

Fiscal 2027 Walker Rocks Marketing Budget

Income	Budget	Detail
County Hotel/Motel Tax TCT	\$343,700.00	Restricted marketing
Expenditures		
Visitor Center Operating Expenditures		\$102,963.00
Tourism Marketing Expenditures		\$240,737.00
Co-Op Marketing	\$34,321.00	
Digital Media Advertising	\$63,739.00	
Outdoor Display	\$19,612.00	
Print Owned Collateral	\$9,806.00	
Print Paid Media	\$24,515.00	
Public Relations & Strategic Planning	\$29,908.00	
Social Media Advertising	\$14,709.00	
Video/Photography	\$19,612.00	
Website	\$24,515.00	
	Total:	\$343,700.00
Income	Budget	Detail
McLemore Hotel/Motel Tax TCT	\$479,500.00	Restricted marketing
Expenditures		
Digital Ad Campaigns	\$263,725.00	
Print Advertising & Magazine Placement	\$86,310.00	
TV/Radio	\$67,130.00	
Video & Content for Tourism Promotion	\$62,335.00	
	Total:	\$479,500.00