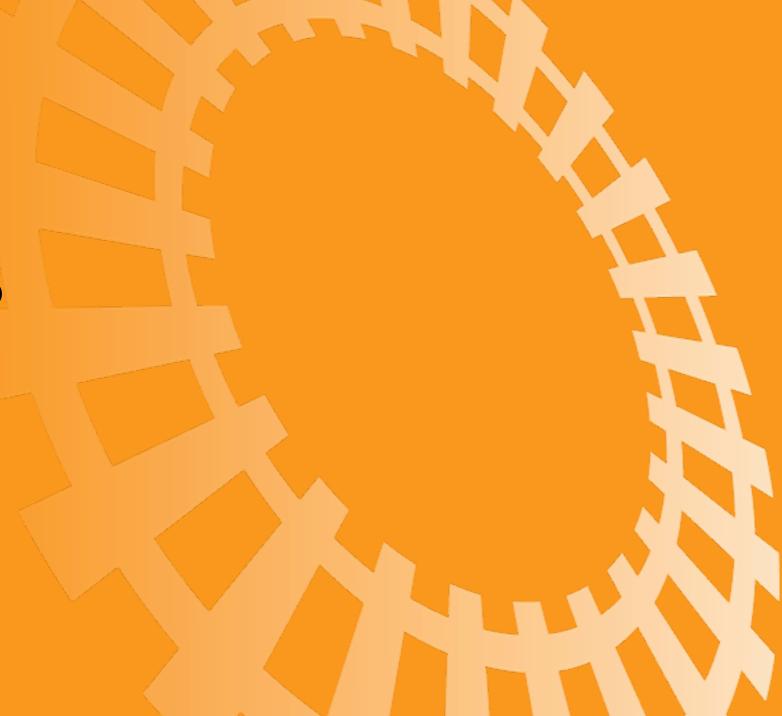
# **Newton CVB**

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

	A	ACTUAL	- 1	ACTUAL	Α	DOPTED	PR	OPOSED
DEPARTMENT REVENUES		2022		2023		2024		2025
REVENUES		338,346		239,796		329,175		285,400
	\$	338,346	\$	239,796	\$	329,175	\$	285,400

	ACTUAL		ACTUAL		ADOPTED		PROPOSED	
DEPARTMENT EXPENDITURES	2022		2023		2024		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