

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

June 25, 2024

 Information Center
 1517 E 5th Street
 11:00AM

EXECUTIVE SUMMARY

- Lodging Tax Collections (A)
 - State Reporting Date:
 - 5/2024: \$52,907 / YOY: 122.48%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
 - (May): \$89,402.17
- STR Occupancy Report (D)
- Analytics Review (E)

UPDATES

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

- 2024 Brand USA Canada Recap

ONGOING

DATA AT A GLANCE

Occupancy %	APR	MAY
This Year	39.1	54.6
Last Year	40.6	57.3
% Change	-3.5	-4.6

SOCIAL	APRIL	MAY
Facebook	179.1k ↑83.8%	319.k ↑77.6%
Instagram	4.3k ↑33.3%	5.5k ↑25.9%
Flickr	1,954,564	1,962,765
YouTube	8.5k ↓55.3%	100.4k

GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES

OLD AND NEW BUSINESS

- ✓ OLD: FY23 Audit Update
- ✓ OLD: FY24 Budget Amendment Hearing
- ✓ OLD: FY25 Budget Proposal Hearing

ACCOUNTS

Account Name	Value
Adjusted WYO-Class	\$474,217.58
First Federal Checking	\$33,421.94

IMPORTANT DATES

- Jul 8-19 Brand USA Japan and Korea Mission
- ~~Aug 7-10 ESTO Columbus OH~~
- Oct 7-10 ATTA Travel Summit Panama
- Oct 15-24 Brand USA Travel Week Europe
- Dec 5-9 National Finals Rodeo

ADDITIONS & NEWS

✓ NEXT MEETING: TBD

ADJOURN