

2023 - \$165,000 estimated to be available

Walker Tourism Projects

Project	Description	Itemized	Total Cost	Tourism Member/Additional Info
Digital Advertising	Upon completion of new website, pursue google ads services to promote all tourism focused events	\$1k per month	\$19,200.00	Marcy
Graphic Design - Marketing Firm	Graphics for Digital Ads (pay per design) - Contractor?	500		Marcy
Honeybee Sponsorship	Bike Ride and Festival Sponsor	10000	\$10,000.00	Lisa
Disc Golf Tournament Sponsorship	Gravity Disc Golf is hosting a tournament in Walker County (250 entries)		\$1,000.00	Joe
Bluegrass Festival Sponsorship	Happens twice a year at Mountain Cove Farms (\$500 per event)	2 events at 1,000 each	\$1,000.00	Joe
Vintage Market Days Sponsorship	Happens in April and October at Mountain Cove Farms (\$1,000 per event)		\$2,000.00	Joe
Misc Event Sponsorships	Funds set aside to promote events, as requested, such as the Jayhawk Music Festival	6 events at 1,000 each	\$6,000.00	Joe
Civic Center Events	Funds to promote events at the Civic Center		\$4,000.00	Joe
Explore Georgia Conference	Training for committee members - Jekyll Island - Sept 11 - 14	Registration \$650 pp/lodging tbd	\$5,000.00	
Interactive Map for Website	Hire Shannon Burke to update the Bicycling map to add to the website		\$1,000.00	
Ironman Walker Rocks Brand Ambassadors	Provide walker rocks branded apparel and gear in return for promotion/postings on social	\$300 per for gear + swag	\$6,000.00	Lisa (bike gear)/Enoch (write-up)
Influencer Partnership	Promote Walker County Airbnbs w/Things to do	TBD	\$5,000.00	<u>Example - <a href="#">https://</a></u>
Logo Trademark	Trademark the Walker Rocks logo		\$1,000.00	
Rossville Market Sponsorship	Gold level		\$5,000.00	Mike
Brochures	Trifold, design, etc. 365 marketing - 3 months turnaround	5000	PAID	Should not need this
Mural/Lafayette	Downtown Mural		\$11,000.00	
Mural/Rossville	Downtown Mural		\$18,000.00	
WalkerRocks Website video	Super Chief - Website Video, Events Coverage (10) and commercial		\$40,000.00	
Video Content	Commercial production for promoting Walker Rocks		HOLD	
2023 Walker Rocks Tshirt Contest	Shirt Design (Award Winner) + Shirt Order	10	\$5,000.00	
Accounting / Admin Services	Tourism Accounts Services - Through Chamber		\$2,750.00	?
Alpha Letters	WalkerRocks Alpha Letters - 1 event	\$700 per event +\$234	\$700.00	Quote Information in
Gateway Signage	Begin project in 4th quarter 2023		\$15,000.00	
Swag	Purchase in 4th quarter each year		\$13,000.00	
Outdoor Brochure Display	<a href="https://www.google.com/search?q=outdoor+freestanc">Plastic Outdoor Brochure Display https://www.google.com/search?q=outdoor+freestanc</a>	150	DUE IN 2022	
<b>Swag</b>				
Cinch Bags	Approximately \$3 each			\$3,000.00
Bandana	Approximately \$6 each. Full Color. Example <a href="https://www.4imprint.com/product/157856">https://www.4imprint.com/product/157856</a> ,	187 min quantity		design,tax, shipping additional
Sweat Bands	<a href="https://www.suddora.com/collections/custom/products/custom-sports-headbands">https://www.suddora.com/collections/custom/products/custom-sports-headbands</a>	approx. \$5		\$1,122.00
Backpack	<a href="https://www.ogio.com/ogio-customs/">https://www.ogio.com/ogio-customs/</a>	180 (Bag + Patch)		\$500.00
Yeti Thermos	<a href="https://www.yeti.com/drinkware/straw-drinkware/21071501814.html">https://www.yeti.com/drinkware/straw-drinkware/21071501814.html</a>	40+Tax and Design		\$3,600.00
Branded Boxes	<a href="#">Branded Boxes</a>	\$6		\$4,000.00
				\$600.00

Total

**\$171,650.00**