

Proposed 2027 Tourism Budget

Account & Desc.	2026 Budget	2026 Projected^	2027 Budget*
250-00-41210-000-000 Room Tax	\$ 33,000.00	\$ 35,213.57	\$ 34,800.00
250-00-48110-000-000 Fund Balance Interest	\$ 75.00	\$ 119.31	\$ 100.00
250-00-41215-000-000 Kayak Rentals	\$ 1,000.00	\$ 100.00	\$ 100.00
250-00-49300-000-000 P.Y. Applied Carryover	\$ 20,000.00	\$ 0.00	\$ 0.00
TOTAL REVENUES	\$ 54, 075.00	\$ 35,432.88	\$ 35,000.00

Account & Desc.	2026 Budget	2026 Projected^	2027 Budget*
250-00-55575-242-000 Media/Web/Misc.	\$ 2,000.00	\$ 1,682.09	\$ 500.00
250-00-55575-322-000 Ads/Marketing	\$ 6,000.00	\$ 6,746.00	\$ 9,500.00
250-00-55575-324-000 Materials/Services	\$ 20,325.00	\$ 0.00	\$ 10,000.00
250-00-55575-374-000 Special Events	\$ 10,000.00	\$ 9,128.66	\$ 15,000.00
250-00-59200-000-000 Transfer to Other Funds	\$ 15,750.00	\$0.00	\$ 0.00
TOTAL EXPENSES	\$ 54,075.00	\$ 17,556.75	\$ 35,000.00

Account & Desc.	2026 Budget	2026 Projected^	2027 Budget^
250-00-55575-242-000 Fund Balance	\$ 61,421.31	\$ 79, 297.44	\$ 81,029.44

*pending Council approval

^pending end-of-year numbers

ALLOCATIONS

Media / Web / Misc. (\$500)

- \$500 for various tourism-related domains and recurring DNS from a previous 3rd party website setup.

Ads / Marketing (9,500)

- \$9,500 towards general tourism marketing. Primarily for digital marketing, this may include print ads and in-event marketing materials.

Materials / Services (\$10,000)

- \$10,000 allocated toward banners, signage, and a future designated tourism entity. The Tourism Commission would like to team up with the Public Spaces Committee regarding additional light pole banners. The Public Spaces Committee is working on the new welcome and downtown digital signage. The tourism entity is mandated by State Statutes, but work is needed to prepare an organization to serve in that role. There is a longer-term plan to have the tourism entity funds as a separate line item once that role is developed with assistance from the Tourism Fund Balance.

Special Events (\$15,000)

- \$15,000 for Special Events which includes the Tourism Grant (\$10,000 min.) and 4th of July sponsorship (up to \$5,000). The 4th of July sponsorship, if entirely funded by Tourism, would require coordination with the 4th of July Organization to help with tourism efforts during the event. Any additional City contributions can be housed here.

FUND BALANCE

Staff recommends growing the Tourism Fund Balance to be used for either or both of the following purposes:

- Attracting a recurring large event
- Designating funds for a future Designated Tourism Entity

The fund balance can grow each year by staying under budget. Staff recommends remaining at least 5% under budget to grow the balance and as padding in case room tax falls short.