



The Only Way to Yellowstone.

WIND RIVER VISITORS COUNCIL
P.O. Box 925 Lander, WY 82520 USA • 307-332-5546 • info@windriver.org • www.windriver.org

April 16, 2024

To all parties of the Joint Powers Agreement,

Attached is the Wind River Visitors Council's proposed budget and operating plan, effective July 1, 2024 through June 30, 2025 for your review and approval per the Joint Powers Agreement. Please do not hesitate to contact any of the town, city or county representatives listed below with questions. Please submit your approval no later than June 30, 2024.

Thank you.

Helen Wilson
Executive Director, WRVC

Wind River Visitors Council Board Members

Ben Barto
Town of Dubois Appointment

Kip Post
County Commissioners Appointment

Helen Gordon
Town of Hudson Appointment

Owen Sweeney
City of Lander Appointment

Hal Herron
City of Riverton Appointment

Frank Welty
Town of Dubois Appointment

Joel Highsmith
Town of Shoshoni Appointment

Erika Yarber
County Commissioners Appointment

Krista Lobera
City of Lander Appointment

FY 2024-2025 Wind River Visitors Council Budget to Joint Powers Members—DRAFT						
A	B	C	D	E	F	G
	Budget Category	Code	2023-2024 Budget	2024-2025 Budget	Summary	% of Budget
1	Income					
2	Lodging Tax	4009	\$1,016,610	\$979,138		
3	Interest Earned	4501	\$1,572	\$3,240		
4	Destination Development	DD	\$0	\$300,000		
5	Total Revenue		\$ 1,018,182	\$ 1,282,378	\$ 1,282,378	100.00%
6						
7	Expenses					
8	Accounting Services					
9	Accounting Services	5000	\$10,000	\$10,000		
10	Office Expense	5100	\$600	\$100		
11	Postage / Office	5200	\$50	\$50		
12	CPA Review or Audit	5300	\$18,000	\$15,000		
13	Total Accounting Services		\$28,650	\$25,150		
14	Board Expenses					
15	Board Expenses	5400	\$2,500	\$3,500		
16	Wyoming Governor's Hospitality & Tourism Convention (3 participants)	5500	\$5,000	\$5,000		
17	Board Retreat	5600		\$6,000		
18	Total Board Expenses		\$7,500	\$14,500		
19	Total Accounting and Board Expenses		\$ 36,150	\$ 39,650	\$ 39,650	3.09%
20						
21	WRVC Office, Staff and Services					
22	WRVC Office Services	6000	\$ 20,000	\$ 20,000		
23	WRVC Payroll (2 full time staff \$80,250, \$45,760), 1 part time staff (\$11,440), Compensation Adjustment up to 5%	6100	\$ 129,800	\$ 144,323		
24	FUTA/SUTA/FICA Taxes, Workers Compensation, Unemployment Insurance (25% of payroll)	6200	\$ 32,450	\$ 36,081		
25	Staff Medical Benefits (\$22,235), Retirement Benefits (\$13,231)	6300	\$ 17,548	\$ 35,466		
26	Cellular Telephone Stipend (\$50 per month)	6400	\$ 600	\$ 600		
27	Conference Attendance, Mileage, Meals	6500	\$ 15,000	\$ 20,000		
28	Professional Development	6600		\$ 3,500		
29	Total WRVC Office, Staff and Services		\$215,398	\$259,970	\$259,970	20.27%
30						
31	Wind River Country Tourism Asset Development (TAD) \$244,785					
32	Community of Dubois 35% (FY 2023-2024 37.6%)	7000	\$95,562	\$85,675		
33	Community of Lander 32% (FY 2023-2024 30.2%)	7100	\$76,754	\$78,331		
34	Community of Riverton 33% (FY 2023-2024 32.2%)	7200	\$81,837	\$80,779		
35	Community of Shoshoni-Flat Rate	7300	\$10,400	\$9,800		
36	Community of Hudson-Flat Rate	7400	\$5,200	\$4,900		
37	Total Tourism Asset Development Program		\$ 269,753	\$ 259,485	\$ 259,485	20.23%
38						
39	Marketing Campaign					
40	Website Development	8000	\$11,000	\$11,300		
41	Direct Marketing, Leads, Online Marketing and Social Media	8025	\$84,815	\$97,815		
42	Google DMO Program	8050	\$0	\$2,000		
43	Regional & State Partnerships	8075	\$13,600	\$17,432		
44	Community Planning & Training	8100	\$10,000	\$11,040		
45	Photo and Video Library	8125	\$10,000	\$5,000		
46	Collateral Reprints (vacation guide 116,750; \$48K, self-guided driving tour map 30,000; \$8K, WRIR 0, freight; \$7K, sticker reprint 6,000; \$6K)	8150	\$70,000	\$43,000		
47	Press Relations/Events/Packages/Social Media	8175	\$49,300	\$54,000		
48	FAM Tours / Press Trips	8200	\$20,000	\$22,000		
49	Creative, Print Ads (Wyoming Official Travel Guide; \$9,500, Additional Print Ads \$10,500)	8225	\$20,000	\$21,495		
50	Literature Distribution (Pony Express—\$665, Certified Folder—\$5,500, Jackson Hole Airport—\$150);	8250	\$6,315	\$7,440		
51	Billboard in Shoshoni	8275	\$500	\$500		
52	Market Research and Analysis	8300	\$0	\$0		
53	Fulfillment Program (postage, packets)	8325	\$22,000	\$18,000		
54	New Opportunities	8350	\$73,746	\$50,244		
55	Ambassador & Lodging Tax Education	8375	\$2,000	\$1,000		
56	Niche Target Marketing	8400	\$11,255	\$10,000		
57	Conference/Meeting Marketing	8425	\$5,000	\$5,000		
58	Group Tour Business	8450	\$2,500	\$2,500		
59	Support for Wind River Indian Reservation Interpretive Plan	8475	\$35,000	\$45,000		
60	International Marketing (Global Inspiration Program, \$5,750)	8500	\$19,850	\$13,100		
61	Total Marketing Campaign		\$466,881	\$437,866	\$437,866	34.14%
62						
63	Air Service Marketing					
64	Air Service Marketing	9000	\$30,000	\$30,000	\$30,000	2.34%
65						
66	Destination Development Program (\$300,000)					
67	Wayfinding Signage—Dubois, Lander, Riverton	DD		\$280,000		
68	Air Service Marketing	DD		\$20,000		
69				300,000	\$300,000	23.39%
70	Total Expenses		\$ 1,018,182	\$ 1,326,971		103.48%
71	Cash From Prior Year Surplus			\$44,593.00		
72	Over/(Under) Expenditures			\$0		

