

**2023-24 Budget  
May 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>ADMINISTRATION - 60002</b>	\$ 96,705	\$ 174,000	\$ 77,295	56%
3	<b>COUNTY ADMINISTRATION - 60003</b>	\$ 500			
4	<b>INFRASTRUCTURE - 60004</b>	\$ 612,646	\$ 3,645,376	\$ 3,032,730	17%
5	<b>Aid to Local Governments - 60005</b>	\$ 435,302	\$ 3,330,376	\$ 2,895,074	13%
6	Infrastructure Projects - per statue - 60006	\$ 373,203	\$ 1,564,188	\$ 1,190,985	24%
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>	\$ 165,000	\$ 285,000	\$ 120,000	58%
18	Museum Grants - (\$3,750 each per quarterly) - 60013	\$ 30,000	\$ 105,000	\$ 75,000	29%
19	Visitor Centers (Quarterly) - 60014	\$ 135,000	\$ 180,000	\$ 45,000	75%
20	<b>TDC Maintenance and Repairs - 60015</b>	\$ 12,344	\$ 30,000	\$ 17,656	41%
21	TDC Building Maintenance /Repairs - 60016	\$ 377			
22	Chapman and Armory	\$ 11,967			
23	Insurance TDC Property Insurance	\$ -			
24	SGL Lighthouse Museum Flood Insurance	\$ -			
25	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 562,567	\$ 1,267,812	\$ 705,245	44%
26	<b>Non-Profit Event Promotions - 60018</b>	\$ 40,307	\$ 163,000	\$ 122,693	25%
27	Non-Profit Promotion Grants - 60019	\$ 267	\$ 123,000	\$ 82,693	33%
28	Museum Promotional Grants (Events by Museums) 60020	\$ 40,040	\$ 40,000	\$ 39,733	1%
29	<b>New Promotional Opportunities - 60021</b>	\$ 30,900	\$ 30,000	\$ (900)	103%
30	<b>Vendor Contracted Retainers - 60023</b>	\$ 78,498	\$ 131,000	\$ 52,502	60%
31	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 26,667	\$ 40,000	\$ 13,333	67%
32	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 23,331	\$ 40,000	\$ 16,669	58%
33	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 21,000	\$ 36,000	\$ 15,000	58%
34	Oyster Radio ( \$ 1,250 / Month) - 60027	\$ 7,500	\$ 15,000	\$ 7,500	50%
35	<b>Internet Advertising - 60028</b>	\$ 157,187	\$ 238,600	\$ 81,413	66%
36	2K Social Media Campaigns - 60029	\$ 23,333	\$ 35,000	\$ 11,667	67%
37	Non-Contractual Website - 60030	\$ 1,046	\$ 10,000	\$ 8,954	10%
38	Search Engine Optimization - 60031	\$ 17,290	\$ 28,500	\$ 11,210	61%
39	Market Research & email marketing - 60032	\$ 7,651	\$ 6,000	\$ (1,651)	128%
40	Internet Marketing (Google, etc) - 60033	\$ 92,648	\$ 130,000	\$ 37,352	71%
41	14% Production - 60034	\$ 15,219	\$ 23,100	\$ 7,881	66%
42	Website Revisions - 60035	\$ -	\$ 6,000	\$ 6,000	0%
43	<b>Print - 60036</b>	\$ 148,957	\$ 246,012	\$ 97,055	61%
44	Digital/ Banner Adds ( Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
45	14% Production - 60038 (Banner and Print)	\$ 9,192	\$ 22,912	\$ 13,720	40%
46	Content Production - 60039	\$ 878	\$ 12,000	\$ 11,123	7%
47	Print Advetising - 60040	\$ 115,678	\$ 150,000	\$ 34,322	77%
48	Printing Promotional Materials (brochures) - 60041	\$ 17,260	\$ 35,000	\$ 17,740	49%
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%

**2023-24 Budget**

**May 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
52	<b>Welcoming Tourists - 60045</b>	<b>\$ 5,520</b>	<b>\$ 55,000</b>	<b>\$ 49,480</b>	<b>10%</b>
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	\$ 3,750	\$ 20,000	\$ 16,250	19%
56	<b>TV and Radio Advertising - 60050</b>	<b>\$ 2,500</b>	<b>\$ 45,000</b>	<b>\$ 42,500</b>	<b>6%</b>
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>	<b>\$ 14,950</b>	<b>\$ 51,000</b>	<b>\$ 36,050</b>	<b>29%</b>
60	Video Library - 60054	\$ 2,200	\$ 10,000	\$ 7,800	22%
61	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
62	Video Production- PSAs - 60056	\$ 3,000	\$ 5,000	\$ 2,000	60%
63	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
64	<b>Partnerships (co-ops) - 60058</b>	<b>\$ 15,650</b>	<b>\$ 30,500</b>	<b>\$ 14,850</b>	<b>51%</b>
65	VF State Welcome Center - Kids Corner - 60059	\$ -	\$ 4,000	\$ 4,000	0%
66	Explore NW Florida Beaches/ Visit Florida Grant - 60062	\$ 15,650	\$ 16,000	\$ 350	98%
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>	<b>\$ 38,571</b>	<b>\$ 170,500</b>	<b>\$ 131,929</b>	<b>23%</b>
70	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
71	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
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	\$ 7,540	\$ 25,000	\$ 17,460	30%
77	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 7,574	\$ 35,000	\$ 27,426	22%
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>	<b>\$ 29,526</b>	<b>\$ 29,000</b>	<b>\$ (526)</b>	<b>102%</b>
89	VF, STS, FOWA, NOWA,COCA,DMO Assn, NWTDC - 60093	\$ 29,526	\$ 13,000	\$ (16,526)	227%
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>	<b>\$ 1,272,417</b>	<b>\$ 5,087,188</b>	<b>\$ 3,815,271</b>	<b>25%</b>