

Jackson Hole Rendezvous 2016 Recap, 2017 Proposal



October 13, 2016

2016 JH Rendezvous Estimated Results*

- **Estimated attendance:**
 - Thursday 3/17 – 1,000
 - Friday 3/18 – 8,000
 - Saturday 3/19 – 15,000
 - Sunday 3/20 – 3,000
- **% of people in Teton County specifically for event:** This varies depending on the day but our research indicates for the weekend 79% of all JHMR visitors were either Destination or Regional overnight. Research further indicates that 50% of these segments were here either fully or in part because of JH Rendezvous, or 3,044. Add to these numbers approximately 9,000 concert only attendees, 3,454 of whom were locals on free tickets. Therefore approximately 8,546 visitors were here fully or in part because of the event
- **% of people attended previous years:** Event research did not capture this specific data but we estimate 50% of locals would have attended previous events, and 15% of destination visitors also would have attended previously
- **Event Attendees:**
 - % Local – 18%
 - % Regional – 11%
 - % Out of State – 63%
 - % International – 5%

* All data based on RRC administered weekly quantitative research for 3/17 – 3/20

2016 JH Rendezvous Estimated Results*

- **Average age and income bracket of attendees:**

- Average age of survey respondent

18-24 – 22%

25-34 – 28%

35-44 – 15%

45+ - 35%

- % - Household Income in increments

0 - \$49,999 – 17%

\$50,000 - \$99,999 - 27%

\$100,000 - \$199,999 - 29%

\$200,000 plus - 27%

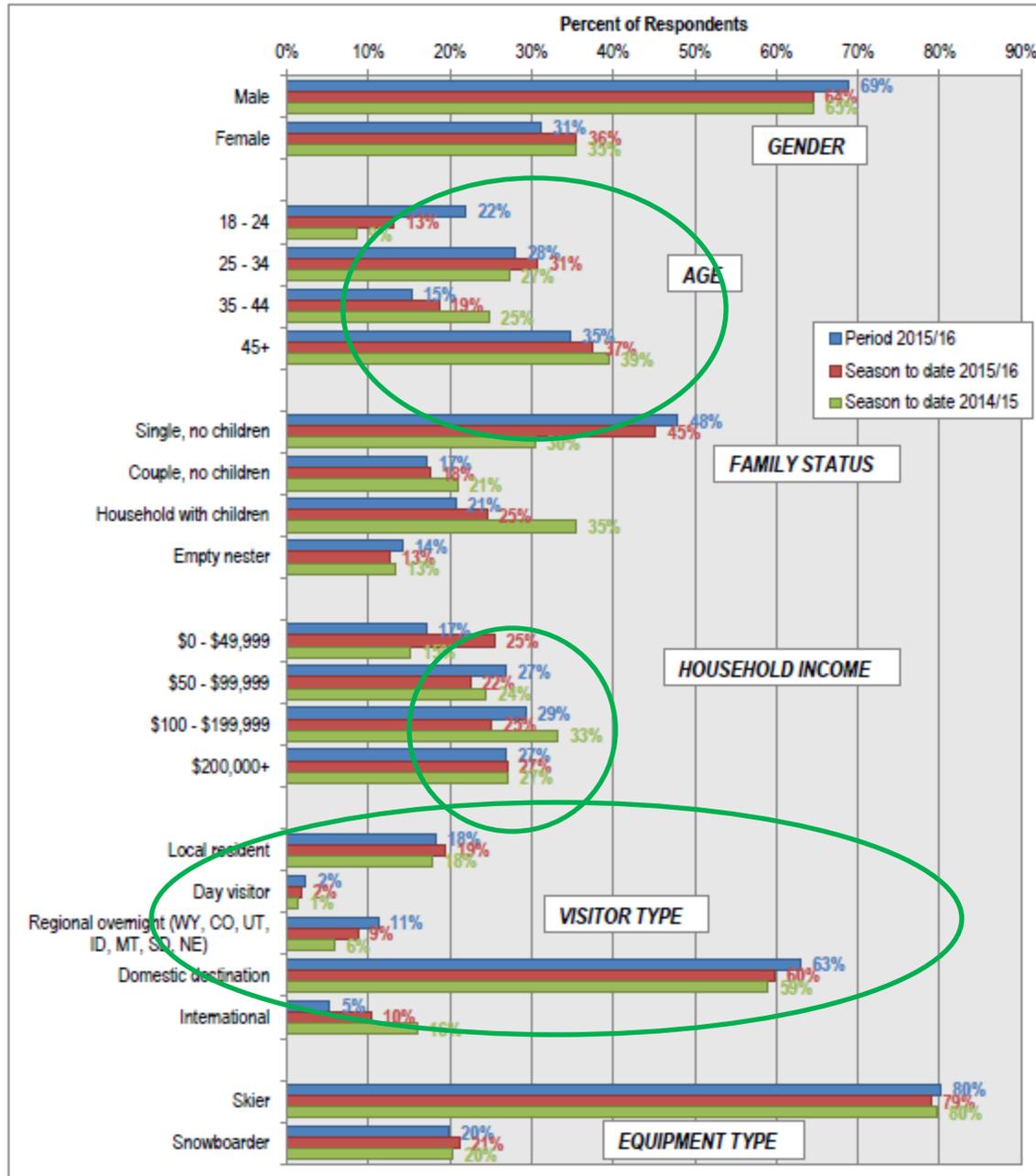
- **Lodging:**

- % attendees stayed in Teton County: 90%
- Average amount spent on lodging/day: \$331 (Source 3/31/16 Destimetrics RAO Report)

