

FY21 vs FY20 vs FY19 vs Tourism Category 31 Expenditure

Category	Description	FY21	FY20	FY19
CAT 31	Promotion & Advertising			
	Legislative Authority Amount:	\$9,738,876.00	\$15,371,450.00	\$15,114,876.00
	Projected FY21 Spending	\$4,658,601.36	\$10,683,355.12	\$15,088,499.48
	Administrative:	\$182,000.00	\$411,338.08	\$336,102.14
	Marketing:	\$2,231,908.00	\$7,274,864.93	\$10,962,544.34
	Media/PR:	\$728,900.00	\$1,203,941.39	\$1,336,003.66
	Sales & Industry Partners:	\$490,600.00	\$1,373,013.72	\$1,899,890.85
	Research:	\$371,925.00	\$420,197.00	\$553,958.49
	Remaining Available Funds:	\$5,080,274.64		
	% Spent YTD:	48%	70%	100%