

**2023-24 Budget**  
**October 1,2023 - September 30 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>COUNTY ADMINISTRATION - Erin - 60003</b>	\$ 2,000	\$ -		
3	<b>INFRASTRUCTURE - 60004</b>	\$ 1,163,743	\$ 1,209,611	\$ 45,868	96%
4	<b>Aid to Local Governments - 60005</b>	\$ 816,472	\$ 794,611	\$ (21,861)	103%
5	Infrastructure Projects - per statue - 60006	\$ 643,395	\$ 695,611	\$ 52,216	92%
6	Beach Cleanup (Quarterly) - 60004	\$ 99,000	\$ 99,000	\$ -	100%
7	People South Bathroom Loan - Interest 6005	\$ 788			
8	Museum Infrastructure Grant -60011	\$ 73,289	\$ 100,000	\$ 26,711	73%
9	<b>Aid to Non-Profits - 60012</b>	\$ 285,000	\$ 285,000	\$ -	100%
10	Museum Grants - \$15,000 (\$3,750 each per quarterly) - 60013	\$ 105,000	\$ 105,000	\$ -	100%
11	Visitor Centers (Quarterly) - 60014	\$ 180,000	\$ 180,000	\$ -	100%
12	<b>Maintenance - Repairs - Insurances - 60015</b>	\$ 62,271	\$ 30,000	\$ (32,271)	
13	TDC Building Maintenance /Repairs - 60016	\$ 6,100			
14	Machinery and Equipment -	\$ 2,868			
15	Sgi Playground Repairs	\$ 2,000			
16	Insurance TDC Property Insurance	\$ 49,944			
17	Sgi Lighthouse Museum Flood Insurance	\$ 1,359			
18	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 937,653	\$ 1,267,812	\$ 330,159	74%
19	<b>Non-Profit and Museum Events - 60018</b>	\$ 72,372	\$ 228,000	\$ 155,628	32%
20	<b>New Promotional Opportunities - 60021</b>	\$ 30,900	\$ 30,000	\$ (900)	103%
21	<b>Vendor Contracted Retainers - 60023</b>	\$ 295,699	\$ 305,000	\$ 9,301	97%
22	ABCC - Admin - 60002	\$ 164,703	\$ 174,000	\$ 9,297	95%
23	2K Webgroup - Internet - 60024	\$ 40,000	\$ 40,000	\$ -	100%
24	Bay Media - Web - 60025	\$ 39,996	\$ 40,000	\$ 4	100%
25	Forgotten Coast TV - 60026	\$ 36,000	\$ 36,000	\$ -	100%
26	Oyster Radio - 60027	\$ 15,000	\$ 15,000	\$ -	100%
27	<b>Internet Advertising - 60028</b>	\$ 226,001	\$ 242,600	\$ 16,599	93%
28	2K Social Media Campaigns - 60029	\$ 32,083	\$ 35,000	\$ 2,917	92%
29	Non-Contractual Website - 60030	\$ 2,302	\$ 10,000	\$ 7,698	23%
30	Search Engine Optimization - 60031	\$ 24,600	\$ 28,500	\$ 3,900	86%
31	Market Research & email marketing - 60032	\$ 8,451	\$ 10,000	\$ 1,549	85%
32	Internet Marketing (Google, etc) - 60033	\$ 133,952	\$ 130,000	\$ (3,952)	103%
33	14% Production - 60034	\$ 24,225	\$ 23,100	\$ (1,125)	105%
34	Website Revisions - 60035	\$ 387	\$ 6,000	\$ 5,613	6%
35	<b>Print - 60036</b>	\$ 178,474	\$ 246,012	\$ 67,538	73%
36	Digital/ Banner Adds ( Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
37	14% Production - 60038 (Banner and Print)	\$ 17,651	\$ 22,912	\$ 5,261	77%
38	Content Production - 60039	\$ 3,290	\$ 12,000	\$ 8,710	27%
39	Print Advetising - 60040	\$ 133,327	\$ 150,000	\$ 16,673	89%
40	Printing Promotional Materials (brochures) - 60041	\$ 18,256	\$ 35,000	\$ 16,744	52%
41	<b>Photography - 60042</b>	\$ -	\$ 13,200	\$ 13,200	0%
