

Pinedale Travel & Tourism Commission

Agenda for April 05, 2023

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

Join by Phone Call-in Number: (US) +1513-480-3950 PIN: 7627188932

12:00 – 2:00

Sublette County Unified Fire Hall, 130 S. Fremont

- A. Call to order
- B. Approve Agenda
- C. Approve minutes from February 15, 2023, meeting.
- D. Administration
 - a. Budget vs. Actual
 - b. Review and approve bills in the amount of \$_____.
- E. Monthly Reports
 - a. Sublette County Visitor Center Report-will be provided by Peter Paulin
- F. Old Business
 - a. Campaign Updates
 - b. Visit Pinedale Town Map production cost proposal
 - c. Grant purpose, criteria, process, and rules
 - d. FY 23 grant recap
 - e. Review spending process and procedure
- G. New Business
 - a. Review Current Mission Statement
 - b. Upcoming Efforts and Priorities workshop
 - Events
 - Travel
 - Budget Preparation
 - c. John F. Patterson Award
- H. Next Commission meeting April 19, 2023, location Sublette County Unified Fire.
- I. Public Input
- J. Adjourn

Pinedale Travel & Tourism Commission

Minutes for February 15, 2023

Sundance Motel

12:00 P.M.

The meeting was called to order by Laura Hattan at 12:00 p.m. Commission members in attendance: Laura Hattan, Tyler Swafford, Angela Douglas, Jim Hamilton and Anna Fabelina. Others in attendance: Peter Paulin, representing Sublette County Visitor Center; Riley Wilson, representing Town of Pinedale Airport; and Cathy Wachter, representing Emblem Aviation.

Motion by Mr. Swafford to approve the agenda as published. Seconded by Ms. Douglas. Motion passed 4-0.

Motion by Ms. Douglas to approve January 18, 2023, minutes. Seconded by Mr. Swafford. Motion passed 4-0.

Motion by Mr. Swafford to approve the January bills in the amount of \$2,087.90. Seconded by Mr. Hamilton. Motion passed 4-0.

The Visitor Centers report for January 2023, had a total of 989 visits: 320-day visits and 669-night visits. This includes visitors CO, CA, ID, IA, MI, NY, OR, PA, UT and WY. Visitors from Foreign countries were from Canada, England, Italy, France and Germany.

Peter Paulin representing the Sublette County Visitor Center discussed options to work together with Pinedale Travel and Tourism Commission members to promote Pinedale in trade shows and local events.

Commission members tabled the approval of the Visit Pinedale town map to next month's meeting. They recommend having a print sample from Smyth Printing, Inc. and Falls Printing for the final print out product.

Riley Wilson representing the Town of Pinedale Airport clarified that camping at the airport during the Rocky Mountain STOL competition is strictly for aviators only. Camping fees will be collected at a rate of \$10/night.

Motion by Mr. Hamilton to adjourn. Seconded by Ms. Douglas. Motion passed 4-0. The meeting adjourned at 12:47 p.m.

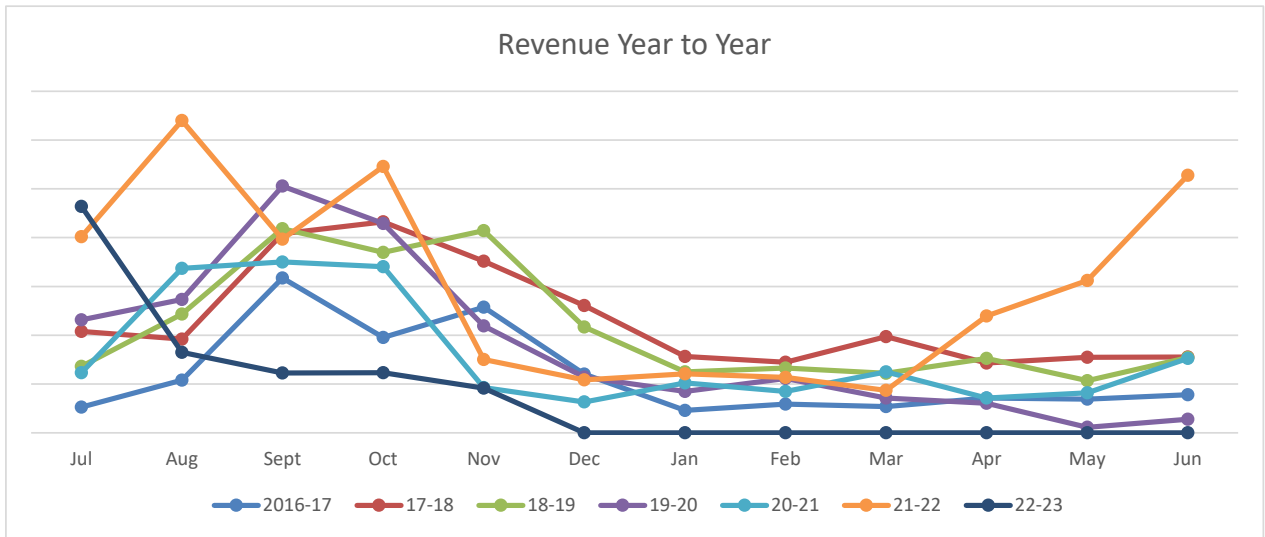
Minutes taken by:

