

March 31, 2025

To all parties of the Joint Powers Agreement,

Attached is the Wind River Visitors Council's proposed budget and operating plan, effective July 1, 2025 through June 30, 2026 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, 2025.

Thank you.



Helen Wilson  
Executive Director, WRVC

**Wind River Visitors Council Board Members**

Dave Furman  
Town of Dubois Appointment

Helen Gordon  
Town of Hudson Appointment

Hal Herron  
City of Riverton Appointment

Joel Highsmith  
Town of Shoshoni Appointment

Bryce House  
City of Riverton Appointment

Krista Lobera  
City of Lander Appointment

Maralyne Middour  
County Commissioners Appointment

Owen Sweeney  
City of Lander Appointment

Frank Welty  
Town of Dubois Appointment

Erika Yarber  
County Commissioners Appointment

	FY 2025-2026 Wind River Visitors Council Budget to Joint Powers Members DRAFT					
A	B	C	D	E	F	G
	Budget Category	Code	2024-2025 Budget	2025-2026 Budget	Summary	% of Budget
1	Income					
2	Lodging Tax	4009	\$979,138	\$994,034		
3	Interest Earned	4501	\$3,240	\$3,591		
4	Destination Development Program	DD	\$300,000	\$0		
5	Total Revenue		\$ 1,282,378	\$ 997,625	\$ 997,625	100.00%
6						
7	Expenses					
8	Accounting Services					
9	Accounting Services	5000	\$10,000	\$11,750		
10	CPA Review or Audit	5300	\$15,000	\$15,500		
11	Total Accounting Services		\$25,000	\$27,250	\$ 27,250	2.73%
12						
13	Board Expenses					
14	Board Expenses	5400	\$3,500	\$4,000		
15	Wyoming Governor's Hospitality & Tourism Convention, Board Leadership Symposium	5500	\$5,000	\$10,000		
16	Board Training	5600	\$6,000	\$9,000		
17	Total Board Expenses		\$14,500	\$23,000	\$ 23,000	2.31%
18						
19	WRVC Office and Services					
20	WRVC Office Services	6000	\$ 20,000	\$ 20,000		
21	Cellular Telephone Stipend (\$50 per month)	6400	\$ 600	\$ 600		
22	Conference Attendance, Mileage, Meals	6500	\$ 20,000	\$ 22,000		
23	Professional Development	6600	\$ 3,500	\$ 3,500		
24	Total WRVC Office and Services		\$44,100	\$46,100	\$46,100	4.62%
25						
26	WRVC Staff					
27	WRVC Payroll (one full time staff, three part time staff)	6100	\$ 144,323	\$ 182,976		
28	FUTA/SUTA/FICA Taxes, Workers Compensation, Unemployment Insurance (25% of payroll)	6200	\$ 36,081	\$ 45,744		
29	Staff Medical Benefits, Retirement Benefits	6300	\$ 35,466	\$ 20,000		
30	Total WRVC Staff		\$215,870	\$248,720	\$248,720	24.93%
31						
32	Wind River Country Tourism Asset Development (TAD) \$248,508					
33	Community of Dubois 35.18% (FY 2024-2025 35%)	7000	\$85,675	\$87,425		
34	Community of Lander 30.35% (FY 2024-2025 32%)	7100	\$78,331	\$75,422		
35	Community of Riverton 34.47% (FY 2024-2025 33%)	7200	\$80,779	\$85,661		
36	Community of Shoshoni-Flat Rate	7300	\$9,800	\$9,900		
37	Community of Hudson-Flat Rate	7400	\$4,900	\$5,000		
38	Total Tourism Asset Development Program		\$ 259,485	\$ 263,408	\$ 263,408	26.40%
39						
40	Marketing Campaign					
41	Website Development	8000	\$11,300	\$74,313		
42	Direct Marketing, Leads, Online Marketing and Social Media	8025	\$97,815	\$151,390		
43	Google DMO Program	8050	\$2,000	\$0		
44	Regional & State Partnerships	8075	\$17,432	\$15,100		
45	Community Planning & Training	8100	\$11,040	\$11,040		
46	Photo and Video Library	8125	\$5,000	\$3,000		
47	Collateral Reprints	8150	\$43,000	\$43,000		
48	Press Relations/Events/Packages/Social Media	8175	\$54,000	\$56,340		
49	FAM Tours / Press Trips	8200	\$22,000	\$25,000		
50	Print Ads	8225	\$21,495	\$23,995		
51	Literature Distribution	8250	\$7,440	\$7,500		
52	Billboard in Shoshoni	8275	\$500	\$500		
53	Market Research and Analysis	8300	\$0	\$5,300		
54	Fulfillment Program	8325	\$18,000	\$10,000		
55	New Opportunities	8350	\$50,244	\$6,469		
56	Ambassador & Lodging Tax Education	8375	\$1,000	\$1,000		
57	Niche Target Marketing	8400	\$10,000	\$10,000		
58	Conference/Meeting Marketing	8425	\$5,000	\$5,000		
59	Group Tour Business	8450	\$2,500	\$2,500		
60	Support for Wind River Indian Reservation Interpretive Plan	8475	\$45,000	\$35,000		
61	International Marketing	8500	\$13,100	\$22,700		
62	Total Marketing Campaign		\$437,866	\$509,147	\$509,147	51.04%
63						
64	Air Service Marketing					
65	Air Service Marketing	9000	\$30,000	\$30,000	\$30,000	3.01%
66						
67	Board Discretionary Fund					
68	Board Discretionary Fund	9500		\$50,000	\$50,000	5.01%
69						
70	Destination Development Program (\$300,000)					
71	Destination Development Program (\$300,000)	DD	\$300,000	\$0		
72			300,000	0	\$0	0.00%
73	Total Expenses		\$ 1,110,951	\$ 1,197,625		120.05%
74	Cash From Prior Years' Surplus		\$44,593.00	\$200,000.00		
75	Over/(Under) Expenditures		\$0	\$0		

