

Proposition 302 Maricopa County Grant Program Allocation

(Based on Percentage of Gross Room Sales - Subject to Approval by Prop 302 Committee)

| Destination Marketing Organization | FY05 Award Allocations | As % | FY06 Award Allocations | As % | FY07 Award Allocations | As % | FY08 Award Allocations | As % | Total Fiscal Years 2005 - 2008 | As % |
|--|------------------------|-------------|------------------------|-------------|------------------------|-------------|------------------------|-------------|--------------------------------|-------------|
| Greater Phoenix CVB | \$ 2,390,457 | 51% | \$ 2,512,927 | 51% | \$ 2,417,994 | 47% | \$ 2,391,896 | 44% | \$ 9,713,274 | 48% |
| Greater Phoenix CVB Ambassador Program | - | 0% | - | 0% | - | 0% | 258,000 | 5% | 258,000 | 1% |
| Total Phoenix CVB | \$ 2,390,457 | 51% | \$ 2,512,927 | 51% | \$ 2,417,994 | 47% | \$ 2,649,896 | 49% | \$ 9,971,274 | 50% |
| Scottsdale CVB | 1,135,258 | 24% | 1,231,191 | 25% | 1,341,721 | 26% | 1,352,360 | 25% | 5,060,530 | 25% |
| Tempe CVB | 302,735 | 6% | 313,015 | 6% | 376,454 | 7% | 380,201 | 7% | 1,372,405 | 7% |
| AZ Office of Tourism | 232,945 | 5% | 244,066 | 5% | 299,270 | 6% | 311,083 | 6% | 1,087,364 | 5% |
| Mesa CVB | 191,201 | 4% | 204,503 | 4% | 255,796 | 5% | 264,697 | 5% | 916,197 | 5% |
| Wickenburg C of C | - | 0% | - | 0% | 193,053 | 4% | 178,069 | 3% | 371,122 | 2% |
| City of Chandler | 111,534 | 2% | 121,032 | 2% | 144,790 | 3% | 144,380 | 3% | 521,737 | 3% |
| City of Peoria | - | 0% | - | 0% | 62,742 | 1% | 62,565 | 1% | 125,307 | 1% |
| City of Glendale | 282,819 | 6% | 237,891 | 5% | 19,305 | 0% | 19,251 | 0% | 559,266 | 3% |
| Fountain Hills | 11,950 | 0% | 16,694 | 0% | 14,479 | 0% | 19,251 | 0% | 62,374 | 0% |
| Totals | \$ 4,658,899 | 100% | \$ 4,881,319 | 100% | \$ 5,125,606 | 100% | \$ 5,381,751 | 100% | \$ 20,047,575 | 100% |

Source: Arizona Office of Tourism