

2023-24 Budget

December 2023

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	ADMINISTRATION - 60002	\$ 26,481	\$ 174,000	\$ 147,519	15%
3	INFRASTRUCTURE - 60004	\$ 85,933	\$ 3,531,188	\$ 3,445,255	2%
4	Aid to Local Governments - 60005	\$ 40,706	\$ 3,216,188	\$ 3,175,482	1%
5	Infrastructure Projects - per statue - 60006	\$ 15,169	\$ 1,450,000	\$ 1,434,831	1%
6	6300 - Infrastructure	\$ -	\$ 631,093	\$ 631,093	0%
7	4601 - Maintenance Dredging Channels	\$ -	\$ 375,950	\$ 375,950	0%
8	6200 - Land Acquisition/ EP Nature Center	\$ -	\$ 146,545	\$ 146,545	0%
9	6200 - Buildings/ Armory Convention Center	\$ -	\$ 115,771	\$ 115,771	0%
10	6201 - Buildings/ Carrabelle Beach Park Reno	\$ -	\$ 180,641	\$ 180,641	0%
11	Beach Cleanup (Quarterly) - 60007	\$ 24,750	\$ 99,000	\$ 74,250	25%
12	Moby Mats - 60008	\$ -	\$ 30,000	\$ 30,000	0%
13	Armory Website Page Addition - 60009	\$ -	\$ 3,000	\$ 3,000	0%
14	SGL Bathroom (Peoples Bank - Line of Credot Interest Only)	\$ 788	\$ 84,188	\$ 83,401	1%
15	Museum Infrastructure Grant Program - 60011	\$ -	\$ 100,000	\$ 100,000	0%
16	Aid to Non-Profits - 60012	\$ 45,000	\$ 285,000	\$ 240,000	16%
17	Museum Grants - (\$3,7500 each per quarterly) - 60013	\$ -	\$ 105,000	\$ 105,000	0%
18	Visitor Centers (Quarterly) - 60014	\$ 45,000	\$ 180,000	\$ 135,000	25%
19	TDC Maintenance and Repairs - 60015	\$ 227	\$ 30,000	\$ 29,773	1%
20	TDC Building Maintenance /Repairs - 60016	\$ 227			
21	Insurance TDC Property Insurance	\$ -			
22	SGL Lighthouse Museum Flood Insurance	\$ -			
23	PROMOTIONAL BUDGET - 60017	\$ 172,475	\$ 1,267,812	\$ 1,095,337	14%
24	Non-Profit Event Promotions - 60018	\$ -	\$ 163,000	\$ 163,000	0%
25	Non-Profit Promotion Grants - 60019	\$ -	\$ 123,000	\$ 123,000	0%
26	Museum Promotional Grants (Events by Museums) 60020	\$ -	\$ 40,000	\$ 40,000	0%
27	New Promotional Opportunities - 60021	\$ 18,540	\$ 30,000	\$ 11,460	62%
28	Vendor Contracted Retainers - 60023	\$ 25,166	\$ 131,000	\$ 105,834	19%
29	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 10,000	\$ 40,000	\$ 30,000	25%
30	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 6,666	\$ 40,000	\$ 33,334	17%
31	Forgotten Coast TV (\$ 3000 / Month) - 60026	\$ 6,000	\$ 36,000	\$ 30,000	17%
32	Oyster Radio (\$ 1,250 / Month) - 60027	\$ 2,500	\$ 15,000	\$ 12,500	17%
33	Internet Advertising - 60028	\$ 42,201	\$ 238,600	\$ 196,399	18%
34	2K Social Media Campaigns - 60029	\$ 8,750	\$ 35,000	\$ 26,250	25%
35	Non-Contractual Website - 60030	\$ 15	\$ 10,000	\$ 9,985	0%
36	Search Engine Optimization - 60031	\$ 3,640	\$ 28,500	\$ 24,860	13%
37	Market Research & email marketing - 60032	\$ 7,200	\$ 6,000	\$ (1,200)	120%
38	Internet Marketing (Google, etc) - 60033	\$ 19,816	\$ 130,000	\$ 110,184	15%
39	14% Production - 60034	\$ 2,779	\$ 23,100	\$ 20,321	12%
40	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
41	Print - 60036	\$ 55,671	\$ 246,012	\$ 190,342	23%
42	Digital/ Banner Adds (Bay Media) - 60037	\$ 2,750	\$ 25,800	\$ 23,050	11%
43	Banner Ads- 14% Production - 60038 *	\$ 630	\$ 3,612	\$ 2,982	17%
44	Content Production - 60039	\$ 553	\$ 12,000	\$ 11,448	5%

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45	Print Advetising - 60040	\$ 51,738	\$ 150,000	\$ 98,262	34%
46	14% Production (Print Advertising) - 60038 *	\$ -	\$ 19,300	\$ 19,300	0%
47	Printing Promotional Materials (brochures) - 60041	\$ -	\$ 35,000	\$ 35,000	0%
48	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
49	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
50	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
51	Welcoming Tourists - 60045	\$ 885	\$ 55,000	\$ 54,115	2%
52	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 885	\$ 10,000	\$ 9,115	9%
53	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
54	Additional Signage (roadside, storefront, billboards) - 60049	\$ -	\$ 20,000	\$ 20,000	0%
55	TV and Radio Advertising - 60050	\$ -	\$ 45,000	\$ 45,000	0%
56	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
57	Television Advertising - 60052	\$ -	\$ 35,000	\$ 35,000	0%
58	Video Production - 60053	\$ -	\$ 51,000	\$ 51,000	0%
59	Video Library - 60054	\$ -	\$ 10,000	\$ 10,000	0%
60	Commercials / Specials - 60055	\$ -	\$ 10,000	\$ 10,000	0%
61	Video Production- PSAs - 60056	\$ -	\$ 5,000	\$ 5,000	0%
62	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
63	Partnerships (co-ops) - 60058	\$ -	\$ 30,500	\$ 30,500	0%
64	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
65	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ -	\$ 16,000	\$ 16,000	0%
66	98 Corridor Mkting - 60060	\$ -	\$ 5,000	\$ 5,000	0%
67	COCA Banner - 60061	\$ -	\$ 5,500	\$ 5,500	0%
68	Special Events and Outreach - 60070	\$ 23,962	\$ 170,500	\$ 146,538	14%
69	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
70	Get-a-Way Contests - 60072	\$ 1,438	\$ 20,000	\$ 18,562	7%
71	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
72	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
73	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
74	Promotional Items - 60076	\$ -	\$ 5,000	\$ 5,000	0%
75	Visitor Guide Production - 60077	\$ -	\$ 25,000	\$ 25,000	0%
76	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 1,624	\$ 35,000	\$ 33,376	5%
77	New Software Advancements - 60081	\$ 6,500	\$ 13,000	\$ 6,500	50%
78	CrowRiff - 60082	\$ -	\$ 7,000	\$ 7,000	0%
79	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
80	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
81	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
82	Dues/Memberships/Meetings /Conferences - 60090	\$ 6,051	\$ 29,000	\$ 22,949	21%
88	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 6,051	\$ 13,000	\$ 6,949	47%
89	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
90	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
91	Explore NW Florida (Riverway South) Membership - 60094	\$ -	\$ 6,000	\$ 6,000	0%
92	TOTAL BUDGET2023-24	\$ 284,890	\$ 4,973,000	\$ 4,688,110	6%