

FY22 vs FY21 vs FY20 vs Tourism Category 31 Expenditure as of 3/3/22

Category	Description	FY22	FY21	FY20
CAT 31	Promotion & Advertising			
	Legislative Authority Amount:	\$11,227,715.00	\$6,000,000.00	\$15,353,917.00
	YTD FY22 Spending as of 3/3/22	\$3,048,159.97	\$807,511.57	\$7,322,453.32
	Administrative:	\$102,980.95	\$47,974.32	\$401,514.84
	Marketing:	\$2,504,684.39	\$643,061.05	\$4,599,078.37
	Media/PR:	\$141,296.30	\$19,135.00	\$885,835.93
	Sales & Industry Partners:	\$100,489.83	\$2,815.00	\$1,084,152.18
	Research:	\$198,708.50	\$94,526.20	\$351,872.00
	Remaining Available Funds:	\$8,179,555.03		
	% Spent YTD:	27%	13%	48%