

# FY2021 ANNUAL REPORT

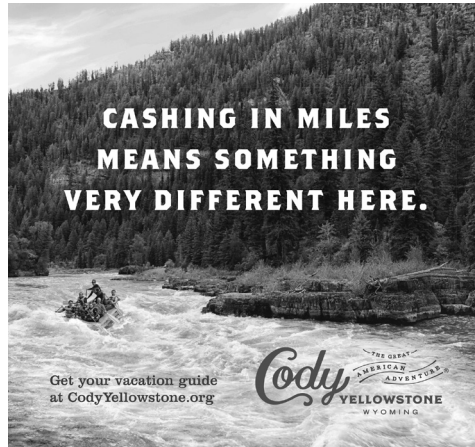
## CHANGES ABOUND IN TOURISM & MARKETING FOR CODY YELLOWSTONE

It was obvious to everyone in Park County that Covid-19 impacted our tourism businesses and economy. 2020 was a year like no other. It was a year to “pivot”, “shelter-in-place” or “quarantine.” Our homes became our offices, classrooms, gyms and vacation resorts.

As we watched the world shut down and travel came to a screeching halt, the Park County Travel Council’s marketing stopped too. We kept a presence on social media and updates on our website but other promotion ceased. Never before had the travel industry faced such challenges – not through terrorist attacks, fires, floods or earthquakes.

However, as we watched travel begin to recover this spring, PCTC considered travel trends that indicated Cody Yellowstone would continue to be a popular destination.

- People have accumulated time off and are wanting to travel.



- Destinations offering wide-open spaces with plenty of outdoor recreation opportunities are in demand.
- Drive vacations are preferred.
- Travel within your “bubble” includes camping and the use of RVs.
- International visitation will surge once travel restrictions are lifted. Our authentic western experience will continue to impact international numbers.

Social media, print, audio, digital, video, and connected TV campaigns were created touting Cody Yellowstone’s open spaces, vast landscapes and natural features.

The goal of the Park County Travel Council was to increase tourism numbers to the level of 2019 or beyond.

This will now be done under the supervision of the new PCTC Executive Director, Ryan Hauck.



## New Leadership for PCTC

Since its founding in 1896, Cody and Park County have been home to legends welcoming tourists as they make their way to Yellowstone National Park. While Buffalo Bill Cody may be the original legend and visionary, for the past 34 years Claudia Wade has secured her place as a legend in tourism while leading the Park County Travel Council. During her years at the helm, Park County has grown as a destination, not just a pass through to Yellowstone. Claudia has been a recognized state leader in the industry, serving on the

board of the Wyoming Travel Industry Coalition. In 2006, she was the recipient of the Governor’s Big WYO Award for her accomplishments on behalf of tourism in Wyoming. In 2020, she was honored as a Woman of Influence in Wyoming in the Hospitality, Travel and Tourism category. She retired June 30, 2021.

After a six-month process and nearly 70 applicants applying for the prestigious position of Executive Director, the ten Park County Travel Council board members selected a Wyoming Native, Ryan Hauck. Ryan brings multiple years of tourism experience on the public side as the Director of Sales with Visit Casper, and on the private side as the Director of Sales with Western Leisure. Ryan and

his family of four are all from Wyoming, but most recently resided in Salt Lake City, Utah. “Although I can never replace someone like Claudia, I am very excited to continue to build upon what she has already made into one of the top destinations in the country,” Ryan said. “What makes Park County so unique is... well... we have everything here from accessible world class outdoors, history unlike any other destination, internationally known attractions and museums, and two entrances to the best National Park in the country. There really is something here for every type of traveler, and I am excited to be the one to promote such an amazing place.”

# Media and Travel Trade Highlights

The PCTC office provides information and helps coordinate individual visits from national and international travel writers and influencers, photographers, tour operators and travel industry representatives. These visits to Cody and the area resulted in published and online articles as well as travel brochures and catalogs. The Wyoming Office of Tourism, the PCTC public relations team - Mesereau Travel Public Relations and the office of Rocky Mountain International rely on support from the PCTC office to host and escort these important guests.

