

FCTDC 2021-22 Expense to Budget Report

as of May 2022

DRAFT

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% Spent
2	ADMINISTRATION -3400	\$ 72,408	\$ 112,000	\$ 39,592	64.7%
3					
4	INFRASTRUCTURE	\$ 286,521	\$ 1,298,000	\$1,011,479	22.1%
5	Aid to Local Governments	\$ 104,771	\$ 958,000	\$ 853,229	10.9%
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	SGL Bathroom Loan (Peoples Bank)	\$ 48,521	\$ 190,000	\$ 141,479	25.5%
11	Aid to Non-Profits	\$ 181,250	\$ 320,000	\$ 138,750	56.6%
12	Museum Grants - 8200	\$ 26,250	\$ 40,000	\$ 13,750	65.6%
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	\$ 500	\$ 20,000	\$ 19,500	2.5%
16	TDC Building Maintenance - Includes Insurance	\$ 500	\$ 20,000	\$ 19,500	0.0%
17	PROMOTIONAL BUDGET	\$ 367,302	\$ 1,016,850	\$ 649,548	36.1%
18	Non-Profit Event Promotions	\$ 6,639	\$ 123,000	\$ 116,361	5.4%
19	Non-Profit Promotion Grants	\$ 6,639	\$ 123,000	\$ 116,361	5.4%
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	\$ 140,164	\$ 271,850	\$ 131,686	51.6%
23	2K Web Group Core Internet Marketing (2500/m0)	\$ 20,000	\$ 30,000	\$ 10,000	66.7%
24	Social Media Campaigns (2210/mo)	\$ 17,680	\$ 26,520	\$ 8,840	66.7%
25	Non-Contractual Website	\$ 5,662	\$ 6,000	\$ 338	94.4%
26	Search Engine Optimization	\$ 23,205	\$ 28,500	\$ 5,295	81.4%
27	Internet Marketing (Google, etc)	\$ 61,579	\$ 117,860	\$ 56,281	0.0%
28	14% Production	\$ 10,042	\$ 21,670	\$ 11,628	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					
33	Print	\$ 86,705	\$ 221,600	\$ 134,895	39.1%
34	Bay Media Retainer	\$ 20,000	\$ 30,000	\$ 10,000	66.7%
35	Content Production	\$ 3,807	\$ 12,000	\$ 8,193	31.7%
36	Print Advertising	\$ 57,718	\$ 140,000	\$ 82,282	41.2%
37	14% Production	\$ 3,729	\$ 19,600	\$ 15,871	19.0%
38	Printing Promotional Materials (brochures)	\$ 1,451	\$ 20,000	\$ 18,549	7.3%
39	Photography	\$ 500	\$ 15,200	\$ 14,700	3.3%
40	Photo Library	\$ 500	\$ 7,500	\$ 7,000	6.7%
41	Crowd Rift		\$ 3,000	\$ 3,000	0.0%
42	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
43	Welcoming Tourists	\$ 1,770	\$ 85,000	\$ 83,230	2.1%

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1		Expensed YTD	Budget	Balance	% Spent
44	Airport Signage/Display - Clear Channel Tallahassee	\$ 1,770	\$ 10,000	\$ 8,230	17.7%
45	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
46	Historical Signage		\$ 50,000	\$ 50,000	0.0%
47	Additional Signage (roadside, storefront, billboards)		\$ 15,000	\$ 15,000	0.0%
48	TV, Radio and Webcams	\$ 48,314	\$ 131,200	\$ 82,886	36.8%
49	FCTV Retainer	\$ 9,600	\$ 25,200	\$ 15,600	38.1%
50	Radio (FSU, Cumulus, Out of Area, etc)	\$ 8,515	\$ 10,000	\$ 1,485	85.2%
51	Oyster Radio	\$ 7,000	\$ 10,000	\$ 3,000	70.0%
52	Television Advertising		\$ 35,000	\$ 35,000	0.0%
53	Video Library	\$ 3,600	\$ 10,000	\$ 6,400	0.0%
54	Commercials / Specials		\$ 10,000	\$ 10,000	0.0%
55	Video Production- PSAs	\$ 7,200	\$ 5,000	\$ (2,200)	144.0%
56	Video Production - Other	\$ 5,000	\$ 26,000	\$ 21,000	19.2%
57	Partnerships (co-ops)	\$ 7,399	\$ 19,500	\$ 12,101	37.9%
58	VF State Welcome Center - Kids Corner	\$ 3,799	\$ 9,000	\$ 5,201	42.2%
59	98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
60	COCA Banner	\$ 3,600	\$ 5,500	\$ 1,900	65.5%
61	Special Events and Outreach	\$ 39,095	\$ 79,500	\$ 40,405	49.2%
62	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
63	Get-a-Way Contests	\$ 3,178	\$ 18,000	\$ 14,822	17.7%
64	Hospitality Training		\$ 3,000	\$ 3,000	0.0%
65	Journalists Visits	\$ 425	\$ 10,000	\$ 9,575	4.3%
66	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
67	Promotional Items		\$ 5,000	\$ 5,000	0.0%
68	Visitor Guide and Office Mailings (Postage)	\$ 22,092			
69	Promotional Mailings (Welcome Centers)		\$ 8,000	\$ 8,000	0.0%
70	New Software Advancements - Simpleview	\$ 5,000	\$ 15,000	\$ 10,000	33.3%
71	Keydata Dashboard	\$ 8,400	\$ 8,500	\$ 100	98.8%
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
73	Trademark (Pending)			\$ -	
74	Dues and Memberships/Meetings / Conferences	\$ 10,527	\$ 20,000	\$ 9,473	
75	VF, STS, FOWA, NOWA, COCA, DMO Assn, NWTDC, Gov Conf. / Conf. and Meetings (registration/accom.)	\$ 5,527	\$ 7,000	\$ 1,473	79.0%
76			\$ 5,000	\$ 5,000	0.0%
77	Travel - Conferences/ Meetings (perdeim/mileage)		\$ 3,000	\$ 3,000	0.0%
78	Explore NW Florida (Riverway South) Membership	\$ 5,000	\$ 5,000	\$ -	100.0%
79					
80	RECAP	Expensed YTD	Budget	Balance	% Spent
81	ADMINISTRATION	\$ 72,408	\$ 112,000	\$ 39,592	64.7%
82	INFRASTRUCTURE	\$ 286,521	\$ 1,298,000	\$ 1,011,479	22.1%
83	PROMOTIONS	\$ 367,302	\$ 1,016,850	\$ 649,548	36.1%
84	TOTAL BUDGET 2021-22	\$ 726,230	\$ 2,426,850	\$ 1,700,620	29.9%