

FY 2026-2027 Wind River Visitors Council Budget PROPOSED						
A	B	C	D	E	F	G
	Budget Category	Code	2025-2026 Budget	2026-2027 Budget	Summary	% of Budget
1	Income					
2	Lodging Tax	4009	\$994,034	\$1,061,268		
3	Interest Earned	4501	\$3,591	\$3,855		
4	Destination Development Program	DD	\$0	\$300,000		
5	Total Revenue		\$ 997,625	\$ 1,365,123	\$ 1,365,123	100.00%
6						
7	Expenses					
8	Professional Services					
9	Accounting Services	5000	\$11,750	\$12,000		
10	Legal Services	5100		\$20,000		
11	Consulting	5200		\$10,000		
12	CPA Review or Audit	5300	\$15,500	\$16,000		
13	Total Professional Services		\$27,250	\$58,000	\$ 58,000	4.25%
14						
15	Board Expenses					
16	Board Expenses	5400	\$4,000	\$4,000		
17	Wyoming Governor's Hospitality & Tourism Convention, Board Leadership Symposium	5500	\$10,000	\$10,000		
18	Board Training	5600	\$9,000	\$5,000		
19	Total Board Expenses		\$23,000	\$19,000	\$ 19,000	1.39%
20						
21	WRVC Office and Services					
22	WRVC Office Services	6000	\$ 20,000	\$ 20,000		
23	Cellular Telephone Stipend (\$50 per month)	6400	\$ 600	\$ 600		
24	Conference/Trade Show Attendance, Mileage, Meals	6500	\$ 22,000	\$ 33,000		
25	Professional Development	6600	\$ 3,500	\$ 1,000		
26	Total WRVC Office and Services		\$46,100	\$54,600	\$54,600	4.00%
27						
28	WRVC Staff					
29	WRVC Payroll (two full time staff, two part time staff)	6100	\$ 182,976	\$ 199,500		
30	FUTA/SUTA/FICA Taxes, Workers Compensation, Unemployment Insurance (25% of payroll)	6200	\$ 45,744	\$ 49,875		
31	Staff Medical Benefits, Staff Retirement Benefits	6300	\$ 20,000	\$ 34,923		
32	Total WRVC Staff		\$248,720	\$284,298	\$284,298	20.83%
33						
34	Wind River Country Tourism Asset Development (TAD) \$265,317					
35	Community of Dubois 36.04% (FY 2025-2026 35.18%)	7000	\$87,425	\$95,620		
36	Community of Lander 29.42% (FY 2025-2026 30.35%)	7100	\$75,422	\$78,056		
37	Community of Riverton 34.54% (FY 2025-2026 34.47%)	7200	\$85,661	\$91,640		
38	Community of Shoshoni-Flat Rate	7300	\$9,900	\$10,570		
39	Community of Hudson-Flat Rate	7400	\$5,000	\$5,338		
40	Total Tourism Asset Development Program		\$ 263,408	\$ 281,225	\$ 281,225	20.60%
41						
42	Marketing Campaign					
43	Website Development	8000	\$74,313	\$26,428		
44	Direct Marketing, Leads, Online Marketing and Social Media	8025	\$151,390	\$96,280		
45	Google DMO Program	8050	\$0	\$0		
46	Regional & State Partnerships	8075	\$15,100	\$16,000		
47	Community Planning & Training	8100	\$11,040	\$11,040		
48	Photo and Video Library	8125	\$3,000	\$5,000		
49	Literature and Sticker Reprints	8150	\$43,000	\$29,000		
50	Press Relations/Events/Packages/Social Media	8175	\$56,340	\$61,440		
51	FAM Tours / Press Trips	8200	\$25,000	\$27,000		
52	Print Ads	8225	\$23,995	\$23,995		
53	Literature Distribution	8250	\$7,500	\$9,000		
54	Billboard in Shoshoni	8275	\$500	\$500		
55	Market Research and Analysis	8300	\$5,300	\$5,500		
56	Fulfillment Program	8325	\$10,000	\$8,000		
57	New Opportunities	8350	\$6,469	\$55,117		
58	Ambassador & Lodging Tax Education	8375	\$1,000	\$5,000		
59	Niche Target Marketing	8400	\$10,000	\$75,000		
60	Conference/Meeting Marketing	8425	\$5,000	\$5,000		
61	Group Tour Business	8450	\$2,500	\$5,000		
62	Support for Wind River Indian Reservation Interpretive Plan	8475	\$35,000	\$35,000		
63	International Marketing	8500	\$22,700	\$18,700		
64	Total Marketing Campaign		\$509,147	\$518,000	\$518,000	37.95%
65						
66	Air Service Marketing					
67	Air Service Marketing	9000	\$30,000	\$30,000	\$30,000	2.20%
68						
69	Board Discretionary Fund					
70	Board Discretionary Fund	9500	\$50,000	\$20,000	\$20,000	1.47%
71						
72	Destination Development Program (\$300,000)					
73	Destination Development Program (\$300,000)	DD	\$0	\$300,000		
74			0	300,000	\$300,000	21.98%
75	Total Expenses		\$ 1,197,625	\$ 1,565,123		114.65%
76	Cash From Prior Years' Surplus		\$200,000.00	\$200,000.00	\$200,000.00	
77	Over/(Under) Expenditures		\$0	\$0	\$0	

