planners International Partnership/ Marketing/ Advertising
Meeting Professionals International - Derby Days- Potomac Chapter
Meeting Professionals International - New Jersey Chapter sponsorship
Meeting Professionals International - South Florida Annual Event
Meeting Professionals International - Southeast Education Conference - State of Florida
Meeting Professionals International - Thought Leaders' Summit
Meeting Professionals International - World Education Conference (WEC) (partner co-op)
Meetings Mean Business
Meetings Today Live
Midwest Lunch and Learn
Midwest Lunch and Learn
Midwest Lunch and Learn
Midwest Lunch and Learn
Midwest Lunch and Learn
Midwest Sale Calls / Client Event - ST LOUIS
Minneapolis SITE Holiday Event
Midwest Destination Reps
Northeast CVB Reps Events/ Fall Event
Northeast CVB Reps Events/ Spring Event
Northeast New York Area Special Event (partner co-op)
Northeast Quarterly Lunch & Learns (partner co-op)
Northeast Quarterly Special Event (partner co-op)
New York Society of Association Executives
New York Society of Association Executives
New York Society of Association Executives - Meet New York Day
Northeast Convention Visitors Bureau Representatives
NorthSTAR Destination Southeast
NORTHSTAR Independent Planner Expo (IPEC)
PCMA Heartland Awards Banquet
PCMA NYC Event sponsor
Professional Convention Management Association
Professional Convention Management Association - Annual Meeting
Professional Convention Management Association - Education Conference
Professional Convention Management Association - Education Foundation
Partnership Summit

Professional Convention Management Association - Partner Conference
Professional Convention Management Association - Philadelphia Event Sponsor
Professional Convention Meeting Planners Association Premier Sponsorship
Society of Government Meeting Planners - National Education Conference 2020
Society of Government Meeting Professionals
Society of Incentive Travel Excellence
Society of Incentive Travel Excellence (SITE)- Southeast
Society of Independent Show Organizers - CEO Summit
Tallahassee Holiday Event (partner co-op)
VISIT FLORIDA's Florida Encounter
Booth Display Materials and miscellaneous

Tourism Sales

AAA Vacations Northeast, Boston
American Society of Travel Advisors (ASTA)
ASTA Spring Affair, Fort Lauderdale
Atlanta Travel & Adventure Show & Sales Calls
Brand USA
Computerized Corporate Rate Association (CCRA)
Cruise 3Sixty, Hollywood, FL
Cruise One / Dream Vacations Annual Conference Event, Fort Lauderdale
Cruise World, Miami
DC Travel & Adventure Show & Sales Calls
Delta Vacations University
Global Travel Marketplace, Hollywood, FL
International Pow Wow (IPW), Las Vegas
LA Travel & Adventure Show
Las Vegas Travel Agent Forum
Oasis Travel Network Annual Conference Event, Dania Beach, FL
Seatrade, Miami
Signature
Signature Travel Network Annual Conference, Las Vegas
Tampa Travel & Adventure Show & Sales Calls

LGBT+

Carnival Week, Provincetown
G360 Network
Global LGBT+ Think Tank
Greater Fort Lauderdale LGBT Chamber of Commerce
International Gay & Lesbian Travel Association, Atlanta
JFOY
Lesbian Provincetown Events
LGBT Meeting Planners Association
LGBT Tourism Forum, Sao Paulo, Brazil
LGBT Week/Google NYC
National Diversity & Leadership Conference, Houston
National LGBT Chamber of Commerce (NGLCC) Annual Sponsorship
National LGBT Chamber of Commerce (NGLCC) D.C. Event

New York Times Travel Show, NYC

Administration and research

Travel and Tourism Research Association
Destinations International
US Travel Association