Anna Fabelina

Minutes Approved by:

Laura Hattan

	2016-17	17-18	18-19	19-20	20-21	21-22	22-23	Difference	22-16
Jul	5287.60	20758.21	13627.91	23180.82	12319.43	40211.11	46415.21	6204.10	34923.51
Aug	10783.17	19182.50	24313.84	27342.26	33689.31	63997.07	16515.77	-47481.30	53213.90
Sept	31730.69	40836.62	41837.78	50554.44	35030.57	39716.57	12271.70	-27444.87	7985.88
Oct	19559.84	43235.05	37001.86	42912.20	34067.21	54566.11	12325.59	-42240.52	35006.27
Nov	25727.20	35177.4	41417.27	21916.72	9278.18	15008.27	9158.88	-5849.39	-10718.93
Dec	12013.64	26106.4	21666.55	11401.13	6316.84	10881.80		-10881.80	-1131.84
Jan	4604.92	15653.29	12466.65	8495.02	10223.38	12087.19		-12087.19	7482.27
Feb	5889.44	14479.53	13269.02	11130.64	8474.00	11375.41		-11375.41	5485.97
Mar	5407.81	19700.19	12182.8	7136.19	12503.89	8702.49		-8702.49	3294.68
Apr	7126.07	14309.61	15271.47	6071.65	7101.95	23919.88		-23919.88	16793.81
May	6891.15	15476.66	10694.23	1129.24	8181.05	31226.86		-31226.86	24335.71
Jun	\$7,832.38	\$15,542.91	\$15,431.19	\$2,785.73	\$15,260.64	\$52,765.10		-52765.10	44932.72
	142853.91	280458.37	259180.57	214056.04	192446.45	364457.86	96687.15	-267770.71	\$221,603.95



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 = {>=} "210000000" {AND} {<=} "219999999"

Account Number	Account Title	2019-20 Prior year 3 Budget	2019-20 Prior year 3 Actual	2020-21 Prior year 2 Budget	2020-21 Prior year 2 Actual	2021-22 Prior year 1 Budget	2021-22 Pri Year Actual	2022-23 Cur Year Budget	07/22-06/23 Cur YTD Actual	2023-24 Future year Budget
TRAVEL & TOURISM SPEC REV FUND										
TAX REVENUES										
21-310-1300	LODGING TAX - 90% PTT	.00	226,701.50	200,000.00	179,971.54	200,000.00	293,718	261,000.00	257,201	.00
21-310-1400	LODGING TAX - 10% TO	.00	25,189.06	6,500.00	19,996.85	6,500.00	32,635	29,000.00	28,578	.00
Total TAX REVENUES:		.00	251,890.56	206,500.00	199,968.39	206,500.00	326,353	290,000.00	285,779	.00
MISCELLANEOUS REVENUE										
21-360-6410	PUBLIC SUPPORT	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-360-6420	COOPERATIVE REIMBUR	.00	.00	.00	97,905.27	.00	30,000	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00	97,905.27	.00	30,000	.00	.00	.00

