

***PROPOSED FY2013 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	\$300,000	\$2,380,000	\$75,000	\$300,000		\$15,000
	\$3,100,000						

* These amounts are subject to the appropriation of the anticipated funding to the Division of Tourism.