

*DISCOVER*   
**CARBON COUNTY**  
WYOMING

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**ANNUAL**  
**REPORT**

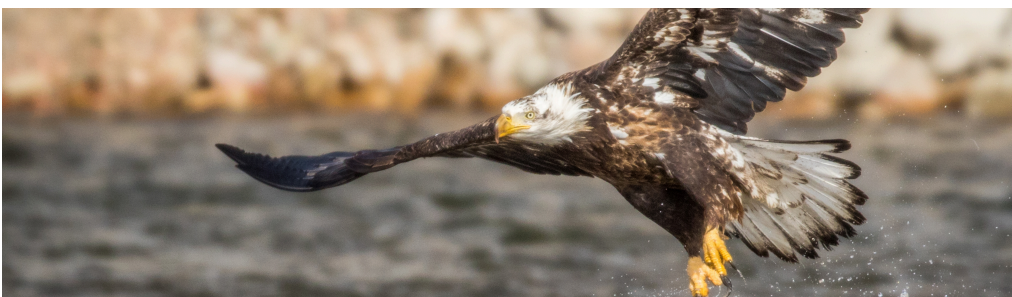


# Carbon County's Lodging Tax Dollars at Work

The Carbon County Visitors' Council dba Discover Carbon County Wyoming's (DCC's) Mission is to promote events, tourism, and the hospitality industry in Carbon County. DCC is dedicated to promoting Carbon County as a diverse, year-round destination offering quality activities & attractions.

## What is the Lodging Tax?

The lodging tax is a tax paid on overnight stays at hotels/motels, campgrounds, bed & breakfasts, guest ranches, resorts, and other lodging establishments located in Carbon County. The tax is paid by visitors who stay in Carbon County lodging establishments. Carbon County residents do not pay the tax unless they stay in one of our lodging establishments. The lodging tax was first approved by Carbon County voters in a special election in February 1987 and has been renewed in each general election since. Lodging Tax use is defined under W.S. 39-15-211(a)(ii)(B)(I).



# Carbon County Lodging Tax History

The Carbon County Visitors' Council (DCC) was formed in 1987 by a Joint Powers Agreement (JPA). The members of the JPA are the Carbon County Commissioners and the municipalities of Baggs, Elk Mountain, Encampment, Hanna, Medicine Bow, Rawlins, Riverside, and Saratoga. A Board 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 are eligible for reappointment.



# Board of Directors & Staff

**Alex Weber**

Baggs/LSRV Representative

**Leslie Jefferson**

CEO

**Kathy Cleaver**

Seasonal Information Specialist

**Courtney Priest**

Elk Mountain Representative

**Megan McComas**

Sales & Tourism Development

**John Cleaver**

Seasonal Information Specialist

**Josh Craig**

Encampment Representative

**Tiffany Baca**

Event & Marketing Specialist

**Dorn Hetzel**

Hanna Representative

**Brittany Pfiffner**

Administrative Assistant

**VACANT**

Medicine Bow Representative

**Gary White**

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Rawlins Representative

**Anita Morris**

Seasonal Information Specialist

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Riverside Representative

**Ann Pantle**

Seasonal Information Specialist

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**Luke Pantle**

Seasonal Information Specialist

**Casey Shinkle**

Carbon County Representative

**Jeff Streeter**


Seasonal Information Specialist

**Mike Armstrong**

Member-At-Large

**Charlie Bigelow**

Seasonal Information Specialist



# How Does Carbon County Benefit?

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The April 2025 Economic Impact of Travel in Wyoming report highlights that travelers spent \$4.9 billion statewide, including \$224.3 million in Carbon County. This spending generated \$15.0 million in revenue for local governments and supported 1,720 jobs in 2024. Visitor expenditures extended beyond lodging to include dining, groceries, transportation, entertainment, and retail.

Tourism-generated tax revenue offsets the need for increased local taxation or reduced services, making it a vital component of Carbon County's economic health. The lodging tax enables Discover Carbon County (DCC) to promote the destination across diverse channels. In FY 2024–2025, DCC executed more than 300 print, online, radio, and connected TV marketing initiatives. Through partnerships with the Wyoming Office of Tourism and organizations such as the National Scenic Byways Foundation, DCC expanded its reach by investing in connected TV, enhancing its video library, and increasing participation in targeted travel industry tradeshows.

## The Bottom Line

The lodging tax is unique because Carbon County residents rarely pay it—yet every community benefits from it. Through these funds, Discover Carbon County (DCC) helps attract visitors who strengthen our economy, expand our tax base, and support local businesses.

