

# 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 \*

Velotwentytwo@gmail.com

Project name: \*

Velo22.org

JHTTB funding received: \*

\$6,500

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.

My website has flourished with new sponsors, new website development, and increased viewership thanks to funding from the JHTTB. With that, visitors and locals alike are able to find new events, group rides, and routes in the area with ease.

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.

Velo22 gives visitors a one stop shop for all things cycling in Teton County. With this, I was able to use the site to promote responsible and safe biking.

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.

Education & Communications: I have used the platform to not only promote events in the area, but also educate on how to be responsible while biking.

Visitor Flow: With Velo22 being the hub of information, visitors know where to go to find out more info or find an event.

Transportation & Mobility: There are many resources for routes and bike path maps on the site.

Climate Action: Cycling is better for the environment and reduces traffic. Encouraging people to bring their bikes means they will use them around town as well.

### 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.

I don't see that question on my application, but my measure of success is overall viewership.

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.

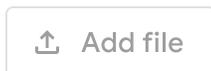
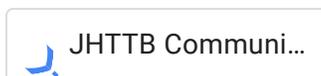
In May of 2025, I had the most viewers in a month. In April, I broke that record again by 150 viewers. My natural measure of success is how many people are using the site, and that is clearly off to a phenomenal start this season. With a total of 2.1k viewers last year, I am already at 1.6k viewers in 2025 and look to pass yearly viewers by July.

### Budget

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

about 60%

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.

I used my JHTTB funding on all marketing. This includes several sponsorships to local organizations and events, social media boosting, google and squarespace, and print advertising. This allowed me to get the name out there and spread the word about this amazing resource.

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.

I am hoping to up my contribution to 13,000.

### 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.

I have used the Visit Jackson Hole logo on my instagram and website.

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

Please use 100 words or less.

I did not get any photography or videography this time.

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

Please use 100 words less.

I wrote an article for Visit JH about cycling in Teton County, and spread the word about what JHTTB does for local organizations like myself.

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