



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

Initiated By: Finance

Approved By: *Cathy Stepp*

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

Community Plan 2030: ED-4: Financial Sustainability

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