

**2023-24 Budget**  
**October 1 - August 8 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>COUNTY ADMINISTRATION - 60003</b>	\$ 2,000			
3	<b>INFRASTRUCTURE - 60004</b>	\$ 733,737	\$ 1,209,611	\$ 475,874	61%
4	<b>Aid to Local Governments - 60005</b>	\$ 473,984	\$ 894,611	\$ 420,627	53%
5	Infrastructure Projects - per statue - 60006	\$ 349,984	\$ 695,611	\$ 345,627	50%
6	4601 - Coastal Dredging Channels	\$ 10,000	\$ 375,950	\$ 365,950	3%
7	6200 - Land Acquisition/ EP Nature Center	\$ -	\$ 146,545	\$ 146,545	0%
8	Moby Mats - 60008	\$ -	\$ 30,000	\$ 30,000	0%
9	Beach Park Facilities - Peoples Bank LOC	\$ 143,116	\$ 143,116	\$ -	
10	SGI - Dune Walkovers	\$ 196,868			
11	Beach Cleanup (Quarterly) - 60007	\$ 99,000	\$ 99,000	\$ -	100%
12	Museum Infrastructure Grant Program - 60011	\$ 25,000	\$ 100,000	\$ 75,000	25%
13	<b>Aid to Non-Profits - 60012</b>	\$ 243,750	\$ 285,000	\$ 41,250	86%
14	Museum Grants - \$15,000 (\$3,750 each per quarterly) - 60013	\$ 63,750	\$ 105,000	\$ 41,250	61%
15	Visitor Centers (Quarterly) - 60014	\$ 180,000	\$ 180,000	\$ -	100%
16	<b>Maintenance and Repairs - 60015</b>	\$ 16,003	\$ 30,000	\$ 13,997	53%
17	TDC Building Maintenance /Repairs - 60016	\$ 677			
18	Chapman Auditorium - Curtains(50%)	\$ 11,967			
19	SGI Playground Repairs	\$ 2,000			
20	Insurance TDC Property Insurance	\$ 1,359			
21	SGI Lighthouse Museum Flood Insurance	\$ -			
22	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 843,566	\$ 1,267,812	\$ 424,246	67%
23	<b>Non-Profit and Museum Events - 60018</b>	\$ 59,000	\$ 228,000	\$ 169,000	26%
24	<b>New Promotional Opportunities - 60021</b>	\$ 30,900	\$ 30,000	\$ (900)	103%
25	<b>Vendor Contracted Retainers - 60023</b>	\$ 249,045	\$ 305,000	\$ 55,955	82%
26	ABCC - Admin - 60002	\$ 139,965	\$ 174,000	\$ 34,035	80%
27	2K Webgroup - Internet (\$ 3333.33 / Month) - 60024	\$ 39,583	\$ 40,000	\$ 417	99%
28	Bay Media - Web (\$ 3333.33 / Month) - 60025	\$ 29,997	\$ 40,000	\$ 10,003	75%
29	Forgotten Coast TV ( \$ 3000 / Month) - 60026	\$ 27,000	\$ 36,000	\$ 9,000	75%
30	Oyster Radio ( \$ 1,250 / Month) - 60027	\$ 12,500	\$ 15,000	\$ 2,500	83%
31	<b>Internet Advertising - 60028</b>	\$ 203,257	\$ 242,600	\$ 39,343	84%
32	2K Social Media Campaigns - 60029	\$ 32,083	\$ 35,000	\$ 2,917	92%
33	Non-Contractual Website - 60030	\$ 2,004	\$ 10,000	\$ 7,996	20%
34	Search Engine Optimization - 60031	\$ 24,600	\$ 28,500	\$ 3,900	86%
35	Market Research & email marketing - 60032	\$ 8,451	\$ 10,000	\$ 1,549	85%
36	Internet Marketing (Google, etc) - 60033	\$ 119,063	\$ 130,000	\$ 10,937	92%
37	14% Production - 60034	\$ 16,669	\$ 23,100	\$ 6,431	72%
38	Website Revisions - 60035	\$ 387	\$ 6,000	\$ 5,613	6%
39	<b>Print - 60036</b>	\$ 178,235	\$ 246,012	\$ 67,778	72%
40	Digital/ Banner Adds ( Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
41	14% Production - 60038 (Banner and Print)	\$ 19,499	\$ 22,912	\$ 3,413	85%
42	Content Production - 60039	\$ 1,203	\$ 12,000	\$ 10,798	10%
43	Print Advetising - 60040	\$ 133,327	\$ 150,000	\$ 16,673	89%
44	Printing Promotional Materials (brochures) - 60041	\$ 18,256	\$ 35,000	\$ 16,744	52%

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45	<b>Photography - 60042</b>	\$ -	\$ 13,200	\$ 13,200	0%
46	Photo Library - 60043 (Provided by VF)	\$ -	\$ 8,500	\$ 8,500	0%
47	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
48	<b>Welcoming Tourists - 60045</b>	\$ 5,520	\$ 55,000	\$ 49,480	10%
49	Airport Signage/Display - Clear Channel Tallahassee - 60046	\$ 1,770	\$ 10,000	\$ 8,230	18%
50	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
51	Additional Signage (roadside, storefront, billboards) - 60049	\$ 3,750	\$ 20,000	\$ 16,250	19%
52	<b>TV and Radio Advertising - 60050</b>	\$ 15,500	\$ 45,000	\$ 29,500	34%
53	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
54	Television Advertising - 60052	\$ 15,500	\$ 35,000	\$ 19,500	44%
55	<b>Video Production - 60053</b>	\$ 14,950	\$ 51,000	\$ 36,050	29%
56	Video Library - 60054	\$ 2,200	\$ 10,000	\$ 7,800	22%
57	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
58	Video Production- PSAs - 60056	\$ 3,000	\$ 5,000	\$ 2,000	60%
59	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
60	<b>Special Events and Outreach - 60070</b>	\$ 57,633	\$ 165,500	\$ 107,867	35%
61	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
62	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
63	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
64	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
65	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
66	Promotional Items - 60076	\$ 4,658	\$ 5,000	\$ 342	93%
67	Visitor Guide Production - 60077	\$ 7,540	\$ 25,000	\$ 17,460	30%
68	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 14,259	\$ 35,000	\$ 20,741	41%
69	Software for Museum	\$ 36			
70	CrowRiff - 60082	\$ 7,718	\$ 7,000	\$ (718)	110%
71	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
72	Simpleview	\$ 6,500	\$ 8,000	\$ 1,500	81%
73	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
74	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
75	<b>Dues/Memberships/Meetings /Conferences - 60090</b>	\$ 29,526	\$ 45,000	\$ 15,474	66%
76	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
77	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
78	Coalition of NW Florida - Triumph Dues 2024	\$ 15,650	\$ 16,000	\$ 350	98%
79	Explore NW Florida (Riverway South) Membership - 60094	\$ 7,825	\$ 6,000	\$ (1,825)	130%
80	Destination Florida Membership 2023-24	\$ 3,801	\$ 3,801	\$ -	
81	Trail of Florida Indian Heritage	\$ 250	\$ 250	\$ -	
82	Riverway South Apalach Chocatawwhatcee	\$ 2,000	\$ 2,000	\$ -	
83	<b>TOTAL BUDGET 2023-24</b>	\$ 1,719,268	\$ 2,651,423	\$ 934,155	65%