

**FOR IMMEDIATE RELEASE:**

**Jackson Hole Travel and Tourism Joint Powers Board releases annual report.**

Jackson, Wyoming- September 26, 2018 –The Jackson Hole Travel and Tourism Joint Powers Board published their third Annual Report.

The annual report provides information on the 2% visitor lodging tax and how the collected funds are being allocated by the Town, County and Travel and Tourism Joint powers board. Kate Sollitt, Executive Director, JHTTB indicated that “the goal of the report is to educate and inform the community. There are some misperceptions about the tax and its use. It is important for the community to know how the tax works, how the funds are being allocated and its impact.”

Other information included in the report are the budgets of the lodging tax funds with the breakout of the Town, County and TTB expenditures. The town and county manage 40% of the funds collected, while the TTB manages the remaining 60%. The Town and County primarily fund visitor impact services but also use the tax to fund community amenities for Parks and Recreation, Community Pathways, Fire/EMS and the START Bus.

In addition to funding the marketing and promotion of Jackson during the shoulder season, the TTB funds: visitor services through the Chamber of Commerce, Community partnerships including the Wildly Creative campaign to elevate the arts and culture in our community and events. Events range from those that support community character and youth sports to legacy events like the Hill Climb, Pole, Pedal, Paddle and the Cutter races.

To read the entire report, [click here](#).

The Jackson Hole Travel & Tourism Joint Powers Board is a volunteer board appointed by the Jackson Town Council and Teton County Board of Commissioners to oversee the use of the tourism promotion funds appropriated by the lodging tax.

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