

Albany County Tourism Board

June 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, June 17th, 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. [May 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. FBLA – [Documents Here](#)
5. Grant and Sponsorship Requests
 - a. Laramie Range Epic – [Documents Here](#)
6. Financial Updates
 - a. Public Officer Training
 - b. Lodging Tax Collections FY '25
 - c. FY25 Proposed Budget
7. New Business
 - a. Board Seats
 - b. Destination Development Projects
 - i. Centennial Visitor Center
 - ii. Wayfinding Match Program
8. Review of Staff Activities
 - a. Director's Report – [View Here](#)
 - i. Data Reports – [June Insights](#)

9. Public Comments

10. Motion...to adjourn the meeting

Motion by _____, seconded by _____ to adjourn the meeting.

11. *The next ACTB Board meeting will be at 4:00 p.m. on **Monday, July 15th, 2024.***

Legal Notice of Public Hearing-Budget

NOTICE IS HEREBY GIVEN, that a PUBLIC HEARING in accordance with the provisions of the State of Wyoming Statutes, on the proposed 2024-25 Budget for the Albany County Tourism Joint Powers Board (ACTB) shall be held in the conference room of the Laramie Area Visitor Center, 800 S 3rd Street, Laramie, Wyoming, on Monday, June 17th, 2024 at 4:00 p.m., prevailing time. The budget will be available for review for at least seven days prior to the hearing at the offices of the ACTB. Anyone wishing information regarding the proposed budget should contact the office of the ACTB at the address shown or call 307-745-4195 during normal business hours of 8 a.m. to 5 p.m. MST Monday through Friday. All interested persons are invited to attend said public hearing or submit written comments 24 hours prior to the hearing date and time.

Albany County Tourism Joint Powers Board/Laramie Area Visitor Center

Proposed 2024-25 Fiscal Summary Budget

Revenues:	
Lodging Tax	\$1,400,000.00
Destination Development – Special Revenue	\$300,000
Other Revenues	\$216,750.00
Total Revenues	\$1,916,750.00
Expenses:	
Marketing	\$929,600.00
Destination Development	\$300,000.00
Operating Expenses	\$132,600.00
Payroll & Benefits	\$492,520.00
Contract Services/Professional Fees	\$23,180.00
Payroll Taxes	\$35,000.00
Insurance & Bonding	\$3,850.00
Total Expenses	\$1,916,750.00
Net Income (loss)	\$0.00
Published June 8, 2024	



VISIT LARAMIE MARKETING DASHBOARD

MAY 2024

May 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			JUNE	JULY	AUGUST	99,925.00				
	159,562.00			JULY	AUGUST	SEPTEMBER	159,562.00				
	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	\$88,662.00	\$15,657.00				\$1,406,354.00	\$15,657.00	21.45%		21.45%

May 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			JUNE	2,100,140.00				
	3,358,472.00			JULY	3,358,472.00				
	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	\$2,050,253.00	(\$3,607,757.00)		\$44,530,315.00	(\$3,607,757.00)	-63.76%		-63.76%



Website Users – May 1 – May 31 with YOY comparisons:

2024: 49,031 vs. 2023: 40,597

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

May 2024	May 2023
1. Homepage	1. Homepage
2. Events Calendar	2. Events Calendar
3. Restaurants	3. Restaurants
4. Visitors Guide Request	4. Visitors Guide Request
5. Things to Do	5. Snowy Range Scenic Byway
6. Lodging	6. Things to Do
7. Downtown Laramie Webcam	7. Lodging
8. Webcams	8. Webcams
9. Snowy Range Scenic Byway	9. Winter Thrill Seeker Itinerary
10. Fishing	10. Downtown Laramie Webcam

Email Marketing – May 1 – May 31 with YOY comparisons

Emails Sent – [View Emails Here](#)

2024: 170,657 vs. 2023: 99,785

Open Rates

2024: 38.9% vs. 2023: 51.5%

Click Through Rates

2024: 2.3% vs. 2023: 3.3%

Social Media:

	May 2024	April 2024
Facebook		
Follower Count	21,415	21,368
Total Reach	372,108	88,381
Engagement Rate	4.6%	3.5%
Instagram		
Follower Count	9,527	9,407
Total Reach	45,703	46,111
Engagement Rate	9.2%	5.8%
Stories Reach	21,397	15,789

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

SHOP · DINE · PLAY · STAY

Welcome to Laramie! 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. 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.

