



## **Agenda Item Report**

**Meeting Type:** Tourism Commission

**Meeting Date:** May 5, 2025

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**Item Title:** 2025 Tourism Priority Update

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

### **Detailed Description of Subject Matter:**

The Tourism Commission is hitting its stride, staff would like to revisit the timeline set back earlier in the year. So far, everything has been on track time wise. The following is a tentative timeline highlighting set priorities. Additionally, we're on track to begin secondary priorities.

- June - Review grant applications & finalize printing of flyers to be distributed by another group during the 4<sup>th</sup> of July parade. Ramp up summer marketing.
- July - Finalize or be close to it, digital signage. Begin budgeting and working on secondary projects
- August - Finalize if not done already, digital signage. Finalize budget.
- September - Implementation of digital signage, work on secondary projects, ramp up fall marketing.
- October - Begin holiday marketing, work on secondary projects, revisit additional digital marketing partnerships.
- November - Ramp up holiday ads, secondary projects, begin &/or finalize priorities planning for 2026. Begin the rounds for grant applicants to submit final report materials
- December - Gather grant final report materials, No meeting if we already finalized 2026 priorities in Nov.

### **List of all Supporting Documentation Attached:**

### **Action Requested of Tourism Commission:**

Discussion with no additional action requested