

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

APRIL 2, 2024

 Information Center
 1517 E 5th Street
 11:00AM

EXECUTIVE SUMMARY

UPDATES

DATA AT A GLANCE

- Lodging Tax Collections (A)
 - State Reporting Date:
 - 12/2023: \$39,053 / YOY: 82.86%
 - State Reporting Date:
 - 1/2024: \$53,032 / YOY: 136.50%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
 - (January): \$109,051.80
 - (February) \$84,283.37
- STR Occupancy Report (D)
- Analytics Review (E)

- Earned Media/Visits
 - Film/Photography Projects
 - Grant Requests/Grant Reports
 - Important Dates
 - Burgess Junction
- ONGOING**
- 2024 Brand USA SA Mission
 - 2024 Destination DC
 - Icons and Outlaws Campaign

Occupancy %	JAN	FEB
This Year	26.7	31.0
Last Year	31.7	34.4
% Change	-15.8	-9.8

Social Reach	JAN	FEB
Facebook	89,422	71,426
Instagram	4,635	3,504
Flickr (total)	1,917,577	1,929,422
YouTube	164,435	130,827

GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
Wife Carrying Championship	Matching Funds	\$1,500	
2024 DevilStone Run 8	Sponsorship	\$5,000	
2024 Cowgirl Cadillacs	Sponsorship	\$2,500	

OLD AND NEW BUSINESS

- ✓ NEW:
- ✓ OLD:

ACCOUNTS

Account Name	Value
Adjusted WYO-Class	\$567,280.94
First Federal Checking	\$31,500.13

IMPORTANT DATES

- Apr 19-22 IRU Casper WY
- Apr 30-May 1 WOT New York City Media Mission
- May 3-7 IPW Los Angeles CA
- Mar 11-15 Brand USA S. America Sales Mission
- 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
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- Oct Brand USA Travel Week Europe
- Dec National Finals Rodeo

ADDITIONS & NEWS

ADJOURN