

# WYOMING AERONAUTICS COMMISSION

## AIR SERVICE ENHANCEMENT PROGRAM

### INITIAL PROJECT SUMMARY

**ORGANIZATION NAME:** Cody-Yellowstone Air Improvement Resources  
**SCOPE:** 18 seasonal round trips to Chicago O'Hare and 9 seasonal round trips to San Francisco.  
**PROVIDER/HUB:** United Airlines to Chicago O'Hare (ORD) and San Francisco International (SFO)  
**TYPE OF CONTRACT:** Minimum Revenue Guarantee (MRG)  
**NEW OR EXISTING:** Additional Seasonal Service

**REQUEST DATE:** 6/21/2016  
**AIRPORT:** Yellowstone Regional Airport  
**PROJECT NO:** ASCOD05  
**CONTRACT TERM:** 6/16/17-8/22/17  
**STAFF RECOMMENDATION:** Approve a state match of 40%, with a maximum dollar amount not to exceed \$128,000

**INTENDED BENEFITS:**

**Primary Air Service:** This does not meet the Commission's definition of Primary Air Service.  
**Economic Benefit:** The economic benefit expected specifically from the proposed service represents a \$387,000 total impact.  
**Enplanements:** This new service, operated for a 9 week period, is expected to generate an incremental 1,550 enplanements for Cody.  
**Passengers Under Contract:** This seasonal service will account for approximately 9% of Cody's passenger traffic for the period of the contract, and an estimated 3,100 in total passengers.  
**Passenger Retention:** Adding new markets in Wyoming generally helps improve passenger retention, however since this service is primarily weekend only we expect the impact to be marginal.  
**Capacity:** The added capacity to Cody represents an overall increase to the airport of about 9%.  
**Air Fares:** We do not expect a significant impact on fares as a result of this service.

**BASELINE\*:** June 2015 - August 2015

**Enplanements:** 12,124 enplanements  
**Passengers Under Contract:** 840 passengers  
**Passenger Retention:** 53%  
**Capacity:** Cody flew an additional 595 seats with similar service in 2015.  
**Air Fares:** In Q3 of 2015 Cody's average fare, as a percent of Billings average fare, was 16% higher.  
**Notes:** \*Baseline will be updated with the completion of the summer 2016 season

<i>from Aeronautics Database</i>	THIS APPLICATION			PREVIOUS GRANT ( Summer 2015)				
	STATE	LOCAL	TOTAL	STATE	LOCAL	TOTAL	FINAL STATE PAYMENT	PROJECT RECOVERY
<b>PERCENTAGE:</b>	40%	60%	100%	50%	50%	100%	\$0	\$27,868
<b>AMOUNT:</b>	\$128,000	\$192,000	\$320,000	\$27,864	\$27,864	\$55,728		

**NEGOTIATIONS:** Cody and CYAIR negotiated the service with United Airlines, retaining the same level of service to Chicago as the 2016 season and adding a once weekly roundtrip to San Francisco. The airport and CYAIR meet annually with the airline at their headquarters and communicate with them on a monthly basis.

**FLIGHT SCHEDULE:** Chicago flights will arrive Saturday and Sunday evening, and depart to Chicago Sunday and Monday morning. The San Francisco flights will arrive Friday evening and depart Saturday morning.

**CONNECTION TIMES MAXIMIZED?:** The flights to/from Chicago are timed to meet inbound flights from the east coast as well as Europe, and the San Francisco flights connect with regional traffic and Asian flights.

**BEGIN SERVICE:** 6/16/2017  
**AIRCRAFT:** CRJ700 - 70 total seats, 6 first class seats, 64 coach seats

**OPERATIONAL RESTRICTIONS:** There is a potential for some weight restrictions on the aircraft operating in the market. It was determined that an overnight flight schedule was the best solution to mitigate the risk of lost seats in the summer months.

**MARKETING FOR THIS SERVICE:** Marketing will be done through CYAIR, Park County, and Wyoming Tourism. Marketing details are in the attached application

**LOCAL DOLLARS FOR MARKETING:** The Yellowstone Regional Airport and the Park County Travel Council have \$60,000 budgeted for marketing efforts. This includes \$20,000 specifically for inbound passengers.

**STANDARDIZED AIRLINE PROFIT :** 10%

**ADDITIONAL/VETTING NOTES:** During the vetting process, the Division has determined that this project should meet at least two (2) statutorily mandated benefits, increasing both enplanements and frequency with the additional seasonal service.

