

**Florida's First Coast Of Golf**  
**Revenue & Expenses**  
 June 2019 through May 2020

	<b>Jun '19 - May 20</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Interest Income	18.69
Partnerships	288,200.89
Public Sector	560,090.66
<b>Total Income</b>	<b>848,310.24</b>
<b>Expense</b>	
Administrative Expenses	52,188.99
<b>Marketing</b>	
Brochure Production	1,313.75
Collateral-Distribution-Print	12,054.20
Digital Marketing	210,668.65
Dues/Local Mtgs	2,120.62
Florida's Northeast Coast	5,329.17
Golf Shows	13,839.97
Postage & Delivery	1,662.59
Print Media	40,034.13
Promotions	7,693.78
Public Relations	9,958.11
Research	2,915.00
Telephone/Internet	6,752.36
Television / Content Dev	3,000.00
Trade Shows	23,522.34
Travel & Entertainment	4,702.85
<b>Total Marketing</b>	<b>345,567.52</b>
<b>Payroll Expenses</b>	
Car Allowance	7,700.00
Direct Deposit Fees	198.00
Disability Insurance	3,079.43
FUTA	146.17
Gross	224,363.32
Health Insurance	14,270.27
Incentive	47,883.89
Medical Loss Ratio Rebate	-347.92
Medicare	4,001.97
Phone Allowance	140.00
Simple IRA Plan	7,251.97
SS	15,059.92
SUI	309.96
<b>Total Payroll Expenses</b>	<b>324,056.98</b>
<b>Total Expense</b>	<b>721,813.49</b>
<b>Net Ordinary Income</b>	<b>126,496.75</b>
<b>Other Income/Expense</b>	<b>0.22</b>
<b>Net Income</b>	<b>126,496.97</b>

**Florida's First Coast Of Golf**  
**Operating Budget**  
 October 2019 through September 2020

	<b>Oct '19 - Sep 20</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>Interest Income</b>	
Wells Fargo MM	14.00
<b>Total Interest Income</b>	14.00
<b>Partnerships</b>	
Cooperatives	225,008.00
Golf	42,000.00
Hotel / Resort	50,733.00
JAA	10,000.00
<b>Total Partnerships</b>	327,741.00
<b>Public Sector</b>	
Clay TDC	26,444.00
Duval TDC	158,016.00
Flagler TDC	40,700.00
Nassau TDC	62,220.00
St. John's TDC	195,555.00
<b>Total Public Sector</b>	482,935.00
<b>Total Income</b>	810,690.00
<b>Expense</b>	
<b>Administrative Expenses</b>	
Bank Charges	435.00
Corporation Fee	68.00
<b>Insurance</b>	
Directors & Officers Liability	2,300.00
Liability Insurance	750.00
Workers Comp	1,900.00
<b>Total Insurance</b>	4,950.00
Licenses & Permits	135.00
Office Equipment	1,900.00
Office Furniture	500.00
Office Rent, Utilities & Maint	24,560.00
Office Supplies	2,850.00
Printing & Reproduction	2,310.00
Professional Development	500.00
<b>Professional Fees</b>	
Accounting	6,875.00
Bookkeeping	7,000.00
Legal	3,500.00
<b>Total Professional Fees</b>	17,375.00
<b>Repair &amp; Maintenance</b>	
Computer	2,000.00
<b>Total Repair &amp; Maintenance</b>	2,000.00

**Florida's First Coast Of Golf**  
**Operating Budget**  
 October 2019 through September 2020

	<b>Oct '19 - Sep 20</b>
<b>Taxes</b>	
Federal	1.00
Personal Property	240.00
<b>Total Taxes</b>	<b>241.00</b>
<b>Total Administrative Expenses</b>	<b>57,824.00</b>
<b>Marketing</b>	
Collateral-Distribution-Print	15,000.00
<b>Digital Marketing</b>	
Content Dev & Imp	33,000.00
Digital Agency	12,000.00
Display & Retargeting	97,587.00
EMail	58,580.00
Home/Landing Page	9,000.00
Social	27,400.00
<b>Total Digital Marketing</b>	<b>237,567.00</b>
Dues/Local Mtgs	2,000.00
<b>Florida's Northeast Coast</b>	
Tradeshows	1,500.00
<b>Total Florida's Northeast Coast</b>	<b>1,500.00</b>
<b>Golf Shows</b>	
PLAYFLA & VF Golf	15,000.00
Travel	1,000.00
<b>Total Golf Shows</b>	<b>16,000.00</b>
Postage & Delivery	2,300.00
<b>Print Media</b>	
Carolina Golf Assn	11,500.00
Golf Georgia	13,280.00
Golf Magazine	9,000.00
Golfstyles Magazine	5,000.00
Met Golfer	5,000.00
Philadelphia Golfer	5,000.00
VA Golfer	7,788.00
<b>Total Print Media</b>	<b>56,568.00</b>
Promotions	22,800.00
<b>Public Relations</b>	
Communications Intern	1,000.00
Press Trips/FAMS	10,000.00
Strategic Planning	8,719.00
<b>Total Public Relations</b>	<b>19,719.00</b>
Research	6,050.00
Telephone/Internet	6,300.00
Television / Content Dev	15,000.00
Trade Shows	

**Florida's First Coast Of Golf**  
**Operating Budget**  
 October 2019 through September 2020

	<b>Oct '19 - Sep 20</b>
IGTM/NAC	17,000.00
PGA Show / ING	3,000.00
Visit Florida / FADMO	3,900.00
WTM	0.00
<b>Total Trade Shows</b>	<b>23,900.00</b>
<b>Travel &amp; Entertainment</b>	
Local	2,730.00
Mileage	1,000.00
<b>Total Travel &amp; Entertainment</b>	<b>3,730.00</b>
<b>Total Marketing</b>	<b>428,434.00</b>
<b>Payroll Expenses</b>	
Car Allowance	8,400.00
Direct Deposit Fees	198.00
Disability Insurance	3,000.00
Drug Testing	400.00
FUTA	126.00
Gross	266,090.00
Health Insurance	14,268.00
Incentive	0.00
Medicare	3,858.00
Phone Allowance	240.00
Recruitment	500.00
Simple IRA Plan	7,326.00
SS	16,498.00
SUI	21.00
<b>Total Payroll Expenses</b>	<b>320,925.00</b>
<b>Total Expense</b>	<b>807,183.00</b>
<b>Net Ordinary Income</b>	<b>3,507.00</b>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
Earned Media	1,444,630.00
<b>Total Other Income</b>	<b>1,444,630.00</b>
<b>Other Expense</b>	
Earned-Media	1,444,630.00
<b>Total Other Expense</b>	<b>1,444,630.00</b>
<b>Net Other Income</b>	<b>0.00</b>
<b>Net Income</b>	<b>3,507.00</b>

FLORIDA'S FIRST COAST OF GOLF, INC.  
JACKSONVILLE BEACH, FLORIDA  
FINANCIAL STATEMENTS  
YEARS ENDED SEPTEMBER 30, 2019 AND 2018

FLORIDA'S FIRST COAST OF GOLF, INC.

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RICHARD J. ERWIN II, CPA  
C. KEVIN JACKSON, CPA  
DALE C. NESSMITH, CPA

DONALD A. FOUNTAIN, CPA – RETIRED

## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors and Management of  
Florida's First Coast of Golf, Inc.  
Jacksonville Beach, Florida

We have audited the accompanying financial statements of Florida's First Coast of Golf, Inc. (a nonprofit organization) which comprise the statements of financial position as of September 30, 2019 and 2018, and the related statements of activities, functional expenses and cash flows for the years then ended, and the related notes to the financial statements.

### **Management's Responsibility for the Financial Statements**

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

### **Auditor's Responsibility**

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

**Opinion**

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Florida's First Coast of Golf, Inc. as of September 30, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

*Erwin, Fountain & Jackson, P.A.*

Jacksonville, Florida

March 12, 2020

**FLORIDA'S FIRST COAST OF GOLF, INC.**  
**STATEMENTS OF FINANCIAL POSITION**  
**September 30, 2019 and 2018**

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	<u>2019</u>	<u>2018</u>
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	\$ 173,618	\$ 112,713
Accounts receivable	14,259	21,541
Prepaid expenses	<u>17,674</u>	<u>18,559</u>
<i>TOTAL CURRENT ASSETS</i>	<u>205,551</u>	<u>152,813</u>
<b>PROPERTY AND EQUIPMENT</b>		
Furniture and equipment	8,667	8,667
Computers and software	<u>39,180</u>	<u>39,180</u>
	47,847	47,847
Less: accumulated depreciation	<u>(45,501)</u>	<u>(44,311)</u>
	<u>2,346</u>	<u>3,536</u>
<b>OTHER ASSETS</b>		
Deposits	<u>3,143</u>	<u>2,145</u>
<i>TOTAL OTHER ASSETS</i>	<u>3,143</u>	<u>2,145</u>
	<u>\$ 211,040</u>	<u>\$ 158,494</u>
 <b>LIABILITIES AND NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 12,063	\$ 13,468
Deferred rent liability	1,938	1,391
Payroll taxes and benefits payable	<u>13,211</u>	<u>7,046</u>
<i>TOTAL CURRENT LIABILITIES</i>	<u>27,212</u>	<u>21,905</u>
<b>NET ASSETS</b>		
Without donor restrictions	<u>183,828</u>	<u>136,589</u>
<i>TOTAL NET ASSETS AND LIABILITIES</i>	<u>\$ 211,040</u>	<u>\$ 158,494</u>

See accompanying notes to financial statements

FLORIDA'S FIRST COAST OF GOLF, INC.  
 STATEMENTS OF ACTIVITIES AND CHANGES IN NET ASSETS  
 Years Ended September 30, 2019 and 2018

