



REVIEW OF JOURNAL

		City Council Meeting Date:	May 19, 2026
		Department:	City Manager
Goal:	Economic Development - Tourism	Presenter:	Maggie Dimov
Agenda Title:	Discussion/Action Item: Approval of Hotel/Motel Tax Allocation Agreement (Partnership between the City of Stone Mountain and the DeKalb Visitor Bureau); and Budget Amendment		

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.

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. 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.

Consideration of approval of the amended agreement regarding the allocation of Hotel/Motel Tax revenues between the City and the Visitor Bureau. The City currently collects a 5% Hotel/Motel Tax rate, with the City retaining the first 3% (60%) for general governmental purposes and the remaining 2% (40%) allocated to the Visitor Bureau for tourism promotion purposes.

Based on current unaudited INCODE revenues, 2025 Hotel/Motel Tax collections are approximately \$33,837. Under the proposed allocation methodology, the estimated Visitor Bureau portion would be approximately \$13,535.00, representing 40% of the collections.

The item also includes consideration of a budget amendment for line item 02.5075.52.3340 Payment to Visitor Center, which currently has no allocated funds.

Staff Recommendations (Motion):

Suggested action: Motion to authorize the Mayor to enter into an agreement with the DeKalb County Convention & Visitors Bureau (Discover DeKalb) for partnership and tourism promotion services.

List Attachments:

1. Proposed agreement between the City of Stone Mountain and the DVB



Financial Information (MUST BE COMPLETED AND PRE-APPROVED BY CITY MANAGER)

Budgeted Yes/No	Fund Name & Code	Current Balance	Requested Allocation	City Manager's Initials
NO	02.5075.52.3340	\$0.00	\$13,535.00 (From 2025 Hotel -Motel revenue, the funds to be allocated to 02.5075.52.3340)	MD