

**UPTOWN ARTIST RELOCATION PROGRAM  
MARKETING BUDGET**

Website & Maintenance	\$20,000(a)
Marketing Consultant	\$80,000(b)
Copy Prep & Printing	\$10,000(b)
Advertising	\$40,000(c)
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TOTAL	\$150,000(d)

- (a) Based on figured from Dennis John per Mayor.
- (b) Estimates
- (c) ½ of Paducah, Kentucky's national marketing budget for 2006.
- (d) This figure is for the first year of a three year program.