

Jackson Hole Travel and Tourism Board ANNUAL REPORT

Fiscal Year July 1, 2015 – June 30, 2016



Lodging Tax
Supported

4JH

Table of Contents

Chairman's Letter	Pg. 01
JHTTB Team Members	Pg. 03
Partners/Mission/Vision	Pg. 04
Tourism Metrics	Pg. 05
a. Lodging Tax Receipts by Month	Pg. 06
b. Hotel Occupancy	Pg. 07
c. Hotel Average Daily Rate by Month	Pg. 08
d. National Park Service Visitation by Month	Pg. 09
e. Skier Days	Pg. 11
f. Enplanements by Season	Pg. 12
g. Visitor Services Statistics	Pg. 13
Campaign Overview	Pg. 14
Events and Workshops	Pg. 18
Financials	Pg. 20





I am pleased to present to you the first ever annual report produced by the Jackson Hole Travel and Tourism Board (JHTTB). We sincerely hope that this report equips the citizens of Teton County with information and performance metrics to better understand the allocation of promotional funds administered by the board. We further hope many will agree that our actions demonstrate a responsible use of collected funds, which help provide shoulder and winter season promotion leading to a more sustainable year-round economy.

Contract Advertising

2016 marked our first year with new marketing partners, Barnhart Communications and Tempest Interactive. Barnhart serves as our brand strategist focusing on the creative development of our fall, winter and spring campaigns. Tempest executes the strategy through our own website, visitjacksonhole.com, as well as a multi-pronged digital media program including direct ads, paid search and

partnerships. This is supplemented with a social media effort led by New Thought Media, a local expert in this ever evolving means of communication. Through these initiatives, we are better able to target our efforts to drive business during slower periods of the year and not add to demand during the already busy summer and holiday periods.

Budget Allocation

While marketing is our largest expenditure, annually comprising over one-third of our budget, visitor services, destination sales and tradeshow, and event funding combined, form a similar annual investment. Since its inception, the Travel and Tourism Board has provided funding to the Jackson Hole Chamber of Commerce for the operation of regional visitor centers to better serve visitors while marketing local attractions, restaurants, shopping and lodging for those that may not have planned ahead. Additionally, funds are provided to the Chamber for destination sales including the participation in tradeshow promoting the shoulder and winter seasons to groups and tours. Event funding ranges from small grants for community character events to large investments like those that allowed for Nathaniel Ratliff and Zac Brown Band to headline the JHMR Rendezvous. It's the intent of our event funding decisions to primarily drive visitation to Jackson Hole while contributing positively to the community. This perhaps is most evident in the funding that we provide

to youth sporting events that help enhance local programs while bringing traveling teams from around the region to Jackson Hole to compete.

Market Conditions

The last fiscal year has been exciting and ultimately good for Jackson Hole's tourism market. Many factors have aligned including a strong national economy, low gas prices, the upcoming centennial of the National Park Service, and efforts from Brand USA and the Wyoming Office of Tourism that have all contributed to our success as a destination. To that end the Travel and Tourism Board has become even more focused on promoting just the periods of the year that need continued growth. This includes the months of October through May and the first week in June with the exception of peak holiday periods throughout the winter. We have also strategically started a reserve that now amounts to just over 1/4 of our annual budget. This reserve can be deployed for unique opportunities or one-time events that could otherwise negatively impact tourism (i.e. extremely poor snow or a wild fire) and may be utilized if we see a downturn in the economy. While times are good we feel it's important to continue activities that have been successful but to also reevaluate priorities and plan for the long term when conditions may not be as favorable.

Looking Ahead

We will continue to work with our elected officials and the community to make sure that The Travel and Tourism Board fulfills its vision of being a world leader in responsible tourism. Beyond being a world class destination Jackson Hole is our home. We're committed to making sure that the promotion of this magnificent area ultimately enhances the well-being of our community and creates a more sustainable year round economy.

Regards,

Alex Klein,
Board Chairman
Jackson Hole Travel & Tourism Board

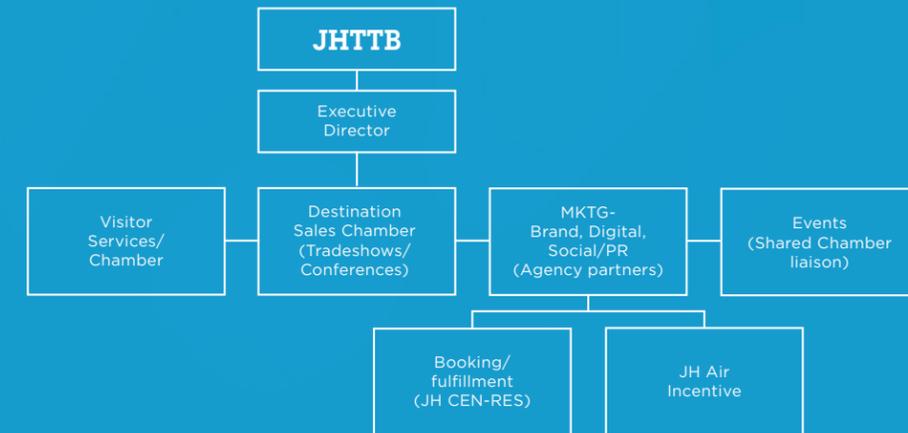
Who is the JHTTB?

Fiscal 2016 (July 2015-June 2016) marked the fifth full year of the Jackson Hole Travel and Tourism Board. This board of seven volunteers is appointed by the Town and County's elected officials to oversee the use of funds designated to promote the town and county and enhance tourism. These funds represent 60 percent of total collected lodging taxes with the remaining 40 percent used by the town and county to address visitor impacts; (30 percent) and other general needs (10 percent).

Name	Role	Community Position
Alex Klein, 2014	Chairman	General Manager, Grand Teton Lodge Company
Keely Herron, 2015	Vice-Chair	Marketing Director, Snow King Mountain Resort
Mike Halpin, 2013	Treasurer	President, Meridian Group
Chip Carey, 2011	Secretary	Consultant
Stephen Price, 2011	Board	Partner, Spring Creek Ranch
Brian Modena, 2016	Board	Partner, TMBR Media
Aaron Pruzan, 2011	Board	Owner, Rendezvous River Sports
Kate Sollitt, 2012	Executive Director	SHE Corp.
Maureen Murphy, 2014	Event Liaison	Jackson Hole Chamber of Commerce

Partners

The Jackson Hole Travel and Tourism Board relies on several key partners in the community, all of whom work together to achieve the same goal: to promote tourism and visitation to Teton County while honoring the mission and vision of the board.



Mission

To effectively spend lodging tax funds to promote travel and tourism to Teton County in a manner that is consistent with the shared values of our community. Our actions will reflect stewardship of our natural resources, highlight our outstanding assets and amenities and strive toward sustainability.

Vision

As a world leader in responsible tourism, the JHTTB is dedicated to developing a healthy and vibrant fall, winter and spring economy that preserves our natural capital and enhances the well being of our community.

