

Albany County Tourism Board

August 2024



VISIT
LARAMIE
Adventure Awaits

LARAMIE AREA VISITOR CENTER
800 S. 3rd St., Laramie, Wyoming



Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, August 19, 2024 - 4:00 p.m. - 6:00 p.m.

1. 4:00 Call Regular Meeting of the Albany County Tourism Board to order
 - a. Confirmation of Quorum
 - b. Introduction of Guests
2. Additions and/or Corrections to agenda
 - a.
3. Consent Agenda
 - a. [June Minutes](#)
 - b. [Financial Reports](#)

Motion by _____, seconded by _____ that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated.

4. Old Business
 - a. Taste of Laradise Recap – [Documents Here](#)
 - b. WACTE Conference Recap – [Documents Here](#)
 - c. Laramie Regulators Recap – [Documents Here](#)
 - d. Pilot Hill 25K Recap – [Documents Here](#)
 - e. Pollinator Festival Recap – [Documents Here](#)
5. Grant and Sponsorship Requests
 - a. Cowboy Picklebrawl – [Documents Here](#)
6. Financial Updates
 - a. Lodging Tax Collections FY '25
7. New Business
 - a. Clarifying Nonprofit Status for Grant Applicants
 - b. Gift Shop Funds and Status
 - c. Destination Development Projects for the next Biennium
 - d. [ACTB Annual Report](#)
 - e. Executive Director Selection Update
 - f. Selecting a New Board Chair
8. Review of Staff Activities
 - a. Interim Director's Report – [View Here](#)
 - i. [July Insights](#)

9. Public Comments

10. Motion to adjourn the meeting

11. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, September 16th, 2024.***



JULY 2024 MARKETING DASHBOARD

July Lodging Tax Information

2024-2025 FISCAL YEAR LODGING TAX COLLECTIONS											
Lodging Tax %	4%	4%									
4%	FY 2024	FY 2025	FY '24 vs. '25	Month Tax Generated	Date Reported by Dept. of Rev. Website	Month ACTB Receives Funds	Monthly Projections	Month Over/Under vs. Projections	FY YR Actual vs. Monthly Budgeted Projection	Month '24 vs. '25 % Change	Annual FY '24 vs. '25 % Change
	73,005.00	88,662.00	\$15,657.00	MAY	JUNE	JULY	73,005.00	\$15,657.00	21.45%	21.45%	
	99,925.00	121,456.00	\$21,531.00	JUNE	JULY	AUGUST	99,925.00	\$21,531.00	21.55%	21.55%	
	159,562.00	156,441.00	(\$3,121.00)	JULY	AUGUST	SEPTEMBER	159,562.00	(\$3,121.00)	-1.96%	-1.96%	
	186,415.00			AUGUST	SEPTEMBER	OCTOBER	186,415.00				
	150,552.00			SEPTEMBER	OCTOBER	NOVEMBER	150,552.00				
	220,096.00			OCTOBER	NOVEMBER	DECEMBER	220,096.00				
	93,712.00			NOVEMBER	DECEMBER	JANUARY	93,712.00				
	79,574.00			DECEMBER	JANUARY	FEBRUARY	79,574.00				
	95,205.00			JANUARY	FEBRUARY	MARCH	95,205.00				
	66,347.00			FEBRUARY	MARCH	APRIL	66,347.00				
	77,726.00			MARCH	APRIL	MAY	77,726.00				
	104,235.00			APRIL	MAY	JUNE	104,235.00				
	\$1,406,354.00	\$366,559.00	\$34,067.00				\$1,406,354.00	\$34,067.00	-73.94%		-73.94%

