Jackson Hole Travel & Tourism Event Funding Application Guidelines 2026/27

The Event Funding Application is available at the following website during the published application windows: https://industry.visitjacksonhole.com/funding/event-funding

The Jackson Hole Travel & Tourism Board (JHTTB) provides public funding to local events that promote and enhance fall, winter, and spring visitation to Teton County, WY. Funding levels vary year to year based on lodging tax revenue.

Event Funding Application Categories

A. **Signature Events:** Requesting more than $74,999. Application window: **Dec. 1 - Jan. 31** only.

B. **Regular Events:** Requesting up to $74,999. Application windows vary by event date - See *Table 1* below for Application Windows and Deadlines.

If you have any questions about application periods or eligible event date ranges, please contact John Morgan, john@jacksonholechamber.com, 307-201-2309.

Table 1

EVENT FUNDING WINDOW & DEADLINES	
SIGNATURE EVENT APPLICATIONS: Events requesting funds in excess of $74,999	
Event Date Range	**Application Period**
Sept. 26, 2026 - June 6, 2027	Dec. 1, 2025 - Jan. 31, 2026
REGULAR EVENT APPLICATIONS: Events requesting funds up to $74,999	
Event Date Range	**Application Period**
Sept. 26 - Dec. 31, 2026	Dec. 1, 2025 - Jan. 31, 2026
Jan. 1 - June 6, 2027	May 1 - June 30, 2026

Event Funding Goals of the JHTTB

The JHTTB allocates funding to events that align with the Sustainable Destination Management Plan (SDMP) and the JHTTB's mission and vision, by supporting low-impact, high-value visitor experiences. Events must demonstrate contributions to long-term community, economic, and environmental sustainability. Event applicants must describe how their event aligns with all seven of the core values of the SDMP (*Table 2*).

Table 2

SDMP CORE VALUES	GUIDING PRINCIPLES
Environmental and Economic Stewardship* We recognize that our economic future depends on the protection of our natural environment - wildlife, waters, wildlands, and ecological processes - and believe that environmental and economic sustainability go hand-in-hand.	We protect and support regeneration in the greater Yellowstone Ecosystem.
Managed Growth* We understand that seasonal visitation management is a key to the sustainability and quality of life of our communities.	We support consistent, sustainable visitor and community policy. We strive to minimize visitation peaks and valleys while meeting visitors' and community members' expectations of quality and capacity.
Quality of Life for All* We know that for the Greater Teton Area to be sustainable, it must address infrastructure, housing, and transportation challenges.	We support quality infrastructure, affordable and attainable housing, quality year-round employment, equitable access to health and human services, and a seamless transportation system.
Education We know that communication of our history, challenges, values, and goals is critical to shaping visitor and resident attitudes and behaviors.	We effectively communicate our high community standards and expectations in order to influence visitor and resident behavior and impacts.
Accessibility and Inclusion We welcome everyone who shares our respect and admiration for the Greater Teton Area.	We are an inclusive and visitor friendly destination, fostering a tourist economy accessible to everyone, including workers and visitors from diverse socio-economic groups.
Collaboration and Harmony We understand that sustainability begins with community agreement on a plan for the future.	We collaborate with all stakeholders to build understanding and respect for a sustainable future for each of us and all of us.

**Aligned with the Common Values from the Jackson/Teton County Comprehensive Plan*

Event Qualifications

The Jackson Hole Travel & Tourism Board (JHTTB) allocates funding to events that meet all of the following criteria:

- The event must occur within Teton County, WY within the eligible event date ranges outlined in *Table 1*. The JHTTB does not currently fund events taking place during the summer season.
- The event must meet the minimum baseline standards for each core value of the SDMP as listed on the event application (*Table 2*).
- The event must be open and accessible to the public (this may include free access or ticketed access that is available to all). The JHTTB does not fund private or exclusive events.
- The event must be inclusive to all attendees and not explicitly or implicitly discriminate.
- The primary purposes of the event must be to enhance the community's unique character and/or drive visitation to Teton County, WY.
- The amount of event funding applied for must support marketing, promotion, or event staging expenses. More detail regarding reimbursable expenses is listed in the section below.
- With the submission of the online application, event applicants must include an event overview, budget, and marketing plan, that will be reviewed by the Events Committee and made publicly accessible by request to the JHTTB.
    - The event should not budget to earn a net profit. Total anticipated revenue, including JHTTB support, should not exceed anticipated expenses at the time of the application. JHTTB funds are intended to support event staging, promotion, and marketing, not to generate revenue for the applicant organization.
    - At the conclusion of the event, organizers must complete a post-event recap including an event overview, P&L statement, and marketing results.
- **Multi-Day Eligibility:** Multi-day events must meet all of the following requirements:
    - All event dates must be consecutive.
    - All event dates must fall within the same JHTTB fiscal year (July 1 - June 30).
    - Only the event dates that fall within the eligible event date ranges outlined in *Table 1* are reimbursable.

      Important: If your event starts before the first day of the event date range or ends after the last day in the event date range, any expenses tied to those outside dates are not reimbursable.

- **Non-Consecutive or Routine Programming**: JHTTB event funding does not support event series or recurring programs that take place on non-consecutive days (e.g. weekly events spread over several weeks). These may be considered routine programming, not a single qualifying event.

  If your recurring event aligns with the JHTTB's mission, vision, and SDMP values, you may submit multiple applications for each event occurrence. Alternatively, you may inquire about Community Partnership funding for your routine programming.

  For more information, contact: Crista Valentino, Executive Director
  crista@visitjacksonhole.com

- **Eligibility of Event Applicants:** Eligible applicants include any for-profit or non-profit organization in good legal and financial standing planning an event in Teton County, WY. Organizations who are awarded funding will be required to sign a funding agreement with JHTTB and supply a current W-9 for their organization. Submission of an application does not guarantee funding from the JHTTB.

