

# Pinedale Travel & Tourism Commission

Agenda for October 19, 2022

Virtual Meeting Details <https://meet.google.com/dvakmghxmg>

Join by Phone Call-in Number: (US) +1 513-480-3950 PIN: 7627188932

*12p.m.*

- A. Call to order
- B. Approve Agenda
- C. Approve minutes from August 21, 2022, meeting.
- D. Administration
  - a. Budget vs. Actual
  - b. Review and approve bills in the amount of \$5,282.29
- E. Monthly Reports
  - a. Sublette County Visitor Center Report-will be provided by Peter Paulin
- F. Old Business
  - a. SEM/CO-OP Update
  - b. Website/Social Media Update
  - c. PTTC Ambassador Report
  - d. Wyoming Airports Coalition update
  - e. Rocky Mountain Snowmobile Expo Report
- G. New Business
  - a. PFAC/Soundcheck Report
- H. Next Commission meeting November 16, 2022, location TBD.
- I. Public Input
- J. Adjourn

Pinedale Travel & Tourism Commission

Minutes for August 17, 2022

Sundance Motel

12 P.M.

The meeting was called to order by Laura Hattan at 12 p.m. Commission members in attendance: Laura Hattan, Tyler Swafford, Jim Hamilton and Anna Fabelina. Chauncey Goodrich, absent excused. Others in attendance: Kaddy Fyfe-Shivers, representing Sublette County Chamber of Commerce; Amber Anderson, representing Friends of PAC; Katie Williams representing Pinedale Stage Stop; Peter Paulin, representing Sublette County Visitor Center; and Angela Douglas, representing Emblem Aviation.

Motion by Mr. Swafford to approve the agenda as published. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the minutes from the July 20, 2022, meeting. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the bills in the amount of \$987.80 Seconded by Mr. Hamilton. Motion passed 3-0.

The Visitor Center report for June 2022 had a total of 4,622 visits. 4,101 day visits and 521 night visits. This includes all states except ME and DL. Foreign country visitors were from England, France, South Africa, Bora Bora, Italy, Germany and Sweden.

July 2022 had a total of 4,106 visits. 3,671 day visits and 435 nights visits. Visitors were from all states except ME and RI. Foreign visitors were mostly from European countries, Australia, and Canada.

Motion by Mr. Swafford to approve the amount of \$1,673.00 for the Brew Fest grant. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the amount of \$2,000 for the Pinedale Half Marathon. grant. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the amount of \$2,000 for the Pinedale Stage Stop. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the amount of \$2,000 for the Mainstreet Winter Carnival. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the amount of \$1,000 for the Pinedale Stampede. Seconded by Mr. Hamilton. Motion passed 3-0.

Motion by Mr. Swafford to approve the amount of \$1,500 for the Mountain Man Christmas. Seconded by Mr. Hamilton. Motion passed 3-0.

Commission members discussed having a second grant cycle open for the Spring season. Grant applications will be announced and accepted between March and April.

During public input, Angela Douglas of Emblem Aviation reported on the first annual Rocky Mountain STOL competition. The event was successful with an estimated 550 spectators and dozens of pilots that participated from Pinedale and as far away as Sitka, Alaska.

Motion by Mr. Swafford to adjourn. Seconded by Mr. Hamilton. The meeting adjourned at 1:23 p.m. Motion passed 3-0.

Next Commission meeting will be on September 21, 2022, location TBD.

Minutes taken by:

Minutes Approved by:

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Anna Fabelina

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Laura Hattan

TREASURER, TOWN OF PINEDALE  
PO BOX 709  
PINEDALE, WY 82941

### Letter of Transmittal

Enclosed herewith is your warrant in the amount of \$206,907.07 from the sales tax distribution run dated 09/30/2022. The following is a detailed distribution based on revenue receipts collected by this Department.

