

# SHERIDAN COUNTY TRAVEL AND TOURISM

BOARD OF COMMISSIONERS MEETING



## CONSENT AGENDA

- ✓ Introductions
- ✓ Additions/Changes
- ✓ Minutes of Previous Meeting
- ✓ Old Business
- ✓ New Business
- ✓ Executive Session

## PACKET MATERIALS

- ✓ Director's Monthly Update
- ✓ Financial Documents
- ✓ Media Buy
- ✓ STR and AirDNA Reports
- ✓ Strategic Clarity Document

**October 24, 2023**  
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11am  
Information Center

## EXECUTIVE SUMMARY

## UPDATES

## DATA AT A GLANCE

- Financial Reports
  - Lodging Tax Collections (A)
    - May = \$64,561
    - YOY = 45.06%
  - Year-to-Date Budget Report (B)
  - Accounts Paid (C)
    - July = \$97,627.30
- Occupancy Report (D)
- Analytics Review (E)
- Materials Review (F)

- Earned Media/Visits
- Film/Photography Projects
- Grant Requests/Grant Reports
- Important Dates
- Lodging Tax Collections Update
- James Jackson Documentary
- Brand USA Travel Week Update
- Burgess Junction Update

Occupancy %	August	September
This Year	72.4	70.0
Last Year	61.5	65.6
% Change	17.7	6.6

Social Reach	August	September
Facebook	77,004	86,694
Instagram	4,425	5,850
Flickr	1,726,144	1,835,320
YouTube	67,096	63,359

## GRANT REQUESTS

ENTITY	GRANT TYPE	REQUEST	PREVIOUS APPROVAL

## GRANT REPORTS

ENTITY	GRANT TYPE	REQUEST	FINAL APPROVAL
Wolf Creek Wrangle	Sponsorship	\$500	\$500
Winter Shootout	Sporting Event	\$1,000	\$1,000
Suds N Spurs Brewfest	Matching Funds	\$2,000	\$2,000
3 <sup>rd</sup> Thursday	Matching Funds	\$3,000	\$3,000

## IMPORTANT DATES

- October 25-27 WOT Fall Summit, Yellowstone National Park
- December 6-10 National Finals Rodeo, Las Vegas
- January 29-February 2 Brand USA Mexico Sales Mission
- February 10 WYO Winter Rodeo Skijoring
- February 25-27 Governor's Conference, Cheyenne
- March 11-15 Brand USA South America Sales Mission
- March 16-17 Outdoor Adventure Show Calgary AB
- March 19-20 Destination Capitol Hill DC
- April 19-22 IRU Casper WY
- May 3-7 IPW Los Angeles CA
- March 11-15 Brand USA South America Sales Mission
- June 3-7 Brand USA Canada Mission
- July 15-19 Brand USA Japan and Korea Mission
- August 7-10 ESTO Columbus OH
- October 7-10 ATTA Adventure Travel Summit Panama
- October Brand USA Travel Week Europe
- December National Finals Rodeo

## BURGESS JUNCTION

SALES	August	September	SEASON
This Year	\$12,242.35	\$13,425.75	\$57,047.89
Last Year	X	X	X
Percent Change	X	X	X

## ADJOURN