



July 1, 2026

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 2024-25, beginning October 1, 2024 and ending September 30, 2025.

You will find enclosed:

- A. Total amount of revenue received from public sources. We receive no private funding.
- B. Fiscal Year 2024-25 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 on the behalf of, or coordinated for the benefit of VISIT FLORIDA, its board members, or employees.
- E. An itemized account of all Travel Related expenditures. Visit Sebring had no entertainment expenditures in Fiscal Year 2024-25.

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

Sincerely,

Leah Sauls

Leah Sauls
Development Services Director
Highlands County Board of County Commissioners

ATTACHMENT A

TOTAL REVENUE RECEIVED

HIGHLANDS COUNTY TOURIST DEVELOPMENT REVENUE BALANCES FOR FY 2024 / 2025 - FINAL			
Period	Taxes	Interest	TOTAL
October	\$ 160,689.68	\$ 15,099.26	\$ 175,788.94
November	144,660.63	17,624.16	162,284.79
December	161,192.63	17,888.31	179,080.94
January	229,010.08	17,339.70	246,349.78
February	270,147.04	15,414.96	285,562.00
March	331,004.97	15,902.51	346,907.48
April	177,834.69	16,482.42	194,317.11
May	153,562.34	17,179.37	170,741.71
June	107,141.66	17,394.88	124,536.54
July	111,942.80	18,287.04	130,229.84
August	105,173.27	18,246.58	123,419.85
September	111,193.02	17,289.63	128,482.65
TOTALS	\$ 2,063,552.81	\$ 204,148.82	\$ 2,267,701.63

Highlands County TDC / Visit Sebring receives no private funding.

ATTACHMENT B

FY2024-25 OPERATING BUDGET ENCLOSED WITHIN THE FOLLOWING PAGES

Highlands County Expenditures By Cost Center - Detail 1 Year

Center: 5301 TOURIST DEVELOPMENT - OPERATIONS

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	51200	55200	REGULAR SALARIES & WAGES	\$41,472	\$37,705	\$0	\$105,998	155.6%
152	51400	55200	OVERTIME	\$0	\$323	\$0	\$0	100.0%
152	52100	55200	FICA TAXES	\$3,172	\$2,891	\$0	\$8,109	155.6%
152	52200	55200	RETIREMENT CONTRIBUTIONS	\$5,628	\$5,164	\$0	\$14,447	156.7%
152	52300	55200	LIFE & HEALTH INSURANCE	\$11,424	\$10,676	\$0	\$26,130	128.7%
152	52400	55200	WORKERS' COMPENSATION	\$71	\$61	\$0	\$181	154.9%
Personnel Expenditures				\$61,767	\$56,819	\$0	\$154,865	150.7%
152	53400	55200	CONTRACTUAL SERVICES	\$179,600	\$93,658	\$101,846	\$106,133	(40.9%)
			<i>IT - ARCHIVE SOCIAL</i>				\$1,133	
			<i>LEAD CONSULTANT TDC</i>				\$105,000	
152	54000	55200	TRAVEL AND PER DIEM	\$0	\$598	\$0	\$0	100.0%

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5301 TOURIST DEVELOPMENT - OPERATIONS

