



ST. JOHNS COUNTY TOURIST
DEVELOPMENT COUNCIL
ARTS & CULTURE BUDGET FY2011

Professional Fees	\$ 2, 500	Organization to help with Research
Contractual Services	\$12,500	Organization to help with rewriting guidelines and providing guidance to CEO.
Consulting Services	\$20,000	Organization to assist proposed organization with the hiring of a CEO or providing training.
Category II Events	\$450,000	Category II Grants Program (Funding for 48 Events)
Postage	\$ 6,500	Mailing of survey cards and meeting notices, contracts, etc...
Inquiry Svcs/Brochure Distribution	\$15,000	Brochure & Rack Card Distribution for Funded Events
Lease/Rental of Equipment	\$ 3,500	Rental of Copy Machine and postage Machine.
Public Relations	\$ 24,000	Public Relations for Arts and Culture Events
Advertising	\$175,000	Pooled advertising for enhancement events. Printing event rack cards

Reserve	\$653,335	Reserved for Implementation of a Cultural Development Program. (Hiring an Executive Director and additional support for the director.)
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TOTAL	\$1,362,335	
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