

A wide-angle photograph of a town street, likely in a small town in Wyoming. The street is paved and has yellow lane markings. On the left, there is a large, multi-story grain elevator with a checkered pattern and the words "URINA", "ECK-P-MIX", and "DER MIL" visible. The background shows rolling green hills and mountains under a cloudy sky. The title "DESTINATION DEVELOPMENT PROGRAM" is overlaid in large, white, serif capital letters.

DESTINATION DEVELOPMENT PROGRAM



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PROGRAM DESCRIPTION

For the past 15 years the Wyoming Office of Tourism (WOT) has been investing in efforts to help Wyoming destinations develop their communities to be tourism ready and to have the capacity to leverage the visitor economy. The latest program, WY Best, started in FY 2019 and offered Wyoming's 27 county Lodging Tax Boards a variety of strategic planning options to better position each county for future growth as a travel destination.

WOT's long-range vision is to develop a tourism economy for even the smallest of communities for long-term economic sustainability. Through the initial WY Best program, it is clear that Wyoming partners require different levels of support, which led to the Destination Development Program. The goal behind this initiative is to elevate Wyoming partners to their highest potential by providing funding, resources, and direction, resulting in economic growth for their communities and the state.

The Destination Development Program includes a tiered system of current county structures and identifying what resources are needed for them to be successful. After mapping out the different tiers, WOT will provide support, where needed, to elevate the partners. Initiatives can be implemented statewide, by county, or by partnering with other counties.

Building up from local planning efforts will encourage local participation and engagement in the process.

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Program Guidelines



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APPLICATION

PARTNER RESOURCES DESTINATION DEVELOPMENT APPLICATION

[Home](#) » [Partner Resources](#) » Destination Development Application

Destination Development Funds Application

Name *(Required)*

First

Last

Email Address *(Required)*

Phone *(Required)*

What Organization do you represent? *(Required)*

What categories do you intend to use the funds for? *(Required)*

Select one or more.

- ☐ Destination Marketing
- ☐ Local Education/Advocacy Development
- ☐ Visitor Experience Development
- ☐ Workforce Recruitment
- ☐ Other

If you selected other above, please specify:



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Apply

TRACKING

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Sample Tracking



Worldwide/Ten Sleep Visitors Council
 Worland, WY 82401
 877-308-3087
[Destination Development](#) [Frequently Asked Questions \(FAQs\)](#)
Established January 1, 2023 - June 30, 2024

This report is due no later than June 30, 2024.

Funding:
Total Requested Amount \$0.00

Expense Reporting

Destination Marketing <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list expenses here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list success metrics here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">add \$ here</div>
Total Destination Marketing Dollars:		\$0.00
Local Education/Advocacy Development: <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list expenses here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list success metrics here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">add \$ here</div>
Total Local Education/Advocacy Development		\$0.00
Visitor Experience Development: <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list expenses here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list success metrics here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">add \$ here</div>
Total Visitor Experience		\$0.00
Workforce Recruitment: <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list expenses here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list success metrics here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">add \$ here</div>
Total Workforce Recruitment		\$0.00
Other Pre-approved Expenses: <div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list expenses here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">list success metrics here</div>	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;">add \$ here</div>
Total Other Pre-Approved Expenses		\$0.00
		Total Expenses Balance \$0.00

Additional Reporting Requirements

Attended Fall Summit ☐ Representative: _____

Attended Governor's Conference ☐ Representative: _____

Enrolled in WOT Newsletters ☐

The above listed expenses were expended in accordance with the signed Grant Agreement and Guidelines for Destination Development.

Name: _____ Title: _____

PARTNER RESOURCES



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Partner Resources



Destination Development Program – Partner Resources

The Wyoming Office of Tourism is dedicated to providing support and resources to partners around the state. Below is some general information about our vendors, along with specific examples of programs they offer. Our hope is that this resource will provide inspiration and ease program execution. Should you have questions on any of these resources, please feel confident in reaching out directly to the contacts associated with the agency. In addition to these vendors and their expertise, our office can provide you with resources and guidance on other opportunities, as well as provide guidance on programs of interest.

NOTE: Our office is aware many DMOs have their own agencies of record. The following list are vendors that the Wyoming Office of Tourism works with and have been vetted through our own efforts.

Madden Media: A full-service destination marketing agency on a mission to spark imagination, nurture curiosity, and connect people to communities. Our diverse team creates collaborative, creative-driven solutions for destinations that improve economies and lead to a vision for a better world. Madden works extensively in the tourism industry because travel broadens worldviews and provides livelihoods to countless people. We are a true tourism partner who understands your challenges and the intricate landscape you navigate—in fact 10% of our staff come from DMOs across the country.

Lesley Rowbal – lrowbal@maddenmedia.com

Miles Partnership: We use the most effective, results-driven solutions to tell your story, to share your experiences, and to inspire your visitors. Starting with a foundational program working with the Wyoming Office of Tourism on featured space on official channels such as TravelWyoming.com, That's WY newsletter, and the official travel guide; providing access to the most qualified audience available we'll help you target your specific goals. Please also reach out to us for needs on email program, brochure and other marketing needs planning, strategy, and content design and development.

Mitch Knothe – mitch.knothe@milespartnership.com

New Thought Digital: New Thought is a full-service creative media agency located in Jackson, Wyoming. Offering brand development, web design, video production, social media, and advertising services, New Thought specializes in helping brands stand out in an increasingly noisy world. As the Wyoming Office of Tourism's in-state agency, New Thought offers a variety of low-cost services and packages exclusive to Wyoming destinations.

FAQ



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FAQs



Destination Development Program – FAQs

1. Are there any requirements to participate in the Destination Development Program?
 - a. Yes, local lodging tax boards must have completed the WY Best Program and have agreed to the terms of the guidelines.
2. What is WY Best
 - a. WY Best is a tourism centric, strategic planning program offered by WOT to local lodging tax boards. As a result of completion WY Best, local lodging tax boards are in a better position to establish their local communities for future growth as a travel destination. This program, WY Best, has been offered since July 2019- and will remain ongoing with future installments. The WY Best program will travel to counties to engage in the planning and execution process, with the hopes of full participation from each county. The process is designed to engage Lodging Tax Boards, staff, travel industry leaders and local stakeholders in planning sessions to identify opportunities and strategies for growth, from a development lens, as well as the exploration of regional and multi-county opportunities.
3. How were the tiers determined?
 - a. Tiers were determined based on total lodging tax collections, the number of tourism related jobs, and credit card spend in each county.
4. How was my amount calculated?
 - a. Tiers were broken down based on lodging tax collections and tourism related jobs.
5. What organizations can apply?
 - a. Lodging Tax Boards that receive and invest local lodging tax dollars to promote tourism in their area are eligible.
 - b. Lodging Tax Boards will be eligible for the Destination Development Program with the completion of WY Best, or an equivalent program/process, as well as active status in the Wyoming Office of Tourism programs below.
 - i. Industry E-Newsletter
 - ii. Industry Webinars
 - iii. Attendance to WHTC's Fall Summit and the Governor's Council on Hospitality & Tourism
 - c. Lodging Tax Boards are considered the "responsible entity" for these funds and should provide guidance on expenditures.
6. How can these funds be used and are there restrictions?

PROGRAM CONTACTS



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