#### State Tax

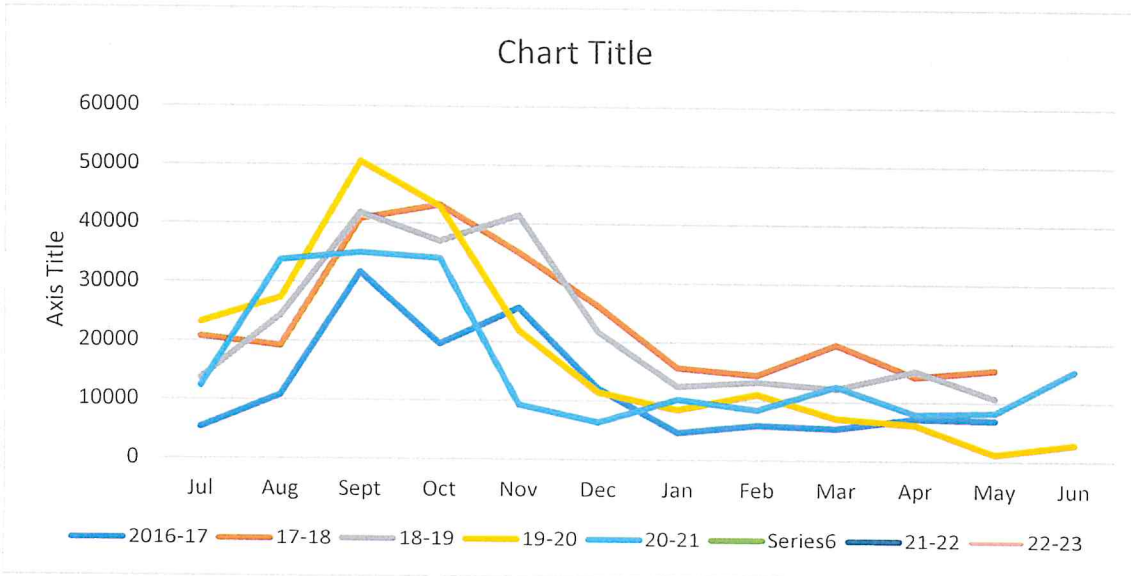
Tax Description	Vendor Location	Distribution Amount
Sales Tax	Municipal Distribution	\$126,450.84
Use Tax	Municipal Distribution	\$21,828.34
<b>Total Amount of State Tax:</b>		<b>\$148,279.18</b>

#### Local Option Tax

Tax Description	Vendor Location	Distribution Amount
Sales Tax      Lodging	In State	\$58,627.89
<b>Total Amount of Local Option:</b>		<b>\$58,627.89</b>

PTTC 90%      \$ 52,765.10  
Town 10%      \$ 5,862.79

	2016-17	17-18	18-19	19-20	20-21	21-22	22-23	Difference	23-16
Jul	5287.60	20758.21	13627.91	23180.82	12319.43	40211.11	23919.88	16291.23	18632.28
Aug	10783.17	19182.50	24313.84	27342.26	33689.31	63997.07	31226.86	32770.21	20443.69
Sept	31730.69	40836.62	41837.78	50554.44	35030.57	39716.57	52765.10	13048.53	21034.41
Oct	19559.84	43235.05	37001.86	42912.20	34067.21	54566.11			
Nov	25727.20	35177.4	41417.27	21916.72	9278.18	15008.27			
Dec	12013.64	26106.4	21666.55	11401.13	6316.84	10881.80			
Jan	4604.92	15653.29	12466.65	8495.02	10223.38	12087.19			
Feb	5889.44	14479.53	13269.02	11130.64	8474.00	11375.41			
Mar	5407.81	19700.19	12182.8	7136.19	12503.89	8996.66			
Apr	7126.07	14309.61	15271.47	6071.65	7891.06	14002.43			
May	6891.15	15476.66	10694.23	1129.24	8181.05	12087.19			
Jun	7832.38	15542.91	15431.19	2785.73	15260.64	8702.49			
	142853.91	280458.37	259180.57	214056.04	193235.56	291632.30		62109.97	<b>\$60,110.38</b>



Report Criteria:

- Print Fund Titles
- Page and Total by Fund
- Print Source Titles
- Total by Source
- Print Department Titles
- Page and Total by Department
- All Segments Tested for Total Breaks
- Account.Account Number = {=} {>} "21-000-0000" {AND} {<} "21-999-9999"

Account Number	Account Title	2019-20 Prior year 3 Actual	2020-21 Prior year 2 Actual	2021-22 Pri Year Actual	2022-23 Cur Year Budget	07/22-06/23 Cur YTD Actual	2023-24 Future year Budget	2023-24 Approved Budget	Requested
<b>TRAVEL &amp; TOURISM SPEC REV FUND</b>									
<b>TAX REVENUES</b>									
21-310-1300	LODGING TAX - 90% PTT	226,701.50	179,971.54	293,718	261,000.00	107,749	.00		TT
21-310-1400	LODGING TAX - 10% TO	25,189.06	19,996.85	32,635	29,000.00	11,972	.00		TT
Total TAX REVENUES:		251,890.56	199,968.39	326,353	290,000.00	119,721	.00		
<b>MISCELLANEOUS REVENUE</b>									
21-360-6410	PUBLIC SUPPORT	.00	.00	.00	.00	.00	.00		TT
21-360-6420	COOPERATIVE REIMBUR	.00	97,905.27	30,000	.00	.00	.00		TT
Total MISCELLANEOUS REVENUE:		.00	97,905.27	30,000	.00	.00	.00		