FY 2026-2027 Budget Notes

Code	Amount	Description
4009	\$1,061,268	Lodging Tax: This is the actual lodging tax revenue that was collected in fiscal year 2024 to 2025 and will serve as the budget for fiscal year 2026 to 2027.
4501	\$3,855	Interest Earned: Interest income in the beginning of fiscal year 2025 to 2026 averaged \$321.25 per month. This calculates to \$3,855 for the full fiscal year.
DD	\$300,000	Destination Development Program: The Wind River Visitors Council will receive Destination Development Program funds in fiscal year 2026 to 2027. These funds are received every other year.
5000	\$12,000	Accounting Services: This budget line has increased based on rising costs.
5100	\$20,000	Legal Services: Funds reserved for legal consultation and services as required.
5200	\$10,000	Consulting: Funds reserved for professional consulting services as required.
5300	\$16,000	CPA Review or Audit: This budget line has increased based on rising costs.
5400	\$4,000	Board Expenses: This budget line is remaining the same based on actual spendings.
5500	\$10,000	Wyoming Governor's Hospitality & Tourism Convention/Board Leadership Symposium: The Wind River Visitors Council is budgeting for new Board Members to attend the Wyoming Governor's Hospitality & Tourism Convention, and for two members of the Executive Team and the CEO to attend the Board Leadership Symposium.
5600	\$5,000	Board Training: Funds reserved to support the organization's Destination Marketing Accreditation Program (DMAP) accreditation process.
6000	\$20,000	WRVC Office Services: This budget line is remaining the same based on actual spendings.
6400	\$600	Cellular Telephone Stipend: This budget line is for a \$50 per month cellular telephone stipend for the CEO.
6500	\$33,000	Conference Attendance, Mileage, Meals: This budget line includes attendance at ESTO, Destinations International Annual Convention, IRU,

		Wyoming Governor's Hospitality & Tourism Convention, Fall Hospitality & Tourism Summit, Accent West, Go West Summit and Travel Alliance Partnership (TAP).
6600	\$1,000	Professional Development: This budget line supports staff development.
6100	\$199,500	WRVC Payroll: This budget line pays the salaries of several full time and part time employees.
6200	\$49,875	Taxes, Workers Compensation, Unemployment Insurance: 25% of payroll.
6300	\$34,923	Staff Medical and Retirement Benefits: This budget line pays for medical insurance through the Wyoming Association of Municipalities (WAM) Blue Cross Blue Shield and retirement through the Wyoming Retirement System for full time employees.
7000	\$95,620	Dubois TAD: Dubois brought in 36.04% of the lodging tax in fiscal year 2024 to 2025.
7100	\$78,056	Lander TAD: Lander brought in 29.42% of the lodging tax in fiscal year 2024 to 2025.
7200	\$91,640	Riverton TAD: Riverton brought in 34.54% of the lodging tax in fiscal year 2024 to 2025.
7300	\$10,570	Shoshoni TAD: Lodging tax throughout Fremont County increased. Therefore, TAD funding increased.
7400	\$5,338	Hudson TAD: Lodging tax throughout Fremont County increased. Therefore, TAD funding increased.
8000	\$26,428	Website Development: This budget line includes blogs; website hosting and services; domain and plug-in renewals; an AI trip planner; website translation (German, French and Spanish); hosting security and email hosting.
8025	\$96,280	Direct Marketing, Leads, Online Marketing and Social Media: This budget line includes email marketing software; a Wyoming Tourism unlimited leads co-op; Search Engine Optimization (SEO); Generative Engine Optimization (GEO); paid social media; Wyoming Tourism sponsored content; banners on Wyoming Tourism; premium page sponsorship on Wyoming Tourism (Western Culture); Wyoming Tourism co-ops and National Park Trips leads.
8075	\$16,000	Regional and State Partnerships: This budget line includes the Wind River Visitors Council's podcast; the production of the Wind River Visitors Council's annual report; chamber memberships; and local and national partnerships and memberships.

