

**FCTDC 2020-21 Expense to Budget Report**  
as of October 31, 2020

	Expensed YTD	Budget	Balance	% Spent	
<b>ADMINISTRATION</b>	<b>\$0</b>	<b>\$112,000</b>	<b>\$112,000</b>	<b>0.0%</b>	
<b>INFRASTRUCTURE</b>	<b>\$66,750</b>	<b>\$738,500</b>	<b>\$671,750</b>	<b>9.0%</b>	
<b>AID TO LOCAL GOVERNMENTS</b>	<b>\$21,750</b>	<b>\$468,500</b>	<b>\$446,750</b>	<b>4.6%</b>	<b>X</b>
Armory Website		\$3,000	\$3,000	0.0%	
Beach Cleanup	\$18,750	\$75,000	\$56,250	25.0%	
Bridge Cleanup	\$3,000	\$24,000	\$21,000	12.5%	
Land Acquisition		\$169,000	\$169,000	0.0%	
Other		\$130,000	\$130,000	0.0%	
Reserve (SGI Bathrooms Project)		\$67,500	\$0	0.0%	
<b>AID TO PRIVATE (NP) AGENCIES</b>	<b>\$45,000</b>	<b>\$270,000</b>	<b>\$225,000</b>	<b>16.7%</b>	<b>X</b>
Museum Grants		\$90,000	\$90,000	0.0%	
Visitor Centers	\$45,000	\$180,000	\$135,000	25.0%	
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>0.0%</b>	
FCTDC - Property Insurance (EPVC)		\$0	\$0	0.0%	
OTHER -TDC Building Maintenance		\$20,000	\$20,000	0.0%	
<b>PROMOTIONS</b>	<b>\$27,030</b>	<b>\$849,305</b>	<b>\$822,275</b>	<b>3.2%</b>	
<b>GRANTS FOR NON-PROFIT EVENTS</b>	<b>\$0</b>	<b>\$138,000</b>	<b>\$138,000</b>	<b>0.0%</b>	<b>X</b>
New Promo Ops		\$15,000	\$13,375	0.0%	
Grants for Non-Profit Events - \$2000		\$88,000	\$88,000	0.0%	
Grants for Non-Profit Events - \$5000		\$35,000	\$35,000	0.0%	
<b>INTERNET</b>	<b>\$9,750</b>	<b>\$257,009</b>	<b>\$247,259</b>	<b>3.8%</b>	
Banner Ads Production- Bay Media (14%)		\$4,200	\$4,200	0.0%	
2-K Internet Marketing Production (14%)		\$20,334	\$20,334	0.0%	
2-K (Core Internet Marketing Services - \$2500/mo)	\$2,500	\$30,000	\$27,500	8.3%	
Banner Ads (Bay Media)		\$25,800	\$25,800	0.0%	
Market Research (\$65/hr)		\$6,000	\$6,000	0.0%	
Non-Contratural Website	\$5,040	\$6,000	\$960	84.0%	
Search Engine Optimization (\$65/hr)		\$28,500	\$28,500	0.0%	
Internet Marketing (Google, Social Media etc.)		\$109,655	\$109,655	0.0%	
Social Media Campaign (Management - \$2,210/mo)	\$2,210	\$26,520	\$24,310	8.3%	
<b>WEBSITE REVISIONS</b>	<b>\$0</b>	<b>\$12,200</b>	<b>\$12,200</b>	<b>0.0%</b>	<b>X</b>
Photo Library		\$7,500	\$7,500	0.0%	
Photo Set Up (Materials, actors, etc)		\$4,700	\$4,700	0.0%	
<b>PARTNERSHIPS - COOPS</b>	<b>\$0</b>	<b>\$13,500</b>	<b>\$13,500</b>	<b>0.0%</b>	<b>X</b>
98 Corridor Mkting		\$5,000	\$5,000	0.0%	
COCA Banner		\$5,500	\$5,500	0.0%	
Visit Florida State Welcome Center Placement***		\$3,000	\$3,000	0.0%	
<b>PRINT</b>	<b>\$5,655</b>	<b>\$211,096</b>	<b>\$205,441</b>	<b>2.7%</b>	
Bay Media - 14% Production	\$1,906	\$15,196	\$13,290	12.5%	
Bay Media (Core Services - \$2500/mo)	\$2,500	\$30,000	\$27,500	8.3%	
Blog Content		\$0	\$0	0.0%	
Bay Media Content Production (\$65/hour)		\$3,500	\$3,500	0.0%	
Bay Media Content Production (\$65/hour) Other		\$12,000	\$12,000	0.0%	
Forgotten Coastlines		\$26,400	\$26,400	0.0%	

