



FY2022 Budget Book (October 1, 2021 – September 30, 2022)

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Group and Tourism Sponsorships

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

Events	
Entercom Live Events - Riptide/Chili	\$ 400,000.00
Tortuga 2021	\$ 125,000.00
Tortuga 2022	\$ 125,000.00
SeaGlass	\$ 45,000.00
Air Show	\$ 75,000.00
GFL Science Festival	\$ 75,000.00
Winterfest	\$ 75,000.00
New Tourism Sponsorship Events	\$ 70,000.00
Group sales	
Alpha Epsilon Pi Fraternity	\$ 7,160.00
American Association of Exporters and Importers	\$ 5,000.00
American College of Osteopathic Emergency Physicians	\$ 7,500.00
American Society of Addiction Medicine	\$ 20,675.00
Clinical and Laboratory Standards Institute	\$ 4,325.00
Cruise Line International Cruise360	\$ 40,000.00
ECOG-ACRIN Cancer Research Group	\$ 2,500.00
Florida Apartment Association	\$ 15,752.00
Florida Association of Community Health Centers, Inc.	\$ 5,306.00
Florida State Convention Alcoholics Anonymous	\$ 13,000.00
Foundation for Sickle Cell Disease Research	\$ 3,000.00
GAF Corporation	\$ 30,000.00
Household & Commercial Products Association	\$ 5,000.00
Independent Lubricant Manufacturers Association - ILMA	\$ 1,000.00
Industrial Asset Management Council	\$ 10,290.00
International Window Coverings Expo	\$ 15,000.00
ITA Group	\$ 10,000.00
J.W. Cole Financial	\$ 6,755.00
Landmark Incentive Marketing	\$ 2,500.00
Landmark Incentive Marketing	\$ 3,000.00
LPL Financial LLC	\$ 3,808.00
Manhattan Associates, Inc.	\$ 50,000.00
National Association of Chemical Residue Workshop	\$ 6,700.00
North American Chemical Residue Workshop	\$ 6,605.00
PHoCusWright Conference Northstar	\$ 25,000.00
PPG Industries Inc.	\$ 5,000.00
Public Affairs Council	\$ 5,500.00
Resiliency International, LLC	\$ 31,960.00
The Beaumont Group	\$ 4,800.00
Triumph The Church & Kingdom of God in Christ	\$ 2,920.00
WEX Inc.	\$ 14,028.00
New opportunities	\$ 574,808.00
LGBT+	

ArtsUnited / Art Explosion	\$ 5,000.00
Bears Take Over Lauderdale	\$ 20,000.00
CannonBall Events	\$ 5,000.00
Fetish Weekend	\$ 16,000.00
Flock Fest	\$ 6,500.00
JFOY	\$ 5,000.00
Stonewall Wilton Manors	\$ 7,500.00
New business	\$ 5,000.00
Multicultural sales	
100 Black Men of America Inc	\$ 45,000.00
FBC - LEO Conference Support	\$ 5,000.00
Majestic Retreats - Passover	\$ 40,000.00
Taste The Island Experience	\$ 10,000.00
New opportunities	\$ 125,000.00
Sports	
8th Annual Swim Fort Lauderdale Int Classic Nova	\$ 4,500.00
A1A Marathon & Half Marathon, expo	\$ -
AAU Basektball District State Champs	\$ 2,500.00
AAU Basektball Turkey Tourney	\$ 2,000.00
AAU Basketball Memorial Day Madness	\$ 3,500.00
AAU Basketball Chasing the Chains	\$ 2,500.00
AAU Basketball Jingle Jam	\$ 2,000.00
AAU Diving	\$ 5,500.00
AAU High School Elite Track & Field Championships	\$ 5,000.00
AAU Karate 2022 Nationals	\$ -
AAU Masters National Track & Field Championships	\$ 3,500.00
AAU Regional Track & Field Championships	\$ 5,000.00
AAU Thanksgiving Invitation Track & Field Championships	\$ 1,500.00
American College Cricket	\$ 5,000.00
Balling on the Beach	\$ 25,000.00
Battle 7 v 7	\$ 7,500.00
Battle Youth National Championships	\$ 35,000.00
Bill Bone Spring Classic Race Weekend	\$ 2,500.00
Broward County Sports Hall of Fame	\$ -
Broward Table Tennis Robopong Series	\$ 7,500.00
CAN/AM Hockey	\$ 1,500.00
Canadian Hockey Enterprise Tournament (CHE)	\$ 1,500.00
Capital One Orange Bowl / CFP Semi-Finals	\$ 175,000.00
Cinquo de Mayo - Memorial Sports Medicine Cycling	\$ 2,500.00
City Bike Triathlon - Las Olas Tri	\$ 5,000.00
CONCACAF/US Training Certification	\$ 7,500.00
Cornhole Tournament	\$ 10,000.00
Cruzin Classic	\$ -
FHSAA Football Championships	\$ 420,000.00
FIN Swimming Championships	\$ 9,000.00
FL Lacrosse Classic	\$ 5,000.00
FL Senior Games	\$ 45,000.00

FL State Pepsi Bowling	\$ 10,000.00
Flag Football Gay Bowl	\$ 4,000.00
FLIRT LGBT Event	\$ 2,500.00
Fright Invite Gymnastics	\$ 9,000.00
Gay Basketball World Championships	\$ 5,000.00
Gymnastics Touchdown invite	\$ 7,500.00
Hall of Fame Classic Baseball Series	\$ 7,000.00
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
Jimmy Johnson Fishing Tournament	\$ 25,000.00
Junior Olympic Swimming CS	\$ 4,500.00
Kreul Classic	\$ 14,000.00
Kung Fu Tournament and Health Expo	\$ 2,000.00
Lauderdale Yacht Club Sailing Regatta	\$ 10,000.00
Level 6 Gymnastics	\$ 8,500.00
LMS Cricket Broward Open	\$ 10,000.00
LMS Cricket World Cup	\$ 10,000.00
Lohberg Swim Invite	\$ 7,500.00
Masters Basketball Champs	\$ 10,000.00
Masters Swimming Championships	\$ 5,000.00
National Senior Games	\$ 500,000.00
National Wrestling Coaches Association Convention	\$ -
Newbreed Grappling Winter Tournament	\$ 7,500.00
NPC Southern States Bodybuilding	\$ 5,000.00
Nuway Wrestling	\$ -
NW Track and Field Classic	\$ 15,000.00
Orange Bowl Basketball Classic	\$ 20,000.00
Orange Bowl DIII Basketball Festival	\$ 10,000.00
Orange Bowl International Tennis Championships	\$ 10,000.00
Orange Classic Soccer	\$ 7,500.00
Pickelball Tournament	\$ 5,000.00
Plantation ITF	\$ 5,000.00
Rainbow Sports League Kickball Tournament	\$ 2,500.00
Rising Stars Fall Showcase and Power Pool Tournament	\$ 12,000.00
Rising Stars Winter Showcase	\$ 8,000.00
SAHOF Hockey Tournament	\$ 2,000.00
SE Circuit Rodeo	\$ 25,000.00
Soccer Coaches Recertification	\$ 5,000.00
Sr Swim Champs Coral Springs	\$ 8,200.00
Stacked Events	\$ 2,500.00
Sun and Surf Gymnastics Invite	\$ 10,000.00
Sunshine State Games Lacrosse	\$ 5,000.00
Sunshine State Games Water Polo	\$ 5,000.00
Synchronized Swimming Championships	\$ 5,000.00
TCS Showdown In Coral Springs Hockey Tournament	\$ 3,000.00

TCS Sunshine Cup	\$ 3,000.00
Tim Rand Invite	\$ -
Ultimate Grand Prix Fitness Competition	\$ 4,000.00
US Jr Judo Open x 2	\$ -
USA Diving	\$ 2,500.00
USA Diving	\$ 3,500.00
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
Xcel Regional Gymnastics Champs	\$ -
YMCA Diving Championships	\$ 6,000.00
New sports opportunities	\$ 179,500.00

Trade show, Conventions, 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 FY22 budget for trade show, convention, and association fees is \$2,810,860 and includes the 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.