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	Without Donor Restrictions <u>2019</u>	Without Donor Restrictions <u>2018</u>
REVENUE AND SUPPORT		
Support from governmental agencies	\$ 466,876	\$ 457,916
Member dues and advertising	307,766	239,263
Gifts-in-kind: advertising	1,593,498	1,070,243
Interest income	<u>15</u>	<u>5</u>
<i>TOTAL REVENUE AND SUPPORT</i>	<u>2,368,155</u>	<u>1,767,427</u>
EXPENSES		
PROGRAMS		
Advertising, trade shows and promotion	<u>2,216,691</u>	<u>1,627,412</u>
SUPPORT		
Management and general	89,524	85,635
Fundraising	<u>14,698</u>	<u>14,633</u>
<i>TOTAL SUPPORT EXPENSES</i>	<u>104,222</u>	<u>100,268</u>
<i>TOTAL EXPENSES</i>	<u>2,320,913</u>	<u>1,727,680</u>
INCREASE IN NET ASSETS BEFORE PROVISION FOR INCOME TAXES	47,242	39,747
PROVISION FOR INCOME TAXES	<u>3</u>	<u>1</u>
CHANGE IN NET ASSETS	47,239	39,746
Net assets, beginning of year	<u>136,589</u>	<u>96,843</u>
Net assets, end of year	<u>\$ 183,828</u>	<u>\$ 136,589</u>

**FLORIDA'S FIRST COAST OF GOLF, INC.**  
**STATEMENTS OF FUNCTIONAL EXPENSES**  
**Years Ended September 30, 2019 and 2018**

	2019				2018			
	Program Services	Supporting Services			Program Services	Supporting Services		
	Advertising, Shows and Marketing	Management and General	Fund Raising	Totals	Advertising, Shows and Marketing	Management and General	Fund Raising	Totals
Salaries	\$ 176,203	\$ 52,385	\$ 9,524	\$ 238,112	\$ 174,077	\$ 51,752	\$ 9,410	\$ 235,239
Payroll taxes and employee benefits	35,386	10,520	1,913	47,819	33,934	10,089	1,834	45,857
<i>TOTAL COMPENSATION</i>	<u>211,589</u>	<u>62,905</u>	<u>11,437</u>	<u>285,931</u>	<u>208,011</u>	<u>61,841</u>	<u>11,244</u>	<u>281,096</u>
Advertising	356,989	-	-	356,989	303,874	-	-	303,874
Advertising: in-kind	1,593,498	-	-	1,593,498	1,070,243	-	-	1,070,243
Auto	-	-	-	-	-	-	-	-
Bad debts	-	-	-	-	-	-	-	-
Depreciation	-	1,190	-	1,190	-	1,756	-	1,756
Fund raising	-	-	-	-	-	-	-	-
Insurance	-	3,445	-	3,445	-	3,572	-	3,572
Office and other	-	8,846	-	8,846	-	5,765	-	5,765
Postage	1,875	38	-	1,913	2,190	45	-	2,235
Printing and publications	13,730	572	-	14,302	8,599	358	-	8,957
Professional fees	15,286	3,131	-	18,417	11,691	2,394	-	14,085
Taxes and licenses	-	154	-	154	-	383	-	383
Telephone	4,911	1,467	-	6,378	4,816	1,439	-	6,255
Travel and entertainment	4,765	-	-	4,765	3,388	-	-	3,388
Rent	14,048	7,776	3,261	25,085	14,600	8,082	3,389	26,071
<i>TOTAL EXPENSES</i>	<u>\$ 2,216,691</u>	<u>\$ 89,524</u>	<u>\$ 14,698</u>	<u>\$ 2,320,913</u>	<u>\$ 1,627,412</u>	<u>\$ 85,635</u>	<u>\$ 14,633</u>	<u>\$ 1,727,680</u>

See accompanying notes to financial statements

**FLORIDA'S FIRST COAST OF GOLF, INC.**  
**STATEMENTS OF CASH FLOWS**  
**Years Ended September 30, 2019 and 2018**

	<u>2019</u>	<u>2018</u>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Cash received from members, agencies and fundraising	\$ 781,924	\$ 758,123
Cash paid to employees and suppliers	(721,033)	(679,960)
Interest received	15	5
Taxes paid	<u>(1)</u>	<u>(1)</u>
<i>Net Cash Provided by Operating Activities</i>	<u>60,905</u>	<u>78,167</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
<i>Net Cash (Used) by Investing Activities</i>	<u>-</u>	<u>-</u>
Net Increase in Cash	60,905	78,167
Cash, beginning of year	<u>112,713</u>	<u>34,546</u>
Cash, end of year	<u>\$ 173,618</u>	<u>\$ 112,713</u>
Reconciliation of Changes in Net Assets to Net Cash Provided by Operating Activities:		
Change in Net Assets	<u>\$ 47,239</u>	<u>\$ 39,746</u>
Adjustments to Reconcile change in Net Assets to Net Cash Provided by Operating Activities:		
Depreciation and amortization	1,190	1,756
Cash Provided (Used) by Current Assets and Liabilities:		
Accounts receivable	7,282	62,657
Prepaid expenses	885	(18,559)
Deposits	(998)	-
Accounts payable	(1,405)	(10,862)
Deferred rent liability	547	1,177
Payroll taxes and benefits payable	6,165	3,965
Unearned revenue	<u>-</u>	<u>(1,713)</u>
<b>TOTAL ADJUSTMENTS</b>	<u>13,666</u>	<u>38,421</u>
Cash Provided by Operating Activities	<u>\$ 60,905</u>	<u>\$ 78,167</u>

See accompanying notes to financial statements

**FLORIDA'S FIRST COAST OF GOLF, INC.**  
**NOTES TO FINANCIAL STATEMENT**  
**Years Ended September 30, 2019 and 2018**

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**NOTE A -- SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**ORGANIZATION** - Florida's First Coast of Golf, Inc. (FFCG, Inc.) was incorporated September 25, 1992 to promote golf-related tourism on "Florida's First Coast" (the Northeast Florida area consisting of Flagler, Clay, Duval, Nassau and St. Johns counties). This promotion includes advertising in national golfing magazines and an annual First Coast golf package information publication, distributed nationally. Additional activities include, but to a lesser extent, staffing information booths at golf and/or vacation trade shows. Members of FFCG, Inc. include area tourist development councils, golf courses, hotels and motels, and the Jacksonville Port Authority. Florida's First Coast of Golf, Inc. is headquartered in Jacksonville Beach, Florida.

**BASIS OF PRESENTATION** - The financial statements of the Organization have been prepared on the accrual basis in accordance with accounting principles generally accepted in the United States of America. The financial statements are presented in accordance with Financial Accounting Standards Board (FASB) Accounting Standards of Codification (ASC) 958 dated August 2016, and the provisions of the American Institute of Certified Public Accountants (AICPA) "Audit and Accounting Guide for Not-for-Profit Organizations" (the "Guide"). (ASC) 958-205 was effective January 1, 2018.

Under the provisions of the Guide, net assets and revenues, and gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, the net assets of the Organization and changes therein are classified as follows:

Net assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Organization. The Organization's board may designate assets without restrictions for specific operational purposes from time to time.

Net assets with donor restrictions: Net assets subject to stipulations imposed by donors, and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Organization or by the passage of time. The Organization does not have any net assets with donor restrictions as of September 30, 2019 or 2018.

**CHANGE IN ACCOUNTING PRINCIPAL** - Effective July 1, 2018, the Organization adopted Accounting Standards Update (ASU) 2016-14, *Not-for-Profit Entities (Topic 958) and Health Care Entities (Topic 954) - Presentation of Financial Statements of Not-for-Profit Entities*. The ASU amends the current reporting model for nonprofit organizations and enhances their required disclosures. The major changes include: (a) requiring the presentation of only two classes of net assets now entitled "net assets without donor restrictions" and "net assets with donor restrictions", (b) modifying the presentation of underwater endowment funds and related disclosures, (c) requiring the use of the placed in service approach to recognize the expirations of restrictions on gifts used to acquire or construct long-lived assets absent explicit donor stipulations otherwise, (d) requiring that all nonprofits present an analysis of expenses by function and nature in either the statement of activities, a separate statement, or in the notes and disclose a summary of the allocation methods used to allocate costs, (e) requiring the disclosure of quantitative and qualitative information regarding liquidity and availability of resources, (f) presenting investment return net of external and direct expenses, and (g) modifying other financial statement reporting requirements and disclosures intended to increase the usefulness of nonprofit financial statements.

## NOTE A -- SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

Implementation of ASU 2016-14 did not require reclassification or restatement of opening balances related to the periods presented. The Organization's net assets previously reported as unrestricted are now reported as net assets without donor restrictions.

### ACCOUNTING PRONOUNCEMENTS ISSUED BUT NOT YET ADOPTED

#### Revenue Recognition

In May 2014, the Financial Accounting Standards Board issued Accounting Standards Update (ASU) No. 2014-09, Revenue from Contracts with Customers (Topic 606), that will supersede the current revenue recognition requirements. The ASU is based on the principle that revenue is recognized to depict the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods and services. The ASU also requires additional disclosure about the nature, amount, timing and uncertainty of revenue and cash flows arising from customer contracts, including significant judgments and changes in judgments and assets recognized from costs incurred to obtain and fulfill a contract. The new guidance will be effective for the Organization's year ending September 30, 2020. The ASU permits application of the new revenue recognition guidance to be applied using one of two retrospective application methods. The Organization has not yet determined which application method it will use or the potential effects on the new standard on the financial statements, if any.

