

FY2018 ANNUAL REPORT

MORE THAN A GATEWAY

A 'Brand' New Adventure

Welcome to Cody Yellowstone, the Great American Adventure.

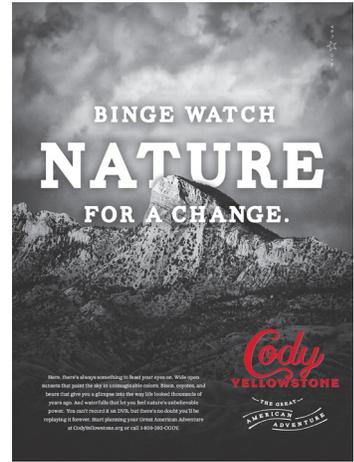
That's the new brand which wraps messaging of action and adventure awaiting visitors to Park County. It debuted in 2018, along with a new advertising agency to work alongside the Park County Travel Council.

The new agency partner is Sukle of Denver, Colorado. Sukle came aboard in 2017 after a competitive selection process by PCTC. The agency is responsible for developing creative concepts; purchasing advertising in national magazines, newspapers, regional television stations and digital channels; and coordinating marketing campaigns for 2018 and beyond.

In March 2017, 26 agencies from Wyoming, Colorado, Montana, Utah, and South Dakota were invited to bid for the promotion of Park County, Wyoming. The Travel Council reviewed all bids and narrowed the field to nine qualified proposals, finally selecting six to come to Cody and present their credentials and ideas to the full board of directors.

Sukle won the PCTC contract, and one of the agency's first creative recommendations was to redefine the PCTC message – urging that the Travel Council rebrand its promotion of Park County as a visitor destination.

Similar thoughts had been expressed by three of the bidders. These agencies suggested, "Cody is far more than a route to Yellowstone," "As long as Cody thinks of itself as a gate to Yellowstone, that's all it will ever be," and "Cody/Park County should be marketed as a destination that is close to Yellowstone." The Travel Council agreed that a rebrand would



effectively attract more visitors by better telling the Park County story.

Sukle started by developing new possible logos, taglines and creative elements for the rebrand – some of this had been done for their board presentation, but more detailed work was needed to meet spring advertising placement deadlines. They also produced our annual vacation guide, the flagship print publication used to fulfill visitor inquiries from across the country.

The conversion is now complete, and the PCTC has fully integrated 'Cody Yellowstone, the Great American Adventure' as its overarching branding message. It replaces 'Cody, the Wildest Way into Yellowstone.'

"The new brand captures the essence of Park County and each of its communities," said John Wetzel, chairman of the PCTC. "From Park County's guest and dude ranches to the museums in Cody, Meeteetse, and Powell, Park County is a destination that when explored, shares the adventurous spirit of our founders and provides western and recreational adventures that travelers are looking for," he said.



As part of their preparation to effectively lead PCTC's rebranding, the Sukle team made several trips to Cody, Powell, Meeteetse, and the East Yellowstone Valley gathering images and information for their initial presentation as well as attending PCTC's annual retreat and media planning workshops once they had been selected as our advertising agency. They also attended the annual Wyoming Governor's Tourism Conference in Cheyenne to better understand how the Wyoming Office of Tourism is promoting the state.

Creative for the new campaign uses extraordinary black and white photography with a vibrant red logo. Our black and white ads stand out on a page of 4-color images and other ads. The website, CodyYellowstone.org was refreshed with the new look as well.

Our new brand is a promise – a promise of the Great American Adventure visitors can only experience when they vacation in Park County, Wyoming.



Media and Travel Trade Highlights

The PCTC office provides information and helps coordinate individual visits from national and international travel writers, photographers, tour operators and travel industry representatives. These visits to Cody and the area resulted in

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...Trade Highlights

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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 Country were published in 27 magazines, 14 metropolitan newspapers and 26 additional online sites.
- 37 travel industry representatives from 9 tour companies or travel agencies from five different countries 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, 12 travel writers/social influencers from the U.S., Canada and Europe were hosted. Writers represented a variety of newspapers, magazines and online publications.
- PCTC assisted with TV/radio production of “Our Kind of Town” on Huckabee Show, “Travel Talk” Canadian Radio, “Special Cowboy Moments” on RFDTV and “Native Traveler” SiriusXM Canada.

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 their 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, Sleeping Giant Ski Resort and Zipline, 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 2017/18 partners.

PCTC Helps Communities Promote Themselves

The Park County Travel Council markets Park County in its entirety under the name “Cody Yellowstone Country,” 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 granted matching grants to purchase their own advertising.

