

EXHIBIT B1
BUDGET NARRATIVE BY CATEGORY
FY 2017

Date: _____

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

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

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: \$ _____

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):