## FY 2025-2026 Joint Powers Budget Notes

Code	Amount	Description
4009	\$994,034	<b>Lodging Tax:</b> This is the actual lodging tax revenue that was collected in fiscal year 2023 to 2024 and will serve as the budget for fiscal year 2025 to 2026.
4501	\$3,591	<b>Interest Earned:</b> Interest income in the beginning of fiscal year 2024 to 2025 averaged \$299.25 per month. This calculates to \$3,591 for the full fiscal year.
DD	\$0	<b>Destination Development Program:</b> The Wind River Visitors Council will not receive Destination Development Program funds in fiscal year 2025 to 2026, as these funds are received every other year.
5000	\$11,750	<b>Accounting Services:</b> This budget line has increased based on rising costs.
5300	\$15,500	<b>CPA Review or Audit:</b> This budget line has increased based on rising costs.
5400	\$4,000	<b>Board Expenses:</b> This budget line has increased based on rising costs.
5500	\$10,000	<b>Wyoming Governor's Hospitality &amp; Tourism Convention/Board Leadership Symposium:</b> The Wind River Visitors Council is budgeting for new Board Members to attend the Wyoming Governor's Hospitality and Tourism Convention, and for the President, a member of the Executive Team and the Executive Director to attend the Board Leadership Symposium.
5600	\$9,000	<b>Board Training:</b> This board training will be conducted by Robert C. Harris, CAE.
6000	\$20,000	<b>WRVC Office Services:</b> This budget line is remaining the same based on this fiscal year's actual spendings.
6400	\$600	<b>Cellular Telephone Stipend:</b> This budget line is for a \$50 per month cellular telephone stipend.
6500	\$22,000	<b>Conference Attendance, Mileage, Meals:</b> This budget line has increased based on rising costs. In addition to conference attendance, this budget line also includes mileage for staff members and business meals that the Wind River Visitors Council hosts.
6600	\$3,500	<b>Professional Development:</b> This budget line supports staff development.