8100	\$11,040	Community Planning and Training: This budget line includes sponsored content, display ads and sponsoring #Snapped on County 10.
8125	\$5,000	Photo and Video Library: This budget line includes new photo and video acquisition.
8150	\$29,000	Literature and Sticker Reprints: This budget line covers the cost of printing new Vacation Guides, State co-op stickers and Your Day, Your Adventure pocket cards.
8175	\$61,440	Press Relations/Events/Packages/Social Media: This budget line includes Wind River Country's monthly event calendar, public relations, social media management, industry and consumer newsletters and Muckrack (a media database).
8200	\$27,000	FAM Tours / Press Trips: This budget line has increased based on rising costs.
8225	\$23,995	Print Ads: This budget line includes a full page ad in the Wyoming Official Travel Guide and a full page ad in the National Park Journal, Yellowstone.
8250	\$9,000	Literature Distribution: This budget line includes multi-state literature distribution, literature distribution in Teton County and a rack space in the Jackson Hole airport.
8275	\$500	Billboard in Shoshoni: This budget line covers the annual cost of the Wind River Country billboard in Shoshoni.
8300	\$5,500	Market Research and Analysis: Funds reserved for CoStar, which provides occupancy rates and other lodging industry data used to monitor tourism performance.
8325	\$8,000	Fulfillment Program (postage, packets): This budget line includes postage and handling of vacation packets.
8350	\$55,117	New Opportunities: This budget line supports new projects that are unknown at this time.
8375	\$5,000	Ambassador and Lodging Tax Education: This budget line is increasing to support ambassador outreach and lodging tax education efforts.
8400	\$75,000	Niche Marketing: This budget line includes support for the trek program through the Fremont County Museums. It also focuses on marketing campaigns for specific audiences. These campaigns include airport travelers, veterans, winter, rodeo/west, cultural explorers, sightseeing adventurers, active recreationalists, etc.
8425	\$5,000	Conference/Meeting Marketing: This budget line is for conference

		and meeting marketing.
8450	\$5,000	Group Tour Business: This budget line is for group tour marketing.
8475	\$35,000	Wind River Indian Reservation Interpretive Plan: This budget line supports projects on the Wind River Indian Reservation. Fiscal year 2026 to 2027's projects include powwow support, a Wind River Indian Reservation welcome video and marketing for Recompete projects.
8500	\$18,700	International Marketing Programs: This budget line supports a Great American West partnership program and Brand USA's international programs.
9000	\$30,000	Air Service Marketing: This budget line supports air service marketing through the FAST group. It is remaining the same based on this fiscal year's actual spendings.
9500	\$20,000	Board Discretionary Fund: This budget line is a discretionary fund to support projects, activities and/or initiatives that the Wind River Visitors Council Board of Directors deems fit.
DD	\$300,000	Destination Development Program: Established by the Wyoming Office of Tourism, this program provides funding and guidance to help communities strengthen tourism infrastructure, visitor experiences and destination readiness while supporting long-term economic sustainability.
Cash from prior year surplus	\$200,000	Cash From Prior Year Surplus: This cash carryover supports some large fiscal year 2026 to 2027 projects.

**Wind River Visitors Council (WRVC)
Fiscal Year 2026 to 2027 Budget Narrative**

Summary

The Wind River Visitors Council, a Destination Marketing Organization (DMO), is charged with the responsibility of investing lodging tax revenues to facilitate wider promotion and marketing of Fremont County and the Wind River Indian Reservation (branded as Wind River Country) as a tourist and visitor destination.

