

November 22, 2025

## Sayner-Star Lake - Cloverland Chamber of Commerce 2026 Room Tax Dollar Budget

410 · Special Events Net Income (Excl Advertising)	\$ (2,000.00)
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### 500 · Advertising

502 - Local Signs/Billboards	5,000.00
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503 · Publication Ads	9,500.00
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504 · Online Advertising	400.00
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505 · Visitor Guide Publication	6,500.00
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50? · Cloverland Advertising	4,000.00
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506 · Special Events	4,900.00
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509 · Mktg Promotions/eNewsletter	1,400.00
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510 · Vilas Co Co-op Ads	2,000.00
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511 · Special Ads (Photos/Video)	21,800.00
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524 · July 4th Fireworks	3,500.00
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523 · Other Sponsorships/Contribution/Grant Program	10,000.00
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525 · Bike Trail Mailings/Advertising	2,000.00
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Total 500 · Advertising	\$ 71,000.00
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528 · Rebranding ( to include Cloverland)	2,500.00
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529 · Website	1,000.00
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541 · Marketing Supplies/Postage	1,500.00
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542 · Marketing Services (Per Contract)	21,000.00
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538 · Executive Director Services (Per Contract)	9,000.00
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Total Dollars spent on Advertising /Promotion	<u>\$ 108,000.00</u>
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Budgeted Room Tax Dollar Income	<u>\$ 108,000.00</u>
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