Organization budget

GFLCVB	FY21 PLANNING	Admin/Finance (20801000)	CVB EXEC (20801055)	LGBT (20801050)	Sports (20801025)	Convention Group Sales (20801040)	Marketing-PR (20801015)	SCS (20801065)	Underground (20801010)	Multicultural (20801035)	Tourism Sales (20801045)	\$ DIFF B/W FY21 & FY20
510020 - Sal-Other Executive	\$ 329,750.00	\$ -	\$ 173,830.00	\$ -	\$ -	\$ 155,920.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145,460.00
510030 - Sal-Regular Salary and Wages	\$ 3,006,390.00	\$ 395,630.00	\$ 57,240.00	\$ 126,630.00	\$ 289,310.00	\$ 1,024,080.00	\$ 522,880.00	\$ -	\$ -	\$ 210,000.00	\$ 380,620.00	\$ (1,137,470.00)
510070 - Sal-Adjustment	\$ 117,810.00	\$ 13,970.00	\$ 8,160.00	\$ 4,470.00	\$ 10,220.00	\$ 41,670.00	\$ 18,460.00	\$ -	\$ -	\$ 7,420.00	\$ 13,440.00	\$ (89,600.00)
510510 - Frn-Medicare	\$ 272,370.00	\$ 32,920.00	\$ 16,150.00	\$ 10,490.00	\$ 24,080.00	\$ 96,160.00	\$ 43,560.00	\$ -	\$ -	\$ 17,530.00	\$ 31,480.00	\$ (53,010.00)
510520 - Frn-Retirement Contributions	\$ 441,720.00	\$ 49,480.00	\$ 58,050.00	\$ 13,710.00	\$ 31,480.00	\$ 157,820.00	\$ 56,950.00	\$ -	\$ -	\$ 32,930.00	\$ 41,300.00	\$ 7,710.00
510540 - Frn-Group Insurance	\$ 548,170.00	\$ 66,850.00	\$ 26,740.00	\$ 13,370.00	\$ 53,480.00	\$ 187,180.00	\$ 106,960.00	\$ -	\$ -	\$ 40,110.00	\$ 53,480.00	\$ (71,400.00)
510550 - Frn-Basic Life Insurance	\$ 2,700.00	\$ 330.00	\$ 130.00	\$ 70.00	\$ 260.00	\$ 920.00	\$ 530.00	\$ -	\$ -	\$ 200.00	\$ 260.00	\$ (1,390.00)
510570 - Frn-Workers Compensation	\$ 4,410.00	\$ 4,410.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 510.00
510580 - Frn-Unemployment Compensation	\$ 39,340.00	\$ 39,340.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (880.00)
510600 - Frn-Auto Allowance	\$ 5,400.00	\$ -	\$ 5,400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Personnel Services	\$ 4,768,060.00	\$ 602,930.00	\$ 345,700.00	\$ 168,740.00	\$ 408,830.00	\$ 1,663,750.00	\$ 749,340.00	\$ -	\$ -	\$ 308,190.00	\$ 520,580.00	\$ (1,200,070.00)
												\$ -
511010 - Fleet Svcs-Motor Pool Chrgbk	\$ 5,890.00	\$ 5,890.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (150.00)
511040 - Cty Svcs-Print Shop	\$ 15,000.00	\$ 15,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (10,000.00)
511060 - Cty Svcs-Cty Attorney Chrgbk	\$ 159,800.00	\$ 159,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
512100 - Prof Svcs-Cnslt Rsrch-Studies	\$ 198,000.00	\$ 100,000.00	\$ -	\$ -	\$ -	\$ 98,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (5,000.00)
512190 - Prof Svc-Management Fees	\$ 77,500.00	\$ 77,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (122,500.00)
512510 - Prof Svcs-Auditing Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (14,340.00)
512730 - Prof Svcs-Software Supp-Maint	\$ 17,000.00	\$ 17,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
512770 - Prof Svcs-Temp Personnel	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (4,000.00)
512PRO - Professional Services - Budget	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
519TRV - Travel	\$ 340,800.00	\$ 40,000.00	\$ -	\$ 42,000.00	\$ 38,600.00	\$ 172,750.00	\$ 5,000.00	\$ -	\$ -	\$ 21,500.00	\$ 20,950.00	\$ (524,650.00)
520010 - Comm Svcs-Landline Svcs	\$ 5,100.00	\$ 5,100.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00
520080 - Comm Svcs-Wireless-Cellular	\$ 27,300.00	\$ 27,300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,760.00
522010 - Frt-Postage Cost	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (7,000.00)
526010 - Rntl-Lsg- Rental Office-Bldgs	\$ 574,230.00	\$ 574,230.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 60.00
530701 - Oth Ins-Self Insurance	\$ 4,630.00	\$ 4,630.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,050.00
530702 - Purch Ins-Allocation	\$ 570.00	\$ 570.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 20.00
540050 - RM-Equipment Maint	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,000.00)
545010 - Printing Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (1,000.00)
546010 - Prmtl Act-Advertising	\$ 4,928,792.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$4,928,792.00	\$ -	\$ -	\$ -	\$ -	\$ (3,930,408.00)
546020 - Prmtl Act-Demonstration Suppl	\$ 335,000.00	\$ -	\$ -	\$ -	\$ -	\$ 85,000.00	\$ 250,000.00	\$ -	\$ -	\$ -	\$ -	\$ (540,000.00)
546030 - Prmtl Act-Promotnl Activities	\$ 6,702,045.00	\$ -	\$ 4,800,370.00	\$ 353,500.00	\$ 64,850.00	\$ 839,425.00	\$ 20,000.00	\$ -	\$ -	\$ 365,000.00	\$ 258,900.00	\$ 1,743,435.00
546050 - Prmtl Act-Marketing	\$ 2,515,990.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$2,515,990.00	\$ -	\$ -	\$ -	\$ -	\$ 70,530.00
546060 - Prmtl Act-Public Relations	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (650,000.00)
546070 - Prmtl Act-Entertainment	\$ 479,105.00	\$ -	\$ -	\$ -	\$ 40,000.00	\$ 410,705.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 25,900.00	\$ (410,395.00)
547160 - Chrg-Miscellaneous Expense	\$ 50,000.00	\$ 50,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 30,000.00
547220 - Chrg-Transportation Costs	\$ 140,000.00	\$ 140,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (60,000.00)
552020 - Cost Allocation Chargeback	\$ 639,360.00	\$ 639,360.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 85,710.00
552310 - Office Supplies	\$ 29,000.00	\$ 29,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
552320 - Office Equip-Furnit LT \$1,000	\$ 4,000.00	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -

GFLCVB	FY21 PLANNING	Admin/Finance (20801000)	CVB EXEC (20801055)	LGBT (20801050)	Sports (20801025)	Convention Group Sales (20801040)	Marketing-PR (20801015)	SCS (20801065)	Underground (20801010)	Multicultural (20801035)	Tourism Sales (20801045)	\$ DIFF B/W FY21 & FY20
556110 - Professional Dues-Memberships	\$ 303,050.00	\$ 154,000.00	\$ -	\$ 5,000.00	\$ 6,000.00	\$ 15,450.00	\$ 7,000.00	\$ -	\$ -	\$ -	\$ 115,600.00	\$ 193,180.00
556120 - Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (2,550.00)
560380 - Computer System Upgrade	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
580210 - Aid to Priv Organizations	\$ 2,027,678.00	\$ -	\$ -	\$ 50,000.00	\$1,101,350.00	\$ 801,328.00	\$ -	\$ -	\$ -	\$ 75,000.00	\$ -	
Operating Expenses	\$ 19,582,840.00	\$ 2,046,380.00	\$ 4,800,370.00	\$ 450,500.00	\$ 1,250,800.00	\$ 2,422,658.00	\$ 7,726,782.00	\$ -	\$ -	\$ 464,000.00	\$ 421,350.00	\$ 1,701,150.00
												\$ -
597430 - Reserve-Revenue Stabilization	\$ 4,800,360.00	\$ 4,800,360.00	\$ -	\$ -								\$ (3,099,640.00)
Other Budgetary Reserves	\$ 4,800,360.00	\$ 4,800,360.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (3,099,640.00)
910060 - TO 10060 Broward Cultural Affa	\$ 600,000.00	\$ 600,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Transfers Out	\$ 600,000.00	\$ 600,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
												\$ -
Grand Total	\$ 29,751,260.00	\$ 8,049,670.00	\$ 5,146,070.00	\$ 619,240.00	\$ 1,659,630.00	\$ 4,086,408.00	\$ 8,476,122.00	\$ -	\$ -	\$ 772,190.00	\$ 941,930.00	\$ (6,724,680.00)
												-
Positions	41	5	2	1	4	14	8	-	-	3	4	(12)

