

**FCTDC 2019-20 Expense to Budget Report  
as of September 30, 2020**

	<b>Expensed YTD</b>	<b>Budget</b>	<b>Balance</b>
<b>ADMINISTRATION</b>	<b>\$102,890</b>	<b>\$112,000</b>	<b>\$9,111</b>
<b>INFRASTRUCTURE</b>	<b>\$665,687</b>	<b>\$782,695</b>	<b>\$117,008</b>
<b>AID TO LOCAL GOVERNMENTS</b>	<b>\$418,187</b>	<b>\$512,695</b>	<b>\$94,508</b>
Armory Website	\$0	\$14,000	\$14,000
Beach Cleanup	\$75,000	\$75,000	\$0
Bridge Cleanup	\$12,000	\$24,000	\$12,000
Land Acquisition	\$268,740	\$202,195	-\$66,545
Other	\$0	\$130,000	\$130,000
Reserve (SGI Bathrooms Project)	\$62,447	\$67,500	\$0
<b>AID TO PRIVATE (NP) AGENCIES</b>	<b>\$247,500</b>	<b>\$270,000</b>	<b>\$22,500</b>
Museum Grants	\$67,500	\$90,000	\$22,500
Visitor Centers	\$180,000	\$180,000	\$0
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$2,926</b>	<b>\$20,000</b>	<b>\$17,074</b>
FCTDC - Property Insurance (EPVC)	\$1,898	\$0	-\$1,898
OTHER -TDC Building Maintenance	\$1,028	\$0	-\$1,028
<b>PROMOTIONS</b>	<b>\$493,780</b>	<b>\$847,305</b>	<b>\$353,525</b>
<b>GRANTS FOR NON-PROFIT EVENTS</b>	<b>\$35,833</b>	<b>\$138,000</b>	<b>\$102,167</b>
New Promo Ops	\$1,625	\$15,000	\$13,375
Grants for Non-Profit Events - \$2000	\$25,370	\$88,000	\$62,630
Grants for Non-Profit Events - \$5000	\$8,837	\$35,000	\$26,163
<b>INTERNET</b>	<b>\$225,142</b>	<b>\$257,009</b>	<b>\$31,867</b>
Banner Ads Production- Bay Media (14%)	\$0	\$4,200	\$4,200
2-K Internet Marketing Production (14%)	\$15,533	\$20,334	\$4,801
2-K (Core Internet Marketing Services - \$2500/mo)	\$39,130	\$30,000	-\$9,130
Banner Ads (Bay Media)	\$5,140	\$25,800	\$20,660
Market Research (\$65/hr)	\$6,000	\$6,000	\$0
Non-Contratural Website	\$9,067	\$6,000	-\$3,067
Search Engine Optimization (\$65/hr)	\$29,900	\$28,500	-\$1,400
Internet Marketing (Google, Social Media etc.)	\$98,272	\$109,655	\$11,383
Social Media Campaign (Management - \$2,210/mo)	\$22,100	\$26,520	\$4,420
<b>WEBSITE REVISIONS</b>	<b>\$0</b>	<b>\$12,200</b>	<b>\$12,200</b>
Photo Library	\$0	\$7,500	\$7,500
Photo Set Up (Materials, actors, etc)	\$0	\$4,700	\$4,700
<b>PARTNERSHIPS - COOPS</b>	<b>\$4,500</b>	<b>\$13,500</b>	<b>\$9,000</b>
98 Corridor Mkting	\$0	\$5,000	\$5,000
COCA Banner	\$4,500	\$5,500	\$1,000
Visit Florida State Welcome Center Placement***	\$0	\$3,000	\$3,000
<b>PRINT</b>	<b>\$134,663</b>	<b>\$211,096</b>	<b>\$76,433</b>
Bay Media - 14% Production	\$10,052	\$15,196	\$5,144
Bay Media (Core Services - \$2500/mo)	\$30,000	\$30,000	\$0
Blog Content	\$0	\$0	\$0
Bay Media Content Production (\$65/hour) Trip Advisor	\$0	\$3,500	\$3,500
Bay Media Content Production (\$65/hour) Other	\$6,923	\$12,000	\$5,078
Forgotten Coastlines	\$15,400	\$26,400	\$11,000
Print Advertising - Trip Advisor	\$0	\$25,000	\$25,000
Print Advertising - Other	\$64,179	\$85,000	\$20,821
Visit Florida Coop - Travel Maps	\$6,000		-\$6,000
Print - TDC Newspaper Ads	\$450		-\$450

