



REVIEW OF JOURNAL

		<b>City Council Meeting Date:</b>	April 21, 2026
		<b>Department:</b>	City Manager
<b>Goal:</b>	Economic Development - Tourism	<b>Presenter:</b>	Maggie Dimov
<b>Agenda Title:</b>	<b>Discussion update on partnership with Dekalb County Visitor Bureau</b>		

**Workplan Goal Details:**

Economic Development - Supports the City of Stone Mountain’s Economic Development workplan by strengthening tourism promotion through regional collaboration. By coordinating with the Visitor Bureau, the City can expand its marketing reach, highlight local attractions and events, and attract new visitors to the downtown and surrounding areas. Increased visitor traffic drives spending at local businesses, supports hospitality growth, and enhances the City’s visibility as a destination. This partnership aligns with the City’s tourism-focused economic development goals by leveraging shared resources, improving destination branding, and creating opportunities for sustainable economic activity.

**Agenda Item Description (Background/History/Details):**

The City of Stone Mountain previously maintained a contractual partnership with the DeKalb County Visitor Bureau to collaborate on social media outreach and targeted marketing initiatives designed to promote the City as a tourism destination. Through this relationship, the organizations worked to highlight local attractions, events, and businesses to a broader regional audience. Both the City and the Visitor Bureau expressed interest in reestablishing and expanding this partnership to support future tourism promotion efforts, strengthen destination branding, and increase visitor activity that contributes to local economic development.

**Staff Recommendations (Motion):**

Staff recommends the following: **No action at this time. Discussion only.**

**List Attachments:**

1. None

**Financial Information (MUST BE COMPLETE & PRE-APPROVED BY CITY MANAGER)**

Budgeted Yes/No	Fund Name & Code	Current Balance	Requested Allocation	City Manager’s Initials
N/A	N/A	N/A	N/A	N/A