#### Leases

In February 2016, the Financial Accounting Standards Board issued ASU No 2016-02, Leases (Topic 842), that will supersede the current lease requirements. The ASU requires lessees to recognize a right-of-use asset and related lease liability for all leases, with a limited exception for short-term leases. Leases will be classified as either financing or operating, with the classification affecting the pattern of expense recognition in the statement of activities. Currently, leases are classified as either capital or operating, with only capital lease obligations recognized on the statement of financial position. Lessor accounting under the new standard will remain similar to lessor accounting under current GAAP. The reporting of lease-related expenses in the statements of activities and cash flows will be generally consistent with the current guidance. The new lease guidance will be effective for the Organization's year ending September 30, 2021 and will be applied using a modified retrospective transition method to the beginning of the earliest period presented. The effect of applying the new lease guidance on the financial statements has not yet been determined.

**CASH AND CASH EQUIVALENTS** – For the purposes of the statements of cash flows, the Organization considers all highly liquid investments available for current use with an initial maturity of three months or less to be cash equivalents.

**ACCOUNTS RECEIVABLE** – Management closely monitors outstanding accounts receivables and charges off to expenses all amounts that are determined to be uncollectible. At September 30, 2019 and 2018, management of the organization considered all remaining accounts receivable to be fully collectible; accordingly, there was no allowance for doubtful accounts. Bad debt expense was \$-0- and \$-0- for the years ended September 30, 2019 and 2018, respectively.

**SUPPORT AND REVENUE** - Support is obtained from certain local governmental agencies or authorities generally based upon allocations of room and bed taxes collected. Revenue is also obtained from membership fees assessed annually on participating golf courses and hotel/motel facilities at Board designated rates. These memberships are recognized ratably over the fiscal year. Dues received in advance of the relevant fiscal year are deferred and classified as unearned revenue.

**NOTE A -- SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)**

**GIFTS-IN-KIND** - FFCG, Inc. receives non-cash gifts of advertising space. Gifts-in-kind that can be used are measured at fair value.

**PROPERTY AND EQUIPMENT** – The Organization capitalizes all expenditures for property and equipment that cost \$500 or more. Purchased property and equipment are carried at cost. Depreciation is computed using the straight-line method.

**FUNCTIONAL ALLOCATION OF EXPENSES** – The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Certain categories of expenses are attributable to both program services and supporting activities. Therefore, these expenses require allocation on a reasonable basis that is consistently applied. The expenses that are allocated include depreciation and occupancy costs, which are allocated on a square-footage basis, as well as salaries and benefits, which are allocated based on estimates of time and effort.

**ADVERTISING COSTS** - Advertising costs are expensed as incurred.

**COMPENSATED ABSENCES** – The financial statements do not include an accrual of compensated absences liability as compensated absences are expensed as incurred. Management does not believe this accrual to be material to the financial statements.

**INCOME TAXES** - FFCG, Inc.'s application for tax exempt status under IRC Section 501(c)(3) was denied by the Internal Revenue Service. Therefore, FFCG, Inc. is reporting, for tax purposes, as a non-taxable advertising fund.

The Organization has evaluated its tax positions for all open tax years. Currently, the tax years open and subject to examination by the Internal Revenue Service are the 2016, 2017 and 2018 tax years. However, the Organization is not currently under audit nor has the Organization been contacted by any jurisdiction. Based on the evaluation of the Organization's tax positions, management believes all tax positions taken would be upheld under an examination. Therefore, no provision for the effects of uncertain tax positions have been recorded for the fiscal years ended September 30, 2019 and 2018, respectively.

**USE OF ESTIMATES** - The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements, and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

**LIQUIDITY** – Assets are presented in the accompanying statements of financial position according to their nearness of conversion to cash and liabilities according to their nearness of their maturity and resulting use of cash.

## NOTE B -- OUTSOURCE RESERVATION AGENCY AGREEMENTS

FFCG, Inc. has contracts with Tee Times, USA through October 1, 2019. Tee Times, USA provides, at no cost to FFCG, Inc., certain marketing and distribution assistance and handles all incoming "800 #" telephone inquiries, requests for information and golf package reservations generated by the FFCG, Inc. golf package publication and the Tee Times, USA vacation guide.

## NOTE C -- PROVISION FOR INCOME TAXES

As an exempt advertising fund, FFCG, Inc. is able to exempt its business related income from tax. However, the non-business income, primarily interest income, is subject to income tax at normal corporate rates.

## NOTE D -- SIGNIFICANT SOURCES OF SUPPORT AND VENDORS

### MAJOR SOURCES OF SUPPORT

In the years ended September 30, 2019 and 2018, FFCG, Inc. received the following support with each entity representing over 10% of total revenue and support:

<u>Name</u>	<u>2019</u>	<u>2018</u>
Duval County TDC	\$ 152,098	\$ 148,838
St. Johns County TDC	\$ 188,578	\$ 188,578

Failure to receive comparable support in the future from these entities could cause a reduction in the scope of FFCG, Inc.'s activities.

### MAJOR VENDORS

In the year ended September 30, 2019, the Organization had two major vendors which accounted for 61% of total advertising costs aggregating \$356,989.

In the year ended September 30, 2018, the Organization had one major vendor which accounted for 37% of total advertising costs aggregating \$303,874.

## NOTE E -- OPERATING LEASES

FFCG, Inc. leases office space under a non-cancellable operating lease which expired August 2016. The lease was renewed and expires in July 2022. Rent expense of \$21,452 and \$20,852 was charged to operations for the years ended September 30, 2019 and 2018, respectively.

**FLORIDA'S FIRST COAST OF GOLF, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**September 30, 2019 and 2018**

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**NOTE E -- OPERATING LEASES (CONTINUED)**

In September 2017, the Company entered into a non-cancellable operating lease for a copier which begins in October 2017 and expires in January 2022. The expense incurred under this lease totaled \$1,629 and \$1,629 for the years ended September 30, 2019 and 2018, respectively.

In October 2016, the Company entered into a non-cancellable operating lease for phone and internet services. The lease expires in October 2019. The expense incurred under this lease totaled \$2,988 and \$2,988 for the years ended September 30, 2019 and 2018, respectively.

The minimum future lease payments under the noncancellable operating leases are as follows:

<u>September 30,</u>	<u>Amount</u>
2020	\$ 23,750
2021	24,816
2022	<u>19,453</u>
	<u>\$ 68,019</u>

**NOTE F-- LIQUIDITY**

The following reflects the Organization's financial assets within one year of the statement of financial position for general expenditures as follows:

	<u>2019</u>	<u>2018</u>
Cash and cash equivalents	\$ 173,618	\$ 112,713
Accounts receivable	14,259	21,541
Prepaid expenses	<u>17,674</u>	<u>18,559</u>
	<u>\$ 205,551</u>	<u>\$ 152,813</u>

As part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as it's general expenditures and liabilities become due.

**NOTE G -- RECLASSIFICATIONS**

Certain accounts in the prior year financial statements have been reclassified for comparative purposes to conform with the presentation in the current year financial statements.

**NOTE H -- DATE OF MANAGEMENT REVIEW**

Management has evaluated subsequent events through March 12, 2020, the date that the financial statements were available for issue, and determined that no events have occurred subsequent to the balance sheet date that would require adjustment to, or disclosure in the financial statements.

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
<b>Administrative Expenses</b>			
<b>Bank Charges</b>			
Check	07/15/2019	AvidPay Direct Fees	5.88
Check	09/16/2019	AvidPay Direct Fees	5.88
Check	10/07/2019	AvidPay Direct Fees	5.88
Check	11/13/2019	AvidPay Direct Fees	6.07
Check	12/16/2019	AvidPay Direct Fees	11.14
Check	01/13/2020	AvidPay Direct Fees	6.07
Credit Card Charge	02/03/2020	Membership Renewal Fee	250.00
Check	03/06/2020	AvidPay Direct Fees	6.07
Check	03/17/2020	AvidPay Direct Fees	11.14
Check	04/10/2020	AvidPay Direct Fees	6.07
Check	05/13/2020	AvidPay Direct Fees	6.07
Total Bank Charges			<u>320.27</u>
<b>Corporation Fee</b>			
Bill	03/30/2020	Florida Department of State	61.25
Total Corporation Fee			<u>61.25</u>
<b>Depreciation</b>			
General Journal	09/30/2019		1,190.39
Total Depreciation			<u>1,190.39</u>
<b>Insurance</b>			
<b>Directors &amp; Officers Liability</b>			
Bill	04/30/2020	Erwin Insurance Agency, Inc.	1,986.00
Total Directors & Officers Liability			<u>1,986.00</u>
<b>Liability Insurance</b>			
Bill	07/19/2019	Liberty Mutual Insurance	636.62
Total Liability Insurance			<u>636.62</u>
<b>Workers Comp</b>			
Bill	10/30/2019	Travelers	855.00
Bill	01/30/2020	Travelers	259.00
Bill	02/28/2020	Travelers	221.00
Total Workers Comp			<u>1,335.00</u>
Total Insurance			<u>3,957.62</u>
<b>Licenses &amp; Permits</b>			
Bill	07/31/2019	Tax Collector (Business Tax)	13.75
Bill	08/15/2019	City Of Jacksonville Beach	79.20
Total Licenses & Permits			<u>92.95</u>
<b>Office Equipment</b>			
Credit Card Charge	08/06/2019	Amazon	69.00
Credit Card Charge	10/09/2019	Amazon	27.98
Credit Card Charge	10/09/2019	AT&T Mobility	138.30
Total Office Equipment			<u>235.28</u>
<b>Office Rent, Utilities &amp; Maint</b>			
Check	06/01/2019	Coastal Realty LLC	1,900.57

