2020 TOURISM BUDGET

TCT funds which includes operations in addition to sales & marketing paid thru Development Auth.

$326,315

Georgia Tourism Pillar Category

1. African American History & Culture
2. Outdoor Recreation & Sports
3. Food, Drink & Georgia Grown
4. Music and Film
5. Iconic Georgia Locations

Category	*Description*	*Proposed*	*Notes/Pillar*
Operations			
	Phones	$1,500.00	
	Postage	$2,400.00	
	Office Supplies (includes items for new position)	$6,000	
Dues & Subscriptions			
	Southeast Tourism Society	$750	
	Atlanta Metro Travel Association (AMTA)	$325.00	
	GA Assoc of Convention & Visitors Bureaus (GACVB)	$1,000.00	
	Atlanta Convention & Visitors Bureau (ACVB)	$850.00	
	Other membership organizations	$1,500.00	
	Adobe	$200	
	DC Sentenial	$90	
	Other membership organizations/subs		
Registrations /Meetings			
	GACVB Winter Meeting registration & lodging	$2,400.00	
	Governor's Tourism Conference registration & lodging	$1,200.00	
	Winter Chataqua	$1,000.00	
	Tourism Day at the Capitol	$800.00	

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		Visitor Info Center Conferences	$800.00		
		Other tourism conferences/Meetings			
	Marketing /Promo				
		Research and Program of Work	$100,000	To determine future distribution to Pilars	
		Marketing Intern	$500.00		
		Promotional Items- give aways	$3,000.00		
		Brochure Distribution	$15,000.00		
		Printing	$5,000.00		
		Parks & Rec Sponsorships/Partnerships	$5,000.00		
		Public Relations- LCR contract	$15,050.00	TBD by Research	
		CAC event Sponsorships	$1,500		
		Social Media	$2,000		
		Arts Sponsorships	$10,000.00		
		Design- Ads, Brochures, etc.	$5,000		
		Travel Shows	$5,000		
		Other Marketing opportunities	$3,730	P 1	
	Advertising				
		GA State Parks Guide ad	$8,000.00	P 2 and 5	
		State Travel Guide ad	$12,000.00	TBD by research	
		AMTA Co-op advertising campaign	$4,000.00	Determined by AMTA	
		Visit West GA Magazine ads	$2,500.00	vary by issue	
		Georgia's Great Places Magazine	$3,600.00	TBD by research	
		Website updates & maintenance	$23,120.00	TBD by research	
		ACVB Visitors Map	$2,500.00	TBD by research	
		ACVB Tour Manual	$1,000.00	TBD by research	
		Atlanta Now Magazine	$3,000.00	TBD by research	
		ACVB Convention Planner	$500.00	TBD by research	
		WHERE Magazine	$5,000.00	TBD by research	
		Alabama Media Group	$15,000.00	P 2 and 3 (primarily Hydrangea Fest)	
		AAA	$2,000.00	TBD by research	
		Hydrangea Festival	$10,000	P 2 and 3	
		Discover GA Map	$1,500	TBD by research	
		Southern Living	$15,000	P 2, 3 and 5	
		The Group Travel Leader	$1,000	TBD by research	

		Chapel Hill News & Views	$12,000	vary by issue	
		Great Southern Publishers VIC video	$4,000	TBD by research	
		GDEcD cooperative advertising	$4,000	Determined by State Tourism	
		Other advertising opportunities	$5,000	P 1	
		TOTAL	$326,315		

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