

Pinedale Travel & Tourism Commission

Agenda for June 16, 2026

Town Hall

12:00 p.m.

A. Call to order

B. Approve Agenda

C. Approve Minutes of the May 20, 2026 meeting

D. Routine Business

a. Review Revenue

b. Approve August bills in the amount of \$15,922.05

c. Reports from Sublette County Visitors Center (read only, no discussion)

d. Reports from Madden Media (read only, no discussion)

E. New Business

a. Vacant Seat

b. Potential RV space for Rendezvous

c. Rendezvous program

F. Old Business

a. Rendezvous advertising

b. Young Strategies

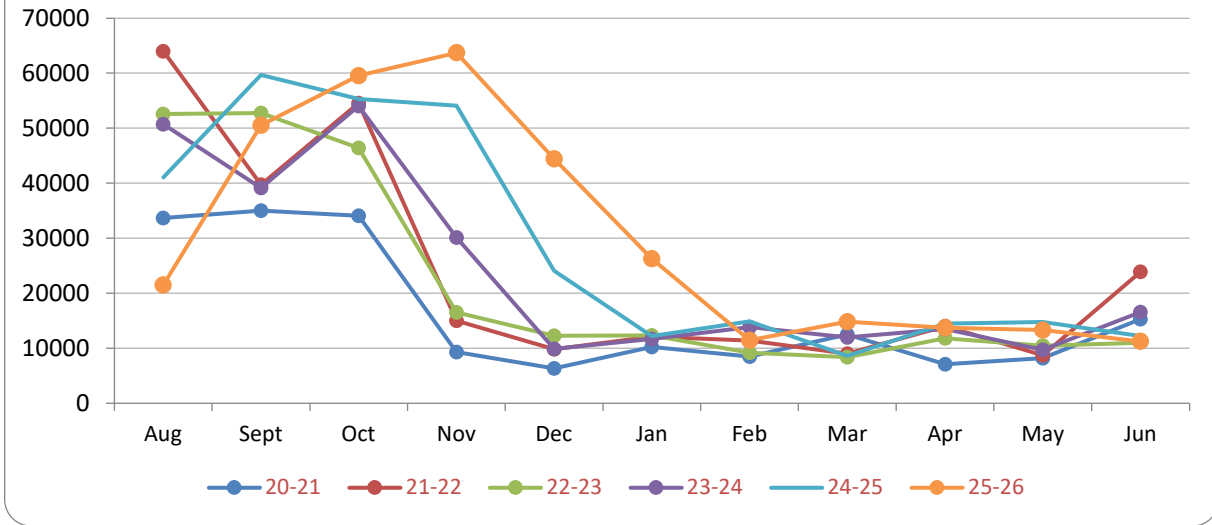
G. Adjourn

	18-19	19-20	20-21	21-22	22-23	23-24	24-25	25-26	Difference
Jul	13628	23181	12319	40211	31267	33469	16561	17086	525
Aug	24314	27342	33689	63997	52602	50746	41052	21500	-19552
Sept	41838	50554	35031	39717	52765	39114	59694	50547	-9146
Oct	37002	42912	34067	54566	46415	54036	55,303	59,539	4236
Nov	41417	21917	9278	15008	16516	30135	54105	63750	9645
Dec	21667	11401	6317	9794	12272	9855	24066	44441	20375
Jan	12467	8495	10223	12087	12326	11677	12204	26281	14077
Feb	13269	11131	8474	11375	9159	13847	14874	11436	-3438
Mar	12183	7136	12504	8997	8368	11937	8616	14830	6214
Apr	15271	6072	7102	14002	11791	13487	14474	13693	-782
May	10694	1129	8181	8702	10436	9694	14742	13319	-1423
Jun	15431	2786	15261	23920	10978	16561	12174	11260	-913
	259181	259181	214056	192446	302377	294557	327865	347684	19819

Budget
Over

270000
77684

Revenue 19-26



21-411-0040	Madden Media	2026-034422	\$	13,419.25
21-411-0030	Madden Media	23		2,875.00
21-410-0100	SnowDay		\$	450.00
21-410-0100	Google Workspace	May	\$	52.80
21-410-0040	Pinedale Babe Ruth		\$	2,000.00
			\$	18,797.05



