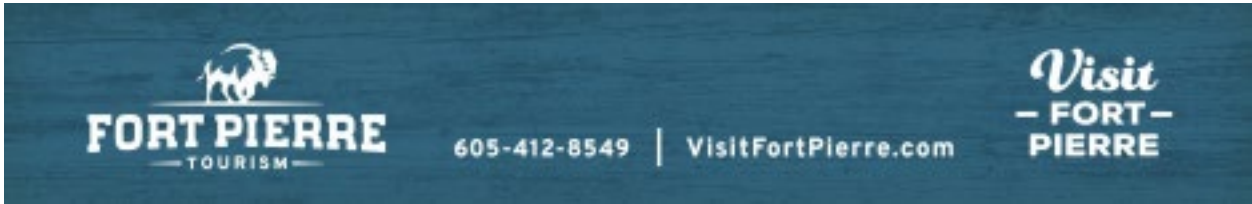


FPTPC Meeting Agenda
8:00 AM, Wednesday, November 5, 2025
Stanley County Court House & Zoom

- I. Call to Order & Approval of Agenda
- II. Determine Quorum
- III. Approval of Minutes from October 1, 2025
- IV. Financials
 1. Bank Balances
 2. Invoices and Transfers
- V. New Business
 1. Historic Preservation Committee Request
- VI. Old Business
 1. 2026 Budget Draft
 2. Rural Business Development Grant Update: Long Distance Trail
 3. Mural Updates
 4. America's 250th
 5. Rooster Rush
- VII. Executive Director Report
- VIII. Marketing Committee Update
- IX. Reports
 1. Future Fort Pierre | Casey Cowan
 2. City of Fort Pierre | Mayor Gloria Hanson
 3. Fort Pierre Development Corp | Sunny Hannum / Dave Bonde
 4. Fort Pierre Chamber | Shane Kramme
 5. Stanley County Fairgrounds | Scott Deal
 6. Missouri River Tourism | Lyssa Bruzelius
- X. Public Comment
- XI. Other Discussion
 1. FPTPC Executive Committee Meeting | 8:30 AM, Wednesday, November 26, 2025, Zoom
 2. FPTPC Board Meeting | 8:00 AM, Wednesday, December 3, 2025, Stanley County Court House and Zoom
- XII. Adjourn



FPTPC Board Meeting Minutes
8:00 AM, Wednesday, September 3, 2025
Stanley County Court House & Zoom

Board Members present were Casey Cowan, Mike Chrysler, Kalyn Bergeson, and Mike Weisgram (Zoom).

Others present were Jasmin Fosheim, Sunny Hannum, Gloria Hanson, and Robert Kean.

Once quorum was reached, the meeting was called to order by Cowan at 8:04 am.

Motion to approve meeting minutes from September 3, 2025 made by Chrysler. Second by Bergeson. Motion carried.

Cowan suggested that before beginning the meeting, the board consider adding the Bridge Plaza agreement between Fort Pierre Tourism and the City of Fort Pierre under New Business because of recent discussions by the City on whether to proceed with Phase II of the project. The board agreed.

Financials

Fosheim reported the financials for Fort Pierre Tourism. As of September 26, 2025, Fort Pierre Tourism's main account held \$38,995.04, and its money market account had \$53,816.12.

Fosheim reported that Fort Pierre's occupancy tax revenue for July was finally received earlier this month and totaled \$11,462.08, up 12% over 2024 compared to Pierre whose occupancy tax income was up 5% over July 2024. Fosheim noted that although August's occupancy tax was not received by the time the meeting packets were printed, the dollar amount was reported as \$10,190.04, up 2% over the same month in 2024. Pierre's August income was down 18% compared to 2024.

Motion to accept the financial report made by Chrysler. Second by Bergeson. Motion carried.

Fosheim presented the month's payables. Fort Pierre Tourism has \$12,076.34 in outstanding invoices and commitments. See attached invoice list for details. Fosheim also noted two transfers that needed to be made from Fort Pierre Tourism to Future Fort Pierre:

The first transfer of \$10,000 is the budgeted amount for administrative support for Future Fort Pierre. The board requested this transfer be made at the beginning of the fiscal year in 2026, and Realizing Rural agreed to do so in January.

