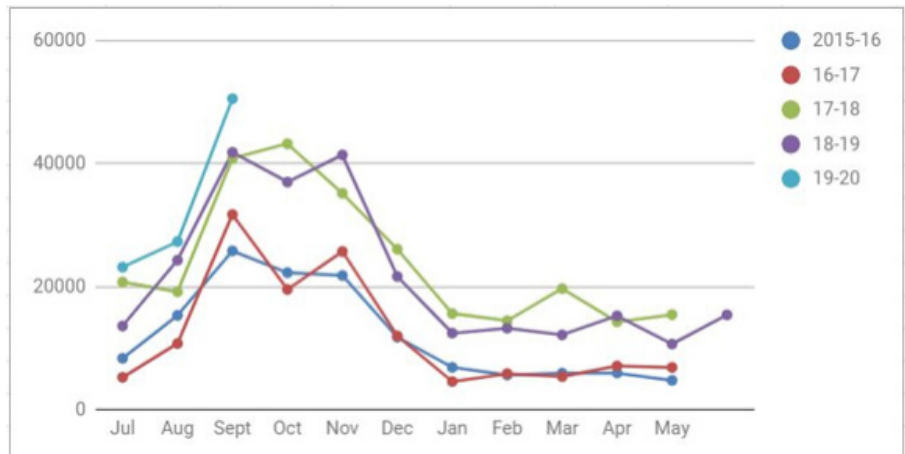


# THE REAL WYOMING PINEDALE

Pinedale Travel & Tourism has seen some big changes this quarter. We said good-bye to Heidi Boehm and hello to Samantha Harnack as our Travel & Tourism Commission Ambassador. The summer brought a host of activities and with them, travelers and tourists from all over.

## REVENUE

Pinedale Travel & Tourism received \$23,180.83 for July, \$27,342 for August & \$50,554.44 for September in Lodging Tax Dollars.



## MARKETING RECAP

July, August, & September

- Creative Development, Campaign Optimization, Production \$7500
  - <http://www.visitpinedale.org/community/popular-attractions>
- Organic & Paid Social Media Posts \$5500
  - <https://www.facebook.com/VisitPinedale/>
  - [https://www.instagram.com/visit\\_pinedale/](https://www.instagram.com/visit_pinedale/)
- Google Display \$2500
- Video (You Tube, etc.) \$3000

## COMMUNITY RELATIONS

- Volunteered with Green River Rendezvous and Brew Fest events
- Monthly visits to lodging facilities in Pinedale
- Provided area maps and other local materials to lodging facilities
- Coordinated with PFAC and hotels on lodging package deals for upcoming PTTC funded events
- Promoted Pinedale area events with the Wyoming Office of Tourism
- Attended Community Collaborators regarding community organizations and 2019 Events
- Promoted area events on the Visit Pinedale social media accounts
- Attended local organization meetings to get a better understanding of each organization and their upcoming events
- Updated activity information on Visit Pinedale website
- Enhanced calendar submissions for community events promoting tourism
- Corresponded with local businesses to be added to the 2020 WY Travel Guide
- Promoted Wind River Brew Fest and Pinedale Half Marathon to the Wyoming Travel & Tourism, SVI group, and Sweetwater and Teton County Chamber of Commerce's

## COUNCIL INFO

Commission members: Boomer Freesen (Chair), Laura Hattan (Vice Chair), Stuart Lamson (Secretary), Jim Hamilton (Chamber of Commerce Representative), and Tyler Swafford (Town Council Representative)

Past Meetings: July 17th, 2019 at noon, August 28th, 2019 at noon, September 18th, 2019 at noon

Upcoming Meetings: October 23, 2019, November 13th, 2019, December 18th, 2019

# GRANTING & SUPPORTED EVENTS:

## WIND RIVER DANCERS - SUPAMAN

- Event Date: July 13th, 2019
- PTTC granted \$2000 to support the Supaman & Wind River Dancers performance at the 84th Annual Green River Rendezvous
- Report not available at this time



## PINEDALE FINE ARTS COUNCIL - SUMMER SOUND CHECK SERIES

- Dates of Events: June 29th, July 4, 19, 20, & 27, and August 8 of 2019
- PTTC granted \$5,000 to Summer Sound Check Series
- This grant was used for promotional advertising
- The series brought 3177 out of county visitors (60%)
- 4500 ate dinner (85%)
- 2753 booked hotels or campgrounds (52%)
- 3100 shopped locally (60%)

## WIND RIVER BREW FEST

- Event Date: September 7th, 2019
- PTTC granted \$2930 for promotional advertising
- Over 5500 people reached via Facebook
- Wyoming visitors from 5 counties outside of Sublette
- Visitors from 4 states outside of Wyoming



## PINEDALE HALF MARATHON

- Event Date: September 28th, 2019
- PTTC granted \$2500 for promotion, publicity, and advertising
- Grant report being given at October 23rd PTTC Meeting

## SUBLETTE COUNTY VISITOR CENTER

- PTTC granted \$10,000 to support the Sublette County Visitor Center
- Collaborated with school district to provide information to local businesses to possibly hold a state nordic skiing event
- The Visitor Center saw a total of 576 visitors in January
- Projects have included highlights of Sublette County to be used in the Sublette County Magazine
- Highlighted events were sent to WY Office of Tourism for marketing
- Filled visitor bags for Cowboy State Strongman Competition and Pinedale Half Marathon