Madden Media
 685 South Broadway
 Denver, CO 80209
 (520) 322-0895
 ar@maddenmedia.com

BILL TO:

Pinedale Travel & Tourism Commission/Visit Pinedale
 Maureen Rudnick
 P.O. Box 709
 Pinedale, WY 82941

SHIP TO:

Pinedale Travel & Tourism Commission/Visit Pinedale

Billing Type Invoice

Billing Number 2026-034422

Madden Program Reference:
 DM-WYPTTC26 - Pinedale Travel & Tourism Digital C
 ampaign

Billing Date 5/31/2026

Billing Due Date 6/30/2026

Billing Terms Net 30

Amount Due USD 13,419.25

May 2026

PRODUCT	COMMENT	QUANTITY	UNIT PRICE	TOTAL
Azira CTV (CPV)		37.600000	USD 40.00	USD 1,504.00
Google SEM - General Leisure (CPC)		1,500.167000	USD 1.50	USD 2,250.25
Google Performance Max (CPC)		2,000.000000	USD 1.00	USD 2,000.00
*Outdoor Media		444.333000	USD 15.00	USD 6,665.00
Pinterest (CPC)		285.714000	USD 3.50	USD 1,000.00

Sub-Total USD 13,419.25

Sales Tax USD 0.00

Total USD 13,419.25

Amount Paid (USD 0.00)

Credit Amount (\$0.00)

Amount Due USD 13,419.25



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Billing Type Invoice

Billing Number 2026-034423

Madden Program Reference:
 DMC-WY26 - Pinedale Travel & Tourism - Fiscal Year 2026 Coops

Billing Date 5/31/2026

Billing Due Date 6/30/2026

Billing Terms Net 30

Amount Due USD 2,875.00

May 2026

PRODUCT	COMMENT	QUANTITY	UNIT PRICE	TOTAL
Azira Standard Banners (CPM)		1.000000	USD 1,250.00	USD 1,250.00
Meta Ads Prospecting (CPC)		1.000000	USD 875.00	USD 875.00
Meta Ads Remarketing (CPC)		1.000000	USD 750.00	USD 750.00

Sub-Total	USD 2,875.00
Sales Tax	USD 0.00
Total	USD 2,875.00
Amount Paid	(USD 0.00)
Credit Amount	(\$0.00)
Amount Due	USD 2,875.00



**Sublette County Visitor Center
Executive Directors Report
PTTC
June 2026**

**May 2026 Visitation Numbers
(Pinedale VC)**

Day 720 Night: 187 Total 907

Up 3% from May 2025 & up 9% from May 2024

Referral Program

Total Direct Referrals: 264

Direct Referral Percentage: 29.1%

Top Referrals

1. Outdoor Rec. 2. Restaurants 3. Museum of the Mtn Man

States that Visited

AL, AZ, AK, CA, CO, FL, GA, ID, IL, IN, KS, KY, LA, MI, MO, MT, NB, NV, NH, NM, NY
ND, OK, PA, SC, SD, TN, TX, UT, WA, WI, WY

Top 3 States

1. WY 2. CO 3. UT

Countries

Canada, Australia, Finland, Belgium, U.K.

Bus Stops

0

Tracking Category

Why are you here?

Traveling through the Area- 151

Sublette County as a destination- 62

Locals looking for info- 48

MISC

Pinedale Visitor Center will be open 7 days / WK through Sept.

Big Piney VC now open T-Sat 10am-4pm.

Had a booth at the WY Range Expo.

If you have any questions feel free to contact Peter at 307-367-3419 or

peter.paulin@sublettecountywy.gov

CAMPAIGN REPORT

Campaign Summary

Name: Pinedale, WY Rendezvous May 2026

From/Brand:	Visit Pinedale		
Headline:	Green River Rendezvous		
Broadcast Date:	05/07/2026		
Audience:	30,000	ID:	2576436
Views:	3,909	Clicks:	538
View %:	13.03%	Click %:	1.79%

