

**Jackson Hole Travel & Tourism Board**  
**Fiscal Year 2022 Budget Detail**  
**5-24-21**

**Revenue:** The JHTTB is anticipating a tax revenue of **\$4,822,012** for FY 2022. This represents a return to more normal levels and an increase of 5.35% of forecasted FY21 actuals and 102.5% increase of what was originally budgeted for FY'21. The FY'21 actuals include \$648,023 of CARES funding. The FY'22 forecast is based on an analysis of tax collections in Teton County using FY'20 numbers through February and FY' 19 numbers beginning March – July. The collection numbers are actuals through March 2021. The remainder of FY21 is a forecast based on assumptions that the JHTTB views as conservative.

**Visitor Services/Destination Sales, JH Chamber: \$804,940.**

This funding is required as part of the JHTTB Joint Powers agreement. This represents a 23.4% increase from last fiscal's budgeted amount. The majority of the increase is in visitor services to accommodate the growing demand of summer tourism. This also represents an increase in destination sales and marketing as international trade shows open up again in 2021-2022.

**Contract Advertising: \$2,958.868**

This budget item reflects a 51% increase primarily in summer tourism management communication efforts. We anticipate another very busy summer and need to communicate a management message of Know Before You Go (KBYG) and Responsible Recreation. This amount will be used to fund the campaign to educate the visitor on KBYG and recreate responsibly on the visitjacksonhole site. Other campaign elements include a "Wild Rules" digital toolkit for the local business community to use/share, social media, pre-arrival messaging and on the ground signage, geofencing and other efforts. This also includes the fees for the local social media firm's efforts to provide all social media elements of the campaign

**Tourism Master Plan (TMP): \$250,000.** The board has brought back the TMP and issued an RFP. The work is targeted to begin in July 2021. This plan will begin with research to include visitor and local sentiment research, stakeholder engagement and ultimately the development of a plan to best balance and manage our tourism economy.

**Local Marketing partnerships: \$464,100**

This category of funding will realize a large increase, 75% as the board has seen success with funding local organizations to create messaging aligning with responsible recreation, sustainability and increasing the interaction with our visitors and our natural assets including wildlife and wildlands. This area includes continuing partnerships with JH Nordic Alliance, Friends of BTNF and the Jackson Hole Wildlife Foundation, "Being Wild" which encourage citizen science and highlights wildlife conservation and science as a primary destination differentiation and other opportunities as they present themselves.

**Board PR, Advertising & Marketing: \$125,000**

Marketing Opportunities & PR: This number was increased 25% as press events and fam trips return. These events occur locally and target key flight markets. The JHTTB contracts with local firms to host media writers during the shoulder season. The events should align with the board's new focus on sustainability and responsible tourism. Funding in this area also includes partnership programs to fund early regional marketing initiatives.

**Central Reservations, local metrics, ads and photo library: \$355,079**

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. We've increased the number of properties reporting in, including some vacation rental properties to gather more statistically relevant data.

Ads, Promo, PR and Marketing: This covers local communications, local ads for announcements, community workshops, event funding guidelines, RFP's and local initiatives.

Libris Library: This initiative creates FREE community photo assets in a Photoshelter shared photo library that can be used now and into the future.

Travel Incentive Program: This program 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. skiing, dogsledding. The funding remains flat as it has been increasingly difficult to package three activities with the introduction of multi-resort passes.

**Events: \$1,062,457**

This category reflects an increase in event funding as our nation returns to more normal levels and in-person events return. Events like Natural Selection, (Snowboard event) along with music concerts and other outdoor events will be reviewed. In addition, the board anticipates funding indoor events again in FY'22.

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. This number reflects a small inflationary increase.

Event Marketing Grants: The funding in this category has been increased from FY201 levels by 100% as the board anticipates small events will return in FY'22.

Large Events: The board has increased this amount by 500% in anticipation of the return for large events, primarily outdoors.

