



# STAFF REPORT

## Board of Aldermen

**AN ORDINANCE AMENDING THE ADOPTED 2024 BUDGET FOR THE CITY OF BRANSON TO ADJUST MONIES IN THE TOURISM FUND.**

**FIRST READING:** AUGUST 27, 2024      **FINAL READING:** SEPTEMBER 10, 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