





	201										)19											2020							
		May		June		July	August		September			October			Novemb					Januar	•		ebruary		Mar			April	TOTAL
	29 6	13 2	20 27	3 10 17 24	4 1	8 15 22	2 29 5	12 1	19 26	2 9	16 23	30	7 14	21 2	8 4 11	18	25 2 9	16	23 30	6 13	3 20	27	3 10 17	24	2 9	16	23 30	6 13	20 TOTAL
																									_				
												1													+				
FARMERS MARKET				4500.00		4500.00	4-			4500						+			_						$\dashv$			4500.00	40.000
Programmatic Display Paid Social (Facebook/Instagram)		00.00 40.00		\$500.00 \$300.00		\$500.00 \$240.00		240.00		\$500.0 \$240.0						+			-	<b>.</b>				-	+	-		\$500.00 \$240.00	\$3,000. \$1,500.
Paid Search (Google) - <b>Farmers Market Campaign</b>		250.00		\$250.00	_	\$250.00	_	250.00		\$250.0			+ +			+		1	-	<del>     </del>		-			+	-		\$250.00	\$1,500.
Retargeting (ad clicks)		.50.00		\$150.00	_	\$150.00		150.00		\$150.			+ +			+		1	-	<del>     </del>		-			+	-		\$150.00	\$900.
hetaigeting (au clicks)	1 ج	.50.00		Ş130.00		\$130.00	γı	130.00		Ş130.i	1 I		+			+			-	<del>     </del>					+			7130.00	Ş900.
DATE NIGHT IN THE PARK		5/18	- 6/1		1 1					9/7 - 9/	/21	1 1				1		1 1	1						+		Even	nt Dates T	BD
Programmatic Display			00.00							\$400.0		1 1							1						+			\$400	\$1,200
Paid Social (Facebook/Instagram)			20.00							\$420.		1 1													+			\$420	\$1,260
Paid Search (Google) - Date Night In The Park Campaign			0.00							\$150.	00																	\$150	\$450
Retargeting (ad clicks)		\$10	00.00							\$100.	00																	\$100	\$300
BLOOMIN BLUEGRASS												9/20 -	10/18																
Programmatic Display												\$80	0.00																\$800
Paid Social (Facebook/Instagram)												\$84	0.00																\$840
Paid Search (Google) - <b>Bloomin Bluegrass Campaign</b>												\$25	0.00																\$250
Retargeting (ad clicks)												\$25	0.00																\$250
CUDICTANAC IN THE DRANGU		$\bot\bot\bot$	$\perp$					$\bot$			$oxed{oxed}$	$oldsymbol{\sqcup}$	$\perp$	_	$\bot$	$oldsymbol{\perp}$		$\downarrow \downarrow$		$\sqcup \sqcup$		oxdot	$\bot$	Ш	$\bot$	$\perp$			
CHRISTMAS IN THE BRANCH		+	-			-						+					44.000.0								+			$\dashv$	44.000
Programmatic Display							+		_			+					\$1,200.0								$\dashv$			$-\!$	\$1,200.
Paid Social (Facebook/Instagram) Snapchat Geofilter		+	-		-		+			-	<del>                                     </del>	+		_			\$1,260.0 \$2,100.0			<del>                                     </del>					+		-	$-\!\!+\!\!-\!\!\!+$	\$1,260. \$2,100.
Paid Search (Google) - Christmas In The Branch Campaign		+ +		++++			+ +		-			1 1	+				\$750.00			<del>     </del>					+		-	+	\$750.
Retargeting (ad clicks)		+ +		++++			+ +		-			1 1	+				\$750.00			<del>     </del>					+		-	+	\$750. \$750.
Culturemap.com Package		+ +		++++			+ +		-			1 1	+				\$3,000.0			<del>     </del>					+		-	+	\$3,000.
Culture map.com r ackage		+						+ +	++			++	-			1	75,000.0	T							+			+	\$3,000.
Ongoing Search Engine Marketing (Google) - General Tourism-Related Campaign	\$1	00.00		\$1,000.00		\$1,000.00	\$1	000.00		\$1,000	00		+++			+		1 1		\$1,000.0	00	\$1	,000.00		\$1,00	00 00		\$1,000.00	\$9,000.
Ongoing Retargeting (all site visitors)		.50.00		\$150.00		\$150.00		50.00		\$150.0			+ +			+				\$150.0			150.00		\$150			\$150.00	\$1,350.
ongoing term gering (an one visitors)						<b>1</b>	, , , , , , , , , , , , , , , , , , ,			<b>V</b> 150	<del>                                     </del>									1		-		Т	7150	1			ψ±)550.
