



SWEETWATER COUNTY TRAVEL & TOURISM BOARD

SPONSORSHIP APPLICATION

Events that draw substantial out-of-county overnight visitors to Sweetwater County without the need to advertise (i.e. conventions, culminating events, member events, events at registration capacity, or events that have other sources of advertising funding) may qualify for a sponsorship grant.

Sponsorship Application Check List of Required Items:

The following items to be included with the application form:

- Project Narrative
- Summary of Promotional Items
- Detailed Marketing Plan
- Detailed Budget or Spending Plan

Applicant Information

Organization Name: Sweetwater County
 Mailing Address: 80 W Flaming Gorge Way, Ste. 150
 City/State/ZIP: Green River WY 82935
 Phone: (307) 872-3759
 Email: lanec@sweetwatercountywy.gov

Type of Organization:
 WY non-profit 501c3 tax id #
 WY non-profit (not 501c3) Code section of exemption:
 Government Entity Tax ID# 83-6000126

Event Information

Event Name: 2024 Wyoming Association of County Officers (WCAO) Conference
 Type of Event: Annual Conference
 Primary Contact: Cindy Lane, County Clerk
 Location of Event: Sweetwater County Events Complex
 Date(s) of Event: September 24-26, 2024
 Projected Attendance: 400
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: 350
 Arrival Date: 9/24/2024 Departure Date: 9/27/2024
 Total est. # of room nights generated by this project: 1,050
 (Example: Estimated number of people requiring lodging: 600 people average 2 people per room; 300 rooms required per night. Length of stay: 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Sweetwater County? Yes No
 Has the event been in Sweetwater County before? Yes No
 If yes, how many out-of-county participants came last year?

Sponsorship Information

Sponsorship Requested: \$ 8,000.00
 Total Event Budget: \$ 10,000.00 (County portion)
 Has the T&T funded this project in the past? Yes No
 If yes, number of times:

Mark all sponsorship benefits available to T&T:
 T&T banner at event site (required; provided by T&T)
 T&T logo on awards (required; stickers provided if needed)
 T&T logo on posters, registration forms, programs, letterhead or all that are applicable to this event (required), link to our website on all electronic materials/registration
 T&T logo on t-shirts provided to the participants (required)
 2 event tickets for T&T (required)
 Complimentary advertising space in program:
 Size of ad: _____ Inches X _____ Inches
 Color Black & White
 Public address announcements for T&T
 Other: Ad in a local newspaper

Total funding received from T&T to date: \$ 0 for this event
 How will the event proceed if not funded by the T&T?
The overall event could proceed without T&T funding but the quality of the Welcome Reception and registration table would be adversely affected and not give the highest first impression about Sweetwater County.

How will you promote out-of-county attendance/participation?
The WACO Board budgets for, and is directly responsible for the promotion of the annual conference. They will directly invite every Wyoming member ("county officer") across 23 counties via email, and promote the event on their website. Sweetwater County will assist by providing additional guidance and promotional brochures, etc. This effort encourages bringing the maximum county officers to Sweetwater County along with their staff, spouses, friends, etc.
 Total budgeted for out-of-county promotion: \$ 0

Sponsorship Grant funds will be used for:
 Event Stationary *Pens, paper, etc. Speakers/Presenters at Event
 Event Registration Forms Rental Equipment for Event
 Entertainment at Event Event Space Rental
 Event Officials/Judges Free Event Programs
 Event Awards (given away) On-site Event Brochures
 Event T-Shirts *Mugs, tote bags On-site Event Posters
 Postage (out of county mailings) Refreshments/Food at Event

How will you promote in-county attendance/participation?
Sweetwater County officers are members of WACO, and would receive identical promotions to attend the annual conference.

Total budgeted for in-county promotion: \$ 0
 Signature: *Cynthia Lane* Date: 5-13-2024

Note: Payment reimbursement is based on approved items from the check list above

Read the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 Business days prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$ _____

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure: for a \$75,000 estimated total economic impact.

**Sweetwater County Joint Travel and Tourism Board
Sponsorship Grant Request
2024 Wyoming Association of County Officers (WACO)
Annual Conference**

1. Applicant

Sweetwater County

Total request: \$8000.00

2. Bid Sheets and Bids

Not applicable – the grant will not be used for printing fees and/or production costs.

3. Project Narrative:

The Sweetwater County Commissioners and County Clerk are pleased to announce that Sweetwater County was selected to host the 2024 and 2025 Wyoming Association of County Officers (WACO) annual conferences. This grant request is limited to the 2024 event.