Campaign Creative





CAMPAIGN STATS

Views | 13.03 % Total Views 3,909

Clicks | 1.79 % Total Clicks 538

CTVR | 13.76 %

Clicks by Device

	Desktop	34.94%	188
	Mobile	65.06%	350

CLICKS BY WEB BROWSER

	371 Chrome		25 Edge		18 Firefox		99 Safari		25 Other
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LINK SUMMARY



Index	Link URL	Clicks	%
1	https://museumofthemountainman.com/	443	82.34%
2	https://museumofthemountainman.com/category/exhibits/	95	17.66%
		538	

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Title:
 Pinedale, WY May-June-July 2026 =
 552155

Start Date:
 May 1, 2026 GMT-7

Advertiser:
 Pinedale Travel

End Date:
 Jul 31, 2026 GMT-7

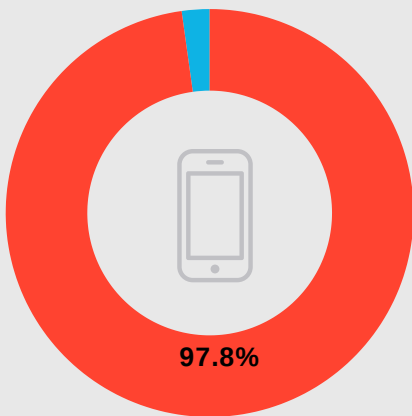
AdMessages Preview



"Plan your Visit and Learn about the Legacy of the Mountain Men Tap To Video!"

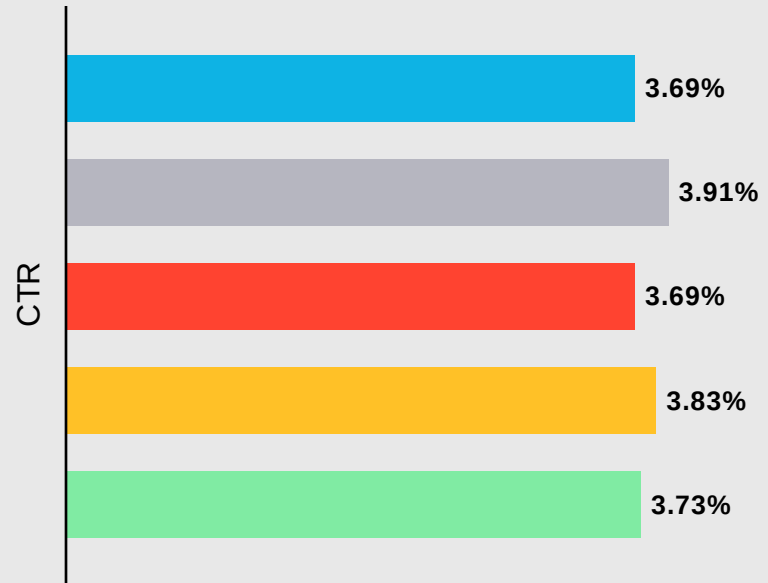


OS Split



● Android ● iOS

Best Performing AdMessage



- A / The museum presents a visual and interpretive expe...
- B / Museum of the Mountain Man is now open for the se...
- C / Plan your Visit and Learn about the Legacy of the Mou...
- D / Plan your museum visit and Learn about Famous Mo...
- E / Since 1990, the Museum of the Mountain Man has be...