The Wind River Visitors Council’s mission is to stimulate tourism by increasing awareness of, and encouraging visitation to, the unique destinations, activities and events in Wind River Country.

Fiscal Year 2026 to 2027 Budget

The Wind River Visitors Council budget received its first reading on March 26, 2026, for the fiscal year beginning July 1, 2026 and ending June 30, 2027. The public budget hearing will take place during the WRVC Board meeting on May 28, 2026, at 10 a.m. at the Lander Library, 200 Amoretti Street, Lander.

Revenue

The Wind River Visitors Council uses the previous full fiscal year’s actual lodging tax revenue for its budget. The last full fiscal year was FY 2024 to 2025, which had a lodging tax revenue of \$1,061,268, which is the number that you’ll see in the budget.

In fiscal year 2026 to 2027 the Wind River Visitors Council will receive lodging tax revenue and a \$300,000 Destination Development Program grant.

Oversight

Because the Wind River Visitors Council’s revenue exceeded \$1,000,000 in fiscal year 2024 to 2025, the organization was required by state statute to have a CPA financial audit conducted. The financial audit was submitted to the Wyoming Department of Audit and the County Clerk’s office as public record.

Budgeted Income		Percent of Budget
Lodging Tax Collections, Interest Income and Destination Development Program Funds	\$1,365,123	100%

Budgeted Expenses	Cost	Percent of Budget
Professional Services	\$58,000	4.25%
Board Expenses	\$19,000	1.39%
Office and Services	\$54,600	4%

Wind River Visitors Council Staff	\$284,298	20.83%
Tourism Asset Development (TAD) Program	\$281,225	20.60%
Marketing Campaign	\$518,000	37.95%
Air Service Marketing (FAST)	\$30,000	2.20%
Board Discretionary Fund	\$20,000	1.47%
Destination Development Program	\$300,000	21.98%
TOTAL	\$1,565,123	114.65%
Cash From Prior Year Surplus	\$200,000	
Over/(Under) Expenditures	0	

Lodging Tax Vote

The two percent lodging tax was renewed in November 2022 with strong support, receiving 72 percent of the vote. It will appear on the ballot again in November 2026.

The five percent statewide lodging tax went into effect on January 1, 2021, and Fremont County started receiving two percent of that when Fremont County's tax went up for renewal. The state lodging tax guarantees two percent lodging tax collections to Fremont County. The remaining two percent was on the 2022 ballot for public vote to bring the County's collections to its four percent rate.

Tourism Asset Development (TAD) Program distributions for FY 2026/2027 will be:

Dubois 36.04%	7000	\$95,620
Lander 29.42%	7100	\$78,056
Riverton 34.54%	7200	\$91,640
Shoshoni-flat rate	7300	\$10,570
Hudson-flat rate	7400	\$5,338
Total TAD Program		\$281,225

Fremont County Lodging Tax Collections (Source: Wyoming Department of Revenue)

	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25	2025-26
July	\$68,977.20	\$88,147.68	\$87,331.20	\$57,078.97	\$128,851.47	\$121,114.01	\$149,196.33	\$153,777.75	\$131,568.25
August	\$97,863.24	\$132,820.79	\$116,138.02	\$103,524.40	\$166,881.99	\$159,201.31	\$141,275.66	\$145,592.64	\$162,521.65
September	\$136,510.43	\$121,074.32	\$110,570.80	\$119,039.14	\$141,012.80	\$131,327.68	\$141,487.84	\$161,718.51	\$143,271.99
October	\$135,684.13	\$92,822.73	\$131,303.72	\$96,609.43	\$104,610.46	\$161,539.35	\$173,406.62	\$190,436.85	\$212,472.36
November	\$60,656.37	\$74,941.32	\$62,477.23	\$55,640.27	\$127,396.06	\$66,529.20	\$62,740.43	\$67,751.20	\$57,505.10
December	\$19,345.61	\$19,015.36	\$39,919.44	\$41,054.05	\$42,669.91	\$42,757.39	\$35,378.38	\$42,773.77	\$67,563.64
January	\$35,059.29	\$20,424.06	\$34,534.93	\$30,150.89	\$39,330.21	\$42,626.27	\$51,443.45	\$49,424.70	\$57,799.73
February	\$35,103.14	\$35,548.75	\$32,238.55	\$35,123.06	\$40,338.62	\$46,395.65	\$31,916.64	\$50,426.86	\$58,175.84
March	\$32,397.61	\$29,958.44	\$36,985.04	\$37,491.44	\$44,848.47	\$41,104.69	\$41,225.46	\$35,153.24	\$48,878.66
April	\$37,741.83	\$34,868.18	\$32,041.45	\$45,623.20	\$57,967.09	\$55,490.21	\$53,218.64	\$59,241.68	
May	\$30,913.52	\$37,983.64	\$17,600.12	\$45,320.51	\$55,570.82	\$42,656.79	\$50,072.66	\$42,790.17	
June	\$37,353.76	\$47,084.25	\$29,190.44	\$62,844.46	\$67,132.87	\$68,395.46	\$62,672.01	\$62,180.41	
Total	\$727,606.13	\$734,689.52	\$730,330.94	\$729,499.82	\$1,016,610.77	\$979,138.01	\$994,034.12	\$1,061,267.78	\$939,757.22

