



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: November 4, 2024

Item Title: Tourism Budget Update and Utilizing Expense Line Policy

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report.

Notable expenditures include \$151.96 for Google Ads. Spending on advertising is expected to ramp up in November. \$21,897.60 remains in the 2024 budget.

Pending room tax funding for a total of \$3,050.00 from Special Events for requests of CHLPC Summer Concerts, Chamber Wine Walk, and Redbud Players performances. These expenditures may be amended or rejected after considering the final reports. Tourism has budgeted \$2,000.00 for 2024 and may need to utilize the expense line policy with authorization needed by the City Administrator.

List all Supporting Documentation Attached:

October 2024 Tourism Budget Statement

Expense Line Policy Summary

Action Requested of Tourism Commission:

Discussion and take possible action to utilize the expense line policy if needed.