

SHERIDAN COUNTY TRAVEL AND TOURISM

BOARD OF COMMISSIONERS MEETING



CONSENT AGENDA

- ✓ Introductions
- ✓ Additions/Changes
- ✓ Old Business
- ✓ New Business
- ✓ Executive Session

PACKET MATERIALS

- ✓ Minutes of Previous Meeting
- ✓ Financial Documents
- ✓ Grant Documents
- ✓ Strategic Clarity Document

JANUARY 23, 2024

 Information Center
 1517 E 5th Street
 11:00AM

EXECUTIVE SUMMARY

UPDATES

DATA AT A GLANCE

- Lodging Tax Collections (A)
 - State Reporting Date:
 - 11/2023: \$65,635
 - YOY: 73.25%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
 - (December): \$82,297.75
- STR Occupancy Report (D)
- Analytics Review (E)

- Earned Media/Visits
 - Film/Photography Projects
 - Grant Requests/Grant Reports
 - Important Dates
 - Burgess Junction
- ONGOING**
- 2024 Brand USA MX Mission
 - 2024 WYO Winter Rodeo

Occupancy %	NOV	DEC
This Year	36.9	31.2
Last Year	34.8	29.9
% Change	6.0	7.8

Social Reach	NOV	DEC
Facebook	46,155	72,427
Instagram	4,267	4,374
Flickr (total)	1,904,309	1,911,189
YouTube	86,380	102,124

GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
Sheridan WYO Rodeo	Sponsorship	\$15,000	
Sheridan WYO Rodeo	Sponsorship	\$15,000	2023 Final Report

OLD AND NEW BUSINESS

- ✓ NEW: FAB Conference Request

ACCOUNTS

Account Name	Value
Adjusted WYO-Class	\$658,869.67
First Federal Checking	\$144,899.13

IMPORTANT DATES

- Jan 29-Feb 2 Brand USA Mexico Sales Mission
- Feb 10 WYO Winter Rodeo Skijoring
- Feb 25-27 Governor's Conference, Cheyenne
- Mar 11-15 Brand USA South America Sales Mission
- Mar 19-20 Destination Capitol Hill DC
- Apr 19-22 IRU Casper WY
- Apr 30-May 1 WOT New York City Media Mission
- May 3-7 IPW Los Angeles CA
- Mar 11-15 Brand USA S. America Sales Mission
- Jun 3-7 Brand USA Canada Mission
- Jul 15-19 Brand USA Japan and Korea Mission
- Aug 7-10 ESTO Columbus OH
- Oct 7-10 ATTA Travel Summit Panama
- Oct Brand USA Travel Week Europe
- Dec National Finals Rodeo

ADDITIONS & NEWS

ADJOURN