Some Highlights from Fiscal Year 2025 to 2026 (so far)

In addition to marketing to local, state, national and international audiences, the Wind River Visitors Council continues to lead and support a wide range of projects that strengthen Wind River Country as a destination. Highlights from the current fiscal year (2025 to 2026) are listed below.

Wind River Country Heritage Quest: A Digital Discovery

The Wind River Visitors Council, in partnership with Fremont County Museums, launched Wind River Country Heritage Quest: A Digital Discovery on January 1. This app-based experience invites participants to explore 15 sites across Wind River Country through short audio stories centered on themes of liberty, equality, memory and belonging. Built on the TravelStorys platform, the project encourages exploration, engagement and connection to place, while supporting Fremont County's participation in the United States' 250th anniversary.

Website Rebuild

The Wind River Visitors Council is nearing completion of a full rebuild of the Wind River Country website, scheduled to launch during National Travel and Tourism Week. The redesigned platform features a modern, visually immersive experience, streamlined navigation and stronger storytelling. It also introduces enhanced AI-driven search visibility and an interactive itinerary-building tool, encouraging longer stays and deeper exploration throughout the region.

Community Cocktail and Mocktail Project

In partnership with Wyoming Whiskey and local venues, the Wind River Visitors Council launched a community cocktail and mocktail project celebrating the creativity and character of Wind River Country. Community members submitted paired recipes inspired by the region, with tasting and voting events taking place in Dubois, Lander and Riverton during National Travel and Tourism Week. The winning cocktail will be featured at the Wyoming Whiskey booth during Brewfest in Lander.

Wayfinding Signage Across Multiple Communities

The Wind River Visitors Council continues to oversee a multi-community wayfinding initiative funded through the Wyoming Office of Tourism's Destination Development Program. Installation is now complete in Dubois, with Lander and Riverton nearing completion. The project has expanded to include Hudson and Shoshoni, where design work is complete and planning continues. Once finished, the system will create a cohesive and welcoming visitor experience across Wind River Country.

Your Day, Your Adventure Pocket Guides

New pocket guides were developed for Dubois, Lander and Riverton to help visitors easily plan one-hour, three-hour or full-day experiences. Designed for distribution at visitor centers, lodging properties and local businesses, these guides encourage deeper exploration of each community.

Resident Sentiment Survey

In partnership with the University of Wyoming, the Wind River Visitors Council completed a resident sentiment survey examining public perceptions of tourism. Results show strong support for tourism, with insights helping guide future destination management efforts to balance economic benefits with community priorities.

Destination Marketing Accreditation Program (DMAP)

The Wind River Visitors Council has begun the process of applying for the DMAP through Destinations International. This program represents the industry's benchmark for organizational excellence and reflects a commitment to best practices in governance, transparency and stakeholder engagement.

Ongoing Podcast: Wyoming's Wind River Country: Yellowstone's Unique Neighbor

The Wind River Visitors Council continues to produce its monthly podcast, sharing stories that highlight the people, landscapes and experiences of Wind River Country. Episodes are released on the fourth Thursday of each month and explore topics ranging from outdoor recreation to local history and culture.