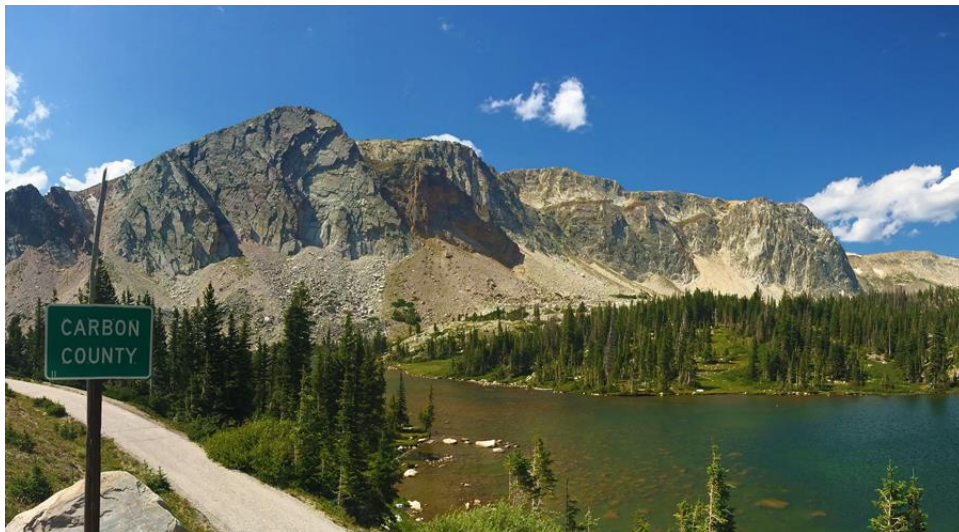


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Carbon County Visitors' Council

Fiscal Year End 2022 - Year in Review



Carbon County Lodging Tax History

The Carbon County Visitors' Council (CCVC) was formed in 1987 by a Joint Powers Agreement (JPA). The members of the JPA are the Carbon County

Commissioners and the towns of Baggs, Elk Mountain, Encampment, Hanna, Medicine Bow, Rawlins, Riverside, and Saratoga. A representative is appointed by each city/town council or Mayor and the county commission and a Member-at-Large is approved by all JPA governing bodies. Representatives serve a term of three years and may not serve more than two consecutive three-year terms.



CCVC current Board of Directors:

- *Baggs/LSRV Representative: Alex Foster*
- *Elk Mountain Representative: Julie Webb*
- *Encampment Representative: John Farr*
- *Hanna Representative: Mike Armstrong*
- *Medicine Bow Representative: Vacant*
- *Rawlins Representative: Mary-Pat Whitfield*
- *Riverside Representative: Marilyn Godfrey*
- *Saratoga Representative: Danny Burau*
- *Carbon County Representative: Casey Shinkle*
- *Member-At-Large: Alex Gruenhagen*



Fiscal Year in Review

The Economic Impact of Travel report that is completed by Dean Runyan Associates for the Wyoming Office of Tourism for calendar year 2021, shows that travelers spent more than \$4.3 billion in Wyoming this past year. Of that \$4.3 billion, travelers in Carbon County spent \$227.6 million, generating \$14.1 million tax dollars, which accounted for 30.4% of all taxes generated in the county. These dollars were not only spent on lodging or campgrounds, but dining, groceries, transportation, entertainment, and shopping. In 2021, tourism related services provided jobs for 1,580 people in Carbon County. Without the tax dollars collected from travelers, our county, communities, and individuals would see a reduction in government services or an increase in taxes.