Administration and research operating expenses

Administration and research	512100 - Prof Svcs-Cnslt Rsrch-Studies	512190 - Prof Svc-Management Fees	512730 - Prof Svcs-Software Supp-Maint	519TRV	547160 - Chrg-Miscellaneous Expense	556110 - Professional Dues-Memberships	Agency expenses	Totals
Tradeshows, sponsorships, and partnerships								
Travel and Tourism Research Association						\$ 4,000.00		\$ 4,000.00
Destinations International						\$ 60,000.00		\$ 60,000.00
US Travel Association						\$ 90,000.00		\$ 90,000.00
Tradeshows, sponsorships, and partnerships Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 154,000.00	\$ -	\$ 154,000.00
Research and data								
Visitor profile, ROI, STR, and other research	\$ 150,000.00							\$ 150,000.00
Research and data Total	\$ 150,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 150,000.00
Administrative								
Software (Adobe, Dropbox, GotoMeeting)			\$ 17,000.00					\$ 17,000.00
Computers and office equipment					\$ 50,000.00			\$ 50,000.00
Advertising vacant positions								\$ -
Meetings				\$ 40,000.00				\$ 40,000.00
Strategic Consultant		\$ 77,500.00						\$ 77,500.00
511010 - Fleet Svcs-Motor Pool Chrgbk							\$ 5,890.00	\$ 5,890.00
511040 - Cty Svcs-Print Shop							\$ 15,000.00	\$ 15,000.00
511060 - Cty Svcs-Cty Attorney Chrgbk							\$ 159,800.00	\$ 159,800.00
512510 - Prof Svcs-Auditing Services							\$ -	\$ -
512770 - Prof Svcs-Temp Personnel							\$ -	\$ -
520010 - Comm Svcs-Landline Svcs							\$ 5,100.00	\$ 5,100.00
520080 - Comm Svcs-Wireless-Cellular							\$ 27,300.00	\$ 27,300.00
522010 - Frt-Postage Cost							\$ 3,000.00	\$ 3,000.00
526010 - Rntl-Lsg- Rental Office-Bldgs							\$ 574,230.00	\$ 574,230.00
530701 - Oth Ins-Self Insurance							\$ 4,630.00	\$ 4,630.00
530702 - Purch Ins-Allocation							\$ 570.00	\$ 570.00
540050 - RM-Equipment Maint							\$ -	\$ -
545010 - Printing Services							\$ -	\$ -
547220 - Chrg-Transportation Costs							\$ 140,000.00	\$ 140,000.00
552020 - Cost Allocation Chargeback							\$ 639,360.00	\$ 639,360.00
552310 - Office Supplies							\$ 29,000.00	\$ 29,000.00
552320 - Office Equip-Furnit LT \$1,000							\$ 4,000.00	\$ 4,000.00
556120 - Subscriptions							\$ -	\$ -
Administrative Total	\$ -	\$ 77,500.00	\$ 17,000.00	\$ 40,000.00	\$ 50,000.00	\$ -	\$ 1,607,880.00	\$ 1,792,380.00
Grand Total	\$ 150,000.00	\$ 77,500.00	\$ 17,000.00	\$ 40,000.00	\$ 50,000.00	\$ 154,000.00	\$ 1,607,880.00	\$ 2,096,380.00

Executive operating expenses

Executive	546030 - Prmtl Act- Promotnl Activities	580210 - Aid to Priv Organizations	Totals
Contingency funds			
Contingency funds - "one-time use" funds	\$ 4,800,370.00		\$ 4,800,370.00
Contingency funds Total	\$ 4,800,370.00	\$ -	\$ 4,800,370.00
Place of Interest Sponsorship			
Place of Interest Sponsorships FY21 (B.C. Admin. Code 13.32 /d)		\$ -	\$ -
Place of interest sponsorship program Total	\$ -	\$ -	\$ -
Grand Total	\$ 4,800,370.00	\$ -	\$ 4,800,370.00

LGBT+ operating expenses

LGBT+	Month	519TRV	546030 - Prmtl Act-Promotnl Activities	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals	
Tradeshows, sponsorships, and partnerships							
Carnival Week, Provincetown	Aug	*	*	*		*	
G360 Network	Aug	*	*	*		*	
Global LGBT+ Think Tank	Sep	*	*	*		*	
Greater Fort Lauderdale LGBT Chamber of Commerce		*	*	*		*	
International Gay & Lesbian Travel Association, Atlanta	Apr	*	*	*		*	
JFOY	Apr	*	*	*		*	
Lesbian Provincetown Events	Mar-Sep	*	*	*		*	
LGBT Meeting Planners Association	Jan	*	*	*		*	
LGBT Tourism Forum, Sao Paulo, Brazil	Jun	*	*	*		*	
LGBT Week/Google NYC	May	*	*	*		*	
National Diversity & Leadership Conference, Houston	Apr	*	*	*		*	
National LGBT Chamber of Commerce (NGLCC) Annual Sponsorship	Aug	*	*	*		*	
National LGBT Chamber of Commerce (NGLCC) D.C. Event	Nov	*	*	*		*	
New York Times Travel Show, NYC	Jan	*	*	*		*	
New opportunities		*	*	*		*	
*The projected expenses are included within, and will not exceed, the Trade shows, sponsorships, and partnerships Total budget in this section.							
Tradeshows, sponsorships, and partnerships Total			\$ 39,500.00	\$ 147,500.00	\$ 10,000.00	\$ -	\$ 197,000.00
Marketing and sales missions							
Los Angeles Mission	May	\$ 3,000.00				\$ 3,000.00	
San Francisco Mission	Apr	\$ 3,000.00				\$ 3,000.00	
Marketing and sales missions Total			\$ 6,000.00	\$ -	\$ -	\$ -	\$ 6,000.00
Advertising and promotional							
Gay Families (conference/event support)			\$ 7,500.00			\$ 7,500.00	
Transgender (conference/event support)			\$ 10,000.00			\$ 10,000.00	
Advertising and promotional Total			\$ -	\$ 17,500.00	\$ -	\$ -	\$ 17,500.00
Group / Tourism Sponsorships (local-event incentives)							
Convention/Group Business					\$ 25,000.00	\$ 25,000.00	
Fort Lauderdale Halloween	Oct				\$ 50,000.00	\$ 50,000.00	
National LGBT Chamber of Commerce (NGLCC) Conference, FLL	Aug				\$ 155,000.00	\$ 155,000.00	
Group / Tourism Sponsorships (local-event incentives) Total			\$ -	\$ -	\$ -	\$ 230,000.00	\$ 230,000.00
Grand Total			\$ 45,500.00	\$ 165,000.00	\$ 10,000.00	\$ 230,000.00	\$ 450,500.00

