



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: July 6 2026

Item Title: Consider and take action regarding 2027 Tourism budget

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Staff would like to brainstorm potential ideas and projects for the 2027 budget. The goal for this meeting is to develop a list of possible items for staff to get numbers for to be discussed at the August Tourism meeting.

Staff has provided a brief list of items from this year in comparison to possible 2027 items. This includes:

- Potential “home” line item or contribution towards the 4th of July Celebration
- Possible funding for a Tourism entity
- Possible “hands-on” tourism event
- Reconsider advertising with county guides and The Greater Valley Guide

List all Supporting Documentation Attached:

- 2027 Early Tourism Budgeting Notes
- June 2026 Budget Statement

Action Requested of the Tourism Commission:

Discuss possible 2027 items to fund and direct staff to get numbers for the August meeting

Strategic Plan Objective: