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Bullets NOTES:

A	VP MTD TDT INCOME is from billing the County for checks that had cleared the bank (\$155K total), yet were expensed in previous periods. Expenses were similar to budgets.
A	VP MTD TDT budget expense discrepancy is less than \$20K overall. While the revenue is larger as stated above.
B	VP MTD PRIVATE INCOME is negligible.
B	VP MTD PRIVATE budget discrepancy is due to an unexpected invoice from Showcase for the Visit Florida shared grant for digital media buys.
8	VP YEAR TO DATE NET PROFIT is from billing the County for expenses as incurred, yet with prepays being moved to the balance sheet, a year total of \$179K, minus the current outstanding checks unable to bill the County. Event income offsets this, for a PROFIT of \$132K YTD.
8	VP YEAR TO DATE budget discrepancy is due to Showcase projects not being completed as projected and Festival and Event Support more than budgeted. Showcase accounts for 42%, with Festival and Event support being 23%, and marketing research being 10% of DP at 78%. Ops at 5% and Personnel at 17% (unfilled positions).

A	VISIT PENSACOLA ONLY Month to Date TDT revenue totaled \$510K
B	VISIT PENSACOLA ONLY Month To Date Private revenue totaled \$101K
C	VISIT PENSACOLA ONLY Month to date total Revenue = \$611K
	VISIT PENSACOLA ONLY Month to date expense:
D	Direct Programming Totaled \$436K
E	Operations totaled \$25K
F	Personnel total \$87K
G	VISIT PENSACOLA ONLY Month to Date total Expense = \$548K
H	VISIT PENSACOLA Only Month to Date Net Income (loss) = \$63K

1	UNIFIED Year to Date TDT revenue totaled \$6,546K
2	UNIFIED Year To Date Private revenue totaled \$684K
3	UNIFIED Year to date total Revenue = \$7,230K
	UNIFIED Year to date expense:
4	Direct Programming Totaled \$5,659K
5	Operations totaled \$312K
6	Personnel total \$1,127K
7	UNIFIED Year to Date total Expense = \$7,098K
8	UNIFIED Year to Date Net Income (loss) = \$132K

County Submissions

*	At the end of July, June and July submissions were outstanding with the County. For a total owed of \$618K. The County is reviewing the \$150K purchase of the .com site. The County denied \$5.55 from May submission. These have been resubmitted in July's submission and should be paid. To date there has been not denials.
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