Tourism Sales operating expenses

Tourism Sales	Month	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	Totals
Trade show, convention, and association fees						
AAA Vacations Northeast, Boston	MAR	*	*	*	*	*
American Society of Travel Advisors (ASTA)		*	*	*	*	*
ASTA Spring Affair, Fort Lauderdale	APR	*	*	*	*	*
Atlanta Travel & Adventure Show & Sales Calls	JAN	*	*	*	*	*
Brand USA		*	*	*	*	*
Computerized Corporate Rate Association (CCRA)		*	*	*	*	*
Cruise 3Sixty, Hollywood, FL	JUL	*	*	*	*	*
Cruise One / Dream Vacations Annual Conference Event, Fort Lauderdale	NOV	*	*	*	*	*
Cruise World, Miami	NOV	*	*	*	*	*
DC Travel & Adventure Show & Sales Calls	MAR	*	*	*	*	*
Delta Vacations University	SEP	*	*	*	*	*
Global Travel Marketplace, Hollywood, FL	JUL	*	*	*	*	*
International Pow Wow (IPW), Las Vegas	APR	*	*	*	*	*
LA Travel & Adventure Show	FEB	*	*	*	*	*
Las Vegas Travel Agent Forum	APR	*	*	*	*	*
Oasis Travel Network Annual Conference Event, Dania Beach, FL	NOV	*	*	*	*	*
Seatrade, Miami	APR	*	*	*	*	*
Signature		*	*	*	*	*
Signature Travel Network Annual Conference, Las Vegas	OCT	*	*	*	*	*
Tampa Travel & Adventure Show & Sales Calls	MAR	*	*	*	*	*
*The projected expenses are included within, and will not exceed, the Trade shows, sponsorships, and partnerships Total budget in this section.						
Trade show, convention, and association fees Total		\$ 17,500.00	\$ 137,050.00	\$ 400.00	\$ 110,600.00	\$ 265,550.00
Destination previews						
Destination previews (travel trade)				\$ 5,000.00		\$ 5,000.00
Destination previews Total		\$ -	\$ -	\$ 5,000.00	\$ -	\$ 5,000.00
Marketing and sales missions						
Canada Sales Mission	SEP	\$ 3,500.00	\$ 10,000.00			\$ 13,500.00
Carolinas Sales Mission	APR	\$ 1,800.00		\$ 7,000.00		\$ 8,800.00
JetBlue Salt Lake City Training	JUN	\$ 1,000.00		\$ 1,500.00		\$ 2,500.00
Midwest Sales Mission	DEC	\$ 1,500.00		\$ 7,000.00		\$ 8,500.00
Canada Sales Calls	FEB	\$ 3,500.00	\$ 2,500.00			\$ 6,000.00
NY Activation	JAN	\$ 2,500.00		\$ 10,000.00		\$ 12,500.00
Marketing and sales missions Total		\$ 13,800.00	\$ 12,500.00	\$ 25,500.00	\$ -	\$ 51,800.00
Advertising and promotional						
Travel Agent Academy			\$ 99,000.00			\$ 99,000.00
Advertising and promotional Total		\$ -	\$ 99,000.00	\$ -	\$ -	\$ 99,000.00
Grand Total		\$ 31,300.00	\$ 248,550.00	\$ 30,900.00	\$ 110,600.00	\$ 421,350.00

Marketing Communications operating expenses

Marketing Communications	519TRV	546010 - Prmtl Act-Advertising	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546050 - Prmtl Act-Marketing	556110 - Professional Dues-Memberships	Totals
Marketing and sales missions							
Miscellaneous employee travel expenses for media missions and industry events	\$ 5,000.00						\$ 5,000.00
Marketing and sales missions Total	\$ 5,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00
Advertising Agency Expenses							
Flat Fee Services (production, planning, media buying, etc.)					\$ 1,234,200.00		\$ 1,234,200.00
Initial Branding Services					\$ 281,790.00		\$ 281,790.00
Public Relations Services							\$ -
Reimbursable Expenses for Optional Services					\$ 25,000.00		\$ 25,000.00
Social Media Services							\$ -
Website Design Services							\$ -
Advertising Agency Expenses Total	\$ -	\$ -	\$ -	\$ -	\$ 1,540,990.00	\$ -	\$ 1,540,990.00
Advertising and promotional							
Inventory management, shipping, and call center fulfillment			\$ 100,000.00				\$ 100,000.00
Media buys (through Aqua and directly purchased)		\$ 4,928,792.00					\$ 4,160,312.00
Promotional items for trade shows, in-market groups and special events			\$ 150,000.00				\$ 150,000.00
Website management, including CRM, CMS, SEO, content strategy, and procurement of new vendor agreement					\$ 975,000.00		\$ 975,000.00
Advertising and promotional Total	\$ -	\$ 4,928,792.00	\$ 250,000.00	\$ -	\$ 975,000.00	\$ -	\$ 6,153,792.00
Tradeshows, sponsorships, and partnerships							
Society of American Travel Writers & Public Relations Society of America						\$ 1,000.00	\$ 1,000.00
Visit Florida						\$ 6,000.00	\$ 6,000.00
Tradeshows, sponsorships, and partnerships Total	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,000.00	\$ 7,000.00
Research and data							
Meltwater, Cision, PR Tool				\$ 20,000.00			\$ 20,000.00
Research and data Total	\$ -	\$ -	\$ -	\$ 20,000.00	\$ -	\$ -	\$ 20,000.00
Grand Total	\$ 5,000.00	\$ 4,928,792.00	\$ 250,000.00	\$ 20,000.00	\$ 2,515,990.00	\$ 7,000.00	\$ 7,726,782.00

