

Communications Committee Report October 23, 2024

Difebo's Dine & Donate – The communications plan as outlined in the September report is in progress.

Best of the Quiet Resorts Awards – Two different Facebook posts at a total cost of \$45.96 were “boosted” encouraging local Facebook users in our target audience to click the link to vote for FOSCL. The first ad reached 1578 unique viewers and the second ad reached 669 unique viewers. The two ads combined generated 92 link clicks and added 10 new followers to our page.

2025 Budget/2026 Proposed Budget

A projected final 2025 budget and a proposed 2026 budget were submitted to the Finance Committee. We anticipate that our 2025 budget will have a favorable balance of \$1,236.