July Sales Tax Collections

2024-2025 FISCAL YEAR SALES TAX COLLECTIONS											
Sales Tax %	6%	6%									
6%	FY 2024	FY 2025	FY '24 vs. '25	Month Tax Generated	Monthly Projections	Month Over/Under vs. Projections	FY YR Actual vs. Monthly Budgeted Projection	Month '24 vs. '25 % Change	Annual FY '24 vs. '25 % Change		
	5,658,010.00	2,050,253.00	(\$3,607,757.00)	MAY	5,658,010.00	(\$3,607,757.00)	-63.76%	-63.76%			
	2,100,140.00	2,408,765.00	\$308,625.00	JUNE	2,100,140.00	\$308,625.00	14.70%	14.70%			
	3,358,472.00	4,948,703.00	\$1,590,231.00	JULY	3,358,472.00	\$1,590,231.00	47.35%	47.35%			
	2,584,554.00			AUGUST	2,584,554.00						
	2,453,466.00			SEPTEMBER	2,453,466.00						
	5,783,312.00			OCTOBER	5,783,312.00						
	6,108,651.00			NOVEMBER	6,108,651.00						
	7,291,680.00			DECEMBER	7,291,680.00						
	2,754,610.00			JANUARY	2,754,610.00						
	2,188,537.00			FEBRUARY	2,188,537.00						
	1,986,135.00			MARCH	1,986,135.00						
	2,262,748.00			APRIL	2,262,748.00						
	\$44,530,315.00	\$9,407,721.00	(\$1,708,901.00)		\$44,530,315.00	(\$1,708,901.00)	-63.76%		-63.76%		



Website Users – July 1 – July 31 with YOY comparisons:
2024: 48,214 vs. 2023: 54,164

Top 10 Web Pages – July 1 – July 31 with YOY comparisons:

July 2024

1. Visitor Guide Request
2. Homepage
3. Events
4. Freedom Has a Birthday
5. Things to Do
6. Snowy Range Scenic Byway
7. Restaurants
8. Laramie Jubilee Days
9. Guy Fieri Blog
10. Jubilee Days Parade

July 2023

1. Homepage
2. Ultimate Jubilee Days Blog
3. Events
4. Fire in the Sky Event
5. Visitor Guide Request
6. Things to Do
7. Snowy Range Scenic Byway
8. Jubilee Days Rodeo Events
9. History
10. Restaurants

Email Marketing – July 1 – July 31 with YOY comparisons

Emails Sent – [View Emails Here](#)
2024: 114,824 vs. 2023: 161,199

Open Rates
2024: 37.75% vs. 2023: 50.87%

Click Through Rates
2024: 1.75% vs. 2023: 1.87%

Social Media:

Facebook	July 2024	June 2024
Follower Count	23,231	23,203
Total Reach	56,008	141,472
Engagement Rate	4.9%	4.2%

Instagram	July 2024	June 2024
Follower Count	9,717	9,593
Total Reach	60,321	57,110
Engagement Rate	3.4%	5.1%
Stories Reach	27,322	8,922

Total Reach: the number of unique accounts that have seen our posts

Engagement Rate: percentage of people that saw our posts who then liked, commented, shared or clicked on the post

Impressions: the total number of times our posts have been seen

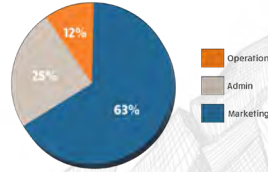
2023-24 Annual Report

Budget Overview

Albany County Lodging Tax Revenue:

\$1,406,354

9.3% ↑ YOY



The Albany County Tourism Board is funded by the 4% county-wide lodging tax. The tax is paid by visitors who stay in paid accommodations excluding campgrounds. Activity outfitters also pay the lodging tax.

Lodging Overview

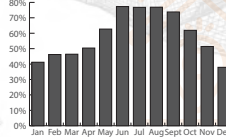
Digital Marketing

- Total Reach: Over 2.1 Million in 2023
- Email Reach: Nearly 1 Million Readers

Website Traffic

Total Pageviews: 1,362,866, Avg. 113,000/Month
Bookdirect Hotel Referrals: 15,773, 15% ↑ YOY

2023 Hotel Occupancy Rates



Economic Overview

Information Distribution

- Total Visitor Guides & Brochures: Over 60K
- Visitor Center Inquiries: 14% ↑ YOY
- Visitor Center Foot Traffic: 27% ↑ YOY

Top Out-of-State Visitors

- Colorado
- Nebraska
- Utah

In July 2021, the Laramie Area Visitor Center moved to a new location at 800 S. 3rd Street. Foot traffic increased again by 27% YOY in year three.