The second transfer of \$1,250 is to correct a deposit mistakenly made to Fort Pierre Tourism in January that Realizing Rural didn't catch until the budgeting process. This dollar amount was Future Fort Pierre's Quarter 1 Grant Subsidy from the City of Fort Pierre. Realizing Rural apologized for this error.

Motion to approve all FPT payables made by Chrysler. Second by Weisgram. Motion carried.

New Business

2026 Budget | Fosheim presented the proposed 2026 budget packet, which included prior-year budgets and actuals (2022–2024), 2025 budget, 2025 YTD with year-end projections, and proposed 2026 line items. Cowan clarified that Fosheim would present the budget and answer questions at this meeting and instructed board members to review over the next month and provide feedback via email to Fosheim. Cowan noted that a vote on the budget would be held at the November board meeting.

Fosheim highlighted variances in the budget from FY2025 to proposed funding amounts for FY 2026 as well as items needing board direction:

Revenue highlights included:

- **Occupancy Tax:** Fosheim noted that occupancy tax has been conservatively up in 2025 and explained that she left the same placeholder dollar amount (\$113,000) as the last few years despite falling short of this amount most years. Board agreed to keep this.
- **Event & Misc. Income:** Fosheim noted that this line item includes a \$10,000 savings transfer to cover elevated 250th-anniversary marketing and event costs.
- **Misc. Grant Income (Proposed):** Fosheim noted that this budget item accounts for a \$10,000 request to Pierre BID (presentation scheduled Oct 8) for support for America's 250th as well as \$21,000 for the United States Department of Agriculture Rural Business Development Grant program dollars Fort Pierre Tourism was awarded just that week in the amount of \$21,000 Long-Distance Trail (applied for \$100,000). Plan is to proceed with preliminary study and consider future grant applications for additional research and development based on results.

Expense highlights included:

- **Operating:** Insurance/office/postage/conference expenses budget amounts remained consistent with 2025 expenditures
- **Storage & Phone:** Fosheim shared that these expenses remained consistent as well. The board discussed the need for phone services. Fosheim and Blade shared that they receive only a few calls a week, with half consisting of spam calls and the other half consisting of event inquiries. Fosheim noted that the board can consider dropping the phone line, which is set up with an agreement through Max Strat to allow people to call and leave voicemails that are then emailed to Realizing Rural, once the 4,000 rack cards that were recently printed are depleted. Chrysler also requested clarification on the need for a storage shed, which Fosheim explained houses all the event signage and supplies such as banners, coolers, yard games, etc. Chrysler suggested exploring cheaper alternatives such as shared storage space with the City or the Log Cabin. Others

on the board clarified that the board originally explored those options but didn't find any feasible, cheaper storage options.

- Bookkeeping & Executive Leadership (Realizing Rural): Realizing Rural requested to adjust estimated hourly commitment (not rates) reflecting actual average time spent on bookkeeping, marketing and executive leadership throughout 2025. Comparative professional services expenditures over the last few years were provided to the board.
- Grant to Future Fort Pierre: Fosheim proposed a one-year reduction from \$10,000 to \$5,000 in 2026 due to subcommittee balances and 250th demands; intent to restore amount to \$10,000 thereafter.
- Grant Writing Reserve: Fosheim inquired whether the board would like to retain budget dollars and in what amount for grant writing. The board agreed that they would like to reserve \$5,000 again in 2026 for larger competitive grants (separate from one included small grant in contract), citing good return on investment of grant writing dollars thus far.
- Grant Expenses: Fosheim noted that this line item includes expenditures related to the \$21,000 Rural Business Development Grant awarded late 2025 and the costs of submitting an additional federal grant application, which requires a Certificate of Good Standing (\$20) and Attorney Opinion Letter (\$285).
- Marketing & Event Grants:
 - Fosheim noted that the marketing committee has recommended continuing with \$10,000 allotment for event grants and providing an additional \$10,000 in event grants specifically to support events around the 4th of July in 2026.
 - Community Support Grants: Fosheim recommended cutting this amount back to only \$2,500 (already pledged to Oahe Hockey) to divert dollars to America's 250th. Chrysler asked if there is room throughout the year to operate outside the budget if necessary on this component. Fosheim shared that within reason, the board can vote to allocate carry-over, savings or other dollars to causes that come up throughout the year even if they fall beyond the proposed budget.
 - Beautification Grants: Fosheim recommended budgeting an additional \$7,500 for 2026 plus \$5,000 carryover for the 2025 Moose Lodge award, a project for which work as not begun.
 - Holiday Event & Earth Day Event: Fosheim recommended removing these items for 2026 and diverting funding to America's 250th.
 - Graphic Design (Wayfinder): Fosheim recommended maintaining this dollar amount, suggesting that the organization would likely fully utilize this amount in 2026.
 - Missouri River Tourism Guide: Fosheim recommended renewing at current level.
 - Pierre Visitors Guide (Chamber/BID): The board engaged in thoughtful discussion regarding the importance (or lack thereof) of being part of the Pierre Visitors Guide. Fosheim noted that the marketing committee has

suggested accepting the Pierre Chamber/Pierre Tourism's offer of purchasing a double-page ad (\$2,700) as mitigation after Fort Pierre content was unexpectedly cut in 2025. The marketing committee has plans in the works to include a Fort Pierre map (which was cut from the visitors guide in 2025) along with a business listing of tourism-related businesses.

- Rack Cards: Fosheim recommended a reduced budget for printing in 2026 due to 2025 overrun (4,000 printed accidentally; stock remains).
- "Tour Our Hometown" Booklets: Fosheim suggested budgeting a full \$2,000 for an additional print run because the recent re-print (September 2025) was so well-received and already depleted after delivering to various entities.
- Asset Library Photography: Fosheim shared that the marketing committee has put out a Request for Proposals for photographers to capture event, lifestyle, and landscape photography of the area to use in print and digital marketing efforts over the next 3-5 years. Fosheim noted that the committee anticipates spending around \$10,000 on this investment.
- Concert Support (July 3): Fosheim suggested providing \$5,000 in support for the July 3rd concert being hosted by the Fort Pierre Chamber.
- Outdoor Rec Rack Card: Fosheim reminded the board of the marketing committee's goal of expanding marketing efforts to include an emphasis on outdoor recreation. For this reason, Fosheim suggested budgeting \$1,025 for the design and print of an outdoor recreation rack card.
- Tear-off Map: Bergeson noted that the marketing committee has also decided to develop a new but smaller, more manageable, tear off map that can be available at local businesses highlighting all Fort Pierre has to offer. Fosheim suggested a budget of \$1,000 for printing costs.
- Bridge Plaza Grant Payment: Fosheim noted the scheduled \$17,000 payment in 2026.

Cowan requested that board members email questions and comments to Fosheim throughout October, sharing that the board will vote to approve the budget in November.

Bridge Plaza | In response to recent media about the City of Fort Pierre council members considering not moving forward with Phase II of the Bridge Plaza project due to costs and additional concerns, the board reviewed its prior commitments to the project, noting their commitment to providing \$246,000 in funding for the project between 2020 and 2033. The mayor joined the discussion and emphasized that the EDA award—approximately \$1.87 million at a 78% federal share—is at risk if Phase II is not completed. She noted that the city has already expended more than \$1 million and will risk not only Fort Pierre Tourism funding support but also the entirety of the EDA grant award should the council decide not to proceed with Phase II. The board reiterated that its contributions were contingent upon completion as scoped and agreed. Board representatives committed to attend the City Council meeting on Monday,

October 6, to present a letter of support urging completion and to be available for questions. Staff agreed to furnish the support letter and copies of the relevant agreements in advance.

Old Business | Due the lengthiness of budget and bridge plaza discussions, Cowan requested that Fosheim be brief in reporting on all Old Business items.

Destination Development | Fosheim shared that the Destination Development Grant application was not funded but that Realizing Rural received an encouraging email regarding the quality of the proposed project and application, urging Fort Pierre Tourism to apply again next year.