FY 2024-2025 Joint Powers Budget Notes

Code	Amount	Description
4009	\$979,138	Lodging Tax: This is the actual lodging tax revenue that was collected in fiscal year 2022 to 2023 and will serve as the budget for fiscal year 2024 to 2025.
4501	\$3,240	Interest Earned: Interest income in the beginning of fiscal year 2023 to 2024 averaged \$270 per month. This calculates to \$3,240 for the full fiscal year.
DD	\$300,000	Destination Development Program: The Wind River Visitors Council will receive \$300,000 in July 2024 as part of the State's Destination Development Program. This money will need to be spent by June 30, 2026.
5000	\$10,000	Accounting Services: This budget line is remaining the same based on this fiscal year's actual spendings.
5100	\$100	Office Expense: This budget line has been reduced based on this fiscal year's actual spendings.
5200	\$50	Postage/Office: This budget line is remaining the same based on this fiscal year's actual spendings.
5300	\$15,000	CPA Review or Audit: This budget line has been reduced based on a conversation with Summit West.
5400	\$3,500	Board Expenses: Because of facility and catering cost increases, as well as the number of Board Members requesting mileage reimbursements, this line item has been increased from \$2,500 to \$3,500.
5500	\$5,000	Wyoming Governor's Hospitality & Tourism Convention (three participants): The Wind River Visitors Council is once again budgeting for three Board Members to attend the Wyoming Governor's Hospitality and Tourism Convention.
5600	\$6,000	Board Retreat: This retreat will focus on moving the Wind River Visitors Council's strategic plan forward. This is a new line item.
6000	\$20,000	WRVC Office Services: This budget line is remaining the same based on this fiscal year's actual spendings.
6100	\$144,323	WRVC Payroll: This budget line has been increased to account for two full time staff members and the addition of one part time staff member. It also allows for compensation adjustments up to five percent.

