
Cody
YELLOWSTONE
WYOMING

**PARK COUNTY
DESTINATION
DEVELOPMENT
GRANT PROGRAM**





WHO WE ARE

The Park County Travel Council, otherwise known as Cody Yellowstone, is committed to inspiring overnight leisure travel from key markets regionally, nationally and internationally. Cody Yellowstone will continue to optimize countywide economic impact by delivering innovative, effective marketing and partnership programs. This includes leveraging the momentum of the local and statewide industry support and participation, as well as focusing on gap areas, shoulder seasons, and winter. To support these efforts, Cody Yellowstone will deploy a fully integrated marketing campaign and will continue to measure consumer conversion paths across the trip planning lifecycle. Understanding the consumer and the trip planning lifecycle allows us to provide more responsive and personalized content to not only inspire visitors to travel to and within Park County, but also to help shift consumer behavior—dispersing visitors to lesser-known attractions and encouraging shoulder season travel. As travelers come to our county, our goal is to have them view our areas outside of the park as worthwhile destinations being rich in history, authentic western experiences, world-class outdoor recreation, unique attractions, fresh food experiences, vibrant art scene, scenic drives, abundance of wildlife and the Great American Adventure.

Mission Statement

Cody Yellowstone's mission is to promote and facilitate increased travel to and within Park County. We strive to fuel market demand and drive a healthy tourism economy.

ABOUT THE GRANT PROGRAM



On February 15, 2023, the Park County Travel Council announced the launch of the Park County Destination Development Grant Program which will award funding to public projects throughout Park County that enhances the tourism industry. The total amount of funding available is up to \$200,000.

The pre-application will open on February 16 and will close on March 17. All types of organizations may apply for these funds including but not limited to: local and county government, tribal governments, for profit as well as non-profits.

These funds, made available through the Wyoming Office of Tourism, will be awarded for projects that focus on enhancing the tourism industry through new outdoor recreation infrastructure, enhanced nonresident experiences and offerings bringing economic impact to our local communities.

Various amounts of awards for grants will be offered between \$10,000 and \$70,000. Pre-applications will be reviewed and scored by a Destination Development Committee. The grants will be evaluated for: enhancing the tourism economy and industry, economic impact, new infrastructure, budget and project costs, multiple funding sources and community support.

The Destination Development Committee will evaluate pre-application packages during the last two weeks in March. Applicants will be notified of approval or denial to the Application phase of the grant program by April 5th.

GRANT PROGRAM FLOW CHART

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Pre-Application

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Review & Scoring by Grant Committee

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Call Back to Eligible Grantees

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In Person Presentations

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Contracting & Award Notification

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Project Work Begins

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Quarterly Reports & Funds Distributed

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Project Finished & Final Report sent to Grant Committee

Important Dates

Pre-application opens: February 16th, 2023

Pre-application closes: March 17th, 2023

Application approved or denied – April 5, 2023

In person presentations and final approval: April 20, 2023

Grants awarded: Within 90 days of the application deadline

Project must near completion: December 31, 2024

Final Report Due: June 13, 2024