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	06/28/2019	Beaches Energy Services	97.07
Check	07/01/2019	Coastal Realty LLC	1,900.57
Bill	07/31/2019	Mardant Electrical Construction Co	302.36
Bill	07/31/2019	Beaches Energy Services	114.14
Check	08/01/2019	Coastal Realty LLC	1,957.20
Bill	08/15/2019	Coastal Realty LLC	274.71
Check	09/01/2019	Coastal Realty LLC	1,957.20
Bill	09/13/2019	Beaches Energy Services	96.12
General Journal	09/30/2019		547.00
Check	10/01/2019	Coastal Realty LLC	1,957.20
Bill	10/15/2019	Beaches Energy Services	114.02
Bill	10/30/2019	Beaches Energy Services	86.60
Check	11/01/2019	Coastal Realty LLC	1,957.20
Check	12/01/2019	Coastal Realty LLC	1,957.20
Check	01/01/2020	Coastal Realty LLC	1,953.53
Bill	01/08/2020	Beaches Energy Services	80.82
Bill	01/08/2020	Beaches Energy Services	57.65
Check	02/01/2020	Coastal Realty LLC	1,953.53
Bill	02/14/2020	Beaches Energy Services	56.91
Check	03/01/2020	Coastal Realty LLC	1,953.53
Bill	03/13/2020	Beaches Energy Services	56.80
Check	04/01/2020	Coastal Realty LLC	1,953.53
Bill	04/15/2020	Beaches Energy Services	71.96
Check	05/01/2020	Coastal Realty LLC	1,953.53
Bill	05/15/2020	Beaches Energy Services	58.51
<b>Total Office Rent, Utilities &amp; Maint</b>			<b>25,369.46</b>
<b>Office Supplies</b>			
Credit Card Charge	06/02/2019	DropBox	45.00
Credit Card Charge	06/19/2019	Office Depot	25.98
Bill	06/28/2019	Kelly Business Services, Inc.	42.06
Credit Card Charge	07/02/2019	DropBox	45.00
Credit Card Charge	07/12/2019	Office Depot	12.99
Bill	07/15/2019	CGC Water Treatment	39.00
Bill	07/15/2019	The Hartley Press, Inc.	74.90
Bill	07/15/2019	Kelly Business Services, Inc.	0.54
Credit Card Charge	07/25/2019	Office Depot	53.77
Credit Card Charge	08/02/2019	DropBox	45.00
Credit Card Charge	08/09/2019	Office Depot	320.98
Credit Card Charge	08/14/2019	Office Depot	79.61
Bill	08/15/2019	Kelly Business Services, Inc.	1.66
Credit Card Charge	08/20/2019	Target	6.69
Credit Card Charge	08/20/2019	Target	4.82
Credit Card Credit	08/20/2019	Target	-3.75
Credit Card Charge	08/26/2019	Office Depot	11.01
Credit Card Charge	08/30/2019	Office Depot	10.69

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	09/02/2019	DropBox	45.00
Bill	09/13/2019	CGC Water Treatment	32.50
Credit Card Charge	09/17/2019	Office Depot	56.76
Bill	09/30/2019	Kelly Business Services, Inc.	1.17
Credit Card Charge	10/02/2019	Office Depot	53.33
Credit Card Charge	10/02/2019	Office Depot	28.65
Credit Card Charge	10/02/2019	DropBox	45.00
Bill	10/15/2019	Kelly Business Services, Inc.	0.45
Bill	10/15/2019	CGC Water Treatment	26.00
Credit Card Charge	11/02/2019	DropBox	45.00
Credit Card Charge	11/07/2019	Habitat For Humanity	20.00
Credit Card Charge	11/08/2019	Bodyguardz	8.51
Credit Card Charge	11/13/2019	Office Depot	53.11
Bill	11/15/2019	Kelly Business Services, Inc.	2.07
Bill	11/29/2019	CGC Water Treatment	32.50
Credit Card Charge	12/02/2019	DropBox	45.00
Credit Card Charge	12/10/2019	Amazon	42.13
Bill	12/13/2019	Kelly Business Services, Inc.	54.38
Credit Card Charge	12/17/2019	Office Depot	25.98
Bill	12/30/2019	Brett Thomason	17.83
Bill	12/30/2019	CGC Water Treatment	26.00
Credit Card Charge	01/02/2020	DropBox	45.00
Credit Card Charge	01/02/2020	Publix	8.54
Credit Card Charge	01/03/2020	Office Depot	146.30
Credit Card Charge	01/08/2020	Office Depot	60.94
Credit Card Charge	01/10/2020	Office Depot	31.78
Bill	01/15/2020	Kelly Business Services, Inc.	1.66
Credit Card Charge	01/16/2020	Amazon	67.98
Credit Card Charge	02/02/2020	DropBox	45.00
Credit Card Charge	02/04/2020	Publix	14.39
Credit Card Charge	02/11/2020	Office Depot	32.60
Bill	02/14/2020	Kelly Business Services, Inc.	8.99
Credit Card Charge	02/26/2020	Office Depot	21.47
Bill	02/28/2020	CGC Water Treatment	32.50
Credit Card Charge	03/02/2020	DropBox	45.00
Credit Card Charge	03/05/2020	Amazon	9.86
Credit Card Charge	03/05/2020	Amazon	22.99
Credit Card Charge	03/09/2020	Office Depot	66.77
Bill	03/13/2020	Kelly Business Services, Inc.	1.71
Credit Card Charge	03/17/2020	Office Depot	39.01
Credit Card Charge	03/19/2020	Office Depot	58.84
Credit Card Charge	03/23/2020	Office Depot	34.23
Credit Card Charge	03/27/2020	Carbonite Backups	226.77
Check	03/30/2020	CGC Water Treatment	32.50
Credit Card Charge	04/02/2020	DropBox	45.00

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	04/04/2020	Amazon	13.09
Credit Card Charge	04/07/2020	Office Depot	82.41
Credit Card Charge	04/09/2020	Doodle.com	71.88
Credit Card Charge	04/14/2020	Adobe	23.88
Bill	04/15/2020	Kelly Business Services, Inc.	1.80
Credit Card Charge	04/22/2020	Office Depot	119.05
Credit Card Charge	04/28/2020	Office Depot	139.09
Credit Card Charge	05/02/2020	DropBox	45.00
Deposit	05/12/2020		-32.50
Bill	05/15/2020	CGC Water Treatment	32.50
Credit Card Charge	05/28/2020	Office Depot	416.67
Bill	05/29/2020	Kelly Business Services, Inc.	3.95
Bill	05/29/2020	Kelly Business Services, Inc.	153.75
Total Office Supplies			3,647.72
<b>Printing &amp; Reproduction</b>			
Credit Card Charge	06/19/2019	Office Depot	78.07
Bill	06/28/2019	Xerox Financial Services	185.63
Bill	07/31/2019	Xerox Financial Services	192.81
Credit Card Charge	08/26/2019	Office Depot	31.46
Bill	08/30/2019	Xerox Financial Services	202.63
Credit Card Charge	09/10/2019	Office Depot	22.79
Credit Card Charge	09/10/2019	Office Depot	45.26
Credit Card Charge	09/17/2019	Office Depot	45.26
Credit Card Charge	10/14/2019	Office Depot	47.51
Bill	10/15/2019	Xerox Financial Services	187.04
Bill	10/30/2019	Xerox Financial Services	232.48
Credit Card Charge	10/30/2019	Office Depot	16.59
Credit Card Charge	10/30/2019	Office Depot	66.32
Bill	12/05/2019	Xerox Financial Services	203.42
Bill	01/09/2020	Xerox Financial Services	201.43
Credit Card Charge	01/13/2020	Office Depot	38.20
Credit Card Charge	01/20/2020	Office Depot	52.97
Bill	01/30/2020	Xerox Financial Services	10.33
Bill	02/28/2020	Xerox Financial Services	260.00
Bill	03/30/2020	Xerox Financial Services	219.72
Bill	03/30/2020	Xerox Financial Services	201.34
Bill	03/30/2020	The Hartley Press, Inc.	74.90
Bill	03/30/2020	The Hartley Press, Inc.	74.90
Bill	04/15/2020	Randy Taylor	57.00
Bill	04/30/2020	Xerox Financial Services	216.57
Bill	05/29/2020	Xerox Financial Services	198.26
Total Printing & Reproduction			3,162.89
<b>Professional Development</b>			
Credit Card Charge	03/03/2020	Social Media Works	40.00
Credit Card Credit	04/14/2020	Social Media Works	-40.00

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Total Professional Development			0.00
<b>Professional Fees</b>			
<b>Accounting</b>			
Bill	02/28/2020	Erwin, Fountain & Jackson, P.A.	6,302.00
Total Accounting			<u>6,302.00</u>
<b>Bookkeeping</b>			
Bill	06/28/2019	Kelly Business Services, Inc.	420.00
Bill	07/15/2019	Kelly Business Services, Inc.	330.00
Bill	08/15/2019	Kelly Business Services, Inc.	435.00
Bill	09/30/2019	Kelly Business Services, Inc.	427.50
Bill	10/15/2019	Kelly Business Services, Inc.	495.00
Bill	11/15/2019	Kelly Business Services, Inc.	525.00
Bill	12/13/2019	Kelly Business Services, Inc.	472.50
Bill	01/15/2020	Kelly Business Services, Inc.	510.00
Bill	02/14/2020	Kelly Business Services, Inc.	744.00
Bill	03/13/2020	Kelly Business Services, Inc.	496.00
Bill	04/15/2020	Kelly Business Services, Inc.	568.00
Bill	05/29/2020	Kelly Business Services, Inc.	616.00
Total Bookkeeping			<u>6,039.00</u>
Total Professional Fees			<u>12,341.00</u>
<b>Repair &amp; Maintenance</b>			
<b>Computer</b>			
Bill	06/28/2019	Plannet Technologies, Inc.	75.00
Bill	06/28/2019	Plannet Technologies, Inc.	70.00
Credit Card Charge	07/23/2019	Network Solutions	51.19
Bill	08/15/2019	Plannet Technologies, Inc.	70.00
Bill	08/15/2019	Plannet Technologies, Inc.	75.00
Bill	08/15/2019	Plannet Technologies, Inc.	75.00
Bill	08/15/2019	Plannet Technologies, Inc.	70.00
Credit Card Charge	10/06/2019	Network Solutions	71.97
Bill	10/15/2019	Plannet Technologies, Inc.	70.00
Bill	10/15/2019	Plannet Technologies, Inc.	75.00
Bill	10/30/2019	Plannet Technologies, Inc.	70.00
Bill	10/30/2019	Plannet Technologies, Inc.	75.00
Bill	11/29/2019	Plannet Technologies, Inc.	70.00
Bill	11/29/2019	Plannet Technologies, Inc.	75.00
Bill	01/15/2020	Plannet Technologies, Inc.	70.00
Bill	01/15/2020	Plannet Technologies, Inc.	75.00
Bill	01/15/2020	Plannet Technologies, Inc.	75.00
Bill	01/15/2020	Plannet Technologies, Inc.	70.00
Bill	02/14/2020	Plannet Technologies, Inc.	75.00
Bill	02/14/2020	Plannet Technologies, Inc.	70.00
Bill	03/30/2020	Plannet Technologies, Inc.	75.00
Bill	03/30/2020	Plannet Technologies, Inc.	70.00
Bill	04/15/2020	Plannet Technologies, Inc.	75.00

