

Expense to Budget Report August 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	ADMINISTRATION - 60002	\$ 133,676	\$ 174,000	\$ 40,324	77%
3	INFRASTRUCTURE	\$ 1,152,253	\$ 2,081,188	\$ 928,936	55%
4	Aid to Local Governments - 60005	\$ 970,233	\$ 1,766,188	\$ 795,956	55%
5	Infrastructure Projects - per stature - 60006	\$ 769,473	\$ 1,450,000		
26	Beach Cleanup (Quarterly) - 60007	\$ 99,000	\$ 99,000	\$ -	100%
27	Moby Mats	\$ -	\$ 30,000	\$ 30,000	0%
28	Armory Website Page Addition	\$ -	\$ 3,000	\$ 3,000	0%
29	SGL Bathroom Loan (Peoples Bank - - 60010	\$ 66,716	\$ 84,188	\$ 17,472	79%
30	Museum Infrastructure Grant Program - 60011	\$ 35,044	\$ 100,000	\$ 64,956	35%
31	Aid to Non-Profits - 60012	\$ 177,500	\$ 285,000	\$ 107,500	62%
32	Museum Grants - (\$15,000 ea/quarter)	\$ 35,000	\$ 105,000	\$ 70,000	33%
33	Visitor Centers (Quarterly) - 60014	\$ 142,500	\$ 180,000	\$ 37,500	79%
34	TDC Maintenance and Repairs - 60015	\$ 4,520	\$ 30,000	\$ 25,480	15%
35	Lawn care	\$ 900			
36	Insurance TDC Property Insurance				
37	SGL VC - Fisher Roofing	\$ 2,423			
38	SGL Lighthouse Museum Flood Insurance	\$ 1,197			
39	PROMOTIONAL BUDGET - 60017	\$ 620,703	\$ 1,267,812	\$ 647,109	49%
40	Non-Profit Event Promotions - 60018	\$ 89,150	\$ 163,000	\$ 73,850	55%
41	Non-Profit Promotion Grants - 60019	\$ 62,900	\$ 123,000	\$ 60,100	51%
42	Museum Promotional Grants -	\$ 26,250	\$ 40,000	\$ 13,750	66%
43	New Promotional Opportunities - 60021	\$ 12,037	\$ 30,000	\$ 17,963	40%
44	Vendor Contracted Retainers - 60023	\$ 109,165	\$ 131,000	\$ 21,835	83%
45	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 39,583	\$ 40,000	\$ 417	99%
46	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 33,332	\$ 40,000	\$ 6,668	83%
47	Forgotten Coast TV (\$ 3000 / Month) - 60026	\$ 24,000	\$ 36,000	\$ 12,000	67%
48	Oyster Radio (\$ 1,250 / Month) - 60027	\$ 12,250	\$ 15,000	\$ 2,750	82%
49	Internet Advertising - 60028	\$ 192,478	\$ 234,600	\$ 42,122	82%
50	Social Media Campaigns - 60029	\$ 29,167	\$ 35,000	\$ 5,833	83%
51	Non-Contractual Website - 60030	\$ 1,186	\$ 6,000	\$ 4,814	20%
52	Search Engine Optimization - 60031	\$ 25,480	\$ 28,500	\$ 3,020	89%
53	Market Research & email marketing - 60032	\$ 7,480	\$ 6,000	\$ (1,480)	125%
54	Internet Marketing (Google, etc) - 60033	\$ 106,524	\$ 130,000	\$ 23,476	82%
55	14% Production - 60034	\$ 17,194	\$ 23,100	\$ 5,906	74%
56	Website Revisions - 60035	\$ 5,448	\$ 6,000	\$ 553	91%
57	Print - 60036	\$ 114,744	\$ 246,012	\$ 131,268	47%
58	Digital/ Banner Adds (Bay Media) - 60037	\$ 10,890	\$ 25,800	\$ 14,910	42%
59	14% Production - 60038	\$ 8,225	\$ 23,212	\$ 14,987	35%
60	Content Production - 60039	\$ 5,168	\$ 12,000	\$ 6,833	43%
61	Print Advertising - 60040	\$ 89,206	\$ 150,000	\$ 60,794	59%
62	Printing Promotional Materials (brochures) - 60041	\$ 1,256	\$ 35,000	\$ 33,744	4%
63	Photography - 60042	\$ 200	\$ 13,200	\$ 13,000	2%

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64	Photo Library - 60043	\$ 200	\$ 8,500	\$ 8,300	2%
65	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
66	Welcoming Tourists - 60045	\$ 7,129	\$ 90,000	\$ 82,871	8%
67	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 3,540	\$ 10,000	\$ 6,460	35%
68	Interpretive Fish Signs and Cleaning Stations	\$ -	\$ 10,000	\$ 10,000	0%
69	Historical Signage - 60048		\$ 50,000	\$ 50,000	0%
70	Additional Signage (roadside, storefront, billboards) - 60049	\$ 3,589	\$ 20,000	\$ 16,411	18%
71	TV and Radio Advertising - 60050	\$ 23,750	\$ 45,000	\$ 21,250	53%
72	Radio (FSU, Cumulus, Out of Area, etc)	\$ -	\$ 10,000	\$ 10,000	0%
73	Television Advertising	\$ 23,750	\$ 35,000	\$ 11,250	68%
74	Video Production	\$ 600	\$ 51,000	\$ 50,400	1%
75	Video Library	\$ 300	\$ 10,000	\$ 9,700	3%
76	Commercials / Specials	\$ -	\$ 10,000	\$ 10,000	0%
77	Video Production- PSAs	\$ -	\$ 5,000	\$ 5,000	0%
78	Video Production -TV Shows - 60053	\$ 300	\$ 26,000	\$ 25,700	1%
79	Partnerships (co-ops)	\$ -	\$ 16,500	\$ 16,500	0%
80	VF State Welcome Center - Kids Corner	\$ -	\$ 6,000	\$ 6,000	0%
81	98 Corridor Mkting	\$ -	\$ 5,000	\$ 5,000	0%
82	COCA Banner		\$ 5,500	\$ 5,500	0%
83	Special Events and Outreach	\$ 59,545	\$ 155,500	\$ 95,955	38%
84	Webcam Installation/Maintenance		\$ 2,000	\$ 2,000	0%
85	Get-a-Way Contests	\$ 3,579	\$ 20,000	\$ 16,421	18%
86	Hospitality Training	\$ -	\$ 50,000	\$ 50,000	0%
87	Journalists Visits	\$ 104	\$ 10,000	\$ 9,897	1%
88	Mentoring /Scholarships	\$ -	\$ 2,000	\$ 2,000	0%
89	Promotional Items	\$ -	\$ 5,000	\$ 5,000	0%
90	Visitor Guide, Promotion, Office Mailings (Postage)	\$ 21,612	\$ 35,000	\$ 13,388	62%
91	New Software Advancements	\$ 34,250	\$ 15,000	\$ (19,250)	228%
92	Keydata Dashboard	\$ -	\$ 8,500	\$ 8,500	0%
93	Forgotten Coast Mobile App	\$ -	\$ 8,000	\$ 8,000	0%
94	Dues/Memberships/Meetings /Conferences	\$ 11,905	\$ 27,000	\$ 15,095	44%
100	- Accommodations and Registrations		\$ 6,000	\$ 6,000	0%
101	- Travel (perdeim/mileage)		\$ 4,000	\$ 4,000	0%
102	- Dues and Membership		\$ 11,000	\$ 11,000	0%
103	TOTAL BUDGET 2022 - 23	\$ 1,906,632	\$ 3,523,000	\$ 1,616,368	54%