42	Photo Library - 60043 (was provided by VF)	\$ -	\$ 8,500	\$ 8,500	0%
43	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
44	<b>Welcoming Tourists - 60045</b>	\$ 6,195	\$ 55,000	\$ 48,805	11%

**2023-24 Budget**  
**October 1,2023 - September 30 2024**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	Display - Clear Channel Tallahassee - 60046 Did not receive bills for	\$ 1,770	\$ 10,000	\$ 8,230	18%
46	Historical Signage - 60048	\$ -	\$ 25,000	\$ 25,000	0%
47	Additional Signage (roadside, storefront, billboards) - 60049	\$ 4,425	\$ 20,000	\$ 15,575	22%
48	<b>TV and Radio Advertising - 60050</b>	<b>\$ 10,000</b>	<b>\$ 45,000</b>	<b>\$ 35,000</b>	<b>22%</b>
49	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
50	Television Advertising - 60052 Sinclair Broadcasting	\$ 10,000	\$ 35,000	\$ 25,000	29%
51	<b>Video Production - 60053</b>	<b>\$ 20,950</b>	<b>\$ 51,000</b>	<b>\$ 30,050</b>	<b>41%</b>
52	Video Library - 60054 (Visit Florida Provided Free)	\$ 2,200	\$ 10,000	\$ 7,800	22%
53	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
54	Video Production- PSAs - 60056	\$ 5,000	\$ 5,000	\$ -	100%
55	Video Production -TV Shows - 60057 (Visit Florida Provided Free)	\$ 4,000	\$ 26,000	\$ 22,000	15%
56	<b>Special Events and Outreach - 60070</b>	<b>\$ 57,975</b>	<b>\$ 165,500</b>	<b>\$ 107,526</b>	<b>35%</b>
57	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
58	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
59	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
60	Journalists Visits - 60074 (Visit Florida Provided Free)	\$ -	\$ 10,000	\$ 10,000	0%
61	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
62	Promotional Items - 60076	\$ 5,000	\$ 5,000	\$ -	100%
63	Visitor Guide Production - 60077	\$ 7,540	\$ 25,000	\$ 17,460	30%
64	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 14,259	\$ 35,000	\$ 20,741	41%
65	Software for Museum	\$ 36			
66	CrowRiff - 60082	\$ 7,718	\$ 7,000	\$ (718)	110%
67	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
68	Simpleview	\$ 6,500	\$ 8,000	\$ 1,500	81%
69	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
70	Forgotten Coast Mobile App - 60085 New Company - Received Bill 01/25	\$ -	\$ 8,000	\$ 8,000	0%
71	<b>Dues/Memberships/Meetings /Conferences - 60090</b>	<b>\$ 39,088</b>	<b>\$ 45,000</b>	<b>\$ 5,912</b>	<b>87%</b>
72	Gov Conference Sponership - 60092	\$ 5,400	\$ 6,000	\$ 600	90%
73	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ 4,390	\$ 4,000	\$ (390)	110%
74	Coalition of NW Florida - Triumph Dues 2024	\$ 15,650	\$ 16,000	\$ 350	98%
75	Explore NW Florida (Riverway South) Membership - 60094	\$ 6,000	\$ 6,000	\$ -	100%
76	Vist Florida Membership - 2024	\$ 1,597	\$ 1,597	\$ -	100%
77	Destination Florida Membership 2023-24	\$ 3,801	\$ 3,801	\$ -	100%
78	Trail of Florida Indian Heritage	\$ 250	\$ 250	\$ -	100%