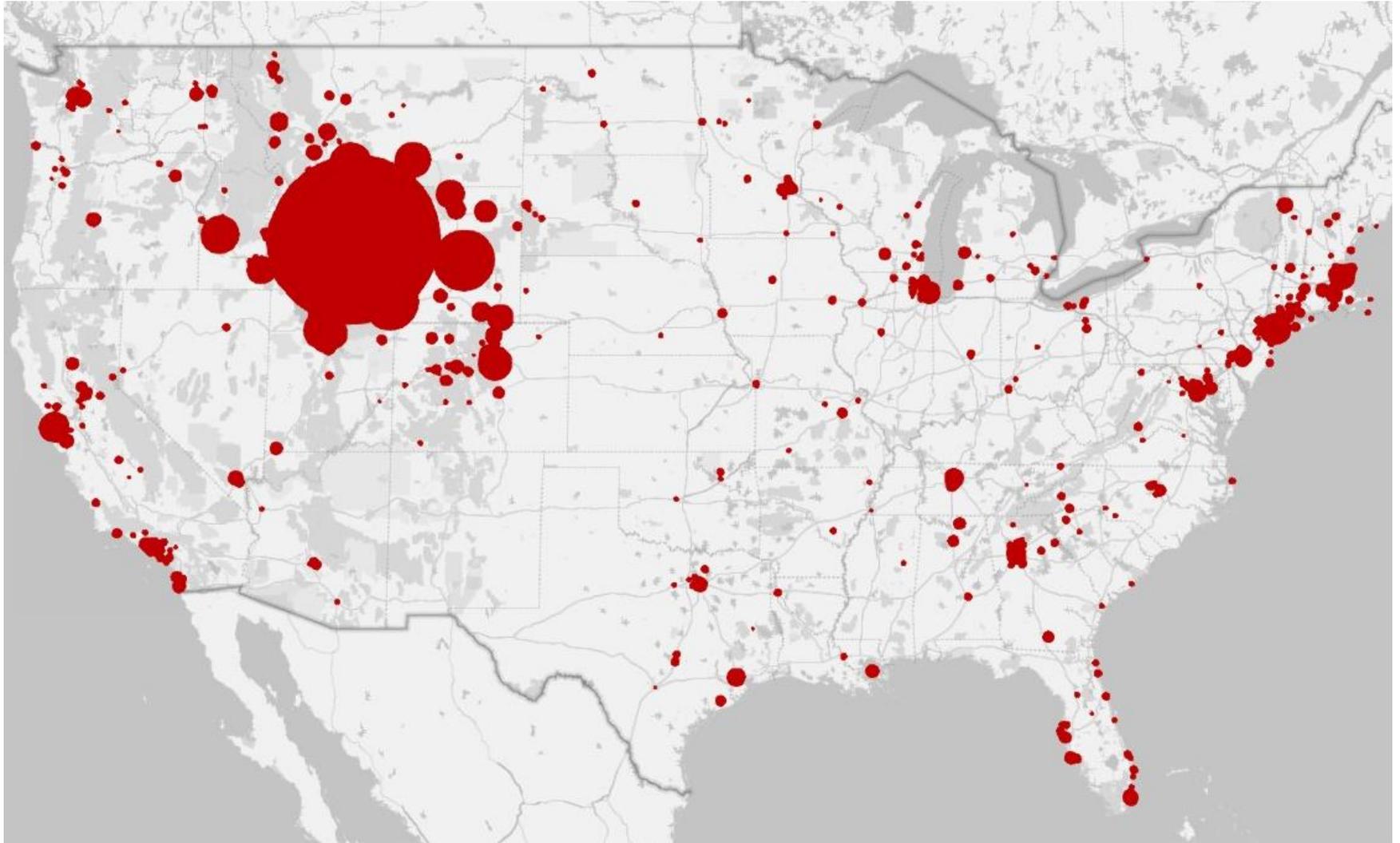
- **Dining/Shopping/Other Activities:** \$384 per day per person based on '15/'16 JH Air Market Research

