

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 *

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Project name: *

Guía-led Educational Outings Project

JHTTB funding received: *

\$60,000

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.
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- 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.

The project engaged 330 Latine, immigrant and Spanish-speaking locals in 45 outdoor activities, an 88% increase in participation from 2023-2024. Activities included: paddleboarding, hiking, backpacking, fly fishing, rafting, horseback riding, climbing, nordic skiing and snowshoeing. Four participants from Mexico, Bolivia, Peru and Puerto Rico crested the Grand Teton for the first time. Through collaborations, participants received education on wilderness and climbing safety, avalanche awareness, bear spray use, and leave-no-trace. Camina Conmigo also hosted a hike for attendees of the Mountains of Color film festival. Overall, the project promoted responsible recreation, environmental stewardship and a culture of diversity in outdoor recreation.

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.

The intention of our project was for locally trained, Spanish-speaking Guías (guides) to facilitate new or first-time outdoor experiences for immigrant and Spanish-speaking community members in a culturally accessible manner, while introducing education on safe and responsible recreation. The project accomplished this with 9 Guías trained in wilderness first aid, risk management, and guiding experience leading most of the excursions. In addition, project collaborations introduced participants to unique aspects of our natural landscape. For 80% of participants, their Camina Conmigo outdoor adventure or workshop was the first time recreating in wilderness and on public lands. The project introduced an under-represented audience to the beauty of and need to protect our natural ecosystem, as well as the health and wellness benefits of being outdoors.

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.

Project participants were local immigrant or Spanish-speaking community members, many of whom work in the service or hospitality industry. The project supported the stability and health of our local workforce with participants describing that they felt stronger, less stressed, happier, more self-love, and connected to people and the environment after outings. Outdoor excursion locations, times, and group sizes were intentionally planned to minimize impact on visitor flow. Camina Conmigo supported collaborators with translation and interpretation to expand communications and marketing in Spanish. Educational workshops included information on our unique ecosystem and the impact of climate change.

Project outcomes

*

Project start date:

MM DD YYYY

07 / 01 / 2024

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.

The project had specific quantitative targets:

Increase participation in 2024-2025 to reach 300 participants in 24 activities through:

15 summer outings serving approximately 180 participants

9 winter outings serving approximately 120 participants

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.

The project exceeded its quantitative targets. We exceeded our participation target by 10% and the target for the number of outings by 87%. In all, 330 participants participated in 45 activities which included: 30 summer, 4 fall and 11 winter outings and activities.

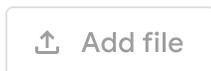
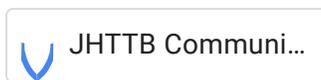
The project also had profound intangible benefits for participants. One participant shared, "They [the outings] always fill my glass with joy and the desire to continue working hard!" Another participant described the physical and mental impact participating has had. "I love this program and I hope to continue with activities. Physically it helps me to have more strength in my legs and arms. Mentally, it helps me to have more courage, to lose my fear."

Budget

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

JHTTB's grant of \$60,000 provided 51% of Camina Conmigo's project budget.

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 cover the compensation costs of Camina Conmigo's Guías and Project Coordinator as well as costs associated with group Wilderness First Aid training. With JHTTB's support we expanded the number of Guías from 7 to 9, growing our team and capacity to conduct outings. All Guías received training in Wilderness First Aid this spring in preparation for summer programming.

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.

Camina Conmigo's 2025-2026 funding request to JHTTB was \$54,500, a little more than a 9% decrease from the \$60,000 funding received for 2024-2025. We are prioritizing finding other sources of funding that can help sustain the program with reduced requests to JHTTB moving forward.

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.

Currently, Camina Conmigo acknowledges JHTTB as a sponsor on its webpage, visited 834 times in the past year. Additionally, the JHTTB logo is used in Spanish-language videos produced jointly with Friends of Bridger Teton on responsible recreation. The videos have had 168 views and 1,679 impressions. Day-to-day engagement occurs on Camina Conmigo’s social media. In the 2024-25 program year, Camina Conmigo acknowledged JHTTB in 14 Instagram and 24 Facebook posts by incorporating the JHTTB logo or @visitjacksonhole. These bilingual posts featured photos of adventures, promotion of upcoming excursion opportunities (river rafting, fishing, backpacking, climbing, nordic skiing, winter and fall adventure calendars) and reminders to recreate responsibly. Camina Conmigo has 263 Instagram followers and 235 Facebook followers. Social media posts across both platforms had 206 engagements.

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

Please use 100 words or less.

Camina Conmigo’s social media posts largely include amateur photography and videography. Individuals in the posts have given permission to use their image. We are happy to share our photos and videos with JHTTB.

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

Please use 100 words less.

N/A

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