

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 *

annie@jhcenterforthearts.org

Project name: *

The Discovery! Series

JHTTB funding received: *

\$77,000.00

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.

The Discovery! Series brought affordable, high-caliber performances to Jackson, giving both locals and visitors more ways to experience the arts. It helped expand Jackson's reputation by highlighting a vibrant performing arts scene. The family-friendly programming added new nightlife options and created a welcoming space for all ages. The goal was to strengthen Jackson's identity as an arts destination while enriching the experience for those who live here and those just passing through.

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 Discovery! Series supported the Jackson Hole Travel and Tourism Board's mission by attracting families from across the region to experience sustainable, low-impact entertainment that was accessible, welcoming, and appropriate for all ages. By offering high-quality performances at a subsidized price, the series made it easier for visitors to spend on lodging, dining, and other Jackson experiences. Cultural offerings like this encourage longer stays and greater visitor engagement. The series showcased Jackson as a well-rounded destination and helped deepen its reputation as a place where arts, community, and tourism intersect. Please see the attached Arts Impact Report for additional data.

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.

The Center promotes climate action by modeling sustainable practices and welcoming residents and visitors into an environmentally responsible space. The Discovery! Series fostered a deeper understanding of the importance of community among residents, visitors, and local businesses through shared cultural experiences. In the future, the series can expand to include school field trips, families from more remote areas of the Mountain West, and locals. Marketing materials linked to the Visit Jackson Hole website encouraged responsible visitor planning and use of local services. Web traffic and ticketing data also help us monitor audience trends and inform future programming decisions.

Project outcomes

*

Project start date:

MM DD YYYY

10 / 01 / 2024

Project end date: *

MM DD YYYY

04 / 26 / 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 measured success by tracking ticket sales and looking at where attendees were coming from. This helped us see which communities we were reaching and where we could improve our marketing. The goal was to bring in more visitors from areas not currently traveling to Jackson. We also looked at the type of visitor attending. Arts and culture audiences tend to stay longer and spend more, which benefits the local economy. These extended-stay visitors also help lower the environmental impact by reducing the need for constant marketing and creating more value per trip.

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 Discovery! Series sold 2,302 tickets across six events, with a total capacity of 3,060. That’s a 75% attendance rate, leaving only 758 tickets unsold. The public investment was \$33.44 per attendee, while tickets were offered at \$5 to \$25 for performances valued between \$35 and \$65. This subsidy significantly increased access to world-class programming. About one-sixth of attendees were from out of town, supporting local lodging. Additionally, if each attending group dined locally, the series may have contributed \$86,000 or more to the restaurant economy.

On a broader level, the series elevated Jackson’s cultural profile through word of mouth and visitor-generated social media. These impressions help attract extended-stay travelers—a shared goal of the Jackson community. Arts and culture audiences are also more likely to value environmental stewardship and community well-being, aligning with the values promoted by the region.

Budget

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

The contribution made by the travel and tourism board was 45% of the budget.

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

 Discovery! Series...

 Add file

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

Please use 100 words or less.

JHTTB funds were used to cover artist fees for performances, allowing us to offset production costs and reduce ticket prices. This support made high-quality arts programming more accessible to both visitors and the Jackson community, encouraging broader participation and enhancing cultural tourism.

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, we have requested JHTTB funds for the next fiscal year. Our Application was turned in March of 2025.

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 included on all Discovery! Series promotional materials, including digital ads, print ads, social media posts, and event webpages. On campus, the logo appeared on digital monitors in the lobby during every Center Presents show, including approximately 200 events in the Center Theater, reaching an estimated 800,000 campus visitors throughout the season. Online, the logo was displayed as an additional supporter on The Center's supporter page and linked on each Discovery! Series event page. The Center's website averages 17,500 monthly visitors, offering consistent visibility and access to the Visit Jackson Hole site.

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

Please use 100 words or less.

Photographs and some video were captured at all six events and are available to be used by TTB and other promotional partners in Jackson.

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

Please use 100 words less.

The Discovery! Series added marketing value by showcasing Jackson as a year-round destination for arts and culture. Through a mix of digital and print outreach, the series reached new audiences and encouraged off-peak travel. By highlighting accessible, family-friendly programming, the series supported JHTTB's goals around sustainable and balanced tourism while strengthening Jackson's image as a place where arts, community, and the visitor experience intersect. An additional slide deck will be emailed which provides further highlights.

Google Forms