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<b>PTTC DIRECTED MARKETING EXP'S</b>									
21-410-0002	UNALLOCATED BUDGET	.00	.00	.00	.00	.00	.00		TT
21-410-0010	ANNUAL DUES	569.00	405.48	534	300.00	324	.00		TT
21-410-0020	BILLBOARDS	.00	.00	.00	.00	.00	.00		TT
21-410-0030	COMMUNITY RELATIONS	7,727.54	66,980.08	4,501	13,000.00	184	.00		TT
21-410-0035	EVENT REGSTRITIONS &	.00	199.41-	.00	.00	.00	.00		TT
21-410-0040	GRANT PROGRAMS	19,363.18	8,663.79	5,071	15,000.00	1,332	.00		TT
21-410-0045	PFAC SOUNDCKECK MK	5,000.00	.00	10,000	25,000.00	.00	.00		TT
21-410-0050	INDUSTRY RELATIONS	.00	278.79	.00	8,000.00	7,500	.00		TT
21-410-0055	TRAVEL FOR INDUSTRY	.00	.00	.00	.00	.00	.00		TT
21-410-0060	ONLINE ADVERTISING	.00	1,012.44	2,792	3,000.00	2,200	.00		TT
21-410-0070	PRINT ADVERTISING	.00	5,000.00	2,068	5,000.00	1,090	.00		TT
21-410-0080	RADIO ADVERTISING	.00	.00	.00	.00	.00	.00		TT
21-410-0090	VIDEO PRODUCTION & P	6,000.00	.00	597	5,000.00	.00	.00		TT
21-410-0100	WEBSITE DEVELOPMEN	39,545.19	23,699.28	2,232	3,600.00	100	.00		TT
21-410-0190	OTHER MARKETING	.00	980.00-	30,200	5,000.00	.00	.00		TT
21-410-0200	WIND RIVER FESTIVAL E	.00	.00	.00	.00	.00	.00		TT
21-410-0205	WAM CONVENTION	.00	.00	.00	.00	.00	.00		TT
21-410-0210	TRADE SHOW/DIRECT S	3,437.45	820.11	4,223	5,000.00	2,227	.00		TT
Total PTTC DIRECTED MARKETING EXP'S:		81,642.36	105,680.56	62,219	87,900.00	14,957	.00		

Account Number	Account Title	2019-20 Prior year 3 Actual	2020-21 Prior year 2 Actual	2021-22 Pri Year Actual	2022-23 Cur Year Budget	07/22-06/23 Cur YTD Actual	2023-24 Future year Budget	2023-24 Approved Budget	Requested
<b>Department: 411</b>									
21-411-0010	WINTER CAMPAIGN	32,500.00	30,149.52	35,000	41,000.00	.00	.00		TT
21-411-0020	FALL CAMPAIGN	24,975.08	27,532.23	20,000	30,000.00	.00	.00		TT
21-411-0030	SUMMER CAMPAIGN	13,350.00	28,969.21	15,000	20,000.00	.00	.00		TT
21-411-0040	SPRING CAMPAIGN	7,550.00	19,882.78	15,000	25,000.00	.00	.00		TT
Total Department: 411:		78,375.08	106,533.74	85,000	116,000.00	.00	.00		



Account Number	Account Title	2019-20 Prior year 3 Actual	2020-21 Prior year 2 Actual	2021-22 Pri Year Actual	2022-23 Cur Year Budget	07/22-06/23 Cur YTD Actual	2023-24 Future year Budget	2023-24 Approved Budget	Requested
<b>PTTC DIRECTED ADMIN EXP'S</b>									
21-413-0090	OTHER ADMIN EXPENSE	.00	.00	.00	.00	.00	.00		TT
21-413-0375	TRAVEL FOR EVENTS &	110.00	.00	960	2,500.00	.00	.00		TT
21-413-0485	CONTRACT SERVICES	27,500.00	.00	.00	.00	.00	.00		TT
21-413-0490	NEW PROJECT DEVELO	.00	.00	.00	5,000.00	.00	.00		TT
Total PTTC DIRECTED ADMIN EXP'S:		27,610.00	.00	960	7,500.00	.00	.00		

