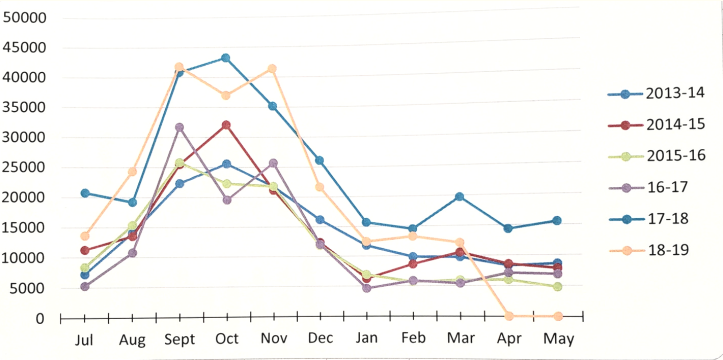




Pinedale Travel & Tourism - QUARTERLY UPDATE

Pinedale Travel & Tourism would like to introduce it's first issue of it's new quarterly update. We will be providing a quarterly overview of what Pinedale Travel & Tourism has been doing and will be scheduled to go out towards the end of each quarter. The purpose of this update, is to keep you, the community informed of the ongoing work of Pinedale Travel & Tourism and how lodging tax revenue is being spent. We highly encourage you to share our links and information and to like our social media accounts.



MARKETING:

- For January, February, & March:
 - \$7,500 - Campaign Creative -
<http://www.visitpinedale.org/community/popular-attractions>
 - \$6,000 - Social Media Account Management -
<https://www.facebook.com/VisitPinedale/>
https://www.instagram.com/visit_pinedale/
 - \$10,000 - YouTube Advertisement
<https://www.youtube.com/watch?v=oiHHlYjYvdE>
<https://www.youtube.com/watch?v=yCKfMAxVuic>
 - \$2,400 - Madden Media Advertisement
 - \$1,104 - Madden Media & Wyoming Office of Tourism Spring Insert Advertisement
 - \$2,000 - Hill Climb Sponsorship

COMMUNITY RELATIONS:

- Promoted Winter Carnival by submitting posters to Buckrail, Sweetwater Chamber, Jackson Hole List-Serve, Snowmobile clubs from Colorado, Utah, South Dakota, Montana, and Idaho
- Posted Winter Carnival Posters in Sweetwater, Fremont, and Teton Counties
- Attended 2019 Governor's Tourism & Hospitality Conference
- Provided Town of Pinedale Welcome/Visitor Bags to Visitor Center
- Attended Main Street Convention in Seattle, WA

STAFF OUTREACH:

- Volunteered with setup of skijoring event at Winter Carnival
- Monthly visits to lodging facilities in Pinedale
- Provided snowmobiling maps to lodging facilities
- Coordinated with PFAC and hotels on lodging package deals for upcoming PFAC events
- Promoted Pinedale Lions Club Fishing Derby through radio advertisement with the Wyoming Office of Tourism
- Attended CHANCE Meeting regarding Community Organizations and 2019 Events
- Forwarded upcoming events to New Thought Media to be promoted on our social media accounts
- Attended Rendezvous Community Planning Workshop
- Updated activity information on Visit Pinedale website
- Enhanced calendar submissions for community events promoting tourism
- Corresponded with local businesses to be added to the 2020 WY Travel Guide

PTTC INFO:

Commission members: Boomer Freesen (Chair), Laura Hattan (Vice Chair), Stuart Lamson (Secretary), Jim Hamilton (Chamber of Commerce Representative), and Tyler Swafford (Town Council Representative)

Past Meetings:

- January 16th, 2019 at noon, February 20th, 2019 at noon, March 12th, 2019 at noon

Upcoming Meeting:

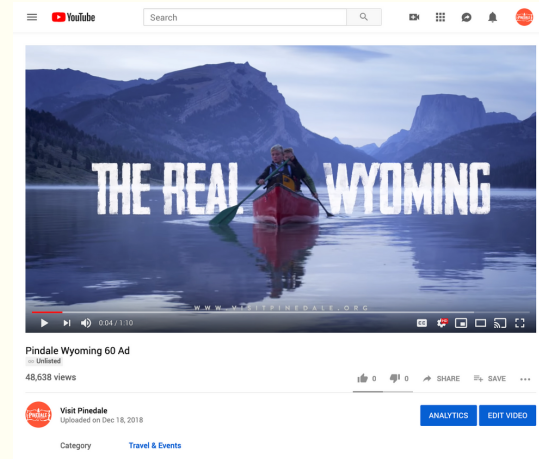
- April 17, 2019 - Noon; Hampton Inn

ISSUE 1 - JAN, FEB, & MAR 2019



REVENUE:

Pinedale Travel & Tourism received \$12,466.65 for January, \$13,269.02 for February & 12,167.89 for March for Lodging Tax Dollars.



GRANTING & SUPPORTED EVENTS:



Photo credit: Chris Havener

PINEDALE STAGE STOP:

- Date of Event: January 26th & 27th
- PTTC granted \$1,500 to Pinedale Stage Stop Sled Dog Race
- This grant was used to help with sponsorship of Jr. Musher Lodging and banquet entertainment.
- This year there were 105 participants/crew members; 102 of the 105 were from out-of-county; 12 of the 105 were from out-of-the-country; the remaining 90 were from out-of-state.
- 25 hotel rooms were reserved for the evening of January 26th.
- 80 spectators attended the banquet; 100 spectators attended the race; majority were Sublette County Residents.

WYOMING SENIOR OLYMPICS

- Date of Event: February 7th - 9th
- PTTC granted \$1,750 to the WY Senior Olympics.
- This grant was used for out-of-county advertisement for this event which included Fremont, Teton, Sweetwater, Natrona, and Park Counties
- This year they had 109 participants (21 more than 2018). 72 participants were from out-of-county; 14 of the 72 were from out-of-state; 37 participants were from Sublette County
- 71 of the 72 participants stayed in hotels here in Pinedale



Photo credit: JJ Huntley



Photo credit: Arnie Brokling

WINTER CARNIVAL:

- Date of Event: February 15th - 18th
- PTTC granted \$1,000 to Main Street Pinedale for the Winter Carnival
- This grant was used in advertisement for the event in Sublette, Teton, Fremont, Sweetwater, & Lincoln Counties.
- 44 hotel reservations were booked for this event.
- Skijoring brought over 1,000 spectators/competitors (200 more than last year) which included 24 from out-of-county spectators, 44 spectators from out-of-state, and 4 from out of the country; the remaining number of spectators were from Sublette County.

LION'S CLUB FISHING DERBY:

- Date of Event: March 2nd & 3rd
- PTTC granted \$955.00 to The Lion's Club for the Pinedale Annual Big Fish Winter Derby.
- This grant was used in advertising the event.
- There were 249 participants; 148 were from out-of-county, 37 were from out-of-state, and the remaining were from Sublette County.



THE DRIFT:

- Date of Event: March 9th
- PTTC granted \$2,500 to The Drift Winter Marathon
- This grant was used for advertisement
- This year there were 76 registered racers, 75 participated; 19 participants were from out-of-county; 22 from out-of-state; and the remaining 35 were from Sublette County
- There were 80 recorded hotel stays.

PINEDALE HOCKEY ASSOCIATION:

- Date of Events: Nov. 16-18, 2018 (Adult Hockey Tournament) & March 8-10, 2019 (WAHL Bantam State Championship Tournament)
- PTTC granted \$500.00 to the Adult Hockey Tournament & \$3,500 to the Bantam State Championship
- Event numbers & info still pending **



SUBLETTE COUNTY VISITOR CENTER:

- PTTC granted \$10,000 to support the Sublette County Visitor Center
- Collaborated with school district to provide information to local businesses to possibly hold a state nordic skiing event
- The Visitor Center saw a total of 576 visitors in January
- Their projects have included highlights of Sublette County to be used in the Sublette County Magazine
- Highlighted events were sent to WY Office of Tourism for marketing.
- Prepared grant for WY Cultural Trust Fund
- Filling visitor bags for upcoming hockey tournament in March