



Agenda Item Report

Meeting Type: Tourism Commission

Meeting Date: February 2, 2026

Item Title: Consider and take action regarding 2026 Tourism marketing activities

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

2025 saw a marketing focus shift towards a digital-primary strategy. A core component of this strategy was a year-long Google ads campaign that included some seasonal ads. This resulted in nearly doubling the amount of traffic to the Tourism website. There has been an increase in users for the events calendar and the Facebook page has seen an additional 50 subscribers, which puts it the 1000 subscriber milestone.

There are various paid and low/no cost marketing opportunities available for generally promoting Tourism activities to visitors of the city. Additionally, content is key, and both the Tourism Commission and staff will need to be strategic in that regard. One of the content strategies discussed at previous meetings involved creating itineraries that highlight local events and attractions while connecting them with lodging, shopping, and dining experiences.

Staff plans to leverage the resources of the State's tourism department in aiding in marketing tourism activities and attractions to visitors.

List all Supporting Documentation Attached:

- Budget Statement
- 2024-2025 Tourism Digital Marketing Analytics
- Marketing Costs

Action Requested of the Tourism Commission:

Discuss marketing ideas and give staff direction for 2026 marketing of tourism activities

Strategic Plan Objective: None