



February 2026

To whom it may concern,

Attached is the proposed budget for the St. James Area Convention and Visitors Bureau (CVB) for year 2026. The proposed budget for 2026 has been approved by the CVB board and must be annually approved by the St. James Area Chamber of Commerce Board of Directors and the St. James City Council. The budget may only be approved or disapproved in total.

The St. James CVB was established in 2006 by an agreement made and entered between the St. James Area Chamber of Commerce and the City of St. James. The St. James CVB is funded by the collection of a 2% lodging tax imposed on lodging facilities in St. James including the Super 8 and Tiell Campground. The purpose of the CVB is to advance the impact of tourism in the St. James area by attracting visitors.

	Position	Name	Representing
•	Executive Director	Sarah Gustafson	Chamber of Commerce
•	President	Tammy Stevens	City of St. James/Tiell Campground
•	Vice President	Amanda Glass	City Manager
•	Director	Sam Chuudari	Super 8
•	Director	Pam Runge	Chamber Member
•	Director	Beth Schwanz	Chamber Member
•	Director	Kayla Hanson	Chamber Member
•	Director	Steve Heil	District 840 Superintendent

The 2026 budget includes annual ads for events such as Railroad Days, Multi-Culture Fiesta, Winter Carnival, Music in the Park & miscellaneous ads. Promotional ads in Southern Minnesota Explore magazine, Explore MN and MN Trails magazine, travel expenses for board members and visitor packets. New last year: Yodel which is an event platform on the discoverstjamesmn.com website.

Thank you for taking the time to consider the approval of our budget.

Sincerely,

A handwritten signature in black ink that reads "Tammy Stevens".

Tammy Stevens
President, St. James Convention & Visitors Bureau
Community Outreach/ Marketing Director, City of St. James

St. James Convention & Visitors Bureau 2026 Budget

Income	2026 Budget
Lodging tax	\$13,500.00
Donations	
Grants	
Marketing St. James	
Farmers Market	\$250.00
Bikeshare	\$100.00
Total Income	\$ 13,850.00
Expenses	
Dues	
Hospitality Minnesota	\$ 450.00
Promotional Items	
Southern Minnesota Explorer	\$ 0.00
MN Trails Ad - Winter	\$ 900.00
CVB Regional Meeting Expenses	
SMTA Regional Meeting Expense- Attendance	\$ 375.00
SMTA Regional Meeting Expense-Mileage	\$ 575.00
Miscellaneous	
Insurance	\$ 600.00
BikeShare (maint & 1/2 annual fee)	\$ 500.00
Farmers Market	\$ 250.00
Marketing St. James Sign	\$ 2,050.00
Advertising	\$ 6,000.00
Postage: LEADS, Visitors Packets	\$ 350.00
Vistors Guide	\$ 900.00
Kiosk	
Donations	\$ 400.00
Website / Internet	\$ 400.00
Petty Cash	
misc expense	\$ 100.00
Total Expenses	\$ 13,850.00
Net Income (loss)	\$ 0.00