Visitor Guide - Shopping & Dining Insert

American

17th Street Cafe
310 S. 17th St. - (307) 460-2095

2nd St. Deli
123 E. Johnson Ave. - (307) 742-7046

3rd St. Bar & Grill
222 Grand Ave.

Accompline Myers-Pub
301 Grand Ave. - (307) 460-3130

Alibi Wood Fire Pizzeria & Bakery
200 S. 2nd St. - (307) 741-4031

Altitude Chophouse & Brewery
200 S. 2nd St. - (307) 745-9738

Applebee's Bar & Grill
200 Grand Ave. - (307) 745-3880

Born in a Barn
100 E. Johnson Ave. - (307) 460-3604

Cavalryman Steakhouse
1425 S. 3rd St. - (307) 745-5551

Chi's Grill & Bar
2523 Grand Ave. - (307) 745-3540

The Crowbar & Grill
202 S. 2nd St. - (307) 460-2523

Dickey's Barbecue Pit
2410 Grand Ave. - (307) 460-9777

The Garden Grills & B...
2229 Grand Ave.

Iron Gr...
1854...

J's M...
410 S...

JSI Gr...
200 S...

The Li...
203 E...

Lovely...
101 Gr...

McClister Pub & Grill
213 Grand Ave. - (307) 742-2864

O'Dwyer's Public House
213 Grand Ave. - (307) 742-3900

Perkins Restaurant & Bakery
204 S. 30th St. - (307) 721-3800

Sweet Melissa Cafe
213 S. 1st St. - (307) 742-9607

Wyoming Rib & Chop House
2415 Grand Ave. - (307) 460-9090

Asian

Akal Travel Center - Indian
168 Hunt Rd. - (307) 745-8130

Anang's Thai Cuisine
101 E. Johnson Ave. - (307) 745-6262

Bejo Dui Sushi & Ramen
213 Grand Ave. - (307) 460-3539

Buffalo Indian Restaurant
1802 S. 3rd St. - (307) 460-2788

Mizu Sushi
307 S. 3rd St. - (307) 745-3888

The New Mandarin Restaurant
1254 N. 3rd St. - (307) 742-8822

Niko Sushi & Steak
1702 Grand Ave. - (307) 742-6842

Peking Chinese Restaurant
1665 N. 3rd St. - (307) 742-8138

Sushi Boat & Korean BBQ
501 Bowtell Dr. - (307) 742-0355

The Spice
204 S. 3rd St. - (307) 460-3440

Pizza

Dominio's Pizza
1710 Grand Ave. - (307) 742-0030

Hambone's Pizza
2405 Grand Ave. - (307) 460-9970

Little Caesar's Pizza
570 N. 3rd St. - (307) 721-3131

Chipotle Mexican Grill
2615 Grand Ave. - (307) 223-9430

Dairy Queen Grill & Chill
1253 N. 3rd St. - (307) 460-2633

Freddy's Frozen Custard & Steakburgers
3225 Grand Ave. - (307) 460-9252

Jersey Mike's Subs
3225 Grand Ave. - (307) 460-2680

Jimmy John's
2405 Grand Ave. - (307) 745-1555

McDonald's (East)
3000 Grand Ave. - (307) 745-3600

McDonald's (West)
1666 Snovwy Range Rd. - (307) 745-0006

Qdoba Mexican Grill