Convention Group Sales operating expenses

Group Sales	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Trade show, convention, and association fees									
2020 Canadian Meetings & Events Expo & Sales Mission	AUG		*	*	*	*			*
2020 Finance Insurance Corporate Planners Annual Conference	NOV		*	*	*	*			*
American Society of Association Executives - Annual Meeting & Tradeshow (partner co-op)	AUG		*	*	*	*			*
American Society of Association Executives			*	*	*	*			*
American Society of Association Executives - Great Ideas Conference	MAR		*	*	*	*			*
American Society of Association Executives - Strategic Partnership	Annl		*	*	*	*			*
American Society of Association Executives - Partner Conference	NOV		*	*	*	*			*
Association Forum			*	*	*	*			*
Association of Meeting Professionals			*	*	*	*			*
Booth Display Materials and miscellaneous			*	*	*	*			*
Carolina Chapter Meeting Planner International Annual Meeting (partner co-op)	MAY		*	*	*	*			*
Chicago Sales Mission (partner co-op)	JUN		*	*	*	*			*
Conference Direct	Annl		*	*	*	*			*
Conference Direct Partner Program - Annual Partnership Meeting	MAY		*	*	*	*			*
Connect - Association	AUG		*	*	*	*			*
Connect - Corporate	AUG		*	*	*	*			*
Connect - Faith	OCT		*	*	*	*			*
Connect - Florida	NOV		*	*	*	*			*
Connect - Georgia	NOV		*	*	*	*			*
Connect - Medical Technology	OCT		*	*	*	*			*
Connect - Marketplace (EXPO)	AUG		*	*	*	*			*
Connect - Partnership	Annl		*	*	*	*			*
Convention Sales Professionals			*	*	*	*			*
Convention Sales Professionals International (CSPI) Annual Conference	Mar		*	*	*	*			*
Cruise Line International Association Diamond Partnership	Annl		*	*	*	*			*
CVB Reps Summer Event	JUL		*	*	*	*			*
CVB Reps Holiday Event	DEC		*	*	*	*			*
CVENT - CONNECT annual conference & show (partner co-op)	JUL		*	*	*	*			*
Cvent Online Marketing	Annl		*	*	*	*			*
District of Columbia CVB Reps			*	*	*	*			*
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	JAN		*	*	*	*			*
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	APR		*	*	*	*			*
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	JUL		*	*	*	*			*
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	SEP		*	*	*	*			*
Destination Celebration Tradeshow & Sales Mission (partner co-op) Ohio	SEP		*	*	*	*			*
Destination Celebration Tradeshow & Sales Mission (partner co-op) Indiana	SEP		*	*	*	*			*
Destination Celebration Tradeshow & Sales Mission (partner co-op) Kansas City	APR		*	*	*	*			*
Destination Celebration Tradeshow & Sales Mission (partner co-op) Minneapolis	APR		*	*	*	*			*
Destination Management Association International (DMAI) - Foundation Dinner & Destination Showcase Washington (partner co-op)	MAR		*	*	*	*	*		*
Destination Preview Dinner & Sales Mission (partner co-op) Kansas City	SEP		*	*	*	*	*		*

Group Sales	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Destination International Annual Event	JUL		*	*	*	*	*		*
Experience Design Project (XDP) & Sales Mission (American Society of Association Executives Springtime) (partner co-op)	MAY		*	*	*	*	*		*
Experient E4	JUL		*	*	*	*	*		*
Experient Envision	MAR		*	*	*	*	*		*
Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow	DEC		*	*	*	*	*		*
FALL District of Columbia Sales Mission & Client Event, Gold Cup Event & Appts (partner co-op)	OCT		*	*	*	*	*		*
Florida Society of Association Executives			*	*	*	*	*		*
Florida Society of Association Executives - Education Day	OCT		*	*	*	*	*		*
Florida Society of Association Executives (FSAE)- Annual Conference	JUL		*	*	*	*	*		*
Global Meetings & Incentive Travel Exchange (partner co-op)	MAR		*	*	*	*	*		*
HELMS BRISCOE Partner Fair	MAY		*	*	*	*	*		*
HelmsBriscoe Marketing Partnership	Annl		*	*	*	*	*		*
Holiday Showcase - Chicago, IL (partner co-op)	DEC		*	*	*	*	*		*
IMEX America (partner co-op)	NOV		*	*	*	*	*		*
Institute of Electrical Electronics Engineers Convene	JUN		*	*	*	*	*		*
Iowa Sales Mission	MAY		*	*	*	*	*		*
Leading Authorities	Annl		*	*	*	*	*		*
Maritz Preferred	Annl		*	*	*	*	*		*
Meeting Planners International			*	*	*	*	*		*
Meeting Planners International Partnership/Marketing/Advertising	Annl		*	*	*	*	*		*
Meeting Professionals International - Derby Days- Potomac Chapter	APR		*	*	*	*	*		*
Meeting Professionals International - New Jersey Chapter sponsorship	JAN		*	*	*	*	*		*
Meeting Professionals International - South Florida Annual Event	JUN		*	*	*	*	*		*
Meeting Professionals International - Southeast Education Conference - State of Florida	AUG		*	*	*	*	*		*
Meeting Professionals International - Thought Leaders' Summit	NOV		*	*	*	*	*		*
Meeting Professionals International - World Education Conference (WEC) (partner co-op)	NOV		*	*	*	*	*		*
Meetings Mean Business	Annl		*	*	*	*	*		*
Meetings Today Live	NOV		*	*	*	*	*		*
Midwest Lunch and Learn	OCT		*	*	*	*	*		*
Midwest Lunch and Learn	MAR		*	*	*	*	*		*
Midwest Lunch and Learn	MAY		*	*	*	*	*		*
Midwest Lunch and Learn	AUG		*	*	*	*	*		*
Midwest Sale Calls / Client Event - ST LOUIS	JUL		*	*	*	*	*		*
Minneapolis SITE Holiday Event	DEC		*	*	*	*	*		*
Midwest Destination Reps			*	*	*	*	*		*
Northeast CVB Reps Events/ Fall Event	OCT		*	*	*	*	*		*
Northeast CVB Reps Events/ Spring Event	MAY		*	*	*	*	*		*
Northeast New York Area Special Event (partner co-op)	SEP		*	*	*	*	*		*
Northeast Quarterly Lunch & Learns (partner co-op)	JUL		*	*	*	*	*		*
Northeast Quarterly Special Event (partner co-op)	MAR		*	*	*	*	*		*
New York Society of Association Executives	DEC		*	*	*	*	*		*
New York Society of Association Executives			*	*	*	*	*		*