Executive

Destinations Florida
 Destinations International - association membership
 Destinations International Foundation
 US Travel Association
 Visit Florida

Global Leisure Sales

AAA Auto Club Group
 AAA Northeast Marketplace
 AAA Ohio Show
 American Society of Travel Advisors (ASTA) Annual Conference
 American Society of Travel Advisors (ASTA) Membership
 American Society of Travel Advisors (ASTA) South Florida
 Apple Leisure Group
 Brand USA
 CCRA Travel Commerce Network
 Connect
 Cruise Lines Interational Association (CLIA)
 Cruise Lines Interational Association Cruise 3sixty
 Cruise Planners - Promotional Activities
 CruiseOne opportunities
 CruiseWorld
 Delta Vacations University
 Destinations Florida
 Discover America - Canada
 Discover America - Scandinavia
 Federation of Danish Motorists / Scandinavian Mission
 Florida Governor's Conference
 Florida Huddle
 Global Travel Marketplace (GTM)
 Global Travel Marketplace West (GTM West)
 International Inbound Travel Association
 JetBlue Airlines, American Airlines, Spirit, Air Canada - Promotional Activities
 Las Vegas Travel Agent Forum
 Nat'l Assoc. of Travel Agents & Tour Operators (ANATO) - Bogota, Colombia
 Oasis Travel Network
 Professional Travel Advisors of North America
 Signature Travel Network - Annual Conference
 Signature Travel Network - Promotional Activities

Travel Alliance: Leisure & Cruise Destination Virtual Show
 Travel and Adventure Shows/Unicom - (2X)
 taConnect Virtual Show
 U.S. Travel Association ESTO
 U.S. Travel Association IPW
 Virtuoso LTD - Promotional Activities
 Visit USA Committee- Argentina
 Visit USA Committee - Colombia
 Visit USA Committee - German-Speaking Countries
 Visit USA Committee - UK/Ireland
 World Travel Market Latin America - Sao Paulo, Brazil

Group sales

2021 Finance Insurance Corporate Planners Annual Conference
 2022 Finance Insurance Corporate Planners Winter Symposium
 ASAE & The Center - Annual Meeting & Tradeshow (partner co-op)
 ASAE & The Center - Partner Conference
 ASAE & The Center - Strategic Partnership
 Association Forum Membership
 Association of Meeting Professionals
 Association of Meeting Professionals - Golf Tournament (partner co-op)
 Association of Meeting Professionals - Holiday Event Sponsorship
 Booth Display Materials and miscellaneous
 Carolina Chapter Meeting Planner International Annual Meeting (partner co-op)
 Conference Direct Partner Program - Annual Partner Meeting
 Conference Direct Partnership
 Connect - Faith
 Connect - Georgia
 Connect - Marketplace (EXPO)-Corporate/Association/Sports all combined in this amount
 Connect - Partnership
 Destination Celebration Tradeshow & Sales Mission (partner co-op) Indiana (hotels pay direct to org)
 Destination Celebration Tradeshow & Sales Mission (partner co-op) Kansas City (hotels pay direct to org)
 Destination Celebration Tradeshow & Sales Mission (partner co-op) Minneapolis (hotels pay direct to org)
 Destination Celebration Tradeshow & Sales Mission (partner co-op) Ohio (hotels pay direct to org)
 Destination International (DI) - Foundation Dinner & Destination Showcase Washington (partner co-op)
 Destination Preview Dinner & Sales Mission (partner co-op) Kansas City (hotels pay direct to org)
 Destinations International Annual Event
 District of Columbia CVB Reps - Memberships
 District of Columbia GFLCVB Quarterly Special Event & Spring Mission(partner co-op)
 District of Columbia GFLCVB Quarterly Special Event (partner co-op)

District of Columbia CVB Reps Holiday Event
 District of Columbia CVB Reps Summer Event
 District of Columbia GFLCVB Quarterly Special Event (partner co-op)
 Events Industry Council Preferred Provider
 Exhibition and Convention Executive Forum - Sponsorship
 Experience Design Project (XDP) & Sales Mission (American Society of Association Executives Springtime) (partner co-op)
 Experient Envision
 Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow / Memberships for all team
 FALL District of Columbia Sales Mission & Client Event, Gold Cup Event & Appts (partner co-op)
 Finance Insurance Corporate Planners - membership
 Florida Society of Association Executives (Annual Membership - Elena)
 Florida Society of Association Executives - Education Day
 Florida Society of Association Executives (FSAE)- Annual Conference
 Greater Fort Lauderdale Chamber of Commerce
 Georgia Society of Association Executives (GSAE) Annual Membership - Elena
 HELMS BRISCOE Partner Fair (El
 HelmsBriscoe Marketing Partnership
 Holiday Showcase - Chicago , IL (partner co-op)
 IAEE New England Chapter Events
 IAEE Women's Leadership Forum
 IMEX America (partner co-op)
 Leading Authorities - Sponsorship
 Maritz DMO Partner Program
 Meeting Professionals International - Mid Atlantic Expo
 Meeting Professionals International - (memberships max 5)
 Meeting Professionals International - Derby Days- Potomac Chapter (partner co-op)
 Meeting Professionals International - New England Chapter sponsorship
 Meeting Professionals International - South Florida Annual Sponsorship Event
 Meeting Professionals International - Sunshine Education Summit - State of Florida
 Meeting Professionals International - Thought Leaders Summit
 Meeting Professionals International - World Education Conference (WEC) (partner co-op)
 Meeting Professionals International - Partnership/ Marketing/ Advertising
 US Travel Association - Meetings Mean Business Coalition Membership
 Meetings Today Live
 Midwest Destination Reps (Membership)
 Midwest Lunch and Learn
 Midwest Lunch and Learn
 Midwest Lunch and Learn
 Midwest Lunch and Learn
 Minneapolis SITE Holiday Event
 New York Society of Association Executives - event sponsorship
 New York Society of Association Executives - Meet New York Day
 New York Society of Association Executives (Membership)

Northeast CVB Reps Events/ Fall Event
 Northeast CVB Reps Events/ Spring Event
 Northeast New York Area Special Event (partner co-op)
 Northeast New York Area Special Event (partner co-op)
 Northeast Quarterly Lunch & Learns (partner co-op)
 Northeast Convention Visitors Bureau Representatives (Membership)
 NorthSTAR Destination Southeast Tradeshow
 Professional Convention Management Association - Annual Meeting
 Professional Convention Management Association - CMA Heartland Awards Banquet
 Professional Convention Management Association - Education Conference
 Professional Convention Management Association - Education Foundation Partnership Summit
 Professional Convention Management Association - Heartland Chapter Sponsorship
 Professional Convention Management Association - Philadelphia Event Sponsorship (baseball gam)
 Professional Convention Management Association - Visionary Awards
 Professional Convention Meeting Planners Association Premier Sponsorship
 Reston Herndon Meeting Planner - Summer Camp Sponsorship
 Society of Government Meeting Planners - National Education Conference 2020
 Society of Government Meeting Planners - Winter Expo & Monthly Meeting Sponsorship
 Society of Government Meeting Professionals (Membership)
 Society of Incentive Travel Excellence (SITE) - Minnesota and Chicago Membership
 Society of Incentive Travel Excellence (SITE) - Minnesota and Chicago Sponsorship
 Society of Incentive Travel Excellence (SITE) - Southeast
 Society of Independent Show Organizers - CEO Summit
 Tallahassee Client Event (partner co-op)
 VISIT FLORIDA's Florida Encounter
 Other trade show, convention, and association fees

LGBT+

Carnival Week, Provincetown
 Connect, Las Vegas
 G360 Network
 Greater Fort Lauderdale LGBT Chamber of Commerce
 IGLTA, Milan
 Lesbian Provincetown Events

LGBT Meeting Planners Association
 LGBT Tourism Forum, Sao Paulo, Brazil
 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
 VACAYA Cruises
 WE Trade, Bogota, Colombia
 World Travel & Tourism Council
 New opportunities

Marketing and communications

Destinations Florida Conference Events, Registration and Travel
 Destinations International - Conferences + MarComm Add-Ons
 Gold Coast Concierge Association
 Miscellaneous Travel (Ex: Mileage Reimbursement, Parking, Other Travel Expenses)
 North American Travel Journalists Association - NATJA Membership
 Outdoor Writers Association of America Membership and Travel + Media Marketplace
 Public Relations Society of America - Travel + Tourism Conference 2022 x1 and Group Membership for 4
 Society of American Travel Writers - Membership for 2, Annual Conference for 1 and Media Marketplace
 TravMedia IMM Media Marketplace NYC 2022
 U.S. Travel IPW + Media Marketplace Orlando x2

Multicultural Sales

Diversity Woman Inclusion Program - Urban League
 National Coalition of Black Meeting Planners
 Religious Conference Management Association - Emerge
 Women of Power Summit
 Other trade show, convention, and association fees

