

	<b>2017-2018 Proposed</b>		<b>Descriptions</b>
<b>MARKETING ACTIVITIES - MEDIA &amp; WEBSITE</b>			
<b>Advertising/Media</b>			
<i>Marketing Agency</i>	100,000.00		
<i>Print, Direct Mail, Broadcast &amp; Digital Advertising</i>	300,000.00		
<i>Marketing &amp; Advertising Contingency</i>	15,000.00		Contingency funds for marketing, advertising, etc
<i>Advertising Development and Design</i>	5,000.00		Contract design work
<i>Photography</i>	10,000.00		Photography & image library development
<i>Video Development</i>	20,000.00		Earmarked for the PBS Program
<i>Research &amp; Development</i>	8,000.00		Changing this line item to be used for a Long-Term Strategic Plan
<b>Total Advertising/Media</b>	<b>458,000.00</b>		
<b>Public Relations</b>			
<i>Public Relations Contract</i>	106,000.00		Koli Communications & Burrells Clipping Service
<i>In-Market PR Stunts</i>	2,500.00		Two onsite in-marketing promotions
<i>Visiting Media and FAM group Expenses</i>	10,000.00		Changed to reflect just media FAMs
<i>Media Events</i>	3,500.00		Attend media events hosted by Visit California or other Media Associations
<i>Public Relations Related Travel</i>	10,000.00		Staff/contractor travel to media tours & PR events
<i>Contract Marketing &amp; Comm. Coordinator</i>	60,000.00		independent contractor (Alison DeGrassi) to support PR agencies & internal PR
<b>Total Public Relations</b>	<b>192,000.00</b>		
<b>Website Maintenance /Development</b>			
<i>Interactive Marketing (social, e-newsletter, etc)</i>	10,000.00		Social media analytics, enewsletters, contests
<i>Development/Maintenance</i>	15,000.00		Website hosting, updates, content development, SEO
<i>Social Media Coordinator</i>	24,000.00		
<b>Total Website Maintenance/Development</b>	<b>49,000.00</b>		