

***PROPOSED FY2012 COOPERATIVE MARKETING PROGRAM
INFORMATION AT A GLANCE**

| | MARKETING TYPE | | | | | | |
|--------------------------------------|---------------------------------------------------------------|----------------------------------------|-------------------------------------------------------|---------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------|---------------------------------------------------------|
| | MARKETING TO THE LEISURE TRAVELER | | | MARKETING TO THE MEDIA | MARKETING TO THE EVENT PLANNER | | RESEARCH |
| CATEGORY | <i>Small Project Marketing</i> | <i>Leisure Travel Marketing</i> | <i>Destination Advertising</i> | <i>Public Relations</i> | <i>Convention Marketing</i> | <i>Amateur Sports Marketing</i> | <i>Tourism Research</i> |
| Project period | Two 6-month periods 7/1/11- 12/31/11 & 1/1/12 - 6/30/12 | One 12-month period 7/1/11-6/30/12 | One 12-month period 7/1/11-6/30/12 | One 12-month period 7/1/11-6/30/12 | One 12-month period 7/1/11-6/30/12 | One 12-month period 7/1/11-6/30/12 | One 12-month period 7/1/11-6/30/12 |
| 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 | With specific certification | With specific certification | Levels 1 thru 7 |
| Minimum state funds per application | \$500 | \$10,000 | \$50,000 | \$5,000 | \$5,000 | \$5,000 | \$1,000 |
| Maximum state funds per application | CTL 2-\$10,000 CTL 1-\$5,000 | CTL 4-\$50,000 CTL 3-\$25,000 | CTL 7-\$425,000 CTL 6-\$400,000 CTL 5-\$150,000 | CTL 4, 5, 6-\$50,000 CTL 3-\$25,000 | CTL 5, 6, 7-\$50,000 CTL 4-\$25,000 | CTL 4, 5, 6, 7 - \$25,000 | \$5,000 |
| DMO fiscal year maximum | CTL 2-\$10,000 CTL 1-\$5,000 | CTL 4-\$50,000 CTL 3-\$25,000 | CTL 7-\$425,000 CTL 6-\$400,000 CTL 5-\$150,000 | Maximum combined with Leisure Travel Marketing category | CTL 5, 6 & 7-\$50,000 CTL 4-\$25,000 Combined Maximum: Convention and Amateur Sports 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 | 3/1/11 and 9/1/11 | 1/31/11 | 4/15/11 | 1/31/11 | 1/31/11 | 1/31/11 | 1/31/11 |
| *Proposed State Funding Level | \$30,000 | \$380,000 | \$2,425,000 | \$75,000 | \$325,000 | | \$15,000 |
| | \$3,250,000 | | | | | | |