

SAMPLE

DMO Marketing Assistance Program Tracking Sheet – (Year)

Revenue	Budget	Actual Expenses
DMO Relief Amount	\$ 75,000.00	\$ 75,000.00
Total Revenue	\$ 75,000.00	\$ 75,000.00
Expenses		
Production		
Newsletters Template	\$ 1,700.00	\$ 1,435.00
Digital Ads	\$ 5,500.00	\$ 7,525.00
Radio Voice Over	\$ 3,200.00	\$ 1,532.00
Copy Development	\$ 4,000.00	\$ 4,300.00
Billboard Creative Concepts	\$ 1,500.00	\$ 1,700.00
Paid Media		
Television	\$ 10,000.00	\$ 9,865.00
Billboard		
Mankato - Family Travel	\$ 7,500.00	\$ 7,835.00
Sioux City - Arts and Culture	\$ 6,700.00	\$ 6,325.00
Social	\$ 1,500.00	\$ 1,256.00
Digital		
Sojern	\$ 5,500.00	\$ 5,635.00
Travel Ad Network	\$ 7,500.00	\$ 7,765.00
Paid Search - Google Ads	\$ 4,000.00	\$ 4,135.00
Radio		
Pandora - 30	\$ 2,000.00	\$ 2,530.00
KFAN	\$ 3,000.00	\$ 3,520.00
Print		
Midwest Outdoors	\$ 4,000.00	\$ 3,855.00
Fargo Forum	\$ 2,000.00	\$ 1,643.00
Other		
Event Brochure	\$ 1,900.00	\$ 1,000.00
Rack Cards	\$ 150.00	\$ 225.00
Agency Media Commission Fee	\$ 2,800.00	\$ 2,905.00
Total Expenses	\$ 74,450.00	\$ 74,986.00
Balance	\$ 550.00	\$ 14.00

NOTE: Any unused portion must be paid back to Travel South Dakota by the last business day of January each year.