Rural Business Development Grant | Fosheim noted that the Rural Business Development Grant from USDA for a long distance, multi-use trail between Fort Pierre and Oacoma was awarded at \$21,000, a little over one fifth of the original \$100,000 request. Fosheim shared that the board can still use those funds to complete a preliminary study of the long-distance trail and then reassess whether to pursue additional funding.

Mural Updates | Fosheim shared that she had not received an update from Chris Maxwell or the school on this project since submitting a letter reaffirming Fort Pierre Tourism's commitment of funding support to this project.

America's 250th | Fosheim reminded the board that the marketing committee worked with Tara Berg (Wayfinder Design) to brand Fort Pierre's 4th of July celebration as "Boots & Roots: 4th in Fort Pierre." A new event logo was developed to align with both patriotic themes and South Dakota Tourism's America 250th branding. Next steps include developing a dedicated 4th of July webpage, developing a 4th of July event grant, and creating a 4th in Fort Pierre Facebook event, all of which are in the works.

Rooster Rush | Fosheim reported that the SD Department of Tourism is again offering \$500 grants to support Rooster Rush efforts at the local level. Fort Pierre Tourism applied and will partner with Pierre Tourism to order Rooster Rush shot glasses, branded with the year, for distribution at the airport during opening pheasant weekend. Alongside the shot glasses, visitors will receive area information, including the "Tour Our Hometown" rack card. Plans also include a storefront decorating contest with Pierre and a storytime event at local Pierre and Fort Pierre schools.

In the interest of time, Cowan requested that any additional reports from community entities be emailed to the board of directors following the meeting.

Public Comment | Casey opened the floor for public comments. Robert Kean introduced himself as part of the Pierre-Fort Pierre Historic Preservation Commission. He then proceeded to describe a funding shortfall for two popular local history booklets that the commission typically places in hotels and restaurants. He explained that National Park Service funds were not received this cycle and asked the board to consider a contribution to support local printing of these materials(Merriman). He estimated typical annual runs of roughly 2,200-2,500 copies per booklet and noted broad distribution. The board asked him to email a short

memo with costs, quantities, and the distribution plan to Jasmin Fosheim for review and indicated that the request would likely be routed through the Marketing Committee to align with Fort Pierre's own visitor materials. Kean plans to return with a formal request at the November 5 meeting.

Other Discussion

1. FPTPC Executive Committee Meeting | 8:30 am, Wednesday, October 29, 2025, Zoom
2. FPTPC Board Meeting | 8:00 am, Wednesday, November 5, 2025, Stanley County Court House and Zoom

Meeting adjourned at 9:42 am.

Fort Pierre Tourism & Promotion Council

Bank Balance as of Thursday, October 23, 2025.

Account	Amount
Checking Account	\$ 37,740.46
Money Market Account	\$ 53,942.55
Fort Pierre Tourism & Promotion Council Account Total	\$ 91,683.01
Future Commitments	
<i>Fish Cleaning Station Donation</i>	\$ 1,408.90
Fort Pierre Tourism Uncategorized Total	\$ 90,274.11