252 N. 3rd St. - (307) 742-9962

Sonic
2510 Grand Ave. - (307) 742-9395

Subway (1st Location)
1700 Grand Ave. - (307) 742-4135

Subway (2nd Location)
188 N. 3rd St. - (307) 745-9387

Subway (3rd Location)
515 S. Adams St. - (307) 742-2641

Taco Bell
2121 Grand Ave. - (307) 745-5008

Taco John's
2121 Grand Ave. - (307) 745-5008

Mexican

Almanza's Authentic Mexican Restaurant
110 E. Johnson Ave. - (307) 460-3012

Andale Pizzeria
2900 Grand Ave. - (307) 745-5944

Bernie's Mexican Restaurant
267 Snovwy Range Rd. - (307) 742-5425

Corona Village
513 Bowtell Dr. - (307) 721-0167

Fernando's Mexican Grill
1501 S. 3rd St. - (307) 460-2150

Maria's Mexican Grill & Cantina
223 S. Adams St. - (307) 460-2824

Cafes & Snacks

Bear Bottom Bar & Grill
2768 Hwy. 130 - (307) 742-2410

Coffee Corral
2746 Hwy. 130 - (307) 742-9773

The Friendly Store & Motel
2758 Hwy. 130 - (307) 742-6033

The Old Corral Hotel & Steakhouse
2753 Hwy. 130 - (307) 745-5810

The Trading Post Restaurant & Bar
2753 Hwy. 130 - (307) 755-1670

Vee Bar Guest Ranch
38 Vee Bar Ranch Rd. - (307) 745-7036

Woods Landing Resort
P Hwy. 10 - (307) 745-9838

WyColo Lodge
4030 Hwy. 230 - (307) 745-3098

UW Campus Eateries

UW Student Union - (307) 766-3160

Chick-R-A: Student Union
C/P: Student Union

Book & Bean: Coe Library

Einstein Bros Bagels: End-STEM Lab

Elements: Classroom Building

Greene Cafe: Buchanan Center

Panda Express: Student Union

Rendezvous: Ross Hall

Rolling Hill Cafe: Student Union

Food Trucks

Chacho's Tacos
(307) 399-9264

Island BBQ
(307) 629-6011

Mr. Taco Loko
(307) 761-3465

Rajay's Meats
(307) 745-9954

On the Hook Fish & Chips
(307) 316-4665

Rocky Mountain Pie
(307) 291-6528

The Soda Pit
(307) 314-4543

The Sunshine Truck
(307) 752-3133

Traces of Gory
(307) 460-8440

Woodsies Winery AKA
(307) 314-5588

Double Dub's
(307) 399-4035

UPDATED!

LARAMIE AREA VISITOR CENTER - VISITLARAMIE.ORG - 307-745-4195

2024 Elevation Outdoors - August Web Ad

Stay & Play

Take the Scenic Route through Wyoming!

Plan Your Trip

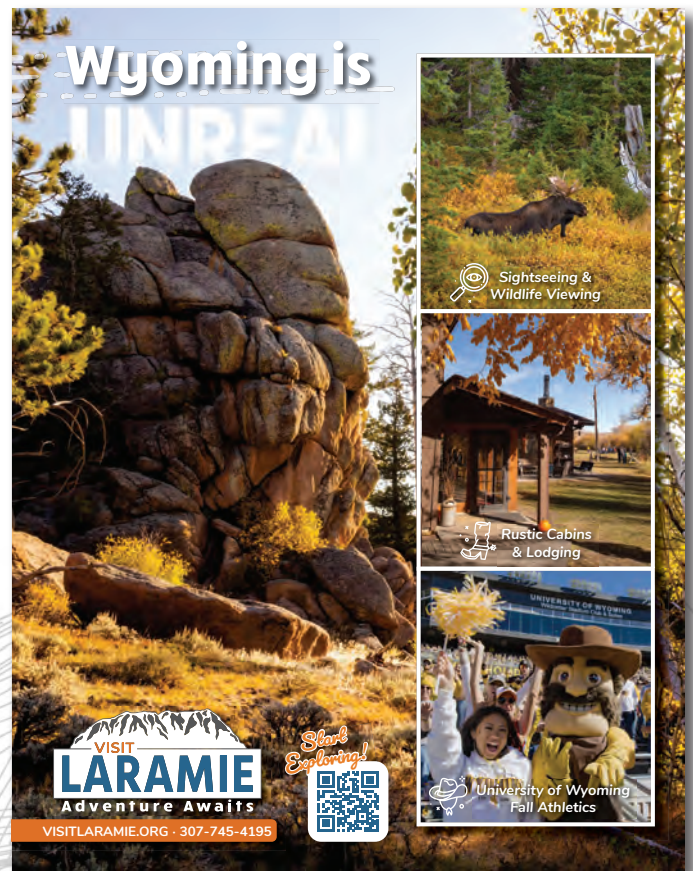


Wyoming is UNREAL

VISIT LARAMIE
Adventure Awaits

VISITLARAMIE.ORG · 307-745-4195

Show your Cowboy Character and learn how to follow the Cowboy Code of the West when saddling up your steed in Wyoming this winter.