**Florida's First Coast Of Golf**  
**Itemized Administrative Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	04/15/2020	Plannet Technologies, Inc.	70.00
Total Computer			1,718.16
<b>Repair &amp; Maintenance - Other</b>			
Credit Card Charge	03/30/2020	Air McCall	89.00
Total Repair & Maintenance - Other			89.00
Total Repair & Maintenance			1,807.16
<b>Taxes</b>			
<b>Federal</b>			
General Journal	09/30/2019		3.00
Total Federal			3.00
Total Taxes			3.00
Total Administrative Expenses			52,188.99
<b>TOTAL</b>			<b>52,188.99</b>

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
<b>Marketing</b>			
<b>Brochure Production</b>			
Credit Card Charge	06/26/2019	Brochure Displays	295.00
Credit Card Charge	07/26/2019	Brochure Displays	295.00
Credit Card Charge	08/23/2019	Brochure Displays	295.00
Credit Card Charge	09/26/2019	Brochure Displays	295.00
Bill	10/15/2019	The Hartley Press, Inc.	133.75
Total Brochure Production			1,313.75
<b>Collateral-Distribution-Print</b>			
Credit Card Charge	10/25/2019	Brochure Displays	295.00
Bill	10/30/2019	Randy Taylor	1,850.00
Credit Card Charge	11/18/2019	The Hartley Press, Inc.	6,166.20
Credit Card Charge	11/22/2019	Brochure Displays	295.00
Credit Card Charge	11/27/2019	Brochure Displays	230.00
Bill	12/05/2019	Randy Taylor	593.00
Credit Card Charge	12/26/2019	Brochure Displays	525.00
Credit Card Charge	01/28/2020	Brochure Displays	525.00
Credit Card Charge	02/24/2020	Brochure Displays	525.00
Credit Card Charge	03/26/2020	Brochure Displays	525.00
Credit Card Charge	04/29/2020	Brochure Displays	525.00
Total Collateral-Distribution-Print			12,054.20
<b>Digital Marketing</b>			
<b>Content Dev &amp; Imp</b>			
Bill	10/15/2019	Digital Edge	1,250.00
Bill	11/15/2019	Digital Edge	1,250.00
Bill	12/30/2019	Digital Edge	1,250.00
Bill	01/15/2020	Digital Edge	1,250.00
Bill	02/14/2020	Digital Edge	1,250.00
Bill	03/13/2020	Digital Edge	1,250.00
Bill	04/15/2020	Digital Edge	1,250.00
Bill	04/30/2020	Digital Edge	1,250.00
Total Content Dev & Imp			10,000.00
<b>Digital Agency</b>			
Bill	06/14/2019	Digital Edge	4,500.00
Bill	07/15/2019	Digital Edge	4,500.00
Bill	08/15/2019	Digital Edge	4,500.00
Bill	09/13/2019	Digital Edge	4,500.00
Bill	10/15/2019	Digital Edge	1,000.00
Bill	11/15/2019	Digital Edge	1,000.00
Bill	12/30/2019	Digital Edge	1,000.00
Bill	01/15/2020	Digital Edge	1,000.00
Bill	02/14/2020	Digital Edge	1,000.00
Bill	02/14/2020	Digital Edge	250.00
Bill	03/13/2020	Digital Edge	1,000.00
Bill	04/15/2020	Digital Edge	1,000.00

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	04/30/2020	Digital Edge	1,000.00
Total Digital Agency			26,250.00
<b>Digital/Mobile/Retargeting</b>			
Bill	06/14/2019	GolfNow LLC	15,000.00
Bill	07/31/2019	GolfNow LLC	15,000.00
Total Digital/Mobile/Retargeting			30,000.00
<b>Display &amp; Retargeting</b>			
Bill	10/30/2019	GolfNow LLC	5,000.00
Bill	11/15/2019	Digital Edge	6,000.00
Bill	11/15/2019	Digital Edge	3,000.00
Bill	11/29/2019	PGA Magazine	1,250.00
Bill	11/29/2019	PGA Magazine	2,750.00
Bill	12/05/2019	GolfNow LLC	5,000.00
Bill	12/30/2019	GolfNow LLC	5,000.00
Bill	12/30/2019	Nxtbook Media, LLC	750.00
Bill	12/30/2019	Digital Edge	3,000.00
Bill	01/15/2020	Digital Edge	3,000.00
Bill	01/30/2020	Touchpoint Media, Inc.	1,002.50
Bill	01/30/2020	Golf Channel	5,000.00
Bill	02/14/2020	Digital Edge	3,000.00
Bill	03/13/2020	PGA Magazine	1,250.00
Bill	03/13/2020	Digital Edge	9,000.00
Bill	03/13/2020	Golf Channel	5,000.00
Bill	03/30/2020	Touchpoint Media, Inc.	1,002.50
Bill	03/30/2020	Golf Channel	5,000.00
Bill	04/15/2020	Digital Edge	3,000.00
Bill	04/30/2020	Golf Channel	5,000.00
Bill	04/30/2020	PGA Magazine	2,500.00
Bill	04/30/2020	PGA Magazine	1,250.00
Bill	04/30/2020	Digital Edge	3,000.00
Bill	05/29/2020	GolfNow LLC	5,000.00
Total Display & Retargeting			84,755.00
<b>EMail</b>			
Bill	06/14/2019	Digital Edge	300.00
Bill	07/15/2019	Digital Edge	300.00
Bill	07/15/2019	Digital Edge	1,500.00
Bill	08/15/2019	Digital Edge	300.00
Bill	09/13/2019	Digital Edge	300.00
Bill	09/13/2019	Touchpoint Media, Inc.	1,557.50
Bill	09/30/2019	Level Par Media, Inc.	2,656.00
Bill	10/15/2019	Digital Edge	1,500.00
Bill	10/15/2019	Digital Edge	189.00
Bill	11/15/2019	Digital Edge	1,500.00
Bill	11/15/2019	Digital Edge	189.00
Bill	11/29/2019	PGA Magazine	2,500.00

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	11/29/2019	Level Par Media, Inc.	2,656.00
Bill	12/05/2019	EB Golf Media, LLC	3,850.00
Bill	12/30/2019	Digital Edge	1,500.00
Bill	12/30/2019	Digital Edge	209.00
Bill	12/30/2019	Touchpoint Media, Inc.	1,557.50
Bill	01/15/2020	Digital Edge	1,500.00
Bill	01/15/2020	Digital Edge	209.00
Bill	02/14/2020	GolfStyles	1,082.87
Bill	02/14/2020	Digital Edge	1,500.00
Bill	02/14/2020	Digital Edge	209.00
Bill	02/14/2020	EB Golf Media, LLC	3,850.00
Bill	03/13/2020	Digital Edge	1,500.00
Bill	03/13/2020	Digital Edge	209.00
Bill	03/30/2020	Level Par Media, Inc.	1,328.00
Bill	04/15/2020	Level Par Media, Inc.	2,656.25
Bill	04/15/2020	Digital Edge	1,500.00
Bill	04/15/2020	Digital Edge	209.00
Bill	04/30/2020	Digital Edge	1,500.00
Bill	04/30/2020	Digital Edge	209.00
Total EMail			40,026.12
<b>Home/Landing Page</b>			
Bill	10/15/2019	Digital Edge	750.00
Bill	10/15/2019	Tempest Interactive Media LLC	600.00
Bill	12/30/2019	Digital Edge	750.00
Bill	01/15/2020	Digital Edge	750.00
Bill	02/14/2020	Digital Edge	750.00
Bill	03/13/2020	Digital Edge	750.00
Bill	03/30/2020	Tempest Interactive Media LLC	150.00
Bill	04/15/2020	Digital Edge	750.00
Bill	04/30/2020	Digital Edge	750.00
Total Home/Landing Page			6,000.00
<b>SEO/Social/Retargeting</b>			
Credit Card Charge	08/28/2019	Planoly	180.00
Bill	09/13/2019	Flamingo / JSR Media	1,000.00
Total SEO/Social/Retargeting			1,180.00
<b>Social</b>			
Credit Card Charge	10/04/2019	Facebook Advertising	75.00
Credit Card Charge	10/23/2019	Facebook Advertising	125.00
Credit Card Charge	10/26/2019	Facebook Advertising	15.90
Credit Card Charge	11/07/2019	Facebook Advertising	175.00
Credit Card Charge	11/14/2019	Facebook Advertising	175.00
Bill	11/15/2019	Digital Edge	750.00
Bill	11/15/2019	Digital Edge	750.00
Credit Card Charge	11/23/2019	Facebook Advertising	250.00
Credit Card Charge	11/26/2019	Facebook Advertising	33.96