Fort Pierre Tourism Occupancy Tax									
MONTH	2021	2022	% Change	2023	% Change	2024	% Change	2025	% Change
January	\$6,125.96	\$7,725.73	26%	\$8,445.64	9%	\$6,452.32	-24%	\$7,765.52	20%
February	\$6,587.56	\$8,218.28	25%	\$6,756.12	-18%	\$7,955.64	18%	\$7,667.52	-4%
March	\$7,591.08	\$8,573.04	13%	\$8,320.20	-3%	\$7,054.04	-15%	\$8,896.44	26%
April	\$7,534.24	\$7,939.96	5%	\$7,385.28	-7%	\$8,290.21	12%	\$9,335.48	13%
May	\$8,473.08	\$9,286.48	10%	\$9,760.80	5%	\$8,673.00	-11%	\$10,180.24	17%
June	\$11,564.00	\$11,172.00	-3%	\$11,028.92	-1%	\$10,354.68	-6%	\$11,352.32	10%
July	\$12,400.92	\$11,075.96	-11%	\$10,750.60	-3%	\$10,213.56	-5%	\$11,462.08	12%
August	\$10,058.72	\$10,762.36	7%	\$11,342.52	5%	\$10,001.88	-12%	\$10,190.04	2%
September	\$10,717.28	\$10,619.28	-1%	\$10,758.44	1%	\$10,072.44	-6%		
October	\$11,481.68	\$10,734.92	-7%	\$11,285.68	5%	\$11,056.36	-2%		
November	\$9,233.56	\$8,722.00	-6%	\$9,519.72	9%	\$8,918.00	-6%		
December	\$7,342.16	\$6,513.08	-11%	\$6,642.44	2%	\$7,057.96	6%		
Total Occupancy Tax	\$109,110.24	\$111,343.09		\$111,996.36		\$106,100.09			
Prior Year Comparison		\$2,232.85	2%	\$653.27	1%	-\$5,896.27	-5%		
Budgeted Amount & Comparison		\$110,000.00	101%	\$111,000.00	101%	\$113,000.00	94%	\$113,000.00	11%

Pierre BID #1 Occupancy Tax					
MONTH	% Change	2024	% Change	2025	% Change
January	20%	\$17,004.00	-4%	\$16,450.00	-3%
February	1%	\$16,252.00	7%	\$16,440.00	1%
March	7%	\$14,816.00	-13%	\$13,866.00	-6%
April	-3%	\$17,814.00	27%	\$14,672.00	-18%
May	11%	\$19,199.00	5%	\$15,924.00	-17%
June	13%	\$24,316.00	-1%	\$23,868.00	-2%
July	15%	\$21,596.00	-13%	\$22,624.00	5%
August	17%	\$21,224.00	-5%	\$17,466.00	-18%
September	11%	\$21,508.00	-9%	\$17,730.00	-18%
October	13%	\$25,078.00	-5%		
November	11%	\$18,626.00	-8%		
December	-4%	\$13,588.00	11%		
Total Occupancy Tax		\$231,021.00		\$159,040.00	
Prior Year Comparison	10%	(\$4,138.00)	-12%		-8%

BID Rooms		
Fort Pierre	Rooms/Lots	Year Built
Ft. Pierre Motel	28	Early 1980's
Ft. Pierre Motel RV	6	Early 1980's
AmericInn	67	2008
Holiday Inn	83	1998
My Place	46	2015
Riverview RV	53	
Ft. Pierre BID Total	283	
Pierre	Rooms/Lots	Year Built
ClubHouse	79	2011
Quality Inn	57	1994
Governor's Inn	79	1990
Ramkota	151	1986
Baymont	47	1986
Days Inn	79	1978
Super 8 Motel	74	1975
Country Inn	57	1967
Pierre BID Total	623	
BID Total	906	
Pierre Inn & Suites	39	1961
State Motel	36	1974
Non-BID Total	75	