Wyoming is UNREAL

VISIT LARAMIE
Adventure Awaits

VISITLARAMIE.ORG · 307-745-4195

Sightseeing & Wildlife Viewing

Rustic Cabins & Lodging

Start Exploring!

University of Wyoming Fall Athletics

2025 WOT Travel Guide Spreads



Wild West History Wild Wyoming Views

Explore Wyoming's spirited offbeat college town, with an abundance of outdoor recreation, deep western roots, and a vibrant cultural scene at 7,220 feet. Discover the proud home of the University of Wyoming, tucked between two mountain ranges with so many things to do that the hardest part is going to be finding the time. Whether you spend the day shopping in the historic downtown district, visiting one of many renowned museums, or grabbing a taste of local culture and recreation, Laramie promises a plethora of activities and sights for a getaway full of memories.

VISIT LARAMIE
Adventure Awaits

VISITLARAMIE.ORG · 307-745-4195

Diners, Dives, and More

When you combine eclectic college town tastes with western Wyoming fare, you will find a little bit of everything right here in Laramie. With six Guy-Fieri-approved eateries, the downtown dining scene is not to be missed. Grab breakfast at a classic brunch stop or local bakery, lunch on craft burgers and wings, and treat yourself to a steak dinner so amazing you'll be back again. So, put away the suit and tie and don your clean Wranglers, because we are Wyoming formal here.

15 Historic Museums & Monuments

As a historic railroad town, the Laramie area boasts 15 historic museums and monuments. Discover everything from arts and culture to history and more! All museums of Wyoming campus are western history and tour tours at the Wyoming Tr. Historic Site or Laramie Historic Innon Mansion

Choose Your Adventure

The Medicine Bow National Monument surrounds Laramie with outdoor sports & recreation. Climb the rock formation Happy Jack, or hike along of southeast Wyoming's Range. If hiking is not your thing, ATV rentals, horseback riding more bring the outdoors front door. **Start exploring!**

There's MORE THAN One Way to See Brown & Gold this Fall

As the University of Wyoming kicks off its fall football season, the Laramie area comes alive with fun fall activities. Discover countless ways to play - on and off the field. Cruise scenic routes, top up with delicious local ales and ciders, explore miles of backcountry alpine with color, and of course, catch the Cowboys in action. Autumn adventures await you.

VISIT LARAMIE
Adventure Awaits

VISITLARAMIE.ORG · 307-745-4195

Ride the Golden Rail Trail

The Medicine Bow Rail Trail meanders through the heart of the Medicine Bow National Forest, 35 miles west of Laramie. It stretches 22 miles with a total of six trailheads. The historical rail corridor, called the Hahn's Peak and Pacific Railroad, was much longer in its heyday with major stops at Laramie, Wyoming and Coalmont, Colorado. At 9,050 feet above sea level, this was the highest standard gauge railroad in the country when it was constructed in the early 1900s.

Fall in Love in the Mountains

The Snowy Range Scenic Byway is one of the prettiest fall drives in the Laramie area. It is also a great place to start, as the road is well-marked and paved. This area is a splendor of towering pines, quaking aspen, and pristine waters set against the quartite peaks of the Snowy Range mountains. Here the opportunities for taking in sweeping vistas, spotting wildlife, and enjoying nature are seemingly endless.

Wyoming Plains Cottonwoods

The Laramie River Greenbelt Trail runs along the Big Laramie River for 5.75 miles, offering paved, accessible paths and recreation alongside the thriving river system. The Greenbelt system runs right through the middle of Laramie, offering an oasis of the outdoors even late into the season. Optimist Park sits along the trail and is full of old cottonwoods creating a beautiful scene in the fall.

Cheer the Brown & Gold

As Wyoming's one and only college town, Laramie bustles in autumn. Home of the Wyoming Cowboys and Cowgirls, football games in Laramie signal the start of the brown and gold season. Get in the spirit and join us for pregame tailgating and a tour of the historic University of Wyoming campus in fall. **Start exploring all the Laramie has to offer today!**