6100	\$182,976	<b>WRVC Payroll:</b> This budget line pays the salaries of several full time and part time employees.
6200	\$45,744	<b>Taxes, Workers Compensation, Unemployment Insurance:</b> 25% of payroll.
6300	\$20,000	<b>Staff Medical and Retirement Benefits:</b> 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.
7000	\$87,425	<b>Dubois TAD:</b> Dubois brought in 35.18% of the lodging tax in fiscal year 2023 to 2024.
7100	\$75,422	<b>Lander TAD:</b> Lander brought in 30.35% of the lodging tax in fiscal year 2023 to 2024.
7200	\$85,661	<b>Riverton TAD:</b> Riverton brought in 34.47% of the lodging tax in fiscal year 2023 to 2024.
7300	\$9,900	<b>Shoshoni TAD:</b> Lodging tax throughout Fremont County increased. Therefore, TAD funding increased.
7400	\$5,000	<b>Hudson TAD:</b> Lodging tax throughout Fremont County increased. Therefore, TAD funding increased.
8000	\$74,313	<b>Website Development:</b> This budget line includes blogs; a website rebuild; website management, hosting and services; domain and plug-in renewals; and email hosting.
8025	\$151,390	<b>Direct Marketing, Leads, Online Marketing and Social Media:</b> This budget line includes email marketing software; a Wyoming Tourism unlimited leads co-op; Search Engine Optimization (SEO); paid social media; Wyoming Tourism sponsored content; banners on Wyoming Tourism; Wyoming Tourism spring and fall co-ops; National Park Trips leads and banner advertising in the Denver International Airport.
8075	\$15,100	<b>Regional and State Partnerships:</b> 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	<b>Community Planning and Training:</b> This budget line includes sponsored content, display ads and sponsoring #Snapped on County 10.
8125	\$3,000	<b>Photo and Video Library:</b> This budget line includes new photo and video acquisition.
8150	\$43,000	<b>Literature and Sticker Reprints:</b> This budget line covers the cost of

		printing new Vacation Guides, 7 Self-Guided Driving Tour Maps and State co-op stickers.
8175	\$56,340	<b>Press Relations/Events/Packages/Social Media:</b> 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	\$25,000	<b>FAM Tours / Press Trips:</b> This budget line has increased based on rising costs.
8225	\$23,995	<b>Print Ads:</b> 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	\$7,500	<b>Literature Distribution:</b> This budget line includes multi-state literature distribution, literature distribution in Teton County and a rack space in the Jackson Hole airport.
8275	\$500	<b>Billboard in Shoshoni:</b> This budget line covers the annual cost of the Wind River Country billboard in Shoshoni.
8300	\$5,300	<b>Market Research and Analysis:</b> The Wind River Visitors Council currently uses the Wyoming Office of Tourism's Zartico program and Destination International's "products and tools" for its market research and analysis. We are adding Co-Star, which provides occupancy rates and other hotel data.
8325	\$10,000	<b>Fulfillment Program (postage, packets):</b> This budget line includes postage and handling of vacation packets.
8350	\$6,469	<b>New Opportunities:</b> This budget line supports new projects that are unknown at this time.
8375	\$1,000	<b>Ambassador and Lodging Tax Education:</b> This budget line is remaining the same based on this fiscal year's actual spendings.
8400	\$10,000	<b>Niche Marketing:</b> 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 veterans, winter, rodeo/west, cultural explorers, sightseeing adventurers, active recreationalists, etc.
8425	\$5,000	<b>Conference/Meeting Marketing:</b> This budget line is for conference and meeting marketing.
8450	\$2,500	<b>Group Tour Business:</b> This budget line is for group tour marketing.
8475	\$35,000	<b>Wind River Indian Reservation Interpretive Plan:</b> This budget line supports projects on the Wind River Indian Reservation. Fiscal year 2025 to 2026's projects include powwow support, a Wind River

		Indian Reservation TravelStorys expansion and marketing for Recomplete projects.
8500	\$22,700	<b>International Marketing Programs:</b> This budget line supports a Great American West partnership program and a Brand USA programmatic media campaign and global inspiration program.
9000	\$30,000	<b>Air Service Marketing:</b> 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	\$50,000	<b>Board Discretionary Fund:</b> 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.
Cash from prior year surplus	\$200,000	<b>Cash From Prior Year Surplus:</b> This cash carryover supports some large fiscal year 2025 to 2026 projects, such as a website rebuild and advertising in Denver International Airport.

