

**Expense to Budget Report**  
**April, 2023**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION -3400</b>	\$ 78,005	\$ 174,000	\$ 95,995	45%
3					
4	<b>INFRASTRUCTURE</b>	\$ 662,870	\$ 2,016,188	\$ 1,353,318	33%
5	<b>Aid to Local Governments</b>	\$ 502,420	\$ 1,766,188	\$ 1,263,768	28%
6	Infrastructure Projects - per stature	\$ 363,249	\$ 1,450,000	\$ 1,086,751	25%
7	Beach Cleanup - 9100	\$ 74,250	\$ 99,000	\$ 24,750	75%
8	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0%
9	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0%
10	SGL Bathroom Loan (Peoples Bank)	\$ 42,456	\$ 84,188	\$ 41,732	50%
11	Museum Infrastructure Grant Program	\$ 22,465	\$ 100,000	\$ 77,535	22%
12	<b>Aid to Non-Profits</b>	\$ 160,000	\$ 220,000	\$ 60,000	73%
13	Museum Grants - 8200	\$ 37,500	\$ 40,000	\$ 2,500	94%
14	Visitor Centers - 8200	\$ 122,500	\$ 180,000	\$ 57,500	68%
15	<b>TDC Maintenance and Repairs</b>	\$ 450	\$ 30,000	\$ 29,550	2%
16	TDC Building Maintenance - Includes Insurance	\$ 750	\$ 30,000	\$ 29,250	3%
17	<b>PROMOTIONAL BUDGET</b>	\$ 400,601	\$ 1,267,812	\$ 867,211	32%
18	<b>Non-Profit Event Promotions</b>	\$ 25,427	\$ 228,000	\$ 202,573	11%
19	Non-Profit Promotion Grants	\$ 25,427	\$ 123,000	\$ 97,573	21%
20	Museum Grants - (\$15,000 ea/quarter)		\$ 105,000	\$ 105,000	0%
21	<b>New Promotional Opportunities</b>	\$ 1,737	\$ 30,000	\$ 28,263	6%
22					
23	<b>Vendor Contracted Retainers</b>	\$ 71,500	\$ 131,000	\$ 59,500	55%
24	2K Webgroup - Internet (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500	56%
25	Bay Media - Web (\$ 3333.33 / Month)	\$ 22,500	\$ 40,000	\$ 17,500	56%
26	Forgotten Coast TV ( \$ 3000 / Month)	\$ 18,000	\$ 36,000	\$ 18,000	50%
27	Oystter Radio ( \$ 1,250 / Month)	\$ 8,500	\$ 15,000	\$ 6,500	57%
28	<b>Internet Advertising</b>	\$ 129,523	\$ 234,600	\$ 105,077	55%
29	Social Media Campaigns	\$ 14,583	\$ 35,000	\$ 20,417	42%
30	Non-Contractual Website	\$ 6,577	\$ 6,000	\$ (577)	110%
31	Search Engine Optimization	\$ 12,480	\$ 28,500	\$ 16,020	44%
32	Market Research & email marketing	\$ 6,000	\$ 6,000	\$ -	100%
33	Internet Marketing (Google, etc)	\$ 73,631	\$ 130,000	\$ 56,369	57%
34	14% Production	\$ 10,805	\$ 23,100	\$ 12,295	47%
35	Website Revisions	\$ 5,448	\$ 6,000	\$ 553	91%
36	<b>Print</b>	\$ 103,453	\$ 246,012	\$ 142,559	42%
37	Digital/ Banner Adds ( Bay Media)	\$ 10,890	\$ 25,800	\$ 14,910	42%
38	14% Production	\$ 10,662	\$ 23,212	\$ 12,550	46%
39	Content Production	\$ 1,398	\$ 12,000	\$ 10,602	12%
40	Print Advertising	\$ 76,056	\$ 150,000	\$ 73,944	51%
41	Printing Promotional Materials (brochures)	\$ 4,448	\$ 35,000	\$ 30,552	13%
42	<b>Photography</b>	\$ 200	\$ 13,200	\$ 13,000	2%
43	Photo Library	\$ 200	\$ 8,500	\$ 8,300	2%
44	Photo Setup (materials, actors, etc.)		\$ 4,700	\$ 4,700	0%

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	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	<b>Welcoming Tourists</b>	\$ 11,755	\$ 90,000	\$ 78,245	13%
46	Airport Signage/Display - Clear Channel Tallahassee	\$ 2,655	\$ 10,000	\$ 7,345	27%
47	Interpretive Fish Signs and Cleaning Stations		\$ 10,000	\$ 10,000	0%
48	Historical Signage		\$ 50,000	\$ 50,000	0%
49	Additional Signage (roadside, storefront, billboards)	\$ 9,100	\$ 20,000	\$ 10,900	46%
50	<b>TV and Radio Advertising</b>	\$ 8,700	\$ 45,000	\$ 36,300	19%
51	Radio (FSU, Cumulus, Out of Area, etc)		\$ 10,000	\$ 10,000	0%
52	Television Advertising	\$ 8,700	\$ 35,000	\$ 26,300	25%
53	<b>Video Production</b>	\$ 300	\$ 51,000	\$ 50,700	1%
54	Video Library	\$ 300	\$ 10,000	\$ 9,700	3%
55	Commercials / Specials		\$ 10,000	\$ 10,000	0%
56	Video Production- PSAs		\$ 5,000	\$ 5,000	0%
57	Video Production -TV Shows		\$ 26,000	\$ 26,000	0%
58	<b>Partnerships (co-ops)</b>	\$ -	\$ 16,500	\$ 16,500	0%
59	VF State Welcome Center - Kids Corner		\$ 6,000	\$ 6,000	0%
60	98 Corridor Mkting		\$ 5,000	\$ 5,000	0%
61	COCA Banner		\$ 5,500	\$ 5,500	0%
62	<b>Special Events and Outreach</b>	\$ 39,101	\$ 155,500	\$ 116,399	25%
63	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0%
64	Get-a-Way Contests	\$ 2,143	\$ 20,000	\$ 17,857	11%
65	Hospitality Training		\$ 50,000	\$ 50,000	0%
66	Journalists Visits	\$ 251	\$ 10,000	\$ 9,750	3%
67	Mentoring /Scholarships		\$ 2,000	\$ 2,000	0%
68	Promotional Items		\$ 5,000	\$ 5,000	0%
69	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 9,807	\$ 35,000	\$ 25,193	28%
70	New Software Advancements	\$ 26,900	\$ 15,000	\$ (11,900)	179%
71	Keydata Dashboard		\$ 8,500	\$ 8,500	0%
72	Forgotten Coast Mobile App		\$ 8,000	\$ 8,000	0%
73	<b>Dues/Memberships/Meetings /Conferences</b>	\$ 8,905	\$ 27,000	\$ 18,095	33%
74	- Riverway South Membership		\$ 6,000		0%
75	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0%
76	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0%
77	- Dues and Membership	\$ 11,905	\$ 11,000	\$ (905)	108%
78	<b>TOTAL BUDGET 2022 - 23</b>	\$ 1,141,476	\$ 3,458,000	\$ 2,316,524	33%
79					
80					