



# City Commission Agenda Item

**Meeting Date:** May 7, 2024  
**From:** City Manager Randy Frazer  
**Item:** VISIT Ark City - Transient Guest Tax Fund

**Purpose:** Consider approving a request from VISIT Ark City for release of funds from the Transient Guest Tax Fund for website upgrades, in the amount of \$6,000.00. **(Voice Vote)**

**Background:**

Consider approving a written request from Jill Hunter, VISIT Ark City Director for the release of funds in the Transient Guest Tax Fund for the future upgrades to their website. At their April meeting, VISIT Ark City Board of Directors met and decided the level 3 proposal from a bid offered by Todd Hays with Hayes Digital Marketing was the best fit for their current and future needs. The package base cost is \$5,500 and the group has opted for the additional \$200 legal security set up fee and the \$300 embedded social media platform feed updates. The group plans to pay 50% down upfront and 50% due after completion in accordance with the bid agreement terms. This action of allocating funds for website improvements to VISIT Ark City will aid improve local presence and integrate with Southcentral Kansas Tourism Region and Travel Kansas websites with hopes of reaching a broader audience, potentially attracting more visitors to the area, creating a positive economic growth, and boosting tourism-related businesses and activities.

**Commission Options:**

1. Approve the Resolution
2. Disapprove the Resolution
3. Table the Resolution for further discussion

**Fiscal Impact:**

Amount: \$6,000.00

Fund: **23- Tourism** Department: **773-Tourism** Expense Code: **7101-Other Supplies/Tools**

Included in budget       Grant       Bonds       Other Not Budgeted

**Attachments:** VISIT Ark City Letter of Request & Resolution

**Approved for Agenda by:**

Randy Frazer, City Manager