- Articles about Cody Yellowstone were published in 20 magazines, five metropolitan newspapers and 31 additional online sites.
- No travel industry representatives were hosted.
- Cody and Park County were featured in several travel guides: Brand U.S.A. Inspiration Guide, AAA TourBook, and Billings, Jackson, Rapid City and Salt Lake City guides.
- In cooperation with the Wyoming Office of Tourism, Rocky Mountain International (RMI) and other marketing organizations, 10 travel writers/social influencers from the U.S., Canada and Europe were hosted. Writers represented a variety of newspapers, magazines and online publications.

## Local Partners

The Park County Travel Council could not host and assist with as many media groups as we do without the continued support of local businesses. This support – donated lodging, meals and admissions – allows the Travel Council to spend more on advertising, partnerships and transportation for travel writers and television crews. Members of the council understand that these donations cost businesses and truly appreciate our local partners' cooperation.

Special thanks to Yellowstone National Park Lodges, the Buffalo Bill Center of the West, Cody Nite Rodeo, Cody Stampede Board, Cody Firearms Experience, Cody Trolley Tours, Dan Miller's Cowboy Music Revue, Old Trail Town, Heart Mountain Interpretive Center, Wyoming River Trips, The Cody Cattle Company, Blair Hotels, The Cody, Best Western Ivy Inn & Suites, Best Western Sunset Inn, The Irma Hotel and Restaurant and The Chamberlin Inn – a few of our 2020/21 partners.

# PCTC Helps Communities Promote Themselves

The Park County Travel Council promotes Park County in its entirety under the name "Cody Yellowstone," which includes the communities of Cody, Powell, Meeteetse, and East Yellowstone Valley.

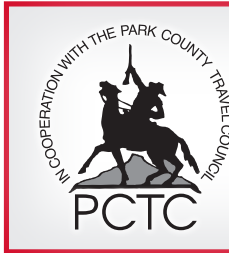
In addition to this marketing, individual communities and non-profit organizations within Park County are awarded matching grants to purchase their own advertising.

PCTC Grants can only be used for advertising and promotion outside Park County. Most Chamber of Commerce grants also include partial funding for visitor/information centers.

Because Yellowstone National Park is not eligible for grant money, the park's collections are used to enhance the grants awarded to each community and to fund the countywide marketing plan. Usually, the PCTC helps

fund from the marketing budget some sort of promotion for Yellowstone National Park Lodges/Xanterra. Normally, this is done through hosting travel representatives and media and familiarizing them with Cody and Yellowstone National Park. However with marketing at a halt due to Covid restrictions, no press or industry representatives were hosted.

Many Park County conventions, events and sport tournaments received sponsorships from the Park County Travel Council. Over \$12,000.00 was awarded in sponsorships to events such as the Cody Country Snowmobile Association Avalanche Training, Meeteetse Visitor Center Ice Fishing Derby, Cody Cubs Legion Baseball Wood Bat Tournament, City of Cody Parks & Recreation Concerts in the Park and Powell Soroptimist Craft Fair.



You may recognize this logo. In order for grantees to be reimbursed for their advertising expenses, it must appear on all printed ads, TV commercials and other promotional materials. This logo also appears in printed programs and at facilities that host sporting events which are funded in part by the Park County Travel Council.

# Park County Travel Council Administration and Budget

The role of the Park County Travel Council is to administer the 4% Park County lodging tax revenues with the exception of the 10% share returned to the Park County Treasurer. State statutes dictate the revenues be spent on tourism promotion only.

The Park County Travel Council is a Joint Powers Board comprised of ten volunteer board members. Four members are appointed by Park County Commissioners, two by the Cody City Council, two by the Powell City Council and one by the Meeteetse Town Council. A representative from the Wyoming Tourism Board or a designee, is also on the Travel Council.

Budgets created and approved are funded by the previous year's lodging tax revenue.

Ryan Hauck, executive director of the Park County Travel Council, was responsible for implementing and/or overseeing a variety of marketing strategies for Park County.

Hauck assists in the selection of publications for advertising buys, coordinates visits and escorts media and travel industry representatives, assists in the development of display ads and brochures, coordinates all

television promotions and features, works closely with the public relations team generating press releases and monthly adventure logs. Ryan also represents Park County at trade and travel shows in the U.S., acts in an advisory capacity regarding funding and administers all PCTC grants.