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<b>PTTC WAGES, TAXES, &amp; BENEFITS</b>									
21-415-0050	SALARIES-WAGES-COM	18,846.94	30,999.30	18,798	26,400.00	4,875	.00		TT
21-415-0070	PAYROLL TAXES-FICA	1,421.37	2,500.60	1,438	2,112.00	373	.00		TT
21-415-0071	PAYROLL TAXES-UNEMP	174.80	432.77	.00	.00	.00	.00		TT
21-415-0072	PAYROLL TAXES-WORKE	499.82	1,185.70	605	845.00	155	.00		TT
21-415-0075	EMPLOYEE BENEFITS-H	1,214.46	4,664.63	4,902	18,332.00	1,373	.00		TT
21-415-0077	EMPLOYEE BENEFITS-R	3,273.78	5,686.99	2,148	5,180.00	908	.00		TT
21-415-0090	OVERTIME	.00	.00	.00	3,000.00	.00	.00		TT
<b>Total PTTC WAGES, TAXES, &amp; BENEFITS:</b>		<b>25,431.17</b>	<b>45,469.99</b>	<b>27,891</b>	<b>55,869.00</b>	<b>7,683</b>	<b>.00</b>		

Account Number	Account Title	2019-20 Prior year 3 Actual	2020-21 Prior year 2 Actual	2021-22 Pri Year Actual	2022-23 Cur Year Budget	07/22-06/23 Cur YTD Actual	2023-24 Future year Budget	2023-24 Approved Budget	Requested
<b>TOWN DIRECTED EXPENSES</b>									
21-416-0010	10% TOWN DIRECTED E	25,000.00	10,000.00	15,000	29,000.00	.00	.00		TT
	Total TOWN DIRECTED EXPENSES:	25,000.00	10,000.00	15,000	29,000.00	.00	.00		
	TRAVEL & TOURISM SPEC REV FUND Revenue Total:	251,890.56	297,873.66	356,353	290,000.00	119,721	.00		
	TRAVEL & TOURISM SPEC REV FUND Expenditure Total:	238,058.61	267,684.29	191,070	296,269.00	22,640	.00		
	Net Total TRAVEL & TOURISM SPEC REV FUND:	13,831.95	30,189.37	165,283	6,269.00-	97,081	.00		
	Net Grand Totals:	13,831.95	30,189.37	165,283	6,269.00-	97,081	.00		

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- Account.Account Number = {=} {>} "21-000-0000" {AND} {<} "21-999-9999"

**Sublette County Visitors Center  
Executive Directors Report  
PTTC  
October 2022**

**August 2022 Visitation Numbers**

Day: 2361 Night: 428 Total: 2789

Down 11% from 2021

**States**

All States ( Except AL, AR, DE, HI, ME, MS, RI, TN, VT ) **CO #1**

**Countries**

Australia, Canada, France, England, Scotland, Netherlands, New Zealand, Belgium, Ireland,  
Italy, Denmark, Cuba, Israel, Norway **Canada #1**

Buses: 3 Total 150 PP

**September 2022 Visitation Numbers**

Day: 2937 Night 395 Total 3332:

Down 22% from 2021

**States:**

( AL, AZ, AR, CA, CO, FL, GA, ID, IL, IN, IA, KS, MA, MI, MN, MO, NE, NV, NC, OR, TN, TX,  
UT, VA, WA, WV, WI, WY) **CO #1**

**Countries**

( Yugoslavia, Ukraine, Poland, France, Canada, UK, Germany ) **UK #1**

Buses: 2 Total 100 PP

**Direct Referrals**

**Aug Results 8/1-8/31**

Total Direct Referrals 826

Top 5 Referrals:

Outdoor Rec. / Hiking / Mtn. Man / Restaurants / Retail

Referral Percentage 29.6%

**Sept. Results 9/1-9/20**

Total Direct Referrals: 926

Top 5 Direct Referrals:

Outdoor Rec. / Hiking / Mtn. Man / Restaurants / Retail

Referral Percentage: 27.8%



September 2022

Pinedale, WY 2022

# Pinedale, Wyoming Digital Campaigns 2022

To access your historical 2021 report, please click this link [here](#).

## FY23 Digital Campaign

Google SEM Coop  
15,816 Total Clicks

Month	Impressions	Clicks	CTR
July	54,481	6,959	12.77%
August	64,563	7,168	11.10%
September	14,386	1,689	11.74%
	133,430	15,816	11.85%

Google Prospecting Display - FY23  
2,514,011 Total Impressions

Month	Impressions	Clicks	CTR
July	1,056,518	700	0.07%
August	1,166,723	855	0.07%
September	290,770	261	0.09%
	2,514,011	1,816	0.07%

Facebook Click to Site - FY23  
11,909 Total Clicks

Month	Clicks	Impressions	CTR
July	1,211	37,817	3.20%
August	8,147	229,399	3.55%
September	2,551	86,699	2.94%
	11,909	353,915	3.36%

Mobilefuse - FY23

451.2K Impressions

Month	Impressions	Clicks	CTR
August	358,861	109	0.03%
September	92,320	34	0.04%
	451,181	143	0.03%



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## Visit Pinedale - Monthly Reporting

1 message

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**Lesley Rowbal** <lrowbal@maddenmedia.com>  
To: Anna Fabelina <annafabelina@townofpinedale.us>  
Cc: Arianna Beller <abeller@maddenmedia.com>

Thu, Sep 8, 2022 at 3:25 PM

Hi Anna,

We have your monthly reporting ready to share with you. Please reach out if you have any questions. We also have our Yellowstone video spot running but have not received information from that vendor yet. We will follow up.

