

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

May 28, 2024

 Information Center
 1517 E 5th Street
 11:00AM

EXECUTIVE SUMMARY

UPDATES

DATA AT A GLANCE

- Lodging Tax Collections (A)
 - State Reporting Date:
 - 2/2024: \$35,573 / YOY: 92.52%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
 - (March): \$67,650.19
 - (April): \$59,301.51
- STR Occupancy Report (D)
- Analytics Review (E)

- Earned Media/Visits
- Film/Photography Projects
- Grant Requests/Grant Reports
- Important Dates
- Burgess Junction

- 2024 NY Media Mission Recap
- 2024 IPW Los Angeles Recap

ONGOING

Occupancy %	MAR	APR
This Year	34.1	39.1
Last Year	36.8	40.6
% Change	-7.3	-3.5

SOCIAL	MAR	APR
Facebook	99.2k ↓38%	179.1k ↑83.8%
Instagram	3.3k ↓10.6%	4.3k ↑33.3%
Flickr	1,925,821	1,954,564
YouTube	4.6k ↓97%	8.5k ↓55.3%

GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
Big Horn Soccer Cup	Sponsorship	\$12,500	Approved via Email
3 rd Thursday Street Festival	Matching Funds	\$3,000	

OLD AND NEW BUSINESS

- ✓ **NEW:** FY23 Audit Update
- ✓ **NEW:** FY 24 Budget Amendment
- ✓ **NEW:** FY 25 Budget Proposal
- ✓ **NEW:** FY25 Banking Arrangements
- ✓ **NEW:** Merch Sales / Cash Document

ACCOUNTS

Account Name	Value
Adjusted WYO-Class	\$567,280.94
First Federal Checking	\$26,642.38

IMPORTANT DATES

- 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 15-24 Brand USA Travel Week Europe
- Dec 5-9 National Finals Rodeo

ADDITIONS & NEWS

- ✓ **NEXT MEETING:** June 25, 2024

ADJOURN