*All data based on RRC administered weekly quantitative research for 3/17 – 3/20

Highest Percentage of Destination Visitors to JHMR

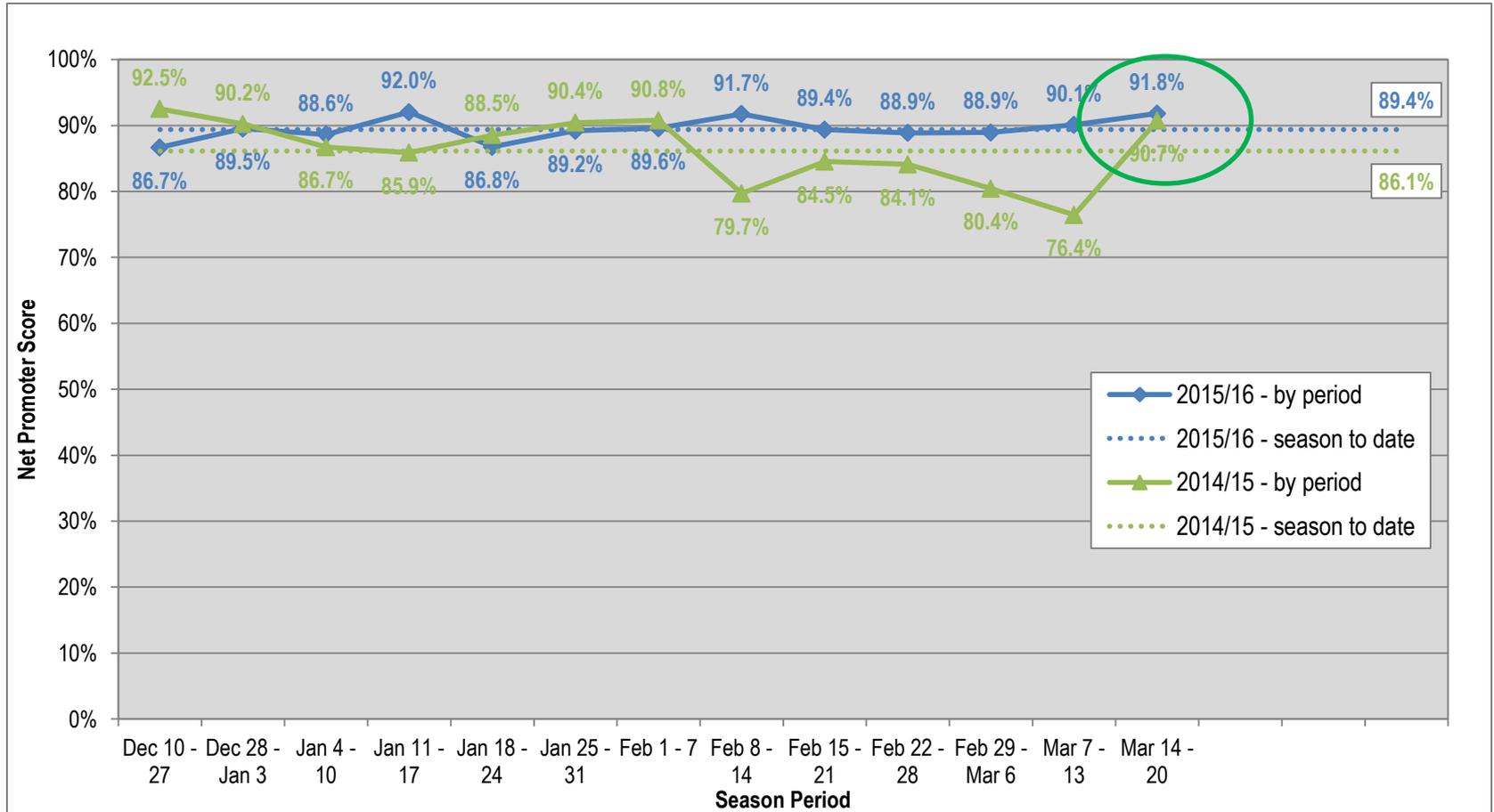


Where did Ticket Sales Come From



Net Promoter Score – JH Rendezvous Timeframe

March 17-20, 2016



Strengths and Weaknesses

Strengths

- Driver of lodging occupancy across the entire valley - range of 20-30% gains for the week surrounding the event
- Highest concentration of destination visitors for JHMR all season
- 50% lift in skier days in and around the headline shows
- Driver of sales tax and lodging tax
- Significant amount of first time visitors to the destination
- \$5.8MM in incremental lodging revenue alone
- Driver of guest satisfaction (JHMR saw it's highest weekly NPS score of the entire winter season)
- Integrated community partnership for funding and execution including JH Air, Cen Res, TTB, JHMR, numerous individual lodges, and importantly, Fire and Emergency Services
- Finally, the much worried about transportation chaos never materialized due to skillful planning and substantial investment in a comprehensive transportation plan

Weaknesses

- Complexity in planning and execution
- High cost and relative risk
- Length of JHMR staff time commitment in planning and execution well as town and county emergency services commitment
- Some transportation learning only no significant problems took place
- Gold VIP level of quality to be improved