Tourism Campaign Subtotal	\$3,	003.33		\$2,706.67	\$	\$2,290.00	\$2,.	290.00		\$3,360.	.00	\$2	,140.00		\$1,510.0	00	\$7,550	0.00		\$1,150.0	00	\$1,	,150.00		\$1,150	0.00	\$	3,360.00	\$31,660.
		TI						T								$\top$			$\top$										
PARKS & REC																													
Campaigns TBD				\$3,901.25	Ç	\$3,901.25	\$3,	901.25		\$3,901	.25	\$2	,530.00		\$2,530.0	00	\$2,530	0.00		\$2,530.0	00	\$2	,530.00		\$2,53	30.00	Ş	2,530.00	\$33,315.
			$\perp$	40.004.05		10.004.05	do	201.25	$\perp$	40.004		40	500.00		42.522.0	20	do 500			do 500 d	20	40	500.00		40.50	20.00		2 500 00	400.015
Parks & Rec Campaign Subtotal	_			\$3,901.25	\$	3,901.25	\$3,	901.25	_	\$3,901.	.25	\$2,	,530.00		\$2,530.0	)()	\$2,530	1.00		\$2,530.0	)()	\$2,	,530.00	_	\$2,53	80.00	\$	2,530.00	\$33,315.
DEMO / REBUILD CAMPAIGN	<b>C4</b>	400.00			+		+ +				<del>                                     </del>	1 -		_		+		1				-		•	1 100	00	đ	1 100 00	¢2.260
Programmatic Display		120.00			+		+ +				<del>                                     </del>	1 -		_		+		1				-			\$1,120.0			\$1,120.00	
Programmatic Video		60.00			+		1					1 -				+		1							\$560.00 \$280.00			\$560.00 \$280.00	\$1,680.
HyperLocal Display Paid Social (Facebook/Instagram)		835.00			+		1					1 -				+		1							\$2,835.0			\$2,835.00	\$840. \$8,505.
Paid Secret (Facebook) instagranty		500.00		<del>-       -   -   -   -   -   -   -   -  </del>			1 1		-			1 1		-		+			-					φ	\$1,50		_	\$1,500.00	
Retargeting (all page visitors)		300.00		<del>-       -   -   -   -   -   -   -   -  </del>			1 1		-			1 1		-		+			-						\$300			\$300.00	\$900.
Email List Purchase	در	00.00		<del>-       -   -   -   -   -   -   -   -  </del>			1 1		-			1 1		-		+			-			Ç3	,500.00		7300	0.00		2300.00	\$3,500.
D/R Email Campaign Content Development + Design		+ +		<del>-       -   -   -   -   -   -   -   -  </del>			1 1		-			1 1		-		+			-			در	1,300.00		+			3,000.00	
D/R Email Campaign Deployment + Reporting	\$5	00.00		\$500.00				+ +	++			++	-			+			-						+			\$500.00	\$1,500
-//		1 1										1 1				1		1 1	1						+				7 = ,0 0 0
Demo / Rebuild Campaign Subtotal	\$7.	095.00		\$500.00																		\$3.	,500.00		\$6,59	95.00	Ś	10,095.00	\$27,785.
MANAGEMENT FEES	1							1 1			1 1		T		T			T		T		1							,,
Digital Media Management Fee - programmatic + search	\$1.	550.00		\$1,550.00		\$1,550.00	\$1.	550.00		\$1,550	.00	Ś	525.00		\$525.00	0	\$525.	.00		\$1,550.0	00	\$1	,550.00		\$1,55	50.00		\$1,550.00	\$15,525
Digital Media Management Fee - social		75.00		\$675.00	_	\$675.00		75.00		\$675.0			225.00		\$225.00		\$225.			\$675.0			675.00		\$675			\$675.00	\$6,750
Monthly SEO		300.00		\$800.00		\$800.00		300.00		\$800.0			800.00		\$800.00		\$800.			\$800.0			800.00		\$800			\$800.00	\$9,600
monding 525	1						1			1		T	T							1 1									72,230.
Management Fees Subtotal	\$3.	025.00		\$3,025.00	9	\$3,025.00	\$3.	025.00		\$3,025.	.00	\$1	,550.00		\$1,550.0	00	\$1,550	0.00		\$3,025.0	20	\$3	,025.00		\$3,02	25.00	Ś	3,025.00	\$31,875.
anagement ees subtetui	1	1 1		Í	T		70,			, ,,,,,,,					1 1		7 2,030	T				13,					Ĭ		7.2,0,0,
PLAN TOTAL	\$13	,123.33		\$10,132.92		\$9,216.25	\$9.	216.25		\$10,286	5.25	\$6	5,220.00		\$5,590.0	00	\$11,63	0.00		\$6,705.0	00	\$10	0,205.00		\$13,30	00.00	Ś	19,010.00	\$124,635.
	7_0			,		,	+3)			, ,,_50		1 ,			, , , , , , , , , , , ,		,, , 5			,		7.20	,					NTINGEN	
																											-		7_3,303.

\$124,635.00

TOTAL \$150,000.00