

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

	A	B	C	D	E
1		Expensed YTD	Budget	Balance	% of Budget
2	COUNTY ADMINISTRATION - 60003	\$ 2,000			
3	INFRASTRUCTURE - 60004	\$ 939,310	\$ 1,209,611	\$ 270,301	78%
4	Aid to Local Governments - 60005	\$ 664,972	\$ 894,611	\$ 229,639	74%
13	Aid to Non-Profits - 60012	\$ 240,000	\$ 285,000	\$ 45,000	84%
16	Maintenance and Repairs - 60015	\$ 34,338	\$ 30,000	\$ (4,338)	114%
22	PROMOTIONAL BUDGET - 60017	\$ 939,485	\$ 1,267,812	\$ 328,327	74%
23	Non-Profit and Museum Events - 60018	\$ 72,372	\$ 228,000	\$ 155,628	32%
24	New Promotional Opportunities - 60021	\$ 30,900	\$ 30,000	\$ (900)	103%
25	Vendor Contracted Retainers - 60023	\$ 297,366	\$ 305,000	\$ 7,634	97%
26	ABCC - Admin - 60002	\$ 164,703	\$ 174,000	\$ 9,297	95%
27	2K Webgroup - Internet - 60024	\$ 42,917	\$ 40,000	\$ (2,917)	107%
28	Bay Media - Web - 60025	\$ 39,996	\$ 40,000	\$ 4	100%
29	Forgotten Coast TV - 60026	\$ 36,000	\$ 36,000	\$ -	100%
30	Oyster Radio - 60027	\$ 13,750	\$ 15,000	\$ 1,250	92%
31	Internet Advertising - 60028	\$ 226,001	\$ 242,600	\$ 16,599	93%
32	2K Social Media Campaigns - 60029	\$ 32,083	\$ 35,000	\$ 2,917	92%
33	Non-Contractual Website - 60030	\$ 2,302	\$ 10,000	\$ 7,698	23%
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	\$ 133,952	\$ 130,000	\$ (3,952)	103%
37	14% Production - 60034	\$ 24,225	\$ 23,100	\$ (1,125)	105%
38	Website Revisions - 60035	\$ 387	\$ 6,000	\$ 5,613	6%
39	Print - 60036	\$ 178,474	\$ 246,012	\$ 67,538	73%
40	Digital/ Banner Adds (Bay Media) - 60037	\$ 5,950	\$ 25,800	\$ 19,850	23%
41	14% Production - 60038 (Banner and Print)	\$ 17,651	\$ 22,912	\$ 5,261	77%
42	Content Production - 60039	\$ 3,290	\$ 12,000	\$ 8,710	27%
43	Print Advetising - 60040	\$ 133,327	\$ 150,000	\$ 16,673	89%
44	Printing Promotional Materials (brochures) - 60041	\$ 18,256	\$ 35,000	\$ 16,744	52%
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	\$ 6,195	\$ 55,000	\$ 48,805	11%
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	\$ 4,425	\$ 20,000	\$ 15,575	22%
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	\$ 20,950	\$ 51,000	\$ 30,050	41%
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	\$ 9,000	\$ 5,000	\$ (4,000)	180%

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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	\$ 38,948	\$ 29,000	\$ (9,948)	134%
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	\$ 15,650	\$ 6,000	\$ (9,650)	261%
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 Chocatawhatcee	\$ 2,000	\$ 2,000	\$ -	100%
85					
86	TOTAL BUDGET 2023-24	\$ 2,045,497	\$ 2,651,423	\$ 607,926	77%
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