



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: December 9, 2024

Item Title: Tourism Budget Update

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

No new room tax revenues to report.

Notable expenditures include \$71.91 from web/media line item for ArchiveSocial contribution and \$143.76 from marketing/advertising for Google Ads. Invoices from Madison Media Partners should arrive in December for holiday ads. \$20,461.76 remains in the 2024 budget.

Pending room tax funding for a total of \$1,800.00 from the special events line item for requests of Chamber Wine Walk, and Redbud Players performances. These expenditures may be amended or rejected after considering the final reports. No invoice has been received from CHLPC for its \$1,000 request yet. Tourism has budgeted \$2,000.00 for 2024 and staff have been authorized at the November 4th meeting to utilize the expense line policy if needed with authorization by the City Administrator.

List all Supporting Documentation Attached:

November 2024 Tourism Budget Statement

Action Requested of Tourism Commission:

Discussion with no additional action requested