



Crieff Succeeds BID Ltd – 2016-7 Annual Accounts – Itemised Spend

Visit Scotland Marketing Campaign – Taste the Adventure

Description	£
Digital Activity	£ 600
Digital Activity – Media	£ 734
Content Creation	£ 1,577
Media Advertising	£ 1,000
PR	£ 750
Design and Print	£ 125
Project Management	£ 600
Monitoring and Evaluation	£ 112
Total	£ 5,500

Business Improvement Grant Scheme

Description	£
Houseproud – Signage	£ 383
Rising Sans Tattoo – Equipment	£ 319
Snakatak – Signage	£ 655
A Gauld – Lighting	£ 168
P and A Eyecare - Equipment	£ 500
Gavelbeg – Refurbishment	£ 200
Handyshop – Canopy	£ 500
Remake Scotland - Refurbishment	£ 500
Total	£ 3,226

ADS Interactive Touchscreen

Description	£
Provision and installation 43" wall mounted unit	
Data Load – Letter box and Interactive Pages	
Content Management	
Hardware Maintenance	
Total	£ 3,000

Events Support Grant Scheme

Description	£
Crieff at Christmas – Light Switch on	£ 1,000
Friends of Macrosty Park	£ 500
Late Night Christmas Shopping – marketing	£ 90
Cancer Research – venue hire	£ 52
Christmas Market – Marquee Hire	£ 960
Drovers’ Tryst - Marketing	£ 500
Crieff Community Council - Hogmanay	£ 350
Crieff Choral Group – Mozart Concert	£ 1,000
Festival of Science	£ 1,000
Festivals Crieff - Diaspora	£ 3,000
Crieff Highland Gathering	£ 2,000
Events in James Square – 5-week programme	£ 2,990
Total	£ 13,442

Marketing

General	£
The Quair - Advertorials	£ 397
Cherry Picker	£ 400
Liam Hesslewood – Graphic Design	£ 105
VOLPA	
Photography	£ 480
PR & Marketing	£ 8,359
Digital Marketing	£ 7,523
Artwork	£ 2,786
Media Purchasing	£ 8,638
Client Service Fee	£ 557
Total	£ 29,245

Street Improvements

Description	£
Crieff in Leaf	£ 1,000