There are some highlights here below.

### Mobilefuse:

- Flight: 8/3/22 - 10/31/22, 1/1/23 - 3/31/23
- Impressions: 451,181 with a goal of 2,083,000 (pacing to deliver to goal)

### FB/IG CTS:

- Flight: July '22 - June '23
  - Clicks: 11,909 (pacing to hit goal)
  - CTR: 3.36% (benchmark is 1%)
- Current CTR is 3x the industry benchmark*

### Google Display Display

- Flight: July '22 - June '23
- Impressions: 2,514,00 (pacing to exceed impression goal by nearly double)
- Impression Goal: 6,780,000
- CTR: .07% (benchmark .10-.20%, below industry standards, but increasing month over month)

### SEM Coop

Flight Length - 6 months  
Campaign Click Thru Rate - 11.85% (average 4.84%)  
August Click Thru Rate - 11.74% (average 4.84%)  
Total Clicks: 15,816 (pacing to meet goal by the end of the year)  
Click Goal: 40,000

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### Lesley Rowbal

Destination Strategy Director | Madden Media  
phone: 308.249.2255  
[lrowbal@maddenmedia.com](mailto:lrowbal@maddenmedia.com) | [maddenmedia.com](http://maddenmedia.com)  
Pronouns: She/Her



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 Pinedale, WY \_September 2022 .pdf  
360K





October 7, 2022

# Pinedale, WY 2022

Pinedale, Wyoming  
Digital Campaigns 2022

To access your historical 2021 report, please click this link [here](#).

# FY23 Digital Campaign

Google SEM Coop  
21,958 Total Clicks

Month	Impressions	Clicks	CTR
July	54,481	6,959	12.77%
August	64,563	7,168	11.10%
September	57,394	6,579	11.46%
October	10,060	1,252	12.45%
	186,498	21,958	11.77%

Google Prospecting Display - FY23  
3,712,620 Total Impressions

Month	Impressions	Clicks	CTR
July	1,056,518	700	0.07%
August	1,166,723	855	0.07%
September	1,238,256	909	0.07%
October	251,123	178	0.07%
	3,712,620	2,642	0.07%

Facebook Click to Site - FY23  
9,623 Total Clicks

Month	Clicks	Impressions	CTR
July	613	37,817	1.62%
August	3,739	229,399	1.63%
September	4,428	339,383	1.30%
October	843	70,678	1.19%
	9,623	677,277	1.42%

Mobilefuse - FY23  
760.4K Impressions

Month	Impressions	Clicks	CTR
August	358,861	109	0.03%
September	401,506	148	0.04%
	760,367	257	0.03%



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**Pinedale - Oct. Reporting**

1 message

**Arianna Beller** <abeller@maddenmedia.com>

Fri, Oct 7, 2022 at 5:53 PM

To: Maureen Rudnick &lt;maureenrudnick@townofpinedale.us&gt;, Anna Fabelina &lt;AnnaFabelina@townofpinedale.us&gt;, Lesley Rowbal &lt;lrowbal@maddenmedia.com&gt;

Good evening ladies! Happy Friday!

Please see below for a quick synopsis of your reporting for this month. Attached you'll find a more detailed report. I've also included reporting from Near on the video campaign. We're pacing to deliver on all project goals. Let us know if you have any questions!

**SEM**

- Flight: 7/1/22 - 12/31/22
- Impressions: 186,498
- Clicks: 21,958
- CTR: 11.77%

**FB/IG CTS**

- Flight: 7/25/22 - 6/30/23
- Clicks: 9623
- Impressions: 677,277
- CTR: 1.42%

**Mobilefuse**

- Flight: 8/3/22 - 10/31/22
- Impressions: 760,367
- Clicks: 257
- CTR: 0.03%

**Google Prospecting Banners + Responsive**

- Flight: 7/1/22 - 6/30/23
- Impressions: 3,712,620
- Clicks: 2642
- CTR: 0.07%

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**Arianna Beller**

Account Specialist | Madden Media

| [abeller@maddenmedia.com](mailto:abeller@maddenmedia.com) | [maddenmedia.com](http://maddenmedia.com)

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**2 attachments** **Visit-Pinedale\_WY\_2022-10-04\_12-15.csv**  
1K **Pinedale Oct. Reporting.pdf**  
398K

## In August, you had 18.8K users visit your website (Google Analytics)

1 message

Google Analytics <analytics-noreply@google.com>  
Reply-To: Google Analytics <analytics-noreply@google.com>  
To: info@visitpinedale.org

Thu, Sep 8, 2022 at 1:11 AM



Universal Analytics will no longer process new data in standard properties starting in 2023. Prepare now by setting up and switching over to a Google Analytics 4 property.

