

***PROPOSED FY2014 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	Small Project Marketing	Leisure Travel Marketing	Destination Advertising	Public Relations	Convention Marketing	Amateur Sports Marketing	Tourism Research
Project period	Two 6-month periods 7/1/13 - 12/31/13 & 1/1/14 - 6/30/14	One 12-month period 7/1/13-6/30/14	One 12-month period 7/1/13-6/30/14	One 12-month period 7/1/13-6/30/14	One 12-month period 7/1/13-6/30/14	One 12-month period 7/1/13-6/30/14	One 12-month period 7/1/13-6/30/14
Certification Level	Level I	Level II and III	Level III	Level II and III	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, 4,5,6 and 7	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-\$391,000 CTL 6-\$368,000 CTL 5-\$138,000	CTL 4, 5, 6,7-\$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-\$391,000 CTL 6-\$368,000 CTL 5-\$138,000	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 or 2 TOTAL per FY	1 per FY	1 per FY	1 per FY	1 per FY
Applications due	3/1/13 and 9/2/13	3/1/13	4/15/13	3/1/13	3/1/13	3/1/13	3/1/13
*Proposed State Funding Level	\$75,000	\$300,000	\$2,230,000	\$75,000	\$300,000		\$20,000
	\$3,000,000						