

Local Events and Community Projects Funded by Fremont County's Lodging Tax Over the Past Several Years

The following events and projects have been funded by the Wind River Visitors Council's Lodging Tax through the Tourism Asset Development Fund or supported through their Marketing Program in recent years:

Lander

- *Pioneer Days Rodeo
- *Pioneer Days Parade
- *Lander Art Center
- *Museum of the American West Native American Dance Exhibitions
- *Lander Children's Museum
- *Lander Cycling

Dubois

- *Dubois Chamber of Commerce
- *Natl. Bighorn Sheep Interpretive Center
- *Dubois Museum/Wind River Historical Center
- *Dubois Winter Festival
- *Headwaters Arts & Conference Center
- *Dubois High Country Festival
- *Dubois Friday Night Rodeos

Riverton

- *Riverton Rendezvous
- *Riverton Balloon Club
- *Rocky Mountain Rebels Car Club
- *838 Mountain Man Rendezvous
- *Wind River Heritage Center
- *Mountain States Beef Expo
- *Wind River Chariot Racing Assn.
- *Riverton Chamber of Commerce brochure and gateway signage

Shoshoni

- *Don Layton Memorial Antique Tractor and Engine Show
- *Annual Shoshoni Days
- *Labor Day Rodeo

- *Shoshoni Turkey Shoot
- *Craft Bazaar
- * Chamber of Commerce Big Fish Contest

Wind River Indian Reservation

- *Reservation Brochure, which promotes tourism on the Reservation and Native American-owned businesses
- *Wind River Reservation Video produced locally
- *Calendar of Events that promotes local Powwows, All-Indian Rodeos, Cultural Performances and Casino Promotions
- *Press Releases about Reservation Events
- *Website pages about the Reservation and tribes
- *Hand Game Tournament Sponsorship

New Marketing Opportunities with Additional Funding

With the renewed/increased lodging tax, these marketing opportunities become possibilities:

- *New community events funding for Lander, Riverton, Dubois, Shoshoni, Hudson, Wind River Indian Reservation
- *Website marketing (Search Engine Marketing Co-op with Wyoming Tourism, Search Engine Optimization)
- *Mobile-friendly website (smart phones, iPad)
- *New website content: Family Travel, Kids Section, Trails (hiking, riding, ATV, snowmobiling), Western Heritage, Dude & Guest Ranches, Rodeos, videos
- *Cultural Heritage Tourism marketing
- *International market (Rocky Mountain International)
- *Wyoming Tourism co-ops: TV and Radio advertisements
- *Consumer Travel Shows: Intl. Sportsman's Expo & Colorado RV, Sports, Boat & Travel Show
- *Strategically placed billboards
- Off-season promotion: Spring, Fall, Winter