Amanda Keyes, administrative assistant, tracks and fulfills all visitor information requests including bulk mailing to visitor centers and AAA travel offices. She maintains printed and digital data for the Group Travel Planner, Press Guide, Facilities Inventory, and the PCTC website [www.CodyYellowstone.org](http://www.CodyYellowstone.org). Amanda is also responsible for the annual updating and printing of the insert in the Cody Yellowstone Vacation Guide insert and updating all PCTC printed brochures – Historical Attractions Guide, Scenic Drives, and the Guest & Dude Ranch Directory. Amanda makes sure all county visitor centers have PCTC materials for summer distribution. She is responsible for coordinating the PCTC rack card distribution for Park County non-profits and preparing materials for board meetings and work sessions are also part of her duties.

## FINANCIAL STATEMENT FY20 ENDING 6/30/21

Cash in Bank 6/30/2021 \$2,894,287.92

### REVENUES:

FY21 Lodging Tax Gross Receipts	\$2,214,127.45
Less Revenues to Park Co./Cities	221,412.75
Net FY21 Lodging Tax Collections	\$1,992,714.71 *
Grants Revenue	742,469.09
Co-Ops/Refunds	26,687.00
Interest Received	6,292.92
<b>TOTAL REVENUE</b>	<b>\$2,768,163.72</b>

### EXPENSES:

Cody, Powell, Meeteetse	
East Yellowstone Specific 2020	\$208,176.13
Park County Marketing Plan 2020	1,925,451.73
Administration 2021	177,362.53
Attractions 2021	106,745.79
Advertising Co-Ops	23,792.00
<b>TOTAL EXPENSES</b>	<b>\$2,441,528.184**</b>

\* Reserved for FY2022 Budget

\*\* Funded from FY2020 Lodging Tax Collections, Interest and Co-op Revenue

# Communities, County Use Lodging Tax Dollars

Park County collected \$19.9 million in sales taxes in 2020. Over 36% of those taxes, \$7.2 million, was generated by travelers. These travel generated taxes relieved the tax burden on Park County residents.

Park County residents benefit from the lodging tax in another way. Park County and its municipalities receive 10% of the Park County lodging tax collected. The collections are distributed by the Park County Treasurer back to the communities and county at the same ratio they were collected. Example: City of Cody collected \$971,928.00 and received \$97,189.00 from the County Treasurer. There is no restriction on how this 10% can be spent.

In 2020, a total of \$202,927.00 was returned to Park County for distribution to the City of Powell, the City of Cody, the Town of Meeteetse and Park County.

The City of Powell received approximately \$4,199.00 that was earmarked to offset expenses for Powell's Country Christmas and other Powell special events.

The City of Cody received approximately \$97,189.00 that was spent mostly for City staff to assist with Cody special events such as the Stampede rodeo, parades, ice cream social and other community events where the city provides traffic control or other staffing. Funds were also awarded to Forward Cody Wyoming, Inc. and Cody/Yellowstone Air Improvement Resources.

Approximately \$675.00 was received by the town of Meeteetse. This was added to the town's general fund.

Park County is entitled to the portion of the funds that are collected outside Park County municipalities. These properties are guest and dude ranches and Yellowstone National Park lodging that is located within Park County. In 2020, over \$100,863.00 was added to Park County's general fund and used at the discretion of the county commissioners.