Services

Fort Lauderdale Historical Society
 FR&LA, Local chapter of NACE, or similar

Sports and entertainment

Amateur Athletic Union

Amateur Athletic Union (AAU) Convention
 Amateur Athletic Union (AAU) Headquarters Visit-Orlando
 Amateur Athletic Union (AAU) Junior Olympics
 Association of Chief Executives for Sport (ACES)
 Association of Chief Executives for Sport (ACES) Conference - Colorado
 Colorado Springs Client Visit - USOC, NGB's
 CONNECT Diversity Sports Summit
 CONNECT Sports Marketplace
 eSports Summit
 Florida Sports Foundation
 Florida Sports Foundation Annual Meeting
 Florida Sports Foundation Round Table (4 times p/year) Various FL cities
 Indianapolis Client Visit - NCAA, NGB's
 Sports Events & Tourism Association (name change from NASC)
 Sports Express
 Sunshine Sports Council
 Sunshine Sports Council - Innovation Think Tank
 TEAMS Conference-Northstar Travel Group
 Tourism Day Florida Sports Foundation meeting-Tallahassee
 USA Swimming Championships
 USA Volleyball Championships
 USATF Outdoor Championships
 World Congress of Sports
 X Games
 Huddle Up Group/Scout
 Huddle Up Group/Scout Partner Workshop
 Florida Festivals & Events Association
 Florida Festivals & Events Association Annual Convention & Tradeshow
 NHL All-Star Game
 SportAccord
 National Sports Forum
 SXSW
 Tour Connection
 Other trade show, convention, and association fees

Organizational budget

<i>GFLCVB FY22 RECOMMENDED</i>	FY22 Recommended	<i>Administration</i>	<i>Film</i>	<i>Marketing</i>	<i>Sports</i>	<i>CVB Rev Gen</i>	<i>Multicultural</i>	<i>Group Sales</i>	<i>Leisure Sales</i>	<i>LGBT</i>	<i>Services</i>	<i>CVB Exec</i>
Account Description		20801000	20801010	20801015	20801025	20801030	20801035	20801040	20801045	20801050	20801065	20801055
510020 - Sal-Other Executive	-	-	-	-	-	-	-	-	-	-	-	-
510070 - Retirement Payouts/Attrition/Inflation Adjustment	100,460	12,550	-	17,020	7,540	-	5,580	31,280	9,850	3,270	-	13,370
510100 - Sal-Overtime- Straight Time	-	-	-	-	-	-	-	-	-	-	-	-
510110 - Sal-Overtime- Premium Dist	-	-	-	-	-	-	-	-	-	-	-	-
510030 - Sal-Regular Salary and Wages	4,146,220	519,760	-	713,660	316,870	142,260	230,820	1,290,710	414,160	137,600	100,030	280,350
510510 - Frn-Medicare	61,880	7,750	-	10,640	4,720	2,120	3,440	19,240	6,170	2,050	1,490	4,260
510520 - Frn-Retirement Contributions	549,940	64,960	-	79,380	35,240	15,800	30,010	175,480	46,030	15,280	11,120	76,640
510540 - Frn-Group Insurance	637,650	85,020	-	127,530	56,680	14,170	42,510	198,380	56,680	14,170	14,170	28,340
510550 - Frn-Basic Life Insurance	2,980	400	-	600	260	70	200	920	260	70	70	130
510570 - Frn-Workers Compensation	4,990	4,990	-	-	-	-	-	-	-	-	-	-
510580 - Frn-Unemployment Compensation	17,300	4,350	-	-	-	-	-	12,950	-	-	-	-
510600 - Frn-Auto Allowance	5,400	-	-	-	-	-	-	-	-	-	-	5,400
510640 - Frn-Social Security Taxes	257,000	33,120	-	45,480	20,200	8,850	14,720	80,230	26,310	8,760	6,370	12,960
Personnel Services	5,783,820	732,900	-	994,310	441,510	183,270	327,280	1,809,190	559,460	181,200	133,250	421,450
511010 - Fleet Svcs-Motor Pool Chrgbk	5,420	5,420	-	-	-	-	-	-	-	-	-	-
511040 - Cty Svcs-Print Shop	15,000	15,000	-	-	-	-	-	-	-	-	-	-
511060 - Cty Svcs-Cty Attorney Chrgbk	159,800	159,800	-	-	-	-	-	-	-	-	-	-
512100 - Prof Svcs-Cnslt Rsrch-Studies	276,000	150,000	-	36,000	35,000	-	-	55,000	-	-	-	-
512190 - Prof Svc-Management Fees	45,000	-	-	-	-	-	-	-	45,000	-	-	-
512510 - Prof Svcs-Auditing Services	15,820	15,820	-	-	-	-	-	-	-	-	-	-
512730 - Prof Svcs-Software Supp-Maint	17,000	17,000	-	-	-	-	-	-	-	-	-	-
512770 - Prof Svcs-Temp Personnel	-	-	-	-	-	-	-	-	-	-	-	-
519010 - Tvl-Airfare	-	-	-	-	-	-	-	-	-	-	-	-
519020 - Tvl-Car Rentals	-	-	-	-	-	-	-	-	-	-	-	-
519030 - Tvl-Hotels	-	-	-	-	-	-	-	-	-	-	-	-
519040 - Tvl-Mileage	-	-	-	-	-	-	-	-	-	-	-	-
519050 - Tvl-Meals	-	-	-	-	-	-	-	-	-	-	-	-
519060 - Tvl-Oth Allowbl Incidntl Csts	-	-	-	-	-	-	-	-	-	-	-	-
519070 - Tvl-Conference Registration	-	-	-	-	-	-	-	-	-	-	-	-
519080 - Tvl-Educational Course Fee	-	-	-	-	-	-	-	-	-	-	-	-
519210 - Tvl-Local Mileage Reimb	-	-	-	-	-	-	-	-	-	-	-	-
519TRV - Travel Budget	541,050	9,000	-	65,150	66,550	-	21,500	178,750	117,600	55,500	7,000	20,000
520010 - Comm Svcs-Landline Svcs	6,720	6,720	-	-	-	-	-	-	-	-	-	-
520080 - Comm Svcs-Wireless-Cellular	21,090	21,090	-	-	-	-	-	-	-	-	-	-
522010 - Frt-Postage Cost	5,000	5,000	-	-	-	-	-	-	-	-	-	-
526010 - Rntl-Lsg- Rental Office-Bldgs	595,920	595,920	-	-	-	-	-	-	-	-	-	-
526030 - Rntl-Lsg-Copiers	3,000	3,000	-	-	-	-	-	-	-	-	-	-
530701 - Oth Ins-Self Insurance	4,860	4,860	-	-	-	-	-	-	-	-	-	-
530702 - Purch Ins-Allocation	-	-	-	-	-	-	-	-	-	-	-	-
545010 - Printing Services	-	-	-	-	-	-	-	-	-	-	-	-
546010 - Promotional Activity Advertising	8,827,778	2,000	-	8,825,778	-	-	-	-	-	-	-	-
546020 - Prmtl Act-Demonstration Suppl	255,000	-	-	170,000	-	-	-	85,000	-	-	-	-

