



Market Research Grant Application Budget

A complete, detailed budget inclusive of all revenues and expenses is required for each grant application. You may add additional line items, as appropriate for the Market Research. Please reference the Grant Guidelines for more information, and for examples of eligible and ineligible expenses.

Basic Information	
Project Name:	
	Total Cost of Project \$
Tourism Funding Requested	\$
Organization Match Amount	\$
Funding From Other Sources (if any)	\$

Complete the below detailed budget, listing all revenues and expenses for the market research.

Revenues	
Other Awarded Grant(s)	\$
Other Awarded Grant(s)	\$
Other (Please Explain)	\$
Total Revenues	\$ -

Expenses	
Research	
Consultant/ Contractor	\$

Data Tool	\$
Consumer Survey	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Research Sub-Total	\$ -
Administrative Expenses	
Salaries	\$
Insurance	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Administrative Sub-Total	\$ -
Supplies	
Signage	\$
Food & Beverage	\$
Paper Goods & Office Supplies	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Supplies Sub-Total	\$ -
Marketing & Communicaton Expenses	
Print Advertising	\$
Digital Advertising	\$
Google Pay-Per-Click Ads	\$
Social Media Ads	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Other (Please Explain)	\$
Marketing Sub-Total	\$ -
Total Expenses	\$ -

Total Revenues	\$
Total Expenses	\$
Net Profit / Loss	

Total cost of project = lines 8+9+10

Only include salary expenses if they are directly related to the project.

Only include project insurance. Excludes general business insurance.