Estimated Return on Investment (ROI)*

- Estimated revenue generated to Teton County- \$5,800,000 (Source COC)
- Ratio of increased revenue to amount of funding received: 25.8 to 1 (\$5,800,000 over \$225,000)
- Additional sales tax revenue generated by event accrued to Teton County:** Approximately \$464,000
- Additional lodging tax revenue generated by event: ** Defer to actual figures from Teton County treasury, or TTB's own data
- Incremental sales taxes based on average visitor spend data

* Based on survey results

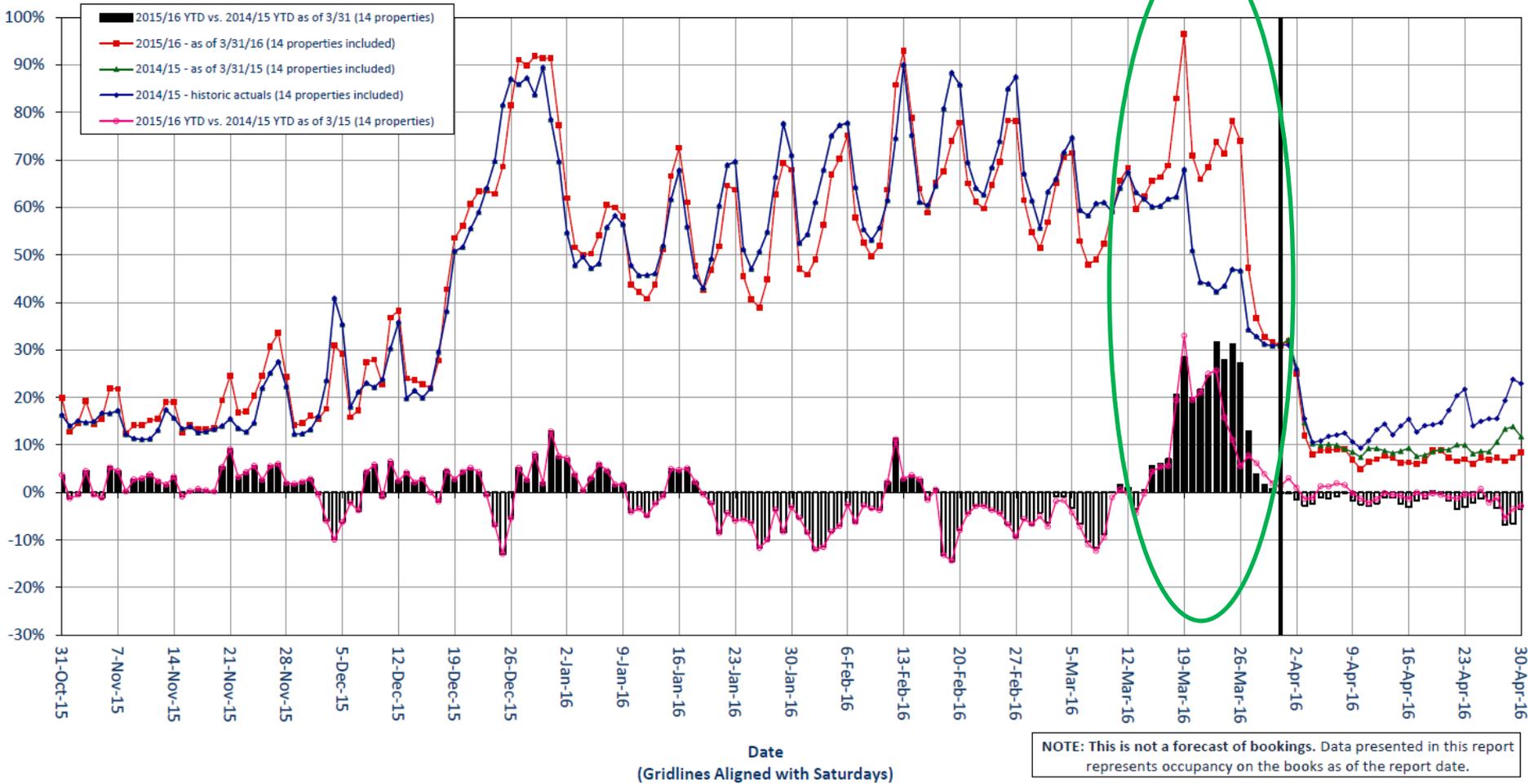
** Teton County sales tax = 6%. Lodging tax = 2%