From Division Staff	RECOMMENDATION		
	STATE	LOCAL	TOTAL
<b>PERCENTAGE:</b>	40%	60%	100%
<b>AMOUNT:</b>	\$128,000	\$192,000	\$320,000

Criteria	Priority	Definition	Qualification				Scoring Value	ASCOD04 Score	Points Awarded	
Statutory Benefit	20	Increasing the number of enplanements at airports facing a possible loss of federal AIP funding	Brings total above 10,000 during first calendar year of contract				5	0	0	
			Brings total above 10,000 by second calendar year of contract				3			
			Does not bring above 10,000 but improves				1			
			Airport will already achieve 10,000 enplanements for any calendar year during proposed service				0			
		Increasing passenger enplanements at commercial airports in Wyoming	Year-round, annual service level	Increase in excess of 100%, or is responsible for all enplanements as defined by Primary Air Service enplanements	Seasonal / leisure or recreation oriented service	Increase ≥6%		5	5	100
						Increase ≥4% but <6%		3		
						Increase ≥2% but <4%		2		
						Increase < 2%		1		
		Increasing flight frequency or sustaining flight operations to regional airport hubs	Year-round, annual service level		Seasonal / leisure or recreation oriented service	≥ 12 flights / week		5	3	60
						≥ 10 flights, but < 12		3		
						≥ 6 flights, but < 10		2		
						≥ 1 flights, but < 6		1		
		Reducing passenger leakage to out of state airports	Project introduces carrier which is projected to be responsible for at least 90% of all capacity				5	2	40	
			Project introduces at least once daily jet service to airport				5			
			Project introduces a new marketing carrier with at least once daily, year-round service to a second hub airport				5			
			Project introduces a new carrier with at least once daily, year-round service to a third hub airport				3			
			Project introduces a second or third hub by the same marketing carrier				2			
			Project introduces additional capacity to same hub (Upgrading or additional flights)				2			
		Increasing the reliability of service	Reliability of airline is ≥ industry standard				5	5	100	
			Reliability of airline is < industry standard, but ≥ 95%				3			
			Reliability of airline is < 95%				1			
		Increasing the on-time performance of service	On-time performance of airline is ≥ industry standard				5	5	100	
			On-time performance of airline is < industry standard, but ≥ 75%				3			
			On-time performance of airline is < 75%				1			
Lowers air fares	Project introduces second new marketing carrier				5	0	0			
	Project introduces at least a 33% increase in capacity				3					
	Project introduces third new marketing carrier				2					
	Project introduces leisure LCC service				1					
Does the project maintain Primary Air Service	Yes				2	0	0			
	No				0					
<b>Total Points Statutory Benefit</b>							<b>400</b>			
Criteria	Priority	Definition	Qualification				Scoring Value	ASCOD04 Score	Points Awarded	
Economic Benefit	10	Economic impact from proposed air service (placeholder until WYASAP tool is complete)	Year-round, annual service level	Increase in excess of 100%	Seasonal / leisure or recreation oriented service	Increase ≥6%		5	5	50
						Increase ≥4% but <6%		3		
						Increase ≥2% but <4%		2		
						Increase < 2%		1		
		Economic benefit above project cost to state	Increase in excess of 400%				5	3	30	
			Increase ≥ 300%, but < 400%				3			
			Increase ≥ 200%, but < 300%				2			
			Increase ≥ 200%				1			
		Additional Passenger Facility Charge (PFC) revenue	Year-round, annual service level	Increase in excess of 100%	Seasonal / leisure or recreation oriented service	Increase ≥6%		5	5	50
						Increase ≥4% but <6%		3		
						Increase ≥2% but <4%		2		
						Increase < 2%		1		
Additional revenue from on airport activities (fuel flowage, rental space, etc)	Year-round, annual service level	Increase in excess of 100%	Seasonal / leisure or recreation oriented service	Increase ≥6%		5	2	20		
				Increase ≥4% but <6%		3				
				Increase ≥2% but <4%		2				
				Increase < 2%		1				
<b>Total Points Economic Benefit</b>							<b>170</b>			

Criteria	Priority	Definition	Qualification	Scoring Value	ASCOD04 Score	Points Awarded
Community Involvement	10	Community lead task force	Yes	4	4	40
			No	0		
		Community developed marketing plan for proposed service	Yes	4	4	40
			No	0		
		Historic involvement in air service	Yes	2	2	20
			No	0		
		Demonstrated community involvement with airline partner	Yes	2	2	20
			No	0		
		Community efforts to secure additional funding for air service	SCASD grant application within the last 2 years	10	0	0
			Community economic development organization providing at least 25% of total contribution	10	0	0
			Total City / County Government providing at least 50% of total contribution	15	0	0
			Total City / County Government providing at least 33% of total contribution	7	0	0
			Total businesses providing in excess of 10% of total match	15	15	150
Community in-kind contribution totaling in excess of \$100k	10		10	100		
		Max dollar contribution	# of dollars committed to service	\$ 192,000.00		
<b>Total Points Community Involvement</b>						<b>370</b>

