

BEACH PARK PRESERVATION SOCIETY — 5600 MARINER CAMPAIGN BUDGET

Prepared: June 2026 · Updated with Actuals: September 13, 2026 (post City Council vote — WON) · preservebeachpark.org

Budget Item		Low Estimate	Target	High Estimate	Notes / Assumptions	Status	Actual	Variance (Target – Actual)
PROFESSIONAL SERVICES								
	Professional Advocate	\$3,000.00	\$6,000.00	\$10,000.00	Retainer + City Council appearances + strategic counsel. ACTUAL NOTE: Not retained — Beach Park Preservation Society did not secure Mr. Pressman's services for this campaign.	Not Retained	\$0.00	\$6,000.00
	Land Use Attorney — Legal Analysis & Representation (if retained)	\$0.00	\$10,000.00	\$18,000.00	Rezoning analysis, objection letter, City Council representation.	Paid	\$9,755.00	\$245.00
	Drew Roark — Traffic Engineer	\$4,000.00	\$7,000.00	\$12,000.00	Independent traffic counts, impact study, counter-analysis of developer study, expert testimony.	Paid	\$5,500.00	\$1,500.00
	Certified Planner	\$1,000.00	\$2,500.00	\$5,000.00	For land use compatibility analysis and Tampa Comp Plan testimony.	Paid	\$9,000.00	(\$6,500.00)
COMMUNICATIONS & DIGITAL								
	Website — preservebeachpark.org (hosting, domain, tools)	\$200.00	\$400.00	\$800.00	Namecheap hosting + domain. Annual cost ~\$150.	Paid	\$60.25	\$339.75
	Mailchimp — Email Campaign Platform	\$0.00	\$0.00	\$500.00	Free up to 500 contacts / 1,000 emails per month. Paid tier only if list exceeds free threshold.	Not Incurred (Free Tier)	\$0.00	\$0.00
	Donorbox / Payment Processing Fees	\$150.00	\$400.00	\$700.00	~1.5% platform fee + Stripe processing ~2.9%. Estimate based on \$15,000 fundraising target.	Paid	\$189.13	\$210.87
	Change.org Petition (promoted)	\$0.00	\$0.00	\$300.00	Organic petition is free. Optional paid promotion to reach beyond existing network.	Not Incurred (Free Tier)	\$0.00	\$0.00
	Social Media / Digital Advertising	\$0.00	\$300.00	\$800.00	Optional Facebook/Nextdoor targeted ads to Beach Park zip codes.	Not Incurred (Free Tier)	\$0.00	\$300.00
PRINT & COMMUNITY MATERIALS								

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	Community Mailers — Introductory Letter	\$400.00	\$700.00	\$1,200.00	First-class mail to all Beach Park homeowners + Mariner South/North. Est. 600-800 households.	Paid	\$100.05	\$599.95
	Community Mailers — Hearing Notice / Mobilization	\$300.00	\$600.00	\$1,000.00	Second mailer when hearing date confirmed. Urgency notice + attendance instructions.	Not Incurred	\$0.00	\$600.00
	Flyers / Door Hangers	\$100.00	\$250.00	\$500.00	Neighborhood distribution for town hall and hearing mobilization.	Not Incurred	\$0.00	\$250.00
	Downsize 5600 T-shirts for hearing	\$600.00	\$800.00	\$1,000.00	Neighborhood distribution to wear to hearing.	Not Incurred	\$0.00	\$800.00
	Lawn Signs — 'Downsize 5600 Mariner'	\$500.00	\$1,000.00	\$1,500.00	Design + print + stakes. Target 150-200 signs across Beach Park, Mariner South/North.	Paid	\$653.06	\$346.94
EVENTS & MOBILIZATION								
	Community Town Hall — Venue	\$200.00	\$500.00	\$1,000.00	Room rental, projector/screen, printed handouts. Target July 2026.	Not Incurred	\$0.00	\$500.00
	City Council Hearing Coordination	\$100.00	\$300.00	\$600.00	Printed speaker briefs, sign-in sheets, audience materials.	Not Incurred	\$0.00	\$300.00
	Speaker Preparation / Mock Hearing	\$0.00	\$200.00	\$500.00	Speaker rehearsal session prior to City Council hearing and printed material.	Paid	\$1,570.12	(\$1,370.12)
LEGAL & REGULATORY								
	Florida Public Records Requests (filing)	\$0.00	\$50.00	\$200.00	Cost to copy/process public records from City of Tampa. Most filings are free; copies may be charged.	Not Incurred	\$0.00	\$50.00

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	Corporate Compliance — FL Division of Corps Annual Report	\$61.00	\$61.00	\$61.00	Florida non-profit annual report fee. Fixed. Due May 1 each year. ACTUAL NOTE: P&L "Licenses and Permits" (\$137.50) covers this filing plus the FDACS solicitation renewal and other permit/license costs; not broken out separately.	Paid	\$137.50	(\$76.50)
	IRS Form 1024-A (optional 501c4 determination letter)	\$0.00	\$0.00	\$600.00	Optional. IRS determination letter. Not required to operate; useful for major donors.	Not Pursued	\$0.00	\$0.00
CONTINGENCY & MISCELLANEOUS								
	Contingency Reserve	\$500.00	\$500.00	\$500.00	Unforeseen legal filings, expert witness fees, additional mailers, etc.	Not Drawn	\$0.00	\$500.00
	Miscellaneous / Office Supplies	\$100.00	\$200.00	\$400.00	Postage, printing, folders, binders, miscellaneous organizational costs. ACTUAL NOTE: Actual = Office Supplies (\$34.37) + Bank Service Charges (\$95.00) per P&L, both fall under this catch-all line.	Paid	\$129.37	\$70.63
TOTAL CAMPAIGN BUDGET		\$11,211.00	\$31,761.00	\$57,161.00			\$27,094.48	\$4,666.52