

E. Program Costs

- While not an appropriate goal for the program, generating revenues through exhibitor or admission fees or corporate sponsorship is a possible option for defraying the costs of the program. Opportunities to generate revenue should be assessed and policies set at the outset of the program.
- The cost-effectiveness of committing substantial resources to specific special events (e.g. STEAMEXPO, DC-3 Airmada) should be carefully assessed at the outset of the program with emphasis on the objectives of the special event and special attention to promoting the event.