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	12/09/2019	Facebook Advertising	400.00
Credit Card Charge	12/26/2019	Facebook Advertising	384.12
Credit Card Charge	01/26/2020	Facebook Advertising	117.00
Bill	02/14/2020	Digital Edge	750.00
Credit Card Charge	02/26/2020	Facebook Advertising	239.57
Bill	02/28/2020	Digital Edge	7,500.00
Credit Card Charge	03/26/2020	Facebook Advertising	298.72
Credit Card Charge	04/25/2020	Facebook Advertising	400.00
Credit Card Charge	04/26/2020	Facebook Advertising	18.26
Total Social			12,457.53
Total Digital Marketing			210,668.65
<b>Dues/Local Mtgs</b>			
Credit Card Charge	06/14/2019	St Johns County Visit	300.00
Credit Card Charge	06/28/2019	SKAL	104.00
Credit Card Charge	07/31/2019	Qualities of a Lea	10.00
Credit Card Charge	08/08/2019	FADMO	245.00
Credit Card Charge	08/12/2019	Qualities of a Lea	10.00
Credit Card Charge	08/21/2019	FADMO	420.00
Bill	08/28/2019	Dave Reese	10.19
Bill	08/30/2019	Dave Reese	551.43
Credit Card Charge	12/03/2019	SKAL	208.00
Credit Card Charge	12/10/2019	INGMembersa	75.00
Credit Card Charge	12/19/2019	SKAL	135.00
Credit Card Charge	01/16/2020	SKAL	52.00
Total Dues/Local Mtgs			2,120.62
<b>Florida's Northeast Coast</b>			
<b>Digital</b>			
Credit Card Charge	10/31/2019	Network Solutions	174.95
Credit Card Charge	11/14/2019	Network Solutions	114.95
Total Digital			289.90
<b>Tradeshows</b>			
Credit Card Charge	10/09/2019	Insite Graphics	991.06
Bill	10/30/2019	Randy Taylor	420.00
Credit Card Charge	10/31/2019	Five Guys	12.29
Credit Card Charge	11/01/2019	Alan Pollard	54.51
Credit Card Charge	11/01/2019	Dickens Inn	24.12
Credit Card Charge	11/01/2019	Heathrow Express	48.02
Credit Card Charge	11/02/2019	Eat Limited	5.18
Credit Card Charge	11/02/2019	Lul Ticket Machine	25.95
Credit Card Charge	11/02/2019	Pret A Manger	4.01
Credit Card Charge	11/02/2019	Portena	10.25
Credit Card Charge	11/03/2019	Hilton	22.84
Credit Card Charge	11/03/2019	The Wolseley Resturant	202.16
Credit Card Charge	11/04/2019	Lul Ticket Machine	38.93
Credit Card Charge	11/04/2019	Pure	7.33

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	11/04/2019	Curb Mobility	27.69
Credit Card Charge	11/04/2019	Leiths	9.67
Credit Card Charge	11/05/2019	Pure	6.80
Credit Card Charge	11/05/2019	Leiths	5.81
Credit Card Charge	11/05/2019	Minorie's London	22.78
Credit Card Charge	11/06/2019	Billy Martin	58.14
Credit Card Charge	11/06/2019	Black Sheep Coffee	9.11
Credit Card Charge	11/06/2019	Heathrow Express	12.92
Credit Card Charge	11/06/2019	The Dixon	1,511.49
Credit Card Charge	11/06/2019	Buffalo Wild Wings	54.88
Credit Card Charge	11/07/2019	Jacksonville Aviation Authority	77.00
Credit Card Charge	12/29/2019	Delta	1,264.75
Bill	02/28/2020	Dave Reese	86.58
Total Tradeshow			5,014.27
<b>Florida's Northeast Coast - Other</b>			
Bill	04/15/2020	Randy Taylor	25.00
Total Florida's Northeast Coast - Other			25.00
Total Florida's Northeast Coast			5,329.17
<b>Golf Shows</b>			
<b>PLAYFLA &amp; VF Golf</b>			
Bill	10/15/2019	Garry Smits	150.00
Bill	12/30/2019	Destination Media, Inc.	13,500.00
Bill	02/28/2020	Jenna Craven	12.00
Total PLAYFLA & VF Golf			13,662.00
<b>Travel</b>			
Credit Card Charge	02/07/2020	Uber	7.38
Credit Card Charge	02/07/2020	Uber	1.00
Credit Card Charge	02/07/2020	Uber	64.85
Credit Card Charge	02/07/2020	Uber	9.72
Credit Card Charge	02/07/2020	Perky Cafe	16.72
Credit Card Charge	02/07/2020	Starbucks	10.19
Credit Card Charge	02/07/2020	Uber	7.38
Credit Card Charge	02/08/2020	PJ's At Oaks	22.06
Credit Card Charge	02/08/2020	Bob Evans	14.36
Credit Card Charge	02/10/2020	Uber	24.31
Total Travel			177.97
Total Golf Shows			13,839.97
<b>Postage &amp; Delivery</b>			
Bill	07/15/2019	Brett Thomason	33.91
Bill	07/31/2019	Brett Thomason	10.12
Bill	08/15/2019	Brett Thomason	36.46
Bill	08/15/2019	Brett Thomason	75.60
Bill	08/15/2019	MailFinance	284.73
Credit Card Charge	09/23/2019	FEDEX	9.39

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	09/30/2019	Brett Thomason	9.00
Bill	10/15/2019	Brett Thomason	35.26
Bill	10/15/2019	Brett Thomason	28.97
Bill	11/15/2019	MailFinance	284.73
Bill	11/29/2019	Jenna Craven	40.00
Credit Card Charge	12/02/2019	FEDEX	11.00
Credit Card Charge	12/04/2019	Neofunds by Neopost	50.00
Credit Card Charge	12/09/2019	FEDEX	11.00
Bill	12/13/2019	Brett Thomason	5.20
Bill	01/15/2020	MailFinance	76.18
Credit Card Charge	02/03/2020	Neofunds by Neopost	50.00
Bill	02/14/2020	Brett Thomason	55.71
Bill	02/14/2020	Kelly Business Services, Inc.	0.55
Credit Card Charge	02/21/2020	Pitney Bowes	20.70
Bill	02/28/2020	MailFinance	143.45
Credit Card Charge	03/03/2020	FEDEX	11.00
Credit Card Charge	03/17/2020	Pitney Bowes	103.50
Credit Card Charge	03/19/2020	Pitney Bowes	48.05
Credit Card Charge	03/19/2020	Pitney Bowes	4.99
Credit Card Charge	03/19/2020	FEDEX	9.87
Credit Card Charge	04/14/2020	Pitney Bowes	20.70
Credit Card Charge	04/19/2020	Pitney Bowes	4.99
Credit Card Charge	04/20/2020	The UPS Store	20.82
Credit Card Charge	04/23/2020	Pitney Bowes	51.75
Credit Card Charge	04/23/2020	Pitney Bowes	51.75
Credit Card Charge	04/27/2020	FEDEX	9.87
Bill	04/30/2020	Brett Thomason	26.74
Bill	05/15/2020	FEDEX	25.50
Bill	05/29/2020	Kelly Business Services, Inc.	1.10
Total Postage & Delivery			<u>1,662.59</u>
<b>Print Media</b>			
<b>Carolina Golf Assn</b>			
Bill	11/29/2019	PGA Magazine	<u>2,500.00</u>
Total Carolina Golf Assn			2,500.00
<b>Flamingo</b>			
Bill	09/13/2019	Flamingo / JSR Media	<u>1,000.00</u>
Total Flamingo			1,000.00
<b>Golf Georgia</b>			
Bill	09/30/2019	Level Par Media, Inc.	2,656.00
Bill	11/29/2019	Level Par Media, Inc.	2,656.00
Bill	03/30/2020	Level Par Media, Inc.	1,328.00
Bill	04/15/2020	Level Par Media, Inc.	<u>2,656.25</u>
Total Golf Georgia			9,296.25
<b>Golf Magazine</b>			
Bill	12/05/2019	EB Golf Media, LLC	3,850.00

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	02/14/2020	EB Golf Media, LLC	3,850.00
Total Golf Magazine			7,700.00
<b>Golfstyles Magazine</b>			
Bill	02/14/2020	GolfStyles	1,082.88
Bill	04/30/2020	GolfStyles	4,335.00
Total Golfstyles Magazine			5,417.88
<b>Met Golfer</b>			
Bill	11/29/2019	PGA Magazine	1,250.00
Bill	03/13/2020	PGA Magazine	1,250.00
Bill	04/30/2020	PGA Magazine	1,250.00
Total Met Golfer			3,750.00
<b>Philadelphia Golfer</b>			
Bill	11/29/2019	PGA Magazine	2,750.00
Bill	04/30/2020	PGA Magazine	2,500.00
Total Philadelphia Golfer			5,250.00
<b>VA Golfer</b>			
Bill	09/13/2019	Touchpoint Media, Inc.	1,557.50
Bill	12/30/2019	Touchpoint Media, Inc.	1,557.50
Bill	01/30/2020	Touchpoint Media, Inc.	1,002.50
Bill	03/30/2020	Touchpoint Media, Inc.	1,002.50
Total VA Golfer			5,120.00
Total Print Media			40,034.13
<b>Promotions</b>			
Credit Card Charge	06/20/2019	Jacksonville Jaguars	694.28
Credit Card Charge	07/20/2019	Jacksonville Jaguars	694.29
Credit Card Charge	08/20/2019	Jacksonville Jaguars	694.28
Credit Card Charge	09/23/2019	FEDEX	9.39
Credit Card Charge	09/23/2019	FEDEX	9.39
Credit Card Charge	09/23/2019	FEDEX	10.68
Credit Card Charge	09/23/2019	FEDEX	9.39
Credit Card Charge	09/23/2019	FEDEX	10.38
Credit Card Charge	09/27/2019	Facebook Advertising	25.00
Credit Card Charge	09/27/2019	Facebook Advertising	25.00
Credit Card Charge	09/28/2019	Facebook Advertising	35.00
Credit Card Charge	09/28/2019	Facebook Advertising	25.00
Credit Card Charge	09/29/2019	Facebook Advertising	50.00
Credit Card Charge	09/30/2019	Facebook Advertising	75.00
Credit Card Charge	09/30/2019	FEDEX	15.44
Credit Card Charge	10/02/2019	FEDEX	10.38
Credit Card Charge	10/07/2019	FEDEX	9.39
Credit Card Charge	10/25/2019	The Players Champion	236.32
Credit Card Charge	10/25/2019	The Players Champion	236.32
Credit Card Charge	10/25/2019	The Players Champion	236.32
Credit Card Charge	10/25/2019	The Players Champion	236.32