Note: these data are all approximate and subject to further refinement

Jackson Hole: Occupancy Equal to any Winter Week

Jackson Hole Daily Occupancy Report as of March 31, 2016
 STATIC WINTER VIEW

Report Date: 3/31/16



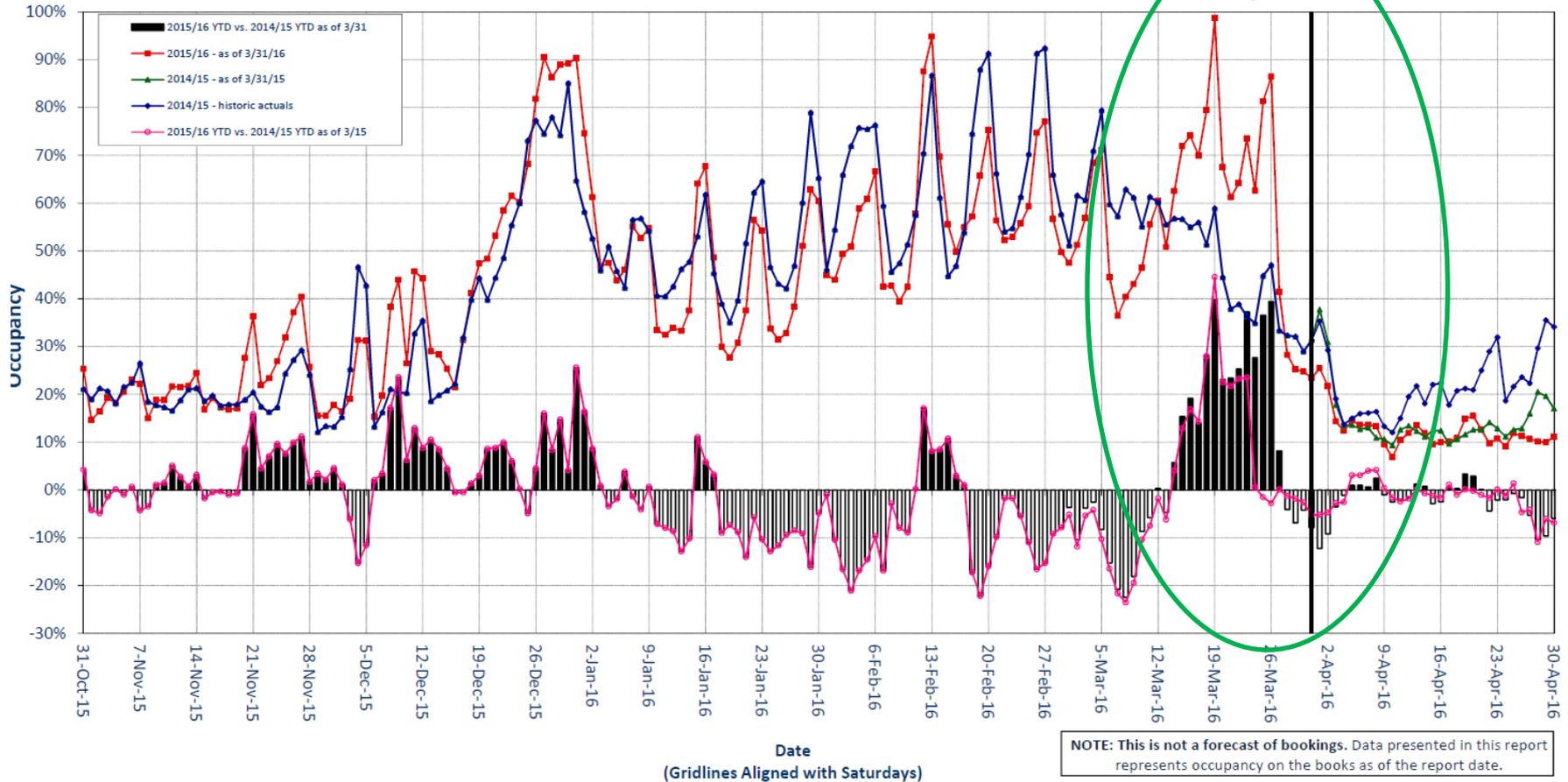
NOTE: This is not a forecast of bookings. Data presented in this report represents occupancy on the books as of the report date.