**Wind River Visitors Council (WRVC)  
Fiscal Year 2025 to 2026 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 2025 to 2026 Budget**

The Wind River Visitors Council Joint Powers Board Budget was approved by the Wind River Visitors Council's Board of Directors on Thursday, March 27, 2025 for the fiscal year beginning July 1, 2025 and ending June 30, 2026.

**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 2023 to 2024, which had a revenue of \$994,034 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 2025 to 2026 the Wind River Visitors Council will receive lodging tax revenue, but will not receive a Destination Development Program grant, as these funds are distributed every other year.

**Oversight**

Because the Wind River Visitors Council's revenue exceeded \$1,000,000 in fiscal year 2023 to 2024, 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	\$997,625	100%

Budgeted Expenses	Cost	Percent of Budget
Accounting Services	\$27,250	2.73%
Board Expenses	\$23,000	2.31%

Office and Services	\$46,100	4.62%
Wind River Visitors Council Staff	\$248,720	24.93%
Tourism Asset Development (TAD) Program	\$263,408	26.40%
Marketing Campaign	\$509,147	51.04%
Air Service Marketing (FAST)	\$30,000	3.01%
Board Discretionary Fund	\$50,000	5.01%
Destination Development Program	\$0	0%
TOTAL	\$1,197,625	120.05%
Cash From Prior Year Surplus	\$200,000	
<b>Over/(Under) Expenditures</b>	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**

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

### **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 support community tourism development and events. The FY 2025/2026 budget puts 25 percent of lodging tax collections at \$248,508. This is up from \$244,785 in FY 2024/2025. 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 2025/2026 will be:**

Dubois 35.18%	7000	\$87,425
Lander 30.35%	7100	\$75,422



Riverton 34.47%	7200	\$85,661
Shoshoni-flat rate	7300	\$9,900
Hudson-flat rate	7400	\$5,000
Total TAD Program		\$263,408

# Fremont County Lodging Tax Collections

## (Source: Wyoming Department of Revenue)

	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
July	\$77,747.08	\$68,977.20	\$88,147.68	\$87,331.20	\$57,078.97	\$128,851.47	\$121,114.01	\$149,196.33	\$153,777.75
August	\$119,558.34	\$97,863.24	\$132,820.79	\$116,138.02	\$103,524.40	\$166,881.99	\$159,201.31	\$141,275.66	\$145,592.64
September	\$121,979.86	\$136,510.43	\$121,074.32	\$110,570.80	\$119,039.14	\$141,012.80	\$131,327.68	\$141,487.84	\$161,718.51
October	\$82,457.36	\$135,684.13	\$92,822.73	\$131,303.72	\$96,609.43	\$104,610.46	\$161,539.35	\$173,406.62	\$190,436.85
November	\$66,320.69	\$60,656.37	\$74,941.32	\$62,477.23	\$55,640.27	\$127,396.06	\$66,529.20	\$62,740.43	\$67,751.20
December	\$28,180.25	\$19,345.61	\$19,015.36	\$39,919.44	\$41,054.05	\$42,669.91	\$42,757.39	\$35,378.38	\$42,773.77
January	\$24,854.02	\$35,059.29	\$20,424.06	\$34,534.93	\$30,150.89	\$39,330.21	\$42,626.27	\$51,443.45	\$49,424.70
February	\$28,315.62	\$35,103.14	\$35,548.75	\$32,238.55	\$35,123.06	\$40,338.62	\$46,395.65	\$31,916.64	\$50,426.86
March	\$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	\$29,770.09	\$37,741.83	\$34,868.18	\$32,041.45	\$45,623.20	\$57,967.09	\$55,490.21	\$53,218.64	
May	\$30,993.80	\$30,913.52	\$37,983.64	\$17,600.12	\$45,320.51	\$55,570.82	\$42,656.79	\$50,072.66	
June	\$40,827.68	\$37,353.76	\$47,084.25	\$29,190.44	\$62,844.46	\$67,132.87	\$68,395.46	\$62,672.01	
Total	\$692,369.48	\$727,606.13	\$734,689.52	\$730,330.94	\$729,499.82	\$1,016,610.77	\$979,138.01	\$994,034.12	\$861,902.28