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PTTC DIRECTED MARKETING EXP'S										
21-410-0002	UNALLOCATED BUDGET	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0010	ANNUAL DUES	.00	569.00	250.00	405.48	250.00	534	300.00	701	.00
21-410-0020	BILLBOARDS	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0030	COMMUNITY RELATIONS	.00	7,727.54	70,000.00	66,980.08	70,000.00	4,501	13,000.00	184	.00
21-410-0035	EVENT REGSTRITIONS &	.00	.00	.00	199.41-	.00	.00	.00	.00	.00
21-410-0040	GRANT PROGRAMS	7,500.00	19,363.18	10,000.00	8,663.79	10,000.00	5,071	15,000.00	4,062	.00
21-410-0045	PFAC SOUNDCHECK MK	.00	5,000.00	5,000.00	.00	5,000.00	10,000	25,000.00	20,000	.00
21-410-0050	INDUSTRY RELATIONS	.00	.00	.00	278.79	.00	.00	8,000.00	7,500	.00
21-410-0055	TRAVEL FOR INDUSTRY	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0060	ONLINE ADVERTISING	.00	.00	300.00	1,012.44	300.00	2,792	3,000.00	2,578	.00
21-410-0070	PRINT ADVERTISING	.00	.00	40.00	5,000.00	40.00	2,068	5,000.00	4,958	.00
21-410-0080	RADIO ADVERTISING	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0090	VIDEO PRODUCTION & P	24,000.00	6,000.00	.00	.00	.00	597	5,000.00	5,000	.00
21-410-0100	WEBSITE DEVELOPMEN	50,000.00	39,545.19	25,200.00	23,699.28	25,200.00	2,232	3,600.00	587	.00
21-410-0190	OTHER MARKETING	.00	.00	.00	980.00-	.00	30,200	5,000.00	5,000	.00
21-410-0200	WIND RIVER FESTIVAL E	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0205	WAM CONVENTION	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-410-0210	TRADE SHOW/DIRECT S	7,500.00-	3,437.45	5,000.00	820.11	5,000.00	4,223	5,000.00	4,846	.00
Total PTTC DIRECTED MARKETING EXP'S:		74,000.00	81,642.36	115,790.00	105,680.56	115,790.00	62,219	87,900.00	55,415	.00

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Department: 411										
21-411-0010	WINTER CAMPAIGN	.00	32,500.00	40,000.00	30,149.52	40,000.00	35,000	41,000.00	58,800	.00
21-411-0020	FALL CAMPAIGN	.00	24,975.08	30,000.00	27,532.23	30,000.00	20,000	30,000.00	33,200	.00
21-411-0030	SUMMER CAMPAIGN	.00	13,350.00	30,000.00	28,969.21	30,000.00	15,000	20,000.00	20,000	.00
21-411-0040	SPRING CAMPAIGN	.00	7,550.00	20,000.00	19,882.78	20,000.00	15,000	25,000.00	24,814	.00
Total Department: 411:		.00	78,375.08	120,000.00	106,533.74	120,000.00	85,000	116,000.00	136,814	.00

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PTTC DIRECTED ADMIN EXP'S										
21-413-0090	OTHER ADMIN EXPENSE	.00	.00	.00	.00	.00	.00	.00	.00	.00
21-413-0375	TRAVEL FOR EVENTS &	.00	110.00	.00	.00	.00	960	2,500.00	.00	.00
21-413-0485	CONTRACT SERVICES	.00	27,500.00	.00	.00	.00	.00	.00	.00	.00
21-413-0490	NEW PROJECT DEVELO	.00	.00	.00	.00	.00	.00	5,000.00	.00	.00
Total PTTC DIRECTED ADMIN EXP'S:		.00	27,610.00	.00	.00	.00	960	7,500.00	.00	.00

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PTTC WAGES, TAXES, & BENEFITS										
21-415-0050	SALARIES-WAGES-COM	.00	18,846.94	35,568.00	30,999.30	35,568.00	18,798	26,400.00	15,325	.00
21-415-0070	PAYROLL TAXES-FICA	.00	1,421.37	2,850.00	2,500.60	2,850.00	1,438	2,112.00	1,171	.00
21-415-0071	PAYROLL TAXES-UNEMP	.00	174.80	175.00	432.77	175.00	.00	.00	16	.00
21-415-0072	PAYROLL TAXES-WORKE	.00	499.82	1,140.00	1,185.70	1,140.00	605	845.00	478	.00
21-415-0075	EMPLOYEE BENEFITS-H	.00	1,214.46	.00	4,664.63	.00	4,902	18,332.00	4,667	.00
21-415-0077	EMPLOYEE BENEFITS-R	.00	3,273.78	6,500.00	5,686.99	6,500.00	2,148	5,180.00	2,892	.00
21-415-0090	OVERTIME	.00	.00	500.00	.00	500.00	.00	3,000.00	.00	.00
Total PTTC WAGES, TAXES, & BENEFITS:		.00	25,431.17	46,733.00	45,469.99	46,733.00	27,891	55,869.00	24,549	.00

