



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