The goal of the Jackson Hole Travel and Tourism board is to create a sustainable, year-round economy that has fewer peaks and valleys for the business community. To that end, one of its major efforts is to create advertising campaigns and promotions that drive visitation and tourism during the fall, winter and spring seasons. To measure the effectiveness of our campaigns, the JHTTB goes beyond the standard campaign metrics to also measure success in the form of local econometrics: lodging tax receipts collected, hotel occupancy rates, average daily rates, park visitation, skier days from all three resorts and year-round airline enplanement. The metrics that follow align with JHTTB fiscal year of July 2015 - July 2016.

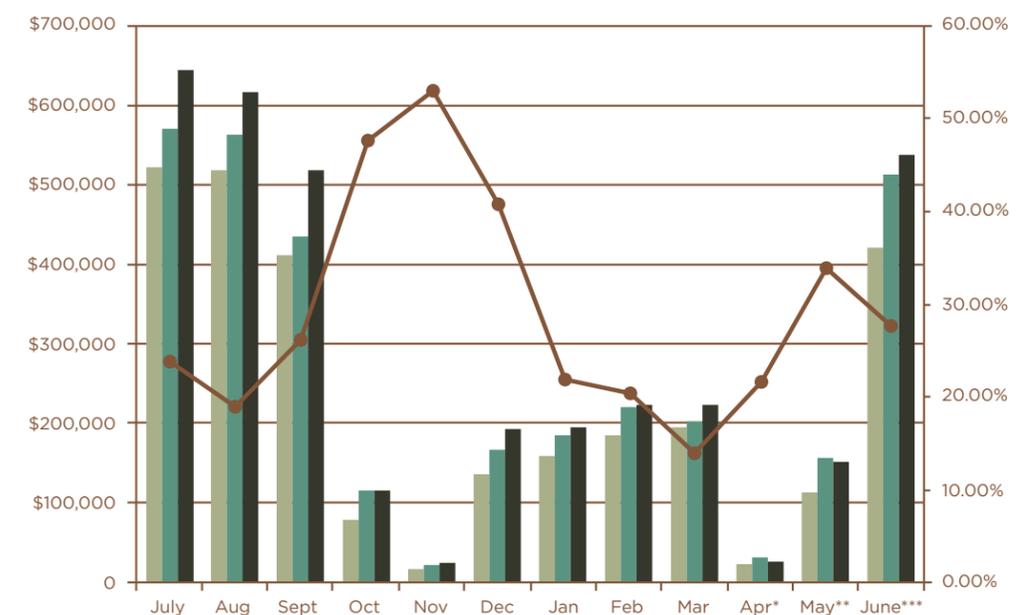
A 2 percent lodging tax assessed on every hotel, motel, guest ranch, campground, and short-term rental property is collected from overnight visitors and distributed to the Town & County based on where it is collected. Sixty percent is allocated to promoting travel and tourism to Jackson Hole, 30 percent of the tax is used to mitigate visitor impact and pay for services including the Start Bus, pathways maintenance, Parks & Recs, and the Historical Museum, and the final 10 percent goes directly to the general fund. The chart below illustrates the actual tax collected based on a model developed by the Jackson Hole Chamber of Commerce and the State Treasurer. Tax collections have been steadily increasing by an average of about 14 percent.

TTB Lodging Tax Fiscal Revenue

(This only represents the 60% of the total tax collected)

Month	FY '14	FY '15	FY '16	% Growth FY '14-15	% Growth FY '15-16	% Growth FY '14-16
July	\$521,483.49	\$570,722.17	\$645,620.16	9.44%	13.12%	23.80%
August	\$518,173.98	\$563,588.50	\$615,915.34	8.76%	9.28%	18.86%
September	\$411,391.80	\$435,035.57	\$518,939.88	5.75%	19.29%	26.14%
October	\$79,454.48	\$115,927.62	\$117,336.68	45.90%	1.22%	47.68%
November	\$18,120.15	\$22,955.81	\$27,723.20	26.69%	20.77%	53.00%
December	\$137,090.42	\$167,584.17	\$192,929.41	22.24%	15.12%	40.73%
January	\$160,035.89	\$184,882.93	\$194,809.88	15.53%	5.37%	21.73%
February	\$184,914.91	\$220,881.07	\$222,248.24	19.45%	0.62%	20.19%
March	\$195,720.67	\$203,062.40	\$222,874.95	3.75%	9.76%	13.87%
April*	\$22,854.08	\$30,695.69	\$27,803.61	34.31%	-9.42%	21.66%
May**	\$113,808.90	\$155,678.76	\$152,277.78	36.79%	-2.18%	33.80%
June***	\$421,029.21	\$511,238.48	\$536,800.40	21.43%	5.00%	27.50%
Annual Total	\$2,784,077.98	\$3,182,253.17	\$3,475,279.53	14.30%	9.21%	24.83%

■ FY '14
■ FY '15
■ FY '16
—●— % Growth FY '14-'16



Source: JH Chamber of Commerce and Wyoming State Lodging Tax Data

*In 2016, Easter holiday was in March rather than April
 **2016 May final number waiting on August receipts
 ***2016 June numbers are estimated based on June occupancy

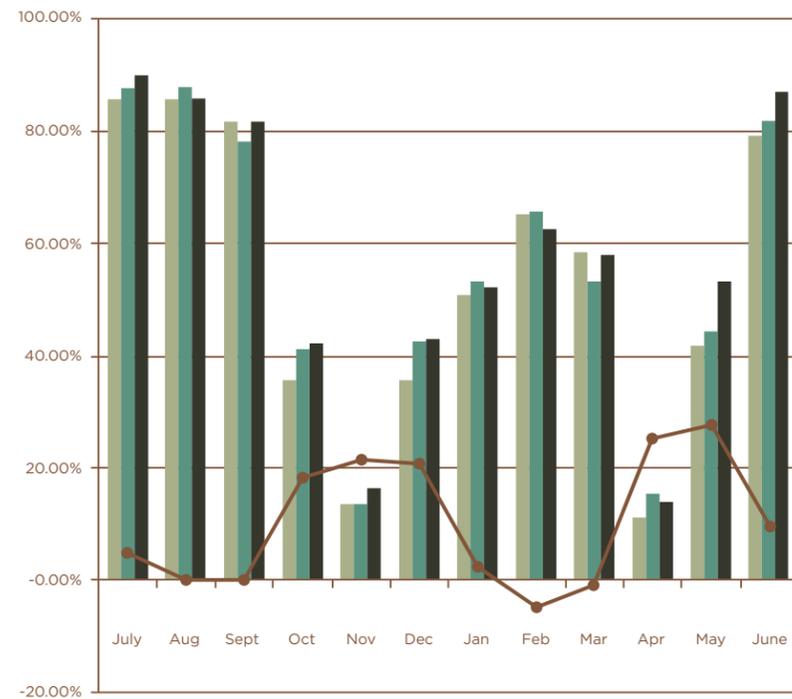
Hotel Occupancy

In December of 2013, the JHTTB, along with its marketing partners, including the Jackson Hole Chamber of Commerce and Jackson Hole Mountain Resort, commissioned Destimetrics to measure hotel occupancies, average daily rates and more. The graph below illustrates a steady growth in occupancy, despite the increase in average daily room rate. It also illustrates the most dramatic growth in occupancy in the last two years during November, April, and May.

