



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: August 11, 2025

Item Title: Consider and Take Action Regarding Continuation of Creating Flyers and Distributing at Events

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Tourism had paid the Redbud Players \$200 to print and distribute flyers for upcoming events at the 4th of July parade. The Redbud Players had printed 4,000 dual-sided flyers with their events on one side and tourism on the other. They had distributed 3,000 during the parade, 100 to cast members, 50 to City facilities/departments, and 800 to be given out at National Night Out. About 50 flyers were unaccounted for.

Staff only noticed marginal changes versus 2024 analytics to the tourism web pages. Staff would be receptive to developing tourism flyers for distribution at the Holiday Train event.

List all Supporting Documentation Attached:

Redbud Players July 4th Flyer Report

Action Requested of the Council:

Take action to continue creating flyers for distribution at large events