Group Sales	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
New York Society of Association Executives - Meet New York Day	FEB		*	*	*	*	*		*
Northeast Convention Visitors Bureau Representatives			*	*	*	*	*		*
NorthSTAR Destination Southeast	OCT		*	*	*	*	*		*
NORTHSTAR Independent Planner Expo (IPEC)	JAN		*	*	*	*	*		*
PCMA Heartland Awards Banquet	FEB		*	*	*	*	*		*
PCMA NYC Event sponsor	NOV		*	*	*	*	*		*
Professional Convention Management Association			*	*	*	*	*		*
Professional Convention Management Association - Annual Meeting	JAN		*	*	*	*	*		*
Professional Convention Management Association - Education Conference	JUN		*	*	*	*	*		*
Professional Convention Management Association - Education Foundation Partnership Summit	JUN		*	*	*	*	*		*
Professional Convention Management Association - Partner Conference	MAR		*	*	*	*	*		*
Professional Convention Management Association - Philadelphia Event Sponsor	MAY		*	*	*	*	*		*
Professional Convention Meeting Planners Association Premier Sponsorship	Annl		*	*	*	*	*		*
Society of Government Meeting Planners - National Education Conference 2020	MAY		*	*	*	*	*		*
Society of Government Meeting Professionals			*	*	*	*	*		*
Society of Incentive Travel Excellence			*	*	*	*	*		*
Society of Incentive Travel Excellence (SITE)- Southeast	JUL		*	*	*	*	*		*
Society of Independent Show Organizers - CEO Summit	MAR		*	*	*	*	*		*
Tallahassee Holiday Event (partner co-op)	JAN		*	*	*	*	*		*
VISIT FLORIDA's Florida Encounter	NOV		*	*	*	*	*		*
*The projected expenses are included within, and will not exceed, the Trade shows, sponsorships, and partnerships Total budget in this section.									
Trade show, convention, and association fees Total		\$ -	\$ 119,250.00	\$ 85,000.00	\$ 828,625.00	\$ 131,205.00	\$ 15,450.00	\$ -	\$ 1,179,530.00
Marketing and sales missions									
Boston Sales Mission	Q2		\$ 1,000.00			\$ 4,000.00			\$ 5,000.00
Chicago local weekly sales calls	ANNL		\$ 2,000.00			\$ 12,000.00			\$ 14,000.00
DC local weekly Sales Calls	ANNL		\$ 10,000.00			\$ 30,000.00			\$ 5,000.00
Local Florida - Site Inspections	ANNL		\$ 15,000.00			\$ 40,000.00			\$ 9,500.00
New Jersey Sales Mission	Q4		\$ 500.00			\$ 4,500.00			\$ 11,500.00
New York sales Mission	Q1		\$ 500.00			\$ 4,500.00			\$ 55,000.00
Northeast Local Weekly sales calls			\$ 1,500.00			\$ 10,000.00			\$ 40,000.00
Philadelphia Sales Mission	Q3		\$ 1,000.00			\$ 4,000.00			\$ 5,000.00
Southeast sales mission - (Elena includes 2 missions (Tallahassee \$500 (oct) / Dallas \$2,500 (mar))	OCT /MAR		\$ 3,000.00			\$ 5,500.00			\$ 8,500.00
Southeast sales mission - (Glibert includes 2 missions GA \$2000 (Mar) / NC \$2000 (May)	MAR / MAY		\$ 3,000.00			\$ 5,500.00			\$ 5,000.00
Texas Sales Mission - Dallas (partner co-op)	SEP		\$ 3,000.00			\$ 5,000.00			\$ 8,000.00
West Coast Sales Mission (partner co-op)	MAR		\$ 2,000.00			\$ 7,500.00			\$ 8,500.00
Marketing and sales missions Total		\$ -	\$ 42,500.00	\$ -	\$ -	\$ 132,500.00	\$ -	\$ -	\$ 175,000.00
Destination previews									
Speciality Destination Preview	TBD					\$ 50,000.00			\$ 50,000.00
Destination Preview	March					\$ 24,000.00			\$ 24,000.00
Destination Preview	May					\$ 25,000.00			\$ 25,000.00
Destination Preview	July					\$ 24,000.00			\$ 24,000.00

Group Sales	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Destination Preview	September					\$ 24,000.00			\$ 24,000.00
Destination previews Total		\$ -	\$ -	\$ -	\$ -	\$ 147,000.00	\$ -	\$ -	\$ 147,000.00
Group / Tourism Sponsorships (local-event incentives)									
A. Phillip Randolph Institute								\$ 7,000.00	\$ 7,000.00
Airline Pilots Association, International - ALPA								\$ 25,000.00	\$ 25,000.00
Airports Council International - North America - ACI-NA								\$ 12,188.00	\$ 12,188.00
Beaumont Group								\$ 400.00	\$ 400.00
Cherwell Software								\$ 5,000.00	\$ 5,000.00
Cruise Lines International Association, Inc. (CLIA)								\$ 25,000.00	\$ 25,000.00
Dolphin Imaging & Management Solutions								\$ 7,500.00	\$ 7,500.00
Eastern Cooperative Oncology Group and the American College of Radiology Imaging Network Cancer Research Group								\$ 2,500.00	\$ 2,500.00
Eppendorf North America								\$ 5,000.00	\$ 5,000.00
Florida Association for Community Action, Inc.								\$ 3,675.00	\$ 3,675.00
Florida Association of Community Health Centers, Inc.								\$ 5,306.00	\$ 5,306.00
GAF Corporation								\$ 30,000.00	\$ 30,000.00
Household & Commercial Products Association								\$ 1,250.00	\$ 1,250.00
Institute of Electrical and Electronics Engineers (IEEE)								\$ 13,240.00	\$ 13,240.00
International Aircraft Dealers Association								\$ 5,264.00	\$ 5,264.00
Israeli American Council								\$ 5,000.00	\$ 5,000.00
Kiddie Academy								\$ 11,960.00	\$ 11,960.00
Landstar System Holdings, Inc.								\$ 10,515.00	\$ 10,515.00
Learning Express, Inc.								\$ 8,180.00	\$ 8,180.00
LPL Financial LLC								\$ 3,808.00	\$ 3,808.00
Majestic Catering New York, LLC								\$ 30,000.00	\$ 30,000.00
Meeting Management Associates, Inc.								\$ 16,317.00	\$ 16,317.00
National Association of Division Order Analysts								\$ 11,600.00	\$ 11,600.00
National Association of Sewer Service Companies								\$ 1,990.00	\$ 1,990.00
National Retail Tenants Association, Inc.								\$ 10,512.00	\$ 10,512.00
National Tax Lien Association								\$ 9,500.00	\$ 9,500.00
Native American Finance Officers Association								\$ 4,722.00	\$ 4,722.00
Resiliency International, LLC								\$ 31,960.00	\$ 31,960.00
Schneider								\$ 1,760.00	\$ 1,760.00
Sickle Cell Disease Foundation								\$ 4,466.00	\$ 4,466.00
Southeastern Electric Exchange, Inc.								\$ 19,180.00	\$ 19,180.00
The Beaumont Group								\$ 1,200.00	\$ 1,200.00
The Society for Clinical Research Site								\$ 10,000.00	\$ 10,000.00
The Society for Clinical Research Site								\$ 10,000.00	\$ 10,000.00
Veeam Software								\$ 25,000.00	\$ 25,000.00
New opportunities								\$ 437,135.00	\$ 437,135.00
Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 813,128.00	\$ 813,128.00
Research and data									
Database Lists & Similar tools		\$ 48,000.00							\$ 15,000.00

Group Sales	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546020 - Prmtl Act-Demonstration Suppl	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Destinations International MINT Reports, and empowerMINT listing		\$ 15,000.00							\$ 35,000.00
Trends Analysis Projection (TAP) Report		\$ 35,000.00							\$ 48,000.00
Research and data Total		\$ 98,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 98,000.00
Education and training									
Remote staff training in Broward			\$ 10,000.00						\$ 10,000.00
Education and training Total		\$ -	\$ 10,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,000.00
Grand Total		\$ 98,000.00	\$ 171,750.00	\$ 85,000.00	\$ 828,625.00	\$ 410,705.00	\$ 15,450.00	\$ 813,128.00	\$ 2,422,658.00

