

DESTINATION DEVELOPMENT FUNDS & WOT PARTNERSHIPS

Park County Travel Council
Ryan Hauck, Executive Director

Cody
YELLOWSTONE
WYOMING





DESTINATION DEVELOPMENT FUNDS

- Execute strategic plan
- New opportunities otherwise unavailable from our office
- New product for travelers
- Produce solutions for our destination immediately

COMMUNITY PROJECTS

- New Facilities
 - Outlaw Trail System
- Enhancement – Fist Full of Dirt
 - Branded Canopy Kit
 - Branded CY Metal Arch
 - Professional Signage & Flagging for Buffalo Bill Cody Races & OtherRunCodyWY Events



COMMUNITY PROJECTS

- Development of Sleeping Giant Zipline & Ski Area
Maintenance Road
Tubing Park



COMMUNITY PROJECTS

- Town of Meeteetse
Ferret Park and Event
Enhancements
- City of Powell
Bean Mill Mural
- Heart Mountain Wyoming
Foundation
Restoration of Heart Mountain
Root Cellar





BEARS IN THE BASIN

- Family focused search & find scavenger hunt
- Encourages exploration of downtowns
- Includes Cody, Powell & Meeteetse
- Develops longer stays



WAYFINDING SIGNAGE



Cohesive look throughout the county

Highlighting

- Recreational opportunities
- Businesses off the main streets
- Lesser-known attractions

Increase destination sentiment

Serves residents and visitors



FILM OFFICE

- Diversifying our tourism economy
- Extending services of our organization
- Filling a need for the community
- New options for shoulder and winter season

OUTDOOR RECREATION STUDY

Produced by RRC

Supported by PCTC, Yellowstone Country, & ITRR

Regional Resident Survey:

- Over 500 surveys collected from both Park County MT and WY.

Winter Intercept Survey:

- Three full weekends spent surveying in Cooke City during March 2024.
- Responses from both local users and out-of-state visitors on their preferences, experience, and thoughts about access into the future.

Secondary analysis:

- An analysis using all three survey sources to determine what the change in demand looks like for winter visitation based on various management scenarios.

