

**Tourism Asset Development (TAD)
Wind River Visitors Council
Program Information**



What is TAD?—The Tourism Asset Development (TAD) program is a voluntary program that is unique to Wind River Country. 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 their communities.

What is the purpose?—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.”

Program funding—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 to distributing communities at each regularly scheduled bi-monthly Wind River Visitors Council Board Meeting.

What TAD funds can 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 TAD funds can't 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.

Eligibility—Organizations eligible to apply for grants must be "non-profit organizations," under the laws of the State of Wyoming. They must have projects or events for the promotion of tourism within Wind River Country.

**Tourism Asset Development (TAD)
Wind River Visitors Council
Grant Application**



Organization name: _____

Contact person(s): _____

Mailing address: _____

Email: _____

Phone number: _____

Website (if applicable): _____

Project/event title: _____

Date(s) of project/event (if applicable): _____

Estimated number of attendees (if applicable): _____

Estimated nightly number of hotel room stays this project/event will generate:

Will the organization be requesting funding from other sources?

If so, from whom and what amount? _____

Amount of TAD funding requested: _____

Please indicate what the TAD funding will be used for:

Promotional materials

Television or radio advertising

Printed advertising

Digital content

Social media

Promotion of tours

Staging of events

Educational materials

Other (please specify): _____

Are you a non-profit business? (Please note that for-profit businesses do not qualify for funding through the TAD program.) ☐ Yes ☐ No

Please provide a one-page description of the project/event, its history, its advertising media schedule and how this project/event will support tourism in Wind River Country.

By signing this application, I acknowledge that I am representing a non-profit organization and that I understand this document in its entirety. In addition, I agree that if funded, the program/event will recognize the Wind River Visitors Council. This includes use of the Wind River Country logo on all marketing materials, verbal recognition if sponsors are announced and recognition on social media posts and any applicable website(s).

Event contact signature: _____

Date: _____

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 Wind River Country.