Albany County Tourism Board







Albany County Tourism Board

800 S 3rd Street, Laramie WY 82070 Monday, June 17th, 2024 - 4:00 p.m. - 6:00 p.m.

4:00 Call Regular Me a. Confirmation of C b. Introduction of Gu		Tourism Board to order
2. Additions and/or Cor a.	rections to agenda	
Consent Agenda a. May Minutes b. Financial Reports		
	, seconded by n on the Consent Agenda b	that the Consent Agenda be approved and be approved as indicated.
4. Old Business a. FBLA – <u>Documer</u>	nts Here	
5. Grant and Sponsorsi a. Laramie Range E	nip Requests pic – <u>Documents Here</u>	
 Financial Updates Public Officer Tra Lodging Tax Colle FY25 Proposed B 	ections FY '25	
7. New Business a. Board Seats b. Destination Deve i. Centennial Vis ii. Wayfinding Ma	itor Center	
Review of Staff Activ a. Director's Report i. Data Reports	- <u>View Here</u>	
9. Public Comments		
10. Motionto adjourn	the meeting	
Motion by	, seconded by	to adjourn the meeting.
11 The next ACTR Ro	ard meeting will be at 4:00	n 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	\$300,000			
Revenue				
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
Events Calendar	Events Calendar
3. Restaurants	Restaurants
4. Visitors Guide Request	Visitors Guide Request
Things to Do	Snowy Range Scenic Byway
6. Lodging	Things to Do
Downtown Laramie Webcam	7. Lodging
8. Webcams	8. Webcams
Snowy Range Scenic Byway	Winter Thrill Seeker Itinerary
10. Fishing	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:

Facebook	May 2024	April 2024	
Follower Count	21,415	21,368	
Total Reach	372,108	88,381	
Engagement Rate	4.6%	3.5%	
			Total Reach: the number of unique accounts that have seen our posts
Instagram			Engagement Rate: percentage of people that saw our posts who then liked,
Follower Count	9,527	9,407	commented, shared or clicked on the post
Total Reach	45,703	46,111	Impressions: the total number of times our posts have been seen
Engagement Rate	9.2%	5.8%	
Stories Reach	21,397	15,789	

Mass Marketing Inc. - 2024 Map Ad

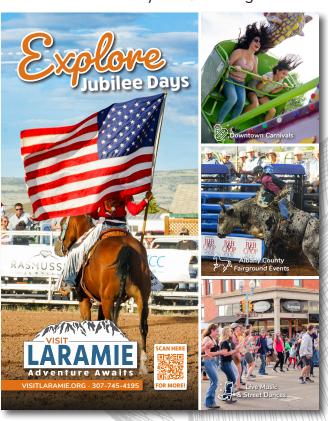
SHOP · DINE · PLAY · STAY

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.





Laramie Jubilee Days - 2024 Program Ad



WOT Travel Journal - 2025 Ads



Laramie Boomerang - 2024 City Map Ad



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.















Laramie Plains Museum at the Historic Ivinson Man + 603 Ivinson Awe, Laramie - (307) 742-4448
Laramie Railroad Depot Museum + 600 S. 1st St. Laramie - (307) 399-7345
Nici Self Museum - (307) 742-7763
UW Anthropology Museum - (307) 766-5136
UW Art Museum - (307) 766-6522
UW Geological Museum - (307) 766-6622
UW Geological Museum - (307) 766-538
UW Planetarium - (307) 766-538
UW Planetarium - (307) 766-538
UW Planetarium - (307) 766-506
Wyoming Women's History House
- 317 S. 2nd St. Laramie - (307) 766-566
Wyoming Women's History House
- 317 S. 2nd St. Laramie - (307) 766-771
Wyoming Territorial Prison State Historic Site - 975 Snowy Range Rd. Laramie - (307) 745-6161



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!

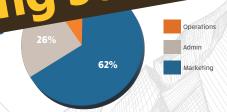




ACTB - 2023-24 Annual Report

ming Soon! **® 2022-23 Annu**

\$1,286,556



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

f Total Reach: Over 2.1 Million in 2022

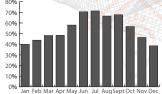
Email Reach: Nearly 1 Million Readers

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.

