



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: June 30, 2025

Item Title: 2025 Tourism Priority Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

The Tourism Commission at its February meeting, created the following list of secondary priorities for 2025. Staff would like direction as to which of these priorities should be tackled in 2025.

- Event based around the film, “Public Enemies” – the film was partially shot in town and could be celebrated with an event themed around 1930’s gangsters and John Dillinger. Previous ideas involved finding an organization to host the event.
- History / Walking Tours – guided or unguided, tour brochures featuring maps of historic areas of the city. Trends show that municipalities are utilizing themed in-person touring events to highlight specific areas of their communities such as downtown, cemeteries, etc.
- Itinerary Marketing – curated list of things to do while in the city tying things together like restaurants, shops, events, attractions, and amenities. These can be very specific and niche, or general depending who its being marketed to.

List of all Supporting Documentation Attached:

Action Requested of Tourism Commission:

Discussion with direction given to staff on which item(s) to work on.