Scan Here!




Explore Jubilee Days






Downtown Carnivals

Albany County Fairground Events

Live Music & Street Dances

RASMUSS JEWELRY

CC

REB CHOP

REB CHOP

REB CHOP


VISIT LARAMIE Adventure Awaits

SCAN HERE FOR MORE!


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WOT Travel Journal - 2025 Ads

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 homes 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.



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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, nature, science, and more! All museums on the University of Wyoming campus are free. Dive into rich western history and travel back in time with tours at the Wyoming Territorial Prison State Historic Site and see the Plains Railroad in the Historic Inn.

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

Choose Your Way

The Medicine Bow National Forest surrounds Laramie's outdoor spots. Climb the rugged, rocky peaks of the Holy Jack of southeast Range. If you're an ATV enthusiast, more bring your front door.




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 historic 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 9,950 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 aspens, and pristine waters set against the quartile 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 that Laramie has to offer today!




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Laramie Boomerang - 2024 City Map Ad

Laramie Area Resources

Discover all that Laramie & Albany County has to offer! Whether you're here visiting or considering making a move to the area, stop in at the **Laramie Area Visitor Center** for all your information needs.

Dining



Lodging



Shopping



County Museums

- Laramie Plains Museum at the Historic Ivinson Mansion
 - 603 Ivinson Ave., Laramie - (307) 742-4448
- Laramie Railroad Depot Museum
 - 600 S. 1st St., Laramie - (307) 399-7345
- Nick Self Museum
 - 2734 Hwy. 130, Centennial - (307) 742-7763
- UW Anthropology Museum
 - 12 St. & Lewis St., Laramie - (307) 766-5136
- UW Art Museum
 - 2111 E. Willett Dr., Laramie - (307) 766-6622
- UW Geological Museum
 - S.H. Knight Geology Bldg., Laramie - (307) 766-2646
- UW Insect Gallery
 - Agriculture Bldg., Laramie - (307) 766-5338
- UW Planetarium
 - Physical Sciences Bldg., Laramie - (307) 766-6506
- Wyoming Women's History House
 - 317 S. 2nd St., Laramie - (307) 760-7771
- Wyoming Territorial Prison State Historic Site
 - 975 Snowy Range Rd., Laramie - (307) 745-6161

 **LEARN ABOUT ALL MUSEUMS & HISTORIC SITES**

Local Events

No matter what time of year you're visiting Laramie, there are plenty of events to fill your trip. Catch a game at the University of Wyoming, listen to live music at a local restaurant, or stroll through Laramie's downtown Farmers Market.

Don't forget about Albany County's annual events: Laramie Jubilee Days, Freedom Has a Birthday, Tom Horn Days Cowboy Rendezvous, The Higher Ground Fair, Albany County Fair, Laramie Brewfest, and so much more!

 **EXPLORE UPCOMING EVENTS HERE**



VISIT

LARAMIE

Adventure Awaits

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ACTB - 2023-24 Annual Report

2022-23 Annual Report

Coming Soon!

Budget

Albany County Revenue:

\$1,286,556

3.5% ↑ YOY



- Operations
- Admin
- Marketing

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 2022
-  Email Reach: Nearly 1 Million Readers

Website Traffic

Total Pageviews: 964,305, Ave. 80,000/Month

Bookdirect Hotel Referrals: 13,701, 7% ↓ YOY

2022 Hotel Occupancy Rates



Economic Overview

Information Distribution

- Total Visitor Guides & Brochures: Over 60K
- Visitor Center Inquiries: 14% ↑ YOY
- Visitor Center Foot Traffic: 29% ↑ YOY

Top Out-of-State Visitors

1. Colorado
2. Texas
3. California

In July 2021, Visit Laramie moved the Visitor Center to a new location at 800 S. 3rd Street. In our second full year in the new space, we were able to finish an interior remodel and add a mural on the outside. Foot traffic increased again in year two: 29% YOY.