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	54100	55200	COMMUNICATIONS & FREIGHT	\$3,686	\$3,580	\$2,845	\$1,624	(55.9%)
			INTERNET SVC & WI-FI DEVICE				\$93	
			IT - CISCO PHONE CONNECTION - LA				\$44	
			IT - CISCO PHONE CONNECTION - TD				\$131	
			IT - CISCO UMBRELLAS (1)				\$48	
			IT - DEVICE/FEATURE LA (1)				\$29	
			IT - INTERNET CONNECTIVITY (SHARED) (1)				\$122	
			IT - LONG DISTANCE				\$13	
			IT - PHONE DEVICE (2)				\$110	
			IT - TELEPHONY CHARGES/PRI-DID (2)				\$54	
			LONG DISTANCE * 1 800 #				\$500	
			VERIZON CELL PHONE				\$480	
152	54400	55200	RENTALS AND LEASES	\$1,350	\$1,237	\$1,350	\$1,350	0.0%
			XEROX CORPORATION C8130T (\$112.47/MONTH)				\$1,350	
152	54500	55200	INSURANCE	\$235	\$250	\$235	\$825	251.1%
			EMPLOYEE LIABILITY (1 @ \$275/EA)				\$550	
			NEW TOURISM MKTG & PROJ MGR EMP LIABILITY INS				\$275	
152	54600	55200	REPAIR & MAINTENANCE	\$511	\$220	\$1,225	\$1,596	212.3%
			IT - BEYONDTRUST APPLIANCE B SERIES (2)				\$15	
			IT - BMC TRACK IT (2)				\$11	
			IT - CATALYST4500E 7 SLOT CHASSIS FOR 48GBPS/SLOT REFURBISHED				\$157	
			IT - CENTRAL SQUARE SHARED COSTS				\$49	
			IT - CLIENT DEVICE MGMT (1)				\$9	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5301 TOURIST DEVELOPMENT - OPERATIONS

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	54600	55200	REPAIR & MAINTENANCE	\$511	\$220	\$1,225	\$1,596	212.3%
			<i>IT - COMPUTE STORAGE (1)</i>				\$338	
			<i>IT - INTERNET HARDWARE (1)</i>				\$58	
			<i>IT - INTERNET HARDWARE TD (3)</i>				\$130	
			<i>IT - KAZER-GENERO - CENTRAL SQUARE (1)</i>				\$52	
			<i>IT - KEYS FOR COMPUTERS (2)</i>				\$65	
			<i>IT - MICROSOFT UNIFIED SUPPORT (2)</i>				\$125	
			<i>IT - NETWORK DEVICE MGMT (1)</i>				\$335	
			<i>IT - PRINTERLOGIC-PRINTER MGR (1)</i>				\$17	
			<i>IT - TOPDESK ENGAGED PACKAGE (2)</i>				\$100	
			<i>OFFICE PRINTER MAINTENANCE</i>				\$135	
152	54700	55200	PRINTING AND BINDING	\$55	\$0	\$55	\$80	45.5%
			<i>BUSINESS CARDS (2 @ 250 @ \$27.50)</i>				\$55	
			<i>NEW TOURISM MKTG & PROJ MGR BUSINESS CARDS</i>				\$25	
152	54800	55200	PROMOTIONAL ACTIVITIES	\$500	\$0	\$0	\$0	(100.0%)
152	54900	55200	OTHER CHARGES/OBLIGATIONS	\$4,000	\$2,963	\$3,808	\$2,299	(42.5%)
			<i>UNANTICIPATED EXPENDITURES</i>				\$2,299	
152	55100	55200	OFFICE SUPPLIES	\$1,100	\$662	\$1,100	\$2,214	101.3%
			<i>COPY PAPER</i>				\$480	
			<i>NEW TOURISM MKTG & PROJ MGR MISC OFFICE SUPPLIES</i>				\$1,000	
			<i>PENS, PENCILS, MARKERS, BINDERS, FOLDERS</i>				\$700	
			<i>SHIPPING SUPPLIES</i>				\$34	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5301 TOURIST DEVELOPMENT - OPERATIONS