Paid Hotel Occupancy

Month	FY '14	FY '15	FY '16	% Growth FY '14-15	% Growth FY '15-16	% Growth FY '14-16
July	85.70%	87.70%	90.05%	2.33%	2.68%	5.08%
August	85.70%	87.88%	85.86%	2.54%	-2.30%	0.19%
September	81.60%	78.18%	81.82%	-4.19%	4.66%	0.27%
October	35.60%	41.23%	42.24%	15.81%	2.45%	18.65%
November	13.70%	13.76%	16.66%	0.44%	21.08%	21.61%
December	35.60%	42.55%	43.04%	19.52%	1.15%	20.90%
January	50.80%	53.14%	52.25%	4.61%	-1.67%	2.85%
February	65.40%	65.70%	62.47%	0.46%	-4.92%	-4.48%
March	58.40%	53.31%	58.07%	-8.72%	8.93%	-0.57%
April	11.20%	15.42%	14.03%	37.68%	-9.01%	25.27%
May	41.75%	44.27%	53.33%	6.04%	20.47%	27.74%
June	79.16%	81.85%	87.00%	3.40%	6.29%	9.90%
Annual Average	53.72%	55.42%	57.24%	3.16%	3.28%	6.55%

■ FY '14
■ FY '15
■ FY '16
—●— % Growth FY '14-'16



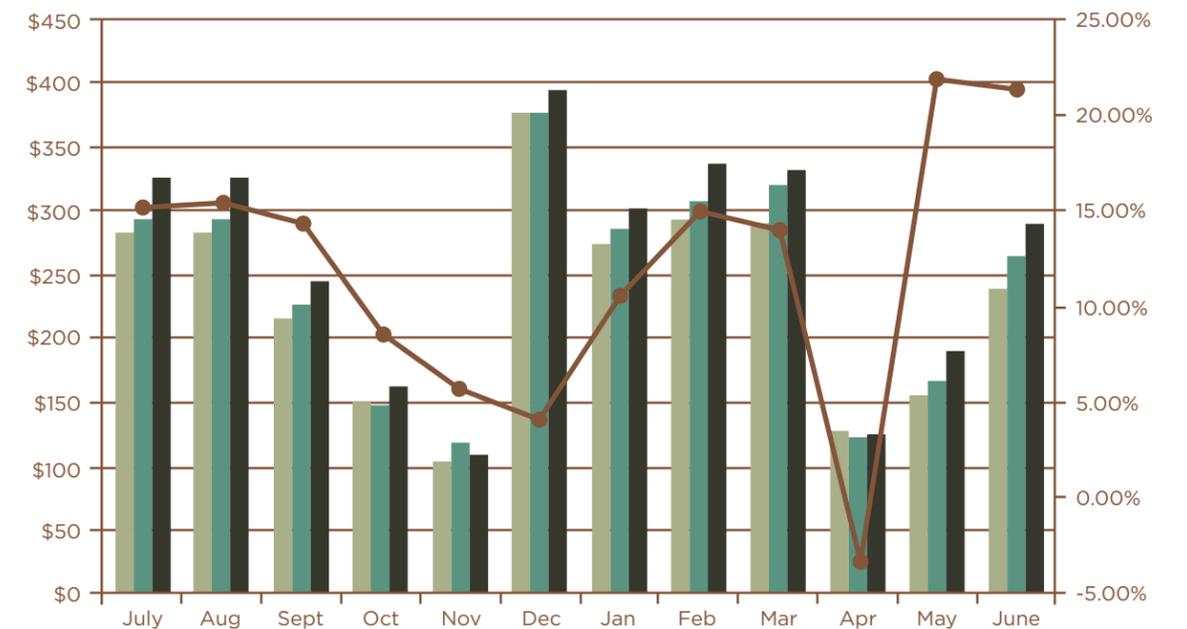
Hotel Average Daily Rate by Month

The average daily rate continued to increase, which can be attributed to the set supply of hotels, increased demand of travelers, and improvements and upgrades in many of the hotel facilities. The graph below illustrates the most significant growth in the last two years in May and June, with a bit of a decline in November and April, which are traditionally slower months.

Hotel Average Daily Rate

Month	FY '14	FY '15	FY '16	% Growth FY '14-15	% Growth FY '15-16	% Growth FY '14-16
July	\$283	\$293	\$326	3.53%	11.26%	15.19%
August	\$283	\$292	\$327	3.18%	11.99%	15.55%
September	\$215	\$227	\$246	5.58%	8.37%	14.42%
October	\$150	\$148	\$163	-1.33%	10.14%	8.67%
November	\$104	\$119	\$110	14.42%	-7.56%	5.77%
December	\$378	\$377	\$394	-0.26%	4.51%	4.23%
January	\$273	\$285	\$302	4.40%	5.96%	10.62%
February	\$293	\$307	\$337	4.78%	9.77%	15.02%
March	\$290	\$319	\$331	10.00%	3.76%	14.14%
April	\$128	\$123	\$124	-3.91%	0.81%	-3.13%
May	\$156	\$166	\$190	6.41%	14.46%	21.79%
June	\$238	\$264	\$289	10.92%	9.47%	21.43%
Annual Average	\$233	\$243	\$262	4.62%	7.50%	12.47%

■ FY '14
■ FY '15
■ FY '16
—●— % Growth FY '14-'16



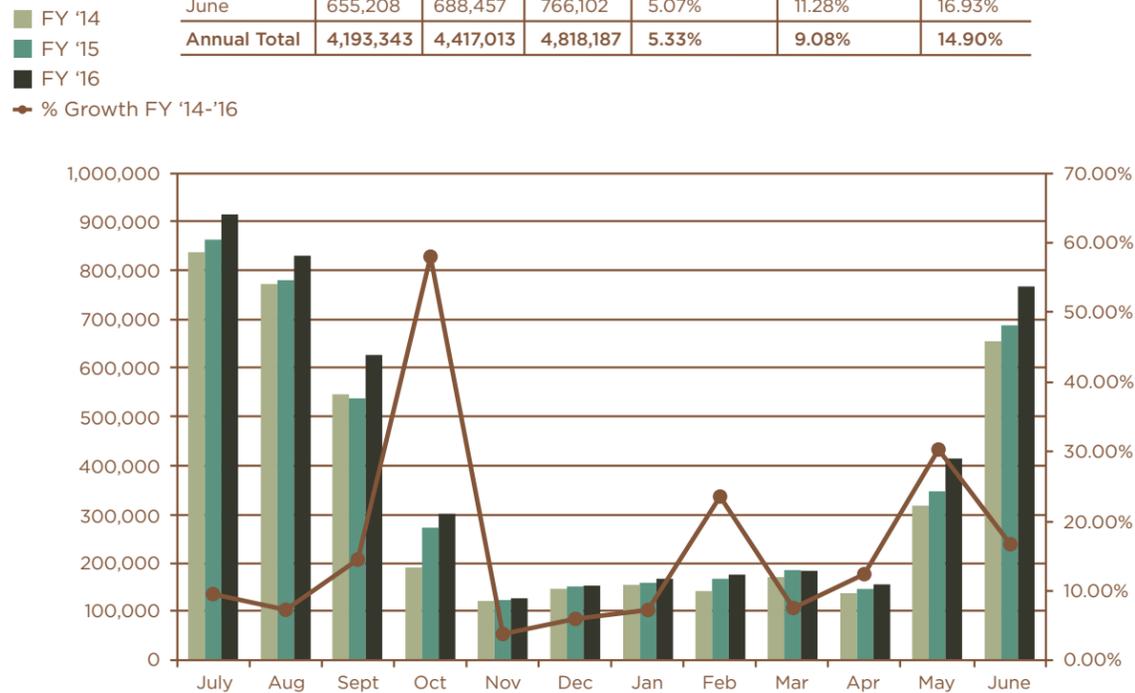
National Park Service Visitation by Month

