

2016-17 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:

Anaheim Resort Transportation Shuttle Bus	\$	25,000
City of the Arts Master Plan for Public Art	\$	35,000
Community Sponsored Sister-City Program	\$	20,000
Summer Concerts in the Park Support	\$	10,000
Costa Mesa Community Run Support	\$	10,000
Snoopy House Holiday Event	\$	20,000
International Conference of Shopping Center Booth-Marketing and Branding to Potential New Businesses	\$	10,000
Mayor's Celebration Sponsorship	\$	10,000
Community Promotional Materials - Giveaways, Apparel, Maps, etc.	\$	24,000
Total	\$	164,000