



## Agenda Abstract

### BOARD OF COMMISSIONERS

Meeting Date:	June 24, 2024
Department:	Planning and Economic Development
Agenda Section:	Consent
Public hearing:	Yes
Date of public hearing:	June 6, 2024

#### PRESENTER/INFORMATION CONTACT

Shannan Campbell, Planning and Economic Development Manager

#### ITEM TO BE CONSIDERED

**Subject:** Tourism Development Authority Fiscal Year 2025 Budget Adoption

**Attachments:**

FY25 Budget Ordinance

**Summary:**

The Hillsborough Tourism Development Authority held a budget public hearing on June 6, 2024. Budget highlights include funding to purchase additional holiday décor and photo props, a new visitor kiosk/event sign for West Hillsborough, photography work at fall events to support marketing and social media content and rolled/unspent funds from FY24 for the Parking Study cost share and continued exploration of the feasibility and construction of a cultural/performing arts center in town.

**Financial impacts:**

None.

**Staff recommendation and comments:**

Staff recommends approval of the Tourism Development Authority budget. The board is plans to spend a minimal amount of fund balance to provide some new visitor amenities and décor, refresh marketing materials with new photography, and have the option for sponsorship of events/programs that bring people to stay overnight as they arise. Occupancy revenues remain consistent without the construction of any new hotel/motels as short-term rentals come online and go offline variably.

**Action requested:**

Approve, or approve with conditions/modifications.