

2024 Walker Rocks Committee Budget

Project	Description	Itemized	Total Cost - Approved
Visitor's Center Employee	Admin/Tourism Director		36,000.00
Social Media	Sequoia Creative	\$1625 per mo.	19,500.00
Mural	Rossville - Jonathan Bidwell		17,000.00
Signage	Battlefied Connector Trail		10,000.00
Signage	Civic Center (directional)		3,000.00
Marketing Material	Civic Center Trail		10,000.00
Mural	Chickamauga		
Event Sponsorship	Chickamauga		10,000.00
Influencer	Chickamauga - Brice Shirbach - October	\$6500 fee + Lodging	6,500.00
Influencer	Photography Influencer to Create Assets for Strs		10,000.00
Social Media Advertising	Paid Search, Meta		12,000.00
Promotional Material	Shirts, Frisbees, Cinch Sack, etc.		15,000.00
Signage	Gateway Signage		15,000.00
Mobile Visitor's Center	Promotional Van		
Event Sponsorship	Rossville		10,000.00
Trademark	Walker Rocks		1,200.00
Cycling Kits	Walker Rocks Logo Feature		5,500.00
Influencer	Walker Rocks Influencer		2,500.00
Event Sponsorship	Misc. Events		9,000.00
Event Sponsorship	Bluegrass Festival - Mountain Cove Farms		2,000.00
Event Sponsorship	Disc Golf Tournament - Mountain Cove Farms		1,000.00
Event Sponsorship	Misc. Events - Mountain Cove Farms		2,000.00
Event Sponsorship	Misc. Events - Civic Center		5,000.00
Marketing Material	STR Goody Bags for visitors		5,000.00
Training	Georgia Tourism Conference		5,000.00
Event Sponsorship	Honeybee		10,000.00
Collab	See Rock City Barn		10,000.00
Sponsorship	Cove Trail Race		1,000.00
Mural	Rossville Baseball Facility Mural (Walker Rocks)		5,000.00
Event Sponsorship	Honeybee Bike Ride		1,000.00
Event Sponsorship	Lula Lake		4,000.00
			242,200.00