



Renew the Lodging Tax

...the tax we
DON'T pay that
benefits us all!

What is the lodging tax?

The lodging tax is a tax paid on overnight stays at hotels, campgrounds, and bed & breakfasts in Laramie County.

Is this a new tax? No. The lodging tax was first approved by Laramie County voters in 1987 and has been renewed five times since. The lodging tax will be up for renewal again on the November 7th ballot.

Who pays the lodging tax? The tax is paid by visitors who stay in Laramie County lodging establishments. Laramie County residents do not pay the tax unless they stay in one of our hotels.

What are the funds used for? The Cheyenne Area Convention and Visitors Bureau uses the funds to develop tourism by purchasing advertising, pursuing meetings and bus tours, operating the Trolley, and maintaining visitor centers in Pine Bluffs and Cheyenne. The Bureau supports local events such as the Cheyenne Cowboy Symposium, Cheyenne Wine Festival, Happy Jack Music Festival, and others.

Why do we need the lodging tax? Competition for the tourism dollar is fierce. Communities throughout Wyoming, Colorado, and the United States are promoting themselves very aggressively and most have much larger budgets than we do. *Without the lodging tax, we would have no unified effort to compete for these tourist dollars.*

CHEYENNE
W Y O M I N G
Live the Legend™





What are the benefits of the travel and tourism industry?

Travelers spend over \$225 million each year in Laramie County. This spending takes place throughout the county at all types of businesses and employs 2,700 people.

Travelers pay sales and gas taxes which provide for our schools, roads, and other government services.

In fact, without travelers' taxes, each Wyoming household would pay an additional \$405 in taxes to maintain existing levels of government services.

Travelers support recreational and retail opportunities that area residents enjoy.

Good examples include Cheyenne's horsedrawn carriages, the Taco John's Events Center, and Wyoming Home. In addition, the travel industry helps renovate historic treasures that all residents can be proud of, such as the Nagle Warren Mansion, Plains Hotel, and Cheyenne Depot.

How does our tax rate stack up?

Our combined tax rate of 10% (proposed 4% lodging tax, 6% sales tax) is very competitive with surrounding areas. Nearby cities like Laramie, Sidney, Salt Lake City, and Denver have tax rates ranging from 10% to 15%.



BOTTOMLINE



The lodging tax is a tax that you and I don't pay – yet we all benefit from it.

Our travel industry supports the Laramie County economy and its tax base, keeping our personal taxes low.

Without the lodging tax, Laramie County will not have a unified tourism promotion program.

BALLOT LANGUAGE: Shall Laramie County be authorized to renew a lodging tax at an increased rate of four percent (4%) upon the sales price paid for sleeping accommodations for guests in hotels, motels, tourist courts, trailer parks, campgrounds, dude ranches, short-term condominiums and similar establishments?

**VOTE FOR ✓
the County Lodging Tax**

Paid for by the Lodging Tax Coalition
Co-Chairs: Garry Sullivan (Plains Hotel) and
Bob Harmon (Holiday Inn)

