

**\*PROPOSED FY2011 COOPERATIVE MARKETING PROGRAM  
INFORMATION AT A GLANCE**

	<b>MARKETING TYPE</b>						
	<b>MARKETING TO THE LEISURE TRAVELER</b>			<b>MARKETING TO THE MEDIA</b>	<b>MARKETING TO THE EVENT PLANNER</b>		<b>RESEARCH</b>
<b>CATEGORY</b>	<b><i>Small Project Marketing</i></b>	<b><i>Leisure Travel Marketing</i></b>	<b><i>Destination Advertising</i></b>	<b><i>Public Relations</i></b>	<b><i>Convention Marketing</i></b>	<b><i>Amateur Sports Marketing</i></b>	<b><i>Tourism Research</i></b>
Project period	Two 6-month periods 7/1/10- 12/31/10 & 1/1/11 - 6/30/11	One 12-month period 7/1/10-6/30/11	One 12-month period 7/1/10-6/30/11	One 12-month period 7/1/10-6/30/11	One 12-month period 7/1/10-6/30/11	One 12-month period 7/1/10-6/30/11	One 12-month period 7/1/10-6/30/11
Certification Level	Level I	Level II & III	Level III	Level II	Level II and III	Level II and III	Level I, II, III
County Tourism Level (CTL)	CTL 1 and 2	CTL 3 and 4	CTL 5, 6 and 7	CTL 3 and 4	CTL 4, 5, 6 and 7	CTL 4, 5,6 and 7	CTL 2,3,4,5, 6 and 7
Minimum state funds per application	\$500	\$10,000	\$60,000	\$5,000	\$5,000	\$5,000	\$1,000
Maximum state funds per application	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	\$25,000	\$5,000
Countywide DMO fiscal year maximum	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	Maximum combined with Leisure Travel Marketing category	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	Maximum combined with Convention Marketing	Maximum combined with Leisure Travel Marketing category
Maximum # of applications accepted	1 per project period/2 per FY	1 or 2 TOTAL per FY	1 per FY	1 per FY	1 per FY	1 per FY	1 per FY
Applications due	3/2/10 and 9/1/10	1/29/10	4/15/10	1/29/10	1/29/10	1/29/10	1/29/10
<b>*Proposed State Funding Level</b>	\$25,000	\$325,000	\$3,280,000	\$80,000	\$300,000	\$75,000	\$15,000
	<b>\$4,100,000</b>						

\*These amounts are subject to the appropriation of funds to the Division of Tourism.