



#6 PUBLIC RELATIONS/ MARKETING

PUBLIC RELATIONS & MARKETING 2018 BUDGET WORKSHEET									
	2012	2013	2014	2015	2016	2017	2017	2018	2018
	ACTUALS	ACTUALS	ACTUALS	ACTUALS	ACTUALS	BUDGET	FORECAST	STAFF	FINAL
REVENUE									
ADVERTISING SALES	20,900	15,025	29,275	27,625	27,350	29,000	29,000	29,000	
GRANTS	0	0	0	6,000	6,250	6,250	10,000	10,000	
MISCELLANEOUS	0	2,599	4,907	2,826	7,611	8,500	10,000	11,000	
TOTAL REVENUE	20,900	17,624	34,182	36,451	41,211	43,750	49,000	50,000	0
EXPENSES									
PAYROLL	54,642	60,556	62,951	70,040	66,634	70,118	70,000	93,630	
PAYROLL COSTS	13,775	13,942	13,874	18,007	17,101	17,628	17,000	39,494	
EMPLOYEES	172	164	221	132	202	250	250	250	
TRAINING	25	300	98	284	178	500	500	250	
TOTAL PAYROLL	68,614	74,962	77,144	88,463	84,115	88,496	87,750	133,624	0
CONTRACT/SUPPLIES									
COMPUTER SUPPLIES	2,830	301	1,232	409	80	1,000	1,000	500	
EMPLOYEE ADS	0	0	220	0	0	200	200	200	
CONTRACT SERVICES	8,911	7,952	10,871	18,365	15,700	17,000	17,000	28,000	
CLEANING SUPPLIES	216	207	144	159	169	250	250	250	
GAS/OIL	1,103	864	730	1,063	664	1,500	1,500	1,500	
POSTAGE	7,774	16,150	20,139	24,285	17,978	23,000	23,000	23,000	
PRINTING	12,383	43,986	47,295	56,677	49,077	49,000	49,000	49,000	
SUPPLIES	2,778	4,586	3,307	5,870	5,232	4,000	4,000	3,000	
TOTAL CONTR/SUPPLIES	35,995	74,046	83,938	106,828	88,900	95,950	95,950	105,450	0
REPAIR/MAINTENANCE									
EQUIPMENT	0	21	0	0	0	500	500	500	
TOTAL REPAIR/MAINT	0	21	0	0	0	500	500	500	0
UTILITIES									
ELECTRICITY	495	495	495	495	495	500	500	500	
REFUSE REMOVE	78	80	80	84	91	85	85	85	
TELEPHONE	2,314	2,662	2,012	2,301	2,505	2,500	2,500	2,500	
WATER/SEWER	108	115	120	144	137	137	152	152	
TOTAL UTILITIES	2,995	3,352	2,707	3,024	3,228	3,222	3,237	3,237	0
OTHER COSTS									
DUES / SUBSCRIPTIONS	290	195	450	857	714	850	850	850	
INSURANCE	456	432	456	420	347	342	383	429	
PROMOTION / MARKETING	69,629	78,671	97,549	107,469	110,147	110,000	110,000	110,000	
TOTAL OTHER	70,375	79,298	98,455	108,746	111,208	111,192	111,233	111,279	0
TOTAL EXPENSES	177,979	231,679	262,244	307,061	287,451	299,360	298,670	354,090	0
NET OPERATING	-157,079	-214,055	-228,062	-270,610	-246,240	-255,610	-249,670	-304,090	0

Public Relations & Marketing Selected Budget Details 2018

504 Contract Services		28,000
	Channel 78 & Marquees.	1,000
	Website Hosting	4,200
	E-blast Service	1,200
	Graphic Design	20,600
	Miscellaneous	3,000
558 Postage	(4) Newsletters	23,000
	(3) Activity Guides	
561 Printing	(4) Newsletters	49,000
	(3) Activity Guides	
697 Promotion		110,000
	<i>Marketing Tools</i>	
	Welcome Packages & Gift Certificate Donations	4,200
	Trade Booths & Sponsorships	2,200
	Marketing Pens, Bags & Promo Items	3,000
	<i>Marketing Brochures</i>	
	Playbook	5,000
	Community Map	3,500
	Catering Brochures	3,200
	Walking Trails	700
	Sponsorship Brochure	500
	<i>Marketing Rack Cards</i>	
	Golf and Country Club	200
	Summer Weekly Events	200
	Yacht Club Entertainment	800
	All Amenity Rate Card	200
	Pools (summer & winter)	500
	Racquet Sports	400
	Beach Club	200
	Kayak and SUP Concessions	200
	Farmers Market	200
	Sport and Specialty Camps	300
	Upgrade New Resident and Welcome Package	1,500
	Banners including design	500
Marketing Mix	<i>Upgrades to website functions and design</i>	2,500
	Radio / Online	18,000
	Publications/ Newspaper / Magazines/Trade	40,000
	Television	22,000