**General and Administrative: \$240,085**

This is general operating expense for the TTB including Professional Services, which encompasses the Executive Director's consulting fee, Fiscal Manager fees, printing of annual report, county website management fees, (4JH), insurance and bonding fees. This increase is mainly due to a planned two month overlap between our current ED and the new ED that is selected for them to train and transfer information.

**Reserve Expenditure: \$350,000**

The reserves are in place to be used for opportunities as the destination returns to normal and the local economy recovers. This number reflects less than 10% of overall budgeted expenditures.

**Revenue over Expenditure: -\$1,786,016**

FY'21 actuals were much better than expected, resulting in lodging tax collections exceeding FY'21 budget by 92.1%. As a result, the TTB did not have to dip into reserves for a recovery effort as anticipated. The TTB also did not have to spend as much as budgeted in the last budget cycle. We plan to return to a more balanced budget as some of these expenditures are anticipated to be lower in future fiscal years, namely the summer media budget due to many of the assets created this year will be reusable. Additionally, the TMP expense will not be recurring.

**Anticipated Ending Reserves: \$2,357,393**

Our anticipated ending reserves are still very strong as a result of a very busy year and lodging tax receipts surpassing FY'21.

**Sustainability:** Although there is not a designated line item towards this, sustainability is taken into account with all of the JHTTB funding decisions. Due to the pandemic, visitation to our destination was beyond what anyone could have expected and quite robust. Because of this, the board has placed sustainability as our lead priority and put out an RFP for a Tourism Management plan that will outline ways in which our community can be a leader in sustainable tourism and preserve our natural assets. Responsible travel and tourism will be our leading message in addition to Know Before You Go. We will continue with on- the- ground initiatives at visitor services areas around town to include the six tenants of Keep JH Wild and provide examples of what we as a community value and hope that they will adopt while here and when they return to their communities. The board will continue to incorporate sustainable initiatives and requirements in all of the event funding guidelines

