



**BOARD OF COUNTY
COMMISSIONERS**



TOWN COUNCIL

JOINT INFORMATION MEETING AGENDA DOCUMENTATION

PREPARATION DATE: May 31, 2018
MEETING DATE: June 4, 2017

SUBMITTING DEPARTMENT: Administration
DEPARTMENT DIRECTOR: Larry Pardee & Alyssa Watkins
PRESENTER: Roxanne DeVries Robinson

SUBJECT: Travel and Tourism Budget

STATEMENT/PURPOSE

The Joint Powers Agreement between the Town and County requires Town Council and County Commission approval of the Travel and Tourism budget and operating plan.

BACKGROUND/ALTERNATIVES

The Joint Powers Agreement between the Town and County indicates that the Travel and Tourism Board must submit their budget and operating plan no later than May 15th of each year to the Town Council and the County Commissioners. The budget and operating plan is then subject to review, alteration, modification or revision, and approval by the Town Council and the Board of County Commissioners.

The purpose of this agenda item is for the Town Council and County Commission to receive the budget, ask questions, discuss any issues of concern and then adopt the budget.

An excerpt from the JPA is below:

8(e) Budget Approval. The Budget and operating plan shall be reviewed and approved by the parties. The Board shall submit their proposed budget and operating plan to the parties no later than May 15 of every year.

The Town Council and County Commission have many options available to them in regards to this discussion of the Travel and Tourism Board Budget and Operating Plan.

1. Listen to a brief overview of the budget and operating plan, ask questions, discuss the budget and operating plan and adopt the budget and operating plan.
2. Ask the Executive Director or Board members for further information or clarification of issues to be presented at a special meeting later in June.
3. Alter, modify and revise the budget and operating plan and ask the Travel and Tourism Board to come back and present their changes to the Town Council and County Commission at a special meeting later in June.
4. Other

ATTACHMENTS

Travel and Tourism Board Budget

FISCAL IMPACT

There is no direct fiscal impact to the Town or County. The Town and the County do not currently supplement the Travel and Tourism Board. However, promotional spending approved by the Travel and Tourism Board does have a positive fiscal impact on the Town and County in terms of sales and lodging tax funding.

STAFF IMPACT

None.

LEGAL REVIEW

n/a

RECOMMENDATION

Staff recommends the Town Council and the County Commission listen to any highlights the Travel and Tourism Board has to offer on their budget and operating plan, ask questions, discuss the budget including any areas of concern and adopt the budget.

SUGGESTED MOTION

Should the Council and Commission be ready to adopt the budget, the motion would be:

I move to approve the Travel and Tourism Board budget as presented.

Synopsis for PowerPoint (120 words max):

Background:

The Joint Powers Agreement indicates that the Travel and Tourism Board must submit their budget and operating plan no later than May 15 of each year to the Town Council and the County Commissioners. The budget and operating plan is then subject to review, alteration, modification or revision, and approval by the Town Council and the Board of County Commissioners.

Fiscal Impact:

None.

**Jackson Hole Travel & Tourism Board
Fiscal Year 2019 Budget Detail**

Revenue: The JHTTB is anticipating a tax revenue of **\$4,341,410** for FY 2019. This is based on an estimated 1.55% increase in projected actual 2017/18 lodging tax collections. The total available funds number is less than last fiscal as the JHTTB took into account increased tax collections in FY '18 resulting from the eclipse, and passed a resolution to rescind the previous 27% reserve resolution, so those reserves are no longer reflected in revenue.

Visitor Services/Chamber: \$757,680. This is required as part of the JHTTB Joint Powers agreement. This represents a 5% increase from last fiscal's projected actuals and still includes airport funding for winter visitor service along with funding of the Elk Refuge Visitor services at \$10,000.

Contract Advertising: \$1,763,512. This amount will be used to fund the national advertising agency's' campaign to promote visitjacksonhole and includes the website, the digital media and social media contracts and marketing. The increase shows a 2.44% increase over projected actual spend. The annual report spending was moved down to G&A printing.

Local Marketing partnerships: \$200,000. This number was reduced slightly to reflect actual spending. This money funds the marketing efforts of local community organizations, for example, the Center for the Arts, JH Wild, Nordic Alliance, JH and Yellowstone Sustainability, so they can create and spend media in their areas of expertise and tell their brand and community story with the guidance of the TTB creative agency. Examples of recent work include the Wildly Creative campaign, JH Wild, Wild on Tour promotional video, Trip Advisor Green Leader and BEST certification and the Nordic Alliance Trail maps, website, Turpin Meadow Free Ski day and marketing initiatives. This initiative has also created community assets that can be used now and into the future.

Board Advertising & Marketing: \$125,000

Marketing Opportunities & PR: This number is the same and includes mostly PR events both locally and in key flight markets in which the JHTTB will contract with local firms to host media writers during the shoulder season. Funding in this area also includes partnership programs to fund regional marketing initiatives.

Remaining Marketing Opportunities: \$440,000

Local PR Contract: The Local PR line item, \$45,000 was removed and some of the funds were put towards licensing a PR service called Meltwater that the Chamber will manage.

