

WHY SHOULD YOU VOTE TO RENEW THE 4% LODGING TAX?



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

- 2019 Visitors to Park County paid about \$10.6 million in sales taxes that helped fund local government services, infrastructure and maintenance. **This reduced the tax burden for all Park County residents.**
- 77% of the \$2.6M annual budget for the Park County Travel Council goes directly to a Marketing Campaign to bring visitors to Park County. How would it affect your business if that \$2M disappeared?
- Revenues from the Lodging Tax can only be spent to promote tourism to Park County.

2. THE LODGING TAX HAS BEEN IN PLACE CONSISTENTLY FOR 30+ YEARS.

- First initiated in 1986, Park County voters later increased the Lodging Tax from 2% to 4% in 1996.
- 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.**

3. 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 2019 the City of Cody received \$121,866.00** that was set aside for special projects as needed. Funds were used for City Staff to assist with Cody special events such as the Stampede Rodeo, parades, Ice Cream Social 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.

4. IN 2019 OUR VISITORS PAID 35.6% OF THE TOTAL SALES TAX COLLECTIONS IN 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.
- **Visitors paid more than a third of the total collected sales taxes in Park County, relieving the tax burden per Park County household by \$891.88. The Lodging Tax helps all of us!**

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 2019, 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, NWC Jazz Festival and Meeteetse Labor Day were also supported.

6. THIS 4% LODGING TAX IS DIFFERENT FROM THE 1% OPTIONAL SALES TAX THAT WILL ALSO BE ON THE NOVEMBER 3RD BALLOT.