



# STAFF REPORT

## Board of Aldermen

**A RESOLUTION OF THE BOARD OF ALDERMEN OF THE CITY OF BRANSON, MISSOURI, STATING FACTS AND REASONS FOR THE NECESSITY TO AMEND AND INCREASE THE FISCAL YEAR 2024 BUDGET FOR THE TOURISM FUND.**

**DATE: AUGUST 27, 2024**

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**Initiated By:** Finance

**Approved By:** *Cathy Stepp*

**Financial Impact:** Other (See additional explanation under Detailed Analysis)

**Community Plan 2030:** ED-4: Financial Sustainability

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### **FACTS:**

Every year the city sets aside the prior year surplus of the 25% marketing portion of the tourism fund. Typically, this set aside is made available for marketing after the audit is finished.

### **DETAILED ANALYSIS:**

This budget amendment is releasing the remainder available of Tourism dollars from FY2023 for marketing purposes after the city's audit is complete. The attached amendment makes available \$150,000 for Advertising and \$44,189.04 for the Airport Pay for Performance and Fire Department Promotional Video for a total of \$194,189.04.

### **BACKUP DOCUMENTATION:**

No Additional Information