

**FCTDC 2020-21 Expense to Budget Report**  
as of March 31, 2021

	Expensed YTD	Budget	Balance	% Spent
<b>ADMINISTRATION -3400</b>	<b>\$49,865</b>	<b>\$112,000</b>	<b>\$62,136</b>	<b>44.5%</b>
<b>INFRASTRUCTURE</b>	<b>\$155,793</b>	<b>\$758,500</b>	<b>\$602,707</b>	<b>20.5%</b>
<b>AID TO LOCAL GOVERNMENTS</b>	<b>\$46,905</b>	<b>\$468,500</b>	<b>\$421,595</b>	<b>10.0%</b>
Armory (Convention Center Website) - 3401		\$3,000	\$3,000	0.0%
Beach and Bridge Cleanup - 9100	\$43,500	\$99,000	\$55,500	43.9%
Land Acquisition -		\$169,000	\$169,000	0.0%
Other - SGI Bathroom Project	\$1,401	\$130,000	\$128,599	1.1%
Reserve (Buddy Ward) - 9600	\$2,004	\$67,500	\$0	3.0%
<b>AID TO PRIVATE (NP) AGENCIES - 8200</b>	<b>\$108,750</b>	<b>\$270,000</b>	<b>\$161,250</b>	<b>40.3%</b>
Museum Grants - 8200	\$18,750	\$90,000	\$71,250	20.8%
Visitor Centers - 8200	\$90,000	\$180,000	\$90,000	50.0%
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$138</b>	<b>\$20,000</b>	<b>\$19,862</b>	<b>0.7%</b>
FCTDC - Property Insurance (EPVC) - 4500		\$0	\$0	0.0%
OTHER -TDC Building Maintenance - 4600	\$138	\$20,000	\$19,862	0.0%
<b>PROMOTIONS (4800, 5400,</b>	<b>\$226,710</b>	<b>\$847,305</b>	<b>\$592,395</b>	<b>26.8%</b>
<b>GRANTS FOR NON-PROFIT EVENTS</b>	<b>\$2,974</b>	<b>\$138,000</b>	<b>\$135,026</b>	<b>2.2%</b>
New Promo Ops		\$15,000	\$15,000	0.0%
Grants for Non-Profit Events - \$2000	\$2,974	\$88,000	\$85,026	3.4%
Grants for Non-Profit Events - \$5000		\$35,000	\$35,000	0.0%
<b>INTERNET</b>	<b>\$108,266</b>	<b>\$252,809</b>	<b>\$144,543</b>	<b>42.8%</b>
2-K Internet Marketing Production (14%)	\$5,443	\$20,334	\$14,891	26.8%
2-K (Core Internet Marketing Services - \$2500/mo)	\$15,000	\$30,000	\$15,000	50.0%
Banner Ads (Bay Media)	\$3,475	\$25,800	\$22,325	13.5%
Market Research (\$65/hr)	\$6,000	\$6,000	\$0	100.0%
Email Marketing	\$5,040			
Non-Contratural Website	\$622	\$6,000	\$5,378	10.4%
Search Engine Optimization (\$65/hr)	\$15,275	\$28,500	\$13,225	53.6%
Internet Marketing (Google, Social Media etc.)	\$44,151	\$109,655	\$65,504	40.3%
Social Media Campaign (Management - \$2,210/mo)	\$13,260	\$26,520	\$13,260	50.0%
<b>WEBSITE REVISIONS</b>	<b>\$0</b>	<b>\$12,200</b>	<b>\$12,200</b>	<b>0.0%</b>
Photo Library		\$7,500	\$7,500	0.0%
Photo Set Up (Materials, actors, etc)		\$4,700	\$4,700	0.0%
<b>PARTNERSHIPS - COOPS</b>	<b>\$3,400</b>	<b>\$13,500</b>	<b>\$10,100</b>	<b>25.2%</b>
98 Corridor Mkting		\$5,000	\$5,000	0.0%
COCA Banner	\$3,400	\$5,500	\$2,100	61.8%
Visit Florida State Welcome Center Placement***		\$3,000	\$3,000	0.0%
<b>PRINT</b>	<b>\$62,685</b>	<b>\$185,096</b>	<b>\$122,411</b>	<b>33.9%</b>
Bay Media - 14% Production	\$7,405	\$15,196	\$7,791	48.7%
Bay Media (Core Services - \$2500/mo) Retainer	\$15,000	\$30,000	\$15,000	50.0%
Brochures	\$1,130			
Bay Media Content Production (\$65/hour)	\$2,113	\$3,500	\$1,388	60.4%
Forgotten Coastlines	\$6,600	\$26,400	\$19,800	25.0%
Print Advertising	\$30,437	\$85,000	\$54,563	35.8%
Print Advertising - Trip Advisor		\$25,000	\$25,000	0.0%

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	Expensed YTD	Budget	Balance	% Spent
<b>SPECIAL EVENTS AND OUTREACH</b>	<b>\$18,022</b>	<b>\$80,000</b>	<b>\$61,978</b>	<b>22.5%</b>
Dues/ Memberships/ Meetings/ Conferences	\$8,129	\$20,000	\$11,871	40.6%
Get-a-Way Contests	\$1,604	\$16,000	\$14,396	10.0%
Hospitality Training		\$2,000	\$2,000	0.0%
Journalists Visits	\$289	\$10,000	\$9,711	2.9%
Mentoring /Scholarships		\$2,000	\$2,000	0.0%
Promotional Items		\$8,000	\$8,000	0.0%
Promotional Mailings (Welcome Centers)		\$6,000	\$6,000	0.0%
Software Advancements (Key Data)	\$8,000	\$12,000	\$4,000	66.7%
Survey Program (Simpleview)		\$4,000	\$4,000	0.0%
Trademark (not due until ?)		\$0	\$0	0.0%
<b>TV, RADIO AND WEBCAMS</b>	<b>\$20,620</b>	<b>\$108,700</b>	<b>\$88,080</b>	<b>19.0%</b>
FCTV Retainer	\$7,200	\$25,200		28.6%
Oyster Radio	\$5,000	\$12,000		41.7%
Radio (FSU, Cumulus, etc)		\$10,000		0.0%
TV Advertising		\$35,000		0.0%
Video Production	\$8,420	\$25,000		33.7%
Webcam Installation/Maintenance		\$1,500		0.0%
<b>WELCOMING TOURIST</b>	<b>\$10,742</b>	<b>\$28,800</b>	<b>\$18,058</b>	<b>37.3%</b>
Additional Signage Roadside	\$465	\$15,000		3.1%
Airport Sign/Display - Clear Channel	\$7,360	\$13,800		53.3%
Postage - Visitor Guides	\$2,917	\$0	\$0	
<b>RECAP</b>				
<b>ADMINISTRATION</b>	<b>\$49,865</b>	<b>\$112,000</b>	<b>\$112,000</b>	<b>0.0%</b>
<b>INFRASTRUCTURE</b>	<b>\$155,793</b>	<b>\$758,500</b>	<b>\$671,750</b>	<b>9.0%</b>
<b>PROMOTIONS</b>	<b>\$226,710</b>	<b>\$847,305</b>	<b>\$815,994</b>	<b>3.7%</b>
<b>TOTAL BUDGET 2020-21</b>	<b>\$432,367</b>	<b>\$1,717,805</b>	<b>\$1,285,438</b>	<b>25.2%</b>
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