National Park Service Visitation by Month

Jackson Hole is the gateway to two of the most spectacular national parks in the country- Grand Teton and Yellowstone. While these destinations typically see the greatest visitation during the summer months, the graphs illustrate that the most dramatic visitation growth in the last two years were in the months of October, February, and May for Grand Teton and October, April, and May for Yellowstone. These have become target growth months for the JHTTB and align with our campaign efforts. Other factors potentially driving growth include the Centennial Celebration of the National Parks, promoted through a national ad campaign titled "Find Your Parks"; Brand USA's focus on international tourism visiting our national parks; and lastly, the growing demand for bus tours through the National Parks.

Grand Teton National Park Visitation

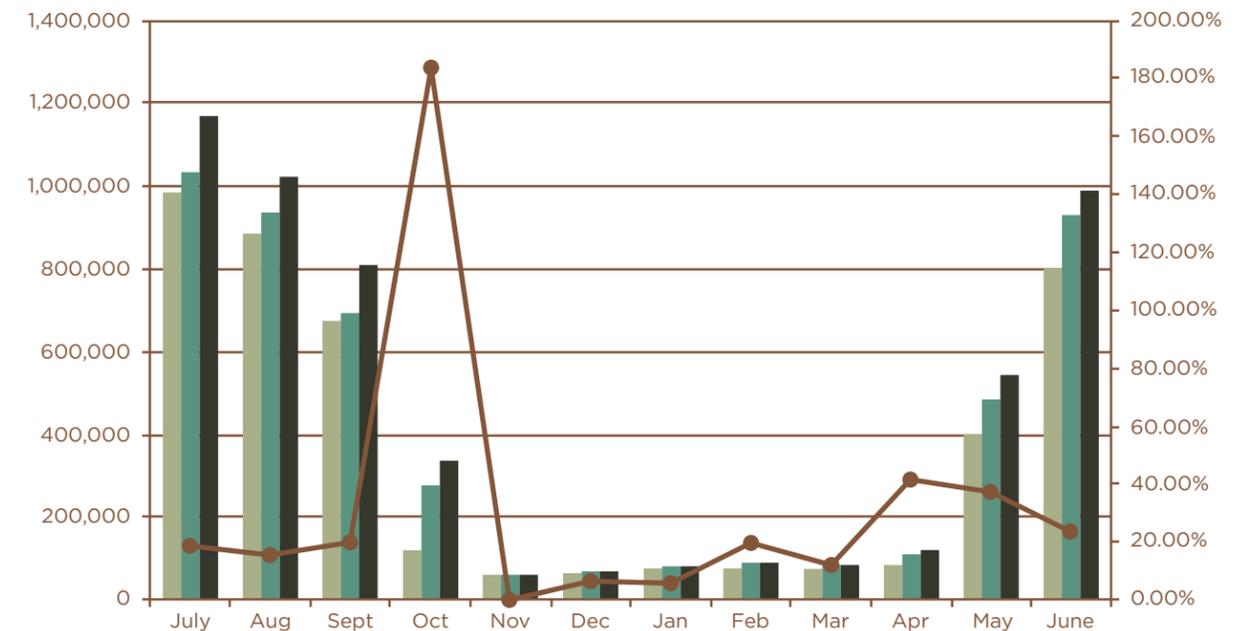
Month	FY '14	FY '15	FY '16	% Growth FY '14-15	% Growth FY '15-16	% Growth FY '14-16
July	837,466	862,473	917,868	2.99%	6.42%	9.60%
August	773,578	780,373	829,698	0.88%	6.32%	7.25%
September	545,803	538,810	625,719	-1.28%	16.13%	14.64%
October	191,775	270,330	303,422	40.96%	12.24%	58.22%
November	121,800	123,699	126,759	1.56%	2.47%	4.07%
December	145,041	150,887	153,978	4.03%	2.05%	6.16%
January	155,038	158,132	166,449	2.00%	5.26%	7.36%
February	141,885	167,382	175,465	17.97%	4.83%	23.67%
March	170,307	184,257	183,115	8.19%	-0.62%	7.52%
April	137,942	146,542	155,278	6.23%	5.96%	12.57%
May	317,500	345,671	414,334	8.87%	19.86%	30.50%
June	655,208	688,457	766,102	5.07%	11.28%	16.93%
Annual Total	4,193,343	4,417,013	4,818,187	5.33%	9.08%	14.90%



Yellowstone National Park Visitation

Month	FY '14	FY '15	FY '16	% Growth FY '14-15	% Growth FY '15-16	% Growth FY '14-16
July	986,591	1,032,595	1,171,071	4.66%	13.41%	18.70%
August	885,259	932,828	1,022,819	5.37%	9.65%	15.54%
September	675,773	691,393	811,651	2.31%	17.39%	20.11%
October	118,634	275,132	336,585	131.92%	22.34%	183.72%
November	60,247	59,081	60,465	-1.94%	2.34%	0.36%
December	64,465	67,717	68,651	5.04%	1.38%	6.49%
January	77,342	81,569	81,720	5.47%	0.19%	5.66%
February	76,499	90,036	91,507	17.70%	1.63%	19.62%
March	75,576	88,075	85,062	16.54%	-3.42%	12.55%
April	85,890	109,072	121,757	26.99%	11.63%	41.76%
May	396,343	484,202	543,661	22.17%	12.28%	37.17%
June	800,646	929,633	988,494	16.11%	6.33%	23.46%
Annual Total	4,303,265	4,841,333	5,383,443	12.50%	11.20%	25.10%