<i>GFLCVB FY22 RECOMMENDED</i>	FY22 Recommended	<i>Administration</i>	<i>Film</i>	<i>Marketing</i>	<i>Sports</i>	<i>CVB Rev Gen</i>	<i>Multicultural</i>	<i>Group Sales</i>	<i>Leisure Sales</i>	<i>LGBT</i>	<i>Services</i>	<i>CVB Exec</i>
Account Description		20801000	20801010	20801015	20801025	20801030	20801035	20801040	20801045	20801050	20801065	20801055
546030 - Prmtl Act-Promotnl Activities	2,264,075	-	-	-	241,400	-	263,900	1,122,875	442,400	188,500	5,000	
546050 - Prmtl Act-Marketing	2,444,200	-	-	2,444,200	-	-	-	-	-	-	-	-
546060 - Prmtl Act-Public Relations	56,500	-	-	56,500	-	-	-	-	-	-	-	-
546070 - Prmtl Act-Entertainment	460,650	-	-	-	86,750	-	2,500	279,400	47,000	-	45,000	-
547160 - Chrg-Miscellaneous Expense	50,000	50,000	-	-	-	-	-	-	-	-	-	-
547220 - Chrg-Transportation Costs	140,000	140,000	-	-	-	-	-	-	-	-	-	-
547240 - Bank Svcs Chrg	350	350	-	-	-	-	-	-	-	-	-	-
552020 - Cost Allocation	678,300	678,300	-	-	-	-	-	-	-	-	-	-
552310 - Office Supplies	29,000	29,000	-	-	-	-	-	-	-	-	-	-
552320 - Office Equip-Furnit LT \$1,000	25,000	25,000	-	-	-	-	-	-	-	-	-	-
556110 - Professional Dues-Memberships	325,185	4,000	-	3,030	10,200	-	-	11,545	15,410	30,000	2,000	249,000
556120 - Subscriptions	-	-	-	-	-	-	-	-	-	-	-	-
580210 - Aid To Priv Organizations	4,240,092	-	-	-	3,006,200	-	225,000	938,892	-	70,000	-	-
Operating Expenses	21,507,810	1,937,280	-	11,600,658	3,446,100	-	512,900	2,671,462	667,410	344,000	59,000	269,000
597430 - Reserve-Revenue Stabilization	9,600,750	9,600,750	-	-	-	-	-	-	-	-	-	-
Other Budgetary Reserves	9,600,750	9,600,750	-	-	-	-	-	-	-	-	-	-
930205 - Transfer To General Capital Outlay Fund (30205)	-	-	-	-	-	-	-	-	-	-	-	-
910060 - TO 10060 Broward Cultural Affairs (10060)	600,000	600,000	-	-	-	-	-	-	-	-	-	-
911410 - Transfer To Convention Center (11410)	-	-	-	-	-	-	-	-	-	-	-	-
935020 - Transfer To Convention Center Capital (35020)	1,344,960	1,344,960	-	-	-	-	-	-	-	-	-	-
Transfers Out	1,944,960	1,944,960	-	-	-	-	-	-	-	-	-	-
Grand Total	38,837,340	14,215,890	-	12,594,968	3,887,610	183,270	840,180	4,480,652	1,226,870	525,200	192,250	690,450

Administration and Research operating expenses

Administration and Research	512100 - Prof Svcs-Cnslt Rsrch-Studies	512730 - Prof Svcs-Software Supp-Maint	519TRV	522010 - Frt-Postage Cost	546010 - Prmtl Act-Advertising	547160 - Chrg-Miscellaneous Expense	547220 - Chrg-Transportation Costs	552310 - Office Supplies	556110 - Professional Dues-Memberships	Agency expenses	Totals
Tradeshows, sponsorships, and partnerships											
Travel and Tourism Research Association											
Tradeshows, sponsorships, and partnerships Total											\$ 4,000.00
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
Employee development											
Destinations International Annual Conference			\$ 2,000.00								\$ 2,000.00
Smith Travel Research conference			\$ 2,000.00								\$ 2,000.00
Employee development Total	\$ -	\$ -	\$ 4,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,000.00
Administrative											
Advertising vacant positions					\$ 2,000.00						\$ 2,000.00
Computers and office equipment						\$ 25,000.00					\$ 25,000.00
Freight - postage cost				\$ 5,000.00							\$ 5,000.00
Meetings			\$ 5,000.00								\$ 5,000.00
Miscellaneous						\$ 25,000.00					\$ 25,000.00
Office Supplies								\$ 29,000.00			\$ 29,000.00
Software (Adobe, Dropbox, GotoMeeting)		\$ 17,000.00									\$ 17,000.00
511010 - Fleet Svcs-Motor Pool Chrgbk									\$ 5,420.00		\$ 5,420.00
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									\$ 15,820.00		\$ 15,820.00
512770 - Prof Svcs-Temp Personnel									\$ 10,000.00		\$ 10,000.00
520010 - Comm Svcs-Landline Svcs									\$ 6,720.00		\$ 6,720.00
520080 - Comm Svcs-Wireless-Cellular									\$ 21,090.00		\$ 21,090.00
526010 - Rntl-Lsg- Rental Office-Bldgs									\$ 595,920.00		\$ 595,920.00
526030 - Rntl-lsg-Copiers									\$ 3,000.00		\$ 3,000.00
530701 - Oth Ins-Self Insurance									\$ 4,860.00		\$ 4,860.00
530702 - Purch Ins-Allocation									\$ -		\$ -
540050 - RM-Equipment Maint									\$ -		\$ -
545010 - Printing Services									\$ -		\$ -
547220 - Chrg-Transportation Costs							\$ 140,000.00		\$ -		\$ 140,000.00
547240 - Bank Svcs Chrg									\$ 350.00		\$ 350.00
552020 - Cost Allocation Chargeback									\$ 678,300.00		\$ 678,300.00
552320 - Office Equip-Furnit LT \$1,000									\$ 25,000.00		\$ 25,000.00
556120 - Subscriptions									\$ -		\$ -
Administrative Total	\$ -	\$ 17,000.00	\$ 5,000.00	\$ 5,000.00	\$ 2,000.00	\$ 50,000.00	\$ 140,000.00	\$ 29,000.00	\$ -	\$ 1,531,280.00	\$ 1,789,280.00
Grand Total	\$ 150,000.00	\$ 17,000.00	\$ 9,000.00	\$ 5,000.00	\$ 2,000.00	\$ 50,000.00	\$ 140,000.00	\$ 29,000.00	\$ 4,000.00	\$ 1,531,280.00	\$ 1,947,280.00

Executive operating expenses

Executive	519TRV	546070 - Prmtl Act- Entertainment	580210 - Aid to Priv Organizations	556110 - Professional Dues- Memberships	Totals
Tradeshows, sponsorships, and partnerships					
Destinations Florida					
Destinations International - association membership					
Destinations International Foundation					
US Travel Association					
Visit Florida					
Tradeshows, sponsorships, and partnerships Total					\$ 249,000.00
Meetings					
Executive meetings and travel	\$ 20,000.00				\$ 20,000.00
Meetings Total	\$ 20,000.00	\$ -	\$ -	\$ -	\$ 20,000.00
Place of Interest Sponsorship					
Place of Interest Sponsorships (B.C. Admin. Code 13.32 /d)			\$ -		\$ -
Place of Interest Sponsorship program Total	\$ -	\$ -	\$ -	\$ -	\$ -
Grand Total	\$ 20,000.00	\$ -	\$ -	\$ 249,000.00	\$ 269,000.00

Global Leisure Sales operating expenses

Global Leisure Sales	Month	512190 - Prof Svc- Management Fees	519TRV	546030 - Prmtl Act- Promotnl Activities	546070 - Prmtl Act- Entertainment	556110 - Professional Dues-Memberships	Totals
Trade show, convention, and association fees							
AAA Auto Club Group							
AAA Northeast Marketplace	TBD						
AAA Ohio Show							
American Society of Travel Advisors (ASTA) Annual Conference	Aug						
American Society of Travel Advisors (ASTA) Membership							
American Society of Travel Advisors (ASTA) South Florida							
Apple Leisure Group	Oct						
Brand USA							
CCRA Travel Commerce Network							
Connect							
Cruise Lines International Association (CLIA)							
Cruise Lines International Association Cruise 3sixty	Apr						
Cruise Planners - Promotional Activities							
CruiseOne opportunities							
CruiseWorld	Nov						
Delta Vacations University	Sep						
Destinations Florida							
Discover America - Canada							
Discover America - Scandinavia							
Federation of Danish Motorists / Scandinavian Mission							
Florida Governor's Conference							
Florida Huddle							
Global Travel Marketplace (GTM)	Jul						
Global Travel Marketplace West (GTM West)	May						
International Inbound Travel Association							
JetBlue Airlines, American Airlines, Spirit, Air Canada - Promotional Activities							
Las Vegas Travel Agent Forum	Sep						
Nat'l Assoc. of Travel Agents & Tour Operators (ANATO) - Bogota, Colombia							
Oasis Travel Network							
Professional Travel Advisors of North America							
Signature Travel Network - Annual Conference	Nov						
Signature Travel Network - Promotional Activities							
Travel Alliance: Leisure & Cruise Destination Virtual Show							
Travel and Adventure Shows/Unicom - (2X)	TBD						
taConnect Virtual Show							
U.S. Travel Association ESTO							
U.S. Travel Association IPW	Jun						
Virtuoso LTD - Promotional Activities							
Visit USA Committee- Argentina							
Visit USA Committee - Colombia							
Visit USA Committee - German-Speaking Countries							

