

# Lodgers Tax Budget Breakdown Covid-19 Proposal

## Stays

- Marketing- Billboard, PR, General Destination plan
- Operations: Tourism personnel, Funding of Visitors Center
- Events: 4th of July, Levitt-Amp (added), Run for the Wall 2021
- Summer Nightly Dances Spring 2021

## Reduced

- Marketing- Digital, Print reduced by \$70,000
- Grants- new program launch in January
- GNAM advertising reduced by half
- Chamber Marketing budget reduced to \$35,000
- Sales & Conventions are reduced (two shows also roll over)
- Employee training, Non-cap Fix
- Brochure Distribution
- Red Rock Park Personnel & Operations

## Cut

- 2020 Gallup Native Arts Market operations
- 2021 Visitors Guide (plan to use 2020 guides)
- 4th of July live entertainment
- Unencumbered event sponsorships
- Red Rock Park Seasonal Employees

### Need to know:

1. We have applied for a Co-op Marketing Grant with the state for 1:1 or in a few cases 2:1 matching for destination promotion. We will not know what we receive until June or July.
2. The Grant Program would be re-envisioned as a media menu where applicants can choose advertising programs they want to enroll into.
3. The biggest concerns are unified messaging for crisis containment, building engagement, driving public education, and inspiring travel.