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	Expensed YTD	Budget	Balance	% Spent	
Print Advertising - Trip Advisor		\$25,000	\$25,000	0.0%	
Print Advertising - Other	\$1,249	\$85,000	\$83,751	1.5%	
Visit Florida Coop - Travel Maps			\$0		
Print - TDC Newspaper Ads			\$0		
Printing Promotional Materials (Brochures)		\$14,000	\$14,000	0.0%	
<b>SPECIAL EVENTS AND OUTREACH</b>	<b>\$8,640</b>	<b>\$80,000</b>	<b>\$71,360</b>	<b>10.8%</b>	
Dues/ Memberships/ Meetings/ Conferences		\$20,000	\$20,000	0.0%	
Get-a-Way Contests	\$240	\$16,000	\$15,760	1.5%	
Hospitality Training		\$2,000	\$2,000	0.0%	
Journalists Visits		\$10,000	\$10,000	0.0%	
Mentoring /Scholarships		\$2,000	\$2,000	0.0%	
Promotional Items		\$8,000	\$8,000	0.0%	
Promotional Mailings (Welcome Centers)		\$6,000	\$6,000	0.0%	
Software Advancements (Key Data)	\$8,400	\$12,000	\$3,600	70.0%	
Survey Program		\$4,000	\$4,000	0.0%	
Trademark (not due until ?)		\$0	\$0	0.0%	
<b>TV, RADIO AND WEBCAMS</b>	<b>\$2,100</b>	<b>\$108,700</b>	<b>\$106,600</b>	<b>1.9%</b>	
FCTV Retainer	\$1,200	\$25,200		4.8%	
Oyster Radio		\$12,000		0.0%	
Radio (FSU, Cumulus, etc)		\$10,000		0.0%	
TV Advertising		\$35,000		0.0%	
Video Production	\$900	\$25,000		3.6%	
Webcam Installation/Maintenance		\$1,500		0.0%	
<b>WELCOMING TOURIST</b>	<b>\$885</b>	<b>\$28,800</b>	<b>\$27,915</b>	<b>3.1%</b>	
Additional Signage Roadside		\$15,000		0.0%	
Airport Sign/Display - Clear Channel	\$885	\$13,800		6.4%	
Postage - Visitor Guides		\$0	\$0		
<b>RECAP</b>					
<b>ADMINISTRATION</b>	<b>\$0</b>	<b>\$112,000</b>	<b>\$112,000</b>	<b>0.0%</b>	
<b>INFRASTRUCTURE</b>	<b>\$66,750</b>	<b>\$738,500</b>	<b>\$671,750</b>	<b>9.0%</b>	
<b>TDC MAINTENANCE AND REPAIR</b>	<b>\$0</b>	<b>\$20,000</b>	<b>\$20,000</b>	<b>0.0%</b>	
<b>PROMOTIONS</b>	<b>\$31,311</b>	<b>\$847,305</b>	<b>\$815,994</b>	<b>3.7%</b>	
<b>TOTAL BUDGET 2020-21</b>	<b>\$93,780</b>	<b>\$1,719,805</b>	<b>\$1,626,025</b>	<b>5.5%</b>	
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