Legend:
 ■ FY '14
 ■ FY '15
 ■ FY '16
 — % Growth FY '14-16

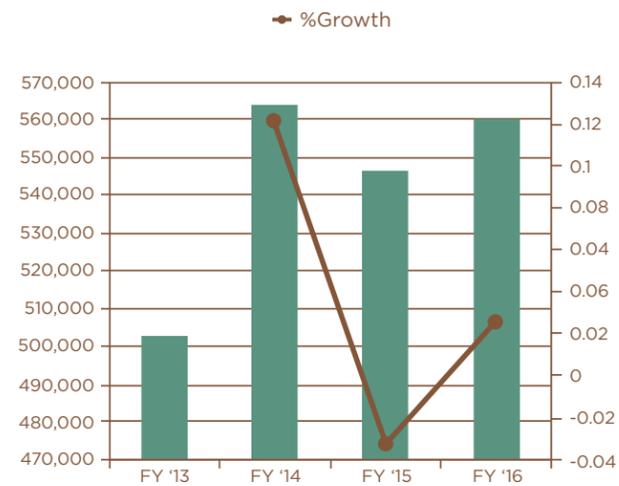


Source: NPS web data

Skier Days

Weather and snow are the key factors impacting skier days. As the graphs indicate below, the winter of FY '14 was a big year for all three ski areas- primarily due to larger than average snowfall by about 22 percent, combined with drought conditions on the West Coast. The following year saw a decline of visitors in two of the three ski areas, due to a less than average snowfall. The winter of FY '16, however, saw a steady climb which is noteworthy as it reflects a slightly larger than average snowfall for the Teton area, but the West Coast finally received the desperately needed snow and a return of their previous customers and pass holders.

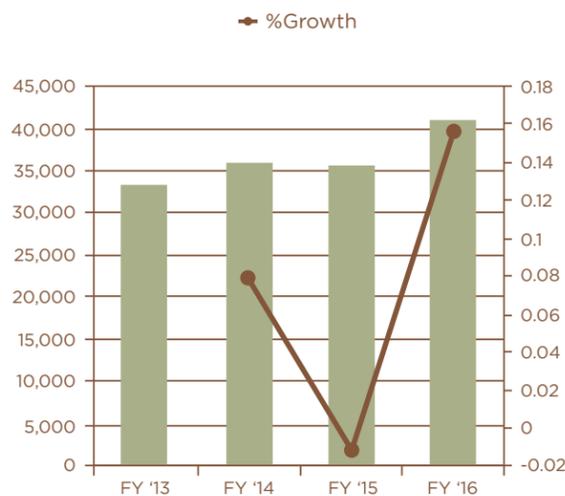
JHMR Skier Days



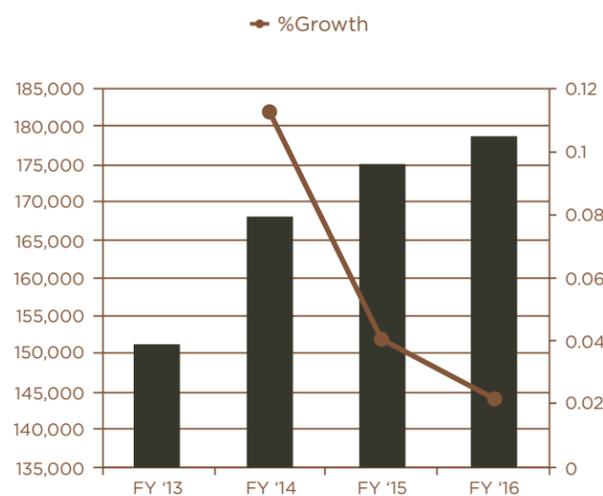
	FY '13	FY '14	FY '15	FY '16	Average Snowfall
Snowfall at JHMR*	356in	468in	300in	407in	382.75in

*Numbers are measured through closing day

Snow King Skier Days



Grand Targhee Skier Days



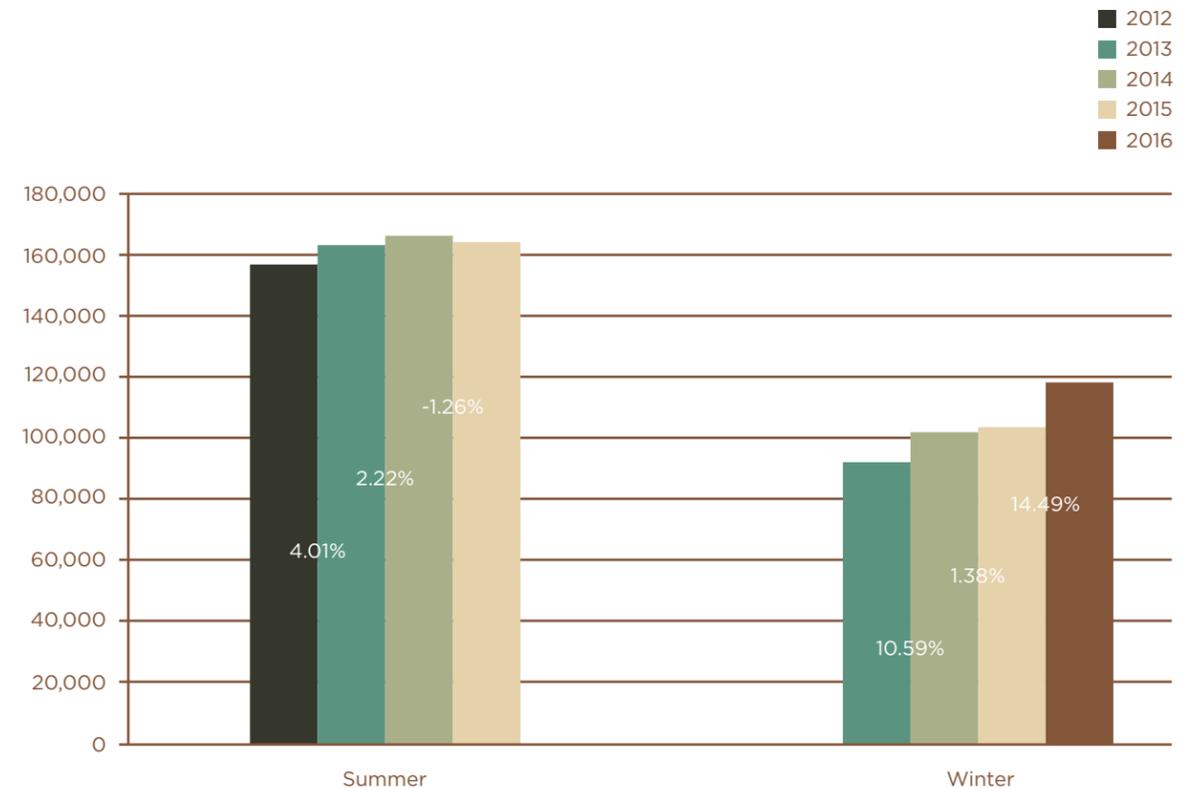
Enplanements by Season

Over the past four years, flight service to Jackson Hole has improved dramatically. Through the efforts of the Jackson Hole Air Improvement Resources (JH Air), and marketing partners, this past winter saw 14 non-stop flights into Jackson Hole Airport. JH Air contracts with major airline carriers to expand and improve flights for both our visitors and local community. The JHTTB, along with other marketing partners, contribute financially to an air incentive program by offering discounts for packaged trip bookings outside of peak visitation. The chart below illustrates a record 14 percent increase in enplanements this past winter, along with a 22 percent increase in capacity. Summer experienced a slight decline of 1.26 percent.

