



## ADMINISTRATION

### MEMORANDUM

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**TO:** Howard Tipton, County Administrator  
Mark Satterlee, Deputy County Administrator  
Katherine Barbieri, Assistant County Attorney

**FROM:** Charlotte Bireley, Director of Tourism & Marketing

**DATE:** June 27, 2019

**RE:** Financial Submission to the State of Florida

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Attached please find the letter and enclosed materials submitted to the three State of Florida government offices per Florida Statute 288.1226 (also attached for reference). The documents attached were submitted were mailed via U.S. Postal Certified Mail on Thursday, June 27, 2019.

Please let me know if you have any questions. Thank you.



June 24, 2019

Governor Ron DeSantis  
Office of the Governor  
State of Florida  
400 S. Monroe Street  
Tallahassee, Florida 32399

Senator Bill Galvano  
Senate President  
Florida Senate  
409 The Capitol  
404 South Monroe Street  
Tallahassee, Florida 32399

The Honorable Jose Oliva  
House of Representatives  
420 The Capitol  
402 South Monroe Street  
Tallahassee, Florida 32399

Dear Governor DeSantis, Senator Galvano and Speaker Oliva:

Please accept this letter and enclosed materials as the St. Lucie County Division of Tourism/Visit St. Lucie's VISIT FLORIDA financial submission per Florida Statute 288.1226. The enclosed documents are as follows:

1. 2017-18 Tourism Division Budget Summary and Operating Budget showing revenue received from public and private sources.
  - a. Costs that include employee salaries and benefits are listed under Account lines 512000-525000 in the budget. During the 2017-2018 budget year, the Division employed 2.5 full time employees. Tourist Development Council employees are unpaid volunteers.
2. Detailed expenditures with VISIT FLORIDA for FY 2017-18.
3. Detailed travel & entertainment expenditures for FY 2017-18.

Please let me know if you have any questions or if I may provide additional information. This report is posted on the St. Lucie County / Tourism page of the County's website at <http://www.stlucieco.gov/departments-services/a-z/administration/tourism>.

