

**2023-24 Budget  
February 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION - 60002</b>	\$ 54,642	\$ 174,000	\$ 119,358	31%
3	<b>COUNTY ADMINISTRATION - 60003</b>	\$ 500			
4	<b>INFRASTRUCTURE - 60004</b>	\$ 493,772	\$ 3,645,376	\$ 3,151,604	14%
5	<b>Aid to Local Governments - 60005</b>	\$ 388,395	\$ 3,330,376	\$ 2,941,981	12%
6	Infrastructure Projects - per statue - 60006	\$ 338,107	\$ 1,564,188	\$ 1,226,081	22%
14	Beach Cleanup (Quarterly) - 60007	\$ 49,500	\$ 99,000	\$ 49,500	50%
15	Armory Website Page Addition - 60009	\$ -	\$ 3,000	\$ 3,000	0%
16	Museum Infrastructure Grant Program - 60011	\$ 788	\$ 100,000	\$ 99,213	1%
17	<b>Aid to Non-Profits - 60012</b>	\$ 105,000	\$ 285,000	\$ 180,000	37%
18	Museum Grants - (\$3,750 each per quarterly) - 60013	\$ 15,000	\$ 105,000	\$ 90,000	14%
19	Visitor Centers (Quarterly) - 60014	\$ 90,000	\$ 180,000	\$ 90,000	50%
20	<b>TDC Maintenance and Repairs - 60015</b>	\$ 377	\$ 30,000	\$ 29,623	1%
21	TDC Building Maintenance /Repairs - 60016	\$ 377			
22	Insurance TDC Property Insurance	\$ -			
23	SGL Lighthouse Museum Flood Insurance	\$ -			
24	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 306,697	\$ 1,267,812	\$ 961,115	24%
25	<b>Non-Profit Event Promotions - 60018</b>	\$ 11,602	\$ 163,000	\$ 151,398	7%
26	Non-Profit Promotion Grants - 60019	\$ 267	\$ 123,000	\$ 111,398	9%
27	Museum Promotional Grants (Events by Museums) 60020	\$ 11,335	\$ 40,000	\$ 39,733	1%
28	<b>New Promotional Opportunities - 60021</b>	\$ 27,810	\$ 30,000	\$ 2,190	93%
29	<b>Vendor Contracted Retainers - 60023</b>	\$ 46,999	\$ 131,000	\$ 84,001	36%
30	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 16,667	\$ 40,000	\$ 23,333	42%
31	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 13,332	\$ 40,000	\$ 26,668	33%
32	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 12,000	\$ 36,000	\$ 24,000	33%
33	Oystter Radio ( \$ 1,250 / Month) - 60027	\$ 5,000	\$ 15,000	\$ 10,000	33%
34	<b>Internet Advertising - 60028</b>	\$ 89,789	\$ 238,600	\$ 148,811	38%
35	2K Social Media Campaigns - 60029	\$ 14,583	\$ 35,000	\$ 20,417	42%
36	Non-Contractual Website - 60030	\$ 1,016	\$ 10,000	\$ 8,984	10%
37	Search Engine Optimization - 60031	\$ 9,490	\$ 28,500	\$ 19,010	33%
38	Market Research & email marketing - 60032	\$ 7,251	\$ 6,000	\$ (1,251)	121%
39	Internet Marketing (Google, etc) - 60033	\$ 51,622	\$ 130,000	\$ 78,378	40%
40	14% Production - 60034	\$ 5,827	\$ 23,100	\$ 17,273	25%
41	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
42	<b>Print - 60036</b>	\$ 85,189	\$ 246,012	\$ 160,823	35%
43	Digital/ Banner Adds ( Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
44	Banner Ads- 14% Production - 60038 *	\$ 3,316	\$ 3,612	\$ 296	92%
45	Content Production - 60039	\$ 553	\$ 12,000	\$ 11,448	5%
46	Print Advetising - 60040	\$ 75,370	\$ 150,000	\$ 74,630	50%
47	14% Production ( Print Advertising) - 60038 *	\$ -	\$ 19,300	\$ 19,300	0%
48	Printing Promotional Materials (brochures) - 60041	\$ -	\$ 35,000	\$ 35,000	0%
49	<b>Photography - 60042</b>	\$ -	\$ 13,200	\$ 13,200	0%
50	Photo Library - 60043	\$ -	\$ 8,500	\$ 8,500	0%
51	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%

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52	<b>Welcoming Tourists - 60045</b>	\$ 1,770	\$ 55,000	\$ 53,230	3%
53	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 1,770	\$ 10,000	\$ 8,230	18%
54	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
55	Additional Signage (roadside, storefront, billboards) - 60049	\$ -	\$ 20,000	\$ 20,000	0%
56	<b>TV and Radio Advertising - 60050</b>	\$ 2,500	\$ 45,000	\$ 42,500	6%
57	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
58	Television Advertising - 60052	\$ 2,500	\$ 35,000	\$ 32,500	7%
59	<b>Video Production - 60053</b>	\$ 9,750	\$ 51,000	\$ 41,250	19%
60	Video Library - 60054	\$ -	\$ 10,000	\$ 10,000	0%
61	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
62	Video Production- PSAs - 60056	\$ -	\$ 5,000	\$ 5,000	0%
63	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
64	<b>Partnerships (co-ops) - 60058</b>	\$ -	\$ 30,500	\$ 30,500	0%
65	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
66	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ -	\$ 16,000	\$ 16,000	0%
67	98 Corridor Mkting - 60060	\$ -	\$ 5,000	\$ 5,000	0%
68	COCA Banner - 60061	\$ -	\$ 5,500	\$ 5,500	0%
69	<b>Special Events and Outreach - 60070</b>	\$ 25,238	\$ 170,500	\$ 145,262	15%
70	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
71	Get-a-Way Contests - 60072	\$ 1,438	\$ 20,000	\$ 18,562	7%
72	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
73	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
74	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
75	Promotional Items - 60076	\$ -	\$ 5,000	\$ 5,000	0%
76	Visitor Guide Production - 60077	\$ -	\$ 25,000	\$ 25,000	0%
77	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 2,864	\$ 35,000	\$ 32,136	8%
78	New Software Advancements - 60081	\$ 6,536	\$ 13,000	\$ 6,464	50%
79	CrowRiff - 60082	\$ -	\$ 7,000	\$ 7,000	0%
80	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
81	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
82	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
83	<b>Dues/Memberships/Meetings /Conferences - 60090</b>	\$ 6,051	\$ 29,000	\$ 22,949	21%
89	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 6,051	\$ 13,000	\$ 6,949	47%
90	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
91	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
92	Explore NW Florida (Riverway South) Membership - 60094	\$ -	\$ 6,000	\$ 6,000	0%
93	<b>TOTAL BUDGET2023-24</b>	\$ 855,611	\$ 5,087,188	\$ 4,232,077	17%