Enplanements at JH Airport

Season	2012	2013	2014	2015	2016	Growth '12-'13	Growth '13-'14	Growth '14-'15	Growth '15-'16
Summer	156,452	162,722	166,330	164,240		4.01%	2.22%	-1.26%	
Winter**		92,024	101,767	103,167	118,121		10.59%	1.38%	14.49%

**Winter numbers include Dec of the previous year



The JHTTB provides funding to the Chamber of Commerce to manage the Visitor Services Agencies throughout the valley. The Jackson Hole Chamber Visitor Services Department exists to fulfill the need for visitor services with business, resource & asset assistance, information referrals and navigation within our community and region. They are open 7 days a week, year-round and every day, with the exception of Thanksgiving and Christmas. The Visitor Services Department provides for preplanning and on site assistance for a worldwide audience. The figures below illustrate the inquiries they field.

Visitor Services Stats July 1, 2015 - June 30, 2016

- **Hotel Referrals:** 24,440 (64 percent or 15,641 of those are non-summer. Between the dates of September 22 - June 10).
- **Visitation Data**
 - **Visitor Center:** 320,249
 - **Center Street:** 59,563
- **Inquiry Emails:** 6,142
- **Visitor Packets Sent:** 9,559

Destination Sales:

The JHTTB funds Destination Sales through the Chamber of Commerce. Destination Sales is responsible for the following:

- Destination representation at major tradeshows domestically and internationally for individual and group business.
- Providing opportunities for local businesses to participate in tradeshows.
- Supporting PR events in international markets in conjunction with local businesses.
- Face-to-Face interaction with travel writers, travel agents, tour operators, meeting planners and consumers worldwide.
- Overseeing visiting travel writers, tour operators and meeting planners, creating itineraries and experiences based on their focus and better educating them on the offerings and opportunities that exist in Teton County.
- Conducting over 800 meetings with over 1,200 consumers annually worldwide.
- Promoting visitation during winter, fall & spring months in new and existing markets.

The 'Find Your Inner Wild' campaign launched in fall, 2015 and is an invitation to guests to discover something about who they are - to reconnect with a part of themselves that's been lost due to the daily grind.

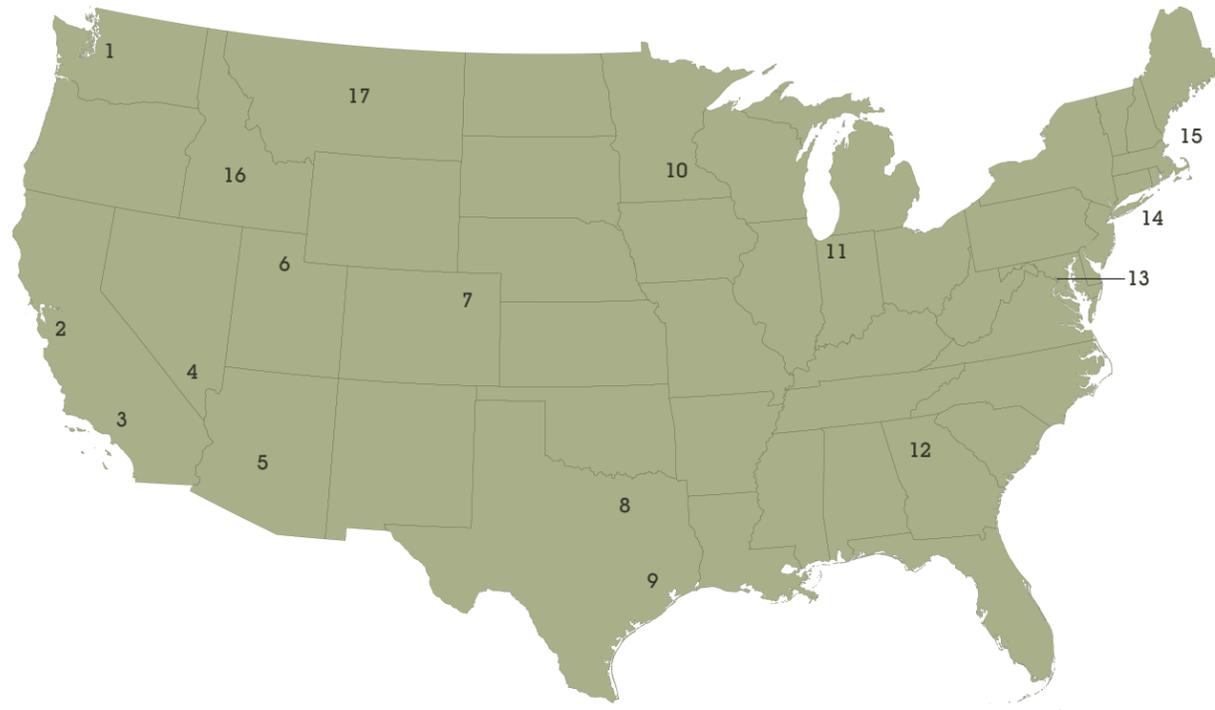
It has been an exciting year, with key planning innovations and enhancements such as an integrated multi-season campaign and an increase in digital marketing presence. Unlike previous years, the integrated campaign approach covering multiple seasons (versus a different campaign message each season) provides the JHTTB a great way to extend reach and frequency of our brand throughout the year, regardless of season.

Also, we expanded the influencer marketing campaigns by leveraging our local celebrities that embrace Jackson Hole. Influencers like Jimmy Chin, Jess McMillan and Travis Rice allow us to reach key audiences through branded content, typically through social media using the influencers' own social media outlets and followers.

Jackson Hole is more than a destination and "Find Your Inner Wild" is a campaign looking to deliver more than just an invitation to visit. Together, they are the brand promise - a promise to create unforgettable experiences, and a promise to rediscover life as it's meant to be.

On the following pages, you will see our target markets and creative examples from the campaign delivering on that brand promise, as well as metrics across the campaign proving its efficacy.