Marketing & Promotional Efforts

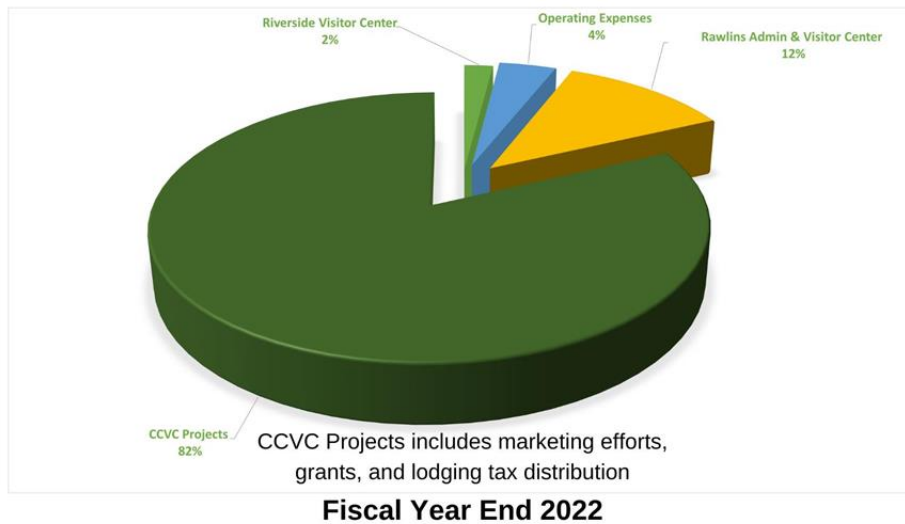
Carbon County's 2% local lodging tax enables CCVC to compete for tourists and travelers through state-wide, national, and international advertising mediums. During the past fiscal year, CCVC participated in over one hundred different print, online, radio, and connected TV marketing efforts. CCVC participates in many of the co-op advertising opportunities offered by the Wyoming Office of Tourism. CCVC has deepened advertising reach to include connected TV, partnering with the National Scenic Byways Foundation, expansion of our video library, and a return to travel industry tradeshow.



Community Support

During the past fiscal year, the CCVC Board of Directors authorized 10% of the lodging tax revenue totaling over \$106,000.00 to be given to those municipalities in which the lodging tax was collected. In addition, the Board of Directors awarded 44 event grants totaling over \$102,000.00 to community organizations. CCVC provides Advertising & Marketing and Sponsorship Grant opportunities that assist Carbon County organizations to promote events utilizing Carbon County Local Lodging Tax dollars.

FYE 2022 CCVC Budget Performance



By June 30, 2022: The Carbon County Visitors' Council fulfilled over 50,000 visitor information requests; placed & participated in over 100 marketing efforts, returned to travel tradeshow, added a Sales & Marketing Events Specialist on staff, and sponsored the WYDOT road information broadcasts to include local tourism information for travelers.



As we enter our new fiscal year, we will renew some marketing efforts and look to new opportunities to create awareness of our beautiful backyard. Four new videos will be launched in the

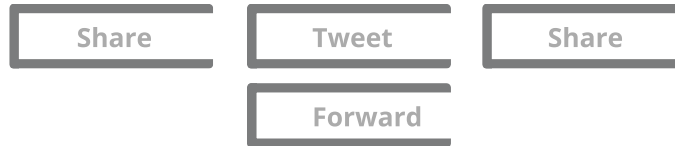
coming year that cover the Snowy Range Scenic Byway, the Battle Pass Scenic Byway, Carbon County events, and a feature piece on Northern Carbon County that will include the Towns of Elk Mountain, Hanna, and Medicine Bow as well as a bit of Seminoe Reservoir and Miracle Mile. We will also pick up the Carbon County United Tourism meetings. The August meeting will be on Wednesday, 8/24 beginning at 2:30PM. If you would like to attend, please let us know.



Thank you for your continued support of the Carbon County Lodging Tax. Every four years Carbon County's 2% Lodging Tax is up for renewal and will be on this year's November 8th ballot. Should you have any questions or concerns, please call me at the office 307-324-3020 anytime.

For more information, please contact Leslie Jefferson by phone 307-324-3020, in person at 508 W Cedar St in

Rawlins, or by email
director@wyomingcarboncounty.com.



Carbon County Visitors' Council
508 W Cedar St, Rawlins, WY 82301 (307) 324-3020

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