



July 1, 2025

Governor Ron DeSantis

Office of the Governor
State of Florida
400 S Monroe St
Tallahassee, FL 32399

Senator Ben Albritton

Senate President
Florida Senate
409 The Capitol
404 South Monroe Street
Tallahassee, FL 32399

The Honorable Daniel Perez

Speaker of the House
House of Representatives
420 The Capitol
402 South Monroe Street
Tallahassee, FL 32399

Dear Governor, Senate President, and Speaker of the House:

As a VISIT FLORIDA partner that receives more than 50% of its funding from Tourist Development Taxes, we are submitting our financial reporting, pursuant to Highlands County's fiscal year 2023-24, beginning October 1, 2023 and ending September 30, 2024.

You will find enclosed:

- A. Total amount of revenue received from public sources. We receive no private funding.
- B. Fiscal Year 2023-24 Operating Budget.
- C. Employee salary and benefit details from the public and private funds. Board members do not receive compensation for their service on the Board.
- D. An itemized account of all expenditures.
- E. An itemized account of all Travel Related expenditures. Visit Sebring had no entertainment expenditures in Fiscal Year 2023-24.

Should you require further information, please feel free to contact me.

Sincerely,

Leah Sauls

Leah Sauls, Development Services Director

501 S Commerce Ave. Sebring, FL 33870
(800)545-6021 (863)402-6909

ATTACHMENT A

TOTAL REVENUE RECEIVED

HIGHLANDS COUNTY TOURIST DEVELOPMENT REVENUE BALANCES FOR FY 2023 / 2024			
Period	Taxes	Interest	TOTAL
October	\$ 122,800.48	\$ 9,957.97	\$ 132,758.45
November	149,874.37	7,832.10	157,706.47
December	142,150.26	8,161.32	150,311.58
January	188,315.46	15,249.80	203,565.26
February	243,220.75	15,065.89	258,286.64
March	340,446.02	16,116.69	356,562.71
April	142,039.31	15,760.64	157,799.95
May	139,247.18	16,410.50	155,657.68
June	105,723.82	16,103.90	121,827.72
July	111,112.98	16,617.70	127,730.68
August	97,127.13	16,572.44	113,699.57
September	109,762.46	15,910.98	125,673.44
TOTALS	\$ 1,891,820.22	\$ 169,759.93	\$ 2,061,580.15

Highlands County TDC / Visit Sebring receives no private funding.

ATTACHMENT B
OPERATING BUDGET

Operations	\$185,000
Advertising/Website/SEM/SEO	\$467,000
Promotions/PR	\$50,000
Sports Marketing	\$78,000
Visitor Services	\$20,000
Industry Relations	\$10,000
Special Projects	\$130,000
Event Grants	\$500,000
TOTAL	\$1,425,000

ATTACHMENT C

EMPLOYEE SALARY & BENEFIT DETAILS

DESCRIPTION	AMOUNT
PAYROLL CHARGES	\$ 44,518.37
OVERTIME	\$ 445.27
FICA TAXES	\$ 3,427.96
RETIREMENT CONTRIBUTIONS	\$ 6,125.33
LIFE & HEALTH INSURANCE	\$ 11,646.24
WORKERS' COMP	\$ 70.27
TOTAL	\$ 66,233.44

Contracted Employee - Lead Marketing Consultant Annual Contract 23/24	\$ 101,846.40
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Included in **Total Expended as Contractual Services**

Board members do not receive compensation for their service on the Board

ATTACHMENT D

ITEMIZED ACCOUNT OF ALL EXPENDITURES

TITLE	TOTAL EXPENDED
REGULAR SALARIES & WAGES	\$ 44,518.37
OVERTIME	\$ 445.27
FICA TAXES	\$ 3,427.96
RETIREMENT CONTRIBUTIONS	\$ 6,125.33
LIFE & HEALTH INSURANCE	\$ 11,646.24
WORKERS' COMPENSATION	\$ 70.72
CONTRACTUAL SERVICES	\$ 499,523.70
TRAVEL AND PER DIEM	\$ 1,259.33
COMMUNICATIONS & FREIGHT	\$ 7,176.98
RENTALS AND LEASES	\$ 1,574.44
INSURANCE	\$ 250.14
REPAIR & MAINTENANCE	\$ 19,203.92
PRINTING AND BINDING	\$ -
PROMOTIONAL ACTIVITIES	\$ 453,232.00
OTHER CHARGES/OBLIGATIONS	\$ 48,896.46
OFFICE SUPPLIES	\$ 662.42
OPERATING SUPPLIES	\$ 910.21
PUBLICATIONS	\$ 995.00
SUBSCRIPTIONS	\$ 11,577.79
EDUCATION & TRAINING	\$ 1,970.00
DUES & MEMBERSHIPS	\$ 6,051.00
MACHINERY & EQUIPMENT	\$ 44,950.00
LAND	\$ -
BUILDINGS	\$ -
PROJECT CONTRACTUAL SVC	\$ -
PROJECT IMPROVEMENTS	\$ 247,649.05
TOTAL	\$ 1,410,870.89

ATTACHMENT E
TRAVEL RELATED EXPENDITURES

DATE	DESCRIPTION	AMOUNT
8/30/2024	Hotel - Governor's Conference	\$ 481.99
8/30/2024	Mileage - Governor's Conference	\$ 179.34
4/5/2024	Hotel - Dest. Fl. Conference	\$ 598.00
TOTAL		\$ 1,259.33