6200	\$36,081	Taxes, Workers Compensation, Unemployment Insurance: 25% of payroll.
6300	\$35,466	Staff Medical and Retirement Benefits: Medical benefits have been estimated at \$22,235, which accounts for a 10% increase from the current fiscal year. The WRVC is considering switching from Wyoming Chambers Health to the Wyoming Association of Municipalities (WAM) Blue Cross Blue Shield plan for medical insurance, as Chamber Health requires a minimum of two staff for coverage, while the WAM plan does not have a minimum. The Wind River Visitors Council qualifies for the Wyoming Retirement System, which requires a 9.25% employee contribution and up to a 10% employer contribution. (The current employer contribution is 9.37%, but this could increase to 10%.) In previous years, the Wind River Visitors Council has used a SIMPLE IRA for its retirement benefits. Using the Wyoming Retirement System for retirement will be an appealing employee recruitment tool. It will also help with employee retention.
6400	\$600	Cellular Telephone Stipend: This line item is for a \$50 per month cellular telephone stipend.
6500	\$20,000	Conference Attendance, Mileage, Meals: This amount has been increased to accommodate for rising conference expenses. In addition to conference attendance, this budget line also includes mileage for staff members and business meals that the WRVC hosts.
6600	\$3,500	Professional Development: This line item supports staff development, including a Certified Destination Management Executive (CDME) certification for the Executive Director and graphic design training (or other needed training) for the other position(s).
7000	\$85,675	Dubois TAD: Dubois brought in 35% of the lodging tax in fiscal year 2022 to 2023. \$85,675 is 35% of the 25% that is distributed to Dubois, Lander and Riverton.
7100	\$78,331	Lander TAD: Lander brought in 32% of the lodging tax in fiscal year 2022 to 2023. \$78,331 is 32% of the 25% that is distributed to Dubois, Lander and Riverton.
7200	\$80,779	Riverton TAD: Riverton brought in 33% of the lodging tax in fiscal year 2022 to 2023. \$80,779 is 33% of the 25% that is distributed to Dubois, Lander and Riverton.
7300	\$9,800	Shoshoni TAD: Lodging tax throughout Fremont County decreased slightly. Therefore, TAD funding decreased. Shoshoni's decrease is from \$10,400 to \$9,800.
7400	\$4,900	Hudson TAD: Lodging tax throughout Fremont County decreased slightly. Therefore, TAD funding decreased. Hudson's decrease is from \$5,200 to \$4,900.

8000	\$11,300	Website Development: This amount includes six republished blogs from The Rendezvous magazine at \$200 each; six blogs written by guest writers at \$300 each; website management, hosting and services at \$2,000; domain and plug-in renewals at \$500; email hosting at \$800 and website development at \$5,000.
8025	\$97,815	Direct Marketing, Leads, Online Marketing and Social Media: This budget line includes email marketing software at \$6,600; a Wyoming Tourism unlimited leads co-op at \$10,000; a SEM co-op at \$15,000; paid social media at \$1,000; Wyoming Tourism sponsored content at \$10,920; banners on Wyoming Tourism at \$2,800; Wyoming Tourism spring and fall co-ops at \$35,000; National Park Trips leads at \$4,500 and a National Park Trips display ad and advertorial at \$11,995.
8050	\$2,000	Google DMO Program: This is for a Destination Optimization state co-op campaign focused on Google and TripAdvisor.
8075	\$17,432	Regional and State Partnerships: This budget line includes a podcast focused on Wind River Country; the production of the WRVC'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	\$43,000	Literature and Sticker Reprints: The WRVC will need 57,000 vacation guides at \$27,000, 30,000 self-guided driving tour maps at \$8,000, freight at \$2,000 and 6,000 sticker reprints at \$6,000.
8175	\$54,000	Press Relations/Events/Packages/Social Media: The monthly event calendar will cost \$4,000. Public relations will cost \$26,400. Social media management will cost \$18,000. Industry and consumer newsletters will cost \$4,800. Muckrack (a media database) will cost \$800.
8200	\$22,000	FAM Tours / Press Trips: This budget line has increased slightly (\$2,000) from the current fiscal year.
8225	\$21,495	Print Ads: This budget line includes a full page ad in the Wyoming Official Travel Guide at \$9,500 and a full page ad in the National Park Journal, Yellowstone at \$11,995.
8250	\$7,440	Literature Distribution: This budget line includes multi-state literature distribution at \$6,500, literature distribution in Teton County at \$700 and a rack space in the Jackson Hole airport at \$240.