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TOWN DIRECTED EXPENSES										
21-416-0010	10% TOWN DIRECTED E	.00	25,000.00	10,000.00	10,000.00	10,000.00	15,000	29,000.00	.00	.00
	Total TOWN DIRECTED EXPENSES:	.00	25,000.00	10,000.00	10,000.00	10,000.00	15,000	29,000.00	.00	.00
	TRAVEL & TOURISM SPEC REV FUND Revenue Total:	.00	251,890.56	206,500.00	297,873.66		356,353	290,000.00	285,779	.00
	TRAVEL & TOURISM SPEC REV FUND Expenditure Total:	74,000.00	238,058.61	292,523.00	267,684.29		191,070	296,269.00	216,779	.00
	Net Total TRAVEL & TOURISM SPEC REV FUND:	74,000.00-	13,831.95	86,023.00-	30,189.37	86,023.00-	165,283	6,269.00-	69,000	.00
	Net Grand Totals:	74,000.00-	13,831.95	86,023.00-	30,189.37		165,283	6,269.00-	69,000	.00

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**Sublette County Visitors Center
Executive Directors Report
PTTC
March 2023**

February Visitation Numbers

Day: 547 Night: 126 Total: 673

Down 24% from 2022

Total Direct Referrals

84

Direct Referral Percentage 12.5%

Top 5 Referrals

Outdoor Rec. / Restaurants / PAC / Lodging / Retail

States

AZ, CO, ID, OR, TX, UT, WY

Wyoming #1

Countries

NONE

In the works

Currently working on Multimedia and website development waiting on RFP's from several
Companies

Will be filming in the county throughout the year.

Provided Welcome bags for Hockey Tourney, Casper College Job fair.

Working with WOT on sticker program.

Building on CDT Gateway Community support and services. CDT looking for an Ambassador for
Pinedale for 2023.

Questions or comments feel free to contact me.

Peter Paulin - Director - Sublette County VC 367-3419

Pinedale, Wyoming Digital Campaigns 2023

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

FY23 Digital Campaign

Google Prospecting Display - FY23

7,827,459 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	1,246,675	857	0.07%
November	1,222,369	760	0.06%
December	767,295	467	0.06%
January	504,142	322	0.06%
February	477,707	330	0.07%
March	147,774	107	0.07%
	7,827,459	5,307	0.07%

Facebook Click to Site - FY23

21,721 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	3,865	266,213	1.45%
November	3,041	258,658	1.18%
December	1,804	153,126	1.18%
January	2,032	163,278	1.24%
February	1,570	107,917	1.45%
March	629	45,096	1.39%
	21,721	1,600,887	1.36%



Pinedale Travel and Tourism Commission Grant Agreement

Grant Overview

- **The purpose of the Pinedale Travel and Tourism Commission (PTTC)** is to provide for the promotion of travel and tourism and to generate and increase overnight stays in Pinedale.
- **The goal of the grant process** is to assist Pinedale organizations with events designed to generate overnight stays in Pinedale lodging facilities, thereby contributing to the overall greater Pinedale economy.

The Grant Application must be completed in its entirety and include all required attachments. In most cases, this has already been done prior to the Commission voting. If not, you will be asked to complete the application prior to receiving funds.

All Grant Decisions of the PTTC Board are based upon

- Number of participants from outside of Sublette County
- Number of overnight stays generated
- Estimated economic impact on the area as a whole
- Opportunity to maintain and grow the event in Pinedale on an annual basis
- Effect on the lodging tax of the event in past years (if an annual, recurring event)

Required Recognition

The Commission requires the following recognition for its financial participation:

- Official PTTC Logo file may be obtained from PTTC office personnel
- VisitPinedale.org link and logo on websites
- PTTC Banner at the event site (provided by PTTC)
- **When a grant is approved, the PTTC is considered an official sponsor of your event and should be recognized as such in ALL advertising**

Communication with Pinedale Lodging

Please note the attached list of properties that may be able to offer lodging during your event. PTTC requires that you contact each of these properties to let them know you are having the event, provide dates, and estimated attendance. This checklist must be returned within 30 days of receipt of this letter or the grant may be rescinded.

