|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |   |
| Income |  |  |  |  |   |
|  | Advertising Income | 2,000.00 | 3,000.00 | 1,000.00 | 3,000.00 | 2,000.00 |
|  | Interest Income |  |  |  |  |   |
|  |  | Wachovia MM | 0.98 | 6.00 | 5.02 | 6.00 | 0.98 |
|  | Total Interest Income | 0.98 | 6.00 | 5.02 | 6.00 | 0.98 |
|  | Partnerships |  |  |  |  |   |
|  |  | Cooperatives | 139,431.00 | 291,359.00 | 151,928.00 | 244,568.50 | 92,640.50 |
|  |  | Golf | 1,225.00 | 45,000.00 | 43,775.00 | 54,281.00 | 10,506.00 |
|  |  | Hotel / Resort | 4,404.00 | 47,404.00 | 43,000.00 | 54,000.00 | 11,000.00 |
|  |  | JAA | 0.00 | 10,000.00 | 10,000.00 | 10,000.00 | 0.00 |
|  | Total Partnerships  | 145,060.00 | 393,763.00 | 248,703.00 | 362,849.50 | 114,146.50 |
|  | Public Sector |  |  |  |  |   |
|  |  | Clay TDC | 0.00 | 25,500.00 | 25,500.00 | 25,500.00 | 0.00 |
|  |  | Duval TDC | 0.00 | 148,838.00 | 148,838.00 | 152,378.00 | 3,540.00 |
|  |  | Flagler TDC | 0.00 | 35,000.00 | 35,000.00 | 35,000.00 | 0.00 |
|  |  | Nassau TDC | 0.00 | 60,000.00 | 60,000.00 | 60,000.00 | 0.00 |
|  |  | St. John's TDC | 0.00 | 188,578.00 | 188,578.00 | 188,578.00 | 0.00 |
|  | Total Public Sector | 0.00 | 457,916.00 | 457,916.00 | 461,456.00 | 3,540.00 |
|  | Earned Media | 1,005,515.00 | 2,505,515.00 | 1,500,000.00 | 2,505,515.00 | 1,005,515.00 |
| Total Income | 1,152,575.98 | 3,360,200.00 | 2,207,624.02 | 3,332,826.50 | 1,125,202.48 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | Marketing |  |  |  |  |   |
|  |  |  |  | Agency | -542.00 | 5,000.00 | 5,542.00 | 2,500.00 | -3,042.00 |
|  |  |  |  | Brochure Production | -1,404.80 | 5,000.00 | 6,404.80 | 11,315.00 | 4,910.20 |
|  |  |  |  | Dues/Local Mtgs | 1,827.00 | 4,050.00 | 2,223.00 | 3,000.00 | 777.00 |
|  |  |  |  | Digital Marketing |  |  |  |  |   |
|  |  |  |  |  | Chute Management | -500.00 | 0.00 | 500.00 | 0.00 | -500.00 |
|  |  |  |  |  | Digital Agency | -5,000.00 | 54,000.00 | 59,000.00 | 54,000.00 | -5,000.00 |
|  |  |  |  |  | Digital/Mobile/Retargeting | 80,805.00 | 107,000.00 | 26,195.00 | 99,824.75 | 73,629.75 |
|  |  |  |  |  | EMail | 44,770.00 | 78,302.00 | 33,532.00 | 39,602.00 | 6,070.00 |
|  |  |  |  |  | Nxtbook/landing pages | 5,000.00 | 5,750.00 | 750.00 | 750.00 | 0.00 |
|  |  |  |  |  | SEO/Social | -24,200.00 | 35,000.00 | 59,200.00 | 48,238.00 | -10,962.00 |
|  |  |  |  | Total Digital Marketing | 100,875.00 | 280,052.00 | 179,177.00 | 242,414.75 | 63,237.75 |
|  |  |  |  | Golf Shows |  |  |  |  |   |
|  |  |  |  |  | PLAYFLA & VF Golf | 7,800.00 | 18,400.00 | 10,600.00 | 23,000.00 | 12,400.00 |
|  |  |  |  |  | Travel | -761.80 | 1,000.00 | 1,761.80 | 1,000.00 | -761.80 |