8275	\$500	Billboard in Shoshoni: This is the annual cost of the billboard in Shoshoni.
8300	\$0	Market Research and Analysis: The WRVC is currently using the Wyoming Office of Tourism's Zartico program and Destination International's "products and tools" for its market research and analysis. In addition, we receive lots of data from partners, webinars, conferences and seminars.
8325	\$18,000	Fulfillment Program (postage, packets): This budget line includes postage, handling of vacation packets and envelope printing and supplies.
8350	\$50,244	New Opportunities: This budget line reflects new projects that are unknown at this time.
8375	\$1,000	Ambassador and Lodging Tax Education: This budget line has been reduced based on this fiscal year's actual spendings.
8400	\$10,000	Niche Marketing: This budget line includes advertising on the Jackson Hole Chamber website under the categories of Summer Activities, Winter Activities and Arts and Culture at \$2,100. It also includes a display ad in the Jackson Hole Chamber Explorer Magazine at \$3,500. It includes support for the trek program through the Fremont County Museums at \$4,000 and sponsoring a National Bighorn Sheep Center ad on the Jackson Hole Chamber of Commerce website at \$400.
8425	\$5,000	Conference/Meeting Marketing: This budget line is for conference and meeting marketing.
8450	\$2,500	Group Tour Business: This budget line is for group tour marketing.
8475	\$45,000	Wind River Indian Reservation Interpretive Plan: This budget line supports projects on the Wind River Indian Reservation. Fiscal year 2024 to 2025's projects include displays by local artists at some of the TravelStorys sites, exhibition dancing at events throughout Fremont County, sponsoring a powwow and a community celebration.
8500	\$13,100	International Marketing Programs: This budget line supports a Great American West partnership program at \$7,500, a display ad on the Real America Guide Map at \$600 and a Brand USA programmatic media campaign at \$5,000. While this budget line has been reduced, it includes a State partnership, which increases the value of the marketing campaign from the previous fiscal year, and therefore increases Wind River Country's international exposure.
9000	\$30,000	Air Service Marketing: This budget line supports air service marketing through the FAST group and is remaining the same.

DD	\$300,000	Destination Development Program: The majority of Destination Development Program funds will be used to continue the wayfinding project, which has been enthusiastically endorsed by a majority of the communities that the Wind River Visitors Council serves. We've also allocated \$20,000 for additional air service marketing.
Cash from prior year surplus	\$44,593	Cash From Prior Year Surplus: This is the carryover from fiscal year 2022 to 2023, which is the fiscal year that this budget is based on.

**Wind River Visitors Council (WRVC)
Fiscal Year 2024 to 2025 Budget Narrative**

Joint Powers Board 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 2024 to 2025 Budget

The WRVC Joint Powers Board Budget was approved by the Wind River Visitors Council’s Board of Directors on Thursday, March 28, 2024 for the fiscal year beginning July 1, 2024 and ending June 30, 2025.

Revenue

The Wind River Visitors Council uses the previous full fiscal year’s actual numbers for its budget. The last full fiscal year was FY 2022 to 2023, which had a revenue of \$979,138, which is the number that you’ll see in the proposed Joint Powers Budget. This was surpassed only by fiscal year 2021 to 2022, which had a revenue of \$1,016,610.

In fiscal year 2024 to 2025 the WRVC will receive both lodging tax revenue and a \$300,000 Destination Development Program grant through the Wyoming Office of Tourism. Destination Development Program funds must be spent by June 30, 2026.

