

Bougie, Jerry

From: Jason White <Jason.White@greateroshkosh.com>
Sent: Wednesday, July 20, 2016 9:33 AM
To: Bougie, Jerry
Cc: Harris, Mark; Audra Hoy
Subject: AirVenture - Greater Oshkosh EDC budget

Jerry,

Based on the budget I have put together, our formal request is for \$10,000. That would be to support AirVenture 2016 with the Business Park opening for business. See budget below and let me know if you have questions. Thank you!

Item	Cost	Notes/ROI
Business Development Team (AirVenture Specific)	\$20,000	Business Development (initializing contacts with 228 companies)
Media Advertising	\$2,200.00	Northwestern, AirVenture Today
Material Design	\$700.00	Estimate - Marketing Material Design
Printing	\$500.00	Estimate
AirVenture Admissions	\$300.00	One weekly wristband
News Conference Prep	\$1,000	Postboard, design
Parking	\$300	Event - in and out of the event this week
Miscellaneous Marketing	\$5,000	Tours, Travel, Meetings with Prospects, etc.
TOTAL	\$30,000	

Greater Oshkosh EDC Contribution: \$20,000

Winnebago County IDB Contribution Request (One-Time): \$10,000 ✖

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"Providing economic development leadership throughout greater Oshkosh"