Global Leisure Sales	Month	512190 - Prof Svc- Management Fees	519TRV	546030 - Prmtl Act- Promotnl Activities	546070 - Prmtl Act- Entertainment	556110 - Professional Dues-Memberships	Totals
Visit USA Committee - UK/Ireland							
World Travel Market Latin America - Sao Paulo, Brazil							
Trade show, convention, and association fees Total							\$ 350,810.00
Destination previews							
Destination previews (travel trade)					\$ 10,000.00		\$ 10,000.00
Destination previews (cruise line companies)					\$ 11,500.00		\$ 11,500.00
Destination previews Total		\$ -	\$ -	\$ -	\$ 21,500.00	\$ -	\$ 21,500.00
Marketing and sales missions							
Canada sales missions			\$ 7,000.00	\$ 12,000.00			\$ 19,000.00
Northeast sales mission			\$ 5,000.00	\$ 10,000.00	\$ 7,000.00		\$ 22,000.00
Southeast sales mission			\$ 3,000.00	\$ 7,500.00	\$ 1,500.00		\$ 12,000.00
Midwest sales mission			\$ 3,500.00	\$ 7,500.00	\$ 7,000.00		\$ 18,000.00
West sales mission			\$ 5,000.00	\$ 7,500.00	\$ 10,000.00		\$ 22,500.00
Lieb Management: International marketing representation (German-Speaking Markets) - trade shows, missions		\$ 45,000.00	\$ 20,000.00	\$ 50,000.00			\$ 115,000.00
Sales Mission - Brazil			\$ 5,000.00	\$ 12,000.00			\$ 17,000.00
Sales Mission - Colombia			\$ 5,000.00	\$ 12,000.00			\$ 17,000.00
Marketing and sales missions Total		\$ 45,000.00	\$ 53,500.00	\$ 118,500.00	\$ 25,500.00	\$ -	\$ 242,500.00
Advertising and promotional							
Hablo				\$ 27,600.00			\$ 27,600.00
Travel Agent Academy				\$ 25,000.00			\$ 25,000.00
Advertising and promotional Total		\$ -	\$ -	\$ 52,600.00	\$ -	\$ -	\$ 52,600.00
Grand Total		\$ 45,000.00	\$ 117,600.00	\$ 442,400.00	\$ 47,000.00	\$ 15,410.00	\$ 667,410.00

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									
2021 Finance Insurance Corporate Planners Annual Conference	Nov								
2022 Finance Insurance Corporate Planners Winter Symposium	Jan								
ASAE & The Center - Annual Meeting & Tradeshow (partner co-op)	Aug								
ASAE & The Center - Partner Conference	Nov								
ASAE & The Center - Strategic Partnership									
Association Forum Membership									
Association of Meeting Professionals									
Association of Meeting Professionals - Golf Tournament (partner co-op)	May								
Association of Meeting Professionals - Holiday Event Sponsorship	Dec								
Booth Display Materials and miscellaneous									
Carolina Chapter Meeting Planner International Annual Meeting (partner co-op)	May								
Conference Direct Partner Program - Annual Partner Meeting	May								
Conference Direct Partnership									
Connect - Faith	Oct								
Connect - Georgia	nov								
Connect - Marketplace (EXPO)-Corporate/Association/Sports all combined in this amount	Aug								
Connect - Partnership									
Destination Celebration Tradeshow & Sales Mission (partner co-op) Indiana (hotels pay direct to org)	Sep								
Destination Celebration Tradeshow & Sales Mission (partner co-op) Kansas City (hotels pay direct to org)	Apr								
Destination Celebration Tradeshow & Sales Mission (partner co-op) Minneapolis (hotels pay direct to org)	Apr								
Destination Celebration Tradeshow & Sales Mission (partner co-op) Ohio (hotels pay direct to org)	Sep								
Destination International (DI) - Foundation Dinner & Destination Showcase Washington (partner co-op)	Mar								
Destination Preview Dinner & Sales Mission (partner co-op) Kansas City (hotels pay direct to org)	Sep								
Destinations International Annual Event	Jul								
District of Columbia CVB Reps - Memberships									
District of Columbia GFLCVB Quarterly Special Event & Spring Mission(partner co-op)	Apr								
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	Jan								
District of Columbia CVB Reps Holiday Event	Dec								
District of Columbia CVB Reps Summer Event	Jul								
District of Columbia GFLCVB Quarterly Special Event (partner co-op)	Sep								
Events Industry Council Preferred Provider	Jan								
Exhibition and Convention Executive Forum - Sponsorship	Nov								
Experience Design Project (XDP) & Sales Mission (American Society of Association Executives Springtime) (partner co-op)	May								
Experient Envision	Mar								
Expo Expo! International Association of Exhibition Executives (IAEE) Annual Tradeshow / Memberships for all team	Dec								
FALL District of Columbia Sales Mission & Client Event, Gold Cup Event & Appts (partner co-op)	Oct								
Finance Insurance Corporate Planners - membership									
Florida Society of Association Executives (Annual Membership - Elena)									
Florida Society of Association Executives - Education Day	Oct								
Florida Society of Association Executives (FSAE)- Annual Conference	Jul								
Greater Fort Lauderdale Chamber of Commerce									

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
Georgia Society of Association Executives (GSAE) Annual Membership - Elena									
HELMS BRISCOE Partner Fair (EI)	Apr								
HelmsBriscoe Marketing Partnership									
Holiday Showcase - Chicago , IL (partner co-op)	Dec								
IAEE New England Chapter Events	Dec								
IAEE Women's Leadership Forum	Apr								
IMEX America (partner co-op)	Nov								
Leading Authorities - Sponsorship									
Maritz DMO Partner Program									
Meeting Professionals International - Mid Atlantic Expo	Mar								
Meeting Professionals International - (memberships max 5)									
Meeting Professionals International - Derby Days- Potomac Chapter (partner co-op)	Apr								
Meeting Professionals International - New England Chapter sponsorship	Mar								
Meeting Professionals International - South Florida Annual Sponsorship Event	Jun								
Meeting Professionals International - Sunshine Education Summitt - State of Florida	Aug								
Meeting Professionals International - Thought Leaders Summit	Nov								
Meeting Professionals International - World Education Conference (WEC) (partner co-op)	Jun								
Meeting Professionals International - Partnership/ Marketing/ Advertising									
US Travel Association - Meetings Mean Business Coalition Membership									
Meetings Today Live	Nov								
Midwest Destination Reps (Membership)									
Midwest Lunch and Learn	Oct								
Midwest Lunch and Learn	Mar								
Midwest Lunch and Learn	May								
Midwest Lunch and Learn	Aug								
Minneapolis SITE Holiday Event	Dec								
New York Society of Association Executives - event sponsorship	Dec								
New York Society of Association Executives - Meet New York Day	Feb								
New York Society of Association Executives (Membership)									
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 New York Area Special Event (partner co-op)	Mar								
Northeast Quarterly Lunch & Learns (partner co-op)	Jul								
Northeast Convention Visitors Bureau Representatives (Membership)									
NorthSTAR Destination Southeast Tradeshow	Aug								
Professional Convention Management Association - Annual Meeting	Jan								
Professional Convention Management Association - CMA Heartland Awards Banquet	Feb								
Professional Convention Management Association - Education Conference	Jun								
Professional Convention Management Association - Education Foundation Partnership Summit	Jun								
Professional Convention Management Association - Heartland Chapter Sponsorship	Jan								
Professional Convention Management Association - Philadelphia Event Sponsorship (baseball gam)	May								
Professional Convention Management Association - Visionary Awards	Jun								

