

# Jackson Hole Travel and Tourism Board Community Partnerships Funding Recap Report

The Jackson Hole Travel and Tourism Board (JHTTB) thanks you for your partnership to advance the mission of the JHTTB: 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.

It is important to the Board that success of JHTTB partnerships is clearly defined, measured, and reported. This allows the Board to ensure that lodging tax funds are being spent in a manner that is consistent with the Wyoming State Statute for lodging tax distribution, with the JHTTB's mission, and with our community's expectation and needs.

This recap report should be completed no later than 30 days after the Community Partnership term has ended.

## 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.

Email \*

renee@jhwildlife.org

Project name: \*

Being Wild Jackson Hole

JHTTB funding received: \*

\$36,085

What was the main purpose of the project? \*

Please select the option that you selected in your Community Partnership Funding Application.

- 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: .....

How did the project meet the purpose you selected above? \*

Use 100 words or less.

With it's incredibly broad visitor reach, Being Wild Jackson Hole protected our ecosystem by sharing ways to steward the landscape when visiting Jackson Hole. It provided visitor involvement to remove obsolete fences from the landscape, map moose locations and pull invasive weed species. These experiences are incredibly memorable and educational for participants and they positively change the health of our landscape.

How did the project further the mission and vision of the Jackson Hole Travel and Tourism Board? \*

Please refer to your Community Partnership Funding Application and explain how the completion of the project fulfilled your original intention to further our mission.

Being Wild Jackson Hole helps steward Jackson Hole as a sustainable destination by providing key messaging and hands-on conservation experience to increase the vitality of our natural and human ecosystems. This program inspires and harnesses visitors' enthusiasm with stories and messaging, and strengthens bonds through hands-on engagement. Being Wild Jackson Hole aids in preserving our natural capital and enhancing the well-being of our community. It's Enjoy-Respect-Protect branding also supports JHTTB's vision for a "wild and resilient destination where the community, economy, and natural ecosystems simultaneously thrive."

Which SDMP stewardship goals did this project meet? \*

Please select the options that you selected in your Community Partnerships Funding Application.

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

Please briefly explain how the project met the SDMP Stewardship Goals you selected. \*

Please use 100 words or less.

Being Wild Jackson Hole has developed and is implementing a visitor-messaging and voluntourism platform that provides experiential learning. Concepts in wildlife biology, ecology, and conservation as well as sustainability messaging are shared with participants in the program. In addition, the program has a website and social media platforms for engagement. Being Wild Jackson Hole advertises to visitors via JHTTB, JH Chamber, Explorer Magazine, JH Traveler, AllTrips, and Google, Bing, and Meta paid advertising. Jackson Hole Wildlife Foundation is delighted to see that JHTTB has adapted the BWJH program into their ongoing efforts.

Project outcomes

\*

Project start date:

MM DD YYYY

01 / 01 / 2025

Project end date: \*

MM DD YYYY

06 / 30 / 2025

In your application, how did you indicate that the project would measure success? \*

Please use 100 words or less. You can copy and paste from your application.

We indicated that Being Wild Jackson Hole would measure success through engagement rates and collateral distribution. However, JHTTB was not interested in funding collateral distribution and only funded part of the requested grant. The project originally aimed to acquire 300 new leads through JH Traveler for our eNews, engage 2,500 Instagram followers, 8.5K Facebook followers, and 15K website users with a 35+% engagement rate. We aimed to achieve 2,000 clicks from social voluntourism paid ads and worked to engage 50 visitors in field projects.

Based on your measurements of success outlined above, how did the project meet outcomes you \* predicted?

Please be clear in your answer and include measureable KPIs whenever possible.

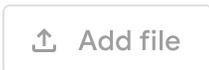
We have seen encouraging engagement and strong results across platforms. Jackson Hole Traveler advertisements and website forms brought 253 new leads (contact information) for Being Wild Jackson Hole. The website leads were primarily driven by Google and Bing ads. The website itself drew 13,307 viewers with a 61% organic engagement rate and a 53% referral engagement rate. On the AllTrips Campaign display and article, 163 people viewed it with an 84% engagement rate, spending 3 minutes on average with the content. Our video campaigns continued to garner views in the thousands, reaching over a 100,000 views over the lifetime of the videos. Being Wild Jackson Hole was featured multiple times on the Jackson Hole Chamber site garnering over 7,000 impressions. Being Wild Jackson Hole engaged 79 people's interest in volunteering, with an ~50% actual engagement rate.

### Budget

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

50%

Upload final project budget using the [template provided](#). \*



Please provide a short narrative on how the JHTTB funds were used. \*

Please use 100 words or less.

JHTTB funds were used to maintain and enhance the Being Wild Jackson Hole website, create and share Meta posts, and create and pay for digital advertising through Meta, Google, and Bing. These ads brought viewers to various pages on the website, especially the voluntourism page. Articles and ads were also placed with AllTrips, Jackson Hole Chamber, Jackson Hole Explorer, and Jackson Hole Traveler.

Will you request JHTTB funds next fiscal year? If so, at what amount? \*

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.

Jackson Hole Wildlife Foundation does not currently have a need to request funding for the project.

### Engagement with the JHTTB

Please explain how or where the JHTTB or Visit Jackson Hole logo was used. Please include engagement numbers on any location the Visit Jackson Hole logo was used. \*

Be specific and include actual views, engagement, and clicks whenever possible.

The JHTTB logo was used in advertising and emails through the JH Chamber. These had 6,400 mailings. The Being Wild JH website included the JHTTB logo along with messaging that thanked the JHTTB for their support. The website drew 13,307 viewers with a 61% organic engagement rate and a 53% referral engagement rate.

Please describe any photography/videography assets that were generated for JHTTB use from your project. \*

Please use 100 words or less.

Our grant from JHTTB did not include support for photography or videography, therefore we don't have any assets to contribute.

Please explain any additional marketing value to Jackson or the JHTTB. \*

Please use 100 words less.

The sole purpose of Being Wild Jackson Hole was to protect wildlife and habitat in the Jackson Hole area and hence all marketing and outreach from Being Wild Jackson Hole promoted the sustainable destination efforts of JHTTB.

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