

# Tourism Report to Council Meeting Date:

## April 14, 2026

Council Members,

Please review the following updates regarding our upcoming events, departmental strategies, and local Tourism and IT initiatives.

### **Tourism and Event Updates**

Preparations are continuing for the next Sunset Stage event. This May event will be starting later and be devoid of vendors to avoid conflicts with Election Day and the VFD BBQ. Additionally, I am researching city ordinances and working with the City Secretary on the legal protocols to properly rebuild the Tourism and Beautification Committee roster and appoint new members. We are also collaborating with staff to finalize the cooperative purchase and prepare for implementation of the Deckard/Rentalscape STR management software, pending Council approval. A recurring weekly meeting has been established to ensure a smooth rollout and website integration.

### **Budget and Financial Analysis**

I am working closely with the Finance Director to analyze and rework the Hotel Occupancy Tax (HOT) budget. We are correcting historical misallocations related to HB 1915 restricted funds to establish a sustainable financial foundation for the department. Thank you to Christie, Oscar, and the Council for your continued guidance and assistance in sorting out the Hotel fund.

### **IT and Administrative Initiatives**

We are leading an initiative to ensure all digital documents posted by the city meet the DOJ's new ADA web accessibility rules. I am currently educating staff on proper accessible PDF creation methods to mitigate compliance risks and save time. We have also completed a comprehensive audit and mapping of the city's main phone menu routing and internal extension directory. Furthermore, the after-hours greetings have been updated, and setup for the City Administrator's office and cell phones has been finalized.

### **Cybersecurity and Technical Support**

To ensure compliance with Texas Government Code Section 2054.5191, we are rolling out mandatory AI and cybersecurity training for municipal staff. Regarding hardware, I am managing ongoing Clover replacement device issues (error codes 499/999) with their tier 3 engineering team and have confirmed the Village will not incur extra leasing penalties during this delay. Website updates remain ongoing as departments provide new information, and we are working on a consistent branding strategy for the Village utilizing guidelines from our marketing partners.

I greatly value the opportunity to work with the people of Surfside Beach and am always open to hearing the Council's or the citizens' ideas regarding the future of our tourism and IT departments.

~David Calhoun Tourism/IT Director

