



Jackson Hole Travel & Tourism Board Ambassador Services Funding Application Guidelines 2026/27

Updated January 2026

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Introduction to ambassador services funding

The Jackson Hole Travel & Tourism Board (JHTTB) will allocate funding to on-the-ground ambassador services that benefit Teton County, WY. This funding is strictly reserved for boots-on-the-ground ambassadorship and should not include communications or digital ambassador initiatives. More information on eligible expenses is included below.

The JHTTB offers additional funding types for projects and events that do not facilitate boots-on-the-ground ambassadorship. To learn more about these opportunities, visit:

- Strategic partnerships: <https://industry.visitjacksonhole.com/funding/community-partnerships>
- Event funding: <https://industry.visitjacksonhole.com/event-funding>

If you have questions about funding requests or eligibility after reviewing these guidelines, contact the Executive Director, Crista Valentino, at crista@visitjacksonhole.com.

Eligibility

The JHTTB considers ambassador services to be personnel dedicated to facilitating on-the-ground services and face-to-face interactions that improve visitor behavior, promote responsible tourism practices, and/or mitigate the negative impact of tourism on the natural environment, local infrastructure, or local community. These services must be provided by trained staff, trained volunteers, or local experts who serve as on-the-ground representatives of the destination's sustainability mission.

Examples of ambassador services projects include:

- Education & Outreach: Informing visitors in direct interactions about local sustainability efforts, Leave No Trace principles, responsible recreation practices, and cultural or environmental sensitivities.
- Visitor Assistance: Providing on-the-ground wayfinding support, answering questions, responding to visitor needs, and offering recommendations that align with sustainable travel.
- Community Engagement: Acting as a bridge between tourists and the local community to foster respectful, in-person interactions.
- Environmental Stewardship: Encouraging conservation efforts and preservation activities through live, in-person interactions.
- Other: The JHTTB is open to new ideas and opportunities that showcase the importance of on-the-ground ambassadorship and face-to-face interactions.

All expenses reimbursed by the JHTTB must fall within the guidelines of the [Wyoming State Statute for lodging tax](#). Expenses that will be eligible for reimbursement under ambassador services funding include, but are not limited to:

- Personnel costs and stipends
- Program management
- Vehicle rentals and maintenance
- Gear and equipment
- Training

Expenses that will NOT be eligible for reimbursement under ambassador services funding include, but are not limited to:

- Marketing and communications efforts
- Photography and videography
- Website expenses
- Graphic design
- Printing and signage
- Alcohol or F&B expenses where alcohol is included on the receipt
- Capital expenses

Applications will be accepted from any for-profit or non-profit organization that is in good legal and financial standing and equipped to offer ambassador services for Teton County, WY. Submission of an application does not guarantee funding from the JHTTB.

Awarded funds are dispersed as reimbursements and require a validated invoice and voucher before being approved for reimbursement at a regularly scheduled Board Meeting. The JHTTB does not pre-pay for services or reimburse deposits.

Award Decisions

Ambassador services funding is decided by the Jackson Hole Travel & Tourism Board. In their evaluation, the JHTTB considers several objective and subjective criteria, including:

- Alignment of the application with the [mission and vision](#) of the JHTTB
- Alignment with the [Sustainable Destination Management Plan](#) (SDMP)
- Community need for the project's scope of work
- The feasibility of the project and the applicant's ability to deliver the outlined scope of work, including a proven track record of providing similar services
- Demonstration of the project's benefit to the local community
- Enhancement of the visitor experience
- Value for the proposed project budget

Members of the Jackson Hole Travel & Tourism Board may make decisions based on their review of the application, understanding of the presentation, personal perceptions of the organization, the proposed project, and any other objective or subjective reasoning to make the best decision for the community.

Application & Funding Process

AMBASSADOR SERVICES FUNDING WINDOW & DEADLINES		
Contract		
July 1, 2026 - June 30, 2027		
Application Period	Board Discussion	Presentation & Board Vote
February 2 - March 30, 2026	April 9, 2026	May 14, 2026

Application period (opens February 2, 2026): There is one application period for ambassador services funding taking place between July 1, 2026 and June 30, 2027. Applications will open on February 2, 2026, and close on March 30, 2026, at 5 pm. Late or incomplete applications will not be considered.

The application is intentionally designed to provide information that the Board needs to make an informed decision. Please complete the application fully and do not include information or documents that are not requested. The application will be the Board's main source of information.

Board discussion (April 9, 2026): In the April regularly-scheduled JHTTB meeting, ambassador services applications will be discussed by the full board. This is a discussion item in which only the Board will participate - applicants will not present or respond to questions in this meeting. If questions from the Board arise, those questions will be provided to the applicant to answer in their upcoming presentation.

Presentation (May 14, 2026): In the May regularly-scheduled JHTTB meeting, ambassador services applicants will present to the Board. Each presentation shall be no more than five minutes and should answer all questions from the Board presented in the April 9 meeting (there will be no additional time to answer pre-asked questions). Presentations should be provided to britney@visitjacksonhole.com, in PDF format by May 6, 2026.

Following all ambassador services presentations, the Board will vote on the total funding award for ambassador services applications in one action item. The Board vote at this meeting is final.

Contract (July 1, 2026 - June 30, 2027): Organizations receiving funding will be required to sign a contractual agreement with the JHTTB. The scope of work presented in the application must be completed between July 1, 2026 - June 30, 2027 and all associated vouchers must be submitted within 60 days after they are incurred. The final voucher must be received by August 1, 2027. The applying entity agrees to use JHTTB funding to cover costs in accordance with "reimbursable expenses" per the [Wyoming State Statute](#) and in alignment with the budget presented in the application.