

**PUBLIC RELATIONS & MARKETING
2020 BUDGET WORKSHEET**

	2016	2017	2018	2019	2018	2019	2019	2020	2020	2020
	ACTUALS	ACTUALS	ACTUALS	BUDGET	YTD NOV	YTD NOV	FORECAST	PROPOSED	RECOMMEND	FINAL
REVENUE										
322	GRANTS	6,250	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
394	ADVERTISING SALES	27,350	40,875	32,538	28,000	19,925	21,625	28,000	33,100	33,100
398	MISCELLANEOUS	7,611	10,083	12,125	12,500	8,675	16,870	12,500	13,000	13,000
	TOTAL REVENUE	41,211	60,958	54,663	50,500	38,600	48,495	50,500	56,100	56,100
EXPENSES										
420	PAYROLL	66,634	77,393	106,555	106,243	60,128	60,876	106,243	116,665	117,983
435	OVERTIME	0	518	291	200	289	261	200	0	200
445	PAYROLL COSTS	17,101	18,343	20,195	22,307	11,171	10,019	22,307	21,264	20,050
460	EMPLOYEE SUPPORT	202	246	415	250	227	350	250	250	250
465	TRAINING	178	12	0	500	0	0	500	500	500
	TOTAL PAYROLL	84,115	96,512	127,456	129,500	71,815	71,506	129,500	138,679	138,983
CONTRACT/SUPPLIES										
475	COMPUTER SUPPLIES	80	30	241	100	222	1,781	100	100	100
481	EMPLOYEE ADS	0	43	0	0	0	0	0	0	0
504	CONTRACT SERVICES	15,700	27,071	13,191	13,899	8,989	9,315	9,999	8,599	8,599
513	CLEANING SUPPLIES	169	232	174	250	108	317	250	250	250
552	GAS/OIL	664	809	464	1,000	393	92	1,000	1,000	1,000
558	POSTAGE	17,978	22,776	20,442	5,900	11,560	9,492	23,000	14,000	14,000
561	PRINTING	49,077	52,465	50,475	36,000	29,215	23,679	36,000	36,000	36,000
564	SUPPLIES	5,232	4,338	4,278	3,000	2,396	548	1,000	1,000	1,000
	TOTAL CONTR/SUPPLIES	88,900	107,764	89,265	60,149	52,883	45,224	71,349	60,949	60,949
REPAIR/MAINTENANCE										
594	EQUIPMENT	0	0	0	0	0	0	0	4,000	4,000
	TOTAL REPAIR/MAINT	0	0	0	0	0	0	0	4,000	4,000
UTILITIES										
620	ELECTRICITY	495	640	1,097	500	637	656	500	500	500
626	REFUSE REMOVE	91	92	97	85	56	74	85	85	85
629	TELEPHONE	2,505	2,559	3,160	2,500	2,023	1,416	2,500	2,500	2,500
633	WATER/SEWER	137	132	144	136	84	77	136	136	136
	TOTAL UTILITIES	3,228	3,423	4,498	3,221	2,800	2,223	3,221	3,221	3,221
OTHER COSTS										
681	DUES / SUBSCRIPTIONS	714	812	1,451	850	1,373	1,164	950	850	850
688	INSURANCE	347	2,613	420	400	245	556	400	400	400
697	PROMOTION / MARKETING	110,147	127,433	111,438	99,114	85,917	78,020	87,704	134,796	134,796
	TOTAL OTHER	111,208	130,858	113,309	100,364	87,535	79,740	89,054	136,046	136,046
	TOTAL EXPENSES	287,451	338,557	334,528	293,234	215,033	198,693	293,124	342,895	343,199
	NET OPERATING	-246,240	-277,599	-279,865	-242,734	-176,433	-150,198	-242,624	-286,795	-287,099