Kind regards,

Charlotte L. Bireley  
Director of Tourism & Marketing

**FY 2018 Tourism Fund 611 - Tourist Trust - Adv Fund**

| <b>Account Type</b>   | <b>Title</b>                        | <b>Budgeted</b>        | <b>Actuals</b>         |
|-----------------------|-------------------------------------|------------------------|------------------------|
| 312100 R              | Tourist Development Tax             | \$ 645,000.00          | \$ 845,208.10          |
| 361100 R              | Interest on Investments             | \$ 500.00              | \$ 5,969.37            |
| 369913 R              | Advertising                         | \$ 20,000.00           | \$ 15,850.46           |
| 369930 R              | Reimbursements                      | \$ -                   | \$ 357.39              |
| 389902 R              | Fund Balance Forward                | \$ 449,830.00          | \$ 515,223.00          |
| 389903 R              | Less 5 Percent                      | \$ (30,025.00)         |                        |
| <b>Total Revenues</b> |                                     | <b>\$ 1,085,305.00</b> | <b>\$ 1,382,608.32</b> |
| 512000 L              | Salaries                            | \$ 151,153.00          | \$ 149,115.40          |
| 512002 L              | Attrition                           | \$ (1,879.00)          | \$ -                   |
| 513000 L              | Salaries-Part Time W/Benefits       | \$ 475.00              | \$ -                   |
| 514000 L              | Overtime                            | \$ -                   | \$ 48.92               |
| 515100 L              | Special-Cell Phone Allowance        | \$ -                   | \$ 584.26              |
| 521000 L              | Social Security                     | \$ 8,402.00            | \$ 8,954.48            |
| 521100 L              | Medicare                            | \$ 1,964.00            | \$ 2,094.22            |
| 522000 L              | Retirement                          | \$ 10,718.00           | \$ 11,923.18           |
| 523000 L              | Group Insurance                     | \$ 50,251.00           | \$ 35,297.53           |
| 523004 L              | Dental                              | \$ 681.00              | \$ 538.90              |
| 523050 L              | Group Health-Administrative Fee     | \$ 1,256.00            | \$ 882.35              |
| 523100 L              | Life Insurance                      | \$ 938.00              | \$ 917.89              |
| 523200 L              | EAP                                 | \$ 45.00               | \$ 43.94               |
| 524000 L              | Worker's Compensation               | \$ 407.00              | \$ 1,456.75            |
| 525000 L              | Unemployment Compensation           | \$ 447.00              | \$ 490.98              |
| 534000 E              | Other Contractual Services          | \$ 57,500.00           | \$ 41,120.44           |
| 534100 E              | Information Technology              | \$ -                   | \$ 49.99               |
| 534110 E              | Software Support Contracts          | \$ 22,750.00           | \$ 19,889.26           |
| 540000 E              | Travel                              | \$ 11,500.00           | \$ 10,611.51           |
| 541000 E              | Communications                      | \$ 1,800.00            | \$ 592.32              |
| 542000 E              | Postage & Freight                   | \$ 11,000.00           | \$ 10,640.88           |
| 544100 E              | Equipment Rental                    | \$ -                   | \$ 23.88               |
| 547000 E              | Printing & Binding                  | \$ 31,700.00           | \$ 32,283.55           |
| 547005 E              | Printing & Binding-Materials Center | \$ 1,000.00            | \$ 787.71              |
| 548000 E              | Promotional Activities              | \$ 4,700.00            | \$ 4,615.13            |
| 548010 E              | Promotional Advertising             | \$ 210,800.00          | \$ 187,803.42          |
| 548060 E              | Promotional Activities-Entertain    | \$ 17,000.00           | \$ 12,313.07           |
| 549110 E              | General & Administrative Charges    | \$ 61,868.00           | \$ 61,868.00           |
| 551000 E              | Office Supplies                     | \$ 2,300.00            | \$ 2,313.72            |
| 551200 E              | Equipment < \$1000                  | \$ 3,500.00            | \$ 3,661.90            |
| 552000 E              | Operating Supplies                  | \$ -                   | \$ 117.69              |
| 554000 E              | Dues & Memberships                  | \$ 4,750.00            | \$ 4,658.82            |
| 555000 E              | Training-Seminar Registrations      | \$ 2,000.00            | \$ 1,414.00            |
| 582000 E              | Aid to Private Organizations        | \$ 215,000.00          | \$ 215,000.00          |
| 599050 E              | Tax Collector                       | \$ 14,610.00           | \$ 25,356.25           |

|          |                           |    |              |    |            |
|----------|---------------------------|----|--------------|----|------------|
| 599051 E | Excess Fees-Tax Collector | \$ | -            | \$ | (7,386.09) |
| 599300 E | Reserves                  | \$ | 252,062.00   | \$ | -          |
|          | Total Expenses            | \$ | 1,150,698.00 | \$ | 840,084.25 |

**Vendor:** 21799 Florida Tourism Industry Marketing Corp  Vendor Hold **Selection:** All  
**Fiscal Year:** 18 **Invoice Date From:**  **Invoice Date To:**

| Vendor Invoice | Invoice  | Indicators |     |             |           |        | Vendor Invoice Amt | Due Date    | Check Date  | Check Number |
|----------------|----------|------------|-----|-------------|-----------|--------|--------------------|-------------|-------------|--------------|
|                |          | Approval   | VIC | Credit Memo | Open/Paid | Cancel |                    |             |             |              |
| 00057045       | I1806808 | Y          | N   | N           | P         | N      | 9,375.00           | 09-FEB-2018 | 09-FEB-2018 | C0017444     |
| 00057150       | I1808093 | Y          | N   | N           | P         | N      | 5,000.00           | 02-MAR-2018 | 02-MAR-2018 | C0017590     |
| 00058794       | I1814774 | Y          | N   | N           | P         | N      | 1,198.94           | 15-JUN-2018 | 15-JUN-2018 | C0018351     |
| 00059086       | I1814928 | Y          | N   | N           | P         | N      | 1,288.98           | 15-JUN-2018 | 15-JUN-2018 | C0018351     |
|                | S0197797 | Y          | N   | N           | P         | N      | 459.00             | 10-SEP-2018 | 19-SEP-2018 | !0026925     |
|                |          |            |     |             |           |        |                    |             |             |              |
|                |          |            |     |             |           |        |                    |             |             |              |
|                |          |            |     |             |           |        |                    |             |             |              |
|                |          |            |     |             |           |        |                    |             |             |              |

Screen Shot from St. Lucie County Financial System showing accounts/invoices/due dates/payments for marketing efforts.





























