

Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

Daytona 400 - Coke Zero Event

Daytona Beach, Florida

July 1-3, 2017

Purpose: The 3 day 2017 Coke Zero 400 event was used to showcase and promote opportunities in Florida for business relocation and expansion

Category	Expenditures
Revenue	\$ -
Event and Venue	\$ 70,651
Transportation	\$ 3,388
Lodging	\$ 10,888
Meals and per diem	\$ 262
Promotional Material & Misc.	\$ 615
Total*	\$ 85,803

* Includes \$6,716 in private monies.