



TOURISM ASSET DEVELOPMENT (TAD) GRANT PROGRAM INFORMATION

What is the Tourism Asset Development "TAD" Grant Program?

The Tourism Asset Development (TAD) program is a voluntary program that is unique to Wyoming's Wind River Country, which includes Fremont County and the Wind River Indian Reservation. The Wind River Visitors Council gives 25 percent of the local lodging tax back to the communities in the percentage that they contribute to the lodging tax. Communities are determined by zip code. Depending on occupancy rates, these numbers are constantly changing. These funds are distributed by the Lander Chamber of Commerce; the City of Riverton; and the towns of Dubois, Hudson, and Shoshoni to market the communities.

What is the purpose of the program?

The purpose of the Tourism Asset Development program is to provide financial support to communities through the Fremont County lodging tax, which is overseen by the Wind River Visitors Council. Each community utilizes these funds to help them promote and increase their visitor and tourism economies. The goal is to increase visitor spending by encouraging visitors to stay longer in Fremont County. According to the Local Option Lodging Tax Manual, "It is generally accepted that travel and tourism promotion should bring people in from outside the area for an overnight stay in the community."

How is the program funded?

Funding for the Tourism Asset Development program comes from 25 percent of the total annual revenues received from the Fremont County lodging tax. Funds are allocated to communities that are party to the Joint Powers Agreement establishing the Fremont County lodging tax, based on a percentage breakdown of where the lodging tax revenues were generated during the previous full fiscal year, with a minimum annual program allocation of \$3,000 per community. This percentage and minimum allocation are reviewed and established annually as part of the budget process for the Wind River Visitors Council. Tourism Asset Development funds are dispersed at each regularly scheduled bi-monthly Wind River Visitors Council Board Meeting.

What can TAD funds be used for?

Tourism Asset Development funds are for travel industry development. According to statute, "Expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, digital content, social media, promotion of tours, staging of events, educational materials and other specific tourism related objectives, providing that none of these funds shall be spent for capital construction or improvements." The Attorney General in a July 1993 opinion affirmed that the statute "may permit salaries for persons to answer tourist, convention and tour type inquiries and the like."

What can't TAD funds be used for?

Funds may not be spent on alcohol, lobbying efforts, capital construction, marketing for private businesses or staff hours (except for frontline staff at visitors' centers and convention and visitor bureaus). In the statute, it is clear that lodging tax revenues cannot be used for constructing tourism facilities such as parks, museums, visitor centers or transportation systems. Funds are intended to be used by the communities themselves for the law's tourism marketing purposes and not for subgrants to individual businesses.

(Continued on next page.)



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How much can be funded as a subgrant to an event organizer?

The amount given out doesn't have to be the full amount applied for. It can be based on the number of attendees (out of town, out of state, locals), the number of overnights in lodging properties, the amount of revenue generated for the community, if it is a repeat event, if it has the capacity to grow in the future, etc. Funds should be used for reimbursement only, and the distributing organization must require and maintain receipts and paperwork. Copies of this documentation must be provided to the Wind River Visitors Council.

Eligibility

1. Eligibility for TAD funding requires that an established promotion committee represent each participating community. In Lander, this is the Lander Chamber of Commerce's Destination Lander Committee.
2. Each participating community must present, in person, an annual report detailing program expenditures throughout the year and disclose plans for carryover balances. The reporting happens at the January (Riverton, Shoshoni) and July (Dubois, Hudson, Lander) Wind River Visitors Council Board Meetings.
3. Funded organizations and events that apply through the Lander Chamber of Commerce must provide recognition to both the Lander Chamber and Wind River Visitors Council. This includes use of the logo at the top of this page on all marketing materials, verbal recognition if sponsors are announced and recognition on social media posts. This is important for transparency purposes, as projects supported by the Wind River Visitors Council, or projects that use the Wind River Country logo, demonstrate to the community where the lodging tax is being spent. Allocations of funds not meeting these requirements may require reimbursement to the Wind River Visitors Council or will be deducted from future allocations.
4. Beginning July 1, 2024, participating communities must use a TAD application (the next two pages) that will be provided by the Wind River Visitors Council.
5. All funds allocated each year under this program must be kept in a specifically designated account and administered according to all applicable state statutes, the Fremont County Joint Powers Agreement creating the Wind River Visitors Council, the Wind River Visitors Council by-laws and this document.
6. Exclusions: Allocations of funds not meeting the requirements set out in this document may require reimbursement to the Wind River Visitors Council or will be deducted from future allocations.

For more information, contact:

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(307) 332-5546
www.windriver.org

"The Wind River Visitors Council's mission is to stimulate tourism by increasing awareness of, and encouraging visitation to, the unique destinations, activities, and events in Wyoming's Wind River Country."



2025 TOURISM ASSET DEVELOPMENT (TAD) GRANT APPLICATION GUIDELINES

The TAD Grant Program is funded by county and state lodging taxes and managed by the Lander Chamber of Commerce on behalf of the City of Lander in partnership with the Wind River Visitors Council. The purpose of the program is to support the development of events, programs, and sites that attract overnight visitors to Lander. Applicants may apply for any amount up to \$1,000.

Applications will be assessed by the Lander Chamber of Commerce's Destination Lander Committee on a program's ability to provide a direct benefit to the Lander area tourism economy. Priority will be given to programs that develop Lander's tourism assets and attract outside visitors to Lander for an overnight stay.

