



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Community Calendar Management

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

After numerous discussions at staff meetings, staff would like to recommend partnering with the Chamber of Commerce and having them manage and populate the community calendar. The Chamber is on board with the idea as they have more flexibility and potential to add local events to it along with their membership.

It would still be linked to the tourism website, but City staff would no longer manage it. Staff would transfer log-in credentials to the Chamber if approved. The Chamber had already built infrastructure for a community calendar but opted not to go through with it due to Tourism pursuing the same project a couple years ago.

There has been very little paid marketing which means the primary selling point of using it as a possible funding source has not panned out.

List all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion and take action on ceding management to the Columbus, WI Area Chamber of Commerce of the community calendar on Events.com