



Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070

Monday, March 23, 2025 - 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

Sara Ghezzi, Colton Irene, Sarah Brown Mathews, Glenn Gardner, Joe Sanchez, Kera Deakins, Thad Hoff b. Introduction of Guests

Kailey Holyfield

Alex Hancock

Jessica Brauer

2. Additions and/or Corrections to agenda

a. Public Comments

b. n/a

3. Consent Agenda

a. [February Minutes](#)

b. [Financial Reports](#)

Motion moved and seconded that the Consent Agenda be approved and that each specific action on the Consent Agenda be approved as indicated. Passes

4. Old Business

a. n/a

5. Grants and Sponsorships

a. Pilot Hill 25k – [Application Here](#)

This event is the oldest continuously running footrace in Wyoming and serves as a key fundraiser supporting the High Plains Harriers. In 2025, the race saw strong participation with 150 registrations and 126 finishers, demonstrating consistent community interest and engagement.

Looking ahead to 2026, the goal is to increase participation to 200 registrants by expanding outreach and enhancing the race experience. Notably, 54% of Colorado participants in 2025 traveled from outside of Fort Collins, indicating the event's regional draw and tourism potential. Additionally, the introduction of a 10K race option this year broadened accessibility and attracted new participants.

Adjusting the race to an earlier start time is expected to further increase overnight stays in Laramie, enhancing its economic impact. In 2025, the event generated 9 overnight stays, with strong potential for

growth in the coming year.

b. Fringe Festival – [Application Here](#)

Originally established in Casper, the Fringe Festival is entering its third year as a vibrant celebration of the performing arts. The festival provides a platform for diverse and innovative performances, contributing to Wyoming’s growing arts and culture scene.

In 2026, the festival will be hosted in Laramie for a two-year period to better leverage available resources and venues. With the The Lyric undergoing renovations, the move presents an opportunity to elevate the festival’s visibility and strengthen its statewide impact.

The upcoming festival, scheduled for August 21–23, has already received 18 submissions—surpassing the number received in each of the previous two years. This increase reflects growing interest and momentum, positioning the festival for continued expansion and success.

c. Sponsorships Awarded, Flavor Fest and Taste of Laradise – [Tracker Here](#)

d. 2025 Jubilee Days Zartico Report from Office of Tourism – [File Here](#) and Visualization [Here](#)

Retail goes down during but lodging/restaurants up during Jubilee Days

e. Grant Discussion

Once applied for the year cannot reapply and cannot apply for everyday business

6. Financial Updates

a. Lodging Tax Collections – [FY 2026](#)

[Slightly above but occupancy down year over year](#)

7. New Business

a. Board Occupancy no new info

b. Open Treasurer Seat Colton Nominated and voted in

c. Current Destination Development Fund Expenditures – [File Here](#)

d. Destination Development Projects 2026-2028 Brainstorming

e. Upcoming Agenda Items: FY 2026-2027 Budget and 2026 Tourism Tax Vote Timelines

f. [Director’s Report](#)

i. [Statistics](#)

8. Moved and seconded to adjourn the meeting. Meeting adjourned at 5:52pm

9. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, April 20th**,*

2025.