In the current fiscal year, the DCC Board of Directors reinvested lodging tax revenue directly into our communities, returning over \$177,000 to the municipalities where the tax was collected. Additionally, DCC awarded 40 grants totaling more than \$252,000 to local organizations. DCC provides Advertising & Marketing, Sponsorship, and Signage Grant opportunities that help municipalities and non-profit community groups promote events and attractions using Carbon County's lodging tax dollars.

# DCC Assisted Events/Organizations

## Events

## Organizations

Girl's Night Out	Toga Productions
2025 Frozen Fore	Saratoga Historical & Cultural Association
Nubbins Monthly Pool Saratoga Skijoring 2025 Wyoming Open Saratoga Bullfest	Saratoga Lions Club
38 <sup>th</sup> Annual Sierra Madre Winter Carnival 19th Annual Music in the Park & BBQ	Town of Encampment
Spooky Halloween at the Wyoming Frontier Prison Sunset at the Slammer: A Midsummer Escape...	Friends of the Old Pen
Tis the Season/WinterFest Summer Shenanigans 2025 Cowboy Fest on the Divide 2025	Rawlins DDA
Rawlins Pumpkin Plunge 2025 RST Fall/MX Breakout	Rawlins Swim Team
Town of Hanna Sign	Town of Hanna
Wyoming Weed and Pest Council Spring Workshop	Carbon County Weed and Pest
Silver Bullet Pistol Tournament	City of Rawlins, Dept. Parks & Rec

## Events

## Organizations

Grand Encampment Cowboy Gathering	Grand Encampment Cowboy Gathering
Rawlins Lion Club 75 <sup>th</sup> Pancake Breakfast	Rawlins Lions Club
Elk Mountain Museum Sign	Elk Mountain Museum
Sinclair Summer Art & Music Fest	Town of Sinclair
Town of Elk Mountain Signage	Town of Elk Mountain
Woodchoppers Jamboree	Encampment Riverside Lions Club
Mountain Man Rendezvous	Sierra Madre Muzzleloaders Rifle Club
Riverside Party Day	Town of Riverside
Good Time Pickleball - Cornhole Tournament	Good Times Pickleball Association
Carbon County Fair Carbon County Khaos	Carbon County Fair Board
RMA Concert Series	Rawlins Music Academy
WhatFest	What Inc.
Eloy Gonzales Jr. Memorial Baseball Tournament	Rawlins Baseball
MBM Annual Advertising	Medicine Bow Museum
App My Community	Saratoga/Platte Valley Chamber of Commerce
Town of Saratoga Signage	Town of Saratoga

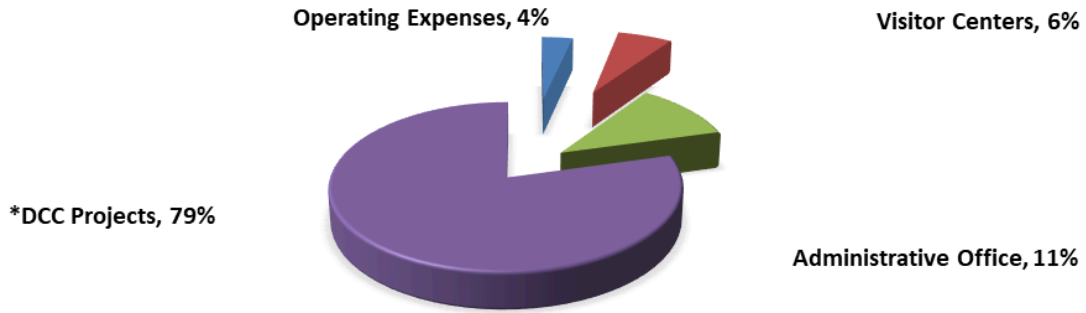
# Lodging Tax Collection

Lodging Tax Collection		
Fiscal Year	Total	% Change
2014-2015	\$507,580	6%
2015-2016	\$598,263	15%
2016-2017	\$572,561	-4%
2017-2018	\$659,385	13%
2018-2019	\$788,665	16%
2019-2020	\$804,603	2%
2020-2021	\$681,550	-18%
2021-2022	\$1,061,958	36%
2022-2023*	\$1,175,000	10%
2023-2024	\$2,215,934	47%
2024-2025	\$2,222,414	0.3%