**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
<b>Strategic Planning</b>			
Credit Card Charge	06/02/2019	Visit Florida Service Center	271.89
Credit Card Charge	06/02/2019	Visit Florida Service Center	395.00
Credit Card Charge	07/18/2019	The Slammer & The Squire	205.60
Bill	07/31/2019	The Players{x}	1,703.00
Credit Card Charge	09/19/2019	The Slammer & The Squire	205.60
Credit Card Charge	11/08/2019	Visit Florida Service Center	55.00
Credit Card Charge	11/08/2019	Visit Florida Service Center	55.00
Credit Card Charge	11/22/2019	Renaissance Resort at WGV	8.39
Credit Card Credit	12/04/2019	Visit Florida Service Center	-55.00
Credit Card Charge	03/10/2020	TPC Sawgrass	103.31
Bill	03/30/2020	Jenna Craven	100.00
Bill	05/15/2020	PGA Tour, Inc.	1,760.00
Total Strategic Planning			<u>4,807.79</u>
Total Public Relations			9,958.11
<b>Research</b>			
Bill	07/31/2019	London Tourism Publications, Inc.	525.00
Bill	10/15/2019	London Tourism Publications, Inc.	525.00
Credit Card Charge	02/21/2020	National Golf	550.00
Bill	02/28/2020	London Tourism Publications, Inc.	790.00
Bill	04/15/2020	London Tourism Publications, Inc.	525.00
Total Research			<u>2,915.00</u>
<b>Telephone/Internet</b>			
Bill	06/14/2019	Comcast	216.53
Bill	06/24/2019	AT&T Mobility	55.78
Bill	06/24/2019	AT&T Mobility	49.15
Bill	06/24/2019	AT&T Mobility	32.54
Bill	06/24/2019	AT&T Mobility	33.55
Bill	07/31/2019	Comcast	217.00
Credit Card Charge	08/01/2019	AT&T Mobility	105.00
Bill	08/09/2019	AT&T Mobility	55.84
Bill	08/09/2019	AT&T Mobility	49.30
Bill	08/09/2019	AT&T Mobility	32.54
Bill	08/09/2019	AT&T Mobility	169.89
Bill	08/15/2019	AT&T Mobility	55.84
Bill	08/15/2019	AT&T Mobility	49.88
Bill	08/15/2019	AT&T Mobility	106.40
Bill	08/15/2019	Comcast	217.00
Bill	08/30/2019	Jason Wittmer	249.99
Bill	09/02/2019	AT&T Mobility	6.04
Bill	09/02/2019	AT&T Mobility	5.25
Bill	09/02/2019	AT&T Mobility	13.98
Bill	09/02/2019	AT&T Mobility	4.65
Bill	09/02/2019	AT&T Mobility	-6.04
Bill	09/02/2019	AT&T Mobility	-6.89

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	09/02/2019	AT&T Mobility	-7.86
Bill	09/02/2019	AT&T Mobility	-13.98
Bill	09/02/2019	AT&T Mobility	-5.33
Bill	09/02/2019	AT&T Mobility	-4.65
Bill	09/02/2019	AT&T Mobility	-5.25
Credit Card Charge	09/20/2019	AT&T Mobility	85.60
Bill	09/23/2019	AT&T Mobility	49.80
Bill	09/23/2019	AT&T Mobility	43.30
Bill	09/23/2019	AT&T Mobility	115.27
Bill	09/23/2019	AT&T Mobility	38.32
Bill	09/30/2019	Comcast	226.36
Deposit	09/30/2019	AT&T Mobility	-52.50
Bill	10/15/2019	Comcast	257.89
Bill	10/24/2019	AT&T Mobility	55.85
Bill	10/24/2019	AT&T Mobility	23.55
Bill	10/24/2019	AT&T Mobility	74.32
Bill	11/15/2019	Comcast	261.89
Bill	11/22/2019	AT&T Mobility	60.93
Bill	11/22/2019	AT&T Mobility	237.51
Bill	11/22/2019	AT&T Mobility	174.62
Bill	11/22/2019	AT&T Mobility	320.75
Bill	12/24/2019	AT&T Mobility	60.93
Bill	12/24/2019	AT&T Mobility	59.25
Bill	12/24/2019	AT&T Mobility	54.10
Bill	12/24/2019	AT&T Mobility	115.53
Bill	12/30/2019	Comcast	257.91
Bill	01/15/2020	Comcast	265.88
Bill	01/24/2020	AT&T Mobility	60.87
Bill	01/24/2020	AT&T Mobility	59.14
Bill	01/24/2020	AT&T Mobility	23.50
Bill	01/24/2020	AT&T Mobility	74.14
Bill	02/14/2020	Comcast	265.88
Bill	02/24/2020	AT&T Mobility	60.87
Bill	02/24/2020	AT&T Mobility	59.14
Bill	02/24/2020	AT&T Mobility	23.50
Bill	02/24/2020	AT&T Mobility	74.14
Bill	03/24/2020	AT&T Mobility	60.87
Bill	03/24/2020	AT&T Mobility	59.77
Bill	03/24/2020	AT&T Mobility	23.50
Bill	03/24/2020	AT&T Mobility	74.77
Bill	03/30/2020	Comcast	265.88
Bill	04/15/2020	Comcast	265.68
Bill	04/24/2020	AT&T Mobility	60.86
Bill	04/24/2020	AT&T Mobility	63.80
Bill	04/24/2020	AT&T Mobility	23.50

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Bill	04/24/2020	AT&T Mobility	200.71
Bill	05/15/2020	Comcast	265.74
Bill	05/22/2020	AT&T Mobility	60.86
Bill	05/22/2020	AT&T Mobility	59.73
Bill	05/22/2020	AT&T Mobility	23.50
Bill	05/22/2020	AT&T Mobility	78.80
Total Telephone/Internet			6,752.36
<b>Television / Content Dev</b>			
Bill	12/05/2019	TL Golf Services	3,000.00
Total Television / Content Dev			3,000.00
<b>Trade Shows</b>			
<b>IGTM/NAC</b>			
Credit Card Charge	06/21/2019	Starbucks	5.63
Credit Card Charge	06/22/2019	American Airlines	30.00
Credit Card Charge	06/23/2019	Lyft	69.06
Credit Card Charge	06/23/2019	Lyft	17.26
Credit Card Charge	06/23/2019	PF Chang's	22.74
Credit Card Charge	06/23/2019	Chili's	18.24
Credit Card Charge	06/23/2019	Paradies Shop	3.79
Credit Card Charge	06/25/2019	Horseshoe Bay Resort	2.70
Credit Card Charge	06/26/2019	Horseshoe Bay Resort	783.36
Credit Card Charge	06/26/2019	Popeyes Chicken	10.44
Credit Card Charge	06/26/2019	Hut's Hamburger	37.59
Credit Card Charge	06/26/2019	Jacksonville Aviation Authority	44.00
Credit Card Charge	06/26/2019	Horseshoe Bay Resort	734.22
Credit Card Charge	06/26/2019	Jacksonville Aviation Auth	85.00
Credit Card Charge	06/27/2019	Lyft	112.18
Credit Card Charge	07/01/2019	Jacksonville AP Cart	5.00
Check	08/30/2019	Reed Exhibition Companies	4,640.27
Check	08/30/2019	Wells Fargo	35.00
Credit Card Charge	08/30/2019	Priceline	175.86
Credit Card Charge	08/30/2019	Priceline	22.74
Credit Card Charge	08/30/2019	Priceline	1,172.43
Credit Card Charge	08/30/2019	Priceline	1,172.43
Credit Card Charge	08/30/2019	Hatem Hamdy	1,208.14
Credit Card Charge	09/12/2019	Reed Exhibition Companies	859.33
General Journal	10/01/2019		17,179.33
Credit Card Charge	10/12/2019	Natures Table	8.72
Credit Card Charge	10/12/2019		3.25
Credit Card Charge	10/12/2019	Buffalo Wild Wings	46.31
Credit Card Charge	10/13/2019	HMS Host	18.15
Credit Card Charge	10/13/2019	HMS Host	27.83
Credit Card Charge	10/13/2019	Suite Novotel	8.56
Credit Card Charge	10/13/2019	Suite Novotel	46.67
Credit Card Charge	10/13/2019	Suite Novotel	8.56

