

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

	Expensed YTD	Budget	Balance	% Spent
ADMINISTRATION -3400	\$71,127	\$112,000	\$40,873	63.5%
INFRASTRUCTURE	\$307,482	\$758,500	\$451,018	40.5%
AID TO LOCAL GOVERNMENTS	\$95,478	\$468,500	\$373,022	20.4%
Armory (Convention Center Website) - 3401		\$3,000	\$3,000	0.0%
Beach and Bridge Cleanup - 9100	\$65,250	\$99,000	\$33,750	65.9%
Land Acquisition -		\$169,000	\$169,000	0.0%
Other - SGI Bathroom Project	\$15,285	\$130,000	\$114,715	11.8%
Reserve (Buddy Ward) - 9600	\$14,943	\$67,500	\$52,557	22.1%
AID TO PRIVATE (NP) AGENCIES - 8200	\$210,000	\$270,000	\$60,000	77.8%
Museum Grants - 8200	\$37,500	\$90,000	\$52,500	41.7%
Visitor Centers - 8200	\$172,500	\$180,000	\$7,500	95.8%
TDC MAINTENANCE AND REPAIR	\$2,004	\$20,000	\$17,996	10.0%
FCTDC - Property Insurance (EPVC) - 4500		\$0	\$0	0.0%
OTHER -TDC Building Maintenance - 4600	\$2,004	\$20,000	\$17,996	0.0%
PROMOTIONS (4800, 5400,	\$316,127	\$847,305	\$502,978	37.3%
GRANTS FOR NON-PROFIT EVENTS	\$4,498	\$138,000	\$133,502	3.3%
New Promo Ops		\$15,000	\$15,000	0.0%
Grants for Non-Profit Events -	\$4,498	\$123,000	\$118,502	3.7%
INTERNET	\$140,314	\$252,809	\$112,495	55.5%
2-K Internet Marketing Production (14%)	\$6,849	\$20,334	\$13,485	33.7%
2-K (Core Internet Marketing Services - \$2500/mo)	\$20,000	\$30,000	\$10,000	66.7%
Banner Ads (Bay Media)	\$4,775	\$25,800	\$21,025	18.5%
Market Research (\$65/hr)	\$6,000	\$6,000	\$0	100.0%
Email Marketing	\$5,040			
Non-Contratual Website	\$652	\$6,000	\$5,348	10.9%
Search Engine Optimization (\$65/hr)	\$23,075	\$28,500	\$5,425	81.0%
Internet Marketing (Google, Social Media etc.)	\$56,243	\$109,655	\$53,412	51.3%
Social Media Campaign (Management - \$2,210/mo)	\$17,680	\$26,520	\$8,840	66.7%
WEBSITE REVISIONS	\$0	\$12,200	\$12,200	0.0%
Photo Library		\$7,500	\$7,500	0.0%
Photo Set Up (Materials, actors, etc)		\$4,700	\$4,700	0.0%
PARTNERSHIPS - COOPS	\$3,400	\$13,500	\$10,100	25.2%
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%
PRINT	\$94,963	\$185,096	\$90,133	51.3%
Bay Media - 14% Production	\$10,588	\$15,196	\$4,608	69.7%
Bay Media (Core Services - \$2500/mo) Retainer	\$20,000	\$30,000	\$10,000	66.7%
Brochures	\$2,792			
Bay Media Content Production (\$65/hour)	\$3,868	\$3,500	-\$368	110.5%
Forgotten Coastlines	\$6,600	\$26,400	\$19,800	25.0%
Print Advertising	\$51,116	\$110,000	\$58,884	46.5%
SPECIAL EVENTS AND OUTREACH	\$28,079	\$80,000	\$51,921	35.1%

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Dues/ Memberships/ Meetings/ Conferences	\$9,179	\$20,000	\$10,821	45.9%
Get-a-Way Contests	\$2,286	\$16,000	\$13,714	14.3%
Hospitality Training		\$2,000	\$2,000	0.0%
Journalists Visits	\$614	\$10,000	\$9,386	6.1%
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)	\$12,000	\$12,000	\$0	100.0%
Survey Program (Simpleview)	\$4,000	\$4,000	\$0	100.0%
Trademark (not due until ?)		\$0	\$0	0.0%
TV, RADIO AND WEBCAMS	\$26,820	\$108,700	\$81,880	24.7%
FCTV Retainer	\$9,600	\$25,200		38.1%
Oyster Radio	\$7,000	\$12,000		58.3%
Radio (FSU, Cumulus, etc)		\$10,000		0.0%
TV Advertising		\$35,000		0.0%
Video Production	\$10,220	\$25,000		40.9%
Webcam Installation/Maintenance		\$1,500		0.0%
WELCOMING TOURIST	\$18,053	\$28,800	\$10,747	62.7%
Signage Production	\$5,115	\$15,000		34.1%
Airport Sign/Display - Clear Channel	\$8,245	\$13,800		59.7%
Postage - Visitor Guides	\$4,693	\$0	\$0	
RECAP	Expensed YTD	Budget	Balance	% Spent
ADMINISTRATION	\$ 71,127	\$ 112,000	\$ 40,873	63.5%
INFRASTRUCTURE	\$ 307,482	\$ 758,500	\$ 451,018	40.5%
PROMOTIONS	\$ 316,127	\$ 847,305	\$ 531,178	37.3%
TOTAL BUDGET 2020-21	\$ 694,736	\$ 1,717,805	\$ 1,023,069	40.4%