

2015-16 Community-Wide Marketing and Support Budget

The events and programs below support the goals of bringing tourism to the community and increasing room night stays at local hotels:

Community Sponsored Sister-City Program	\$	20,000
Summer Concerts in the Park Support	\$	10,000
Costa Mesa Community Run Support	\$	10,000
Community Support for Regional Holiday Event (Snoopy House)	\$	25,000
Community Give-Away Memorabilia (bags, cups, etc)	\$	25,000
Community Apparel (1953 Shirts, hats, etc)	\$	30,000
Advertising for Regional Special Events	\$	5,000
International Conference of Shopping Center Booth-Marketing and Branding to Potential New Businesses	\$	10,000
Mayor's Celebration Sponsorship	\$	10,000
Community Promotional Materials (postcards, maps, stickers, etc)	\$	19,000
Total	\$	164,000