



Agenda Item

Meeting Date: January 20, 2026

SUBJECT: Consideration of an action a request to reallocate funds for (1) new position, Tourism Manager; and (1) previous position Communications Specialist, requested by Interim City Manager

Item: Discussion /Action Item

Fiscal Impact: Tourism Manager Salary range: \$55K to \$65K / Communication Specialist Salary range: \$45K to \$50K

Presented By: Maggie Dimov, Interim City Manager

Background:

The City of Stone Mountain previously budgeted for a combined Special Events & Communications Manager, and another position: Recreation Coordinator. The current Special Events & Communications Manager has announced their resignation, prompting a review of staffing needs for these critical functions.

To improve program management and organizational efficiency, staff is proposing splitting the duties into two distinct positions:

1. **Tourism Manager** - Responsible for overseeing special events, developing programs to support tourism, and implementing strategies to encourage visitation to Stone Mountain.
2. **Communications Coordinator** - Responsible for City branding, marketing initiatives, and management of digital content and communications.

Proposed Salary Ranges:

- Tourism Manager: \$55,000 – \$65,000 annually
- Communications Coordinator: \$45,000 – \$50,000 annually

Rationale: Separating these responsibilities allows staff to more effectively manage events, tourism initiatives, and communications strategies. The proposed positions will ensure the City can continue delivering high-quality programs and maintain a strong marketing presence to support economic development and community engagement.

Fiscal Impact: Funding for these positions will be allocated from the existing budget for Special Events & Communications, and the Recreation Coordinator and related personnel accounts.

Recommendation: Council is asked to consider approving the creation and funding of the Tourism Manager and Communications Coordinator positions, including authorization to begin recruitment and hiring in accordance with City policies.