



## **Agenda Item Report**

**Meeting Type:** Tourism Commission

**Meeting Date:** January 6, 2025

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**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 \$2,365.53 for Holiday Train ads from Madison Media Partners. Staff have not received the December Google Ads invoices yet. The Tourism Fund has \$15,421.84 remaining in its 2024 budget.

There is pending room tax funding for a total of \$1,000.00 from the special events line item for the request of Chamber Wine Walk. This expenditure may be amended or rejected after considering the final report. No invoice has been received from CHLPC for its \$1,000 request yet. The Redbud Players have sent their invoice, and staff has forwarded it to Finance for processing and disbursement. Tourism has budgeted \$2,000.00 for 2024 and staff have been authorized at the November 4<sup>th</sup> meeting to utilize the expense line policy if needed with authorization by the City Administrator.

The 2025 Budget includes \$20,000 for materials and services with the majority earmarked for digital signage and/or kiosk, \$10,000 for marketing / advertising for general tourism marketing, and \$10,000 for special events which will be used to reimburse organizations for tourism development, events, and marketing.

**List all Supporting Documentation Attached:**

December 2024 Tourism Budget Statement

2025 Tourism Budget

**Action Requested of Tourism Commission:**

Discussion with no additional action requested