

Newton CVB

2025 Budget



Overview

- The Newton CVB is funded through transient guest tax and due the unpredictability in revenue post COVID the staffing is held at 50% of FTE
- Budget savings is continually looked for in leveraging partnerships, applying for grants or finding low-cost options
- Current proposed budget had increases in marketing and a small downtown concert series and continuing education as the staff member is new

2024 Objectives and accomplishments

- Applied for and was awarded National Trust for Historic Preservation grant to fund digital walking tour
- Completed the pocket-sized walking/biking maps
- Awarded promotional funding to local events
- Maintain and enhance Newton's presence in state and regional travel guides and websites
- Co-ordinate Choose Newton branding and marketing
- Develop workplan that includes Main Street activities

2025 Objectives

- Promote local resources and venues
 - Especially working to partner with agritourism
 - Continue to partner with hotels to maintain partnerships
- Provide consistent and coordinated promotions of events
- Gather data and metrics to aid in best use of promotional funding
- Enhance information available to visitors, new residents and anyone coming to Newton for work or play
- Work on implementing Choose Newton Marketing Plan

CONVENTION / VISITORS

DEPARTMENT REVENUES	ACTUAL 2022	ACTUAL 2023	ADOPTED 2024	PROPOSED 2025
REVENUES	338,346	239,796	329,175	285,400
	\$ 338,346	\$ 239,796	\$ 329,175	\$ 285,400
DEPARTMENT EXPENDITURES	ACTUAL 2022	ACTUAL 2023	ADOPTED 2024	PROPOSED 2025
PERSONAL SERVICES	\$ 41,109	\$ 37,754	\$ 40,319	\$ 43,466
CONTRACTUAL SERVICES	25,341	31,577	39,500	65,200
COMMODITIES & SUPPLIES	4,933	1,879	1,525	3,450
TRANSFERS	81,085	121,784	150,000	280,000
	\$ 152,468	\$ 192,994	\$ 231,344	\$ 392,116