**Jackson Hole Travel and Tourism - Joint Powers Board FY22**

**FY 2022 Budget July 1, 2021 - June 30, 2022**  
Update 5-13-21

			Variance FY22 Budget to FY21 Forecast	Variance FY22 Budget to FY21 Budget	Variance FY21 Forecast to FY21 Budget	Variance FY21 Budget to FY20 Actuals	Budget FY22	Forecast FY21 (As of 5/13/21)	Budget FY21	Actuals FY20	Budget FY20
							<b>2021/2022</b>	<b>2020/2021</b>	<b>2020/2021</b>	<b>2019/2020</b>	<b>2019/2020</b>
Projected/Actual Revenue			5.35%	102.46%	92.18%	-42.04%	\$4,822,012	\$4,577,209	\$2,381,742	\$4,109,232	\$4,471,652
Cares DMO Relief Fund							\$648,023	\$648,023			
Sub Total							\$4,822,012	\$5,225,232	\$2,381,742	\$4,109,232	\$4,471,652
Total Available funds			-7.72%	102.46%	119.39%	-42.04%	\$4,822,012	\$5,225,232	\$2,381,742	\$4,109,232	\$4,471,652
Visitor Services/Chamber											
Visitor Services							\$500,000	\$392,209	\$392,209	\$458,299	\$484,398
Destination Marketing Services/Tradeshaw & Conferences							\$304,940	\$260,000	\$260,000	\$210,809	\$304,940
Total JH Chamber			23.42%	23.42%	0.00%	-2.53%	\$804,940	\$652,209	\$652,209	\$669,108	\$789,338
Contract Advertising			51.94%	51.94%	0.00%	10.24%	\$2,955,868	\$1,947,930	\$1,947,930	\$1,766,994	\$1,900,000
Retainer / Agency marketing Fee C+M							\$364,770				
Social Media, (NTM)							\$87,098				
Production, Hard Costs & Other							\$150,000				
Media (Fall)							\$250,000				
Media (Winter)							\$910,000				
Media (Spring)							\$150,000				
Media (Summer)							\$1,000,000				
Community workshops							\$5,000				
Influencer/Ambassador Program							\$20,000				
Research							\$0				
Local Launch							\$0				
Contingency							\$0				
Travel							\$15,000				
Annual Report							\$7,000				
Winter 2019-20 photo asset library							\$0				
TOTAL							\$2,958,868				
Remaining Contract Advertising to Allocate							\$0				
Tourism Master Plan							\$250,000	\$0	\$0		
TOTAL							\$350,000				
Remaining Contract Advertising to Allocate							\$0				
Local Marketing Partnerships			75.00%	75.00%	0.00%	141.89%	\$464,100	\$65,200	\$65,200	\$109,638	\$175,000
TOTAL							\$464,100				
Remaining Local Marketing Partnerships to Allocate							\$0				
Board/PR/Advertising			5.88%	5.88%	0.00%	25.23%	\$480,079	\$53,399	\$53,399	\$62,063	\$35,000
Marketing Opportunities & PR							\$125,000				
TOTAL							\$125,000				
Remaining Marketing Opportunities & PR			25.00%	25.00%	0.00%	-11.50%	\$0	100,000	100,000	113,000	125,000
Cen Res Package Incentive & Local Ads							\$355,079				
Destimetrics							\$30,000				
Ads, Promos, PR and Marketing Local							\$15,000				
Libris library							\$10,079				
Budgeted Travel Incentive Program							\$300,000	69,000	300,000	220,800	360,401
Unspent							\$300,000				
Spent							\$0				
TOTAL			0.49%	0.49%	0.00%	30.67%	\$355,079	\$53,339	\$53,339	\$70,399	\$410,000
Remaining Cen Res Package Incentives & Local Ads							\$0				
Remaining Board/PR/Advertising to Allocate							\$0				
Events											
Community Event Coordinator							\$62,457	\$59,483	\$59,483	\$59,483	\$59,483
Event Marketing Grants			100.00%	100.00%	0.00%	-10.84%	\$400,000	\$200,000	\$200,000	\$234,305	\$350,000
Large Events			500.00%	#DIV/0!	#DIV/0!	-100.00%	\$600,000	\$100,000	\$0	\$18,325	\$300,000
TOTAL							\$0	\$150,000	\$0	\$19,911	\$85,000
Total Events			108.54%	309.45%	96.35%	-48.72%	\$1,062,457	\$509,483	\$509,483	\$506,044	\$794,483
General and Administrative											
Postage							\$160	\$155	\$155	\$0	\$150
Office Supplies							\$2,652	\$2,575	\$2,575	\$1,286	\$1,500
Printing Annual Report							\$11,139	\$10,815	\$10,815	\$3,547	\$10,500
Fiscal Manager							\$42,436	\$41,200	\$41,200	\$40,000	\$40,000
Legal							\$0	\$0	\$0	\$25	\$0
Professional Services							\$146,056	\$125,191	\$125,191	\$100,603	\$97,236
Office space							\$8,912	\$8,652	\$8,652	\$6,300	\$8,400
Meeting Expense							\$8,487	\$8,240	\$8,240	\$2,600	\$8,000
Insurance							\$1,782	\$1,730	\$1,730	\$500	\$1,680
Bonding							\$1,114	\$1,082	\$1,082	\$255	\$1,050
Audit							\$1,591	\$1,545	\$1,545	\$0	\$1,500
Teton County Web Site							\$1,910	\$1,854	\$1,854	\$683	\$1,800
Bank Fees							\$54	\$52	\$52	\$0	\$50
Miscellaneous							\$5,305	\$5,150	\$5,150	\$2,952	\$5,000
T&E							\$8,487	\$8,240	\$8,240	\$2,637	\$8,000
Total General and Administrative			10.90%	10.90%	0.00%	34.14%	\$240,085	\$216,481	\$216,480	\$161,387	\$185,866
SUB-TOTAL EXPENDITURES			54.81%	65.01%	6.59%	6.14%	\$6,260,528	\$4,044,122	\$3,794,121	\$3,574,634	\$4,179,687
Reserves											
Budgeted Reserve Expenditure							\$350,000				
Unallocated							\$350,000				
Allocated							\$0				
BUDGETED RESERVE EXPENDITURES							\$350,000	\$350,000	\$350,000	\$0	\$350,000
TOTAL EXPENDITURES			50.44%	59.52%	6.03%	15.93%	\$6,610,528	\$4,394,122	\$4,144,121	\$3,574,634	\$4,729,687
INVESTMENT INCOME							\$2,500	\$2,500	\$2,500	\$2,031	\$2,500
REVENUE OVER (UNDER) EXPENDITURES			-314.25%	1.48%	-147.37%		(\$1,786,016)	\$893,601	(\$1,758,679)	\$536,629	(\$255,535)
Projected Reserves							\$4,143,409	\$3,309,808	\$2,660,448	\$2,773,179	\$2,569,815
Anticipated Ending Reserves							\$2,357,393	\$4,143,409	\$900,569	\$3,309,808	\$2,314,280

			Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Total
	FY18	Total Receipts	\$1,226,219.63	\$1,302,107.47	\$1,097,088.97	\$416,786.17	\$130,948.93	\$387,165.72	\$482,770.50	\$518,856.05	\$437,159.53	\$168,809.98	\$323,945.87	\$1,096,755.15	\$7,586,617.97
	FY18	TIB	\$735,731.78	\$781,264.48	\$658,253.38	\$250,071.70	\$78,569.36	\$332,299.43	\$289,662.30	\$311,313.63	\$262,295.72	\$101,285.99	\$194,369.92	\$658,053.09	\$4,553,170.78
	FY18	Visitor Impact	\$367,865.89	\$390,632.24	\$329,126.69	\$125,035.85	\$39,284.68	\$116,149.72	\$144,831.15	\$155,656.82	\$131,147.86	\$50,643.00	\$194,369.92	\$658,053.09	\$2,276,585.39
	FY18	General Fund	\$122,621.96	\$130,210.75	\$109,708.90	\$41,678.62	\$13,094.89	\$38,716.57	\$48,277.05	\$51,885.61	\$43,715.95	\$16,881.00	\$32,394.99	\$109,675.52	\$758,861.80
			Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Total
	FY19	Total Receipts	\$1,194,260.68	\$1,158,899.23	\$1,137,493.78	\$535,741.73	\$149,841.18	\$340,674.45	\$513,798.25	\$568,463.33	\$531,246.30	\$159,376.27	\$309,427.63	\$987,735.73	\$7,586,958.58
	FY19	TIB	\$716,556.41	\$695,139.54	\$682,496.27	\$321,445.04	\$89,904.71	\$204,404.67	\$308,278.95	\$341,078.00	\$318,747.78	\$95,623.76	\$185,656.58	\$592,641.44	\$4,552,175.15
	FY19	Visitor Impact	\$358,278.21	\$347,669.77	\$341,248.14	\$160,222.52	\$44,952.36	\$102,202.34	\$154,139.48	\$170,539.00	\$159,373.89	\$47,812.88	\$92,828.29	\$296,320.72	\$2,276,087.58
	FY19	General Fund	\$119,426.07	\$115,889.92	\$113,749.38	\$53,574.17	\$14,984.12	\$34,067.45	\$51,379.83	\$56,846.33	\$53,124.63	\$15,937.63	\$30,942.76	\$98,773.57	\$758,695.86
			Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Total
Actuals	FY20	Total Receipts	\$1,247,568.12	\$1,300,061.92	\$1,411,814.07	\$383,765.65	\$134,643.87	\$385,639.58	\$477,381.23	\$630,160.28	\$325,181.07	\$106,810.28	\$75,274.90	\$370,419.78	\$6,848,720.75
	FY20	TIB	\$748,540.87	\$780,037.15	\$847,088.44	\$230,259.39	\$80,786.32	\$231,383.75	\$286,428.74	\$378,096.17	\$195,108.64	\$64,086.17	\$45,164.94	\$222,251.87	\$4,109,232.45
	FY20	Visitor Impact	\$374,270.44	\$390,018.58	\$423,544.22	\$115,129.70	\$40,393.16	\$115,691.88	\$143,214.37	\$189,048.09	\$97,554.32	\$32,043.09	\$22,582.47	\$111,125.94	\$2,054,616.23
	FY20	General Fund	\$124,756.81	\$130,006.19	\$143,181.41	\$38,376.57	\$13,464.39	\$38,563.96	\$47,738.12	\$63,016.03	\$32,518.11	\$10,681.03	\$7,527.40	\$37,041.98	\$684,872.08
