



RESOLUTION R-070-25

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF WALKER COUNTY TO ADOPT A BUDGET FOR THE EXPEDITURE OF TOURISM, CONVENTION AND TRADE SHOW FUNDS FOR FISCAL YEAR 2026, BEGINNING OCTOBER 1, 2025 AND ENDING SEPTEMBER 30, 2026

WHEREAS, the Board of Commissioners of Walker County (hereinafter referred to as "County") is the governing authority for Walker County, Georgia; and

WHEREAS, the County may expend Hotel-Motel Excise funds pursuant to O.C.G.A. Section 48-13-51(b) for promoting tourism, convention and trade shows (hereinafter referred to as "TCT"); and

WHEREAS, a county collecting Hotel-Motel Excise funds must contract with a destination marketing organization (hereinafter referred to as "DMO") to expend a portion of the revenue that is restricted; and

WHEREAS, the Walker County Chamber of Commerce serves as the DMO for the County and the DMO is a private sector non-profit organization exempt from income tax under IRS Section 501(c) which is willing and authorized to expend restricted funds for the purpose of promoting TCT in the County as provided by law; and

WHEREAS, the DMO has submitted the following budget plan to meet the expenditure requirements of state law relating to TCT;

THEREFORE, BE IT RESOLVED by the Board of Commissioners of Walker County, Georgia that the TCT budget plan attached hereto as **Exhibit A** is adopted and approved and made a part of the County's budget plan for the year beginning October 1, 2025 and ending September 30, 2026.

SO RESOLVED AND ADOPTED this 2nd day of October, 2025.

ATTEST:

WALKER COUNTY, GEORGIA



LISA RICHARDSON, County Clerk



ANGELA TEEMS, Chairwoman



The foregoing Resolution received a motion for Approval from Commissioner Blakemore, second by Commissioner Haer, and upon the question the vote is 4 ayes, 0 nays to Adopt the Resolution.

EXHIBIT A

2026 Walker Rocks - Marketing Budget

Project	Itemized	Cost
Projected Incoming Revenue		
AVG: \$21k	\$252,000.00	
20% Admin	\$50,400.00	
80% Projected	\$201,600.00	
1 Google Paid Search Management	\$12,000.00	
2 Social Media Management	\$26,000.00	
3 Digital Ad Buys - Paid Search, Display, OTT	\$30,000.00	
4 Content Creators	\$15,000.00	
5 Photography & Video	\$10,000.00	
6 Sponsorships	\$65,000.00	
7 Organic Marketing Assets: Mural / Public Art / Selfie Stations	\$20,000.00	
8 Travel & Training	\$5,000.00	
9 Print Ad Buys	\$7,500.00	
10 Promotional Items	\$11,100.00	
Total	\$201,600.00	

2026 McLemore - Marketing Budget

1 Digital Ad Campaigns	\$97,437.50
2 Print Advertising & Magazine Placement	\$97,437.50
3 Email Marketing and CRM Promotion	\$97,437.50
4 Video and Content for Tourism Promotion	\$97,437.50
Total	\$389,750.00