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	55200	55200	OPERATING SUPPLIES	\$527	\$734	\$450	\$1,743	230.7%
			<i>COPIER CHARGES - COLOR (10,800 @ \$0.0456/copy)</i>				\$493	
			<i>NEW TOURISM MKTG & PROJ MGR PC & DESK PHONE</i>				\$1,250	
152	55402	55200	SUBSCRIPTIONS	\$2,160	\$7,416	\$3,190	\$3,933	82.1%
			<i>IT - ADOBE ACROBAT PRO DC FOR TEAMS (1 @ \$102.70/EA)</i>				\$103	
			<i>IT - CISCO FLEX AGREEMENT LICENSES (2)</i>				\$103	
			<i>IT - CYBERSECURITY ENHANCEMENTS (1)</i>				\$33	
			<i>IT - DELL INTUNE (1)</i>				\$23	
			<i>IT - EXECUTIME LICENSE</i>				\$18	
			<i>IT - INTUNE SUITE LICENSES (1)</i>				\$23	
			<i>IT - KNOWBE4 / SECURITY AWARENESS (1)</i>				\$23	
			<i>IT - MICROSOFT O365 LICENSES (2)</i>				\$1,216	
			<i>IT - MS OFFICE 365-VEEAM BACKUP (2)</i>				\$28	
			<i>IT - PATCHMYPC (1)</i>				\$7	
			<i>IT - PRODUCTIVITY SOFTWARE M365 E5 (2)</i>				\$2,051	
			<i>IT - REMOTE ACCESS (1) - SUBSCRIPTION</i>				\$305	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5301 TOURIST DEVELOPMENT - OPERATIONS

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	55404	55200	DUES & MEMBERSHIPS	\$3,580	\$6,051	\$9,151	\$9,200	157.0%
			<i>AVON PARK CHAMBER OF COMMERCE</i>				\$125	
			<i>FL ASSOC OF DESTINATIONS AND MRKTG ORG. (FADMO)</i>				\$3,850	
			<i>FLORIDA SPORTS FOUNDATION</i>				\$2,000	
			<i>LAKE PLACID CHAMBER OF COMMERCE</i>				\$75	
			<i>SEBRING CHAMBER OF COMMERCE</i>				\$150	
			<i>VISIT FLORIDA</i>				\$3,000	
152	59000	55200	OTHER USES	\$0	\$0	\$0	\$0	100.0%
Non Personal Expenditures				\$197,304	\$117,370	\$125,256	\$130,997	(33.6%)
Center: 5301 TOURIST DEVELOPMENT - OPERATIONS				\$259,071	\$174,189	\$125,256	\$285,862	10.3%

Highlands County
Budget Issues - Detail
5301 TOURIST DEVELOPMENT - OPERATIONS

Issue	Project	Fund	Title
AUTO - 669		152	5301 TOURIST DEVELOPMENT - OPERATIONS

Tourism Marketing & Project Manager Position (116)

1. DESCRIPTION: Requesting a new Tourism Marketing & Project Manager position to provide needed support for increased marketing activities in the areas of sports tourism marketing coordination, digital leisure tourism marketing initiatives, tourism data analysis, increase coordination with other County departments, and additional public relations coordination.

2. IMPACT: Workload levels have increased beyond the capacity of our current two-person Tourism Development team due to several factors: (1) tourism development in general has evolved from standard marketing activities to destination development causing existing Tourism staff to function beyond the scope of current duties; (2) post-covid has resulted in a surge of tourism to Highlands County, particularly in sports tourism, and these events require additional coordination and event grant assistance; and (3) the digital marketing space has become highly competitive with a variety of social media and digital marketing platforms that the Tourism Division is tasked with managing. Maintaining these platforms is very time consuming and, in the past few months, the Division has not had the necessary bandwidth to engage and manage these platforms as needed.

The Tourism Division is funded by the Tourism Development Tax (TDT). The County's TDT income is consistently rising due to higher demand for visitation to Highlands County and the higher hotel daily rates that accommodations can charge due to the higher demand. According to VISIT FLORIDA data, visitors to the destination spent 25.4% more in Highlands County in 2022 versus 2021, and we expect that figure to grow each year.

3. PERFORMANCE MEASURE(S): This new position will allow the tourism development division to provide the expected levels of internal and external communication, increase the level of service to the tourist market, and will allow the division to function as the County's destination development, management, and leadership department. Division productivity will increase and produce measurable results.

