

Bluffton / Southern Beaufort County Budget (FY2024-2025)

	FY2025 VCB TOTALS	FY2025 BLUFFTON (49%)	FY2025 SBC (51%)
REVENUES	Bluffton & SBC		
Town of Bluffton DMO	\$350,000	\$350,000	
Southern Beaufort County DMO	\$365,000		\$365,000
Total Revenues	\$715,000		
EXPENSES			
Digital Promotions / SEM	\$43,475	\$21,303	\$22,172
Website Maintenance	\$30,000	\$14,700	\$15,300
Website Hosting	\$2,400	\$1,176	\$1,224
Social Marketing & Content Strategy	\$30,000	\$14,700	\$15,300
Paid Social	\$72,000	\$35,280	\$36,720
SEO	\$20,000	\$9,800	\$10,200
Bluffton Insiders (enews)	\$20,000	\$9,800	\$10,200
Bluffton Vacation Planner/Fulfillment	\$125,000	\$61,250	\$63,750
Regional Vacation Planner/Fulfillment	\$44,000	\$21,560	\$22,440
Media Partnerships	\$25,000	\$12,250	\$12,750
Photography/Videography	\$10,000	\$4,900	\$5,100
Research & Planning	\$20,000	\$9,800	\$10,200
Contingency	\$5,000	\$2,231	\$2,769
Ops & Management	\$268,125	\$131,250	\$136,875
TOTAL EXPENSES	\$715,000	\$350,000	\$365,000