Source: BestMetric. Copyright 2016



Town of Jackson: Occupancy Equal to any Winter Week

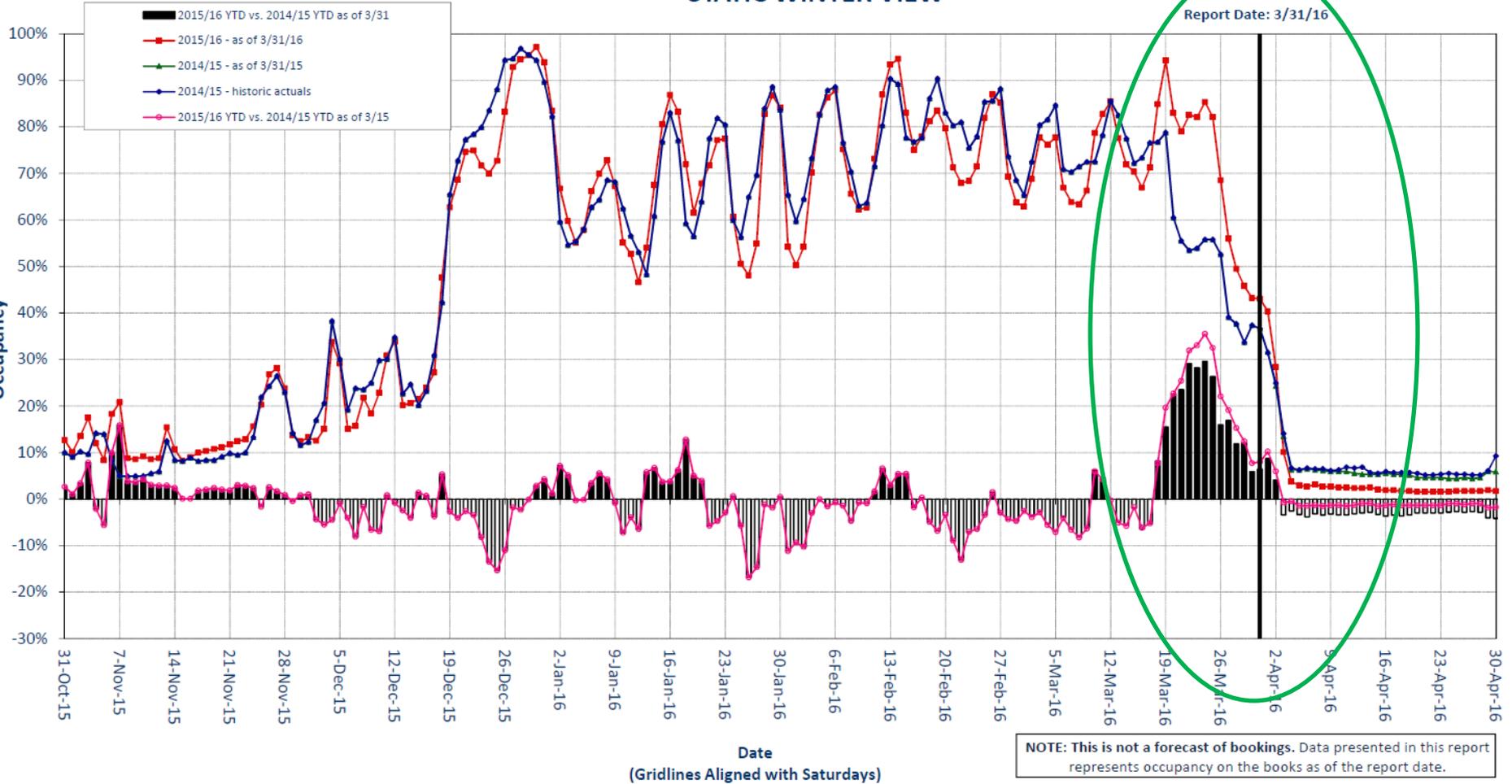
Jackson Hole - Jackson Properties Daily Occupancy Report as of March 31, 2016
STATIC WINTER VIEW



Source: DestiMetrics. Copyright 2016.

Teton Village: Occupancy Equal to any Winter Week

Jackson Hole- Teton Village Daily Occupancy Report as of March 31, 2016 STATIC WINTER VIEW



Source: DestiMetrics Copyright 2016



JH Rendezvous 2017 Strategy & Proposal



Key Strategic Principles for 2017 JH Rendezvous

- Repeat successful 2016 model incorporating everything we learned into even more effective event
- Aggressively prune extraneous costs
- Maximize value in the aspects that drove the ROI
- Schedule village show in après time period for maximum leveraging of post skier experience in order to improve in-bound transportation experience
- Create TTB/Community Stakeholder and JHMR steering committee
- Aggressively pursue new third party sponsorship
- Last year the Rendezvous P&L experienced a significant loss due to unforeseen overages; transportation costs, extraneous elements like warm up talent, transportation and lodging especially
 - Reduce these risk factors by incorporating last year's learning