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
Professional Convention Meeting Planners Association Premier Sponsorship									
Reston Herndon Meeting Planner - Summer Camp Sponsorship									
Society of Government Meeting Planners - National Education Conference 2020	May								
Society of Government Meeting Planners - Winter Expo & Monthly Meeting Sponsorship									
Society of Government Meeting Professionals (Membership)									
Society of Incentive Travel Excellence (SITE) - Minnesota and Chicago Membership									
Society of Incentive Travel Excellence (SITE) - Minnesota and Chicago Sponsorship									
Society of Incentive Travel Excellence (SITE) - Southeast	Jul								
Society of Independent Show Organizers - CEO Summit	Apr								
Tallahassee Client Event (partner co-op)	Jan								
VISIT FLORIDA's Florida Encounter	Nov								
Other trade show, convention, and association fees									
Trade show, convention, and association fees Total									\$ 1,419,070.00
Marketing and sales missions									
Boston Sales Mission	Q2		\$ 750.00			\$ 3,500.00			\$ 4,250.00
Chicago local weekly sales calls			\$ 3,000.00			\$ 15,000.00			\$ 18,000.00
Chicago Sales Mission (partner co-op)	Jun		\$ 200.00			\$ 7,500.00			\$ 7,700.00
Connecticut Sales Mission	Q3		\$ 500.00			\$ 2,500.00			\$ 3,000.00
DC local weekly Sales Calls			\$ 8,000.00			\$ 15,000.00			\$ 23,000.00
Georgia Sales Mission (partner co-op)	Feb		\$ 1,500.00			\$ 3,000.00			\$ 4,500.00
Iowa Sales Mission	May		\$ 1,000.00			\$ 1,000.00			\$ 2,000.00
Local Florida - Site Inspections			\$ 15,000.00			\$ 40,000.00			\$ 55,000.00
New Jersey Sales Mission	Q4		\$ 250.00			\$ 3,000.00			\$ 3,250.00
New York sales Mission	Q1		\$ 500.00			\$ 5,000.00			\$ 5,500.00
North Carolina Sales Mission (partner co-op)	May		\$ 1,500.00			\$ 3,000.00			\$ 4,500.00
Northeast Local Weekly sales calls			\$ 2,000.00			\$ 15,000.00			\$ 17,000.00
Philadelphia Sales Mission	Q3		\$ 500.00			\$ 3,000.00			\$ 3,500.00
Sales Mission / Client Event - St Louis	Jul		\$ 1,500.00			\$ 1,000.00			\$ 2,500.00
West Coast Sales Mission (partner co-op)	Mar		\$ 1,800.00			\$ 3,000.00			\$ 4,800.00
Marketing and sales missions Total		\$ -	\$ 38,000.00	\$ -	\$ -	\$ 120,500.00	\$ -	\$ -	\$ 158,500.00
Destination previews									
Destination Preview (NE Market)	Mar		\$ 7,000.00			\$ 8,000.00			\$ 15,000.00
Destination Preview (MW Market)	May		\$ 7,000.00			\$ 20,000.00			\$ 27,000.00
Destination Preview (DC Market)	Jul		\$ 7,000.00			\$ 20,000.00			\$ 27,000.00
Destination Preview (SE Market)	Sep		\$ 6,000.00			\$ 15,000.00			\$ 21,000.00
Destination previews Total		\$ -	\$ 27,000.00	\$ -	\$ -	\$ 63,000.00	\$ -	\$ -	\$ 90,000.00
Group / Tourism Sponsorships (local-event incentives)									
Alpha Epsilon Pi Fraternity	8/7/2022							\$ 7,160.00	\$ 7,160.00
American Association of Exporters and Importers	6/11/2022							\$ 5,000.00	\$ 5,000.00
American College of Osteopathic Emergency Physicians	4/9/2022							\$ 7,500.00	\$ 7,500.00
American Society of Addiction Medicine	3/31/2022							\$ 20,675.00	\$ 20,675.00
Clinical and Laboratory Standards Institute	1/19/2022							\$ 4,325.00	\$ 4,325.00
Cruise Line International Cruise360	3/30/2022							\$ 40,000.00	\$ 40,000.00

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
ECOG-ACRIN Cancer Research Group	10/19/2021							\$ 2,500.00	\$ 2,500.00
Florida Apartment Association	9/1/2022							\$ 15,752.00	\$ 15,752.00
Florida Association of Community Health Centers, Inc.	7/15/2022							\$ 5,306.00	\$ 5,306.00
Florida State Convention Alcoholics Anonymous	7/31/2022							\$ 13,000.00	\$ 13,000.00
Foundation for Sickle Cell Disease Research	6/9/2022							\$ 3,000.00	\$ 3,000.00
GAF Corporation	10/16/2021							\$ 30,000.00	\$ 30,000.00
Household & Commercial Products Association	12/2/2021							\$ 5,000.00	\$ 5,000.00
Independent Lubricant Manufacturerers Association - ILMA	4/3/2022							\$ 1,000.00	\$ 1,000.00
Industrial Asset Management Council	4/30/2022							\$ 10,290.00	\$ 10,290.00
International Window Coverings Expo	4/5/2022							\$ 15,000.00	\$ 15,000.00
ITA Group	5/8/2022							\$ 10,000.00	\$ 10,000.00
J.W. Cole Financial	11/3/2021							\$ 6,755.00	\$ 6,755.00
Landmark Incentive Marketing	1/9/2022							\$ 2,500.00	\$ 2,500.00
Landmark Incentive Marketing	10/7/2021							\$ 3,000.00	\$ 3,000.00
LPL Financial LLC	2/12/2022							\$ 3,808.00	\$ 3,808.00
Manhattan Associates, Inc.	5/22/2022							\$ 50,000.00	\$ 50,000.00
National Association of Chemical Residue Workshop	7/21/2022							\$ 6,700.00	\$ 6,700.00
North American Chemical Residue Workshop	7/21/2022							\$ 6,605.00	\$ 6,605.00
PHoCusWright Conference Northstar	11/18/2021							\$ 25,000.00	\$ 25,000.00
PPG Industries Inc.	1/20/2022							\$ 5,000.00	\$ 5,000.00
Public Affairs Council	2/28/2022							\$ 5,500.00	\$ 5,500.00
Resiliency International, LLC	11/30/2021							\$ 31,960.00	\$ 31,960.00
The Beaumont Group	1/17/2022							\$ 4,800.00	\$ 4,800.00
Triumph The Church & Kingdom of God in Christ	7/16/2022							\$ 2,920.00	\$ 2,920.00
WEX Inc.	5/13/2022							\$ 14,028.00	\$ 14,028.00
New opportunities								\$ 574,808.00	\$ 574,808.00
Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 938,892.00	\$ 938,892.00
Research and data									
Database Lists & Similar tools		\$ 30,000.00							\$ 30,000.00
MINT Reports, and empowerMINT listing		\$ 15,000.00							\$ 15,000.00
Future Pace		\$ 10,000.00							\$ 10,000.00
Research and data Total		\$ 55,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 55,000.00
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		\$ 55,000.00	\$ 178,750.00	\$ 85,000.00	\$ 1,122,875.00	\$ 279,400.00	\$ 11,545.00	\$ 938,892.00	\$ 2,671,462.00

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					
Connect, Las Vegas	May					
G360 Network	Aug					
Greater Fort Lauderdale LGBT Chamber of Commerce	Oct					
IGLTA, Milan	Sep					
Lesbian Provincetown Events	Mar-Sep					
LGBT Meeting Planners Association	Jan					
LGBT Tourism Forum, Sao Paulo, Brazil	Jun					
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					
VACAYA Cruises	Oct					
WE Trade, Bogota, Colombia	Oct					
World Travel & Tourism Council	Mar					
New opportunities						
Tradeshows, sponsorships & partnerships Total						\$ 258,000.00
Marketing and sales missions						
San Francisco Mission	Apr	\$ 3,000.00				\$ 3,000.00
Los Angeles Mission	May	\$ 3,000.00				\$ 3,000.00
Marketing & sales missions Total		\$ 6,000.00	\$ -	\$ -	\$ -	\$ 6,000.00
Advertising and promotional						
Gay Families/Transgender (conference/event support)			\$ 10,000.00			\$ 10,000.00
Advertising & promotional Total		\$ -	\$ 10,000.00	\$ -	\$ -	\$ 10,000.00
Group / Tourism Sponsorship (local-event incentives)						
ArtsUnited / Art Explosion	Oct				\$ 5,000.00	\$ 5,000.00
Bears Take Over Lauderdale	Sep				\$ 20,000.00	\$ 20,000.00
CannonBall Events	Oct				\$ 5,000.00	\$ 5,000.00
Fetish Weekend	May				\$ 16,000.00	\$ 16,000.00
Flock Fest	July				\$ 6,500.00	\$ 6,500.00
JFOY	Sep				\$ 5,000.00	\$ 5,000.00
Stonewall Wilton Manors	Jun				\$ 7,500.00	\$ 7,500.00
New business					\$ 5,000.00	\$ 5,000.00
Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ 65,000.00	\$ 65,000.00
Grand Total		\$ 55,500.00	\$ 188,500.00	\$ 30,000.00	\$ 65,000.00	\$ 339,000.00

