## March 21, 2023

## Marketing Budget

VERDN
Visit Arroyo Grande | Budget: \$200,000
Last Updated:4/8/24

| Detailed Spending | Budget |  | Actual <br> Aug | Actual <br> Sep | Actual Oct | Actual <br> Nov | Actual <br> Dec | Actual <br> Jan | Actual <br> Feb | Actual <br> Mar | Projected <br> Apr | Projected <br> May | Projected <br> Jun | TOTAL | Remaining |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Jul |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Planning/Meetings/Reporting | \$18,000 | \$1,495 | \$1,500 | \$2,505 | \$1,500 | \$1,815 | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$843 | \$842 | \$18,000.00 | \$0 |
| Marketing Plan | \$5,000 | \$2,490 | \$750 | \$435 | - | \$765 | \$420 | \$135 | - | - | - | - | - | \$4,995.00 | \$5 |
| Creative Development | \$32,000 | \$2,848 | \$3,015 | \$3,203 | \$3,016 | \$3,000 | \$1,235 | \$2,408 | \$4,050 | \$2,996 | \$3,000 | \$2,000 | \$1,229 | \$32,000.08 | \$0 |
| Public Relations | \$5,000 | \$135 | \$705 | \$615 | \$495 | \$495 | \$270 | \$360 | \$510 | \$495 | \$315 | \$300 | \$305 | \$5,000.00 | \$0 |
| E-newsletter | \$12,000 | \$990 | \$1,200 | \$1,020 | \$1,005 | \$990 | \$990 | \$998 | \$990 | \$990 | \$1,000 | \$1,000 | \$828 | \$12,000.00 | \$0 |
| Social Media | \$24,000 | \$1,995 | \$1,980 | \$1,995 | \$2,400 | \$1,980 | \$1,995 | \$1,995 | \$1,995 | \$2,010 | \$2,000 | \$2,000 | \$1,655 | \$24,000.00 | \$0 |
| Blog | \$6,000 | \$1,005 | \$2,055 |  | \$1,125 |  | \$345 | \$165 | \$180 | \$420 |  | \$705 |  | \$6,000.00 | \$0 |
| Web Content \& Updates | \$4,500 | \$375 | \$385 | \$370 | \$370 | \$745 | \$370 | \$370 | \$370 | \$370 | \$375 | \$400 |  | \$4,500.00 | \$0 |
| Media Planning | \$3,500 | \$450 | \$645 | \$540 | \$300 | \$450 | \$300 | \$345 | \$300 | \$90 | \$80 |  |  | \$3,500.00 | \$0 |
| Media Buy | \$90,000 | \$445 | \$5,542 | \$9,220 | \$8,996 | \$11,899 | \$6,947 | \$5,004 | \$10,015 | \$9,956 | \$10,000 | \$10,000 | \$1,977 | \$90,000.02 | \$0 |

Summary: Actual to Budget

|  | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Invoice Totals | \$200,000 | \$12,228.05 | \$17,776.65 | \$19,902.48 | \$19,206.82 | \$22,139.43 | \$14,372.60 | \$13,278.61 | \$19,909.94 | \$18,827.02 | \$18,270 | \$17,248 | \$6,836 | \$199,995 |  |
| Added Value/No Charge |  | \$1,740 | \$5,865 | \$3,045 | \$855 | \$255 | \$495 | \$1,860 | \$2,055 | \$465 |  |  |  | \$16,635 |  |
| Out of Scope |  | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Projected | Projected | Projected |  |  |
|  | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
| CCTC Co-Op (Pinterest/Youtube) | \$4,000 |  | \$4,000 |  |  |  |  |  |  |  |  |  |  | \$4,000 |  |
| California 101 Travelers Guide | \$600 |  |  |  | \$600 |  |  |  |  |  |  |  |  | \$600 |  |
| Photo/Video Shoot | \$12,000 |  |  |  |  |  |  |  |  | \$690 | \$11,310 |  |  | \$12,000 |  |
| Edible Magazine Map | \$400 |  |  |  |  |  |  |  |  |  | \$400 |  |  | \$400 |  |

## Summary: Actual to Budget

|  | Budget | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | TOTAL | TOTAL |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Invoice Totals |  | \$0 | \$4,000 | \$0 | \$600 | \$0 | \$0 | \$0 | \$0 | \$690 | \$11,710 | \$0 | \$0 | \$17,000 |  |
| Added Value/No Charge |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