Fort Pierre Tourism & Promotion Council

Future Commitments

Payee	Amount	Balance	Notes
City of Fort Pierre - Bridge Plaza	\$ -	\$ 246,000.00	Initial Commitment: \$221,000, Additional \$25,000 approved in 2023.
Paid 2021 & 2022	\$ -	\$ 212,000.00	Paid \$17,000 in 2021 & 2022
Paid 2023 & 2024	\$ -	\$ 153,000.00	Paid \$29,500 in 2023 & 2024
Paid In 2025	\$ -	\$ 136,000.00	Remaining Balance; Paid \$17,000 in 2025
2026	\$ 17,000.00	\$ 119,000.00	
2027	\$ 17,000.00	\$ 102,000.00	
2028	\$ 17,000.00	\$ 85,000.00	
2029	\$ 17,000.00	\$ 68,000.00	
2030	\$ 17,000.00	\$ 51,000.00	
2031	\$ 17,000.00	\$ 34,000.00	
2032	\$ 17,000.00	\$ 17,000.00	
2033	\$ 17,000.00	\$ -	Final Payment
Oahe Hockey Association	\$ -	\$ 10,000.00	Initial Commitment: 2024
2024	\$ -	\$ 7,500.00	Paid \$2,500 in 2024
2025	\$ -	\$ 5,000.00	Remaining Balance; Paid \$2,500 in 2025
2026	\$ 2,500.00	\$ 2,500.00	
2027	\$ 2,500.00	\$ -	Final Payment
Fish Cleaning Station	\$ -	\$ 12,500.00	Initial Commitment in 2024
Flexible Project Completion Funds	\$ -	\$ 10,000.00	Final Payment Transferred 12.23.24
Marketing Allocation - Paid 2024	\$ -	\$ 2,500.00	Initial Marketing Commitment
Design	\$ 607.05	\$ 1,892.95	
Nicole Schwinler Reimbursement	\$ 203.75	\$ 1,689.20	
Photo Contest	\$ 25.00	\$ 1,664.20	
Website Membership Postcards	\$ 21.30	\$ 1,642.90	
Chase the Ace Ads	\$ 234.00	\$ 1,408.90	Remaining Marketing Balance
Remaining Balance	\$ 1,408.90	\$ -	Final Payment
Fort Pierre Tourism & Promotion Council Future Commitments Total	\$ 142,408.90		

Fort Pierre Tourism & Promotion Council

Invoices to be Approved

Fort Pierre Tourism & Promotion Council	Amount	Notes
Realizing Rural (Monthly - October)	\$ 2,840.85	
Realizing Rural Bookkeeping (Monthly - October)	\$ 232.97	
Realizing Rural	\$ 20.00	Reimbursement for Visit Fort Pierre Domain
Mid-Dakota Storage	\$ 255.00	Quarterly Storage: Invoice 28878
Pierre Area Chamber of Commerce	\$ 500.00	Transfer of Rooster Rush funds used jointly to purchase shot glasses for hunter welcome gifts.
Fort Pierre Tourism & Promotion Council Subtotal	\$ 3,848.82	

Internal Transfers

Fort Pierre Tourism & Promotion Council	Amount	Notes
Fort Pierre Tourism & Promotion Council Subtotal	\$ -	

