



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: March 2, 2026

Item Title: Consider and take possible action regarding tourism marketing activities

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

At the previous meeting, there was discussion regarding possible various marketing opportunities, event collaborations, and improvements to local event marketing. Based on Staff notes, the following were highlighted:

- Continue marketing with Google Ads, County Guides, and targeted opportunities
- Utilize State Tourism resources
- Research Placer.ai
- Contracting with Good Karma Brands to livestream events
- Collaborate with Redbud Day and Holiday Train
- Getting ahead of marketing local events – especially recurring events

The biggest challenge to the additional marketing activities is funding. Currently, \$6,000 is budgeted in 2026 for general tourism marketing and \$10,000 is budgeted for room tax grant funding to assist local tourism events, marketing, and development. Marketing spend will already include Google Ads, Columbia and Dodge County Guide ads, and The Greater Valley Guide ads. A possible discussion point might be looking to align the 2027 budget for additional marketing opportunities.

List all Supporting Documentation Attached:

- 2026 Budget Highlights

Action Requested of the Tourism Commission:

Discussion, staff direction

Strategic Plan Objective(s):