# Visit, here's your August snapshot

<http://www.visitpinedale.org>

[www.VisitPinedale.org](http://www.VisitPinedale.org) UA-4638154-2 | View: VisitPinedale.org 48826228

SEE FULL REPORT

## Top performance metrics

Stats compared to previous month

Users

18.8K

↓ 9.3%

Sessions

22.7K

↓ 10.8%

Bounce Rate

Average Session Duration

- - - -

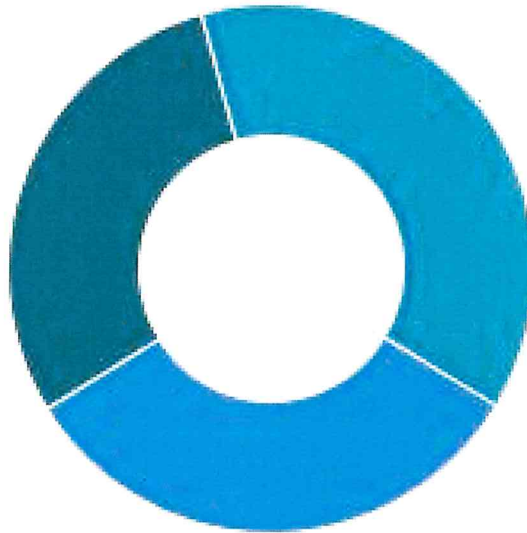
- - - -

66%  
↓ 2.4%

00:01:17  
↓ 0.0%

## User acquisition

Breakdown of visitors acquired by channel



Organic Search

38.0%

Paid Search

32.4%

All Other Sessions

29.4%

## Feature spotlight

Our next-generation measurement solution, Google Analytics 4, is replacing Universal Analytics. Starting in 2023, Universal Analytics will no longer process data.

In preparation, we encourage you to switch over to a Google Analytics 4 property as soon as possible. [Watch the latest updates from Google Marketing Live](#), for more information on how Google Analytics 4 can

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## In September, you had 23.7K users visit your website (Google Analytics)

1 message

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Google Analytics <analytics-noreply@google.com>  
Reply-To: Google Analytics <analytics-noreply@google.com>  
To: info@visitpinedale.org

Tue, Oct 5, 2021 at 1:19 AM



# Visit, here's your September snapshot

<http://www.visitpinedale.org>

[www.VisitPinedale.org](http://www.VisitPinedale.org) UA-4638154-2 | View: VisitPinedale.org 48826228

SEE FULL REPORT

## Top performance metrics

Stats compared to previous month

Users

**23.7K**

↑ 4.9%

Sessions

**28.1K**

↑ 1.0%

Bounce Rate

**67.1%**

↑ 6.2%

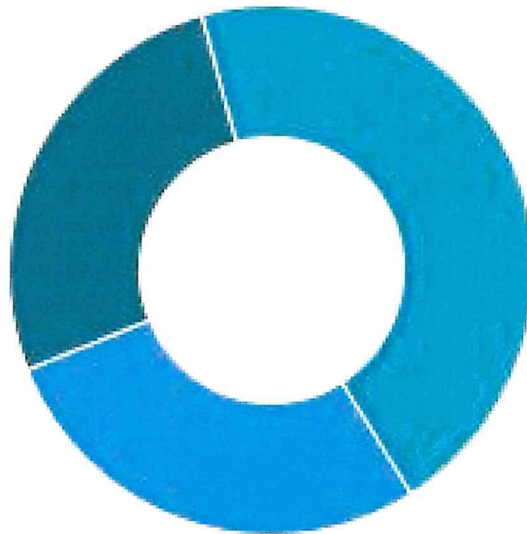
Average Session Duration

**00:01:02**

↓ 26.5%

# User acquisition

Breakdown of visitors acquired by channel



(Other)

45.4%

Organic Search

27.8%

All Other Sessions

26.7%

## Feature spotlight

Discover the new, more intelligent Google Analytics experience that delivers the essential customer insights you need to be ready for whatever comes next. This next generation experience will take your digital analytics to a whole new level.