		YOY % Change	4.46%	12.18%	24.12%	-28.37%	-10.14%	13.20%	-7.09%	10.85%	-38.79%	-32.98%	-75.67%	-62.50%	-9.73%
		COVID-19 Forecasted Impact											-65.00%	-55.00%	
			Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Total
Actuals/Forecast	FY21	Total Receipts	\$1,035,675.25	\$1,159,960.57	\$1,001,613.50	\$567,557.05	\$202,227.93	\$413,907.52	\$510,615.37	\$613,527.38	\$634,556.08	\$239,064.40	\$309,427.63	\$1,086,509.31	\$7,834,651.99
As Of 4/21	FY21	TIB	\$621,405.15	\$695,976.34	\$636,968.10	\$340,534.21	\$121,336.76	\$248,344.51	\$306,369.22	\$368,116.43	\$380,739.65	\$143,438.64	\$185,656.58	\$651,905.58	\$4,700,791.19
	FY21	Visitor Impact	\$310,702.58	\$347,988.17	\$318,484.05	\$170,267.12	\$60,668.38	\$124,172.26	\$153,184.61	\$184,058.22	\$190,369.83	\$71,719.32	\$92,828.29	\$325,952.79	\$2,350,395.60
	FY21	General Fund	\$103,567.53	\$115,996.06	\$106,161.35	\$56,755.71	\$20,222.79	\$41,390.75	\$51,061.54	\$61,352.74	\$63,456.61	\$23,906.44	\$30,942.76	\$108,650.93	\$783,465.20
		COVID-19 Impact Budgeted	-75%	-70%	-60%	-55%	-50%	-45%	-36%	-29%	-25%	50%	0%	10%	
		YOY % Change Actual	-16.98%	-10.78%	-24.81%	47.89%	50.19%	7.33%	6.96%	-2.64%	95.14%	-24%	-23%	-23%	14.40%
		Tourism Econ/STR Forecast	-75%	-70%	-60%	-55%	-50%	-45%	-36%	-29%	-25%	50%	0%	10%	
			Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Total
Budget	FY22	Total Receipts	\$1,284,995.16	\$1,339,063.77	\$1,454,168.49	\$395,278.62	\$138,683.18	\$397,208.77	\$491,702.67	\$649,065.09	\$547,183.69	\$119,532.20	\$232,070.73	\$987,735.73	\$8,036,688.11
	FY22	TIB	\$770,997.10	\$803,438.26	\$872,501.09	\$237,167.17	\$83,209.91	\$238,325.26	\$295,021.60	\$389,439.06	\$328,310.21	\$71,719.32	\$139,242.44	\$592,641.44	\$4,822,012.86
	FY22	Visitor Impact	\$385,498.55	\$401,719.13	\$436,250.55	\$118,583.59	\$41,604.95	\$119,162.63	\$147,510.80	\$194,719.53	\$164,155.11	\$35,859.66	\$69,621.22	\$296,320.72	\$2,411,006.43
	FY22	General Fund	\$128,499.52	\$133,906.38	\$145,416.85	\$39,527.86	\$13,868.32	\$39,720.88	\$49,170.27	\$64,906.51	\$54,718.37	\$11,953.22	\$23,207.07	\$98,773.57	\$803,668.81
		YOY % Change Budget	3%	3%	3%	3%	3%	3%	3%	3%	3%	-25%			
		YOY % Change Actual													
											JAC Closed	JAC Closed	YOY % Change 22 to 21		2.58%
													YOY % Change 22 to 20		17.35%
													YOY % Change 22 to 19		5.93%