Marketing Communications operating expenses

Marketing Communications	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546010 - Prmtl Act-Advertising	546020 - Prmtl Act-Demonstration Suppl	546050 - Prmtl Act-Marketing	546060 - Prmtl Act-Public Relations	556110 - Professional Dues-Memberships	Totals
Marketing and Sales Missions								
Consumer Activations in Key Feeder Markets		\$ 20,000.00						\$ 20,000.00
Miscellaneous Employee Media Missions and Industry Expenses		\$ 4,000.00						\$ 4,000.00
Marketing and sales missions Total	\$ -	\$ 24,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 24,000.00
Advertising Agency Expenses								
Flat Fee Services (production, planning, media buying services, etc.)					\$ 1,234,200.00			\$ 1,234,200.00
Public Relations Services					\$ 180,000.00			\$ 180,000.00
Reimbursable Expenses for Optional Services					\$ 50,000.00			\$ 50,000.00
Social Media Services					\$ 50,000.00			\$ 50,000.00
Website Design Services					\$ -			\$ -
Advertising Agency Expenses Total	\$ -	\$ -	\$ -	\$ -	\$ 1,514,200.00	\$ -	\$ -	\$ 1,514,200.00
Advertising and Promotional								
Inventory Management, Shipping, Fulfillment				\$ 120,000.00				\$ 120,000.00
Media Buys (Through Aqua or Directly Purchased)			\$ 8,815,778.00					\$ 8,815,778.00
Promotional Items for Trade Shows, In-Market Groups, and Special Events				\$ 50,000.00				\$ 50,000.00
Website Management, Including CRM, CMS, SEO, and Content Strategy					\$ 930,000.00			\$ 930,000.00
Advertising and promotional Total	\$ -	\$ -	\$ 8,815,778.00	\$ 170,000.00	\$ 930,000.00	\$ -	\$ -	\$ 9,915,778.00
Tradeshows, Sponsorships, and Partnerships								
Destinations Florida Conference Events, Registration and Travel								
Destinations International - Conferences + MarComm Add-Ons								
Gold Coast Concierge Association								
Miscellaneous Travel (Ex: Mileage Reimbursement, Parking, Other Travel Expenses)								
North American Travel Journalists Association - NATJA Membership								
Outdoor Writers Association of America Membership and Travel + Media Marketplace								
Public Relations Society of America - Travel + Tourism Conference 2022 x1 and Group Membership for 4								
Society of American Travel Writers - Membership for 2, Annual Conference for 1 and Media Marketplace								
TravMedia IMM Media Marketplace NYC 2022								
U.S. Travel IPW + Media Marketplace Orlando x2								
Tradeshows, sponsorships, and partnerships Total								\$ 41,180.00
Education and Training								
Website Annual Conference and Training		\$ 3,000.00						\$ 3,000.00
Education and Training Total	\$ -	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,000.00
Research and data								
Academy Street	\$ 36,000.00							\$ 36,000.00
PR & Marketing Tools (Ex: Meltwater, Cision, Bandwango, TravMedia Platform)						\$ 56,500.00		\$ 56,500.00
Research and data Total	\$ 36,000.00	\$ -	\$ -	\$ -	\$ -	\$ 56,500.00	\$ -	\$ 92,500.00
Grand Total	\$ 36,000.00	\$ 65,150.00	\$ 8,815,778.00	\$ 170,000.00	\$ 2,444,200.00	\$ 56,500.00	\$ 3,030.00	\$ 11,590,658.00

Multicultural sales

Multicultural Sales	519TRV	546030 - Prmtl Act- Promotnl Activities	546070 - Prmtl Act- Entertainment	580210 - Aid to Priv Organizations	556110 - Professional Dues- Memberships	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						
Other trade show, convention, and association fees						
Trade show, convention, and association fees Total						\$ 182,900.00
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
Advertising and promotional Total	\$ -	\$ 90,000.00	\$ -	\$ -	\$ -	\$ 90,000.00
Group / Tourism Sponsorships (local-event incentives)						
100 Black Men of America Inc				\$ 45,000.00		\$ 45,000.00
FBC - LEO Conference Support				\$ 5,000.00		\$ 5,000.00
Majestic Retreats - Passover				\$ 40,000.00		\$ 40,000.00
Taste The Island Experience				\$ 10,000.00		\$ 10,000.00
New opportunities				\$ 125,000.00		\$ 125,000.00
Group / Tourism Sponsorships (local-event incentives) Total	\$ -	\$ -	\$ -	\$ 225,000.00	\$ -	\$ 225,000.00
Grand Total	\$ 21,500.00	\$ 263,900.00	\$ 2,500.00	\$ 225,000.00	\$ -	\$ 512,900.00

Services

Group Sales	519TRV	546030 - Prmtl Act- Promotnl Activities	546070 - Prmtl Act- Entertainment	556110 - Professional Dues-Memberships	Totals
Trade show, convention, and association fees					
Fort Lauderdale Historical Society					
FR&LA, Local chapter of NACE, or similar					
Trade show, convention, and association fees Total					\$ 2,000.00
Destination previews					
City wide/Group Pre promotes TBD	\$ 3,000.00	\$ 5,000.00			\$ 8,000.00
Misc Site Visitor Services			\$ 45,000.00		\$ 45,000.00
Destination previews Total	\$ 3,000.00	\$ 5,000.00	\$ 45,000.00	\$ -	\$ 53,000.00
Education and training					
Destinations International Sales & Services Summit	\$ 4,000.00				\$ 4,000.00
Education and training Total	\$ 4,000.00	\$ -	\$ -	\$ -	\$ 4,000.00
Grand Total	\$ 7,000.00	\$ 5,000.00	\$ 45,000.00	\$ 2,000.00	\$ 59,000.00

Sports and Entertainment operating expenses

Sports and entertainment	Month	512100 - Prof Svcs- Cnslt Rsrch- Studies	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								
Amateur Athletic Union								
Amateur Athletic Union (AAU) Convention	OCT							
Amateur Athletic Union (AAU) Headquarters Visit-Orlando	JAN							
Amateur Athletic Union (AAU) Junior Olympics	JUL							
Association of Chief Executives for Sport (ACES)								
Association of Chief Executives for Sport (ACES) Conference - Colorado	OCT							
Colorado Springs Client Visit - USOC, NGB's	TBD							
CONNECT Diversity Sports Summit	MAY							
CONNECT Sports Marketplace	AUG							
eSports Summit	DEC							
Florida Sports Foundation								
Florida Sports Foundation Annual Meeting	MAY							
Florida Sports Foundation Round Table (4 times p/year) Various FL cities	TBD							
Indianapolis Client Visit - NCAA, NGB's	TBD							
Sports Events & Tourism Association (name change from NASC)	MAY							
Sports Express	Jan							
Sunshine Sports Council								
Sunshine Sports Council - Innovation Think Tank	MAR							
TEAMS Conference-Northstar Travel Group								
Tourism Day Florida Sports Foundation meeting-Tallahassee	MAR							
USA Swimming Championships	TBD							
USA Volleyball Championships	JUL							
USATF Outdoor Championships	JUN							
World Congress of Sports	MAR/APR							
X Games	JUL							
Huddle Up Group/Scout								
Huddle Up Group/Scout Partner Workshop	TBD							
Florida Festivals & Events Association								
Florida Festivals & Events Association Annual Convention & Tradeshow	AUG							
NHL All-Star Game	FEB							
SportAccord	NOV							
National Sports Forum	AUG							
SXSW	MAR							
Tour Connection	AUG							
Other trade show, convention, and association fees								
Trade show, convention, and association fees Total								\$ 307,900.00
Destination previews								
On the Road with Broward Sports					\$ 15,000.00			\$ 15,000.00
Sports and Entertainment FAM					\$ 10,000.00			\$ 10,000.00
Tortuga					\$ 30,000.00			\$ 30,000.00
Destination previews Total		\$ -	\$ -	\$ -	\$ 55,000.00	\$ -	\$ -	\$ 55,000.00