Criteria	Priority	Definition	Qualification	Scoring Value	ASCOD04 Score	Points Awarded
Differentiating Characteristics	5	Core-Based Statistical Area (CBSA) population	Greater than or equal to 45,000	4	1	5
			Greater than or equal to 35,000 but less than 45,000	2		
			Less than 35,000	1		
		Drive time to largest leaked out of state market	In excess of 180 minutes	4	2	10
			≥ 90 minutes, but < 180 minutes	2		
			< 90 minutes	1		
		Airline code share or interline agreement	Yes	5	5	50
			No	0		
		Airline interline/baggage agreement	Yes	3	3	30
			No	0		
		Ability for input of pricing	Yes	3	0	0
			No	0		
		Ability for input of scheduling	Yes	3	0	0
			No	0		
		Scheduled times are ideal for type of service	Yes	2	2	10
			No	0		
		State cost (MRG required) per available seat	< \$50	5	5	25
			≥ \$50 but < \$60	2		
≥ \$60	1					
Previous participation in the ASEP	Has not participated within the last two (2) calendar year	3	0	0		
	Has participated within the last two (2) calendar years	0				
<b>Total Points Differentiating Characteristics</b>						<b>150</b>
<b>Total Points</b>						<b>1090</b>



## Cody-Yellowstone Air Improvement Resources

“Promoting Commercial Air Service for the Bighorn Basin”

April 18, 2016

Sheri Taylor  
Program Manager, Air Service Development  
WYDOT, Aeronautics Division  
5300 Bishop Blvd.  
Cheyenne, WY, 82009-3340

Dear Ms. Taylor:

Accompanying this letter is a completed Air Service Enhancement Grant Application for Fiscal Year 2017. Along with this application is a Marketing Plan for the Yellowstone Regional Airport (YRA).

Previous support from the Aeronautics Division has allowed YRA to now enjoy year-round, all jet service, on two major carriers to two major hubs. Cody Yellowstone Air Improvement Resources (CYAIR) has recently been able to obtain twice weekly, non-stop commercial air service between YRA and Chicago's O'Hare Airport. We are currently negotiating with United Airlines for a direct flight between YRA and San Francisco.

CYAIR greatly appreciates the Aeronautics Division's past support of commercial air service to YRA. We also appreciate the Commissioners' consideration of this current application. Please contact me if you require any further information regarding this material.

Sincerely,

Raymond Lee  
CYAIR Administrator

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Enclosures (3)



Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

# Air Service Enhancement Program (ASEP) Grant Application for Fiscal Year 2017

1. Name of the community sponsor applying for the ASEP grant;

Cody Yellowstone Air Improvement Resources (CYAIR)

2. Please provide the funds sought from the ASEP as well as other sources of funding for the MRG;

Source of funds	\$ Amount	% of Total
SCASD Grant		
Community development organization(s)	\$ 128,000	40%
Local government(s)	\$ 32,000	10%
Local businesses	\$ 16,000	5%
Other (Specify)	\$ 16,000	5%
Other (Specify)		
Other (Specify)		
<b>Total Local Contribution</b>	<b>\$ 192,000</b>	<b>60%</b>
<b>Sought from ASEP</b>	<b>\$ 128,000</b>	<b>40%</b>
<b>Total MRG required</b>	<b>320,000</b>	<b>100</b>

Additional Comments:

As an EAS airport, the Yellowstone Regional Airport (YRA) is not eligible to apply for SCASD Grants. The funds for CYAIR (our community development organization) have come from local businesses and private citizens.

3. Name of the marketing and operating airline(s) or prospective airline(s);

*Ex: United Express operated by SkyWest Airlines*

United Airlines

4. Schedule Information;

a. Is this year-round or seasonal service?

Year-round

Seasonal

b. Schedule specifics: Please fill out Attachment 1: "Schedule", with as much information as possible.

Please refer to Appendix 4 of the Application Instructions and Supplemental Information document for more information and an example. This information may be updated with future applications.

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Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

5. Please provide anticipated or forecasted levels of enplanements at the airport before the proposed service and the additional enplanements the proposed service would bring:

Ex: JAN: 1,000, FEB: 900...