Multicultural Sales operating expenses

Multicultural Sales	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	580210 - Aid to Priv Organizations	Totals
Trade show, convention, and association fees					
Diversity Woman Inclusion Program - Urban League	*	*			*
National Coalition of Black Meeting Planners	*	*			*
Religious Conference Management Association - Emerge	*	*			*
Women of Power Summit	*	*			*
*The projected expenses are included within, and will not exceed, the Trade shows, sponsorships, and partnerships Total budget in this section.					
Trade show, convention, and association fees Total	\$ 9,000.00	\$ 75,000.00	\$ -	\$ -	\$ 84,000.00
Marketing and sales missions					
Site Visits / Unscheduled Travel	\$ 10,000.00				\$ 10,000.00
Washington, D.C. Clients Event	\$ 2,500.00		\$ 2,500.00		\$ 5,000.00
Marketing and sales missions Total	\$ 12,500.00	\$ -	\$ 2,500.00	\$ -	\$ 15,000.00
Advertising and promotional					
Black History Month Promotion/Marketing		\$ 10,000.00			\$ 10,000.00
Destination Sistrunk		\$ 50,000.00			\$ 50,000.00
Jamaican Jerk Festival - New York		\$ 30,000.00			\$ 30,000.00
New opportunities		\$ 200,000.00			\$ 200,000.00
Advertising and promotional Total	\$ -	\$ 290,000.00	\$ -	\$ -	\$ 290,000.00
Group / Tourism Sponsorships (local-event incentives)					
Afro Carib Festival				\$ 20,000.00	\$ 20,000.00
FBC - LEO Conference Support				\$ 5,000.00	\$ 10,000.00
Majestic Retreats - Passover				\$ 40,000.00	\$ 5,000.00
Taste the Island Experience				\$ 10,000.00	\$ 40,000.00
Group / Tourism Sponsorships (local-event incentives) Total	\$ -	\$ -	\$ -	\$ 75,000.00	\$ 75,000.00
Grand Total	\$ 21,500.00	\$ 365,000.00	\$ 2,500.00	\$ 75,000.00	\$ 464,000.00

Sports Sales operating expenses

Sports Sales	Month	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Trade show, convention, and association fees							
AAU Junior Olympics	TBD	*	*		*		*
Amateur Athletic Union		*	*		*		*
Amateur Athletic Union (AAU) Convention	SEP	*	*		*		*
Amateur Athletic Union (AAU) Headquarters Visit-Orlando	JAN	*	*		*		*
Association of Chief Executives for Sport (ACES)		*	*		*		*
Association of Chief Executives for Sport (ACES) Conference - Colorado	APR	*	*		*		*
CONNECT Sports Marketplace	AUG	*	*		*		*
Connect Women In Sports	NOV	*	*		*		*
eSports Summit	TBD	*	*		*		*
Florida Sports Foundation		*	*		*		*
Florida Sports Foundation Annual Meeting	MAY	*	*		*		*
Florida Sports Foundation Round Table (4 times p/year) Various FI cities	TBD	*	*		*		*
Major League Soccer/SUM	TBD	*	*		*		*
National Collegiate Athletic Association (NCAA) United States Olympic Committee organization	TBD	*	*		*		*
New York Client Visit	TBD	*	*		*		*
Sports Events & Tourism Association (name change from NASC)	May	*	*		*		*
Sunshine Sports Council		*	*		*		*
TEAMS Conference-Northstar Travel Group-Anaheim	OCT	*	*		*		*
Tourism Day Florida Sports Foundation meeting-Tallahassee	MAR	*	*		*		*
United States Olympic Committee Governing Bodies visit -CO	TBD	*	*		*		*
USA Swimming Championships	TBD	*	*		*		*
USA Volleyball Junior Olympics	TBD	*	*		*		*
USATF Outdoor Championships	TBD	*	*		*		*
World Congress of Sports	MAR/APR	*	*		*		*
X Games	TBD	*	*		*		*
*The projected expenses are included within, and will not exceed, the Trade shows, sponsorships, and partnerships Total budget in this section.							
Trade show, convention, and association fees Total		\$ 38,600.00	\$ 39,850.00	\$ -	\$ 7,000.00		\$ 85,450.00
Destination previews							
College Football National Championships activation				\$ 15,000.00			\$ 15,000.00
NHL All Star Game				\$ 15,000.00			\$ 15,000.00
On the Road with Broward Sports				\$ 10,000.00			\$ 10,000.00
Destination previews Total		\$ -	\$ -	\$ 40,000.00	\$ -		\$ 40,000.00
Advertising and promotional							
Top 5 Sports Destination Advertising Campaign			\$ 25,000.00				\$ 22,000.00
Advertising and promotional Total		\$ -	\$ 25,000.00	\$ -	\$ -		\$ 22,000.00
Group / Tourism Sponsorships (local-event incentives)							
8th Annual Swim Fort Lauderdale Int Classic Nova	June					\$ 4,500.00	\$ 4,500.00
AAU District Championships Track & Field						\$ 5,000.00	\$ 5,000.00
AAU Diving	May					\$ 5,500.00	\$ 5,500.00
ADIDAS Cup	Dec					\$ 45,000.00	\$ 45,000.00

