

## Proposed FY16 Budget Amendment

<b>Program/Cost Center</b>	<b>Use</b>	<b>Amount</b>
1997/381260	Trip Advisor Promotion	\$200,000
	Extend National Public Radio	\$350,000
	Summer In-State Television	\$450,000
	Network Radio	\$80,000
	Culinary Marketing/Promotions	\$100,000
	Latin American Publications	\$80,000
	Year-Round Orlando TV Campaign	\$300,000
	Fall Media Campaign	\$220,000
	Digital Research	\$120,000
	<b>TOTAL CC 381260</b>	<b>\$1,900,000</b>
1997/381250	Additional Meetings Incentives	\$100,000
	<b>TOTAL CC 381250</b>	<b>\$100,000</b>
1997/381240		
	<b>GRAND TOTAL</b>	<b>\$2,000,000</b>