Attachment 3

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