Oversight

Because the annual lodging tax collections and Destination Development Program revenue exceeded \$1,000,000 in fiscal year 2022 to 2023, the WRVC 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 Revenue, Interest Income and Destination Development Program Funds	\$1,282,378	100%

Budgeted Expenses	Cost	Percent of Budget
Accounting, CPA Audit and Board Operation	\$39,650	3.09%

Office Staff Payroll, Taxes, Benefits and Office Services (rent, administration, etc.)	\$259,970	20.27%
Tourism Asset Development (TAD) Program	\$259,485	20.23%
Marketing Campaign	\$437,866	34.14%
Air Service Marketing (FAST)	\$30,000	2.34%
Destination Development Program	\$300,000	23.39%
TOTAL	\$1,326,971	103.48%
Cash From Prior Year Surplus	\$44,593	
Over/(Under) Expenditures	0	

Lodging Tax Vote

The two percent lodging tax was renewed in November 2022 with overwhelming support, as indicated by a 72 percent vote in favor of renewing.

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. A breakdown is below.

Fremont County (1/1/21)

- 3% Statewide lodging tax (goes to the Wyoming Office of Tourism)
- 4% Local option
- 7% Total lodging tax

Fremont County (1/1/23)

- 3% Statewide lodging tax (goes to the Wyoming Office of Tourism)
- 2% State local guarantee (comes from the Wyoming Office of Tourism)
- 2% Local option
- 7% Total lodging tax

Travel Trends for 2024

- Deeper experiences with positive impacts
- Time with loved ones
- Wellness travel
- Astro tourism/stargazing
- Culinary offerings
- Rural tourism
- Road trips
- Shoulder season travel

Tourism Asset Development (TAD) Program

Our Joint Powers communities of Dubois, Hudson, Lander, Riverton and Shoshoni function as our visitor centers throughout Fremont County. The Lander Chamber of

Commerce, the City of Riverton and the Towns of Dubois, Hudson and Shoshoni receive an allocation from the 25 percent of all lodging taxes collected in the form of the Tourism Asset Development (TAD) program. These funds are under local control to empower our communities to provide much needed visitor services, staff and local grant programs to support community tourism development and events. The FY 2024/2025 budget puts 25 percent of lodging tax collections at \$244,785, this is down from \$254,153 in FY 2023/2024. TAD funding is distributed to each community based on their percentage of contribution to the lodging tax collections. Shoshoni and Hudson receive a flat rate, which is significantly higher than their percentage of actual lodging tax collections.

TAD distributions for FY 2024/2025 will be:

Dubois 35%	7000	\$85,675
Lander 32%	7100	\$78,331
Riverton 33%	7200	\$80,779
Shoshoni-flat rate	7300	\$9,800
Hudson-flat rate	7400	\$4,900
Total TAD Program		\$259,485

Fremont County Lodging Tax Collections

(Source: Wyoming Department of Revenue)

	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
July	\$87,513.50	\$77,747.08	\$68,977.20	\$88,147.68	\$87,331.20	\$57,078.97	\$128,851.47	\$121,114.01	\$149,196.33
August	\$120,161.63	\$119,558.34	\$97,863.24	\$132,820.79	\$116,138.02	\$103,524.40	\$166,881.99	\$159,201.31	\$141,275.66
September	\$103,555.85	\$121,979.86	\$136,510.43	\$121,074.32	\$110,570.80	\$119,039.14	\$141,012.80	\$131,327.68	\$141,487.84
October	\$78,521.41	\$82,457.36	\$135,684.13	\$92,822.73	\$131,303.72	\$96,609.43	\$104,610.46	\$161,539.35	\$173,406.62
November	\$65,634.16	\$66,320.69	\$60,656.37	\$74,941.32	\$62,477.23	\$55,640.27	\$127,396.06	\$66,529.20	\$62,740.43
December	\$35,863.06	\$28,180.25	\$19,345.61	\$19,015.36	\$39,919.44	\$41,054.05	\$42,669.91	\$42,757.39	\$35,378.38
January	\$26,285.38	\$24,854.02	\$35,059.29	\$20,424.06	\$34,534.93	\$30,150.89	\$39,330.21	\$42,626.27	\$51,443.45
February	\$29,793.27	\$28,315.62	\$35,103.14	\$35,548.75	\$32,238.55	\$35,123.06	\$40,338.62	\$46,395.65	\$31,916.64
March	\$42,612.90	\$41,364.69	\$32,397.61	\$29,958.44	\$36,985.04	\$37,491.44	\$44,848.47	\$41,104.69	\$41,225.46
April	\$31,209.25	\$29,770.09	\$37,741.83	\$34,868.18	\$32,041.45	\$45,623.20	\$57,967.09	\$55,490.21	
May	\$34,060.95	\$30,993.80	\$30,913.52	\$37,983.64	\$17,600.12	\$45,320.51	\$55,570.82	\$42,656.79	
June	\$45,406.33	\$40,827.68	\$37,353.76	\$47,084.25	\$29,190.44	\$62,844.46	\$67,132.87	\$68,395.46	
Total	\$700,617.69	\$692,369.48	\$727,606.13	\$734,689.52	\$730,330.94	\$729,499.82	\$1,016,610.77	\$979,138.01	\$828,070.81

