

	FY 2017 Budget	%
Visitor services	\$715,000.00	19.8%
Destination Marketing/Paid media AOR's:	\$1,428,807.00	39.6%
PR/Marketing opportunities	\$227,000.00	6.3%
Winter Air Incentive/JH Central Reservations:	\$300,000.00	8.3%
Community Events incl. Large Festival	\$737,500.00	20.4%
Admin, (labor, accounting, prof services):	\$154,710.00	4.3%
Global Sustainable Tourism	\$15,000.00	0.4%
Local Ads/Destimetrics	\$29,000.00	0.8%
	\$3,607,017.00	100.00%

