

# 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

**October 29 2024**  
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 Visitor Info Center  
 1517 E 5<sup>th</sup> St  
 11:00 AM

## EXECUTIVE SUMMARY

## UPDATES

## DATA AT A GLANCE

- Lodging Tax Collections (A)
  - State Reporting Date:
  - 8/2024: \$143,450 / YOY: 112.65%
  - 9/2024: \$146,193 / YOY: 165.27%
- Year-to-Date Budget Report (B)
- Accounts Paid (C)
  - (August): \$86,054.27
  - (September): \$144,551.90
- STR Occupancy Report (D)
- Analytics Review (E)

- Earned Media/Visits
- Film/Photography Projects
- Grant Requests/Grant Reports
- Important Dates
- Burgess Junction
  
- 2024 DataFy Contract Update
- 2024 Brand USA Travel Week
- AirDNA Agenda Additions

ONGOING

Occupancy %	AUGUST	SEPTEMBER
This Year	70.3	68.4
Last Year	72.4	70.1
% Change	-2.9	2.4

SOCIAL	AUGUST	SEPTEMBER
Facebook	43.3k ↓47.4%	39.5.k ↓ 6.95%
Instagram	7.1k ↓ 13.9%	5.6k ↓ 20.3%
Flickr	1,998,542	2,038,712
YouTube	6.8k ↑ 52%	4.0k ↓ 41%

## GRANT REQUESTS AND REPORTS

ENTITY	GRANT TYPE	REQUEST	APPROVAL/NOTES
2024 Wolf Creek Wrangle	Matching Funds	\$500	Final Report (2025 Fiscal Year)
2024 Bighorn Rendezvous	Sponsorship	\$5,000	Final Report (2025 Fiscal Year)
2024 Winter Shootout	Sporting Event	\$1,000	Request - 2025 Fiscal Year

## OLD AND NEW BUSINESS

- ✓ OLD:
- ✓ NEW:

## ACCOUNTS

Account Name (5/31/2024)	Value
Adjusted WYO-Class	\$477,217.58
First Federal Checking	\$33,421.94

- Dec 5-9 National Finals Rodeo

## IMPORTANT DATES

## ADDITIONS

- ✓ NEXT MEETINGS:
  - December 17, 2024

## ADJOURN