79	Riverway South Apalach Chocatawathee	\$ 2,000	\$ 2,000	\$ -	100%
80	<b>TOTAL BUDGET 2023-24</b>	<b>\$ 2,268,098</b>	<b>\$ 2,651,423</b>	<b>\$ 385,325</b>	<b>86%</b>

**2024 - 25 Budget**  
**October 1,2024 - January 31, 2025**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	<b>COUNTY ADMINISTRATION - 60003</b>				
3	<b>INFRASTRUCTURE - 60004</b>	\$ 214,452	\$ 2,369,188	\$ 2,154,736	9%
4	<b>Aid to Local Governments - 60005</b>	\$ 98,902	\$ 1,914,188	\$ 1,815,286	5%
5	Infrastructure Projects - per statue - 60006	\$ 74,152	\$ 1,632,000	\$ 1,557,848	5%
6	County Owned Property Insurance -30000		\$ 30,000		
7	Moby Mats - 60008		\$ 30,000	\$ 30,000	0%
8	Armory Website Page Addition - 60009		\$ 3,000	\$ 3,000	
9	SGL Bathroom Loan (Peoples Bank - 60010)		\$ 84,188	\$ 84,188	
10	Beach Cleanup (Quarterly) - 60007	\$ 24,750	\$ 135,000	\$ 110,250	18%
11	<b>Aid to Non-Profits - 60012</b>	\$ 115,550	\$ 425,000	\$ 309,450	27%
12	Museum Grants - \$20,000 each(\$5,0000 each per quarterly) - 60013	\$ 25,000	\$ 120,000	\$ 95,000	21%
13	Visitor Centers (Quarterly) - 60014	\$ 90,000	\$ 180,000		
14	Museum Infrastructure Grant Program - 60011		\$ 125,000	\$ 125,000	0%
15	Maintenance and Repairs - 60015	\$ 550	\$ 30,000	\$ 29,450	2%
16	<b>PROMOTIONAL BUDGET - 60017</b>	\$ 293,283	\$ 1,267,812	\$ 974,529	23%
17	<b>Non-Profit and Museum Events - 60018</b>	\$ 1,837	\$ 228,000	\$ 226,163	1%
18	<b>New Promotional Opportunities - 60021</b>	\$ 20,662	\$ 30,000	\$ 9,338	69%
19	<b>Vendor Contracted Retainers - 60023</b>	\$ 74,144	\$ 305,000	\$ 230,856	24%
20	ABCC - Admin - 60002	\$ 39,312	\$ 174,000	\$ 134,688	23%
21	2K Webgroup - Internet - 60024	\$ 13,333	\$ 40,000	\$ 26,667	33%
22	Bay Media - Web - 60025	\$ 9,999	\$ 40,000	\$ 30,001	25%
23	Forgotten Coast TV - 60026	\$ 9,000	\$ 36,000	\$ 27,000	25%
24	Oyster Radio - 60027	\$ 2,500	\$ 15,000	\$ 12,500	17%
25	<b>Internet Advertising - 60028</b>	\$ 67,726	\$ 242,600	\$ 174,874	28%
26	2K Social Media Campaigns - 60029	\$ 11,667	\$ 35,000	\$ 23,333	33%
27	Non-Contractual Website - 60030	\$ 25	\$ 10,000	\$ 9,975	0%
28	Search Engine Optimization - 60031	\$ 5,200	\$ 28,500	\$ 23,300	18%
29	Market Research & email marketing - 60032	\$ 7,600	\$ 10,000	\$ 2,400	76%
30	Internet Marketing (Google, etc) - 60033	\$ 39,912	\$ 130,000	\$ 90,088	31%
31	14% Production - 60034	\$ 3,323	\$ 23,100	\$ 19,777	14%
32	Website Revisions - 60035		\$ 6,000	\$ 6,000	0%
33	<b>Print - 60036</b>	\$ 94,752	\$ 246,012	\$ 151,260	39%
34	Digital/ Banner Adds ( Bay Media) - 60037	\$ 12,770	\$ 25,800	\$ 13,030	49%
35	14% Production - 60038 (Banner and Print)	\$ 9,923	\$ 22,912	\$ 12,989	43%
36	Content Production - 60039	\$ 1,578	\$ 12,000	\$ 10,422	13%
37	Print Advetising - 60040	\$ 70,481	\$ 150,000	\$ 79,519	47%
38	Printing Promotional Materials (brochures) - 60041		\$ 35,000	\$ 35,000	0%
