



Agenda
Wyoming Tourism Board of Director's Meeting
Monday, June 20, 2022
3:00 – 4:00 pm

Zoom Link: <https://us02web.zoom.us/j/86135942231?pwd=UGl6Rks0NDgxZDIwblEzjTEkwdTN0UT09>

- I. Welcome – Board and Staff Roll Call/ Board Updates Mike Keller
 - a. Board Members:
 - i. Mike Keller, Chairman
 - ii. Anna Olson, Vice Chairman
 - iii. Budd Betts
 - iv. Quintin Blair
 - v. John Johnson
 - vi. Ken Barkey
 - vii. Tony O'Brien
 - viii. Mark Tesoro
 - ix. Shawn Parker
 - b. Staff Introductions
 - c. Public Introductions
- II. Approval of Minutes from May 5, 2022
- III. Financials Dionne Roccaforté
 - a. Year to Date Budget Summary as of 5/31/2022 (Attachment A)
 - b. Statewide Lodging Tax Collections as of 5/31/2022 (Attachment B)
- IV. Immediate and Long-Term Strategies Regarding Access to Yellowstone National Park
 - a. Messaging – Domestic and International
 - b. Industry Communications
 - c. Budget Impacts
- V. Old Business
- VI. New Business
- VII. Public Comments
- VIII. Executive Session

IX. Adjourn

IMPORTANT DATES:

- August 30-31, 2022: In-person Board Meeting in conjunction with Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Thermopolis, WY
- October 19-20, 2022: In-Person Board Meeting in conjunction with Fall Summit, Casper, WY
- October 24-25, 2022: Travel, Recreation, Wildlife and Cultural Resources Committee Meeting, Cheyenne, WY
- December 2, 2022: WNFR/Team Wyoming Breakfast 2022
- December 19, 2022: Board Meeting via Zoom Webinar
- January 29-31, 2022: In-Person Board Meeting in conjunction with Governor's Conference on Hospitality and Tourism, Cheyenne, WY



Office of Tourism

Board of Director's Meeting Minutes
Thursday, May 5, 2022
Yellowstone – Snow Lodge, Second Floor

Tourism Board Members Present: Mike Keller (Chairman), Anna Olson (Vice Chairman), Quintin Blair, John Johnson, Tony O'Brien, Shawn Parker, Budd Betts, Mark Tesoro, Ken Barkey.

Staff Members Present: Diane Shober, Anita Benton, Brittaney Campbell, James Scoon, Michell Howard, Piper Singer.

Guests Present: Victoria Simmons, Darcie Mandy, Megan DiAngelas, Kevin Kriehn, Stephanie Barkow, Ashley Wiemer, BVK; Chris Brown, Wyoming Lodging and Restaurant Association (WLRA).

- I. Chairman, Mike Keller, called the meeting to order at 9:05 a.m.
- II. The meeting minutes from February 27, 2022 were presented for approval. Shawn Parker motioned to approve the minutes; Quintin Blair seconded; motion passed unanimously.

III. Financials

- A. **Year to Date Budget Summary** - Director of Business Operations, Anita Benton presented the year to date financials as of March 31, 2022. Shawn Parker motioned to approve the financials as presented; John Johnson seconded; motion passed unanimously.
- B. **Statewide Lodging Tax Collections** – Director of Business Operations, Anita Benton presented the Statewide Lodging Tax Collections report as of March 31, 2022. Budd Betts motioned to approve; Shawn Parker seconded; motion passed unanimously.

IV. Contracts

- A. **Vendor Reviews** – Executive Director, Diane Shober reviewed the Vendor Review/Success Metrics document. Diane stated that all vendors have been performing satisfactory at minimum and all expectations are being met.
- B. **For Approval**
 - i. **BVK** – The purpose of the contract is paid media support for the Wyoming Office of Tourism's (WOT's) Winter and Summer 2023 campaigns. The contractor will also allocate funds October-February for winter and for March-September summer seasonality to have the greatest effect on travel planning cycles; increase allocation towards video as a communication channel while promoting overall brand awareness. Incremental funds will help increase brand exposure against our audience and deepen the national media buy. The contract will not exceed \$10,000,000.00. This is a \$2,344,918.00 increase from last year, the term of the contract is through June 30, 2023.

Budd Betts motioned to approve; Tony O'Brian seconded; motion passed unanimously. This is a budgeted item in Brand Studios, Brand Integration.