## 2020 GRANTS/PROGRAMS FUNDED BY 2019 LODGING TAX COLLECTIONS

	GRANTS	COLLECTIONS
<b>CODY COLLECTED</b> .....		<b>\$1,268,456.75</b>
Cody Country Chamber of Commerce	\$160,000.00	
Visitor Center	\$154,661.00	
Visitor Center Advert.	\$4,215.00	
V.C. Mngr. Training	\$1,124.00	
Buffalo Bill Center of the West	\$35,050.00	
Buffalo Bill Dam & Visitor Center	\$9,220.00	
Cody Stampede Board	\$30,500.00	
Museum of the Old West & Trail Town	\$3,200.00	
Yellowstone Quake	\$3,000.00	
<b>TOTAL CODY GRANTS</b>	<b>\$240,970.00</b>	
<b>POWELL COLLECTED</b> .....		<b>\$53,934.04</b>
Powell Valley Chamber of Commerce	\$62,988.50	
Visitor Center	\$48,600.00	
Ag Tours & Mailings	\$6,370.00	
Event Marketing Grant	\$8,018.50	
Heart Mountain Interpretive Center	\$28,000.00	
Northwest College Jazz Festival Concert	\$5,000.00	
<b>TOTAL POWELL GRANTS</b>	<b>\$95,988.50</b>	
<b>MEETEETSE COLLECTED</b> .....		<b>\$4,960.36</b>
Meeteetse Visitor Center	\$28,545.00	
Visitor Center Staffing	\$16,000.00	
Event/Marketing Grant	\$9,195.00	
Website Design/Maint.	\$3,350.00	
Meeteetse Museum District	\$2,800.00	
<b>TOTAL MEETEETSE GRANTS</b>	<b>\$31,345.00</b>	
<b>PARK COUNTY COLLECTED</b> .....		<b>\$333,247.06</b>
East Yellowstone Valley Chamber of Commerce	\$50,000.00	
Yellowstone Receptions Foundation	\$22,000.00	
Yellowstone Regional Airport	\$15,000.00	
Shoshone Back Country Horsemen	\$3,000.00	
<b>TOTAL COUNTY GRANTS</b>	<b>\$90,000.00</b>	
<b>YELLOWSTONE NATIONAL PARK COLLECTED</b> .	<b>\$1,440,000.00</b>	
(YNP lodging located in Park County only)		
<b>Yellowstone is not eligible for PCTC Grants</b>	<b>\$0.00</b>	
<b>TOTAL GRANTS</b>	<b>\$458,303.50</b>	
<b>UNIFIED MARKETING</b>	<b>\$1,958,276.00</b>	
<b>ADMINISTRATION</b>	<b>\$203,450.00</b>	
<b>TOTAL GRANTS &amp; PROGRAMS</b>	<b>\$2,620,029.50</b>	



## 2020/2021 PARK COUNTY TRAVEL COUNCIL

- Sandy Newsome, Chair** | City of Cody Appointee
- John Parsons, Past Chairman** | Park County Appointee
- Mike Darby, Vice Chair** | Park County Appointee
- Rick Hoeninghausen, Secretary** | Park County Appointee
- John Wetzel, Treasurer** | City of Powell Appointee
- Sherry Long** | Town of Meeteetse Appointee
- Emily Swett** | City of Cody Appointee
- Dave Bonner** | City of Powell Appointee
- Ruffin Prevost** | Park County Appointee
- Ted Blair** | State Tourism Board Representative Appt.



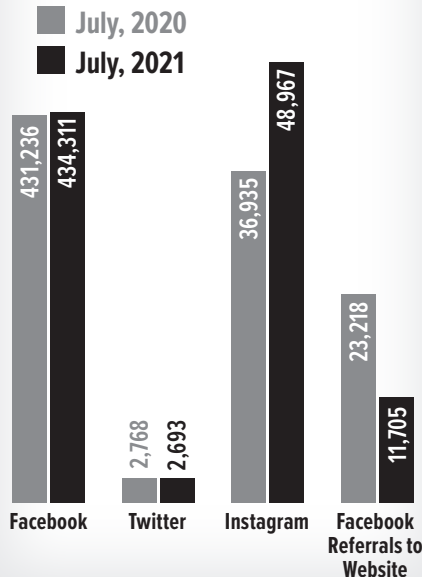
# The Park County Travel Council and Social Media

Social networking is a critical tool when it comes to raising awareness about the experiences of a vacation to Cody Yellowstone. The Park County Travel Council posts twice daily on Facebook, Twitter and Instagram. Most of our posts come from user-generated imagery. This type of authentic photography resonates with visitors and allows them to picture themselves in our backyard. Our followers find information on upcoming events, interact with questions related to this region, and share pictures and stories. Be sure to follow us – we’re listed as *CodyYellowstone* on Facebook, Twitter and Instagram. Our YouTube channel is *yellowstonecountry*.

*CodyYellowstone.org* features an “Adventure Log” that encourages readers to explore Cody Yellowstone.



## Our Social Media Audience Has Grown!



**Park County Travel Council**  
 FY2021 Annual Report  
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