39	<b>Photography - 60042</b>		\$ 13,200	\$ 13,200	0%
40	Photo Library - 60043		\$ 8,500	\$ 8,500	0%
41	Photo Setup (materials, actors, etc.) - 60044		\$ 4,700	\$ 4,700	0%
42	<b>Welcoming Tourists - 60045</b>		\$ 55,000	\$ 55,000	0%
43	Airport Signage/Display - Clear Channel Tallahassee - 60046		\$ 10,000	\$ 10,000	0%
44	Historical Signage - 60048		\$ 25,000	\$ 25,000	0%

**2024 - 25 Budget**  
**October 1,2024 - January 31, 2025**

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	Additional Signage (roadside, storefront, billboards) - 60049		\$ 20,000	\$ 20,000	0%
46	<b>TV and Radio Advertising - 60050</b>		<b>\$ 45,000</b>	<b>\$ 45,000</b>	<b>0%</b>
47	Radio (FSU, Cumulus, Out of Area, etc)- 60051		\$ 10,000	\$ 10,000	0%
48	Television Advertising - 60052 Sinclair Broadcasting		\$ 35,000	\$ 35,000	0%
49	<b>Video Production - 60053</b>	<b>\$ -</b>	<b>\$ 51,000</b>	<b>\$ 51,000</b>	<b>0%</b>
50	Video Library - 60054	\$ -	\$ 10,000	\$ 10,000	0%
51	Commercials / Specials - 60055		\$ 10,000	\$ 10,000	0%
52	Video Production- PSAs - 60056		\$ 5,000	\$ 5,000	0%
53	Video Production -TV Shows - 60057	\$ 20,000	\$ 26,000	\$ 6,000	77%
54	<b>Special Events and Outreach - 60070</b>	<b>\$ 28,208</b>	<b>\$ 165,500</b>	<b>\$ 137,292</b>	<b>17%</b>
55	Webcam Installation/Maintenance - 60071		\$ 1,000	\$ 1,000	0%
56	Get-a-Way Contests - 60072		\$ 20,000	\$ 20,000	0%
57	Hospitality Training - 60073		\$ 30,000	\$ 30,000	0%
58	Journalists Visits - 60074		\$ 10,000	\$ 10,000	0%
59	Mentoring /Scholarships - 60075		\$ 2,000	\$ 2,000	0%
60	Promotional Items - 60076		\$ 5,000	\$ 5,000	0%
61	Visitor Guide Production - 60077		\$ 25,000	\$ 25,000	0%
62	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 1,308	\$ 35,000	\$ 33,692	4%
63	Software for Museum	\$ 18,500			
64	CrowRiff - 60082		\$ 7,000	\$ 7,000	0%
65	Wander Map - 60083		\$ 6,000	\$ 6,000	0%
66	Simpleview		\$ 8,000	\$ 8,000	0%
67	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
68	Forgotten Coast Mobile App - 60085		\$ 8,000	\$ 8,000	0%
69	<b>Dues/Memberships/Meetings /Conferences - 60090</b>	<b>\$ 5,953</b>	<b>\$ 29,000</b>	<b>\$ 23,047</b>	<b>21%</b>
70	Gov Conferences/Meetings(Registration/ Accomod - 60092		\$ 6,000	\$ 6,000	0%
71	Travel/Conferences/Meetings (perdeim/mileage) - 60091		\$ 4,000	\$ 4,000	0%
72	Coalition of NW Florida - Triumph Dues		\$ 16,000	\$ 16,000	0%
73	Explore NW Florida (Riverway South) Membership - 60094		\$ 6,000	\$ 6,000	0%
74	Vist Florida Sponsorship- Gov Conference		\$ 1,597	\$ 1,597	0%
75	Destination Florida Membership	\$ 3,953	\$ 3,801	\$ (152)	104%
76	Trail of Florida Indian Heritage		\$ 250	\$ 250	0%
77	Riverway South Apalach Chocatawattee	\$ 2,000	\$ 2,000	\$ -	100%
78					
79	<b>TOTAL BUDGET 2023-24</b>	<b>\$ 547,047</b>	<b>\$ 3,811,000</b>	<b>\$ 3,263,953</b>	<b>14%</b>
80					