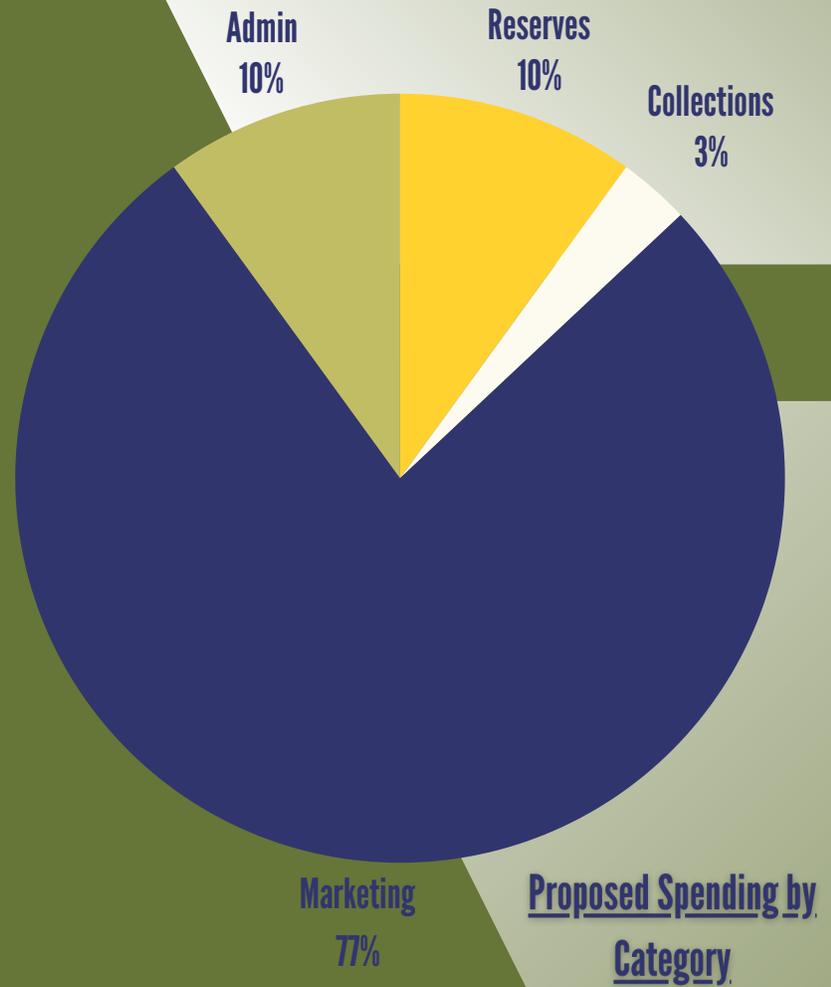


Tourism Marketing District

- ACT will manage the marketing as the DMO for the region, with its current purpose unchanged.
- TMD will direct ACT's marketing campaigns.
- TMD funding will be kept in a separate account and then pooled with county TOT funds.
- TMD will focus on promoting lodging, short-term stays, and mid-week overnights.
- County TOT funds will be used to promote all tourism in Amador, boosting tourist spending and county revenue.
- ACT will continue to secure additional funding from the incorporated Cities TOT following the election, as many seats will change.

Total TMD Budget WITH TOT Funding is expected to be \$300,000 annually



ACT

- ACT will be administrator of the TMD
- TMD & county TOT combined will allow marketing to make a substantial impact in market awareness

TOT FUNDING

- County TOT funds are crucial to level the playing field with other DMOs in the region

TMD

- TMD generated funds will bring ACT to 2/3 of the minimum funding of other California DMOs