|  |  |  |  | Total Golf Shows | 7,038.20 | 19,400.00 | 12,361.80 | 24,000.00 | 11,638.20 |
|  |  |  |  | Postage & Delivery | 581.00 | 2,988.00 | 2,407.00 | 2,527.00 | 120.00 |
|  |  |  |  | Print Media |  |  |  |  |   |
|  |  |  |  |  | Air Canada | 22,000.00 | 22,000.00 | 0.00 | 0.00 | 0.00 |
|  |  |  |  |  | Golf Georgia | 8,771.00 | 17,292.00 | 8,521.00 | 10,753.50 | 2,232.50 |
|  |  |  |  |  | Golf Magazine | 9,448.00 | 9,448.00 | 0.00 | 21,246.00 | 21,246.00 |
|  |  |  |  |  | Golfstyles Magazine | 11,812.75 | 15,064.00 | 3,251.25 | 5,418.75 | 2,167.50 |
|  |  |  |  |  | Links Magazine | 5,000.00 | 5,000.00 | 0.00 | 0.00 | 0.00 |
|  |  |  |  |  | Met Golfer | 2,486.00 | 9,875.00 | 7,389.00 | 9,330.00 | 1,941.00 |
|  |  |  |  |  | VA Golfer | 7,257.00 | 17,278.00 | 10,021.00 | 11,448.50 | 1,427.50 |
|  |  |  |  | Total Print Media | 66,774.75 | 95,957.00 | 29,182.25 | 58,196.75 | 29,014.50 |
|  |  |  |  | Promotions | 76.00 | 10,000.00 | 9,924.00 | 12,500.00 | 2,576.00 |
|  |  |  |  | Public Relations |  |  |  |  |   |
|  |  |  |  |  | Communications Intern | 0.00 | 1,000.00 | 1,000.00 | 1,000.00 | 0.00 |
|  |  |  |  |  | Strategic Planning | 703.00 | 8,719.00 | 8,016.00 | 8,719.00 | 703.00 |
|  |  |  |  |  | Press Trips/FAMS | -23,498.00 | 10,000.00 | 33,498.00 | 10,000.00 | -23,498.00 |
|  |  |  |  | Total Public Relations | -22,795.00 | 19,719.00 | 42,514.00 | 19,719.00 | -22,795.00 |
|  |  |  |  | Research | -2,229.00 | 11,050.00 | 13,279.00 | 11,050.00 | -2,229.00 |
|  |  |  |  | Telephone/Internet | 3,242.05 | 11,000.00 | 7,757.95 | 8,144.00 | 386.05 |
|  |  |  |  | Television/content development  | -1,071.00 | 8,000.00 | 9,071.00 | 47,250.00 | 38,179.00 |
|  |  |  |  | Trade Shows |  |  |  |  |   |
|  |  |  |  |  | IGTM/NAC | -9,349.00 | 16,500.00 | 25,849.00 | 16,500.00 | -9,349.00 |
|  |  |  |  |  | PGA Show | -35.33 | 1,500.00 | 1,535.33 | 1,500.00 | -35.33 |
|  |  |  |  |  | Tour Operator Partnership | -4,345.00 | 7,000.00 | 11,345.00 | 5,845.00 | -5,500.00 |
|  |  |  |  |  | WTM | 0.00 | 0.00 | 0.00 | 3,800.00 | 3,800.00 |
|  |  |  |  |  | Visit Florida/FADMO | -537.36 | 2,780.00 | 3,317.36 | 3,482.00 | 164.64 |
|  |  |  |  | Total Trade Shows | -14,266.69 | 27,780.00 | 42,046.69 | 31,127.00 | -10,919.69 |
|  |  |  |  | Total Earned Media | 1,005,515.00 | 2,505,515.00 | 1,500,000.00 | 2,505,515.00 | 1,005,515.00 |
|  |  |  |  | Travel & Entertainment |  |  |  |  |   |
|  |  |  |  |  | Local | 376.00 | 2,491.00 | 2,115.00 | 2,491.00 | 376.00 |
|  |  |  |  |  | Mileage | -216.00 | 800.00 | 1,016.00 | 800.00 | -216.00 |
|  |  |  |  | Total Travel & Entertainment | 160.00 | 3,291.00 | 3,131.00 | 3,291.00 | 160.00 |
|  |  |  | Total Marketing | 1,143,780.51 | 3,008,802.00 | 1,865,021.49 | 2,982,549.50 | 1,117,528.01 |