

Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

Daytona 500 Marketing Event

Daytona Beach, Florida

February 18, 2018

Purpose: The Daytona 500 event was used to showcase and promote opportunities in Florida for business relocation and expansion

Category	Amount
Revenue	\$ -
Event and Venue	\$ 43,073
Transportation	\$ 7,867
Lodging	\$ 12,603
Meals and per diem	\$ 457
Promotional Material & Misc.	\$ 1,472
Total*	\$ 65,472

* Includes \$ 13,446 in private monies