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	10/14/2019	Suite Novotel	9.32
Credit Card Charge	10/15/2019	Suite Novotel	11.93
Credit Card Charge	10/15/2019	Geotix Event Tickets	28.19
Credit Card Charge	10/17/2019	Buddha Bar	406.63
Credit Card Charge	10/18/2019	Duffy's Draft House	11.00
Credit Card Charge	10/19/2019	HMS Host	8.81
Credit Card Charge	10/19/2019	Popeyes Chicken	10.66
Credit Card Charge	10/19/2019	Burger King	10.48
Credit Card Charge	10/19/2019	Sheraton	376.74
Credit Card Charge	10/20/2019	Jacksonville Aviation Auth	176.00
Bill	10/30/2019	Dave Reese	255.41
Credit Card Charge	10/30/2019	Florida Cracker Kitchen	22.24
Bill	11/15/2019	Jenna Craven	40.83
Credit Card Charge	02/13/2020	Delta	1,871.45
Credit Card Charge	03/24/2020	HCH Berlin	190.59
Total IGTM/NAC			32,045.07
<b>PGA Show / ING</b>			
Credit Card Charge	12/31/2019	Allianz Travel Ins	23.63
Credit Card Charge	12/31/2019	Hilton	219.27
Credit Card Charge	01/01/2020	Delta	224.00
Credit Card Charge	01/09/2020	Lemongrass Thai Bistro	30.68
Credit Card Charge	01/14/2020	Hilton	170.29
Credit Card Charge	01/22/2020	Hyatt Regency Jacksonville	27.00
Credit Card Charge	01/22/2020	Orange County	15.00
Credit Card Charge	01/22/2020	Sunpass	10.00
Credit Card Charge	01/23/2020	Hyatt Regency Jacksonville	27.00
Credit Card Charge	01/23/2020	DoubleTree by Hilton	23.17
Credit Card Charge	01/23/2020	Orange County	5.25
Credit Card Charge	01/24/2020	DoubleTree by Hilton	3.35
Credit Card Charge	02/13/2020	Allianz Travel Ins	140.36
Total PGA Show / ING			919.00
<b>Visit Florida / FADMO</b>			
Bill	06/06/2019	Dave Reese	365.70
Bill	06/06/2019	Dave Reese	20.98
Credit Card Charge	07/17/2019	Waldorf Astoria	190.97
Credit Card Charge	07/17/2019	Waldorf Astoria	190.97
Credit Card Credit	08/30/2019	Waldorf Astoria	-190.97
Credit Card Credit	08/30/2019	Waldorf Astoria	-190.97
Credit Card Charge	09/23/2019	Visit FLA	359.00
Credit Card Charge	09/23/2019	Visit FLA	359.00
General Journal	09/30/2019	Visit FLA	-998.00
Credit Card Charge	10/02/2019	Pilot	11.63
Credit Card Charge	10/04/2019	Musselwhites Seafood	24.80
Credit Card Charge	10/05/2019	Hampton Inn	209.62
Credit Card Charge	11/17/2019	Dat Cajun Place	77.60

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	11/20/2019	McDonald's	8.32
Credit Card Charge	11/21/2019	Sheraton	545.37
Credit Card Charge	11/21/2019	Sheraton	491.58
General Journal	12/03/2019	Connect Travel Events	495.00
Credit Card Charge	01/06/2020	Visit Florida Service Center	60.00
Credit Card Charge	01/21/2020	Burger King	4.06
Credit Card Charge	01/22/2020	RPS Tallahassee	4.00
Credit Card Charge	01/22/2020	Waffle House	39.57
Credit Card Charge	01/22/2020	Kool Beanz Cafe	36.10
Credit Card Charge	01/23/2020	Hotel Duval	4.23
Credit Card Charge	01/23/2020	Holiday Inn	267.76
Credit Card Charge	02/21/2020	Charley's Celebration	33.15
Credit Card Charge	02/24/2020	FADMO	540.00
Credit Card Credit	03/26/2020	FADMO	-540.00
Total Visit Florida / FADMO			2,419.47
<b>WTM</b>			
Credit Card Charge	09/01/2019	Delta	1,260.63
Credit Card Charge	09/06/2019	Visit FLA	300.00
Credit Card Charge	09/09/2019	Visit FLA	2,160.00
Credit Card Charge	09/13/2019	Sawgrass Marriott Resort	1,597.50
Total WTM			5,318.13
<b>Trade Shows - Other</b>			
General Journal	09/30/2019		-17,179.33
Total Trade Shows - Other			-17,179.33
Total Trade Shows			23,522.34
<b>Travel &amp; Entertainment</b>			
<b>Local</b>			
Credit Card Charge	06/03/2019	St. Johns Golf Club	29.82
Bill	06/06/2019	Dave Reese	28.00
Credit Card Charge	06/11/2019	Seven Bridges	41.48
Credit Card Charge	06/12/2019	St Johns Ferry	6.00
Credit Card Charge	06/14/2019	Gilbert's Underground	40.24
Credit Card Charge	06/20/2019	Dunkin	28.56
Credit Card Charge	06/23/2019	Lyft	13.24
Bill	06/28/2019	Jenna Craven	10.00
Credit Card Charge	07/10/2019	ABBQ Meat & Drink	40.45
Credit Card Charge	07/11/2019	Los Portales Mexican	19.42
Credit Card Charge	07/18/2019	The Slammer & The Squire	52.73
Credit Card Charge	07/22/2019	First Watch	32.53
Credit Card Charge	07/30/2019	LPGA Int'l Golf	16.82
Credit Card Charge	07/30/2019	Tabula Rasa Brewing	5.28
Credit Card Charge	07/31/2019	Newks	23.79
Credit Card Charge	08/05/2019	Etsy.com	32.61
Credit Card Charge	08/13/2019	Murray Bros Caddy Shack	8.46
Credit Card Charge	08/16/2019	Publix	5.34

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	08/20/2019	Strings Street Fare	38.74
Credit Card Charge	08/20/2019	St Johns Ferry	6.00
Credit Card Charge	08/20/2019	CVS Store	4.60
Bill	08/28/2019	Dave Reese	0.47
Bill	08/30/2019	Dave Reese	25.11
Bill	08/30/2019	Jenna Craven	7.00
Credit Card Charge	09/06/2019	Angie's Subs	29.51
Credit Card Charge	09/06/2019	Sunpass	17.74
Credit Card Charge	09/12/2019	Elite Parking	10.00
Credit Card Charge	09/12/2019	TPC Sawgrass	124.79
Credit Card Charge	09/17/2019	Seven Bridges	39.00
Credit Card Charge	09/19/2019	Murray Bros Caddy Shack	29.32
Credit Card Charge	09/20/2019	Coop	55.08
Credit Card Charge	09/24/2019	TG Jacksonville	46.46
Bill	09/30/2019	Dave Reese	21.97
Credit Card Charge	10/03/2019	Eagle Landing Golf Club	7.14
Credit Card Charge	10/10/2019	Lemongrass Thai Bistro	26.89
Bill	10/15/2019	Dave Reese	119.25
Credit Card Charge	10/23/2019	Starbucks	5.06
Credit Card Charge	11/06/2019	Nona Blue	45.41
Credit Card Charge	11/12/2019	St Johns Ferry	7.00
Credit Card Charge	11/13/2019	First Watch	33.35
Credit Card Charge	11/22/2019	Los Portales Mexican	25.57
Credit Card Charge	12/10/2019	Renna's Pizza	32.46
Credit Card Charge	12/17/2019	Ted's Montana Grill	49.72
Credit Card Charge	12/20/2019	Jacksonville Beach Minicipal	53.50
Credit Card Charge	12/20/2019	Angie's Subs	27.02
Credit Card Charge	01/10/2020	St Johns Ferry	7.00
Credit Card Charge	01/10/2020	Fernandina Beach Golf Club	24.13
Credit Card Charge	01/10/2020	Fernandina Beach Golf Club	17.08
Credit Card Charge	01/15/2020	Murray Bros Caddy Shack	18.24
Credit Card Charge	01/20/2020	Hidden Hills Country Club	200.00
Credit Card Charge	01/28/2020	Panera Bread Co.	5.19
Credit Card Charge	01/28/2020	Publix	41.35
Credit Card Charge	01/29/2020	Elite Parking	2.00
Credit Card Charge	02/10/2020	Indochine	31.68
Credit Card Charge	02/19/2020	Woodpeckers Backyard BBQ	30.69
Credit Card Charge	02/26/2020	St Johns Ferry	7.00
Credit Card Charge	02/26/2020	Cantina Louie	34.31
Credit Card Charge	02/26/2020	JJ's Bistro	45.66
Credit Card Charge	02/27/2020	First Watch	32.03
Bill	02/28/2020	Dave Reese	29.89
Bill	02/28/2020	Brett Thomason	25.51
Credit Card Charge	02/29/2020	Flagler Fish Company	47.33
Credit Card Charge	03/05/2020	BJs Restaurant	38.60

**Florida's First Coast Of Golf**  
**Itemized Marketing Expenses**  
 June 2019 through May 2020

Type	Date	Name	Paid Amount
Credit Card Charge	03/09/2020	Papa Johns	22.84
Credit Card Charge	03/10/2020	North Beach Fish Camp	249.19
Credit Card Charge	03/11/2020	St Johns Ferry	7.00
Credit Card Charge	03/11/2020	JIAMC	170.00
Bill	03/13/2020	Brett Thomason	25.35
Credit Card Credit	04/09/2020	JIAMC	-170.00
Credit Card Charge	04/28/2020	The Golf Club at North Hampton	104.86
Credit Card Charge	05/01/2020	St Johns Ferry	7.00
Credit Card Charge	05/01/2020	Amelia River Golf Club	149.80
Total Local			2,526.66
<b>Mileage</b>			
Bill	06/06/2019	Dave Reese	417.02
Bill	06/06/2019	Dave Reese	309.72
Bill	06/28/2019	Brett Thomason	193.26
Bill	08/15/2019	Brett Thomason	28.59
Bill	08/28/2019	Dave Reese	3.24
Bill	08/30/2019	Dave Reese	175.40
Bill	09/13/2019	Brett Thomason	51.50
Bill	09/30/2019	Dave Reese	30.53
Bill	10/15/2019	Dave Reese	165.67
Bill	10/15/2019	Brett Thomason	32.31
Bill	01/30/2020	Brett Thomason	65.38
Bill	02/14/2020	Jenna Craven	173.65
Bill	02/28/2020	Dave Reese	389.85
Bill	02/28/2020	Brett Thomason	20.87
Bill	03/13/2020	Brett Thomason	87.11
Bill	03/13/2020	Brett Thomason	32.09
Total Mileage			2,176.19
Total Travel & Entertainment			4,702.85
Total Marketing			345,567.52
<b>TOTAL</b>			<b>345,567.52</b>