

Carolina Beach Budget Allocations FY20-21 DRAFT

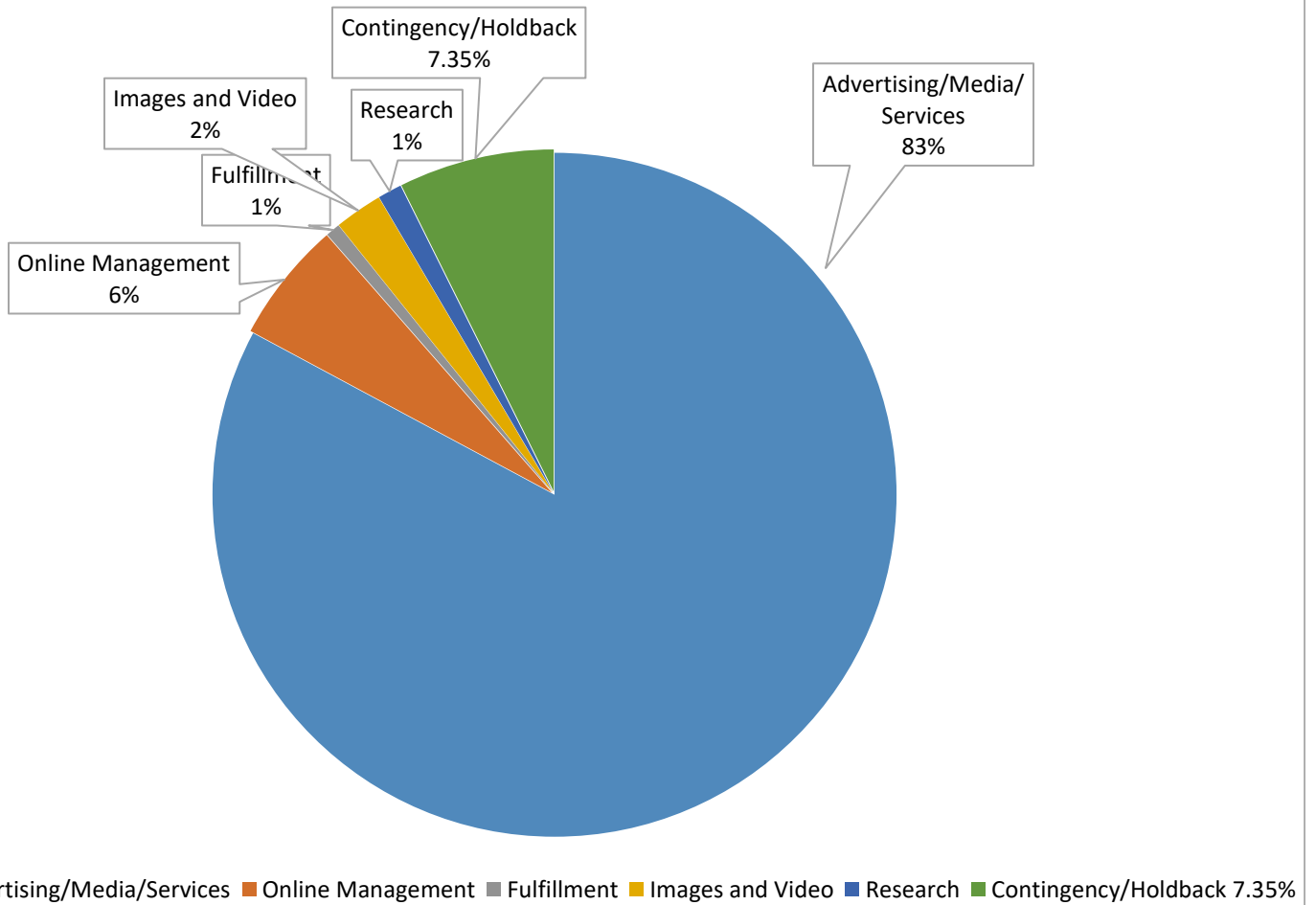
ADVERTISING/MEDIA/SERVICES		FY 20-21
Unified Media Campaign	Paid Search (Google)	\$34,089.00
	Programmatic (Sojern, Centro)	\$38,634.00
	OTT/Streaming TV (iHeartMedia, Hulu)	\$22,726.00
	Publisher Direct (Trip Advisor, VisitNC, eblasts, WRAL)	\$52,758.00
	Paid Social (FB/Instagram)	\$39,770.00
	Custom Content (Madden Media)	\$11,363.00
	Print (Spring: Southern Living, Garden & Gun, Visit NC Co-ops/Our State)	\$20,360.00
		\$219,700.00
Public Relations & Social Media	Public Relations and Content Development	\$35,700.00
	Press Trip (Reserve due to COVID)	N/A
	Social Media/Strategy/Content Calendar/Postings	\$41,600.00
	Social Media Content Amplification	\$39,200.00
	Influencer Marketing Campaigns	\$8,500.00
		\$125,000.00
Account Management	Agency Retainer/Project Management/Meetings	\$6,316.25
Strategic Planning	Agency Research/Analysis	\$3,260.00
Creative Development	Print/Digital	\$10,798.75
		\$20,375.00
ADVERTISING/MEDIA/SERVICES TOTAL		\$365,075.00
RESEARCH		
	Arrivalist	\$5,000.00
RESEARCH TOTAL		\$5,000.00
ONLINE MANAGEMENT		
Account Management	Account Management/CMS Licensing/Hosting	\$3,000.00
	Domain Renewals	\$260.00
Email Marketing	Especials Distribution (8)	\$5,235.00
	Especials Reengagement/Clean Up List	\$1,000.00
Search Marketing	SEO	\$8,000.00
Site Development	Maintenance/General Improvements	\$3,000.00
	Social Media Aggregator Licensing	\$2,000.00
	CMS Modules Licensing	\$2,755.00
ONLINE MANAGEMENT TOTAL		\$25,250.00
FULFILLMENT		
	Postage	\$3,000.00
	Handling/Service Fees	N/A
	Storage Fees	N/A
FULFILLMENT TOTAL		\$3,000.00
IMAGES & VIDEO		
	Videos	\$6,000.00
	Photography (Images, Usage Rights, Talent)	\$4,000.00
IMAGES & VIDEO TOTAL		\$10,000.00
Total		\$408,325.00
Contingency 7.35%		\$32,394.00
FY Budget Total		\$440,719.00

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Advertising/Media/Services	\$365,075.00
Online Management	\$25,250.00
Fulfillment	\$3,000.00
Images and Video	\$10,000.00
Research	\$5,000.00
Contingency/Holdback 7.35%	\$32,394.00

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**FY20-21 Media Outreach
Breakdown**

Paid Media	\$219,700.00
Public Relations	\$35,700.00
Social Media	\$89,300.00

FY20-21 Media Outreach Breakdown

