

## State Tourism Offices' Total Marketing Funding (Actual vs Budget)

State	FY 2016-2017a	FY 2017-2018p	% Change
Alabama	\$8,115,055.00	\$9,199,881.00	13.00%
Alaska	\$2,482,720.00	\$4,848,809.00	95.00%
Arizona	\$10,956,969.00	\$11,227,720.00	3.00%
Arkansas	\$12,191,546.00	\$13,151,494.00	8.00%
California	\$101,394,628.28	\$106,339,771.43	5.00%
Colorado	\$18,674,900.00	\$18,847,000.00	1.00%
Connecticut	\$6,597,251.00	\$6,177,800.00	-6.00%
Delaware	\$735,000.00	\$635,000.00	-14.00%
Florida	\$64,539,191.50	\$63,859,323.00	-1.00%
Georgia	\$7,642,269.00	\$7,642,269.00	0.00%
Hawaii	\$75,262,000.00	\$82,372,843.00	9.00%
Idaho	\$4,889,913.00	\$5,937,405.00	21.00%
Illinois	\$30,440,862.05	\$16,909,167.00	-45.00%
Indiana	\$3,889,326.00	\$2,825,231.00	-27.00%
Kansas	\$2,816,279.00	\$2,526,048.00	-10.00%
Kentucky	\$7,204,204.34	\$9,063,300.00	26.00%
Louisiana	\$8,533,637.00	\$11,621,676.00	36.00%
Maine	\$10,983,426.00	\$12,424,000.00	13.00%
Maryland	\$5,486,184.00	\$5,469,984.00	0.00%
Massachusetts	\$1,460,000.00	\$1,460,000.00	0.00%
Michigan	\$29,573,594.00	\$31,169,975.00	5.00%
Minnesota	\$9,659,712.00	\$9,839,772.00	2.00%
Mississippi	\$3,024,589.55	\$2,877,101.09	-5.00%
Missouri	\$16,854,773.37	\$7,921,883.10	-53.00%
Montana	\$12,403,057.47	\$14,250,920.00	15.00%
Nebraska	\$3,678,389.61	\$3,987,503.00	8.00%
Nevada	\$12,141,194.01	\$15,192,247.00	25.00%
New Jersey	\$5,119,000.00	\$7,910,000.00	55.00%
New Mexico	\$9,449,577.00	\$9,423,500.00	0.00%
North Carolina	\$10,799,604.00	\$11,253,729.00	4.00%
North Dakota	\$4,660,897.50	\$4,006,601.00	-14.00%
Ohio	\$7,409,485.00	\$8,566,000.00	16.00%
Oklahoma	\$7,631,357.82	\$8,976,176.12	18.00%
Oregon	\$13,426,829.42	\$19,596,521.00	46.00%
Pennsylvania	\$2,535,848.00	\$2,472,569.00	-3.00%
Rhode Island	\$4,603,000.00	\$5,100,000.00	11.00%
<b>South Carolina</b>	<b>\$9,550,453.54</b>	<b>\$11,377,459.00</b>	<b>19.00%</b>
South Dakota	\$11,595,000.00	\$12,895,000.00	11.00%
Tennessee	\$14,911,522.00	\$14,694,000.00	-2.00%
Texas	\$38,470,643.00	\$17,203,230.00	-55.00%
Utah	\$15,517,015.00	\$16,821,657.00	8.00%
Vermont	\$2,193,689.21	\$2,271,000.00	4.00%
Virginia	\$10,219,683.33	\$9,944,063.00	-3.00%
Washington	\$104,600.00	\$57,630.00	-45.00%
West Virginia	\$5,303,064.00	\$7,386,750.00	39.00%

Attached to SCPRT's September 21, 2018 letter to the Oversight Subcommittee. This is a Summary Report of Total Marketing Budgets from the U.S. Travel Association's most recent survey of state tourism offices. The budget totals only reflect funds spent directly for marketing, not staff salaries or other overhead costs

Wisconsin	\$11,035,600.00	\$11,118,100.00	1.00%
Wyoming	\$9,507,257.00	\$9,812,790.00	3.00%

	FY 2016-2017a	FY 2017-2018p	% Change
TOTAL (Selected States)	\$665,674,797.00	\$668,664,897.70	0.00%
AVERAGE (Selected States)	\$14,163,293.60	\$14,226,912.70	0.00%
MEDIAN (Selected States)	\$9,449,577.00	\$9,423,500.00	0.00%

	FY 2016-2017a	FY 2017-2018p	% Change
TOTAL (All Reporting States)	\$665,674,797.00	\$668,664,897.70	0.00%
AVERAGE (All Reporting States)	\$14,163,293.60	\$14,226,912.70	0.00%
MEDIAN (All Reporting States)	\$9,449,577.00	\$9,423,500.00	0.00%

a – Actual Spending

p – Provisional Budget