- ii. **Real America Marketing (RMI)** – The purpose of the contract is to modify the previously approved contract amount of \$335,000.00 to \$375,000.00, to include Domestic and International FAM expenses and shipping. The original contract was approved on February 27, 2022. The contract amount will not exceed \$375,000.00. This is \$40,000.00 more than last year. The term of the contract is through June 30, 2023. Shawn Parker motioned to approve; Quintin Blair seconded; motion passed unanimously. This is a budgeted item in Global Partnerships.
- iii. **Madden** – The purpose of the contract is to set forth the terms and conditions by which the Contractor 1) shall continue to support and maintain the Content Management System (CMS)/ Customer Relationship Management (CRM)/ Partner Portal to support TravelWyoming.com; and 2) continue to support and maintain an interactive map application. Hosting, Maintenance, and Technical Support along with Search Engine Optimization (SEO) Support is included as an ongoing agreement. The contract amount will not exceed \$359,200.00. The previous contract was a three (3) year contract in the amount of \$704,650.00. The term of the contract is through June 30, 2023. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously. This is a budgeted item in Brand Studios/Brand Integration.
- iv. **The Wyoming Department of Transportation** – The purpose of the contract is a one (1) year Interagency Agreement to establish the facility and grounds maintenance responsibilities and funding requirements for the Southeast (Cheyenne) and Northeast (Beulah) Wyoming Welcome Centers. The contract amount will not exceed \$300,000.00; this is the same amount as last year. The term of the contract is through June 30, 2023. Shawn Parker motioned to approve; John Johnson seconded; motion passed unanimously. This is a budgeted item in Business Operations.
- v. **Miles** – The purpose of the contract is to set forth the terms and conditions by which the contractor shall provide fulfillment services for the 2022/2023 Official Travel Guides (OTG). The contractor shall distribute the OTG; including delivery of ordered guides to consumers, timely fulfillment reporting; manage the postage and shipping accounts, packaging, data management, delivery, storage, acquisition, and distribution budget allocation. The contract will not exceed \$178,900.00, increased amount to include the postage account, fulfillment processing and lead acquisition. This is a \$109,000.00 increase from last year. The term of the contract is through June 30, 2023. John Johnson motioned to approve; Shawn Parker seconded; motion passed unanimously. This is a budgeted item in Brand Studios/Content.
- vi. **Percepture** – Amendment One will increase the total dollar amount by \$160,000.00 for a total contract amount of \$520,000.00, and extend the term of the Agreement through June 30, 2023, for a 16-month contract. The contract amount increase will extensively elevate Perceptures ability to create a more robust Public Relations programs and campaigns. The contract will not exceed \$520,000.00. The term of the contract is through June 30, 2023. Shawn Parker motioned to approve; Quintin Blair seconded; motion passed unanimously. This is a budgeted item in Brand Studios/Public Relations.
- vii. **Brand USA** – The purpose of the letter of agreement (LOA) is for International Marketing Outreach; to provide WOT with direct-to-consumer/travel trade program opportunities throughout the international markets that would otherwise be too costly or unavailable outside of the partnership. The LOA amount will not exceed \$150,000.00; this is the same amount as last

year. The term of the LOA is through June 30, 2023. Tony O'Brian motioned to approve; Shawn Parker seconded; motion passed unanimously. This is a budgeted item in Global Partnerships.

- viii. **Wyoming Business Council (WBC)** – The purpose of the contract is a two-year Interagency Agreement. WOT does not have its own Human Resources (HR) and Information Technology (IT) managers. WBC will provide Tourism with HR leadership and development services along with IT and desktop support services. The contract will not exceed \$144,000.00; \$72,000.00 per year. This is \$6,000.00 less than the last biennium. The term of the contract is through June 30, 2023. Quintin Blair motioned to approve; Shawn Parker seconded; motion passed unanimously. This is a budgeted item in Business Operations.

C. Information Only

- i. **Miles Partnership, LLLP – Ad Sales** – The purpose of the contract is to support WOT's owned channel advertising opportunities to maximize partner exposure and referrals while generating revenue share to offset OTG production costs. The term of the contract is through June 30, 2024.

V. Directors Reports

- A. Satellite Media Tour for Yellowstone National Park 150th Celebration** – PR and Media Manager, Piper Singer presented information about the Broadcast Media Tour that Executive Director, Diane Shober will be attending to speak on Yellowstone's 150th Birthday, Wyoming, and WOT's partnership with the park. Piper spoke about the Native American Artist; Robert Martinez and how Native American Culture would be represented during the celebration.
- B. Agency of Record Request for Approval (RFP) Recap** – Senior Director of Brand Strategy, Michell Howard, presented information about BVK and the work that is done for WOT. Michell shared that WOT is moving forward with BVK as the primary vendor and that there are exciting, new ideas being discussed to help bring more travelers of all types to Wyoming with the newly approved budget of \$10,000,000.00.
 - i. **That's WY Campaign Evolution** – BVK presented a recap of the original RFP presentation with a video and discussion of ideas on how to promote Wyoming.
- C. Destination Development Program** – Director of Global Partnerships, James Scoon presented the idea for the Destination Development Program.