American College Cricket	NOV					\$ 5,000.00	\$ 5,000.00
Beach Rugby Americas	Jan					\$ 1,500.00	\$ 1,500.00
Bill Bone Spring Classic Race Weekend						\$ 2,500.00	\$ 2,500.00
Bowling Tournament of the Americas	July					\$ 5,000.00	\$ 5,000.00
Broward Table Tennis Robopong Series						\$ 7,500.00	\$ 7,500.00
CAN/AM Hockey						\$ 1,500.00	\$ 1,500.00
Capital One Orange Bowl	Jan					\$ 50,000.00	\$ 50,000.00
Cinco de Mayo - Memorial Sports Medicine Cycling						\$ 2,500.00	\$ 2,500.00
City Bike Triathlon - Las Olas Tri	Mar					\$ 5,000.00	\$ 5,000.00
College Football Playoff National Championship Game	Jan					\$ 25,000.00	\$ 25,000.00
CONCACAF/US Training Certification						\$ 6,000.00	\$ 6,000.00
Cruzin Classic	Dec					\$ 3,000.00	\$ 3,000.00
Dig the Beach						\$ 5,000.00	\$ 5,000.00
Dixie Amateur Golf Championships	Dec					\$ 3,500.00	\$ 3,500.00
FABC Summer Certified Evaluation Camp						\$ 1,000.00	\$ 1,000.00
FHSAA Football Championships	Dec					\$ 25,000.00	\$ 25,000.00
FIN Swimming Championships	May					\$ 7,500.00	\$ 7,500.00
FL Lacrosse Classic	Jan					\$ 5,000.00	\$ 5,000.00
FL Netball Classic	NOV					\$ 3,000.00	\$ 3,000.00
FI Senior Games	Dec					\$ 45,000.00	\$ 45,000.00
FL State Pepsi Bowling						\$ 8,500.00	\$ 8,500.00
Flag Football Gay Bowl						\$ 2,500.00	\$ 2,500.00
FLIRT LGBT Event	Jan					\$ 1,500.00	\$ 1,500.00
Florida Flag Football Tournament	May					\$ 2,500.00	\$ 2,500.00
Fright Invite Gymnastics	Oct					\$ 5,000.00	\$ 5,000.00
Gay Basketball World Championships						\$ 5,000.00	\$ 5,000.00
Gymnastics Touchdown invite	JAN					\$ 4,500.00	\$ 4,500.00
Hall of Fame Classic Baseball						\$ 5,000.00	\$ 5,000.00
Intermiami Soccer Invitational						\$ 10,000.00	\$ 10,000.00
International Water Polo	Feb					\$ 7,500.00	\$ 7,500.00
ISHOF 55th Annual Induction Swimming	May					\$ 2,500.00	\$ 2,500.00
ITF Level 4 Tennis	Apr					\$ 4,000.00	\$ 4,000.00
JCC Maccabi Games	Jul					\$ 25,000.00	\$ 25,000.00
Jimmy Johnson Fishing Tournament	Feb					\$ 20,000.00	\$ 20,000.00
Junior Olympic Swimming CS	Apr					\$ 4,500.00	\$ 4,500.00
Kreul Classic	Dec					\$ 14,000.00	\$ 14,000.00
Kung Fu Tournament and Health Expo	Oct					\$ 2,000.00	\$ 2,000.00
LMS Cricket Broward Open	Mar					\$ 10,000.00	\$ 10,000.00
LMS Cricket World Cup	Nov					\$ 10,000.00	\$ 10,000.00
Lohberg Swim Invite	May					\$ 9,800.00	\$ 9,800.00
Masters Basketball Champs	May					\$ 10,000.00	\$ 10,000.00
Masters Swimming Championships	Mar					\$ 5,000.00	\$ 5,000.00
MLK AAU Basketball Shootout	Dec					\$ 7,500.00	\$ 7,500.00
National Senior Games	Nov					\$ 156,250.00	\$ 156,250.00
National Wrestling Coaches Association Convention	July					\$ 20,000.00	\$ 20,000.00
New Year's Classic Basketball						\$ 1,500.00	\$ 1,500.00

Newbreed Grappling Winter Tournament						\$ 5,000.00	\$ 5,000.00
NFL Combine Prep	Jan					\$ 2,500.00	\$ 2,500.00
NHL All Star Game	Feb					\$ 25,000.00	\$ 25,000.00
Nuway Wrestling	Dec					\$ 25,000.00	\$ 25,000.00
NW Track and Field Classic	June					\$ 20,000.00	\$ 20,000.00
Orange Bowl International Tennis Championships	Dec					\$ 10,000.00	\$ 10,000.00
Orange Classic Soccer	Dec					\$ 2,500.00	\$ 2,500.00
Pro Am Beach Soccer	Jun					\$ 1,500.00	\$ 1,500.00
Pro Footvolley						\$ 5,000.00	\$ 5,000.00
Rainbow Sports League Kickball Tournament	Oct					\$ 2,500.00	\$ 2,500.00
Rising Stars Fall Showcase and Power Pool Tournament	Oct					\$ 15,000.00	\$ 15,000.00
Rising Stars Winter Showcase	JAN					\$ 7,500.00	\$ 7,500.00
Ruggerfest	Feb					\$ 2,500.00	\$ 2,500.00
SE Circuit Rodeo						\$ 30,000.00	\$ 30,000.00
Soccer Coaches Recertification	Jan					\$ 5,000.00	\$ 5,000.00
Spring Classic Hoffball Baseball						\$ 2,500.00	\$ 2,500.00
Sr Swim Champs Coral Springs						\$ 8,200.00	\$ 8,200.00
Stakked Events	Nov					\$ 2,500.00	\$ 2,500.00
Sun and Surf Gymnastics Invite	Feb					\$ 6,100.00	\$ 6,100.00
Sunshine State Games Lacrosse	Apr					\$ 5,000.00	\$ 5,000.00
Sunshine State Games Water Polo	May					\$ 5,000.00	\$ 5,000.00
Synchronized Swimming Championships	April					\$ 5,000.00	\$ 5,000.00
The MIC USA	OCT					\$ 5,000.00	\$ 5,000.00
Ultimate Grand Prix Fitness Competition	Oct					\$ 4,000.00	\$ 4,000.00
US Amateur Boys/Girls State Championships						\$ 5,000.00	\$ 5,000.00
US Jr Judo Open x 2	July					\$ 50,000.00	\$ 50,000.00
US Rugby National Team						\$ 4,000.00	\$ 4,000.00
USA Diving	April					\$ 5,500.00	\$ 5,500.00
USA Junior Beach Volleyball	July					\$ 50,000.00	\$ 50,000.00
USA Powerlifting FL Champs	May					\$ 3,000.00	\$ 3,000.00
USTA Boy 14s National Clay Court Champs Tennis	july					\$ 7,000.00	\$ 7,000.00
USTA Girls 14s National Clay Court Champs Tennis	July					\$ 7,000.00	\$ 7,000.00
USTA National Men Women Open Clay Court Champs	May					\$ 4,000.00	\$ 4,000.00
Wendy Wyland Memorial Diving Invitational	Apr					\$ 1,500.00	\$ 1,500.00
Weston Cup Soccer Tournament	Feb					\$ 15,000.00	\$ 15,000.00
WTFDA Rollerderby Series						\$ 2,500.00	\$ 2,500.00
YMCA Diving Championships	Apr					\$ 6,000.00	\$ 6,000.00
Youth National Championship	Dec					\$ 40,000.00	\$ 40,000.00
New opportunities						\$ 75,000.00	\$ 75,000.00
Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ -		\$ 1,101,350.00
Grand Total		\$ 38,600.00	\$ 64,850.00	\$ 40,000.00	\$ 7,000.00		\$ 1,248,800.00