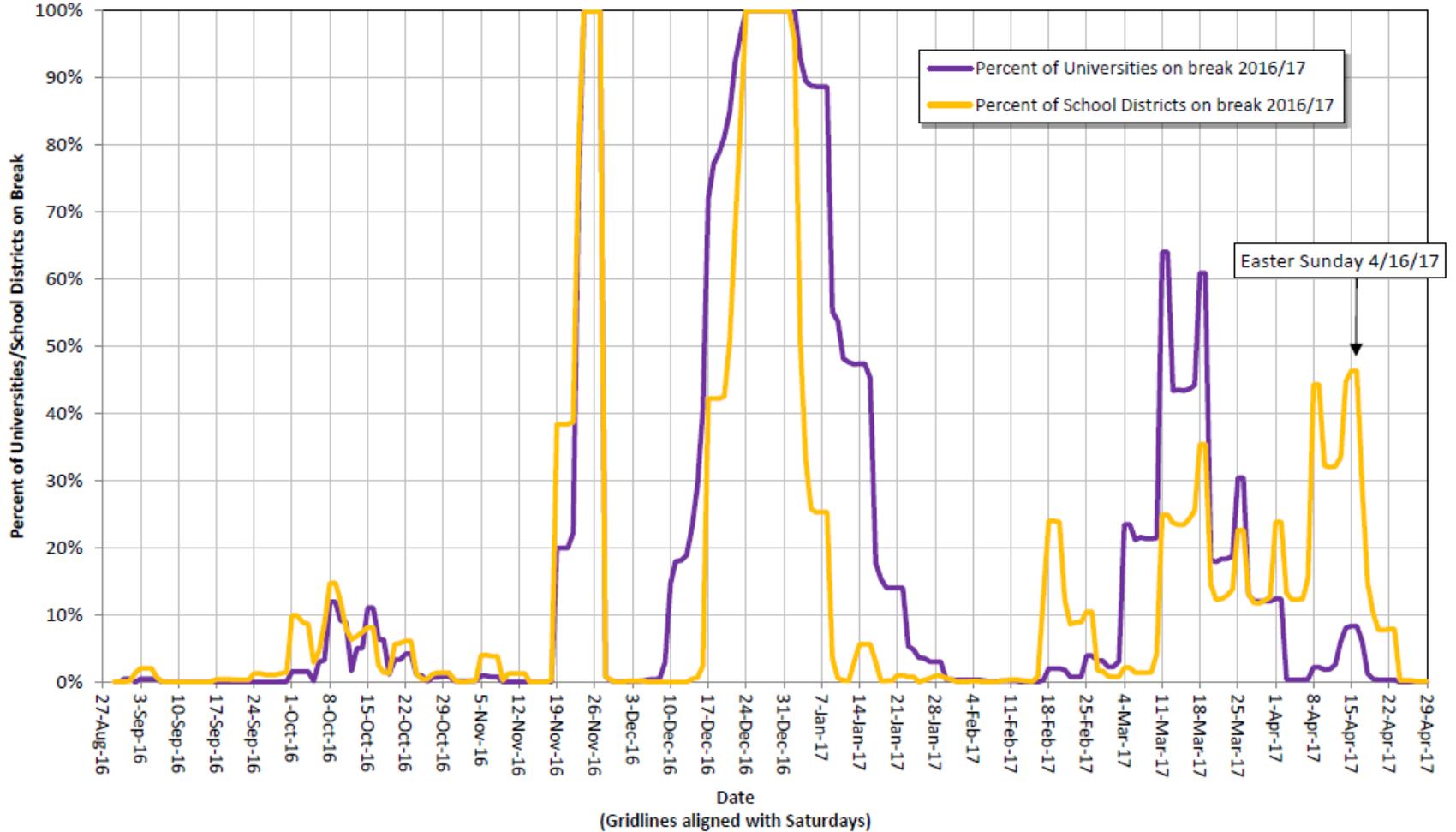
Recommended 2017 Format

Thursday 3/16	Music Under The Tram in Teton Village - Talent TBD	4:00
Friday 3/17	Town Square Free Concert - Talent TBD	7:00
Saturday	Zac Brown Band in Teton Village	4:00
Sunday	Music Under The Tram in Teton Village	4:00

