

Funding by Program/Type	Fiscal Year	AMOUNTS
ELEVATE FUNDING CONTRIBUTION		
Figure identified is the total spent on first ELEVATE program. Department is unable to determine specific breakdown of amount allocated to digital adoption/enhancement (website upgrades, media/content creation, social media strategies, and experience/destination specific photography/video).		143,000
3rd Party Photography and Media Assets Purchased		
	2015/2016	1,146,073
	2016/2017	77,680
	2017/2018	463,725
	2018/2019	219,595
	2019/2020	413,175
	2020/2021	1,023,997
Total FAM Tour Expenditures (including media)		
	2015/2016	389,797
	2016/2017	498,032
	2017/2018	584,186
	2018/2019	638,110
	2019/2020	569,415
	2020/2021	164,633