

PGT & STATE EXCO'S COMMITMENT FOR NOV - DEC 2012

	RM	RM
Balance as of 30/10/2012		589,644.68
Add : Receipts until 26/11/2012		26,026.00
Balance As of 26/11/2012		615,670.68

PGT's Commitment (NOV-DEC)**OPEX & CAPEX****469,013.32****MARKETING**

Souvenirs/Gifts	51,710.31
Banners/Streamers & Artwork	5,389.00
Printing of Business Card	1,472.00
FAM Trip	17,127.20
Welcoming reception	10,000.00
Lunch & Dinner Hosting	2,270.40
International Travel - Meeting	3,204.00
IT & CMA 2012 (bal. of expenses)	5,476.34
International Travel Fair	5,536.00
Sales Mission to Taiwan (bal. of expenses)	
Jakarta-Bandung & Surabaya	29,334.62
MYCEB Sydney & Melbourne Roadshow	13,000.00
TOTAL - MARKETING	144,519.87

COMMUNICATIONS

Peranakan Brochure	30,700.00
Trade Show Booklet (English)	46,250.00
Advertisement in Magazine	460.00
The Penang International by Expat	4,240.00
Billboard/Bus Sticker	
TV Shooting	7,635.00
MICE Video	30,000.00
Mice Group Coverage	
Taiwan Promotion	50,000.00
Asian Food Channel	30,896.00
AirAsia Indonesia Campaign	45,000.00
Penang Yosakoi Parade	9,780.00
Advertisement - GTLF & Jazz Festival	69,552.00
TOTAL - COMMUNICATIONS	324,513.00

EVENTS

Contribution/Sponsor	
Last Fri,Sat & Sun for the month	18,377.70
Raja Muda Selangor Regatta	4,500.00
George Town Literary Festival	82,796.00
Penang Island Jazz Festival	80,000.00
Hari Raya Video Mapping - Bal of Expenses	5,701.95
TOTAL - EVENTS	191,375.65

TOURISM SERVICES		
Heritage Walk / Sunday Event	4,150.96	
Heritage Walkout Map	5,000.00	
DVD Duplication	1,445.00	
Professional fee for Brochure Distribution	5,100.00	
Develoments of Surveys	50,000.00	
TOTAL - TOURISM SERVICES	65,695.96	
PENANG CENTRE OF TOURISM EXCELLENCE	46,776.50	
BRANDING	4,330.60	
* CHEQUE REVERSE (PRESENTED BUT DID NOT BANK IN)	5,700.00	
TOTAL PGT'S COMMITMENT		1,251,924.90
<u>STATE EXCO'S COMMITMENT (NOV - DEC)</u>		
Memo's received (till 26/11/2012)	69,194.30	
State Exco's Budget		
Pesta Pulau Pinang Scrabble Championships 2012	50,000.00	
Penang International Chingay Competition	70,000.00	
Pesta Chingay, Lion and Dragon Dance Parade	20,000.00	
Seberang Perai Chingay, Lion & Dragon Dance Parade	10,000.00	
Christmas Celebration	50,000.00	
Brochure (Traveller's Map Chinese Version)	40,000.00	
Others	30,000.00	
	270,000.00	
TOTAL STATE EXCO'S COMMITMENT		339,194.30
TOTAL COMMITMENT (NOV - DEC)		1,591,119.20
AMOUNT OWING TO SSI (COLLECTION FROM FORT CORNWALLIS)		211,556.50
SHORTFALL		<u>(1,187,005.02)</u>