

TMD Surplus Spending

2024 - Approved Marketing

June Approved			
Hotel Beds	Sept, Oct, Nov 2024	16,000	6,000
Visit CA Newsletter	8/13/2024 - Dedicated	8,500	8500
Brand USA - Global Inspiration Program	Jan-March, 2025	7300	7300
WAE	Feb-25	10000	10000
The Source	Oct-24	5,000	5000
		\$46,800	\$36,800

July Approved			
Nat GEO - UK		\$15,000	15000
Live Visalian		\$80,000	80000
Live Visalian	CVB Contribution	\$30,000	0
Pat Pattison		\$9,500	9,500
			\$104,500

October Approved			
Netflix - Visit CA/Brand USA	January - March	\$45,000	\$45,000.00

November Approved			
Carvertise	February - March	\$35,575	\$35,575
Bandwango		\$19,418	
Digital Audit		\$20,000	
		\$74,993	\$35,575.00

Total - 2024

\$221,875.00

DESTINATION DEVELOPMENT

Destination by Design		\$25,000.00	\$25,000.00
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CVB reimbursement

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