

**FCTDC 2019-20 Expense to Budget Report
as of August 31, 2020**

	Expensed YTD	Budget	Balance	% Spent	
ADMINISTRATION	\$93,188	\$112,000	\$18,813	83.2%	
INFRASTRUCTURE	\$466,614	\$782,695	\$316,081	59.6%	
AID TO LOCAL GOVERNMENTS	\$219,114	\$512,695	\$293,581	42.7%	
Armory Website	\$0	\$14,000	\$14,000	0.0%	
Beach Cleanup	\$75,000	\$75,000	\$0	100.0%	
Bridge Cleanup	\$12,000	\$24,000	\$12,000	50.0%	
Land Acquisition	\$69,667	\$202,195	\$132,528	34.5%	
Other	\$0	\$130,000	\$130,000	0.0%	
Reserve (SGI Bathrooms Project)	\$62,447	\$67,500	\$0	92.5%	
AID TO PRIVATE (NP) AGENCIES	\$247,500	\$270,000	\$22,500	91.7%	
Museum Grants	\$67,500	\$90,000	\$22,500	75.0%	
Visitor Centers	\$180,000	\$180,000	\$0	100.0%	
TDC MAINTENANCE AND REPAIR	\$2,926	\$20,000	\$17,074	14.6%	
FCTDC - Property Insurance (EPVC)	\$1,898	\$0	-\$1,898	0.0%	
OTHER -TDC Building Maintenance	\$1,028	\$0	-\$1,028	0.0%	
PROMOTIONS	\$466,732	\$847,305	\$380,573	55.1%	
GRANTS FOR NON-PROFIT EVENTS	\$32,962	\$138,000	\$105,038	23.9%	
New Promo Ops	\$1,625	\$15,000	\$13,375	10.8%	
Grants for Non-Profit Events - \$2000	\$25,370	\$88,000	\$62,630	28.8%	
Grants for Non-Profit Events - \$5000	\$5,966	\$35,000	\$29,034	17.0%	
INTERNET	\$213,441	\$257,009	\$43,568	83.0%	
Banner Ads Production- Bay Media (14%)	\$0	\$4,200	\$4,200	0.0%	
2-K Internet Marketing Production (14%)	\$13,453	\$20,334	\$6,881	66.2%	
2-K (Core Internet Marketing Services - \$2500/mo)	\$34,420	\$30,000	-\$4,420	114.7%	
Banner Ads (Bay Media)	\$5,140	\$25,800	\$20,660	19.9%	
Market Research (\$65/hr)	\$6,000	\$6,000	\$0	100.0%	
Non-Contratural Website	\$9,016	\$6,000	-\$3,016	150.3%	
Search Engine Optimization (\$65/hr)	\$26,650	\$28,500	\$1,850	93.5%	
Internet Marketing (Google, Social Media etc.)	\$95,072	\$109,655	\$14,583	86.7%	
Extra Social Media - Mobile Survey	\$1,590	\$0	-\$1,590		
Social Media Campaign (Management - \$2,210/mo)	\$22,100	\$26,520	\$4,420	83.3%	
WEBSITE REVISIONS	\$0	\$12,200	\$12,200	0.0%	
Photo Library	\$0	\$7,500	\$7,500	0.0%	
Photo Set Up (Materials, actors, etc)	\$0	\$4,700	\$4,700	0.0%	
PARTNERSHIPS - COOPS	\$4,500	\$13,500	\$9,000	33.3%	
98 Corridor Mkting	\$0	\$5,000	\$5,000	0.0%	
COCA Banner	\$4,500	\$5,500	\$1,000	81.8%	
Visit Florida State Welcome Center Placement***	\$0	\$3,000	\$3,000	0.0%	
PRINT	\$127,454	\$211,096	\$83,642	60.4%	
Bay Media - 14% Production	\$9,012	\$15,196	\$6,184	59.3%	
Bay Media (Core Services - \$2500/mo)	\$27,500	\$30,000	\$2,500	91.7%	
Blog Content	\$1,659	\$0	-\$1,659	0.0%	
Bay Media Content Production (\$65/hour)Trip Advisor	\$0	\$3,500	\$3,500	0.0%	

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Bay Media Content Production (\$65/hour) Other	\$6,923	\$12,000	\$5,078	57.7%	
Forgotten Coastlines	\$15,400	\$26,400	\$11,000	58.3%	
Print Advertising - Trip Advisor	\$0	\$25,000	\$25,000	0.0%	
Print Advertising - Other	\$60,679	\$85,000	\$24,321	71.4%	
Visit Florida Coop - Travel Maps	\$6,000		-\$6,000		
Print - TDC Newspaper Ads	\$281		-\$281		
Printing Promotional Materials (Brochures)	\$0	\$14,000	\$14,000	0.0%	
SPECIAL EVENTS AND OUTREACH	\$24,125	\$80,000	\$55,875	30.2%	
Dues/ Memberships/ Meetings/ Conferences	\$11,138	\$20,000	\$8,862	55.7%	
<i>Gov Conf. / Conf. and Meetings (registration/accom.)</i>	\$0	\$5,000	\$5,000	0.0%	
<i>Travel - Conferences/ Meetings (perdeim/mileage)</i>	\$425	\$3,000	\$2,575	14.2%	
<i>FADMO</i>	\$3,380	\$3,380	\$0	100.0%	
<i>Trail of Floria Indian Heritage</i>	\$250	\$250	\$0	100.0%	
<i>Outdoor Writers Association</i>	\$375	\$375	\$0	100.0%	
<i>Visit Florida</i>	\$993	\$993	\$0	100.0%	
<i>Florida Outdoor Writer's Association</i>	\$175	\$175	\$0	100.0%	
<i>Explore NW Florida (Riverway South) Membership</i>	\$5,000	\$5,000	\$0	100.0%	
<i>Other/ Misc.</i>		\$1,827	\$1,827		
Get-a-Way Contests	\$2,564	\$16,000	\$13,436	16.0%	
Hospitality Training	\$0	\$2,000	\$2,000	0.0%	
Journalists Visits	\$1,818	\$10,000	\$8,182	18.2%	
Mentoring /Scholarships	\$0	\$2,000	\$2,000	0.0%	
Promotional Items	\$0	\$8,000	\$8,000	0.0%	
Promotional Mailings (Welcome Centers)	\$0	\$6,000	\$6,000	0.0%	
Software Advancements	\$8,605	\$12,000	\$3,395	71.7%	
Survey Program	\$0	\$4,000	\$4,000	0.0%	
Trademark (not due until ?)	\$0	\$0	\$0	0.0%	
TV, RADIO AND WEBCAMS	\$44,096	\$106,700	\$62,604	41.3%	
FCTV Retainer	\$13,200	\$25,200		52.4%	
Oyster Radio	\$10,000	\$10,000		100.0%	
Radio (FSU, Cumulus, etc)	\$0	\$10,000		0.0%	
TV Advertising	\$0	\$35,000		0.0%	
Video Production	\$20,800	\$25,000		83.2%	
Webcam Installation/Maintenance	\$96	\$1,500		6.4%	
WELCOMING TOURIST	\$20,154	\$28,800	\$8,646	70.0%	
Additional Signage Roadside	\$1,250	\$15,000		8.3%	
Airport Sign/Display - Clear Channel	\$14,212	\$13,800		103.0%	
Postage - Visitor Guides	\$4,691	\$0	\$0		
TOTAL BUDGET 2019-20	\$1,029,460	\$1,762,000	\$732,540	58.4%	
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