Target Markets



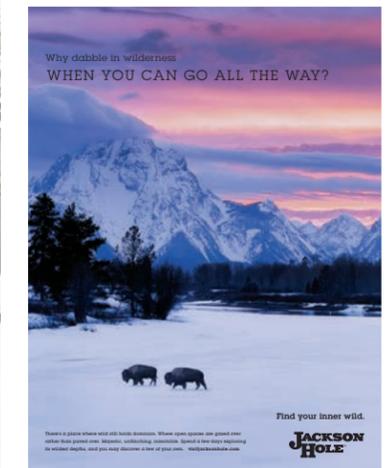
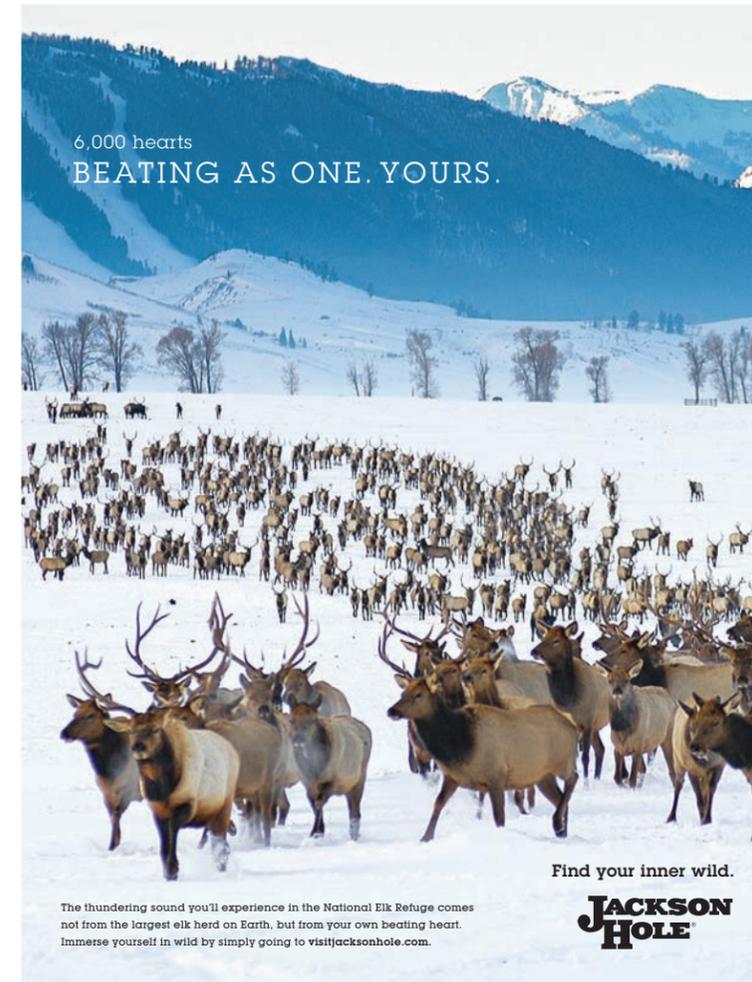
National Fly-In Markets (Winter)

- | | | |
|------------------|-------------------|---------------------|
| 1. Seattle | 6. Salt Lake City | 11. Chicago |
| 2. San Francisco | 7. Denver | 12. Atlanta |
| 3. Los Angeles | 8. Dallas | 13. Washington D.C. |
| 4. Las Vegas | 9. Houston | 14. New York |
| 5. Phoenix | 10. Minneapolis | 15. Boston |

Regional Drive Markets (Spring/Fall)

- 16. Idaho
- 17. Montana
- 6. Salt Lake City
- 7. Denver

Select Media Partners



Fall 2015

34,000,000

Campaign impressions, a **42%** YOY increase



Calls: **888%** YOY increase

Reservations: **500%** YOY increase

1,278

Event clicks, **922%** YOY increase

Winter 2015

1,000,000,000

In media circulation & impressions



Jess Mcmillan :15 video had a **73%** completion rate

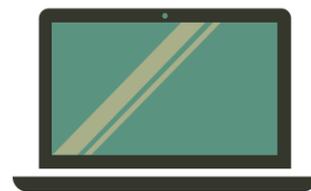
54.8%

Video completion rate for entire campaign

Spring 2016

22,000,000

Total campaign impressions



53,815 web visits (**108%** increase YOY)



0.18% Click-Thru-Rate for spring digital (industry avg. is 0.06%)

The primary goal of the JHTTB is to support events that increase awareness of our destination and enhance the visitor experience. The board is proud to support community-based events that contribute to the character of Jackson Hole and make our destination unique. All funded events must take place during the shoulder seasons of fall, winter or spring, and events are categorized by: community character, sporting, major events and legacy events. In addition, the JHTTB committed to fund SHIFT, an original event created by the TTB in its third year. This year, the JHTTB increased funding for the Rendezvous Music festival that brought in headline acts at the end of March, boosting occupancy by 40 percent for one weekend. Overall event funding represents 19 percent of the total budget. All events must take place in Teton County, align with the Jackson Hole brand and increase awareness and enhance the visitor experience.



TTB Approved Funding - FY '16 Special Events

Event Name	Category	Applicant	Date	Approved Funding
Fall				
10th Annual Fall Soccer Classic	Youth Sports	Jackson Hole Youth Soccer	Sept 25-27, 2015	\$10,000
JH Wildlife Film Festival	Legacy Events	JHWFF	Sept 26-Oct 4, 2015	\$25,000
**SHIFT	Mega Event	JHTTB/CFJH	Oct 8-11, 2015	\$33,000
JH Snow and Avalanche Series	Youth Sports	Teton County Search & Rescue	Nov 5-7, 2015	\$10,000
Culinary Conference	Community Character	Central Wyoming College	Nov 6-7, 2015	\$3,000
50th Anniversary of Fireman's Ball	Legacy Events	Jackson Hole Fireman's Association	November 14, 2015	\$20,000
Winter				
DW Nutcracker	Community Character	Dancer's Workshop	Dec 11-13, 2015	\$2,000
Snow King Fireworks	Community Character	Snow King	December 31, 2015	\$2,500
Junior Race Series	Youth Sports	JH Ski Club	Jan/Feb/March	\$17,000
Western Wyoming Shoot Out	Youth Sports	Jackson Hole Youth Basketball	Jan 22-23, 2016	\$6,000
2016 USA Yoga Asana Regional Championships	Youth Sports	Wind River Yoga Youth Champions	January 30, 2016	\$2,000
WinterFest	Major Events/Festivals	JH Chamber of Commerce	Jan 28-Feb 15, 2016	\$20,000
2016 Special Olympics Wyoming Winter Games	Youth Sports	Special Olympics Wyoming	Feb 2-4, 2016	\$5,000
Jackson Hole Shrine Ski Joring	Major Events/Festivals	Jackson Hole Shrine Club/sjjoring	Feb 6-7, 2016	\$12,500
Grow	Community Character	Vertical Harvest	February 12, 2016	\$3,000
Scott Smith Mite Tournament	Youth Sports	Jackson Youth Hockey	February 14, 2016	\$3,500
Jackson Hole Shrine Club Cutter Races	Legacy Events	Jackson Hole Shrine/cutters	Feb 13-14, 2016	\$12,500
Triple Crown (Moose Chase)	Legacy Events	JH Ski and Snowboard Club	February 13, 2016	\$4,000
Spring				
Squirt Hockey Tournament	Youth Sports	Jackson youth Hockey	Mar 4-6, 2016	\$3,500
March Snowmobile Event & Expo	Major Events/Festivals	JH Chamber of Commerce & Partners	Mar 10-13, 2016	\$30,000
2016 Black Diamond Hockey League Playoffs	Youth Sports	CMI	Mar 11-12, 2016	\$7,500
JH Invitation Skating	Youth Sports	Skating Club of JH	March 19, 2016	\$3,000
Triple Crown (Downhill, PPP)	Legacy Events	JH Ski and Snowboard Club	Mar 12-13 & 26, 2016	\$8,000
Jackson Hole Rendezvous, (formerly Mountain Fest)	Mega Event	JHMR/Chamber	March 19, 2016	\$225,000
37th Annual World Championship Snowmobile Hill Climb	Major Events/Festivals	Jackson Hole Snow Devils	Mar 24-27, 2016	\$10,000
JH Lacrosse Jamboree	Youth Sports	JH Lacrosse	May 13-16, 2016	\$10,000
2016 National USA Yoga Yoga Asana Championships	Youth Sports	The United States Yoga Federation	May 19-22, 2016	\$10,000
Elk Fest/Old West Days	Legacy Events	JH Chamber of Commerce	May 21-22 & 27-30, 2016	\$20,000
Grand Teton Half Marathon	Youth Sports	Vacation Races	June 4, 2016	\$5,000
Contour Music Festival	Major Events/Festivals	Contour	Jun 10-12, 2016	\$30,000
Jackson Hole Half Marathon	Major Events/Festivals	Amy Asbell/Pam Reed	June 11, 2016	\$5,000