\*9 months @ 2%, 3 months with Statewide 2%

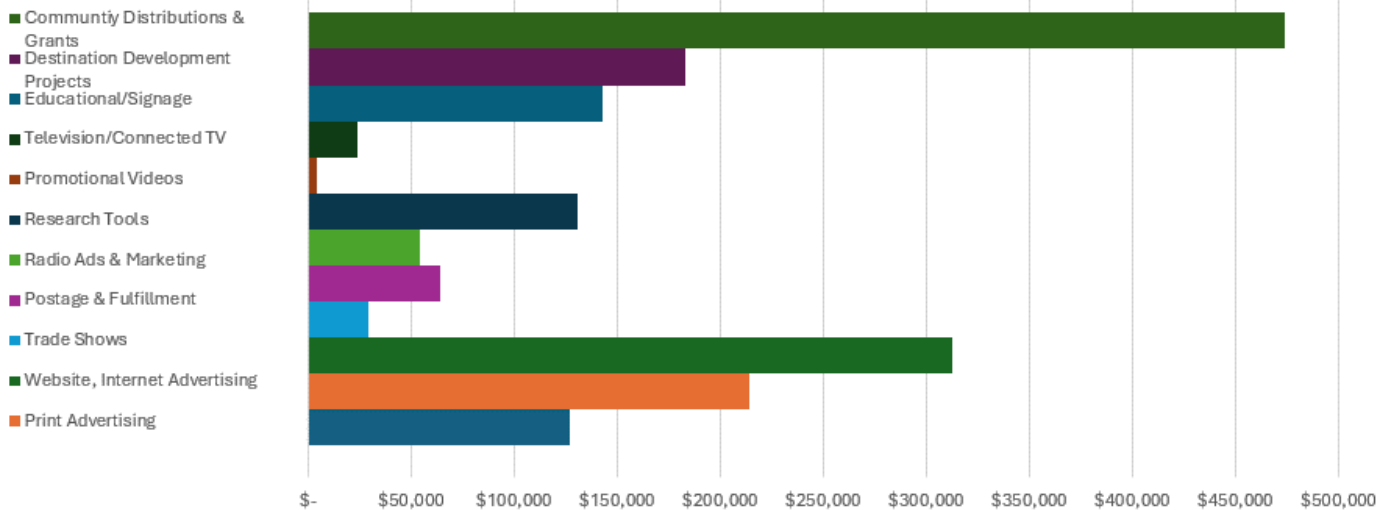
# Budget Performance

## FYE 2025 BUDGET BREAKDOWN



*\*DCC Projects include all marketing efforts, lodging tax distributions, and all DCC grants*

## FYE 2025 DCC Projects Breakout





# Other Fiscal Year Accomplishments by June 30, 2025

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During Fiscal Year 2024–2025, Discover Carbon County (DCC) achieved several important milestones:

- Visitor Services: Fulfilled more than 24,000 visitor information requests.
- Industry Engagement: Participated in major industry events, including the National Tour Association’s Travel Exchange and Contact, International Roundup, Travel Alliance Partners Annual Tradeshow, and IPW. DCC also attended the Wyoming Office of Tourism’s Marketing Outlook & Fall Summit and the Governor’s Conference on Hospitality & Tourism.
- Traveler Outreach: Sponsored WYDOT road information broadcasts, incorporating local tourism messages for travelers.
- Public Relations: Carbon County was mentioned in over 58 different articles in various publications, online forums, and via radio and TV pieces including, but not limited to, World Atlas, MSN, The Washington Post, Veranda Magazine, The Travel, The Pinnacle Gazette, Upgraded Points, Newsweek, SnowBrains, Observer, Men’s Health, Conde Nast Traveler, Mansion Global, Backpacker Magazine, Rider Magazine, Chowhound, WTOP-FM (Washington, DC), WVIT-TV (West Hartford, CT), Country & Town House, Los Angeles Times, Travel & Leisure, and others.
- Grants & Funding: Secured a Wyoming Office of Tourism 2024–2026 Biennium Destination Development Grant.
  - Partnered with the Medicine Bow Museum to assist with relocating the historic Fossil Cabin(Phase 3 began September 2025).
  - Supported the Carbon County Sheriff’s Office in establishing an Avalanche Observation Team, including training and equipment.
  - Oversaw completion of the Destination Development Specialist’s work, which identified thirteen potential development opportunities across Carbon County.
  - Completed the I-80 Bike Path Feasibility Study.

# Contact Us

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