Sports and entertainment	Month	512100 - Prof Svcs-Cnslt Rsrch-Studies	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act-Entertainment	556110 - Professional Dues-Memberships	580210 - Aid to Priv Organizations	Totals
Advertising and promotional								\$ -
Fort Lauderdale Swim Training Season				\$ 15,000.00				\$ 15,000.00
Live Nation - Tortuga Destination Marketing x 2	Various		\$ 4,000.00	\$ 10,000.00				\$ 14,000.00
Senior Games Destination Promotions x 5	Various		\$ 5,000.00	\$ 5,000.00				\$ 10,000.00
Industry Promotions				\$ 3,000.00				\$ 3,000.00
Advertising and promotional Total		\$ -	\$ 9,000.00	\$ 33,000.00	\$ -	\$ -	\$ -	\$ 42,000.00
Sports - Group / Tourism Sponsorships (local-event incentives)								
8th Annual Swim Fort Lauderdale Int Classic Nova	Jun						\$ 4,500.00	\$ 4,500.00
A1A Marathon & Half Marathon, expo	Feb						\$ -	\$ -
AAU Basketball District State Champs	Jun						\$ 2,500.00	\$ 2,500.00
AAU Basketball Turkey Tourney	Nov						\$ 2,000.00	\$ 2,000.00
AAU Basketball Memorial Day Madness	May						\$ 3,500.00	\$ 3,500.00
AAU Basketball Chasing the Chains	Apr						\$ 2,500.00	\$ 2,500.00
AAU Basketball Jingle Jam	Dec						\$ 2,000.00	\$ 2,000.00
AAU Diving	May						\$ 5,500.00	\$ 5,500.00
AAU High School Elite Track & Field Championships	Jun						\$ 5,000.00	\$ 5,000.00
AAU Karate 2022 Nationals	Jun						\$ -	\$ -
AAU Masters National Track & Field Championships	Jul						\$ 3,500.00	\$ 3,500.00
AAU Regional Track & Field Championships	Jun						\$ 5,000.00	\$ 5,000.00
AAU Thanksgiving Invitation Track & Field Championships	Nov						\$ 1,500.00	\$ 1,500.00
American College Cricket	Nov						\$ 5,000.00	\$ 5,000.00
Balling on the Beach	Mar						\$ 25,000.00	\$ 25,000.00
Battle 7 v 7	Jan						\$ 7,500.00	\$ 7,500.00
Battle Youth National Championships	Dec						\$ 35,000.00	\$ 35,000.00
Bill Bone Spring Classic Race Weekend	Dec						\$ 2,500.00	\$ 2,500.00
Broward County Sports Hall of Fame	Dec						\$ -	\$ -
Broward Table Tennis Robopong Series	Apr						\$ 7,500.00	\$ 7,500.00
CAN/AM Hockey	Apr						\$ 1,500.00	\$ 1,500.00
Canadian Hockey Enterprise Tournament (CHE)	Apr						\$ 1,500.00	\$ 1,500.00
Capital One Orange Bowl / CFP Semi-Finals	Jan						\$ 175,000.00	\$ 175,000.00
Cinco de Mayo - Memorial Sports Medicine Cycling	May						\$ 2,500.00	\$ 2,500.00
City Bike Triathlon - Las Olas Tri	Dec						\$ 5,000.00	\$ 5,000.00
CONCACAF/US Training Certification	Jan						\$ 7,500.00	\$ 7,500.00
Cornhole Tournament	Jan						\$ 10,000.00	\$ 10,000.00
Cruzin Classic	May						\$ -	\$ -
FHSAA Football Championships	Dec						\$ 420,000.00	\$ 420,000.00
FIN Swimming Championships	May						\$ 9,000.00	\$ 9,000.00
FL Lacrosse Classic	May						\$ 5,000.00	\$ 5,000.00
FL Senior Games	Jul						\$ 45,000.00	\$ 45,000.00
FL State Pepsi Bowling	Feb						\$ 10,000.00	\$ 10,000.00
Flag Football Gay Bowl	Apr						\$ 4,000.00	\$ 4,000.00
FLIRT LGBT Event	Dec						\$ 2,500.00	\$ 2,500.00
Fright Invite Gymnastics	Mar						\$ 9,000.00	\$ 9,000.00

Sports and entertainment	Month	512100 - Prof Svcs- Cnslt Rsrch- Studies	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act- Entertainment	556110 - Professional Dues- Memberships	580210 - Aid to Priv Organizations	Totals
Gay Basketball World Championships	Nov						\$ 5,000.00	\$ 5,000.00
Gymnastics Touchdown invite	May						\$ 7,500.00	\$ 7,500.00
Hall of Fame Classic Baseball Series	Feb						\$ 7,000.00	\$ 7,000.00
Intermiami Soccer Invitational	May						\$ 10,000.00	\$ 10,000.00
International Water Polo	Feb						\$ 7,500.00	\$ 7,500.00
ISHOF 55th Annual Induction Swimming	Nov						\$ 2,500.00	\$ 2,500.00
ITF Level 4 Tennis	Apr						\$ 4,000.00	\$ 4,000.00
Jimmy Johnson Fishing Tournament	Mar						\$ 25,000.00	\$ 25,000.00
Junior Olympic Swimming CS	Jan						\$ 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
Lauderdale Yacht Club Sailing Regatta	Jan						\$ 10,000.00	\$ 10,000.00
Level 6 Gymnastics	Apr						\$ 8,500.00	\$ 8,500.00
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						\$ 7,500.00	\$ 7,500.00
Masters Basketball Champs	May						\$ 10,000.00	\$ 10,000.00
Masters Swimming Championships	Mar						\$ 5,000.00	\$ 5,000.00
National Senior Games	Feb						\$ 500,000.00	\$ 500,000.00
National Wrestling Coaches Association Convention	Jul						\$ -	\$ -
Newbreed Grappling Winter Tournament	Jun						\$ 7,500.00	\$ 7,500.00
NPC Southern States Bodybuilding	Dec						\$ 5,000.00	\$ 5,000.00
Nuway Wrestling	Dec						\$ -	\$ -
NW Track and Field Classic	Jun						\$ 15,000.00	\$ 15,000.00
Orange Bowl Basketball Classic	Dec						\$ 20,000.00	\$ 20,000.00
Orange Bowl DIII Basketball Festival	Nov						\$ 10,000.00	\$ 10,000.00
Orange Bowl International Tennis Championships	Apr						\$ 10,000.00	\$ 10,000.00
Orange Classic Soccer	Oct						\$ 7,500.00	\$ 7,500.00
Pickleball Tournament	TBD						\$ 5,000.00	\$ 5,000.00
Plantation ITF							\$ 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						\$ 12,000.00	\$ 12,000.00
Rising Stars Winter Showcase	Jan						\$ 8,000.00	\$ 8,000.00
SAHOF Hockey Tournament	Mar						\$ 2,000.00	\$ 2,000.00
SE Circuit Rodeo	Jan						\$ 25,000.00	\$ 25,000.00
Soccer Coaches Recertification	Jan						\$ 5,000.00	\$ 5,000.00
Sr Swim Champs Coral Springs	Apr						\$ 8,200.00	\$ 8,200.00
Stakked Events	Nov						\$ 2,500.00	\$ 2,500.00
Sun and Surf Gymnastics Invite	Jan						\$ 10,000.00	\$ 10,000.00
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	Apr						\$ 5,000.00	\$ 5,000.00
TCS Showdown In Coral Springs Hockey Tournament	May						\$ 3,000.00	\$ 3,000.00

Sports and entertainment	Month	512100 - Prof Svcs- Cnslt Rsrch- Studies	519TRV	546030 - Prmtl Act-Promotnl Activities	546070 - Prmtl Act- Entertainment	556110 - Professional Dues- Memberships	580210 - Aid to Priv Organizations	Totals
TCS Sunshine Cup	Jun						\$ 3,000.00	\$ 3,000.00
Tim Rand Invite	Mar						\$ -	\$ -
Ultimate Grand Prix Fitness Competition	Oct						\$ 4,000.00	\$ 4,000.00
US Jr Judo Open x 2	Jul						\$ -	\$ -
USA Diving	Apr						\$ 2,500.00	\$ 2,500.00
USA Diving	Feb						\$ 3,500.00	\$ 3,500.00
USA Powerlifting FL Champs	May						\$ 3,000.00	\$ 3,000.00
USTA Boy 14s National Clay Court Champs Tennis	Jul						\$ 7,000.00	\$ 7,000.00
USTA Girls 14s National Clay Court Champs Tennis	Jul						\$ 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
Xcel Regional Gymnastics Champs	May						\$ -	\$ -
YMCA Diving Championships	Apr						\$ 6,000.00	\$ 6,000.00
New sports opportunities							\$ 304,000.00	\$ 304,000.00
Sports - Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,016,200.00	\$ 2,016,200.00
Events - Group / Tourism Sponsorships (local-event incentives)								
Entercom Live Events - Riptide/Chili							\$ 400,000.00	\$ 400,000.00
Tortuga 2021	Nov						\$ 125,000.00	\$ 125,000.00
Tortuga 2022	Apr						\$ 125,000.00	\$ 125,000.00
SeaGlass	Jan						\$ 45,000.00	\$ 45,000.00
Air Show	Apr/May						\$ 75,000.00	\$ 75,000.00
GFL Science Festival	Various						\$ 75,000.00	\$ 75,000.00
Winterfest	Dec						\$ 75,000.00	\$ 75,000.00
New Tourism Sponsorship Events							\$ 70,000.00	\$ 70,000.00
Events - Group / Tourism Sponsorships (local-event incentives) Total		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 990,000.00	\$ 990,000.00
Research and data								\$ -
Sports Facilities Feasibility		\$ 35,000.00						\$ 35,000.00
Research and data Total		\$ 35,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 35,000.00
Grand Total		\$ 35,000.00	\$ 66,550.00	\$ 241,400.00	\$ 86,750.00	\$ 10,200.00	\$ 3,006,200.00	\$ 3,446,100.00