Some Highlights from Fiscal Year 2023 to 2024 (so far)

In addition to marketing to local, state, national and international audiences, the Wind River Visitors Council is also involved in lots of projects. Some of the projects from the current fiscal year (2023 to 2024) are listed below.

Scenic Loop Road in Wyoming's Wind River Country: A Tour Guide and Road Log

The Wind River Visitors Council sponsored the new *Scenic Loop Road in Wyoming's Wind River Country: A Tour Guide and Road Log*. The original guide was released in 2000.

Business After Hours/Community Event

On September 21, the Wind River Visitors Council joined forces with the Wyoming State Chamber of Commerce and Wyoming Economic Development Association to host the Wyoming Working Together Conference's Thursday evening reception as part of the Lander Chamber of Commerce's Business After Hours. The reception served as an informative celebration of Lander-South Pass City's designation as a Continental Divide Trail (CDT) Gateway Community. This tied in directly with one of this year's conference themes, the economy of outdoor recreation.

The Business After Hours portion of the evening was catered by Bunks BBQ and took place at Centennial Park in Lander. The event then moved across the street to the Coalter Loft, where Danny Knoll provided a lively presentation on his 2016 thru-hike of the CDT from Mexico to Canada, along the spine of the Rockies. Danny shared his highs and lows and highlighted the 504 miles the CDT travels through Wyoming.

Fall Press Trip

The Wind River Visitors Council hosted a fall press trip from September 21 to 24. The trip included a tour of the English Tunnel and Carissa Mine in South Pass City, a scenic drive along the Loop Road in Lander, a tour of the National Museum of Military Vehicles in Dubois, a float trip through the Wind River Indian Reservation—followed by a petroglyph tour— and, of course, amazing accommodation, dining and shopping experiences in Riverton and beyond.

Lander Rotary

On September 27, Helen Wilson presented to Lander Rotary. She had lots of fun showcasing recent marketing efforts, tourism and media coverage of Lander and Wind River Country. She talked about tourism numbers since the pandemic (which have been record-breaking for the area), awards and recent and upcoming projects in Wind River Country. She also discussed travel trend predictions.

Bike Racks in Riverton

The Wind River Visitors Council sponsored bike racks in Riverton, which have now been installed in four community parks; Jaycee, Sunset, Teeter and City Park. This project supports the WY Responsibly campaign.

Mountain biking the J-Line at Johnny Behind the Rocks

While Johnny Behind the Rocks in Lander features trails for all skill levels, Alan Mandel shows what's possible on the new J-Line in this Wind River Visitors Council supported film, <https://www.youtube.com/watch?v=imBmw84ijzM&t=138s>.

Wyoming's State Shooting Complex Fremont County Committee

Helen Wilson is one of nine Fremont County residents serving on a local committee that will be submitting a proposal to the Wyoming State Shooting Complex Oversight Task Force to try to get Fremont County selected as the location of a world-class facility. The local committee has been meeting regularly to discuss this proposal.

Sign at Town Hall in Hudson

The Wind River Visitors Council worked with the Town of Hudson to put a digital sign at Hudson Town Hall. The sign is up and running. Other digital signs that the Wind River Visitors Council has funded in Wind River Country are the signs in Dubois, Lander and Shoshoni.

