

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 *

scottalias@btfriends.org

Project name: *

Ambassadors for Responsible Recreation

JHTTB funding received: *

\$600,000

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.
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- 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 ARR program, once again was successful in it's purpose of educating National Forest users in Teton County with over 14,000 volunteer hours logged, >25,000 direct visitor contacts, 67 escaped/abandoned campfires extinguished, and >1,000 food/trash storage violations secured. Most importantly, there were zero human-caused wildfires and zero human-wildlife conflicts in areas supported by the ARR program.

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 ARR program successfully helped further two key elements of the JHTTB's SDMP - Education & Communications and Visitor Flow Management. In FY25, this multi-faceted and closely linked program engaged visitors along multiple points of their journey to Teton County and its public lands - before travel, while in Teton County's communities, and while on Teton County public lands. Given the National Forest has no entrance gateways and volunteers and BTNF staff cannot be everywhere at all times, the success of the program relies heavily on the interrelated components of education, direct visitor engagement, and the mitigation negative impacts to BTNF lands. The 2024 summer and 2024/25 winter seasons proved successful by our metrics because of the strength of the connected aspects of the ARR program.

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.

Through the ARR program, Friends of the Bridger-Teton was successful in its ability to share critical information and alerts throughout FY25. By both amplifying general recreate responsibly messaging (i.e. JHTTB's Selfie Control) and providing timely alerts specific to locations and activities (i.e. Bear in Spread Creek, Togwotee Pass closures/alerts during Pack Trail Fire, Teton Pass road closure) related to the BTNF, the ARR program provided a much-needed educational tool for partner NGOs, the business community, and the JHTTB marketing team

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.

Effectively pairing ambassadors, and education/outreach substantially improve visitors' experience and hopefully engender a personal connection to the land and sense of duty toward its care.

Our objectives align with the objectives in the SDMP: To ensure tourism is net positive for the health and well-being, and economy of Teton County through the prevention of human-caused conflicts which would be catastrophic for our community.

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.

By the above criteria, the ARR program was a success - zero human-caused wildfires in Teton County/zero human-wildlife conflicts where ambassadors present, 12,778 volunteer hours logged by 47 volunteer ambassadors (\$428,000 value), 67 escaped/abandoned campfires extinguished, 90 food storage violations secured, >30,000 direct visitor interactions in summer and winter, many thousands reached through indirect means (AM1710, BFF of the BTNF campaign, social media, on-Forest Signage).

Budget

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

46%

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



Add file

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

Please use 100 words or less.

The Ambassadors for Responsible Recreation program in FY25 focused primarily to promote responsible recreation and protect against the worst-case scenarios of public lands tourism like human-caused wildfires and wildlife-human conflict.

The strategy of the FY25 ARR program involved a three-fold approach:

1. Education and outreach - BFF of the BTNF campaign, AM1710, Recreate responsible films (Wedding Tree responsibly, Winter Responsibly series), social media outreach, co-writing JHTTB blog posts, etc.)
2. Infrastructure and site improvements - Granite Falls rehabilitation, pumping/maintaining all 67 BTNF vault toilets in Teton County, installation of >50 fire rings
3. Our volunteer Ambassador Program.

We sought to positively influence visitor behavior throughout their travel cycle—before arrival, within Teton County, and while recreating on the Bridger-Teton National Forest, and after travel.

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.

\$600,000

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/Visit Jackson Hole logo was used on all print and digital assets created with JHTTB funding - this includes daily "BFF of the BTNF" ads in the Jackson Hole News & Guide Daily, Wedding Tree responsibly & Winter responsibly films, and all recreate responsibly signage on BTNF lands (Toppings Lakes, Shadow Mountain, Teton Pass, etc.). Due to FCC guidelines, we were unable to add funding information to messages transmitted on the AM1710 radio station.

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

Please use 100 words or less.

Wedding Tree responsibly - <https://vimeo.com/1021133445>

Six Ways to Be Safe and Responsible This Winter - <https://vimeo.com/1037591551>

Plan Ahead - <https://vimeo.com/1037589634>

Leave No Trace - <https://vimeo.com/1037589376>

Trail Etiquette - <https://vimeo.com/1037589014>

Control Your Dog - <https://vimeo.com/1037589243>

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

Please use 100 words less.

FBT interfaces regularly with JHTTB contractors to ensure they have the most up-to-date information on wildfires, wildlife activity, and other matters related to the BTNF. This constant communication is essential to not only ensure consistency in messaging but also make sure the JHTTB has easy access to public lands communications that would be otherwise extremely difficult to obtain. Furthermore, the JHTTB brand being situated alongside ARR communications underscores the JHTTB's commitment to sustainable destination management and collaboration with well-positioned partners.

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