Advertising & Marketing of Events that Receive Grants

The attached worksheet will help you to track your advertising to include with your progress report and final report. A minimum of sixty percent (60%) of advertising should be out-of-county. Organizations that do not do so may not be eligible for future funding. Advertising includes Facebook, email, posters and more. There is no requirement for print advertising.

Grant Usage

The Board **does not** approve grant funds for the following:

- Portable advertising space (banners, electronic boards, etc.)
- Phone expenses
- Equipment
- Administration or overhead of the organization
- Event programs and other print projects for on-site use only
- Items sold for profit
- Food expenditures
- Alcoholic beverages
- Sales tax

Return of Grant Acceptance Agreement

The Grant Acceptance Agreement must be signed and returned with the certificate of insurance to PTTC at Town Hall, PO Box 709, Pinedale WY 82941 within twenty (20) business days prior to your event, or the grant becomes **null and void**.

Certificate of Insurance

As described in the PTTC Grant Application, the Town of Pinedale requires a certificate of insurance naming the Town of Pinedale as an Additional Insured with a Waiver of Subrogation from each entity awarded funds. Funds will only be disbursed to the entity named on the application. This certificate must be returned with this funding agreement (see above) within twenty business days prior to the event.

Payment/Reimbursement

1. Grant recipients must maintain all receipts/invoices and collect canceled or certified copies of checks of expenses related to the grant.
2. Copies of contracts or other documentation may be requested in exceptional circumstances. These will be determined on a case-by-case basis.
3. Applicants have sixty (60) days following the end of the project to file their *Official Claim Form/Town Voucher (see attached)*. Grant funding commitments become null and void sixty (60) days from the end date of the event. An insert order or advertising contract is a one-time expense, not an event. Reporting for any one-time expenses should be submitted within sixty (60) days of occurrence of said expense.
4. Items not submitted for payment within the specified time period become the **sole** responsibility of the applicant.
5. Incurred expenses are the responsibility of the sponsoring organizations and approved expenses will be reimbursed by the PTTC.
6. Any organization that is approved for event funds, runs advertising for said event, and cancels the event prior to its scheduled date, will be solely responsible for the cost of all ads for that cancelled event.

Request for payment must include:

1. Final Report: a brief description/overview of completed project.
2. Tracking Method Form: for all events – available by email request.
3. Official Claim Form/Town Voucher (provided by PTTC) showing an expenditure list with vendor names, purpose/reason for expenditure, and amount.
4. Paid Invoices including advertising tear sheets and copies of publications (for advertising & marketing grant applicants only).
5. Award Receipts are required for all awards - form available upon request.
6. On rare occasions grant funds may be disbursed prior to the event. Prior disbursement will only occur if the event will not take place without them. A signed letter of explanation must be submitted. Under no circumstances will funds be disbursed in excess of 45 days prior to the event. Applicants should be aware that fund disbursements are only approved at a regular monthly meeting of the PTTC.

IMPORTANT NOTE: Once a grant approval and official claim form is issued, the grant approval process is *final*. Any additions or changes to your approved grant MUST BE SUBMITTED IN WRITING AND APPROVED by the Pinedale Travel and Tourism Commission Board of Directors, *prior* to amending your grant. Upon approval of any changes, a revised Official Claim Form will be delivered to you. Any changes that do not meet this requirement will be disqualified and ineligible for payment by the PTTC and will be considered the sole financial responsibility of the sponsoring organization.

Initial: _____

I understand that **any changes to the approved grant must be submitted in writing** to PTTC, PO Box 709, Pinedale, WY 82941, or via email to maureenrudnick@townofpinedale.us

The Pinedale Travel and Tourism Commission reserves the right to terminate funding in the event of non-compliance or cancellation, and to amend grants, reject or void grants which are contrary to law or public policy, and amend its policies as it relates to the approval process for future grants.

