

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 *

carrie@jhpublicart.org

Project name: *

GlowNights 24/2025

JHTTB funding received: *

15000

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.

JH Public Art brought 2, large-scale illuminated artworks to Teton Village and the Center for the Arts that were seen by thousands of people. Illuminated art invites people to take selfies, and the Cloud Swings at the Center were interactive. The surprise of the unexpected artworks generates positive connections, enhances the visit, and contributes to unique memories that set our deastination apart.

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.

JHTTB funding helps us rent illuminated artworks that attract cultural visitation and enabled us to offer competitive artist purses to secure quality artworks to rent and display. JH Public Art curates light sculptures created by renowned light artists, working with local partners to enhance their landing sites to attract attention, stimulate local/visitor interactions, and augment visitor stays. GLOW Nights ran from mid-December through February, we received an extra month of display at no cost from both artists.

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.

GLOW Nights2024/25 featured temporary, large-scale, glowing sculptures (giant clouds at JHMR and huge sparklers) that activated public spaces with wonder and excitement. The whimsical artworks turned the ordinary into something brilliant and fun, and GLOW Nights generates amazing visuals that can influence reservations.

Project outcomes

*

Project start date:

MM DD YYYY

12 / 13 / 2024

Project end date: *

MM DD YYYY

03 / 03 / 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 measure success by attendance at events, community response to the artwork. Both artists extended their two month display by an additional month, increasing the total number of viewers significantly.

Reasoning: During the grant period, mid-December through end February, 2025, using the Center anticipated visitation numbers (200/day for 75 days= 15,00). Building from JHMR's last published skier days data in 2019, we can assume the resort sees between 5,000-7,000 skiers daily, over approximately 140 ski days. Using 5,000 daily skiers over 48 days of GLOW Nights = 240,000 people total during that time. If a fraction of those people stay at the Village who ski and walk in the evenings, we can anticipate a minimum of 80,000 views over 48 days. $89,600/48 \text{ days} = 1,866\dots$ a modest estimate.

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.

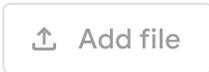
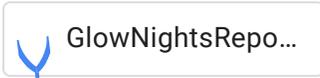
We exceeded expectations. We also advertised 3 events, over the 3 that were originally proposed.

Budget

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

20%

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.

The financial report does not show the final invoice due of \$8,500. The JHTTB funds were used for production expenses and marketing.

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.

We received a grant for \$25,000 for 2025/2026 GlowNights.

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.

Website, print ads, social media links, newsletter views. I can provide social media highlights in a separate file.

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

Please use 100 words or less.

We are happy to share all photo assets with the TTB.

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

Please use 100 words less.

We provide access to media folders so that GlowNights images can be used to promote winter tourism.

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