Timing Proposal



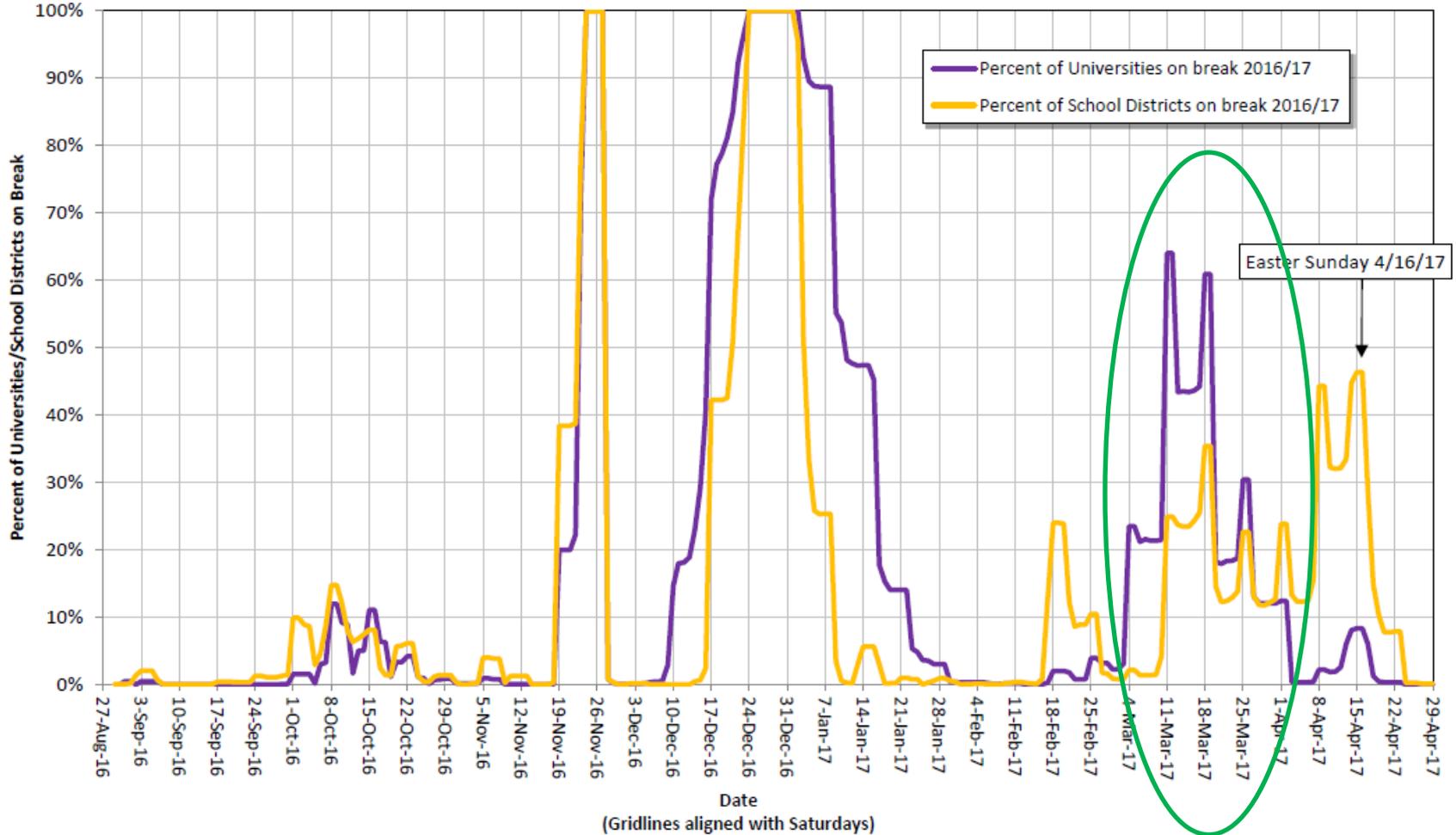
Percent of Universities/Public School Districts on Thanksgiving, Winter, Midwinter and Spring Breaks, 2016/17



Timing Proposal: 3/17 Town Square, 3/18 Village



Percent of Universities/Public School Districts on Thanksgiving, Winter, Midwinter and Spring Breaks, 2016/17



Ticketing Model

1) Locals	\$10.00 GA Tickets	5,000 qty
2) Destination audience	\$35.00 GA Tickets	4,000 qty
3) Destination audience – ZBB tickets with 2-day ski pass	\$30.00	4,000 qty
4) Bronze VIP		350 qty
5) Silver VIP		350 qty
6) Gold VIP		<u>150</u> qty
Total		13,850

Transportation Plan

Not dissimilar to last year but will incorporate key learnings:

1. Add more rolling stock at key time periods (especially immediately after show)
2. Following show, improved signage and queuing system
3. More coverage at key points in town and along route prior to show
4. Adjust Saturday night show time to 5:00 which will preempt coming and going, and also allow show to finish earlier so that concert goers can leave in a more staggered fashion
5. Strong communication plan ahead of show to raise awareness
6. Incent car pooling or no car at all

Budget Discussion

1. Last year, overall final cost of \$1,517,541

- this was \$176,000 over budget

- JHMR experienced a loss of \$176,000

- TTB contribution at \$225,000

- also JHMR labor costs of approximately \$75,000

- and marketing out of pocket costs of ~\$50,000

Total JHMR a total loss of approximately \$300,000

2. For 2017 JHMR's remains committed to a goal of Rendezvous being a community centric event, with JHMR financial goal of breakeven

3. To that end, any generated surpluses would be proportionately shared with TTB on a transparent basis

4. As addressed earlier, a 'Steering Committee' is proposed consisting of JHMR, TTB, Chamber and potentially other stakeholders

Proposed Budget Parameters

<u>Source</u>	<u>\$MM</u>
JHMR Marketing Contribution	325
New Sponsorship Categories	70
JHMR Internal Costs	<u>(125)</u>
Total JHMR Out of Pocket	520
TTB	450
GA Ticket Sales	300
	5,000 local @ \$10 = \$50,000
	8,000 GA @ \$30-\$35 = \$250,000
Newly designed VIP (Friday and Saturday)	125 (Gold – 150, Silver 350, Bronze 350)
F&B	120 (represents last year's actual)
Community Partners	50
Super premium Destination	<u>25</u> (5 high end couples @ \$10,000 per couple)
Total	1,465,000



Thank You.



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