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Printing Promotional Materials (Brochures)	\$1,659	\$14,000	\$12,341
<b>SPECIAL EVENTS AND OUTREACH</b>	<b>\$26,293</b>	<b>\$80,000</b>	<b>\$53,707</b>
Dues/ Memberships/ Meetings/ Conferences	\$11,138	\$20,000	\$8,862
<i>Gov Conf. / Conf. and Meetings (registration/accom.)</i>	\$0	\$5,000	\$5,000
<i>Travel - Conferences/ Meetings (per diem/mileage)</i>	\$425	\$3,000	\$2,575
<i>FADMO</i>	\$3,380	\$3,380	\$0
<i>Trail of Florida Indian Heritage</i>	\$250	\$250	\$0
<i>Outdoor Writers Association</i>	\$375	\$375	\$0
<i>Visit Florida</i>	\$993	\$993	\$0
<i>Florida Outdoor Writer's Association</i>	\$175	\$175	\$0
<i>Explore NW Florida (Riverway South) Membership</i>	\$5,000	\$5,000	\$0
<i>Other/Misc.</i>		\$1,827	\$1,827
Get-a-Way Contests	\$2,992	\$16,000	\$13,008
Hospitality Training	\$0	\$2,000	\$2,000
Journalists Visits	\$1,968	\$10,000	\$8,032
Mentoring /Scholarships	\$0	\$2,000	\$2,000
Promotional Items	\$0	\$8,000	\$8,000
Promotional Mailings (Welcome Centers)	\$0	\$6,000	\$6,000
Software Advancements	\$8,605	\$12,000	\$3,395
Survey Program	\$1,590	\$4,000	\$2,410
Trademark (not due until?)	\$0	\$0	\$0
<b>TV, RADIO AND WEBCAMS</b>	<b>\$47,196</b>	<b>\$106,700</b>	<b>\$59,504</b>
FCTV Retainer	\$14,400	\$25,200	
Oyster Radio	\$11,000	\$10,000	
Radio (FSU, Cumulus, etc)	\$0	\$10,000	
TV Advertising	\$0	\$35,000	
Video Production	\$21,700	\$25,000	
Webcam Installation/Maintenance	\$96	\$1,500	
<b>WELCOMING TOURIST</b>	<b>\$20,154</b>	<b>\$28,800</b>	<b>\$8,646</b>
Additional Signage Roadside	\$1,250	\$15,000	
Airport Sign/Display - Clear Channel	\$14,212	\$13,800	
Postage - Visitor Guides	\$4,691	\$0	\$0
<b>TOTAL BUDGET 2019-20</b>	<b>\$1,265,283</b>	<b>\$1,762,000</b>	<b>\$496,717</b>
	<b>Expensed YTD</b>	<b>Budget</b>	<b>Balance</b>

**FCTDC 2019-20 Expense to Budget Report  
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<b>% Spent</b>	
<b>91.9%</b>	
<b>85.1%</b>	
<b>81.6%</b>	
0.0%	
100.0%	
50.0%	
132.9%	
0.0%	
92.5%	
<b>91.7%</b>	
75.0%	
100.0%	
<b>14.6%</b>	
0.0%	
0.0%	
<b>58.3%</b>	
<b>26.0%</b>	
10.8%	
28.8%	
25.2%	
<b>87.6%</b>	
0.0%	
76.4%	
130.4%	
19.9%	
100.0%	
151.1%	
104.9%	
89.6%	
83.3%	
<b>0.0%</b>	
0.0%	
0.0%	
<b>33.3%</b>	
0.0%	
81.8%	
0.0%	
<b>63.8%</b>	
66.2%	
100.0%	
0.0%	
0.0%	
57.7%	
58.3%	
0.0%	
75.5%	

**R.092220**

**FCTDC 2019-20 Expense to Budget Report  
as of September 30, 2020**

<b>% Spent</b>	
11.8%	
<b>32.9%</b>	
55.7%	
0.0%	
14.2%	
100.0%	
100.0%	
100.0%	
100.0%	
100.0%	
100.0%	
18.7%	
0.0%	
19.7%	
0.0%	
0.0%	
0.0%	
71.7%	
39.8%	
0.0%	
<b>44.2%</b>	
57.1%	
110.0%	
0.0%	
0.0%	
86.8%	
6.4%	
<b>70.0%</b>	
8.3%	
103.0%	
<b>71.8%</b>	
<b>% Spent</b>	