Public Relations & Marketing Selected Budget Details 2020

504 Contract Services		8,599
	Website Hosting	
	a) D3Corp \$350/month hosting OceanPines.org	
	E-blast Service	
	a) Constant Contact \$87.50/month	
	Graphic Design	4,600
	a) Ocean Wild Design Activity Guide for 2 issues	
	b) Envato Design Service	
	Farmers Market	3,900
	a) Parking Attendant	
	b) Live Entertainment	
	Dropbox Inc Service	99
	a) Year Subscription 1 TB Storage Space	
558 Postage	(3) Newsletters	14,000
	(2) Activity Guides	
	(5) Summer Direct-Door Mailers (1-page Front/Back Hardstock)	
	a) Post Haste	
	b) Delmarva Printing & Design	
561 Printing	(3) Newsletters	36,000
	(2) Activity Guides	
	a) Delmarva Printing	
697 Promotion		87,608
	<i>Marketing Tools</i>	
	Welcome Packages & Gift Certificate Donations	3,500
	Trade Booths & Sponsorships	2,700
	a) Delmarva Bridal Showcase \$500	
	b) Ocean City Chamber Golf Tourn. Sponsorship \$320	
	c) Berlin Fiddlers Fest Sponsorship \$500	
	d) Ocean Pines Chamber Flounder Tourn. \$180	
	e) OP/Taylor Bank Golf Tourn. Sponsorship \$25/tee sign	
	f) AGH Penguin Swim Sponsorship \$500/ ad, logo on banner	
	g) Showell PTA Donation two \$25 Cove Certificates	
	h) Ocean Pines Chamber Door Prize two \$25 Cove Certificates	
	i) Ocean City Chamber Door Prize \$25 Cove Certificate	
	j) Berlin Chamber Door Prize \$25 Cove Certificate	
	k) Ocean Pines Chamber Awards Sponsor \$500	
	Marketing Pens, Bags & Promo Items	6,843
	a) Ocean Pines Giveaway Pens (\$5,500/15,000 Pens)	
	b) Hand Sanitizer for Health Fair \$1.37 ea. (\$342.50/ 250 items)	
	c) Ocean Pines Directory Magnets \$650	
	d) Aquatics OP Marketing Giveaways for 4th Graders	
	<i>Marketing Brochures</i>	
	Community Map	3,149
	a) Map Printing 5,000 copies Minuteman Press	
	Catering Brochures	1,700
	a) Wedding Guides \$603/250 copies TD Digital Printers	
	b) Wedding Folders \$675/250 copies TD Digital Printers	
	c) Events and Wedding Brochures \$370/1000 ea	

	Sponsorship Brochure (250 copies) Vista Print	145
	Farmers Market Marketing Packet	2,000
	a) Vendor Directory/Recipes/Special Events, Cross-Promote Amenities	
<i>Marketing Rack Cards</i>		
	Golf Club (2,000 copies) TD Dig. Printers	215
	Summer Weekly Events (2,000 copies) TD Dig. Printers	215
	Yacht Club Entertainment (1,000 copies) TD Dig. Printers	150
	All Amenity Rate Card (2,000 copies) TD Dig. Printers	215
	Pools (summer & winter) (3,000 copies) TD Dig. Printers	315
	Racquet Sports (1,000 copies) TD Dig. Printers	400
	Beach Club (1,000 copies) TD Dig. Printers	150
	Kayak and SUP Concessions (1,000) TD Dig. Printers	150
	Farmers Market (1,000) TD Dig. Printers	150
	Banners (Health Fair/Welcome Reception/etc)	500
	a) 3x6 Outdoor Scrim/6 grommets \$80.89 ea. Staples	
<i>Marketing Mix</i>	Radio	
	a) Wave 97.1 - \$8,000	
	b) Froggy 99.9 - \$4,000	
	d) Voice Radio Network - Power 101.7- \$1,600 (Yacht Club summer flight only)	
	e) Voice Radio Network - Classic Rock 103.5- \$3,600	
	Television	
	a) 47ABC - \$11,000 (Amenity-Rotation: Pools, YC, GC)	
	b) WRDE NBC - \$9,000 (Amenity-Rotation: Pools, YC, GC)	
	c) Resort Video Guide - \$3,500 (Golf/YC spots)	
	d) WBOC CBS - \$6,488 (Yacht Club Summer Spots)	
	Publications/ Newspaper / Magazines/Awards	50,120
	a) Ocean Pines Independent/Worcester Times - \$4,000	
	b) Bayside Gazette - \$9,650	
	c) Ocean Pines Progress - \$1,500	
	d) Metropolitan Magazine - \$6,825	
	e) The Courier- \$5,000	
	f) Coastal Style Magazine - \$6,750	
	g) Eastern Shore Golf Magazine - \$2,000	
	h) Baltimore Bride Magazine - \$1,050	
	i) Coastal Fisherman - \$2,000	
	k) Living & Working in O.C. Half Page Ad - \$900	
	l) Ocean City Visitors Guide Half Page Ad - \$2,000	
	n) OP Chamber Directory - \$1,450	
	o) Pines Point Marina Spring Newsletter - \$100	
	q) Seaford/Laurel Star Bridal Magazine - \$295	
	r) Worcester County Sheriff Calendar - \$100	
	s) Fish in OC - \$2,000	
	t) Wedding Wire - \$2,500	
	u) The Knot - \$2,000	
	Social Media/ Online (Facebook Ads/ Youtube Pre-Roll)	5,000
	Digital/SEO/GeoFencing (Wedding Venue Marketing)	5,000
	National Night Out Community Event	4,991