Awarded 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 marketing plan. Usually, the PCTC helps fund from the marketing budget some sort of promotion for Yellowstone National Park Lodges/Xanterra. In June 2018 a summer press tour was hosted by Cody Yellowstone Country. PCTC paid travel expenses for all

participants and coordinated activities for the group. The writers entered Yellowstone Park through Cody’s east entrance, toured Lake Hotel, overnights at Canyon Lodge and exited Yellowstone Park through the northeast entrance to return to Cody. This press tour allowed Cody Yellowstone to tout our county attractions and activities as well as our easy access to two Yellowstone gateways.



Many Park County conventions, events and sport tournaments received sponsorships from the Park County Travel Council. Over \$7,500.00 was awarded in sponsorships to events such as the Downrange Warriors Veterans Concert, Cody Country Car Show, Yellowstone Fire Soccer, Friends of a Legacy, Boot & Bottle Club, Cody Concerts in the Park, Cody Ice Festival, Wyoming Outdoorsmen and many others.

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.

Claudia Wade, marketing director of the Park County Travel Council, is responsible for implementing and/or overseeing a variety of marketing strategies for Park County.

Wade 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 weekly blogs. Claudia also represents Park County at trade and travel shows in the U.S. and Europe, acts in an advisory capacity regarding funding and administers all PCTC grants.

Amanda Coyle, 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. 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. 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.

**WHERE
AMERICA'S
ALWAYS
BEEN GREAT.**



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.

FINANCIAL STATEMENT FY18 ENDING 6/30/18

Cash in Bank 6/30/2018 \$1,528,587.30

REVENUES:

FY18 Lodging Tax Gross Receipts	\$2,795,394.46
Less Revenues to Park Co./Cities	\$279,539.45
Net FY2018 Lodging Tax Collections	\$2,515,855.01*
Co-Ops/Refunds	39,275.50
Interest Received	19,931.25
TOTAL REVENUE	\$2,575,061.76

EXPENSES:

Cody, Powell, Meeteetse	
East Yellowstone Specific 2018	\$262,667.25
Park County Marketing Plan 2018	2,092,755.43
Administration 2018	174,946.52
Attractions 2018	132,693.83
Special Events 2018	2,972.97
Advertising Co-Ops	29,767.50
TOTAL EXPENSES	\$2,695,803.50**

* Reserved for FY2019 Budget

** Funded from FY2017 Lodging Tax Collections, Interest and Co-op Revenue

Cody YELLOWSTONE

THE GREAT AMERICAN ADVENTURE.

Communities, County Use Lodging Tax Dollars

Park County collected \$26.4 million in sales taxes in 2017. Almost 35% of those taxes, \$9.2 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 percent 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 \$1,270,262.00 and received \$127,026.00 from the County Treasurer. There is no restriction on how this 10 percent can be spent.

In 2017, a total of \$266,896.00 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 \$3,197.00 that was earmarked for advertising for Powell's Country Christmas event.

The City of Cody received approximately \$127,026.00 that was set aside for special projects as needed. Funds were awarded to Forward Cody Wyoming, Inc., Cody Council on Aging, Cody Cupboard building repair, Fireworks sponsorship, Graduation Party sponsorship, and Cody/Yellowstone Air Improvement Resources. Approximately \$319.00 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 in Park County. In 2017, over \$136,354.00 was added to Park County's general fund and used at the discretion of the county commissioners.

2017 GRANTS/PROGRAMS FUNDED BY 2016 LODGING TAX COLLECTIONS

	GRANTS	COLLECTIONS
CODY COLLECTED		\$1,276,588.04
Cody Country Chamber of Commerce	\$134,000.00	
Visitor Center	\$129,000.00	
Visitor Center Advert.	\$5,000.00	
Buffalo Bill Center of the West	\$35,500.00	
Buffalo Bill Dam & Visitor Center	\$3,375.00	
Cody Stampede Board	\$26,500.00	
Museum of the Old West	\$5,600.00	
Wild West Paddle Club	\$3,000.00	
Yellowstone Quake, Inc.	\$3,000.00	
TOTAL CODY GRANTS	\$210,975.00	
POWELL COLLECTED		\$60,676.22
Powell Valley Chamber of Commerce	\$70,000.00	
Visitor Center	\$45,000.00	
Event/Marketing Grant	\$25,000.00	
Heart Mountain Interpretive Center	\$19,000.00	
TOTAL POWELL GRANTS	\$89,000.00	
MEETEETSE COLLECTED		\$2,819.78
Meeteetse Visitor Center	\$30,000.00	
Visitor Center Staffing	\$15,000.00	
Event/Marketing Grant	\$14,000.00	
Website Upgrades	\$1,000.00	
TOTAL MEETEETSE GRANTS	\$30,000.00	
PARK COUNTY COLLECTED		\$299,728.94
East Yellowstone Valley Chamber of Commerce	\$50,000.00	
Yellowstone Recreations Foundation	\$30,000.00	
Yellowstone Regional Airport	\$15,000.00	
Wyoming Disabled Hunters	\$2,000.00	
TOTAL COUNTY GRANTS	\$97,000.00	
YELLOWSTONE NATIONAL PARK COLLECTED . . .		\$905,000.00
(YNP lodging located in Park County only)		
Yellowstone is not eligible for PCTC Grants	\$0.00	
TOTAL GRANTS	\$426,975.00	
UNIFIED MARKETING	\$1,734,120.00	
ADMINISTRATION	\$182,808.00	
TOTAL GRANTS & PROGRAMS	\$2,343,903.00	