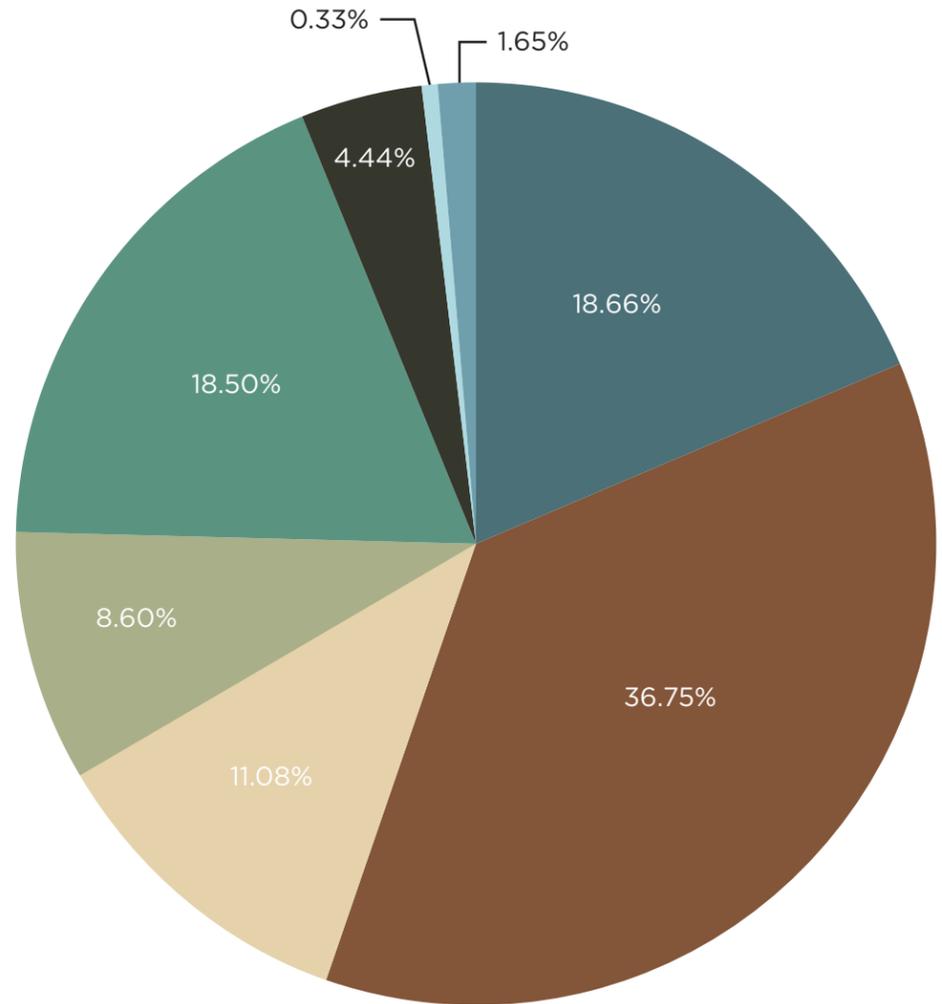
The \$33,000 represents a fraction of the total support but illustrates the amount funded out of this fiscal year. The entire funding for the event was \$114,000. **\$558,000

The Jackson Hole Travel and Tourism board manages 60 percent of the funds collected through the 2 percent Lodging Tax. The JHTTB fiscal runs July 1-June 30th. In FY'16 the TTB budgeted \$3.2 million, of which 27 percent was placed in a reserve account. Seven percent was placed in an operating reserves account, totaling \$224,594 and 20 percent was placed in an unallocated reserve account for strategic use and/or extraordinary events and opportunities. This year, 25 percent of the unallocated reserve was placed toward partially funding the extraordinary End of Season Rendezvous Festival with the Zac Brown Band. The Bylaws of the TTB state that reserves must be replenished 62 days after the start of the new fiscal year.

	2015-2016		Projected 2016-2017
Visitor Services/Destination Sales and Travel Tradeshows	\$651,160.00	18.7%	19.8%
Destination Marketing/Paid Media Agencies of Record	\$1,282,837.00	36.8%	39.6%
PR/Marketing Opportunities	\$386,652.00	11.1%	6.3%
Winter Air Incentive/JH Central Reservations	\$300,000.00	8.6%	8.3%
Community Events Incl. Large Festival	\$645,830.00	18.5%	20.4%
Admin (Labor, Accounting, Prof. Services)	\$154,800.00	4.4%	4.3%
Global Sustainable Tourism	\$11,500.00	0.3%	0.4%
Local Ads/Destimetrics	\$57,500.00	1.6%	0.8%
	\$3,490,279.00		

Note: The JHTTB has a Reserve fund not depicted in charts.

FY'16 TTB Budget Allocation



- Visitor Services/Destination Sales and Travel Tradeshows
- Community Evens Incl. Large Festival
- Destination Marketing/Paid Media AOR's
- Admin (Labor, Accounting, Prof. Services)
- PR/Marketing Opportunities
- Global Sustainable Tourism
- Winter Air Incentive/JH Central Reservations
- Local Ads/Destimetrics

A sustainable economy that doesn't share the peaks and valleys of its picturesque landscape. That is the goal of the JHTTB. A goal that can be realized when the community, and those operating on its behalf, communicate Jackson Hole's ability to create unforgettable experiences. We look forward to making 2016/2017 an exceptional season and thank the many who already make Jackson Hole a premiere, national destination.





“Though we travel the world over to find the
beautiful, we must carry it with us or
we find it not.”

-Ralph Waldo Emerson