4. SPECIFICATION(S)/DETAIL(S): Graduated from an accredited college with a bachelor's degree preferably in Tourism, Marketing, or a related field; a minimum of three (3) years relevant experience, and proficient with Microsoft Office suite and Adobe. Total: \$78,482.61

Personnel Expenditures			FY 24 - 25
51200	REGULAR SALARIES & WAGES		\$59,818
			\$59,818
52100	FICA TAXES		\$4,576
			\$4,576
52200	RETIREMENT CONTRIBUTIONS		\$8,117
			\$8,117
52300	LIFE & HEALTH INSURANCE		\$11,649
			\$11,649
52400	WORKERS' COMPENSATION		\$102
			\$102
Personnel Expenditures Total:			\$84,262

Non Personal Expenditures			FY 24 - 25
54500	INSURANCE		\$275
	<i>NEW TOURISM MKTG & PROJ MGR EMP LIABILITY INS</i>		\$275

Highlands County

Budget Issues - Detail

54700	PRINTING AND BINDING	\$25
	NEW TOURISM MKTG & PROJ MGR BUSINESS CARDS	\$25
55100	OFFICE SUPPLIES	\$1,000
	NEW TOURISM MKTG & PROJ MGR MISC OFFICE SUPPLIES	\$1,000
55200	OPERATING SUPPLIES	\$1,250
	NEW TOURISM MKTG & PROJ MGR PC & DESK PHONE	\$1,250
<hr/> Non Personal Expenditures Total:		\$2,550
<hr/> <i>Issue Total</i>		\$86,812

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5305 TOURIST DEVELOPMENT - MARKETING &
PROMOTION

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	53400	55200	CONTRACTUAL SERVICES	\$576,025	\$258,312	\$596,025	\$651,025	13.0%
			GRANTS				\$650,000	
			IT - ARCHIVE SOCIAL				\$1,025	
152	54000	55200	TRAVEL AND PER DIEM	\$676	\$0	\$2,000	\$5,704	743.8%
			HOTEL - DEST. FLORIDA CONF (4 @ 2 NIGHTS @ \$169/NIGHT)				\$1,352	
			HOTEL - GOV. CONF (4 @ 2 NIGHTS @ \$169/NIGHT)				\$1,352	
			MILEAGE - DEST. FLORIDA CONF (4 @ 300 MILES @ \$0.67/MILE)				\$804	
			MILEAGE - GOV. CONF (4 @ 300 MILES @ \$0.67/MILE)				\$804	
			PARKING - DEST. FLORIDA CONF (4 @ 3 DAYS @ \$20/DAY)				\$240	
			PARKING - GOV. CONF (4 @ 3 DAYS @ \$20/DAY)				\$240	
			PER DIEM - DEST. FLORIDA CONF (4 @ 3 DAYS @ \$38/DAY)				\$456	
			PER DIEM - GOV. CONF (4 @ 3 DAYS @ \$38/DAY)				\$456	
152	54100	55200	COMMUNICATIONS & FREIGHT	\$2,000	\$2,573	\$3,000	\$4,000	100.0%
			POSTAGE TOURIST RELATED LEADS - INDIVIDUAL				\$2,000	
			SHIPPING TRAVEL GUIDES - BULK				\$2,000	
152	54600	55200	REPAIR & MAINTENANCE	\$233	\$735	\$950	\$1,186	409.0%
			IT - .COM DOMAIN - CITRUSGOLFTRAIL.COM				\$22	
			IT - .COM DOMAIN - SEBRINGCITRUSGOLFTRAIL.COM				\$23	
			IT - .COM DOMAIN - SEBRINGGOLF.COM				\$23	
			IT - .COM DOMAIN - VISITSEBRING.COM				\$23	
			IT - VISITSEBRING.COM (SSL)				\$95	
			MISC. REPAIRS/MAINTENANCE				\$1,000	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5305 TOURIST DEVELOPMENT - MARKETING &
PROMOTION

