

Jackson Hole Travel and Tourism Board Community Partnerships Funding Application

The Jackson Hole Travel and Tourism Board is an opportunistic Board who considers funding requests quarterly that align with the Board's mission and vision, and fall within the usage guidelines from the Wyoming State Statute. Organizations with opportunities involving destination management, destination development, destination marketing, or destination stewardship are invited to apply.

Please contact the JHTTB Executive Director, Crista Valentino, at lodgingtax@tetoncountywy.gov with any questions.

You can view and download the full application questions as a PDF here:
<https://bit.ly/JHTTB-Community-Partnership-App>

After your application is submitted, it will be reviewed by the Executive Director and County Attorney to confirm eligibility. If your project meets eligibility requirements, you will be contacted within 1 month of submitting your application to schedule a presentation to the full JHTTB during a regularly-scheduled Board Meeting.

Please complete all required questions in this application and be mindful of word count restrictions.

Language and definitions:

- **Destination Management:** the act of coordinating activities across multiple agencies and organizations to manage visitor impacts and improve livability.
- **Destination Development:** the act of improving the experience within a destination for visitors and residents.
- **Destination Marketing:** the act of raising awareness, attracting visitors, and building long-term relationships through branding, communications, and promotion.
- **Destination Stewardship:** the act of protecting ecosystems, landscapes, and cultures that define a place.

* Indicates required question

1. Email *
-

2. Project name: *

3. Funding request amount: *

4. Briefly explain your project: *

Please use 150 words or less

5. Does this project take place in Teton County, WY? *

Mark only one oval.

Yes

No

6. What is the main purpose of the project? *

Mark only one oval.

Destination Management: the act of coordinating activities across multiple agencies and organizations to manage visitor impacts and improve livability.

Destination Development: the act of improving the experience within a destination for visitors and residents.

Destination Marketing: the act of raising awareness, attracting visitors, and building long-term relationships through branding, communications, and promotion.

Destination Stewardship: the act of protecting ecosystems, landscapes, and cultures that define a place.

Other: _____

7. Please explain how the project is intended to achieve the outcome you checked above. *

Use 100 words or less.

8. How does the project further the mission and vision of the Jackson Hole Travel and Tourism Board. *

Mission: Through strategic allocation of Teton County’s lodging tax funds, we steward Jackson Hole toward a sustainable destination where our leadership, marketing, management, and community engagement ensure the vitality of our natural and human ecosystems.

Vision: Jackson Hole is a wild and resilient destination where the community, economy, and natural ecosystems simultaneously thrive.

Use 100 words or less.

9. Which SDMP stewardship goals does this project meet? *

Select all that apply.

Please select only options that are **main goals** of this project.

Mark only one oval.

- Education & Communications
- Visitor Flow Management
- Workforce Recruitment and Retention
- Community Housing
- Transportation & Mobility
- Climate Action
- Monitoring & Reporting
- Governance

- 10. Please briefly explain how the project meets the SDMP Stewardship Goals you selected. *

Please use 100 words or less.

Organization profile

- 11. Organization name: *

- 12. Contact name: *

- 13. Contact phone number: *

- 14. Organization's mission: *

15. Has the organization been previously funded by the JHTTB? *
If so, please list the project name, amount of JHTTB funding received, and year. If not, please write N/A.

16. *
Project start date:

Example: January 7, 2019

17. Project end date: *

Example: January 7, 2019

Budget

Please note that funds must be used in accordance with the [Wyoming State Statute](#):
“To promote travel and tourism within [Teton County, WY]. Expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, promotion of tours, staging of events, educational materials, and other specific tourism-related objectives, including those identified as likely to facilitate tourism or enhance the visitor experience provided that none of these funds shall be spent for capital construction or improvements.”

Ineligible use of funds include

- Alcohol purchases
- Capital construction or improvements
- Capital expenditures
- Purchases not included within the original scope of work and budget presented in this application

Awarded funds are dispersed as reimbursements and require a validated invoice and voucher before being approved for reimbursement at a regularly scheduled Board Meeting. If there is a question as to whether an expenditure is covered by JHTTB funding, please reach out to the JHTTB Executive Director.

18. What percentage is the JHTTB funding request to the overall project budget? *

19. Upload your project budget using the [template provided](#). *

Files submitted:

20. Please list funding partners and/or other funding sources for the project: *

Co-funding partner name(s) / funding source(s) and amount(s) only, please.

21. Please provide a short narrative on how the JHTTB funds will specifically be used: *

Please use 100 words or less.

22. Do you intend to ask for JHTTB funding for this project next year? If known, please indicate next year's estimated ask. *

The JHTTB encourages reduced funding requests for the same project year over year to provide equitable distribution of JHTTB funds to projects throughout the fiscal year.

Engagement with the JHTTB

23. Please explain how or where the JHTTB or Visit Jackson Hole logo will be used for this project. *

Please use 100 words or less.

24. Please describe any photography/videography assets that will be generated through your project. Include if the JHTTB will have access to those assets for use and what usage rights are available. If none, please write none. *
Please use 100 words or less.

25. Please explain if there is any additional marketing value to Jackson or the JHTTB. *
Please use 100 words less.

This content is neither created nor endorsed by Google.

