

APPENDIX A

Salt Lake County Stormwater Coalition Budget

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TV Media Partnership

Movie Theatre Advertising

Stormwater Quality Fair

Public Opinion Poll

Design/Print Education Material

Concept to Production of Leave Behinds

Website Hosting and Maintenance

Social Media Management

Public Relations Consultant

Total: \$193,000.00

Note: Some of the budget items may vary from year to year depending on permit cycle requirements. For example, this year we are conducting a public opinion poll (required once per permit cycle) as part of the public involvement control measure. In other years, we may produce a new commercial and/or a social media outreach approach to public education.