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	54700	55200	PRINTING AND BINDING	\$10,000	\$0	\$5,000	\$30,000	200.0%
			<i>PRINTING - MARKETING/PROMOTION</i>				\$10,000	
			<i>TRAVEL GUIDE PRINTING</i>				\$20,000	
152	54800	55200	PROMOTIONAL ACTIVITIES	\$476,460	\$407,780	\$563,823	\$846,792	77.7%
			<i>CITRUS GOLF TRAIL ADVERTISING</i>				\$12,500	
			<i>CONSTANT CONTACT - EMAIL MARKETING</i>				\$3,000	
			<i>CROWDRIFF INC. (PREPAIDS)</i>				\$18,122	
			<i>DIGITAL CONTENT & STORYING (MADDEN)</i>				\$173,760	
			<i>EXPERIENCE ENHANCEMENT GRANTS</i>				\$100,000	
			<i>FACEBOOK / SOCIAL ADS</i>				\$6,000	
			<i>GROUND SPEAK (GEOTOUR)</i>				\$5,000	
			<i>ING MAGAZINE ADS</i>				\$1,050	
			<i>OTHER ADVERTISING</i>				\$55,000	
			<i>PROMOTIONS/PR</i>				\$75,000	
			<i>SPORTS MARKETING</i>				\$82,000	
			<i>THRESHOLD 360 (PREPAIDS)</i>				\$13,000	
			<i>TRAVEL GUIDE DESIGN</i>				\$20,000	
			<i>TV ADVERTISING</i>				\$100,000	
			<i>TV CHANNEL & PRODUCTION</i>				\$100,000	
			<i>VISIT FLORIDA DMO CO-OP</i>				\$10,000	
			<i>VISIT FLORIDA TRAVEL GUIDE</i>				\$20,000	
			<i>VISIT FLORIDA WELCOME CENTER DISPLAY SPACE</i>				\$2,000	
			<i>VISITOR SERVICES</i>				\$44,000	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5305 TOURIST DEVELOPMENT - MARKETING &
PROMOTION

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	54800	55200	PROMOTIONAL ACTIVITIES	\$476,460	\$407,780	\$563,823	\$846,792	77.7%
			<i>WEBSITE, WEBSITE ADDITIONS & ENHANCEMENTS & HOSTING</i>				\$6,360	
152	54900	55200	OTHER CHARGES/OBLIGATIONS	\$10,000	\$41,337	\$7,400	\$133,304	1,233.0%
			<i>AWARD SUBMISSIONS</i>				\$1,000	
			<i>LOCAL OUTREACH - LUNCHEONS, TICKETED EVENTS, ETC.</i>				\$996	
			<i>MISCELLANEOUS/UNANTICIPATED EXPENDITURES</i>				\$60,308	
			<i>SPORTS COMPLEX / INDOOR FACILITY PLANNING</i>				\$68,000	
			<i>WINNER'S CIRCLE TOURISM AWARDS LUNCHEON</i>				\$3,000	
152	55200	55200	OPERATING SUPPLIES	\$0	\$0	\$0	\$7,100	100.0%
			<i>GRAPHIC DESIGN</i>				\$2,000	
			<i>PHOTO & VIDEO LIBRARY UPGRADES</i>				\$5,100	
152	55400	55200	PUBLICATIONS/SUBSCRIPTION	\$0	\$995	\$995	\$0	100.0%
152	55402	55200	SUBSCRIPTIONS	\$3,000	\$5,570	\$6,600	\$16,600	453.3%
			<i>HUDDLE UP (PREPAIDS)</i>				\$3,000	
			<i>PLACER.AI</i>				\$9,000	
			<i>STR REPORT</i>				\$3,600	
			<i>TRAVEL SMART NEWS</i>				\$1,000	
152	55403	55200	EDUCATION & TRAINING	\$540	\$1,530	\$2,285	\$13,300	2,363.0%
			<i>DEST. FLORIDA CONF - REGISTRATION (X5)</i>				\$1,800	
			<i>EDUCATION & TRAINING</i>				\$5,000	
			<i>GOV. CONF - REGISTRATION (X5)</i>				\$2,500	
			<i>IMM (INTL MEDIA MARKETPLACE) - REGISTRATION</i>				\$4,000	