Shortcode

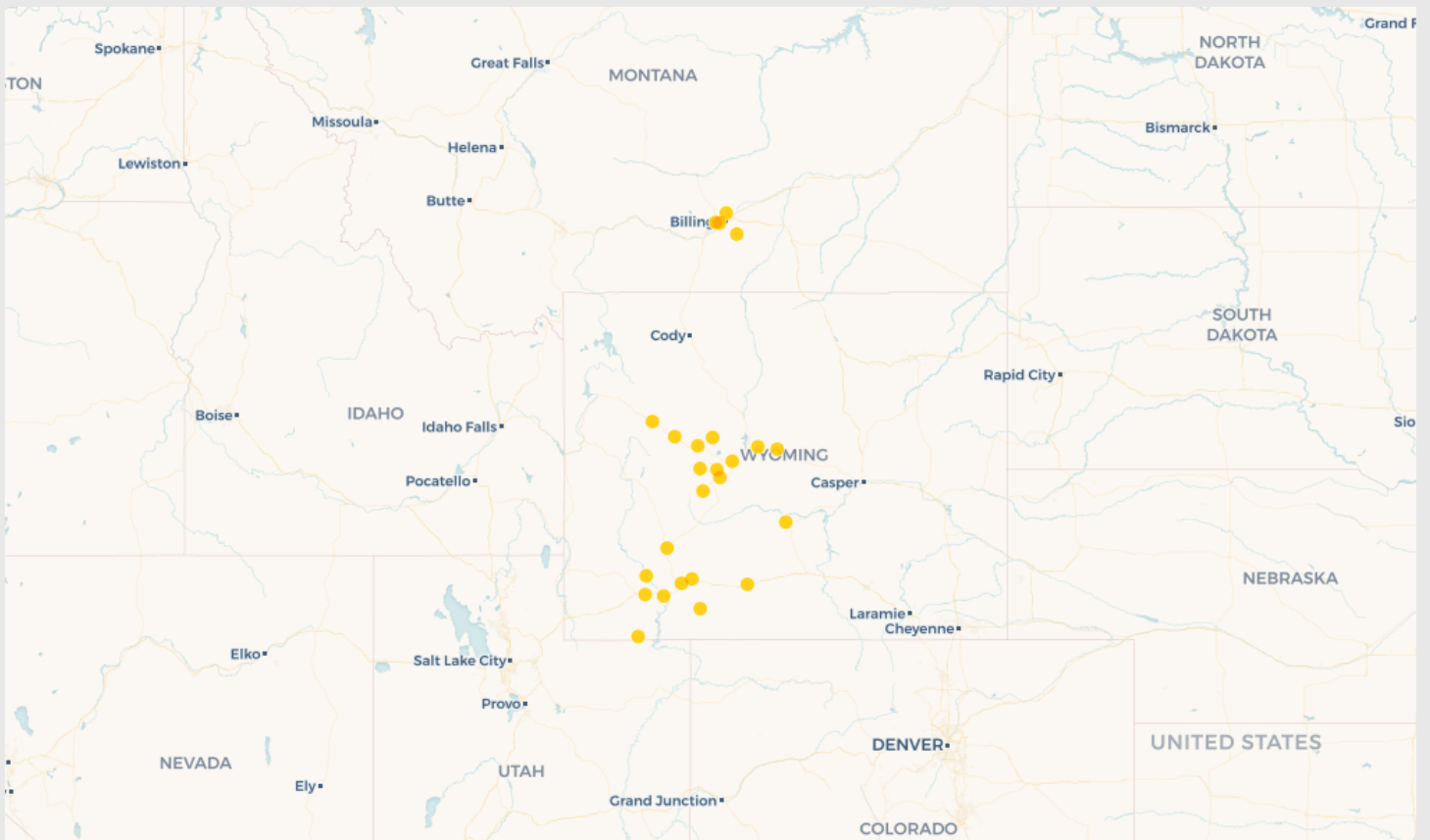
Impressions

Taps

Exposure

A	11,803	435	64h 52m
B	11,691	457	63h 14m
C	11,646	430	61h 54m
D	11,606	445	62h 13m
E	11,518	430	61h 38m

ZIP Code HeatMap

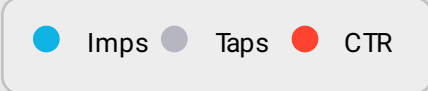
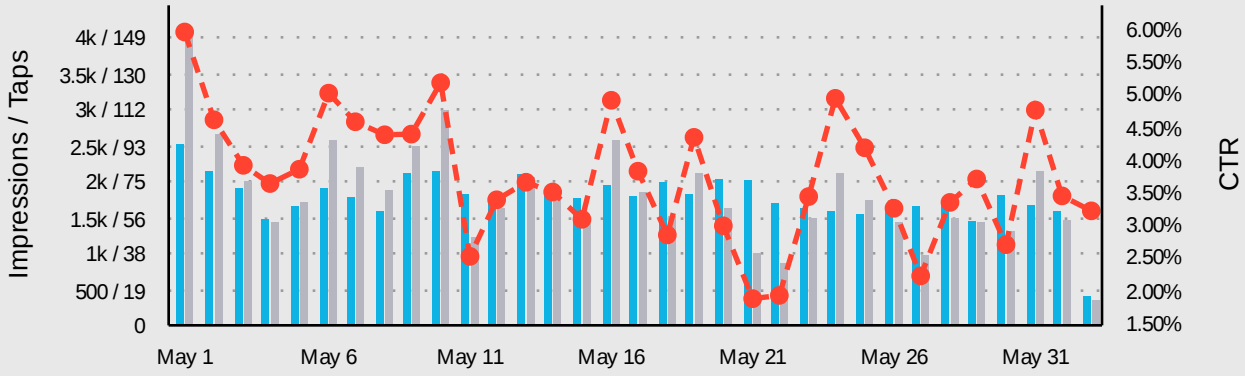