It is strongly recommended that you maintain a copy of this *Grant Funding Agreement* with your grant information and refer to it if you have any questions.

I have read and understand this document and will comply with the *Grant Funding Agreement* as set forth herein.

I have read and initial the *Important Note* on page 3 of this document.

I have the authority to enter into contracts on behalf of the organization.

Name of Organization: _____

Signed: _____ Title: _____

Printed Name: _____ Date: _____



December 22, 2020

Name
Address
Pinedale WY, 82941

Dear _____,

Congratulations on your community minded spirit! We applaud those who do things that not only help their organization, but who also increase tourism to Pinedale and involve our local community.

You have been awarded a grant in the amount of \$_____.

With the grant that you receive, there are some things we would like you to be aware of and a few things we ask of you.

- **The purpose of the Pinedale Travel and Tourism Commission (PTTC)** is to provide for the promotion of travel and tourism and to generate and increase overnight stays in Pinedale.
- **The goal of the grant process** is to assist Pinedale organizations with events designed to generate overnight stays in Pinedale lodging facilities.

Please keep these purposes and goals in mind when planning your event. Additionally, it is our expectation that as your event grows or becomes more solidly established, the amount you are granted in future years may be reduced, as you will need less support.

As you saw in the application, we require a certificate of liability insurance that names the Town of Pinedale as an additional insured prior to the event. The minimum required limits are \$1,000,000 per occurrence and \$2,000,000 general aggregate. This certificate must show that the named insured is the same as the applicant, or the organization receiving the funds. Under no circumstances will we issue funds without this approved certificate.

Funds will be disbursed only after the event has occurred and all reports have been submitted. Please include a signed voucher with a recap of how your event did and a brief description of how you marketed the event. It is our intent to see that the event is actually going to occur and that you have made substantial progress in achieving what you described in your application. Just let us know if you need help, we don't intend to make this difficult. (Please see the attached forms.)

Above all, the Town wants your event to be a huge success. We have tools to help you including event calendars, social media, and more. Please include our logo and web address on any print material or online advertising (www.visitpinedale.org) and our banner that we ask you to display at your event. Please reach out and let us know how we can assist you (maureenrudnick@townofpinedale.us).

Congratulations,

Maureen Rudnick
Assistant Town Clerk/Treasurer

Pinedale Lodging

Bed & Breakfast

Chambers House Bed & Breakfast

Rivera Lodge Bed & Breakfast

Heritage Quilts Retreat

Motels

Log Cabin Motel

Gannet Peak

Pinedale Cozy Cabins

Jackalope Motel

Sundance Motel

Best Western Pinedale Inn

Hotels

Hampton Inn & Suites

Baymont Inn & Suites

The Lodge at Pinedale

High Country Suites

Locations

111 West Magnolia Street

442 Marilyn

21 E Pine Street

49 East Magnolia Street

66 North Madison

407 South Pine Street

148 East Pine Street

864 West Pine

55 Bloomfield Avenue

1624 West Pine Street

1054 West Pine Street

1133 West Pine Street

Spoke With

Date

PTTC FINAL REPORT

Project Title: _____ Project/Grant #: _____

Organization: _____

Grant Amount Requested: \$ _____ Grant Amount Approved: \$ _____

Total Amount of Event Expenses Claimed: \$ _____

What was your expected attendance for this event? _____

Total # of actual participants: _____

Total # of actual spectators: _____

Total # from outside Sublette County: _____

Increase _____ or Decrease _____ from last year's attendance

Where did attendees come from specifically? (Numbers from all locations) _____

What tracking methods were used to track attendance? _____

How many room nights were used at all lodging facilities in Pinedale as a direct result of your event?

What factors negatively impacted the event? _____

What factors positively impacted the event? _____

What changes or improvements are planned for next year? _____

****Include a signed disbursement voucher, copies of each bill detailing the expense, proof of payment (cancelled check or credit card receipt), copies of print media ads (tear sheets), and the tracking method form with your Final Report.**

Mission Statement

Current:

The Mission of the Pinedale Travel and Tourism Commission is to increase overnight visitation to greater Pinedale.

Proposed:

The Mission of the Pinedale Travel and Tourism Commission is to increase overnight visitation, spending and market share to fuel the economies of our stakeholders. Through our work, we will significantly contribute to tax revenues and increased quality of life in greater Pinedale.