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5305 TOURIST DEVELOPMENT - MARKETING &
PROMOTION

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	59010	55200	TRANSFERS OUT	\$200,000	\$0	\$200,000	\$0	(100.0%)
152	59900	55200	RESERVE FOR CONTINGENCY	\$11,995	\$0	\$0	\$230,000	1,817.5%
			<i>RESERVE FOR CONTINGENCY - 10% OF AVAILABLE MKTG & PROMO FUND BALANCE</i>				\$230,000	
Non Personal Expenditures				\$1,290,929	\$718,832	\$1,388,078	\$1,939,011	50.2%
152	56400	55200	MACHINERY & EQUIPMENT	\$60,000	\$18,200	\$60,000	\$0	(100.0%)
Capital Expenditures				\$60,000	\$18,200	\$60,000	\$0	(100.0%)
Center: 5305 TOURIST DEVELOPMENT - MARKETING & PROMOTION				\$1,350,929	\$737,032	\$1,448,078	\$1,939,011	43.5%

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5306 TOURIST DEVELOPMENT - LAKES

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	56300Z	53700	PROJECT IMPROVEMENTS	\$264,740	\$247,605	\$0	\$0	(100.0%)
Capital Expenditures				\$264,740	\$247,605	\$0	\$0	(100.0%)
Center: 5306 TOURIST DEVELOPMENT - LAKES				\$264,740	\$247,605	\$0	\$0	(100.0%)

Highlands County
Expenditures By Cost Center - Detail 1 Year

Center: 5309 TOURIST DEV - ASSET
DEVELOPMENT/ENHANCEMENT

Fund	Account	Proj/Acct	Title	2023 - 2024 Budget	2023 - 2024 Actuals	Current EOY Projection	2024 - 2025 Request	Variance
152	56100	55200	LAND	\$200,000	\$0	\$0	\$200,000	0.0%
			<i>LAND PURCHASE</i>				\$200,000	
152	56200	55200	BUILDINGS	\$270,000	\$44,950	\$0	\$300,000	11.1%
			<i>BUILDINGS</i>				\$230,000	
			<i>SPORTS COMPLEX NETTING</i>				\$70,000	
152	56300	55200	IMPROVEMENTS OTHER THAN	\$0	\$0	\$0	\$270,000	100.0%
			<i>NEW PERIMETER NETTING FOR FLAT FIELDS AT MULTI-SPORTS COMPLEX</i>				\$70,000	
			<i>UNDERGROUND SEWAGE UPGRADE - SPORTS COMPLEX</i>				\$200,000	
Capital Expenditures				\$470,000	\$44,950	\$0	\$770,000	63.8%
Center: 5309 TOURIST DEV - ASSET DEVELOPMENT/ENHANCEMENT				\$470,000	\$44,950	\$0	\$770,000	63.8%

Highlands County
Budget Issues - Detail
5309 TOURIST DEV - ASSET DEVELOPMENT/ENHANCEMENT

Issue	Project	Fund	Title
AUTO - 666		152	5309 TOURIST DEV - ASSET DEVELOPMENT/ENHANCEMENT

Perimeter Netting for Flat Fields at Multi-Sport Complex

1. DESCRIPTION: New netting lining the perimeter of the flat fields at the multi-sport complex is requested to enhance safety measures for sporting events. In addition, it will save event planners hosting their events at the facility money and resources from losing balls and equipment.

2. IMPACT: The use of the flat fields at the Highlands County Multi-Sport Complex has increased significantly in the past few years due to the recruiting of new sport tourism events by the Tourist Development Council and its sports marketing consultants. The number of specifically lacrosse events has increased, as well as the number of participants amongst those events. As such, many events require use of every field at the complex. The lack of netting along the perimeter of the fields heightens the chance of injury to players, coaches, spectators, etc. by rogue balls flying out of the fields' boundaries, and this specific topic has been brought forth as concern by event organizers a number of times.

