



# CITY OF MANITOWOC

WISCONSIN, USA

[www.manitowoc.org](http://www.manitowoc.org)

**DATE:** February 3, 2026  
**TO:** Finance Committee  
Common Council  
**FROM:** Courtney Hansen, Director of Tourism  
**RE:** Tourism Advertising Credit Card

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The Department of Tourism is requesting an additional credit card for solely digital advertising purposes with a \$10,000 limit.

In the 2026 budget, the Department budgeted \$10,000 for Meta ad campaigns (Facebook/Instagram) and a first time additional \$10,000 for digital ad campaigns. After research and meetings with various advertising agencies, it was determined that staff would continue to place all Meta ads in house and implement new Google Ad campaigns in house rather than contract with an agency. In addition to these campaigns, staff runs Meta ads for various events organized by the Department, including 4<sup>th</sup> on the Shore, Lakeshore Holiday Parade, the Manitowoc Farmers Markets, Outdoor Movies, etc. Due to the ad spend, staff has concerns about quickly reaching their credit card limits as staff cards are used for a variety of other necessary expenses including sales and education conferences and conventions, marketing materials and supplies. (Courtney's card has a \$5,000 limit and RaeAnn's \$2,000, in accordance with City policy.)

Staff reviewed all payment options available to an organization of our nature and ad spend in both Meta and Google Ads with the Finance Department and it was determined credit card payment is the preferred option in accordance with City policies.

This card would only be connected to the Department's Meta and Google Ad accounts. No other expenses will be charged to this card. Staff cards would be utilized for all other expenses outside digital advertising.

Thank you for your consideration.