

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 *

emily@jhcr.org

Project name: *

Newsroom support

JHTTB funding received: *

\$75,000

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.
- 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.

KHOL's news coverage is a vital community asset that enhances the quality of life for residents and deepens the visitor experience in Jackson Hole. Our journalism focuses on key local issues, including housing, environmental stewardship and wildlife management. This coverage helps foster an informed, connected and inclusive community—attributes that reflect positively on Jackson as both a home and a destination. Our content is accessible across platforms, including on-air, online, via podcasts and on social media, ensuring that both residents and visitors can engage with meaningful, place-based storytelling wherever they are.

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.

KHOL's news coverage supports the Jackson Hole Travel and Tourism Board's mission by promoting sustainability, cultural awareness, and community engagement. Through reporting on conservation, public lands, and responsible recreation, KHOL educates both residents and visitors on how to care for Jackson's natural resources—aligning with JHTTB's commitment to stewardship. The station also highlights local arts, history and community voices, enriching the visitor experience and reinforcing Jackson's unique cultural identity.

KHOL fosters an informed and welcoming environment that enhances how visitors connect with the community. Additionally, its coverage of events and off-season activities supports year-round tourism and economic resilience. Through this work, KHOL not only informs but also inspires deeper connections between people and place, reinforcing Jackson Hole as a meaningful, respectful destination.

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.

KHOL supports SDMP Stewardship Goals through in-depth, accessible journalism on transportation, housing, climate action and tourism. Recent coverage includes bus service expansion and transit equity, housing challenges for seasonal and immigrant workers and local climate resilience efforts. As Jackson’s nonprofit community radio station, KHOL informs residents and visitors, encourages sustainable behaviors and fosters civic engagement—strengthening long-term stewardship across the valley.

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.

As a community radio station, KHOL is a beacon for Jackson’s culture and news. 87% of drivers listen to terrestrial radio and – as we know – many visitors to Jackson spend significant time in a vehicle. Through our stories and underwriting, we promote events and destinations in Jackson and the surrounding areas over the radio airwaves, via our podcast and on our website. KHOL runs spots promoting responsible tourism behavior, regularly. We also cover stories about tourist misbehavior with actionable solutions. Many of KHOL’s stories cover environmental issue and highlight ecosystem conservation and our region’s historic landscapes and local culture. Tourists tune into 89.1 KHOL and hear a passionate community of people who love music, arts and the wild outdoors of Wyoming – which makes their experience here even more enriched.

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.

KHOL aligns local journalism and storytelling with the TTB's goals of enhancing community awareness, cultural connection and visitor engagement.

KHOL produced over 75 original audio features and interviews that highlighted the unique character of Jackson Hole – its arts, culture, environment, and community events. Additionally, through over 260 original newscasts, we highlighted nearly 800 local and regional headlines. (Our weekday newscast includes 3-4 short pieces.)

Through community-centered reporting, KHOL elevated voices from diverse sectors of Teton County, including hospitality workers, artists, conservation leaders, athletes and entrepreneurs. This localized storytelling offered visitors a richer, more nuanced understanding of the region beyond typical tourism narratives.

Our newscast (as a podcast) has increased 119% in monthly downloads. Of course, it is also listened to on the FM airwaves reaching between 40,000 - 70,000 listeners.

Budget

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

30% of our newsroom; 12% of our station's operating budget

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

 2025 Grant Repo...

 Add file

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

Please use 100 words or less.

To support the production of a 5 day per week newscast.

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.

Yes. The same. While we have hoped to gradually reduce our request over time—and have made major strides in diversifying our revenue through increased memberships and advertising—the reality is that KHOL continues to face serious funding challenges. Federal support for public media, including the Corporation for Public Broadcasting, is under threat and we are already bracing for a potential 25% reduction in revenue due to pending cuts. This rescission request from the White House is unprecedented; clawing back Congressional support approved just two months prior. We are working hard to close that gap through philanthropic donations and grants, but stable local funding remains essential. The partnership between JHTTB and KHOL is a smart, public-private investment: your support helps ensure daily, year-round access to fact-based reporting that informs residents and visitors alike on issues like sustainability, conservation, public safety and local events. While tourism events are impactful in the short term, the work KHOL does has a lasting effect—delivered every day at a fraction of the cost of many large-scale initiatives. Public media is accessible to all, free of charge and plays a key role in strengthening transparency, accountability and community trust. So yes, we do anticipate seeking JHTTB funding again next year, likely in a similar range as this year’s request, as we took a 25% cut this year in support. Continued investment in KHOL is not only good governance—it’s a powerful way to protect and promote the values that make Jackson Hole a vibrant and informed community worth visiting and living in.

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.

KHOL website. We average around 25,000 unique visitors a month.

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

Please use 100 words or less.

Any photos of ours can be used by JHTTB with appropriate photo credit.

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

Please use 100 words less.

Supporting the KHOL newsroom provides ongoing marketing value by reinforcing Jackson's identity as a thoughtful, informed and community-driven destination. Our trusted local reporting highlights the area's commitment to sustainability, responsible tourism and civic engagement—values that resonate with visitors seeking authentic experiences. KHOL stories often reach beyond the valley through digital platforms, podcasts and media partnerships with Wyoming Public Radio, WyoFile and over 20 stations in the Rocky Mountain region, extending Jackson's narrative to a broader audience. By funding independent journalism, the JHTTB demonstrates leadership in destination stewardship and supports a resource that educates both residents and travelers on how to engage with Jackson Hole in a respectful, meaningful, and sustainable way.

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