

Fiscal Year 2024-2025 Community-Wide Marketing & Support Budget

The events and programs below support the goals of bringing tourism to the community and increasing room night stays at local hotels.

Description	Total
Summer Concerts in the Park Support	\$ 15,000
ART Venture	\$ 25,000
Snoopy House Winter Fest	\$ 45,000
International Conference of Shopping Center (ICSC)	\$ 25,000
Booth-Marketing & Branding to Potential New Businesses	
Community Promotional Materials - Giveaways, Apparel, Maps, etc.	\$ 25,000
Independence Day Celebration	\$ 29,000
Total	\$ 164,000

*For illustrious purposes. Estimates are subject to change.