Travelers Spent \$399.5 Million in Park County in 2017



Source:
2017 Dean Runyan
Assoc. Report

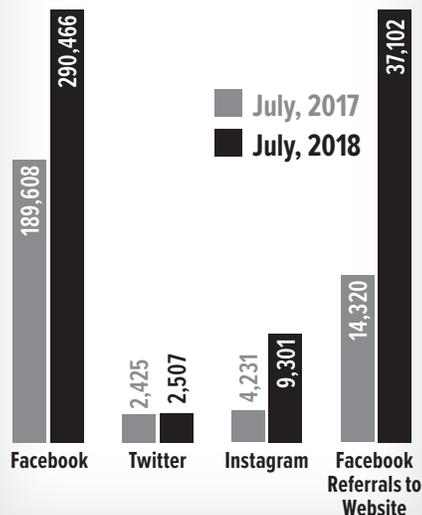
The Park County Travel Council and Social Media

Social networking is a critical tool when it comes to raising awareness about the experiences of a vacation to Cody Yellowstone Country. 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 *Cody Yellowstone* on Facebook, *CodyYellowstone* on Twitter and *codyyellowstone* on Instagram. Our YouTube channel is *yellowstonecountry*.

Since 2010 our weekly travel blog, "Corrie N. Cody" at www.codyyellowstone.org has encouraged readers to explore Cody Yellowstone Country.



Our Social Media Audience Has Grown!



Park County Travel Council
 FY2018 Annual Report
 P.O. Box 2454 – Cody, WY 82414
www.CodyYellowstone.org

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 CODY, WY 82414
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POSTAL PATRON

Year-Round Marketing

The Park County Travel Council has been implementing a marketing plan for five years that includes some sort of Cody/Yellowstone promotion throughout the calendar year. The council's primary goal is to extend the traditional summer season into the fall and bolster winter visitation.

JANUARY – JUNE STATISTICS COMPARISON

	2016	2017	2018
Inquiries*	58,531	55,853	61,418
PCTC Website Hits*	134,697	208,364	300,237
Buffalo Bill Center of the West	53,108	58,114	57,488
YNP East Entrance	160,138	158,606	150,932
Cody Nite Rodeo (June Only)	30,550	25,804	26,217
BB Dam & Visitor Center (May & June)	26,880	31,409	28,857
Heart Mtn. WWII Interpretive Center	5,732	5,750	6,069

**Numbers vary depending on launch date of paid campaigns*

A vacation guide is produced and mailed to people who request a printed Cody Yellowstone Country guide. However, trends indicate more people would rather get vacation information online. Marketing efforts direct inquiries to the website where users can download a vacation guide or plan their trip online. Providing www.CodyYellowstone.org as an information source better engages the user, is cost effective and offers more current information.

The Travel Council recognizes that events can be an easy way to increase visitation. Events are helped through Sponsorship Requests for advertising outside Park County. The length of the event, time of year and potential to generate overnight stays are all considered by the Travel Council when awarding sponsorships. These sponsorships do not require the organization be non-profit.

School affiliated activities are also eligible to receive sponsorships from the PCTC. School events must be regional or statewide tournaments or activities and can receive up to \$200/day.

2017/18 PARK COUNTY TRAVEL COUNCIL

John Wetzel, Chairman
 City of Powell Appointee

John Parsons, Vice Chairman
 Park County Appointee

Sandy Newsome, Treasurer
 City of Cody Appointee

Mike Darby, Secretary
 Park County Appointee

Sherry Long | Town of Meeteetse Appointee

Sarah Bierschwale | Park County Appointee

Stan Wolz | City of Cody Appointee

Dave Bonner | City of Powell Appointee

Debbie Millard | Park County Appointee

Ted Blair | State Tourism Board Representative Appt.