May 1, 2026 GMT-7 - Jul 31, 2026 GMT-7

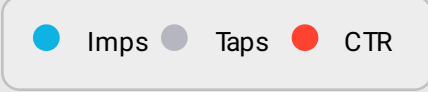
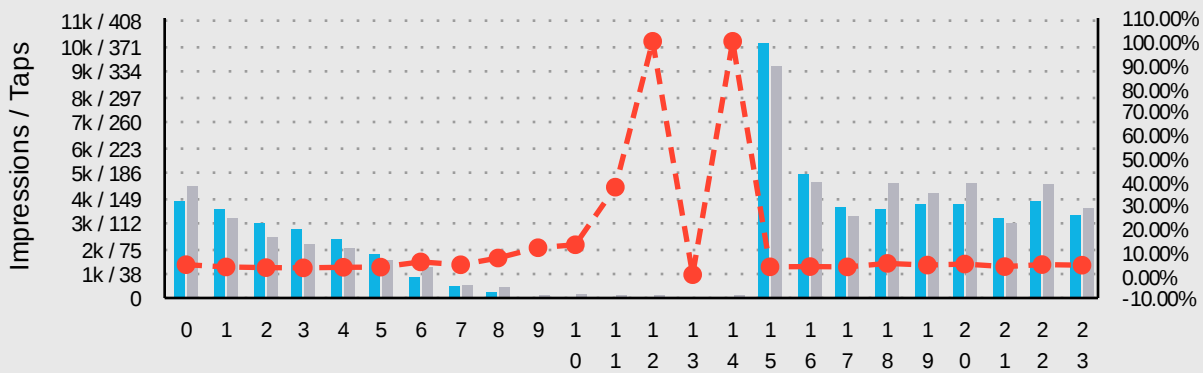
Pinedale, WY May-June-July 2026 =
552155 / Pinedale Travel

WyomingTribuneEagle
WYOMING
NEWS.com

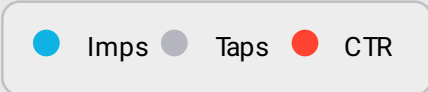
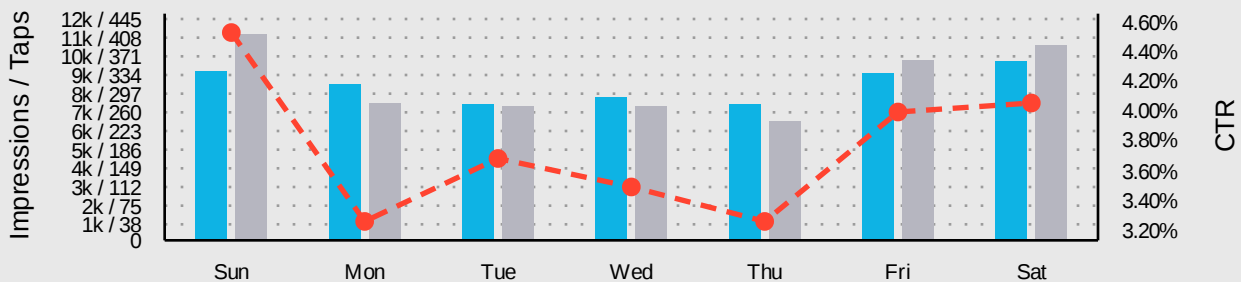
Overall



Hourly



Daily



May 1, 2026 GM T-7 - Jul 31, 2026 GM T-7

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