

2014-15 Community-wide marketing and support budget

First Friday Road Show Support	\$	10,000
City Sponsored Sister-City Program	\$	20,000
Estancia/Tewinkle and Costa Mesa High School and Middle School Foundation Support	\$	10,000
Costa Mesa United Support	\$	3,000
Summer Concerts in the Park Support	\$	10,000
Costa Mesa Community Run Support	\$	5,000
Snoopy House Support	\$	15,000
Community Give-Away Memorabilia (bags, cups, etc)	\$	10,000
City Apparel (1953 Shirts, hats, etc)	\$	25,000
Advertising for Special Events	\$	10,000
ICSC Booth Completion and Give-Aways	\$	10,000
Special Event Trailer Equipment	\$	5,000
Mayor's Celebration sponsorship	\$	10,000
City promotional materials (postcards, maps, stickers, etc)	\$	21,000
Total	\$	164,000