VI. Executive Director's Reports

- A. Strategy/Budget Updates** – Executive Director, Diane Shober presented the FY23-FY24 Strategic Clarity document to discuss strategy updates for the upcoming biennium. The goal is to grow the statewide impact and identify where WOT can grow overnight visitation to Wyoming in target areas of the state; to elevate our partners, destination, and brand; and to advance our organizational excellence.
- B. Staffing Updates** - Executive Director, Diane Shober reviewed WOT's upcoming staffing updates. Anita Benton will be retiring as Director of Business Operations on August 1st. Nick Gann is no longer with WOT as the Strategic Partnerships Manager, and Kera Malmborg has been promoted to fill that role. WOT is interviewing for the open position of Global Partnerships Senior Coordinator and will be advertising to fill the Director of Business Operations role in the coming months.

- VII. Legislative Update** – Chris Brown, Executive Director of WLRA, gave a Legislative Update via Zoom. Chris discussed that the most significant topic is the Tourism Budget and the possibility of an amendment to the

lodging tax statute. There was some discussion on the topics; the Board thanked Chris for the updates before concluding the discussion.

VIII. New Business – There was no new business to discuss.

IX. Old Business – There was no old business to discuss.

X. Public Comments – There were no public comments.

XI. Executive Session – An executive session was held during this meeting. John Johnson motioned to move to an executive session; Shawn Parker seconded; motion passed unanimously.

XII. Adjourn – Upon conclusion of the meeting, Quintin Blair motioned to adjourn at 12:10 p.m.; Shawn Parker seconded; the motion passed unanimously.



Biennium Budget Summary FY21/FY22						
Period Reporting: 7/1/2020 to 5/31/2022						
	BUDGET	ADJUSTMENTS	ADJUSTED BUDGET	7/1/20 - 5/31/22	5/1/22 - 5/31/22	BALANCE
				EXPENSES TO DATE	EXPENSES - MAY 2022	
General Fund	\$ 26,512,363.00	\$ (3,761,101.79)	\$ 22,751,261.21	\$ 18,748,410.10	\$ 1,316,658.54	\$ 4,002,851.11
100 - Personal Services	\$ 4,657,205.00	\$ (12,719.79)	\$ 4,644,485.21	\$ 4,501,328.35	\$ 186,350.18	\$ 143,156.86
200 - Support Services	\$ 1,808,450.00	\$ (474,070.95)	\$ 1,334,379.05	\$ 1,290,797.82	\$ 69,004.08	\$ 43,581.23
400 - Central Data Services	\$ 88,383.00	\$ -	\$ 88,383.00	\$ 76,969.47	\$ 3,626.60	\$ 11,413.53
900 - Professional Services	\$ 19,958,325.00	\$ (3,274,311.05)	\$ 16,684,013.95	\$ 12,879,314.46	\$ 1,057,677.68	\$ 3,804,699.49
Non-General Fund Revenue	\$ 23,600.00	\$ 28,744.32	\$ 28,744.32	\$ 28,697.25	\$ -	\$ -
Royalties	\$ -	\$ 1,268.39	\$ 1,268.39	\$ 1,221.32	\$ -	\$ -
Revenue Share	\$ -	\$ 27,475.93	\$ 27,475.93	\$ 27,475.93	\$ -	\$ -
Agency Fund (085)	\$ 38,555.34	\$ 8,191.98	\$ 46,747.32	\$ -	\$ 13,325.92	\$ 33,421.40
Federal Funds	\$ 20,677,517.00	\$ (384,408.24)	\$ 20,293,108.76	\$ 15,087,673.76	\$ 247,200.00	\$ 4,958,235.00
EDA - CARES	\$ 2,500,000.00	\$ -	\$ 2,500,000.00	\$ -	\$ 247,200.00	\$ 2,252,800.00
EDA - ARPA	\$ 2,705,435.00	\$ -	\$ 2,705,435.00	\$ -	\$ -	\$ 2,705,435.00
CARES Act - COVID 19 Relief Funds						
DMO Relief	\$ 10,000,000.00	\$ (163,437.51)	\$ 9,836,562.49	\$ 9,836,562.49	\$ -	\$ -
Advertising & PR	\$ 4,455,502.00	\$ (0.67)	\$ 4,455,501.33	\$ 4,455,501.33	\$ -	\$ -
PPE	\$ 1,016,580.00	\$ (220,970.06)	\$ 795,609.94	\$ 795,609.94	\$ -	\$ -
Grand Totals	\$ 47,252,035.34	\$ (4,108,573.73)	\$ 43,119,861.61	\$ 33,864,781.11	\$ 1,577,184.46	\$ 8,994,507.51
				Contract encumbrances		\$ (3,173,350.49)
				Projected June Expenses		\$ (829,500.62)
				PROJECTED END OF BIENNIUM BALANCES:		
				General Fund	\$ 3,000.00	Reversion
				Agency Fund	\$ 33,421.40	Carry over
				Federal Funds	\$ 2,705,435.00	Carry over



