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# Wyoming Travel Industry Coalition - Welcome!



# WTIC - [www.wyotravel.org](http://www.wyotravel.org)

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- Who is WTIC?
- WTIC Mission
- Over 70 Members
- Strategic alliance with Wyoming Travel and Tourism



# WTIC Resources

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- [www.wyotravel.org](http://www.wyotravel.org)
- About the tax - Wyoming sales, use and lodging tax revenue report
- Lodging tax manual
- New lodging property information - vendor manual
- Lodging tax FAQ's
- Basic law CD



# Contact Information

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# Importance of Partnership

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**STATE OFFICE OF  
TRAVEL & TOURISM  
\$11 Million**

**WYOMING TOURISM  
INDUSTRY  
\$14 Million**

**LOCAL OPTION  
LODGING TAX  
\$6.8 Million**



# Best Practices Educational Series

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- Topic #1 – Lodging tax elections
  - ✓ Background
  - ✓ Initiating the tax
  - ✓ Timeline for renewal
  - ✓ What a board can and cannot do
  - ✓ Successful campaigns
- Topic #2 – Program changes in a recession



# Topic #1 – Lodging tax elections: Background

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- Lodging tax – industry specific segment of sales tax
- All sales tax laws, rules and regulations are applied
- Lodging businesses collect local and state sales tax
- Sales tax can be up to 6%, local option lodging tax can be up to 4%
- Sales tax chart available on Department of Revenue website



# Topic #1 – Lodging tax elections: Initiating the tax

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- Resolution (City Council or County Commission)
- 2/3 of cities in county
- Petition – 5%
- Re approval – every other General Election



# Topic #1 – Lodging tax election: Timeline for renewal

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- Elections
- Primary – 1<sup>st</sup> Tuesday after the 3<sup>rd</sup> Monday in August
- Towns – 1<sup>st</sup> Tuesday after 1<sup>st</sup> Monday in May every 2 years
- General – even numbered years, 1<sup>st</sup> Tuesday after 1<sup>st</sup> Monday



# Topic #1 – Lodging tax election: Timeline cont.

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- Contact Commissioners and all towns in county or city council
- Ballot wording/contact Commissioners/City/Clerk/ - 6 months/May
- Wording of the ballot/County Clerk



# Topic #1 – Lodging tax elections: Timeline cont.

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- Public notices

Notice – 91-101 days before Primary,  
35-45 days before General

Notice – Once each week in the 30  
days before the election



# Topic #1 – Lodging tax elections: Timeline cont.

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- Increasing the tax takes the same route
- Elections won't lose the whole thing
- If it passes, the city and county passes resolution authorizing imposing tax
- 30 days after, the Commission must notify the Department of Revenue and send a list of businesses that should pay the tax



# Topic #1 – Lodging tax elections: Timeline cont.

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- Collection begins April 1
- Remittance to lodging tax board begins July 1
- List must be provided each year by Commission or Council
- If defeated, it cannot be resubmitted for 11 months



# Topic #1 - Lodging tax election: What a board can and cannot do

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- Forming a Political Action Committee (PAC), Secretary of State website [soswy@state.wy.us](mailto:soswy@state.wy.us)
- Who should be on the PAC
- Educating the public
- Asking for action



# Topic #1 – Lodging tax elections: Successful campaigns

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- Sample messages
- Sample campaign ads and flyers
- Ongoing information
- Business support
- Why lodging taxes have been defeated or ended



# Topic #2 – Program changes in a recession

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- Tips on more successful marketing due to recession
- Examples of changes boards have made to their market plans
- Cody and Cheyenne



# Continuing Educational Webinars – Future topics

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- Changing bylaws and joint power agreements
- Better working relations with private business and other topics
- ...and more



# Upcoming Events

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- Wyoming Governor's Hospitality and Tourism Conference and Legislative Reception, February 21-23, 2010 at the Little America, Cheyenne, WY  
[www.wyominggovernorsconference.com](http://www.wyominggovernorsconference.com)
- Legislative Session, February 8 through March 5, 2010 (Budget Session)



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# Questions and Conclusion



# Contact information

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