

**Expense to Budget Report
January 2023**

	A	B	C	D	E
		Expensed YTD	Budget	Balance	% Spent
1					
2	ADMINISTRATION -3400	\$ 35,081	\$ 174,000	\$ 138,919	20.2%
3					
4	INFRASTRUCTURE	\$ 288,365	\$ 2,016,188	\$1,727,823	14.3%
5	Aid to Local Governments	\$ 190,565	\$ 1,766,188	\$ 1,575,623	10.8%
6	Infrastructure Projects - per stature	\$ 116,805	\$ 1,450,000	\$ 1,333,195	8.1%
7	Beach Cleanup - 9100	\$ 49,500	\$ 99,000	\$ 49,500	50.0%
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0.0%
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0.0%
10	SGI Bathroom Loan (Peoples Bank)	\$ 24,260	\$ 84,188	\$ 59,928	28.8%
11	Museum Infrastructure Grant Program	\$ -	\$ 100,000	\$ 100,000	0.0%
12	Aid to Non-Profits	\$ 97,500	\$ 220,000	\$ 122,500	44.3%
13	Museum Grants - 8200	\$ 7,500	\$ 40,000	\$ 32,500	18.8%
14	Visitor Centers - 8200	\$ 90,000	\$ 180,000	\$ 90,000	50.0%
15	TDC Maintenance and Repairs	\$ 300	\$ 30,000	\$ 29,700	1.0%
16	TDC Building Maintenance - Includes Insurance	\$ 300	\$ 30,000	\$ 29,700	1.0%
17	PROMOTIONAL BUDGET	\$ 202,069	\$ 1,267,812	\$ 1,065,743	15.9%
18	Non-Profit Event Promotions	\$ 3,766	\$ 228,000	\$ 224,234	1.7%
19	Non-Profit Promotion Grants	\$ 3,766	\$ 123,000	\$ 119,234	3.1%
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000	0.0%
21	New Promotional Opportunities		\$ 30,000	\$ 30,000	0.0%
22					
23	Vendor Contracted Retainers	\$ 36,083	\$ 131,000		27.5%
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 13,333	\$ 40,000	\$26,667	33.3%
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 10,000	\$ 40,000	\$ 30,000	25.0%
26	Forgotten Coast TV (\$ 3000 / Month)	\$ 9,000	\$ 36,000	\$ 27,000	25.0%
27	Oyster Radio (\$ 1,250 / Month)	\$ 3,750	\$ 15,000	\$ 11,250	25.0%
28	Internet Advertising	\$ 63,307	\$ 234,600	\$ 171,293	27.0%
29	Social Media Campaigns	\$ 11,667	\$ 35,000	\$ 23,333	33.3%
30	Non-Contractual Website	\$ 15	\$ 6,000	\$ 5,985	0.3%
31	Search Engine Optimization	\$ 4,875	\$ 28,500	\$ 23,625	17.1%
32	Market Research & email marketing	\$ 5,040	\$ 6,000	\$ 960	84.0%
33	Internet Marketing (Google, etc)	\$ 37,410	\$ 130,000	\$ 92,590	28.8%
34	14% Production	\$ 4,299	\$ 23,100	\$ 18,801	18.6%
35	Website Revisions		\$ 6,000	\$ 6,000	0.0%
36	Print	\$ 56,050	\$ 246,012	\$ 189,962	22.8%
37	Banner Adds (Bay Media)		\$ 25,800	\$ 25,800	0.0%
38	14% Production	\$ 4,060	\$ 3,612	\$ (448)	112.4%
39	Content Production		\$ 12,000	\$ 12,000	0.0%
40	Print Advertising	\$ 51,990	\$ 150,000	\$ 98,010	34.7%
41	14% Production (\$21,000 correctt amount)		\$ 19,600	\$ 19,600	0.0%
42	Printing Promotional Materials (brochures)		\$ 35,000	\$ 35,000	0.0%
43	Photography	\$ 200	\$ 13,200	\$ 13,000	1.5%
44	Photo Library	\$ 200	\$ 8,500	\$ 8,300	2.4%
45	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0.0%
46	Welcoming Tourists	\$ 1,770	\$ 90,000	\$ 88,230	2.0%
47	Airport Signage/Display - Clear Channel Tallahassee	\$ 1,770	\$ 10,000	\$ 8,230	17.7%
48	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0.0%
49	Historical Signage		\$ 50,000	\$ 50,000	0.0%

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50	Additional Signage (roadside, storefront, billboards)		\$ 20,000	\$ 20,000	0.0%
51	TV and Radio Advertising	\$ -	\$ 45,000	\$ 45,000	0.0%
52	Radio (FSU, Cumulus, Out of Area, etc)		\$ 10,000	\$ 10,000	0.0%
53	Television Advertising		\$ 35,000	\$ 35,000	0.0%
54	Video Production	\$ 11,250	\$ 51,000	\$ 39,750	22.1%
55	Video Library		\$ 10,000		
56	Commercials / Specials	\$ 11,250	\$ 10,000	\$ (1,250)	112.5%
57	Video Production- PSAs		\$ 5,000	\$ 5,000	0.0%
58	Video Production -TV Shows		\$ 26,000	\$ 26,000	0.0%
59	Partnerships (co-ops)	\$ -	\$ 16,500	\$ 16,500	0.0%
60	VF State Welcome Center - Kids Corner		\$ 6,000	\$ 6,000	0.0%
61	98 Corridor Mkting		\$ 5,000	\$ 5,000	0.0%
62	COCA Banner		\$ 5,500	\$ 5,500	0.0%
63	Special Events and Outreach	\$ 24,393	\$ 155,500	\$ 131,107	15.7%
64	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0.0%
65	Get-a-Way Contests	\$ 1,290	\$ 20,000	\$ 18,710	6.5%
66	Hospitality Training		\$ 50,000	\$ 50,000	0.0%
67	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750	2.5%
68	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0.0%
69	Promotional Items		\$ 5,000	\$ 5,000	0.0%
70	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 1,953	\$ 35,000	\$ 33,047	0.0%
71	New Software Advancements	\$ 20,900	\$ 15,000	\$ (5,900)	139.3%
72	Keydata Dashboard		\$ 8,500	\$ 8,500	0.0%
73	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0.0%
74	Dues/Memberships/Meetings /Conferences	\$ 5,250	\$ 27,000	\$ 21,750	19.4%
75	- Riverway South Membership		\$ 6,000		
76	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0.0%
77	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0.0%
78	- Dues and Membership	\$ 5,250	\$ 11,000	\$ 5,750	47.7%
79	TOTAL BUDGET 2021-22	\$ 525,515	\$ 3,458,000	\$2,932,485	15.2%
80					