Destimetrics is a service that measures occupancy rates; average daily rates and provides competitive resort information. This is needed to establish and report our occupancy results.

Ads, Promo, PR and Marketing: This is to cover local communications, local ads for announcements, community workshops, RFP's and local initiatives.

Travel Incentive Program: This number was increased slightly due to success and strong ROI of 8:1. This currently funds airline travel packages that offer incentives to potential visitors to book a trip to Jackson Hole. The trip must be a package that includes air, lodging and at least one activity, i.e. dogsledding.

Events: \$882,750

Community Event Coordinator: The JHTTB provides funding for this part time position executed by the Events Director at the Chamber to act as liaison to TTB for event funding, provide coordination of major events in the community and coordinate the calendar as well as timing of events.

Community Event Grants: We anticipate relatively flat growth in event funding.

Large Event funding: This is in anticipation of possibly producing another major event at the end of our winter season. This number declined slightly based on actual spend.

SHIFT: The JHTTB has committed to fund SHIFT in October 2018 for \$100,000.

General and Administrative: \$178,590

This is general operating expense for the TTB including Professional Services, which encompasses the Executive Director's consulting fee, Fiscal Manager fees, (accounting firm), printing of annual report, county website management fees, (4JH), insurance and bonding fees. The savings is reflected in removal of legal fees and reduction in audit fees.

Reserves: \$350,000:

At the March 2018 meeting, the TTB voted to rescind the former reserve resolution which was complicated and did not allow to draw down the reserves. This allows for some monies to remain in reserve, \$350,000 for extraordinary circumstances, i.e. catastrophic event or large event.

Jackson Hole Travel and Tourism - Joint Powers Board

Draft FYE '19 Budget

	Approved FYE '18 Budget	Projected FYE '18 Actuals	Proposed FYE '19 Budget	Proposed FYE '19 Budget	
				% Δ from Approved FYE '18 Budget	% Δ from Projected FYE '18 Actuals
Projected Lodging Tax Revenue	\$ 4,016,537	\$ 4,274,961	\$ 4,341,410	8.09%	1.55%
Use of Reserves	1,411,684	-	-		
TOTAL AVAILABLE FUNDS	5,428,221	4,274,961	4,341,410		
Visitor Services/Chamber					
Visitor Services	419,640	429,640	461,622		
Destination Marketing Services & Tradeshow Conferences	271,960	271,960	296,058		
JH Chamber Airport visitor service	20,000	20,000	-		
	711,600	721,600	757,680	6.48%	5.00%
Contract Advertising					
Contract Advertising	1,600,535	1,600,535	1,680,562		
Social Media, (NTM)	79,000	95,798	82,950		
Annual Report	10,000	25,245	-		
	1,689,535	1,721,578	1,763,512	4.38%	2.44%
Local Marketing Partnerships (Investing in our Community)	225,000	200,000	200,000		
	225,000	200,000	200,000	-11.11%	0.00%
Board PR, Advertising					
Marketing Opportunities & PR	125,000	125,000	125,000		
Local PR Contract	45,000	-	-		
Destimetrics	25,000	25,000	25,000		
Ads, Promos, PR and Marketing Local (Board Advertising Local)	15,000	15,000	15,000		
Travel Incentive Program	350,000	375,000	400,000		
	560,000	540,000	565,000	0.89%	4.63%
Events					
Community Event Coordinator	55,000	55,000	57,750		
Community Event Grants	350,000	350,000	350,000		
Large Event funding	450,000	375,000	375,000		
SHIFT	100,000	100,000	100,000		
	955,000	880,000	882,750	-7.57%	0.31%
General and Administrative					
Postage	150	150	150		
Office Supplies	2,500	2,500	2,500		
Printing	-	-	10,500		
Fiscal Manager	32,000	32,000	32,960		
Legal	8,000	-	-		
Professional Services	97,000	97,000	97,000		
Office space	6,600	6,600	8,400		
Meeting Expense	8,000	8,000	8,000		
Insurance	1,600	1,600	1,680		
Bonding	1,000	1,000	1,050		
Audit	9,000	1,500	1,500		
County Website - (4JH)	4,000	3,500	1,800		
Bank Fees	260	-	50		
Miscellaneous	5,000	5,000	5,000		
T&E	8,000	8,000	8,000		
	183,110	166,850	178,590	-2.47%	7.04%
SUB- TOTAL EXPENDITURES	4,324,245	4,230,028	4,347,532	0.54%	2.78%
Reserves					
Currently unallocated (but budgeted) reserve expenditures	1,102,425	-	350,000	-68.25%	Not Meaningful
RESERVE EXPENDITURES	1,102,425	-	350,000		
TOTAL EXPENDITURES	5,426,670	4,230,028	4,697,532	-13.44%	11.05%
Investment Income	700	3,800	3,500	400.00%	-7.89%
REVENUE OVER (UNDER) EXPENDITURES	\$ 2,251	\$ 48,733	\$ (352,622)		
Projected Reserve*			1,900,000		
Anticipated Ending Reserve			1,547,378		

*Projected unencumbered cash and pending receivables from the State of Wyoming as of 6/30/18.