

# PFLUGERVILLE CHAMBER of COMMERCE

## Proposed CVB Budget Under the Pflugerville Chamber

The purpose of the proposed budget is to provide revenue to defray the costs of services, activities, and programs that promote and encourage tourism within Pflugerville. Under each budget item you will find a general description of how the funds will be used. These five budget items are designated by the state as an approved category for expenditure of local hotel occupancy tax revenues.

<b>Visitor Center Administration</b> Outdoor kiosk/Create Visitor Lobby at Chamber. Begin rebrand discussions and planning. Create tourism council. Maintain promotional items, displays, community calendars, and website. Greet tourists and answer phone and email inquiries. Administrative supplies and building maintenance/phones/utilities (shared cost). Professional association memberships.	\$35,300.00
<b>Advertising/Redesign/Website</b> Website. Visit Widgit. Photography. Advertising - including social media campaigns.	\$5,200.00
<b>Publications &amp; Printing</b> Pflugerville Maps. Community Profile Directory tourism inserts. Rack Cards.	\$11,500.00
<b>Convention Services</b> Personalized items/documents specific for conventions. Promotional items for larger conventions.	\$4,000.00
<b>Promotion/Improvement of the Arts</b> Historical Marker Maintenance/Updating. Murals.	\$2,000.00
<b>Total Budget</b>	<b>\$58,000.00</b>
HOT Funds	\$27,000.00
Additional Funding Request	\$31,000.00