3. PERFORMANCE MEASURE(S): The addition of netting around the flat fields will enhance the Multi-Sport Complex's appeal as a tournament-ready facility. As such, the addition of the netting will tie directly to the goal to recruit additional events to the Highlands County Multi-Sport complex and in turn increase the facility's revenue stream, helping to close the financial loss gap shown for a number of years.

4. SPECIFICATION(S)/DETAIL(S): 10' tall netting to line the perimeter of (5) flat fields at the multi-sport complex, inclusive of support poles, all hardware needed to complete installation, cabling, concrete, equipment rentals and labor. Issue Total \$70,000.00

Capital Expenditures			FY 24 - 25
56300	IMPROVEMENTS OTHER THAN		\$70,000
	<i>NEW PERIMETER NETTING FOR FLAT FIELDS AT MULTI-SPORTS COMPLEX</i>		<i>\$70,000</i>
Capital Expenditures Total:			\$70,000
<i>Issue Total</i>			\$70,000

Highlands County
Budget Issues - Detail
5309 TOURIST DEV - ASSET DEVELOPMENT/ENHANCEMENT

Issue	Project	Fund	Title
AUTO - 667		152	5309 TOURIST DEV - ASSET DEVELOPMENT/ENHANCEMENT
Sewage Update at Multi-Sport Complex			
<p>1. DESCRIPTION: With more events coming to the sports complex and with current traffic, there is a need to switch the current facilities from septic to underground sewage.</p> <p>2. IMPACT: The Highlands County Multi-Sport Complex has increased significantly in the past few years due to the recruiting of new sport tourism events by the Tourist Development Council and its sports marketing consultant team. During some of these main events, event coordinators are having to rent and bring in Porta Potties to meet the bathroom facility needs.</p> <p>3. PERFORMANCE MEASURE(S): The addition of underground sewage, better venue experience for tourist and tourism events and eliminate the need for porta potty rentals.</p> <p>4. SPECIFICATION(S)/DETAIL(S): The total cost estimate from the City of Sebring is \$168,335.00. Issue Total \$200,000.</p>			
Capital Expenditures			FY 24 - 25
	56300	IMPROVEMENTS OTHER THAN	\$200,000
		UNDERGROUND SEWAGE UPGRADE - SPORTS COMPLEX	\$200,000
Capital Expenditures Total:			\$200,000
<i>Issue Total</i>			\$200,000

ATTACHMENT C

EMPLOYEE SALARY & BENEFIT DETAILS

DESCRIPTION	AMOUNT
PAYROLL CHARGES	\$ 85,722.05
OVERTIME	\$ 282.15
FICA TAXES	\$ 6,557.71
RETIREMENT CONTRIBUTIONS	\$ 11,573.16
LIFE & HEALTH INSURANCE	\$ 19,121.01
WORKERS' COMP	\$ 134.19
TOTAL	\$ 123,390.27

Contracted Employee - Lead Marketing Consultant Annual Contract 23/24	\$ 104,901.79
--	----------------------

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

ATTACHMENT D

ITEMIZED ACCOUNT OF ALL EXPENDITURES

TITLE	TOTAL EXPENDED
DOMESTIC MEDIA MISSION	\$ 2,500.00
GC 25 REGISTRATION (x3)	\$ 1,185.00
DMO VIDEO CO-OP: BRONZE FAMILIES PACKAGE	\$ 22,500.00
DMO VIDEO PROGRAM - RAO FAMILIES	\$ 3,000.00
DMO PARTNERSHIP DUES	\$ 3,000.00
TOTAL	\$ 32,185.00

ATTACHMENT E
TRAVEL RELATED EXPENDITURES

DATE	DESCRIPTION	AMOUNT
6/13/25	Hotel - Dest. Fl. Conference	\$ 1,016.00
10/15/25	Hotel - Governor's Conference	\$ 223.00
	TOTAL	\$ 1,239.00