- It's built with machine learning at its core to automatically uncover insights from your data that you can use to improve your marketing.
- It provides a more complete understanding of your full customer life cycle, from acquisition to retention, by bringing together data across app and web.
- Looking ahead, this experience will work with or without cookies or identifiers so you can learn about your customers even with gaps in your data.



## PTTC Ambassador August/September Report

### Tasks

- Marketing Strategy
- Marketing Calendar
- Spring/Summer Campaign
- Facebook & Instagram Posts
- PTTC Meeting August – September was cancelled due to WAC Conference
- Community Calendar
- Hotel visits – dropped off brochures for Rocky Mountain STOL and Airport FLY-IN
- Visitor Center Visit – dropped off Town maps and stickers
- Town Advertising
- Agendas / Minutes – August Meeting

### Connecting with other tourism organizations

- Madden Media – Two days town photoshoot
- Royal Flush Advertising – Fall/Winter Campaigns
- Visitor Center
- Wyoming of Tourism – event updated
- Wyoming Airports Coalition Conference was successful. Great feedback from the WAC commission board and participants.
- Rocky Mountain Snowmobile Expo

### Daily

- Check and respond to emails
- Bills
- Manage Contacts
- Manage Visit Pinedale website
- Monitor & Respond Facebook and Instagram
- Make & Return Phone Calls

Submitted by:

Anna Fabelina

PTTC Ambassador





Anna Fabelina <annafabelina@townofpinedale.us>

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## WAC Fall Conference - Pinedale

1 message

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Glenn Januska <gjanuska@iflycasper.com>

Tue, Sep 27, 2022 at 11:34 AM

To: Glenn Januska <gjanuska@iflycasper.com>

The WAC Conference Planning Committee would like to thank everyone who attended the conference last week, and particularly wanted to thank the Town of Pinedale for their outstanding hospitality! In the next week you will be receiving a conference survey that we would ask you to complete. It is through your feedback that we are able to plan a quality conference with engaging business sessions. In the meantime, I have attached three documents; the GA Airport Marketing and PR Guide that Ken Moen discussed in the "How to develop and maintain a robust relationship with your community" session. The second is the Wyoming Representatives Engagement Guide that was discussed in the "Navigating a Changing Political Landscape" session. Finally, I have attached the list of all those who registered to attend the conference.

See you all in Gillette next year!

Glenn Januska

WAC Conference Planning Committee

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### 3 attachments

 **GA Airport Marketing and PR Guide - August 2020.pdf**  
5353K

 **Wyoming Representatives Engagement Guide.pdf**  
104K

 **WAC 2022 Registration List.pdf**  
141K



Try searching for "audience overview"



### Acquisition Overview

All Users  
100.00% Users

+ Add Segment

Primary Dimension:

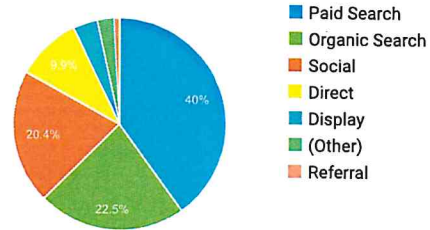
Conversion:

Top Channels

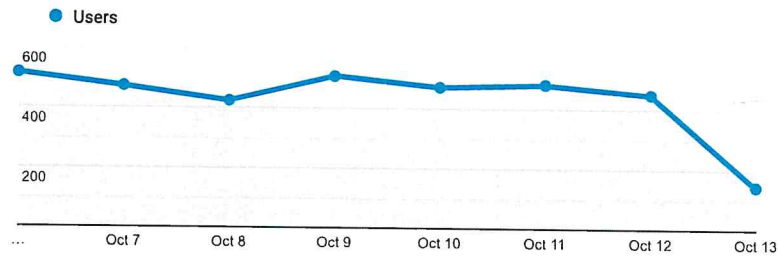
Goal 1: Time on Site Greater than 10 Minutes

[Edit Channel Grouping](#)

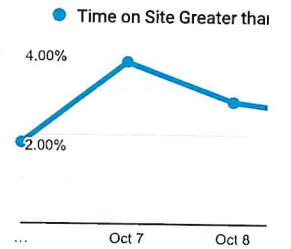
Top Channels



Users



Conversions



	Acquisition			Behavior			Conversion
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 C Rate
	3,331	3,217	3,815	69.44%	1.91	00:01:02	
1 Paid Search	1,350			67.38%			
2 Organic Search	760			65.82%			
3 Social	689			68.90%			
4 Direct	333			77.35%			



Try searching for "audience overview"



