

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: *

Teton Backcountry Ambassadors & Teton Pass Shuttle

JHTTB funding received: *

\$89,320

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.

23 Backcountry Ambassadors served at the Teton Pass summit, other high-use trailheads and travel routes of the Pass where they interacted with recreationists to promote responsible use and safety, management of congestion, and answer users' questions. The Teton Pass Shuttle transported skiers to key trailheads which reduced congestion and visitors' carbon footprint, which made Teton Pass safer.

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.

11 paid ambassadors served on the summit of Teton Pass every Wednesday to Sunday from mid December to early April. TBCA's 12 volunteer ambassadors served also served on Teton Pass, including other trailheads and on highly used travel routes. Ambassadors engaged skiers in conversations about conditions and risk levels, helped to manage trailhead congestion, dug steps to improve access, and helped skiers in need. The Shuttle ran every Saturday - Sunday from Mid Dec to the end of March. Shuttle drivers are TBCA ambassadors, who interacted with riders to answer questions and talk about responsible use.

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 primary role of Teton pass backcountry ambassadors serving Teton Pass was to talk with winter recreationists, with visitors (about 25% of skiers) receiving the most attention. Ambassadors asked questions about their readiness to ski tour ("Do you have the right equipment? Do you know your route? Are you beeping? Have you read the day's avy report? Can you please park closer to that other car to allow more parking? etc"). The Shuttle did the same AND contributed to transportation and climate change mitigation, allowing skiers to avoid driving up Teton Pass and not taking two vehicles.

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.

of volunteers and hours served; # of contacts with public; # of accidents; # of people seeking out ambassadors for information; relationship with key agencies; number of shuttle riders.

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.

More volunteers (12 to 23); Increase in hours served (300 to 602); increase in contacts: (1669 to 5190); few accidents -no skier triggered avalanches hitting highway; an increase in people seeking out ambassadors to ask questions. Antidotal: Non-locals on Mt Glory lost and asking ambassador how to descend; collaboration with Highway Patrol with drunk driver at Teton Pass summit; Ambassador adjusting skis of skier; WYDOT staff's appreciation for marking "No Parking" at its parking spot and other no parking area. # of riders (~400 to 1435.) (Data from ambassadors' year-end survey is still being analyzed).

Budget

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

~25%

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



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Add file

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

Please use 100 words or less.

expenses: payment of 11 pd (hourly) ambassadors and three shuttle drivers; program and field supervisors; accounting/bookkeeping; shuttle leasing and insurance; supplies; gas; web service for reporting program; food for ambassador meeting; printing for shuttle promo and training; training course for ambassador.

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. TBCA would like to apply for multiple years to reduce uncertainty. We propose receiving \$80,000 for three years.

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.

Logo appeared on TBCA Website, in the shuttle, and in the TBCA's presentations at its two public events. JHTTB support was also mentioned to reporters doing stories on TBCA (although they did not always include it in their stories, in spite of our request)

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

Please use 100 words or less.

We have photos of shuttle riders, ambassadors serving, and general Teton pass winter recreation photos that you are welcome to use.

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

Please use 100 words less.

Alpine touring is the fastest growing winter sport in the US. After JHMR and GTR, it is the MOST visited winter destination in Teton County. Teton Pass skiing draws MANY visitors and adds to the local economy through sale of equipment, lodging, eateries, and guide services. By improving the overall quality of visitors' winter experience on Teton Pass with ambassadors and the shuttle, TBCA makes this destination even more desirable. These conditions result in word-of-mouth advertising that promote tourism among the world's backcountry skiers.

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