

2023-24 Budget
October 1,2023 - August 27, 2024

	A	B	C	D	E
1		Expended YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003	\$ 2,000			
3	INFRASTRUCTURE - 60004	\$ 736,883	\$ 1,209,611	\$ 472,728	61%
4	Aid to Local Governments - 60005	\$ 477,130	\$ 894,611	\$ 417,481	53%
5	Infrastructure Projects - per statue - 60006	\$ 353,130	\$ 695,611	\$ 342,481	51%
6	4601 - Coastal Dredging Channels	\$ 10,130	\$ 375,950	\$ 365,820	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	Aid to Non-Profits - 60012	\$ 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	Maintenance and Repairs - 60015	\$ 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	PROMOTIONAL BUDGET - 60017	\$ 840,309	\$ 1,267,812	\$ 427,503	66%
23	Non-Profit and Museum Events - 60018	\$ 59,000	\$ 228,000	\$ 169,000	26%
24	New Promotional Opportunities - 60021	\$ 30,900	\$ 30,000	\$ (900)	103%
25	Vendor Contracted Retainers - 60023	\$ 249,045	\$ 305,000	\$ 55,955	82%
26	ABCC - Admin - 60002	\$ 139,965	\$ 174,000	\$ 34,035	80%
27	2K Webgroup - Internet - 60024	\$ 39,583	\$ 40,000	\$ 417	99%
28	Bay Media - Web - 60025	\$ 29,997	\$ 40,000	\$ 10,003	75%
29	Forgotten Coast TV - 60026	\$ 27,000	\$ 36,000	\$ 9,000	75%
30	Oyster Radio - 60027	\$ 12,500	\$ 15,000	\$ 2,500	83%
31	Internet Advertising - 60028	\$ 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	Print - 60036	\$ 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%

2023-24 Budget
October 1,2023 - August 27, 2024

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
45	Photography - 60042	\$ -	\$ 13,200	\$ 13,200	0%
46	Photo Library - 60043 (was provided by VF)	\$ -	\$ 8,500	\$ 8,500	0%
47	Photo Setup (materials, actors, etc.) - 60044	\$ -	\$ 4,700	\$ 4,700	0%
48	Welcoming Tourists - 60045	\$ 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	TV and Radio Advertising - 60050	\$ 10,000	\$ 45,000	\$ 35,000	22%
53	Radio (FSU, Cumulus, Out of Area, etc)- 60051	\$ -	\$ 10,000	\$ 10,000	0%
54	Television Advertising - 60052 Sinclair Broadcasting	\$ 10,000	\$ 35,000	\$ 25,000	29%
55	Television Advertising - 60052 Sinclair Broadcasting				
56	Video Production - 60053	\$ 14,950	\$ 51,000	\$ 36,050	29%
57	Video Library - 60054	\$ 2,200	\$ 10,000	\$ 7,800	22%
58	Commercials / Specials - 60055	\$ 9,750	\$ 10,000	\$ 250	98%
59	Video Production- PSAs - 60056	\$ 3,000	\$ 5,000	\$ 2,000	60%
60	Video Production -TV Shows - 60057	\$ -	\$ 26,000	\$ 26,000	0%
61	Special Events and Outreach - 60070	\$ 58,279	\$ 165,500	\$ 107,221	35%
62	Webcam Installation/Maintenance - 60071	\$ -	\$ 1,000	\$ 1,000	0%
63	Get-a-Way Contests - 60072	\$ 2,522	\$ 20,000	\$ 17,479	13%
64	Hospitality Training - 60073	\$ -	\$ 30,000	\$ 30,000	0%
65	Journalists Visits - 60074	\$ -	\$ 10,000	\$ 10,000	0%
66	Mentoring /Scholarships - 60075	\$ -	\$ 2,000	\$ 2,000	0%
67	Promotional Items - 60076	\$ 5,305	\$ 5,000	\$ (305)	106%
68	Visitor Guide Production - 60077	\$ 7,540	\$ 25,000	\$ 17,460	30%
69	Visitor Guide, Promotion, Office Mailings (Postage) - 60080	\$ 14,259	\$ 35,000	\$ 20,741	41%
70	Software for Museum	\$ 36			
71	CrowRiff - 60082	\$ 7,718	\$ 7,000	\$ (718)	110%
72	Wander Map - 60083	\$ 6,000	\$ 6,000	\$ -	100%
73	Simpleview	\$ 6,500	\$ 8,000	\$ 1,500	81%
74	Keydata Dashboard - 60084	\$ 8,400	\$ 8,500	\$ 100	99%
75	Forgotten Coast Mobile App - 60085	\$ -	\$ 8,000	\$ 8,000	0%
76	Dues/Memberships/Meetings /Conferences - 60090	\$ 31,123	\$ 29,000	\$ (2,123)	107%
77	Gov Conferences/Meetings(Registration/ Accomod - 60092	\$ -	\$ 6,000	\$ 6,000	0%
78	Travel/Conferences/Meetings (perdeim/mileage) - 60091	\$ -	\$ 4,000	\$ 4,000	0%
79	Coalition of NW Florida - Triumph Dues 2024	\$ 15,650	\$ 16,000	\$ 350	98%
80	Explore NW Florida (Riverway South) Membership - 60094	\$ 7,825	\$ 6,000	\$ (1,825)	130%
81	Vist Florida Sponsorship- Gov Conference 2024	\$ 1,597	\$ 1,597	\$ -	100%
82	Destination Florida Membership 2023-24	\$ 3,801	\$ 3,801	\$ -	100%
83	Trail of Florida Indian Heritage	\$ 250	\$ 250	\$ -	100%
84	Riverway South Apalach Chocatawattee	\$ 2,000	\$ 2,000	\$ -	100%
85					
86	TOTAL BUDGET 2023-24	\$ 1,719,157	\$ 2,651,423	\$ 934,266	65%
87					