

FY24 vs FY23 Tourism Category 31 Expenditure as of 2/23/24

Category	Description	FY24 Authority	YTD FY24	Encumbered	Remaining Funds	YTD FY23
CAT 31	Promotion & Advertising					
	Legislative Authority Amount:	\$18,302,480.00				16,712,242.00
	Total Expenditures					3,298,326.16
	Administrative:	455,000.00	279,762.05	6,762.95	168,475.00	158,542.50
	Adventure Centers Grant Match:	(928,000.00)	0.00	0.00	(928,000.00)	0.00
	Marketing:	14,767,305.00	4,700,925.25	9,653,794.75	412,585.00	1,890,388.97
	Media/PR:	712,165.00	444,918.96	247,571.03	19,675.01	167,674.39
	Industry Development	2,463,590.00	1,203,601.33	1,062,398.67	197,590.00	767,585.30
	Research:	832,420.00	382,958.07	163,766.93	285,695.00	314,135.00
		18,302,480.00	7,012,165.66	11,134,294.33	156,020.01	\$13,413,915.84
	% Spent YTD:	0%	38%	61%	1%	20%

Category	Description	FY24 Authority	YTD FY24	Encumbered	Remaining Funds	YTD FY23
CAT 40	Rural Grants Program					
	Legislative Authority Amount:	\$1,500,000.00				1,461,096.00
	Total Expenditures					701,762.18
	Reno Tahoe Territory	327,812.00	31,800.00	296,012.00	0.00	183,901.35
	Cowboy Country Territory	242,825.00	30,000.00	212,825.00	0.00	166,486.52
	Pony Express Territory	255,923.00	80,595.00	175,328.00	0.00	182,936.97
	Nevada Silver Trails	243,515.00	165,713.84	77,801.16	0.00	79,795.79
	Las Vegas Territory	327,050.00	81,520.51	245,529.49	0.00	74,288.23
	Indian Territory	102,875.00	0.00	102,875.00	0.00	9,800.00
	Statewide	0.00	0.00	0.00	0.00	4,553.32
		1,500,000.00	389,629.35	1,110,370.65	0.00	\$759,333.82
	% Spent YTD:	0%	26%	74%		48%