

**THE SCHOOL DISTRICT OF ESCAMBIA COUNTY  
SCHOOL INTERNAL FUNDS  
PROMOTION AND PUBLIC RELATIONS GUIDELINES**

**I. Authority**

These guidelines are to provide clarification of the rules and procedures pertaining to Promotion and Public Relations expenditures contained in School Board Rule 5.01(18) and State Board of Education Rules 6A-1.0143.

**II. Source of Funds**

Funds to be used for the purpose of promotion, public relations, and hospitality of business guests shall be derived from the following sources:

Unrestricted Donations - gifts from PTAs, booster clubs, private businesses, individuals, or other sources outside of the school system that have not been designated for a specific use by the donor.

Enterprise Operations - profits from enterprise activities including, but are not limited to, school store profits, picture commissions, vending commissions, and other internal funds profits not designated for a specific group (General Fund).

**III. Allowable Expenditures**

Expenditures for promotion, public relations and hospitality of business guests must directly benefit or be in the best interest of the district. Allowable expenditures include, but are not limited to, activities involving:

- Graduation
- Visiting committees
- Orientation and work conferences
- Recruitment of employees
- Official meetings and receptions
- Guest speakers
- Accreditation studies and other developmental activities
- Awards or other types of recognition for meritorious performance

**IV. Limitations**

Availability of Funds - If a school has no enterprise activities or unrestricted donations or if those funds are needed for other purposes, then a school may not spend any money in these categories.

Annual Amount – The State imposes a dollar limitation on expenditures for hospitality of business guests. This limitation is district wide. Therefore, each school is allocated a portion of the district's limit and may not spend more than that amount for the year. The allocation is based on projected unweighted FTE. These limits are annual limits and may not be carried over or accumulated from year to year.

**V. Accountability**

In order to monitor the annual limits, all expenditures for promotions & public relations should be coded to category 790 Promotion/Public Relations in the school's internal funds.