

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

August 20, 2024

 Sheridan Inn
 856 Broadway St.
 11:00AM

EXECUTIVE SUMMARY

UPDATES

DATA AT A GLANCE

- Lodging Tax Collections (A)
 - State Reporting Date:
 - 6/2024: \$69,851 / YOY: 107.56%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
 - (June): \$109,352.39
 - (July): \$137,801.85
- STR Occupancy Report (D)
- Analytics Review (E)

- Earned Media/Visits
- Film/Photography Projects
- Grant Requests/Grant Reports
- Important Dates
- Burgess Junction

- 2024 DataFy Campaign

ONGOING

Occupancy %	MAY	JUNE
This Year	55.1	66.2
Last Year	57.3	72.0
% Change	-3.7	-8.0

SOCIAL	JUNE	JULY
Facebook	87.3k ↓55.4%	82.3.k ↓18.5%
Instagram	3.2k ↓41.6%	8.3k ↑137.9%
Flickr	1,756,332	1,990,008
YouTube	4.1k ↓96%	4.5k ↑9.3%

GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
2024 Wolf Creek Wrangle	Matching Funds	\$500	
2024 WYO Film Festival	Sponsorship	\$5,000	
2025 PAS Conference	Sponsorship	\$5,000	
2024 Bighorn Mountain Cup	Sporting Event	\$12,500	Final Report (2024 Fiscal Year)
2024 Ranchester 4 th of July	Matching Funds	\$1,500	Final Report (2025 Fiscal Year)

OLD AND NEW BUSINESS

- ✓ OLD: FY23 Audit Booklets

ACCOUNTS

Account Name (5/31/2024)	Value
Adjusted WYO-Class	\$474,217.58
First Federal Checking	\$33,421.94

IMPORTANT DATES

- Sept 19-21 WOT/WHTC Meeting Jackson WY
- Oct 7-10 ATTA Travel Summit Panama
- Oct 11-27 Brand USA Travel Week Europe
- Dec 5-9 National Finals Rodeo

ADDITIONS

✓ NEXT MEETINGS:

- September 24, 2024 / October 29, 2024 / December 17, 2024

ADJOURN