

FCTDC 2020-21 Expense to Budget Report

as of September 30, 2021

DRAFT

	Expensed YTD	Budget	Balance	% Spent
ADMINISTRATION -3400	\$112,000	\$112,000	\$0	100.0%
INFRASTRUCTURE	\$494,371	\$758,500	\$264,129	65.2%
AID TO LOCAL GOVERNMENTS	\$239,718	\$468,500	\$228,782	51.2%
Armory (Convention Center Website) - 3401		\$3,000	\$3,000	0.0%
Beach and Bridge Cleanup - 9100	\$87,000	\$99,000	\$12,000	87.9%
Land Acquisition -		\$169,000	\$169,000	0.0%
SGI Bathroom Project	\$133,202	\$130,000	-\$3,202	102.5%
Reserve (Buddy Ward) - 9600	\$19,516	\$67,500	\$47,984	28.9%
AID TO PRIVATE (NP) AGENCIES - 8200	\$247,500	\$270,000	\$22,500	91.7%
Museum Grants - 8200	\$67,500	\$90,000	\$22,500	75.0%
Visitor Centers - 8200	\$180,000	\$180,000	\$0	100.0%
TDC MAINTENANCE AND REPAIR	\$7,153	\$20,000	\$12,847	35.8%
TDC Building Maintenance - Includes Insurance	\$7,153	\$20,000	\$12,847	0.0%
PROMOTIONS (4800, 5400,	\$563,905	\$847,305	\$255,200	66.6%
GRANTS FOR NON-PROFIT EVENTS	\$21,397	\$138,000	\$116,603	15.5%
New Promo Ops	\$500	\$15,000	\$14,500	3.3%
Grants for Non-Profit Events -	\$20,897	\$123,000	\$102,103	17.0%
INTERNET	\$244,127	\$252,809	\$8,682	96.6%
2-K Internet Marketing Production (14%)	\$15,963	\$20,334	\$4,371	78.5%
2-K (Core Internet Marketing Services - \$2500/mo)	\$30,000	\$30,000	\$0	100.0%
Banner Ads (Bay Media)	\$16,491	\$25,800	\$9,309	63.9%
Market Research (\$65/hr)	\$6,000	\$6,000	\$0	100.0%
Email Marketing	\$5,040			
Non-Contratural Website	\$1,588	\$6,000	\$4,412	26.5%
Search Engine Optimization (\$65/hr)	\$28,500	\$28,500	\$0	100.0%
Internet Marketing (Google, Social Media etc.)	\$114,025	\$109,655	-\$4,370	104.0%
Social Media Campaign (Management - \$2,210/mo)	\$26,520	\$26,520	\$0	100.0%
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	\$183,930	\$185,096	\$1,166	99.4%
Bay Media - 14% Production	\$15,985	\$15,196	-\$789	105.2%
Bay Media (Core Services - \$2500/mo) Retainer	\$30,000	\$30,000	\$0	100.0%
Brochures	\$2,792			
Bay Media Content Production (\$65/hour)	\$6,403	\$3,500	-\$2,903	182.9%
Forgotten Coastlines	\$6,600	\$6,600	\$0	100.0%
Print Advertising	\$122,151	\$129,800	\$7,649	94.1%
SPECIAL EVENTS AND OUTREACH	\$34,061	\$80,000	\$45,939	42.6%
Dues/ Memberships/ Meetings/ Conferences	\$13,681	\$20,000	\$6,319	68.4%

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Get-a-Way Contests	\$3,153	\$16,000	\$12,847	19.7%
Hospitality Training		\$2,000	\$2,000	0.0%
Journalists Visits	\$828	\$10,000	\$9,172	8.3%
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)	\$12,400	\$12,000	-\$400	103.3%
Survey Program (Simpleview)	\$4,000	\$4,000	\$0	100.0%
Trademark (not due until ?)		\$0	\$0	0.0%
TV, RADIO AND WEBCAMS	\$46,565	\$108,700	\$62,135	42.8%
FCTV Retainer (1200/mo)	\$14,400	\$25,200		57.1%
Oyster Radio (1000/ mo)	\$12,000	\$12,000		100.0%
Radio (FSU, Cumulus, etc)		\$10,000		0.0%
TV Advertising		\$35,000		0.0%
Video Production	\$20,165	\$25,000		80.7%
Webcam Installation/Maintenance		\$1,500		0.0%
WELCOMING TOURIST	\$30,424	\$28,800	-\$1,624	105.6%
Signage Production	\$7,265	\$15,000		48.4%
Airport Sign/Display - Clear Channel	\$8,245	\$13,800		59.7%
Postage - Visitor Guides	\$14,914	\$0	\$0	
RECAP	Expensed YTD	Budget	Balance	% Spent
ADMINISTRATION	\$ 112,000	\$ 112,000	\$ -	100.0%
INFRASTRUCTURE	\$ 494,371	\$ 758,500	\$ 264,129	65.2%
PROMOTIONS	\$ 563,905	\$ 847,305	\$ 283,400	66.6%
TOTAL BUDGET 2020-21	\$ 1,170,276	\$ 1,717,805	\$ 547,529	68.1%