



June 4, 2024

Honorable Monte Richardson, Mayor
Honorable Members, City Council
City of Lander
240 Lincoln Street
Lander, WY 82520

Re: Lander Chamber MOU for Visitor Center Operations and Tourism Support Services

Dear Mayor Richardson and Members of the City Council:

The Lander Chamber of Commerce plays a vital role in promoting Lander, the Wind River Indian Reservation, and all of Fremont County as a tourism destination.

Since opening the current Lander Visitor Center and Business Complex in summer 2018, the Lander Chamber has assisted thousands of walk-in visitors (2,042 in 2023 and 365 so far in 2024); answered thousands of phone, email, and social media inquiries; assembled thousands of welcome bags for local organizations and businesses hosting events and meetings; mailed hundreds of visitor information packets; as well as designing, publishing, and distributing thousands of copies of the Destination Lander Travel & Relocation Guide.

We also manage, on behalf of the City of Lander and in partnership with the Wind River Visitors Council (WRVC), the Tourism Asset Development (TAD) Grant Program, the only program of its kind in all of Wyoming. Each year here in Lander the TAD Grant Program allocates tens of thousands of dollars of state and county lodging tax proceeds to non-profit and civic organizations whose events and programs attract visitors to Lander. Through the years, there have been few events and programs hosted in Lander that have not been supported by a Lander Chamber TAD Grant. Moreover, so successful have our efforts been in managing the program and overseeing public funds, that the WRVC has adopted our procedures for required use by all Fremont County municipalities participating in the TAD Grant Program.

Very recently, we also completed an update of the Lander Front Map, a project that began initially as a partnership between NOLS and the Lander Chamber. Now solely a project of the Chamber, with several Lander area supporting partners, the Lander Front Map details all of the trail systems in and around Lander, including Sinks Canyon State Park/Shoshone National Forest, the Bus Loop, Johnny Behind the Rocks, Wild Iris, Red Canyon, Beaver Creek, and the Loop Road. It is the single most popular tourism resource that we distribute from the Lander Visitor Center, and it has earned the reputation as the “go-to” map for visitors and locals alike who are eager to enjoy, appreciate, and treasure Lander’s natural beauty. A project that took more than two years to complete, the updated Lander Front Map is a key component of supporting and promoting Lander’s outdoor recreation tourism economy.

Lander Chamber of Commerce
100 N 1st St., Lander WY 82520 | 307.332.3892 | owen@landerchamber.org

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As you can imagine, there are significant costs associated with providing all of these services. Here is a partial list of the costs the Lander Chamber has incurred operating the Lander Visitor Center and providing related tourism support services throughout 2023-2024:

- Destination Lander Travel & Relocation Guide design and content creation.....\$6,619
- Destination Lander Travel & Relocation Guide printing and shipping.....\$7,026
- Lander Visitor Center additional summer staff - May through September.....\$6,300
- Lander Visitor Center professional cleaning.....\$3,000
- Lander Visitor Center utilities.....\$6,000
- Tourism Asset Development (TAD) Grant Program management.....\$3,725
- City-Appointed Representative to WRVC Joint Powers Board (President).....\$19,000
- Welcome/SWAG Bag assembly for Lander events, conferences, meetings, etc.....\$1,575
- Lander Front Map Update project management..... \$10,475
- Lander Front Map Update consulting, cartography, design, printing, shipping.....\$7,977
- **TOTAL.....\$71,697**

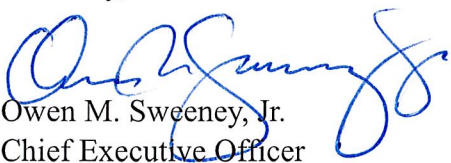
These costs and others have been offset largely by a combination of Travel & Relocation Guide ad sales, Lander Front Map sponsorships, TAD Grants, and the City of Lander’s annual contribution required by its current MOU with the Lander Chamber.

Given the critical contribution the Lander Chamber of Commerce plays in promoting and supporting all of Wind River Country’s tourism economy, the board of directors and I respectfully request the City to continue its MOU, including an annual contribution of \$15,000, with the Chamber to provide Lander Visitor Center operations and tourism support services through 2028.

If you have any questions, please contact me at your convenience.

Thank you for your time and consideration of our request.

Sincerely,


Owen M. Sweeney, Jr.
Chief Executive Officer