Celebrating 100 Years of the Yellowstone Highway

The Wind River Visitors Council has partnered with the Riverton Museum, Hot Springs County Museum & Cultural Center and Hot Springs County Travel & Tourism Board to celebrate the 100th anniversary of the Yellowstone Highway as part of National Travel and Tourism Week, which takes place from May 19 to 25. To celebrate the anniversary, the Riverton Museum will be hosting historian Jackie Dorothy for this Wind River Visitors Council Adventure Trek Series program on Sunday, May 19 from 9 a.m. to 4 p.m. The day will include an interpretive bus tour that will explore the history and scenery of the Yellowstone Highway from Shoshoni to Thermopolis. In addition, we'll visit the Hot Springs County Museum & Cultural Center and the Hot Springs State Park Bath House in Thermopolis. We'll have a late lunch at the One Eyed Buffalo Brewing Company before making our way back to Riverton.

Powwow Video and Community Celebration

The Wind River Visitors Council is creating a video about powwows. This informative and fun video will dive into the powwow circuit, focusing specifically on the powwows and the people of the Wind River Indian Reservation. We're also supporting a

community celebration on the Wind River Indian Reservation, which is scheduled for Tuesday, May 21 as part of National Travel and Tourism Week.

International Dark Sky Park Community Celebration

Sinks Canyon State Park and the Wind River Visitors Council host a Community Celebration to recognize Sinks Canyon State Park's recent designation as an International Dark Sky Park, which is the first designation of its kind in Wyoming. This National Travel and Tourism Week event takes place on Saturday, May 25 from 7:30 to 9:30 p.m. at Sinks Canyon State Park Visitor Center, located at 3018 Sinks Canyon Road. The evening will include a talk about why we need dark skies and how this designation was achieved. There will also be a constellation tour. Appetizers and beverages will be provided. In addition, there will be an informational table about Lander-South Pass City's Continental Divide Trail Gateway Community Designation.

Podcast

The Wind River Visitors Council is launching its own podcast, *Wyoming's Wind River Country: Yellowstone's Unique Neighbor*. The podcast will premiere on Thursday, May 23 as part of National Travel and Tourism Week. We've partnered with local podcaster and radio personality Charene Herrera to create this fun podcast that will feature Wyoming's Wind River Country.

The New Fly Fisher

The Wind River Visitors Council hosted The New Fly Fisher in Fall 2023. They have put together an immersive documentary with a historical and sustainable focus that demonstrates that Wind River Country is an accessible location for anglers throughout North America and overseas. The episode premiered on Saturday, March 30. Here's a link to the full episode, <https://www.youtube.com/watch?v=CzPhOVEQY0Q>.

Kiosk on the Wind River Indian Reservation

The Wind River Visitors Council has been working with Wind River Development Fund to put an informational kiosk under the gazebo at the Frank B. Wise Business Center in Fort Washakie on the Wind River Indian Reservation. A programmer is currently installing the content, and the kiosk should be up and running in the next few weeks.

Destination Development Program

The Destination Development Program is a grant that was created in 2023 by the Wyoming Office of Tourism for Wyoming's 27 local Lodging Tax Boards. The Wind River Visitors Council (Fremont County's Lodging Tax Board) was one of the recipients. In addition to The New Fly Fisher video, the sign at Town Hall in Hudson and the kiosk on

the Wind River Indian Reservation (mentioned above), the following projects have been completed as part of this program:

- Two State marketing co-ops
- Advertising in the National Park Journal, Yellowstone
- Communication/meetings/graphic design supplies
- A video display in the Lander Chamber of Commerce Visitor Center

Other projects that are in the works include:

- A TravelStorys downtown Dubois walking tour—This tour consists of 10 locations, most of which can be walked to from the downtown Dubois area. Each site will have a three minute recording. Four seniors in the outdoor recreation, tourism and hospitality program at the University of Wyoming are working with us on this project as their spring “capstone” project. The stories will be recorded on April 18, and we’ll be testing the tour on April 29 and 30 with the hope of releasing it in May.
- Wayfinding signage in Dubois, Lander and Riverton—This attractive signage has a unified look, while also representing each community’s unique personality. A committee of 10 people is working with a contractor on this signage, with representation from each community. The committee has looked at design inspiration boards and participated in an onsite visit with the consultant. Each community was toured, and the committee provided feedback on several sign mockups. The committee narrowed each community’s sign “wish list” down to 20 locations, and prioritized the signs into four groups, with five signs in each. The prioritization will guide the strategic plan that is currently being created. Signage should start to appear in late spring/early summer.
- An expansion of the Art Banner Project in Riverton. Several art banners are now on display in Riverton. More will be hung soon.