3% Statewide Lodging Tax Collections as of May 31, 2022

Monthly Collections

<u>Tourism Account</u>			
	Actual FY21	Actual FY22	YOY Δ
July		\$ 3,065,743	
August		\$ 4,097,585	
September		\$ 3,768,837	
October		\$ 3,109,354	
November		\$ 1,793,561	
December		\$ 852,358	
January	\$ -	\$ 1,194,987	
February	\$ 799,800	\$ 1,352,992	41%
March	\$ 1,060,555	\$ 1,613,769	34%
April	\$ 1,224,680	\$ 1,622,132	25%
May	\$ 776,681	\$ 841,188	8%
June	\$ 1,354,389		
Total	\$ 5,216,105	\$ 23,312,507	
12 mos (actual)	\$ 23,098,530		
18 mos (projected)	\$ 34,647,796		
24 mos (projected)	\$ 46,197,061		

Forecast Scenarios

<u>Tourism Account</u>				
		Estimate 21/22	Estimate 23/24	Estimate 25/26
No Δ				
Beg Balance	\$	-	\$ 34,647,796	\$ 42,859,292
Budget Request	\$	-	\$ 37,985,564	\$ 37,985,564
Revenue 1275	\$	34,647,796	\$ 46,197,061	\$ 46,197,061
End Balance	\$	34,647,796	\$ 42,859,292	\$ 51,070,789
-10% Δ				
Beg Balance	\$	-	\$ 31,183,016	\$ 34,774,807
Budget Request	\$	-	\$ 37,985,564	\$ 37,985,564
Revenue 1275	\$	31,183,016	\$ 41,577,355	\$ 41,577,354.67
End Balance	\$	31,183,016	\$ 34,774,807	\$ 38,366,597.33
-25% Δ				
Beg Balance	\$	-	\$ 25,985,847	\$ 22,648,078
Budget Request	\$	-	\$ 37,985,564	\$ 37,985,564
Revenue 1275	\$	25,985,847	\$ 34,647,796	\$ 34,647,796
End Balance	\$	25,985,847	\$ 22,648,078	\$ 19,310,309.78

Tourism Reserve and Project Account

<u>Tourism Reserve and Project Account</u>			
	Actual FY21	Actual FY22	YOY Δ
July		\$ 766,436	
August		\$ 1,024,396	
September		\$ 942,209	
October		\$ 777,338	
November		\$ 448,390	
December		\$ 213,090	
January	\$ -	\$ 298,747	
February	\$ 199,950	\$ 338,248	41%
March	\$ 265,139	\$ 403,442	34%
April	\$ 306,170	\$ 405,533	25%
May	\$ 194,170	\$ 210,297	8%
June	\$ 338,597		
Total	\$ 1,304,026	\$ 5,828,126	
12 mos (actual)	\$ 5,774,632		
18 mos (projected)	\$ 8,661,948		
24 mos (projected)	\$ 11,549,264		

Tourism Reserve and Project Account

<u>Tourism Reserve and Project Account</u>				
		Estimate 21/22	Estimate 23/24	Estimate 25/26
No Δ				
Beg Balance	\$	-	\$ 8,661,948	\$ 14,461,211
Budget Request	\$	-	\$ 5,750,000	\$ 10,000,000
Revenue 1276	\$	8,661,948	\$ 11,549,264	\$ 11,472,378
End Balance	\$	8,661,948	\$ 14,461,211	\$ 15,933,590
-10% Δ				
Beg Balance	\$	-	\$ 7,795,753	\$ 12,440,090
Budget Request	\$	-	\$ 5,750,000	\$ 10,000,000
Revenue 1276	\$	7,795,753	\$ 10,394,337	\$ 10,394,337
End Balance	\$	7,795,753	\$ 12,440,090	\$ 12,834,427
-25% Δ				
Beg Balance	\$	-	\$ 6,496,461	\$ 9,408,408
Budget Request	\$	-	\$ 5,750,000	\$ 10,000,000
Revenue 1276	\$	6,496,461	\$ 8,661,948	\$ 8,661,948
End Balance	\$	6,496,461	\$ 9,408,408	\$ 8,070,356

Source: Wyoming Department of Revenue - Aggregate Tax Distribution Report