Reimbursable Expenses

Wyoming state statute allows lodging tax funds to be used only for expenses directly related to marketing, promoting, and staging an eligible event. The JHTTB cannot reimburse capital projects or alcohol under any circumstances. Event organizers should contact John Morgan (john@jacksonholechamber.com) with questions about eligible expenses before incurring them.

Reimbursable Expense Categories:

- **Marketing:** Expenses that directly market the event.
  - Examples: local media ads (newspaper, radio, magazines, etc.), paid social media, paid search, digital advertising.
  - **Not reimbursable**: Marketing that promotes the *organization* instead of the *event.*
- **Promotion:** Items used to promote attendance or support event identity.
  - Examples: banners, brochures, mailers, event t-shirts, medals, etc.
  - **Not reimbursable**: Items that are **sold** (i.e. merchandise) or items not clearly tied to the event.
- **Event Staging:** Costs required to host or execute the event.
  - Examples: Venue rental, talent, equipment rentals, AV, airfare/lodging/travel related to staging of the event.
  - **Not reimbursable:** Alcohol, regular staff salaries, capital purchases, or any expense not directly tied to the event.

Special considerations:

- **Prizes & Raffle Items** are reimbursable only when you can provide:
  - Documentation showing **what** was awarded.
  - **To whom** the items was awarded.
  - **How** the items were distributed.
  - Cash prizes require additional documentation. For guidance, contact John Morgan (john@jacksonholechamber.com).
- **Labor Costs** directly supporting marketing, promotion, or staging the event are reimbursable.
  - **Contract Labor** requires an invoice or receipt that includes:
    - Event name.
    - Contractor name.
    - Description of work performed for the event.
    - Exact amount charged.
  - **Internal Labor** may be reimbursed for eligible marketing or event-staging work. Use the JHTTB Breakdown of Hours spreadsheet to document:
    - Name of the employee.
    - Date of work performed.
    - Number of hours worked.
    - Hourly rate for the employee.
    - Description of the event-related work performed.

Expenses that are NOT Reimbursable:

The following are **never eligible** for reimbursement:

- **Alcohol** (all F&B and hotel receipts must be itemized to prove this).
- **Capital Expenses.**
- **Merchandise** or other items sold to participants.
- Any expense **not clearly linked** to the marketing, promotion, or staging of the event.

Application Timelines

SIGNATURE EVENTS - Application Timeline

Signature Event Application Deadline: 5:00 pm MT, January 31st
Important Dates & Review Process

- **Feb. 1:** All Signature Event applications that meet basic eligibility criteria (per state statute) will advance for review by the full JHTTB board.
- **Mid-Feb.:** Applications will be discussed at the regular JHTTB meeting. No presentations by applicants at this stage.
- **Late Feb.:** (Special Meeting): Eligible Signature Event applicants will be invited to present to the full board. The board will vote on funding at this meeting.
  - Final funding decisions will be made exclusively by the full 7-member board and announced at the conclusion of this meeting.

Clarifications for Signature Event Applicants

1. **Signature Event Definition =** Application request of $75,000 (based on request not award).
2. **No Dual Applications -** Applicants may not apply at both Signature and Regular levels.
3. **No guaranteed funding -** An invitation to present a signature event to the JHTTB does not guarantee funding.
4. **Decision-Making Process -** Eligibility does not guarantee funding. Funding decisions are made by full board vote.
5. **Single Annual Application Window** - All signature events are evaluated during a single application window to create equity and promote transparency in funding decisions for large community events.
6. **Important:** If your Signature Event is not funded, you will not be able to reapply for Regular Event funding in the same fiscal year.

REGULAR EVENTS - Application Timeline

Fall Events Application Deadline: 5:00 pm MT, January 31st

- Applications reviewed by Events Committee Feb. 1-28.
- Full board votes to approve Events Committee recommendations at the regular March meeting (2nd Thursday of the month).
- Applicants are informed of their funding award decision in mid-March.

Winter/Spring Events Application Deadline: 5:00 pm MT, June 30th

- Applications reviewed by Events Committee July 1-31.
- Full board votes to approve Events Committee recommendations at the regular August meeting (2nd Thursday of the month).
- Applicants are informed of their funding award decision in mid-August.

Funding Award Decisions

Signature Event funding decisions are made by the full Jackson Hole Travel & Tourism Board (JHTTB). Each Signature application is independently evaluated by members of the board, including the members of the Sustainability Committee, prior to the public meeting where applicants present their proposals. After reviewing applications and hearing applicant presentations, the full Board discusses and votes on funding allocations based on the available budget for that funding cycle.

Regular Event funding recommendations are made by the JHTTB Events Committee, which includes three JHTTB members and up to three community volunteers. Each application is independently evaluated by members of both the Events Committee and Sustainability Committee. After reviewing all applications and Sustainability Committee evaluations, the Events Committee meets to discuss and finalize its funding recommendations based on the budget for that funding cycle.

Evaluation Criteria: In making funding recommendations and decisions, Jackson Hole Travel & Tourism Board, including both the Events and Sustainability committees, considers the same objective and subjective criteria for both Signature and Regular events, including:

- Alignment with the JHTTB mission, vision and SDMP core values.
- Contribution to the community's character, vibrancy, and overall event mix.
- Enhancement of the visitor experience.
- Economic impact on Teton County, WY (visitor attendance, lodging room nights, retail activity).
- Promotion of Jackson Hole as a destination, including marketing reach, PR efforts, destination impressions and responsible tourism practices.