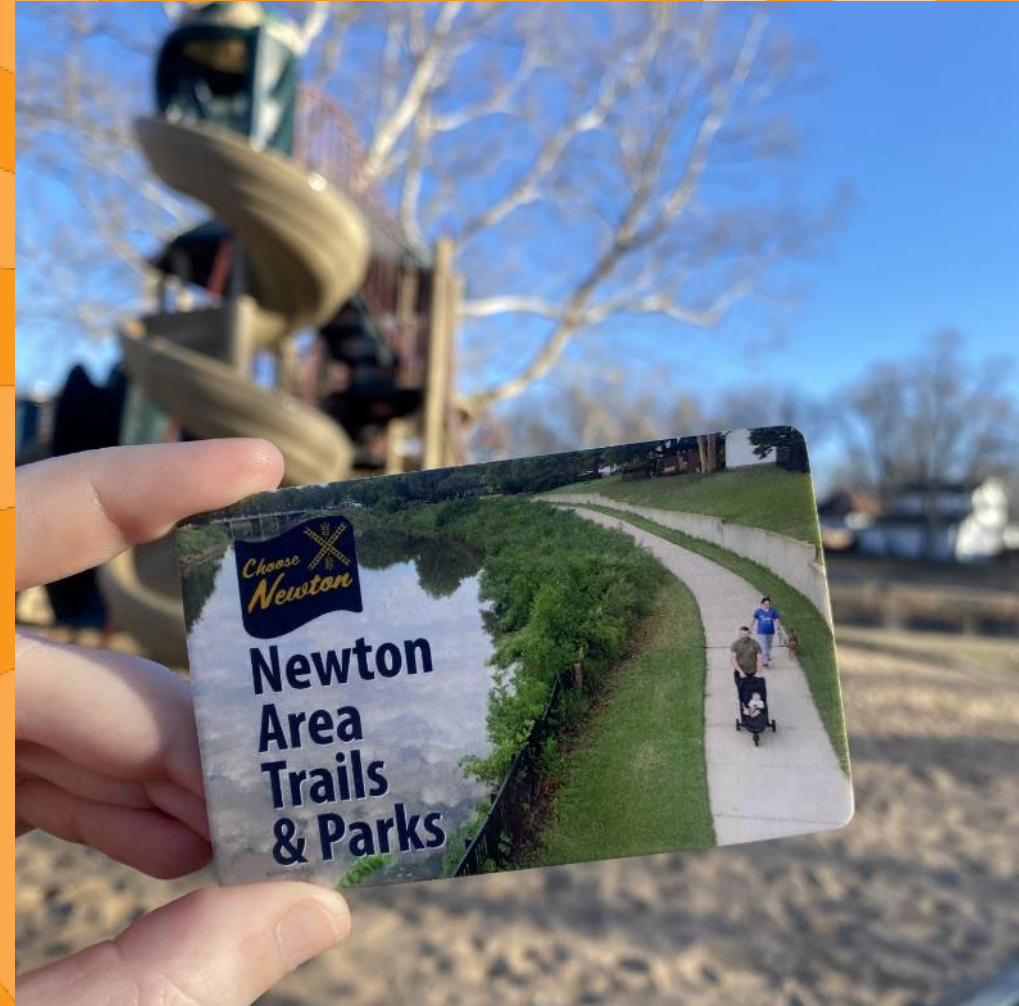


Convention and Visitors Bureau

2026 Budget



Major Responsibilities

- Provides resources and advertising for tourists, residents, and regional visitors to come explore our community, bringing in tax revenue and the potential for new residents.
- Works to build community engagement and pride.



2024 Major Accomplishments

- Built relationships with area attractions, museums, hotels & restaurants
- Increased our participation in the CVB Event Marketing Grant
- Started to build relationships with area agri-tourism
- Grew our social media account and use of the Choose Newton Community Calendar



2025-26 Goals & Objectives

- Increase transient guest tax revenue
- Receive a grant for Historic Preservation storytelling
- Launch new Choose Newton website
- Launch concert series at Library
- Grow marketing grant for events
- Create a new Christmas event
- Continue to support local events
- Build day trip itineraries
- Build relationships with agri-tourism in the area
- Continue to update Travel KS
- Assist businesses in updating Google listings
- Develop more storytelling through photos and video
- Partner with travel blogger to feature Newton

Operational Challenges & Budgetary Changes

- As family budgets get tighter, tourism and travel decreases
- Limitations with only .5 FTE for staff
- Additional funds being set aside to grow a Christmas event, to grow the marketing grant, and to increase the concert series for 2026



CONVENTION / VISITORS

	ACTUAL 2023	ACTUAL 2024	ADOPTED 2025	PROPOSED 2026
DEPARTMENT REVENUES				

REVENUES	239,796	302,615	285,400	308,200
	<u>\$ 239,796</u>	<u>\$ 302,615</u>	<u>\$ 285,400</u>	<u>\$ 308,200</u>

	ACTUAL 2023	ACTUAL 2024	ADOPTED 2025	PROPOSED 2026
DEPARTMENT EXPENDITURES				

PERSONAL SERVICES	\$ 37,754	\$ 38,223	\$ 43,466	\$ 47,917
CONTRACTUAL SERVICES	31,577	46,941	65,200	80,050
COMMODITIES & SUPPLIES	1,879	2,590	3,450	1,900
TRANSFERS	121,784	141,111	280,000	150,000
	<u>\$ 192,994</u>	<u>\$ 228,865</u>	<u>\$ 392,116</u>	<u>\$ 279,867</u>