

**EXHIBIT B1**  
**BUDGET NARRATIVE BY CATEGORY**  
**FY 2017**

Date: \_\_\_\_\_

**ORGANIZATION NAME:** \_\_\_\_\_  
**TMD Funds: CATEGORY A:** \$ \_\_\_\_\_  
**TMD Funds: CATEGORY B:** \$ \_\_\_\_\_  
**TOTAL TMD FUNDS A + B:** \$ \_\_\_\_\_

**ORGANIZATION'S TOTAL ANNUAL BUDGET (TMD + PRIVATE SOURCE):** \$ \_\_\_\_\_

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**CATEGORY A**  
**BUDGET NARRATIVE BY SUB-CATEGORY:**

**A1.1 Hotel Meeting Sales:** TMD FUNDS: \$ \_\_\_\_\_  
**NARRATIVE (of budget line items):**

**A1.2 Event Mgmt. / Group Sales Development:** TMD FUNDS: \$ \_\_\_\_\_  
**NARRATIVE (of budget line items):**

**A1.3 Tourism Development/Travel Trade:** TMD FUNDS: \$ \_\_\_\_\_  
**NARRATIVE (of budget line items):**

**A1.4 Group Meeting Direct Marketing:**  
**NARRATIVE (of budget line items):**

**TMD FUNDS: \$ \_\_\_\_\_**

**A1.5 Consumer Direct Sales & Marketing:**  
**NARRATIVE (of budget line items):**

**TMD FUNDS: \$ \_\_\_\_\_**

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**CATEGORY B (For DMO)**  
**BUDGET NARRATIVE:**

**B: General TV / Radio Broadcast & Outdoor Media: TMD FUNDS\*: \$ \_\_\_\_\_**

**\*EXPENSE BREAKDOWN:**

- **ADVERTISING FUNDS:** \$ \_\_\_\_\_
- **ADVERTISING AGENCY FEES:** \$ \_\_\_\_\_
- **PERSONNEL SALARY & WAGES:** \$ \_\_\_\_\_
- **OTHER:** \$ \_\_\_\_\_

**NARRATIVE (of budget line items):**