## **Some Highlights from Fiscal Year 2024 to 2025 (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 (2024 to 2025) are listed below.

### **Celebration: Powwow on the Wind River Indian Reservation**

The Wind River Visitors Council, in partnership with the Eastern Shoshone Tribe and the Northern Arapaho Tribe, released “Celebration: Powwow on the Wind River Indian Reservation.” This informative and fun video dives into the powwow circuit, focusing specifically on the powwows and the people of the Wind River Indian Reservation.

### **Discover Dubois**

The Wind River Visitors Council released “Discover Dubois,” a TravelStorys audio tour consisting of 10 locations, most of which can be walked to from the downtown Dubois area. Each site has a three-minute recording.

### **Kiosk on the Wind River Indian Reservation**

The Wind River Visitors Council worked 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. The kiosk includes must visit locations, a section about the Wind River Indian Reservation, a section about attending a powwow, access to the TravelStorys Wind River Indian Reservation audio tour and a link to the Wind River Visitors Council’s event calendar.

### **Wayfinding Signage in Dubois, Lander and Riverton**

This Destination Development Program project puts attractive signage throughout Dubois, Lander and Riverton. A committee of 10 people, with representation from each community, worked with a contractor to create a strategic plan for this signage. The signage will have a unified look, while also representing each community’s unique personality. The project will be completed in summer 2025.

### **An Expansion of the Art Banner Project in Hudson and Riverton**

This is another Destination Development Program project. Several new art banners are now on display in Hudson and Riverton. Additional banners will be put up soon.

### **Strategic Plan**

The Wind River Visitors Council worked with Young Strategies and Rudloff Solutions to create initiatives for its new five year plan, which kicked off on January 1, 2025.

### **Resident Sentiment Survey**

The Wind River Visitors Council is working in partnership with the University of Wyoming to put together a resident sentiment survey for Wind River Country. This survey will examine public perceptions of tourism, including the positives and negatives of economic development, environmental impacts, over-tourism, quality of life and other areas. The survey will launch during National Travel and Tourism Week, which takes place from May 4 to 10.

### **Fall Hospitality & Tourism Summit**

Each fall, the Wyoming Hospitality & Travel Coalition presents the Fall Hospitality & Tourism Summit. The Wind River Visitors Council submitted a proposal to have this year's event in Riverton. The proposal was selected, and this year's event takes place on October 22 and 23 at Central Wyoming College. Accommodations and additional activities will take place at the Holiday Inn and the Hampton Inn & Suites.

### **Podcast**

Last May, the Wind River Visitors Council launched a podcast, *Wyoming's Wind River Country: Yellowstone's Unique Neighbor*. New episodes air on the fourth Thursday of every month. This fiscal year's episodes so far are:

- July—Exploring the Night: Sinks Canyon State Park's Journey to Dark Sky Designation
- August—Echoes of Uranium: Unearthing Jeffrey City's Ghostly Past
- September—Beneath the Boulders: Exploring Boulder Choke Cave in Sinks Canyon
- October—Spirits of Riverton: Unveiling the Haunting Tales of Downtown
- November—Exploring Wind River Country's Local Food Scene
- December—Dubois Cowboy Christmas: Parade, Western Decor & Holiday Cheer
- January—Reeling in Winter Fun: Ice Fishing Derby Adventures at Boysen Reservoir
- February—Racing to the Finish: Dubois Hosts the Final Stage of the Pedigree Stage Stop Race