



## Jackson Hole Travel & Tourism Event Funding

[The Event Application can be accessed with this link](#)

The Jackson Hole Travel & Tourism Board (JHTTB) allocates public funding to local events to promote, market, and produce events. Thanks to the money collected from the lodging tax, many community events have been partially funded through the Jackson Hole Travel & Tourism Board. The JHTTB has allocated between \$600,000 and \$1.9 million each year to assist local events.

Individual events can receive JHTTB funding between \$1,000 and \$75,000+ depending on the event type and the expected event attendance and community impact.

- **Community Events** are eligible for funding between \$1,000 and \$5,000.
- **Large Events** are eligible for funding between \$5,000 and \$75,000
- **Signature Events** are eligible for over \$75,000 in funding.

For more information on each event category, see “Event Categories” below on this page.

To apply for funding, events must complete an application within the correct funding window. Late or incomplete applications will not be accepted.

| Event Funding Window & Deadlines for Large & Signature |                        |
|--|------------------------|
| Event Date Range                                       | Application Period     |
| Sept. 21 - Dec. 31, 2024                               | Jan. 1 - Feb. 29, 2024 |
| Jan. 1 - Jun. 8, 2025                                  | May 1 - Jun. 30, 2024  |

The Jackson Hole Travel & Tourism Board Special Events Committee does not currently fund events taking place in the summer. The JHTTB full board MAY fund events and programs that take place regardless of time of year that meet Board mission and goals, but these must be presented and approved by the full board in a regularly-scheduled monthly meeting. For more information and qualifications for projects that can be presented to the full Board, email [lodgingtax@tetoncountywy.gov](mailto:lodgingtax@tetoncountywy.gov).

### Event Qualifications

The Jackson Hole Travel & Tourism Board (JHTTB) allocates funding to events which meet the following qualifications. Funding is decided by the JHTTB Special Events Committee, composed of 3 JHTTB Board members and 3 community volunteers.

- The event must take place within Teton County, WY.
- The event must take place between the second-to-last Saturday of September and the first Sunday of June (see exact dates on page 1 of this document).
- The event must be accessible to the public (this may include free access or ticketed access that is available to all. The JHTTB does not fund private or exclusive events).
- The event must be inclusive to all attendees and does not explicitly or implicitly discriminate.
- The main purpose of the event is to contribute to the unique character of the community OR drive visitation to Teton County, WY. While JHTTB-funded events can result in net profit, their main purpose should not be to raise funds for a business or organization.
- The event organizers agree to use JHTTB funding only to cover event promotions, marketing, and staging of events. Event organizers agree they will not request funding to be used for capital projects or alcohol expenses. (See below for more information on reimbursable expenses).
- The event organizers submit an online application, including an event overview, budget, and marketing plan, that will be reviewed by the committee and made publicly accessible.
- Any funding requests that are considered for over \$75,000 will be presented to the full JHTTB for full Board review and approval at a monthly public meeting.
- The event organizers agree to complete an online recap report after the event, including an event overview, an actualized P&L, and results of the event marketing efforts. This recap will be reviewed by the committee and made publicly accessible.
- The event organizers understand that awarded funds will be made as a reimbursement to expenses paid by the recipient. This reimbursement process can take 1-3 months after the event takes place and receipts are submitted. The event organizers agree to the funding conditions and reimbursement process as outlined in the Event Agreement ([an example agreement can be viewed here](#)).

## Reimbursable Expenses

- **Marketing expenses**

- Include any expenses that directly market the event.
  - Common examples include local media advertising (Buckrail, News & Guide, magazine, radio, etc.), paid social media, paid search campaigns, etc.
- Marketing expenses that cannot be reimbursed include any expenses that cannot be directly attributed to the event (example: a magazine ad promoting the organization rather than the event).

- **Promotional expenses**

- Include any items intended to directly promote the event.
- Common examples include event banners, mailers & brochures, event shirts, medals, or other paraphernalia given away at the event.
- Promotional expenses that cannot be reimbursed include items sold at the event nor expenses that cannot be directly attributed to the event.

- **Staging of events expenses**

- Include expenses required to host the event.
- Common examples include venue rental, talent, event rentals, audio-visual for the event, food, lodging, and airfare for event staff and/or talent.
- Staging of events expenses that cannot be reimbursed include alcohol, regular staff salaries, capital expenses, and any expenses that cannot be directly attributed to the event.

## Event Categories

**Community Events** (sponsorship up to \$5,000) must contribute to the distinctive character and vibrancy of our community. These events often are not the reason a visitor would choose Teton County, WY, but do enhance the visitor experience and the character of the community. These events are not being measured based on visitor or lodging impact, but rather on their contribution to the community.

**Large Events** (sponsorship from \$5,000 to \$75,000) are intended to drive visitation to Jackson and generate overnight stays. The visitor or group chooses Teton County, WY in order to attend this event and books their stay as a result. These events are being measured on visitor attendance and lodging generation.

**Signature Events** (sponsorship of \$75,000+) are intended to showcase Jackson as an event destination and drive visitation & overnight stays. These events are often the reason the visitor knows about Teton County, WY and seeks it as a destination. In addition, these events meet JHTTB mission & goals and showcase responsible event tourism on a global scale. These events are being measured on visitor attendance, lodging generation, destination marketing impressions, and responsible tourism efforts. ***All events being considered for more than \$75,000 in funding must present to the full board for a decision.***