



Jackson Hole Travel & Tourism Board Strategic Partnerships Funding Application Guidelines 2026/27

Updated February 2026

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Introduction to strategic partnerships funding

The Jackson Hole Travel & Tourism Board (JHTTB) will consider funding projects that benefit Teton County, WY in destination marketing, destination management, destination stewardship, and destination development. This funding prioritizes projects that address immediate and ongoing needs of the destination, can demonstrate meaningful results and impact, and are led by organizations with a proven track record of effectiveness who have the staff and resources readily available to deliver the proposed outcomes.

The JHTTB offers separate funding opportunities for ambassador services (boots-on-the-ground personnel) and events (single-day or multi-day initiatives that occur consecutively). To learn more about these opportunities, visit:

- Ambassador services: <https://industry.visitjacksonhole.com/funding/ambassador-services>
- Event funding: <https://industry.visitjacksonhole.com/event-funding>

Please ensure you are completing the correct application before proceeding as applications cannot be transferred.

If you have questions about funding requests or eligibility after reviewing these guidelines, contact JHTTB Executive Director, Crista Valentino, at crista@visitjacksonhole.com.

Eligibility

The JHTTB requires strategic partnerships funding to advance one or more of the following areas for the destination: destination marketing, destination management, destination stewardship, and destination development. All projects should align with the [mission and vision](#) of the JHTTB, and adhere to the guiding principles of the [Sustainable Destination Management Plan \(SDMP\)](#).

Projects must show proof of concept and indicate an ability to deliver measurable results. The organization overseeing the project should have the staff and resources readily available to deliver the proposed outcomes. Strategic partnerships will ideally indicate an end result that is achievable within a given timeframe. The JHTTB will not be obligated or expected to provide ongoing financial support to the applying organization beyond the project commitment.

Examples of strategic partnership projects include:

- Destination marketing: campaigns, communications efforts, websites, social media platforms, and digital strategies that can deliver increased visitation during need periods by highlighting the diverse offerings of the destination and/or showcasing the destination in a unique way.
- Destination management: projects that introduce long-term management tools to reduce pressure on infrastructure or high impact areas or services, or projects that offer solutions to identified visitation challenges.
- Destination stewardship: projects that promise measurable visitor behavior change by involving and empowering visitors to responsibly engage with the area's natural, cultural, and community resources. This includes project management and communications expenses; however, boots-on-the-ground ambassador services must be applied for separately under ambassador services funding.
- Destination development: projects that result in a new visitor experience or destination offering that aligns with the destination brand and sustainability initiatives.

All expenses reimbursed by the JHTTB must fall within the guidelines of the [Wyoming State Statute for lodging tax](#). Expenses that will be eligible for reimbursement under strategic partnerships funding include, but are not limited to:

- Project development
- Administrative
- Project management and oversight
- Marketing and communications
- Photography and videography
- Website
- Graphic design
- Printing and signage

Expenses that will NOT be eligible for reimbursement under strategic partnerships funding include, but are not limited to:

- Boots-on-the-ground (ambassador) costs and stipends
- Event management or staging of an event
- Alcohol or F&B expenses where alcohol is included on the receipt
- Capital expenses

Applications will be accepted from any for-profit or non-profit organization that is in good legal and financial standing and equipped to complete the project in Teton County, WY. Submission of an application does not guarantee funding from the JHTTB.

Awarded funds are dispersed as reimbursements and require a validated invoice and voucher before being approved for reimbursement at a regularly scheduled Board Meeting. Vouchers must be submitted within 60 days after the expenses are incurred. The JHTTB does not pre-pay for services or reimburse deposits.

Award Decisions

Strategic partnerships funding is decided by the Jackson Hole Travel & Tourism Board. In their evaluation, the JHTTB considers several objective and subjective criteria, including:

- Alignment of the application with the [mission and vision](#) of the JHTTB
- Alignment with the [Sustainable Destination Management Plan](#) (SDMP)
- Destination's need for the project's scope of work
- Increased value to the visitor experience or the tourism industry
- The feasibility of the project and the applicant's ability to deliver the outlined scope of work, including a proven track record of providing similar services
- Proof of concept
- Ability to deliver measurable results within the given timeframe (requests for ongoing funding at consistent levels year over year is discouraged)
- Value for the proposed project budget

Members of the Jackson Hole Travel & Tourism Board may make decisions based on their review of the application, understanding of the presentation, personal perceptions of the organization, the proposed project, the project's budget and JHTTB funds available, and any other objective or subjective reasoning to make the best decision for the community.

Application & Funding Process

STRATEGIC PARTNERSHIPS FUNDING WINDOW & DEADLINES		
Contract		
July 1, 2026 - June 30, 2027		
Application Period	Board Discussion	Presentation & Board Vote
March 16 - June 15, 2026	July 9, 2026	August 13, 2026

Application period (opens March 16, 2026): There is one application period for strategic partnerships projects that take place between July 1, 2026 and June 30, 2027. Applications will open on March 16, 2026, and close on June 15, 2026, at 5 pm. Late or incomplete applications will not be considered.

The application is intentionally designed to provide key information to the Board necessary for making an informed decision. Please complete the application fully and do not include information or documents that are not requested. The application will be the Board's main source of information.

Board discussion (July 9, 2026): In the July regularly-scheduled JHTTB meeting, strategic partnerships applications will be discussed by the full board. This is a discussion item in which only the Board will participate - applicants will not present or respond to questions in this meeting. If questions from the Board arise, those questions will be provided to the applicant to answer in their upcoming presentation.

Presentation (August 13, 2026): In the August regularly-scheduled JHTTB meeting, strategic partnerships applicants will present to the Board. Each presentation shall be no more than five minutes and should answer all questions from the Board presented in the July 9 meeting (there will be no additional time to answer pre-asked questions). Presentations should be provided to britney@visitjacksonhole.com, in PDF format by August 6, 2026.

Following all strategic partnership presentations, the Board will vote on the total funding award for strategic partnerships applications in one action item. The Board vote at this meeting is final.

Contract (July 1, 2026 - June 30, 2027): Organizations receiving funding will be required to sign a contractual agreement with the JHTTB. The scope of work presented in the application must be completed between July 1, 2026 - June 30, 2027 and all associated vouchers must be submitted within 60 days after they are incurred. The final voucher must be received by August 1, 2027. The applying entity agrees to use JHTTB funding to cover costs in accordance with "reimbursable expenses" per the [Wyoming State Statute](#) and in alignment with the budget presented in the application.