ALL » DEFAULT CHANNEL GROUPING: Paid Search

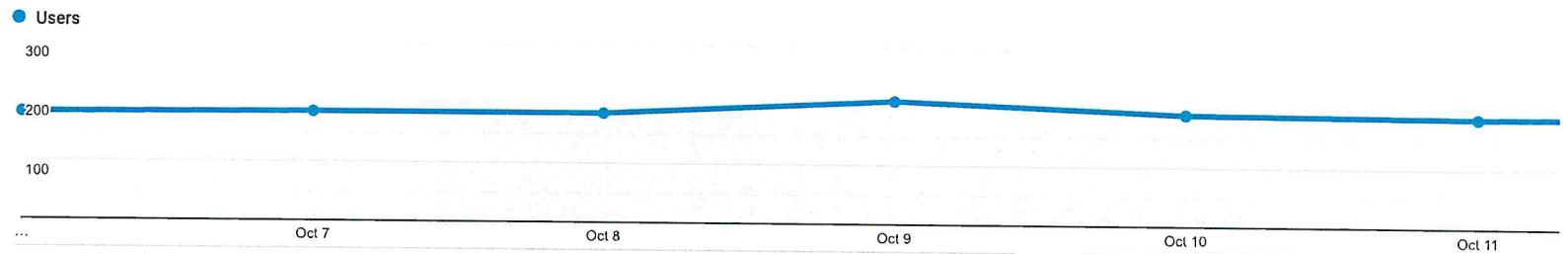
All Users  
40.53% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Ecommerce

Users vs. Select a metric



Primary Dimension: Keyword Source Landing Page Other

Plot Rows Secondary dimension Sort Type: Default

Keyword	Acquisition			Behavior			Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Time on Site Greater than 10 Minutes (Goal 1 Conversion Rate)	Time on Site Greater than 10 Minutes (Goal 1 Conversion Rate)
	1,350 % of Total: 40.52% (3,332)	1,324 % of Total: 41.14% (3,218)	1,545 % of Total: 40.48% (3,817)	67.38% Avg for View: 69.43% (-2.95%)	1.87 Avg for View: 1.91 (-2.15%)	00:01:01 Avg for View: 00:01:02 (-2.52%)	2.78% Avg for View: 2.72% (2.15%)	
1. wyoming tourist attractions	311 (22.42%)	296 (22.36%)	342 (22.14%)	60.82%	2.04	00:01:04	1.75%	
2. things to see in wyoming	141 (10.17%)	138 (10.42%)	159 (10.29%)	65.41%	1.70	00:00:45	1.89%	
3. events in wyoming	137 (9.88%)	134 (10.12%)	146 (9.45%)	93.15%	1.10	00:00:09	0.00%	
4. what to do in wyoming	131 (9.44%)	127 (9.59%)	148 (9.58%)	60.81%	1.89	00:01:03	3.38%	
5. things to do in wyoming	72 (5.19%)	71 (5.36%)	78 (5.05%)	75.64%	1.62	00:00:53	3.85%	

# PFAC 2022 SUMMER SERIES | CONTRACT FOR SERVICES



## ATTENDANCE BY YEAR

\* COVID SUMMER NO DATA & CAPPED ATTENDANCE



2019: 5,295    2021: 4,560  
 2020: 2,180\*    2022: 4,410

### 2021 SURVEY & ATTENDANCE INFO (APPROX.)

150 surveys applied to overall per show

# of Out-of-County attendees ..... 2721  
 # of attendees who ate dinner locally ... 3985  
 # of attendees who booked a hotel ..... 1917  
 # attendees who shopped locally ..... 2667

### 2022 SURVEY & ATTENDANCE INFO (APPROX.)

150 surveys applied to overall per show

# of Out-of-County attendees ..... 2590  
 # of attendees who ate dinner locally .. 3811  
 # of attendees who booked a hotel ..... 1814  
 # of attendees who shopped locally .... 2800

## RETURN ON INVESTMENT

2021 RETURN ON INVESTMENT ACTUAL ..... 4,560 attendees  
 3,985 attendees eat locally at \$25/per person ..... \$99,625  
 1,917 attendees stay at local hotel at \$75/room (958 rooms)..... \$71,850  
 2,667 attendees shop locally at \$10/per person ..... \$26,670  
**TOTAL 2021 RETURN ON INVESTMENT (ACTUAL) ..... \$198,145**

2022 RETURN ON INVESTMENT ACTUAL ..... 4,410 attendees  
 3,811 attendees eat locally at \$25/per person ..... \$95,275  
 1,814 attendees stay at local hotel at \$75/room (907 rooms) ..... \$68,025  
 2,800 attendees shop locally at \$10/per person ..... \$28,000  
**TOTAL 2022 RETURN ON INVESTMENT (ACTUAL) ..... \$191,300**

**2022 REQUEST FOR TOWN CONTRACT OF SERVICES: \$25,000**