Fort Pierre Tourism 2025 Proposed Budget

INCOME	Budget 2022	Actual 2022	Budget 2023	Actual 2023	Budget 2024	Actual 2024	Budget 2025	Actual 2025 as of 9.25.25	Projected Actual 2025	Budget 2026	Notes
Occupancy Tax	\$100,000.00	\$110,000.00	\$111,000.00	\$113,000.00	\$113,000.00	\$104,700.65	\$113,000.00	\$72,157.40	\$100,407.40	\$113,000.00	
Rooster & Rally Rush Grants from SD Tourism & M	\$0.00	\$750.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	Rooster Rush dollars go directly to Pierre Chamber for joint purchase of shot glasses.
DMO Grant	\$0.00	\$0.00	\$0.00	\$1,350.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	\$2,500.00	
Misc. Income (Interest on Money Market Account	\$0.00	\$160.00	\$0.00	\$990.00	\$2,000.00	\$1,701.76	\$1,000.00	\$967.26	\$1,534.51	\$1,000.00	
Event/Misc. Income	\$2,500.00	\$2,592.00	\$4,500.00	\$0.00	\$0.00	\$8,272.00	\$0.00	\$155.00	\$3,117.83	\$13,505.54	Includes \$10,000 savings transfer to assist with increased marketing costs related to 250th celebration.
Misc. Grant Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$23,500.00	Includes RBDG Grant of \$21,000 & \$2,500 Grant from Pierre BID.
Total Income	\$102,500.00	\$113,502.00	\$116,000.00	\$115,840.00	\$118,000.00	\$117,674.41	\$119,500.00	\$76,279.66	\$108,059.74	\$154,005.54	
EXPENSES											
Operating Expenses - Other	\$2,700.00	\$675.00	\$0.00	-\$33.25	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Insurance	\$865.00	\$894.00	\$894.00	\$915.00	\$915.00	\$912.00	\$912.00	\$912.00	\$912.00	\$912.00	
Office & Postage	\$250.00	\$332.60	\$250.00	\$204.00	\$250.00	\$329.07	\$500.00	\$205.97	\$286.72	\$300.00	
Conference Registration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$825.00	\$825.00	\$825.00	
(NEW) QuickBooks Online	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$447.30	\$447.30	\$409.44	\$484.32	
(NEW) Document Storage - Google Drive	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$72.00	\$106.19	\$106.19	\$106.19	
(NEW) Storage Unit	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$240.00	\$960.00	\$735.00	\$990.00	\$1,020.00	
(NEW) Phone Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$120.00	\$120.00	\$0.00	\$120.00	\$120.00	
Accounting (Anderson Nill)	\$2,250.00	\$2,250.00	\$2,250.00	\$2,476.62	\$2,485.08	\$2,750.58	\$900.00	\$0.00	\$0.00	\$0.00	Tax filings not required for FPT as per Anderson Nill.
(NEW) RR Bookkeeping	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,422.88	\$1,770.58	\$2,422.88	\$3,451.50	RR estimates an updated 2.5 (compared to 1.75 in 2025) hours/week at \$25/hour for bookkeeping for FPT per year.
Grant to FFP	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$0.00	\$10,000.00	\$5,000.00	Decreased for one year due to high cost of Fourth of July Celebration.
Grant Writing	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	The cost of writing one small grant is included in the current RR contract. This item would allow for one sizeable grant application (or multiple smaller grants) to be written by RR beyond current contract should any appropriate funding become available.
Grant Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$285.50	\$285.50	\$21,285.00	Includes RBDG grant dollars of \$21,000 for long-distance trail feasibility study.
Marketing Grants - Up to 2023	\$10,000.00	\$10,520.00	\$10,000.00	\$10,520.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Event Grants - Changed in 2024	\$0.00	\$0.00	\$0.00	\$0.00	\$10,000.00	\$9,250.00	\$10,000.00	\$9,500.00	\$10,500.00	\$10,000.00	
Community Support Grants	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$6,000.00	\$4,500.00	\$3,500.00	\$3,500.00	\$2,500.00	No additional dollars budgeted because of increased costs and community grants related to 4th of July.
Previously Approved Marketing Grant	\$1,500.00	\$1,500.00	\$1,710.00	\$1,500.00	\$1,000.00	\$11,234.00	\$0.00	\$0.00	\$0.00	\$0.00	
Executive Director Services	\$26,625.00	\$28,755.00	\$28,755.00	\$24,105.78	\$29,790.00	\$30,411.82	\$0.00	\$0.00	\$0.00	\$0.00	
Social Media Management Services	\$10,650.00	\$10,650.00	\$12,780.00	\$10,280.88	\$13,063.00	\$11,692.62	\$0.00	\$0.00	\$0.00	\$0.00	

