

FCTDC 2021-22 Expense to Budget Report

as of April 2022

DRAFT

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% Spent
2	ADMINISTRATION -3400	\$ 61,341	\$ 112,000	\$ 50,659	54.8%
3					
4	INFRASTRUCTURE	\$ 276,206	\$ 1,298,000	\$1,021,794	21.3%
5	Aid to Local Governments	\$ 98,706	\$ 958,000	\$ 859,294	10.3%
6	Infrastructure Projects - per stature		\$ 600,000	\$ 600,000	0.0%
7	Beach Cleanup - 9100	\$ 56,250	\$ 125,000	\$ 68,750	45.0%
8	Moby Mats		\$ 40,000	\$ 40,000	0.0%
9	Armory Website Page Addition		\$ 3,000	\$ 3,000	0.0%
10	SGI Bathroom Loan (Peoples Bank)	\$ 42,456	\$ 190,000	\$ 147,544	22.3%
11	Aid to Non-Profits	\$ 177,500	\$ 320,000	\$ 142,500	55.5%
12	Museum Grants - 8200	\$ 22,500	\$ 40,000	\$ 17,500	56.3%
13	Visitor Centers - 8200	\$ 135,000	\$ 180,000	\$ 45,000	75.0%
14	Museum Project Grant	\$ 20,000	\$ 100,000	\$ 80,000	20.0%
15	TDC Maintenance and Repairs	\$ -	\$ 20,000	\$ 20,000	0.0%
16	TDC Building Maintenance - Includes Insurance		\$ 20,000	\$ 20,000	0.0%
17	PROMOTIONAL BUDGET	\$ 333,540	\$ 1,016,850	\$ 683,310	32.8%
18	Non-Profit Event Promotions	\$ 8,434	\$ 123,000	\$ 114,566	6.9%
19	Non-Profit Promotion Grants	\$ 8,434	\$ 123,000	\$ 114,566	6.9%
20	New Promotional Opportunities	\$ 26,190	\$ 20,000	\$ (6,190)	131.0%
21	Carvertize	\$ 26,190	\$ 30,000	\$ 3,810	87.3%
22	Internet and Web	\$ 125,647	\$ 271,850	\$ 146,203	46.2%
23	Group Core Internet Marketing (2500/mo)	\$ 17,500	\$ 30,000	\$ 12,500	58.3%
24	Social Media Campaigns (2210/mo)	\$ 15,470	\$ 26,520	\$ 11,050	58.3%
25	Non-Contractual Website	\$ 5,662	\$ 6,000	\$ 338	94.4%
26	Search Engine Optimization	\$ 18,655	\$ 28,500	\$ 9,845	65.5%
27	Internet Marketing (Google, etc)	\$ 57,030	\$ 117,860	\$ 60,830	0.0%
28	14% Production	\$ 9,335	\$ 21,670	\$ 12,335	0.0%
29	Banner Adds (Bay Media)	\$ 1,800	\$ 25,800	\$ 24,000	7.0%
30	14% Production		\$ 4,200	\$ 4,200	0.0%
31	Website Revisions	\$ 195	\$ 11,300	\$ 11,105	1.7%
32	Print	\$ 78,272	\$ 221,600	\$ 143,328	35.3%
33	Bay Media Retainer	\$ 17,500	\$ 30,000	\$ 12,500	58.3%
34	Content Production	\$ 3,807	\$ 12,000	\$ 8,193	31.7%
35	Print Advertising	\$ 51,784	\$ 140,000	\$ 88,216	37.0%
36	14% Production	\$ 3,729	\$ 19,600	\$ 15,871	19.0%
37	Printing Promotional Materials (brochures)	\$ 1,451	\$ 20,000	\$ 18,549	7.3%
38	Photography	\$ 500	\$ 15,200	\$ 14,700	3.3%
39	Photo Library	\$ 500	\$ 7,500	\$ 7,000	6.7%
40	Crowd Rift		\$ 3,000	\$ 3,000	0.0%
41	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
42	Welcoming Tourists	\$ 1,770	\$ 85,000	\$ 83,230	2.1%
43	Airport Signage/Display - Clear Channel Tallahassee	\$ 1,770	\$ 10,000	\$ 8,230	17.7%

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44	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
45	Historical Signage		\$ 50,000	\$ 50,000	0.0%
46	Additional Signage (roadside, storefront, billboards)		\$ 15,000	\$ 15,000	0.0%
47	TV, Radio and Webcams	\$ 38,114	\$ 131,200	\$ 93,086	29.1%
48	FCTV Retainer	\$ 7,200	\$ 25,200	\$ 18,000	28.6%
49	Radio (FSU, Cumulus, Out of Area, etc)	\$ 8,515	\$ 10,000	\$ 1,485	85.2%
50	Oyster Radio	\$ 6,000	\$ 10,000	\$ 4,000	60.0%
51	Television Advertising		\$ 35,000	\$ 35,000	0.0%
52	Video Library	\$ 3,600	\$ 10,000	\$ 6,400	0.0%
53	Commercials / Specials		\$ 10,000	\$ 10,000	0.0%
54	Video Production- PSAs		\$ 5,000	\$ 5,000	0.0%
55	Video Production - Other	\$ 5,400	\$ 26,000	\$ 20,600	20.8%
56	Partnerships (co-ops)	\$ 7,399	\$ 19,500	\$ 12,101	37.9%
57	VF State Welcome Center - Kids Corner	\$ 3,799	\$ 9,000	\$ 5,201	42.2%
58	98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
59	COCA Banner	\$ 3,600	\$ 5,500	\$ 1,900	65.5%
60	Special Events and Outreach	\$ 36,687	\$ 79,500	\$ 42,813	46.1%
61	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
62	Get-a-Way Contests	\$ 3,178	\$ 18,000	\$ 14,822	17.7%
63	Hospitality Training		\$ 3,000	\$ 3,000	0.0%
64	Journalists Visits		\$ 10,000	\$ 10,000	0.0%
65	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
66	Promotional Items		\$ 5,000	\$ 5,000	0.0%
67	Visitor Guide and Office Mailings (Postage)	\$ 20,109			
68	Promotional Mailings (Welcome Centers)		\$ 8,000	\$ 8,000	0.0%
69	New Software Advancements - Simpleview	\$ 5,000	\$ 15,000	\$ 10,000	33.3%
70	Keydata Dashboard	\$ 8,400	\$ 8,500	\$ 100	98.8%
71	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
72	Trademark (Pending)			\$ -	
73	Dues and Memberships/Meetings / Conferences	\$ 10,527	\$ 20,000	\$ 9,473	
74	VF, STS, FOWA, NOWA, COCA, DMO Assn, NWTDC	\$ 5,527	\$ 7,000	\$ 1,473	79.0%
75	Gov Conf. / Conf. and Meetings (registration/accom.)		\$ 5,000	\$ 5,000	0.0%
76	Travel - Conferences/ Meetings (perdeim/mileage)		\$ 3,000	\$ 3,000	0.0%
77	Explore NW Florida (Riverway South) Membership	\$ 5,000	\$ 5,000	\$ -	100.0%
78					
79	RECAP	Expensed YTD	Budget	Balance	% Spent
80	ADMINISTRATION	\$ 61,341	\$ 112,000	\$ 50,659	54.8%
81	INFRASTRUCTURE	\$ 276,206	\$ 1,298,000	\$ 1,021,794	21.3%
82	PROMOTIONS	\$ 333,540	\$ 1,016,850	\$ 683,310	32.8%
83	TOTAL BUDGET 2021-22	\$ 671,087	\$ 2,426,850	\$ 1,755,763	27.7%