

WHY SHOULD YOU VOTE TO RENEW THE 2% LODGING TAX?



1. TOURISM MATTERS TO EVERY HOUSEHOLD

- 2023 Visitors to Park County paid about \$36.2 million in sales taxes that helped fund local government services, infrastructure and maintenance. **This reduced the tax burden for all Park County residents. Visitors paid \$32.8% of the total collected sales taxes in Park County, relieving the tax burden per Park County household by \$1,649.00.**

2. THE LODGING TAX IS PAID PRIMARILY BY TOURISTS, NOT RESIDENTS!

- **The Lodging Tax helps all of us!**
- Over 85% of the annual budget for the Park County Travel Council goes directly to Marketing and Sales to bring visitors to Park County. How would it affect your business if this budget disappeared?
- Revenues from the Lodging Tax can only be spent to promote tourism to Park County.
- A Park County Travel Council Annual Report is mailed in September to every residence in Park County. This report details how the Lodging Tax is administered.

3. THE LODGING TAX HAS BEEN IN PLACE CONSISTENTLY FOR 35+ YEARS.

- First initiated in 1986, Park County voters later increased the Lodging Tax from 2% to 4% in 1996. This year's renewal is only 2% as the other 2% was built into the Wyoming State Lodging Tax.
- The Lodging Tax is **voted on for renewal every 4 years, we should not take this for granted, we need to make sure it is RENEWED in this November's general election.**

4. 10% OF THE LODGING TAX GOES DIRECTLY TO PARK COUNTY AND EACH MUNICIPALITY WITHIN PARK COUNTY.

- Once the 10% is given to the municipalities and county there are no restrictions on how it can be spent.
- **In 2023 the City of Cody received \$159,486.00, the City of Powell received \$6,643.00, the Town of Meeteetse received \$897.00 and the County received \$222,777.00** that was set aside for special projects as needed. The City of Cody funds were used for City Staff to assist with Cody special events such as the Stampede Rodeo, parades, and other community events where the city provides traffic control or other staff. Funds were also awarded to Forward Cody Wyoming, Inc. and Cody/ Yellowstone Air Improvement Resources.

5. PARK COUNTY COMMUNITIES ARE A GOOD VALUE FOR TOURISTS.

- In relation to other destinations, a 7% Lodging Tax (4% Park County + 3% Wyoming State Lodging Tax) could be considered low. **Other cities nationwide range from 9% to 18%!**
- Attractions and Events bring visitors. In 2023, PCTC granted funds to or sponsored the Cody Nite Rodeo, Buffalo Bill Center of the West, Old Trail Town, Heart Mountain WWII Interpretive Center and the Buffalo Bill Dam & Visitors Center. Events such as Cody Concerts in the Park, Plaza Diane Events and Meeteetse Labor Day were also supported.