Fort Pierre Tourism 2025 Proposed Budget

	Budget 2022	Actual 2022	Budget 2023	Actual 2023	Budget 2024	Actual 2024	Budget 2025	Actual 2025 as of 9.25.25	Projected Actual 2025	Budget 2026	Notes
Realizing Rural Executive Leadership Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,253.53	\$29,628.30	\$23,863.14	\$29,628.30	\$35,895.60	RR estimates an updated 10 hours/week of executive leadership services (compared to 8 in 2025) and 9 hours/week of marketing (compared to 7 in 2025).
Memberships	\$325.00	\$325.00	\$325.00	\$175.00	\$325.00	\$300.00	\$450.00	\$300.00	\$450.00	\$450.00	
Tradeshaw	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
(NEW) Lodging Customer Service Incentive	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00	\$472.25	\$772.25	\$775.00	
(NEW) Community Beautification Grant	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$7,500.00	\$7,500.00	\$2,500.00	\$12,500.00	Includes \$5,000 Moose allotment from 2025.
(NEW) Holiday Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,500.00	\$2,500.00	\$0.00	\$0.00	Funding Allocated to 250th 4th of July Celebration instead.
(NEW) Earth Day Event	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$3,706.13	\$0.00	\$0.00	\$0.00	Funding Allocated to 250th 4th of July Celebration instead.
Total Operating Expenses	\$64,465.00	\$65,226.60	\$66,964.00	\$60,177.28	\$67,828.08	\$90,493.62	\$74,912.48	\$55,422.93	\$68,708.28	\$100,624.61	
Graphic Design Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$424.80	\$6,000.00	\$982.35	\$4,282.35	\$5,000.00	Wayfinder Services
MRT Guide (Missouri River Travel Guide 285k printed, full page inside cover)	\$3,836.00	\$9,719.00	\$2,580.00	\$2,580.00	\$2,580.00	\$2,610.00	\$2,610.00	\$2,610.00	\$2,610.00	\$2,610.00	
Pierre Chamber Visitors Guide	\$1,350.00	\$1,350.00	\$1,350.00	\$1,350.00	\$1,350.00	\$0.00	\$1,350.00	\$1,350.00	\$2,700.00	\$2,700.00	
SD Magazine (1/2 page x 3 issues or back cover x 1 issue)	\$0.00	\$0.00	\$2,565.00	\$841.50	\$1,000.00	\$2,282.25	\$2,282.25	\$2,282.25	\$3,043.00	\$3,043.00	
Rack Cards (1,000)	\$250.00	\$0.00	\$200.00	\$154.43	\$200.00	\$280.36	\$250.00	\$0.00	\$658.44	\$175.00	JC Printing mistakenly printed 4,000 so charge is much larger than budgeted for.
Rooster Rush	\$1,000.00	\$800.00	\$1,000.00	\$800.00	\$800.00	\$0.00	\$800.00	\$800.00	\$530.00	\$530.00	
Influencer Campaign	\$5,000.00	\$1,883.31	\$5,000.00	\$4,547.92	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$0.00	\$0.00	
Tour our Hometown Booklets & Postcards	\$0.00	\$532.50	\$1,500.00	\$1,914.87	\$2,000.00	\$1,327.50	\$2,000.00	\$2,000.00	\$1,996.56	\$2,000.00	Additional printing in anticipation of 4th of July.
Promo Bags	\$500.00	\$0.00	\$400.00	\$0.00	\$400.00	\$400.00	\$400.00	\$0.00	\$0.00	\$0.00	
Squarespace & Domain	\$300.00	\$0.00	\$300.00	\$0.00	\$300.00	\$314.35	\$300.00	\$0.00	\$314.35	\$314.35	
Boost Social Media Posts	\$0.00	\$0.00	\$500.00	\$0.00	\$500.00	\$0.00	\$500.00	\$40.00	\$379.79	\$500.00	
Miscellaneous Advertising & Promotional	\$1,500.00	\$2,499.05	\$200.00	\$500.00	\$500.00	\$2,450.00	\$0.00	\$0.00	\$25.00	\$27,025.00	Includes: \$10,000 4th of July Event Grants; \$10,000 for Photography to Build Asset Library; \$5,000 Support for 4th Concert; \$1025 for Design & Printing of Outdoor Recreation Rack Card; \$1,000 for Tear Off Map Printing
Total Advertising & Promotional Materials	\$14,146.00	\$17,103.86	\$15,595.00	\$12,688.72	\$14,630.00	\$9,664.46	\$21,492.25	\$10,064.60	\$16,539.49	\$43,897.35	
Grant to Bridge Plaza Payment	\$17,000.00	\$17,000.00	\$29,500.00	\$29,500.00	\$29,500.00	\$29,500.00	\$17,000.00	\$17,000.00	\$17,000.00	\$17,000.00	
Miscellaneous	\$2,000.00	\$2,139.20	\$2,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	
Total Expenses	\$97,611.00	\$101,469.66	\$114,059.00	\$102,366.00	\$111,958.08	\$129,658.08	\$113,404.73	\$82,487.53	\$102,247.77	\$161,521.96	
Net Income	\$4,889.00	\$12,032.34	\$1,941.00	\$13,474.00	\$6,041.92	-\$11,983.67	\$6,095.27	-\$6,207.87	\$5,811.98	-\$7,516.42	