DEFINITIONS:

1. "TAD" means Tourism Asset Development.
2. "Tourism Group" means any non-profit organization established for the primary purpose of promoting tourism resources and facilities in the Lander area.
3. "Program Director" means one who assumes responsibility for the organization's program/project/event.

ELIGIBILITY

Those eligible to apply for a TAD Grant are tourist/tourism-related non-profit civic organizations and government entities for the purpose of developing tourism assets in the Lander area. Businesses and private individuals are ineligible. All requests require submission of the appropriate application materials and all awarded grants require the approval of the Destination Lander Committee. Questions may directed to info@landerchamber.org or 307-332-3892 x2.

SPECIFIC GUIDELINES

1. **APPLICATION DUE DATE:** Applications must be submitted to the Lander Chamber of Commerce by **Friday, February 28, 2025** for programs to be completed in 2025.
2. **ACKNOWLEDGEMENT:** Any event, program, or publication (digital or print ad, brochure, rack card, banner, etc.) funded by a TAD Grant must credit both the Lander Chamber using the TAD logo above (left) and the Wind River Visitors Council logo (right). **Failure to do so may result in grant forfeiture** and the approved grant amount reverting back to the TAD Grant general fund.
3. **RIGHT to INSPECT:** The Lander Chamber of Commerce reserves the right to inspect, at any time, the records (specifically related to the grant) of the tourism group for purposes of audit.
4. The Lander Chamber of Commerce reserves the right to reimburse at less than the authorized grant amount if documented expenditures are less than what was originally proposed.
5. **COMPLETION and REPORTING DEADLINES:** Each approved program will have established a program completion date within **60 DAYS** of which a final fiscal report must be submitted to the Lander Chamber of Commerce. **Failure to submit a fiscal report within the specified time frame may result in grant forfeiture.** Exceptions to the 60 day deadline will be reviewed on a case-by-case basis.
6. **REIMBURSEMENT:** Upon completion of the program, the program director must submit the following:
 - A final narrative report indicating the overall success of the program
 - Request for payment form
 - Copies of all paid invoices pertinent to the grant request
 - A Fiscal Year budget of the organization
7. **FINAL AUDIT and PAYMENT:** Lander Chamber of Commerce staff will review and evaluate each final report and determine its compliance with the approved contract.

SUBMISSION INFORMATION (electronic submission preferred) info@landerchamber.org

Download and complete this fillable PDF application, sign digitally or with ink, save or scan, and email to the above email address or mail or deliver to the Lander Chamber of Commerce at 100 N 1st St, Lander WY 82520.

2025 TOURISM ASSET DEVELOPMENT
(TAD) GRANT APPLICATION



Organization:

Program Contact:

Program Director:

Mailing Address:

Phone:

Email:

Program Title:

Program Start Date:

Program Completion Date:

Dollar Amount Requested:

Total Program Budget:

Estimated # of Attendees (if applicable):

Estimated Nightly # of Hotel Stays:

Requesting funds from other sources?

Total amount of other funds requested:

From what other sources have you requested funding?

Please indicate for what the TAD Grant will be used:

Promotional materials

Social media

Other (please specify):

Television or radio advertising

Promotion of tours

Printed advertising

Staging of events

Digital content

Educational materials

Are you a non-profit organization? (For-profit businesses are not eligible for TAD Grants.) Yes No

Is this a new program? If not, what is its history and impact on tourism in Lander? What area(s), attraction(s), activity(ies), and /or event(s) will this program promote? (Continue on next page, if necessary.)



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Continued from previous page: Is this a new program? If not, what is its history and impact on tourism in Lander? What area(s), attraction(s), activity(ies), and /or event(s) will this program promote?

Check here to acknowledge that you have included a detailed budget showing expenses and revenues.

By signing this application, I acknowledge that I am representing a non-profit organization or government and that I understand this document in its entirety. In addition, I agree that if funded, the program/event will recognize the Lander Chamber of Commerce and Wind River Visitors Council. This includes use of the two logos above on all marketing materials, social media posts, and any applicable website(s). Verbal recognition is also required if sponsors are announced during an event.

Program Director Signature:

Date:

Once completed, you may sign electronically and download to your computer. Alternatively, you may print to sign normally. Email your saved or scanned document to info@landerchamber.org.

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2025 TOURISM ASSET DEVELOPMENT (TAD) GRANT REQUEST FOR PAYMENT

Organization:

Contact:

Program Director:

Mailing Address:

Phone:

Email:

Program Title:

Program Start Date:

Program Completion Date:

Program Total Budget:

INFORMATION to be SUBMITTED:

- 1. Final narrative report including results of program (e.g. tickets sold, benefit(s) to residents and non-residents)
2. Detailed budget indicating expenses and revenue
3. Copies of all paid invoices, receipts, and/or statements
4. Proof of program completion with photographs or other materials (promotional posters, website/social media screenshots, etc.)
5. Proof of use of Lander Chamber/Wind River Visitors Council TAD logo (above left)

CLAIMANT REQUEST

Total Expenses (invoices attached)..... \$

Total Income..... \$

I certify, under penalty of perjury, that the final report and its attachments are correct and just in all respects.

Signature of Program Director:

Date:

Once completed, you may sign electronically and download to your computer. Alternatively, you may print to sign normally. Email your saved or scanned document to info@landerchamber.org.

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