The WACO annual conference offers an exciting opportunity for county elected officials and their staff members to attend educational courses, listen to guest speakers, discuss products with vendors, and meet with their respective associations to discuss important topics that impact their offices. In parallel, attendees will be introduced to travel and tourism opportunities in Sweetwater County prior to and during the conference to encourage extended stays and/or repeat visits.

The annual conference is considered the association's main event, and brings together all the state's county officials, their respective associations, and statewide elected officials:

- All 23 Wyoming counties
- County Assessors Association
- County Attorneys Association
- County Commissioners Association
- Clerk of District Courts Association
- County Clerks Association
- County Coroners Association
- County Sheriffs Association
- County Treasurers Association
- Statewide Officials (Governor, etc.)

As a minimum requirement to be awarded the bid to host this event, the County Clerk had to confirm a block of at least 280 hotel rooms. This number does not include rooms reserved outside the block for personal reasons such as families traveling together, other staff, vendor stays, etc. This is particularly exciting as Sweetwater County can build on the successes of 2024 and apply them to 2025.

In 2024, the event will take place at the Sweetwater Events Complex in Rock Springs, Wyoming. It will begin on Tuesday, September 24, 2024, with a Welcome Reception hosted

by Sweetwater County, and end in the evening of September 26, 2024, with its popular banquet sponsored by WACO using local retail, food, and entertainment options.

Sweetwater County is also responsible for hosting the registration table/welcome bags where items and coupons from local businesses will be placed in the welcome bags along with the Travel and Tourism brochures to encourage tours and visits to local attractions.

In conjunction with the WACO Board, information on local activities will also be provided in advance to attendees to encourage individuals to come a few days early and/or stay a few days after to visit the local attractions. In prior years, WACO stated most people stay the night of the banquet. Our target is to influence attendees and their families to extend their stay through the weekend while utilizing the travel and tourism marketing materials.

Sweetwater County is requesting funding from Travel & Tourism for the registration table/welcome bags and Welcome Reception consisting of food, non-alcoholic drinks, entertainment, mugs, tote bags (with the Explore Rock Springs & Green River, WY logo), etc. for the attendees.

Due to the importance of this event, we expect a high participation rate from outside the county. In the last two years, the event had a 7 percent increase in attendance.

The attendees and their guests coming to Sweetwater County for the 2024 WACO annual conference will contribute to the local economy by travel spending and generate local and state tax revenue. It will stimulate local economic impacts related to:

- ✓ Hotel stays (multiple nights)
- ✓ Restaurants, gas stations and other establishments
- ✓ Entertainment and recreation
- ✓ Exposure to the local tourism industry

Attached to this application is the 2023 Conference Agenda as a sample schedule.

4. Marketing Plan:

The 2024 Wyoming Association of County Officers annual conference will be advertised to all elected officials in the State of Wyoming via email over the next few months. The link to the Travel and Tourism website will be provided in advance to encourage extra night stays in Sweetwater County. The attendees will be provided the list of local hotels that have reserved blocks of rooms for this event.

As a two-year awardee to host the event, we will be able to use what we learn from the first year to enhance the promotion of Sweetwater County and encourage future overnight stays.

5. Promotional Projects

Travel and Tourism funding will be used for: mugs and tote bags with approved logos, pens, notepads, refreshments/food (excluding alcoholic beverages), potential entertainment, etc. All vendors are expected to be from the local area.

6. Detailed Budget

The budget listed below covers Sweetwater County's responsibilities to host the event:

- Welcome Reception
- Registration table/welcome bags

WACO will directly manage the expenses related to carrying out the conference, which is estimated to be approximately \$100,000.

No Travel & Tourism Funding would be used for advertising, alcoholic beverages, items sold for profit at the event, or cash prizes.

2024 Wyoming Association of County Officers Annual Conference Sweetwater County Estimated Budget	
Expenses	
Registration Table	
Refreshments (food and/or non-alcoholic beverages)	200.00
Free Event Coffee Mugs (400)	4,300.00
Free Event Registration Bags/Totes (400)	1,000.00
Welcome Reception	
Food and/or non-alcoholic beverages	3,500.00
Welcome Reception Entertainment	800.00
Other	
Miscellaneous (ex. Pens, notepads, etc.)	200.00
Total Expenses	\$10,000.00
Revenue	
Local Donations from businesses (Pending)	2,000.00
Travel & Tourism Grant (Pending)	8,000.00
Total Revenue	\$10,000.00



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