Month	# Enplanements Before	# Additional Enplanements
January		
February		
March		
April		
May		
June	0	595
July	0	595
August	0	595
September		
October		
November		
December		
<b>Total</b>		<b>1,785</b>

6. Please provide the anticipated increased capacity (seats available) associated with the proposed service and specify one-way or the bi-directional total;

2,100 additional seats available (one-way)

7. What is the passenger facility charge (PFC) at the airport?

\$4.50

8. Please provide any additional revenue the airport may receive excluding PFCs:

Source of Revenue		\$ Amount
Additional rental space revenue		
Additional Fuel Revenue		
Other (Specify)	Park County Travel Council	15,000
Other (Specify)		
Other (Specify)		
Other (Specify)		
Other (Specify)		
Other (Specify)		
Total:		

9. Please indicate whether the community has a task force dedicated to air service development and briefly explain its role.

CYAIR is a 501 c4 non-profit corporation registered with the State of Wyoming. CYAIR develops funding partnerships within the local community. It interacts directly with City, County, State, and Federal entities to support and promote commercial air service to YRA. CYAIR works directly with airline representatives to ensure that YRA, and Wyoming, remain on their radars for commercial air service opportunities.



Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

10. Does the airport or community sponsor have a marketing plan to coincide with the proposed service?

Yes  No

a. If no, will the airport or community sponsor have a marketing plan ready to be executed two (2) months before the proposed start date?

Yes  No

b. If yes, please attach and supporting information and include a budgeted list of expected expenditures:

*Ex: Television: \$10,000, Newspapers: \$5,000, etc.*

11. Has the airport sought or will seek funds from the WYDOT marketing grant match to coincide with the service?

Yes  No

12. Please provide examples of community or airport involvement with air service development in the past two (2) years from the time of this application.

*Ex: Attending ACI JumpStart events, Routes, or other conferences for ASD.*

CYAIR and YRA personnel meet annually with airline representatives at the airlines' headquarters, as well as at the annual Airline Rendezvous held in Jackson Hole. CYAIR and YRA personnel also communicate via phone and email at least monthly. These efforts have led to increased levels of service, with enhanced equipment, and at lower prices.

13. Please indicate and provide brief examples if the airport or the community sponsor has shown a level of involvement with the participating airline.

*Ex: In-person meetings with airline staff, seeking cooperative promotional efforts with the airline.*

CYAIR and YRA personnel meet twice each year with United Airlines representatives. One meeting is at the airline Rendezvous in Jackson Hole, the other is at the United Airlines Headquarters in Chicago. CYAIR and YRA personnel also communicate at least monthly by phone or email to ensure our efforts are coordinated to ensure enhanced levels of service.

14. Please indicate if the community or airport has applied for a SCASD grant within the last two (2) years from the time of the proposed service start date or will before the summer 2016 deadline.

Yes  No

15. Airline code share and interline agreement;

a. Does the participating airline have a code share, interline or baggage agreement with a carrier at the destination hub? If yes, please indicate what airline and/or airline alliance. If no, please elaborate why.

United Airlines is a member of the Star Alliance Network. Star Alliance has 26 airline partners, serving 1,250 airports, in 193 countries.

16. Has the community sponsor or airport undertaken efforts previously, or will take a progressive role regarding price controls, revenue management or scheduled times for the proposed service? Commitment to a provided example will count towards future efforts. Please provide examples.

*Ex: Airport has or will visit in-person with partnering airline and specifically address pricing, revenue management or desired schedule times to improve traffic or connections; airline agrees contractually to maintain competitive fare practices.*



ASEP Grant Application

Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

CYAIR and YRA personnel have met with United Airlines representatives to develop enhanced air service opportunities to YRA. At these meetings we discuss pricing, scheduling, and equipment issues. These parameters are included in the contracts that CYAIR negotiates with United Airlines.

17. Signature of the individual completing this application:

Sponsor signature: 	Date: 4/16/2016
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To the best of my knowledge the above information in this application is true, accurate and complete

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Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

**Contact Information:**

Please provide all pertinent contacts relating to this grant request beginning with the individual who completed the application, followed by airline contacts (Planning, scheduling, pricing), airport contacts, and local supporters.

Name	Address	Company or Affiliation	Email	Phone
Raymond Lee	P. O. 1448, Cody, WY	CYAIR	rlee@ morgensen.com	602-315-0604
Hank Coe	P. O. 1088, Cody, WY	CYAIR	hank.coe@wyoleg.com	307-899-2143
Bob Hooper	P. O. 2748, Cody, WY	YRA	bobh@flyyra.com	307-587-5096
Kevin Thompson	233 S. Wacker, Chicago	United Airlines	kevin.thompson@united	872-825-5080
Mark Weithofer	233 S. Wacker, Chicago	United Airlines	markweithofer@unitedai	872-825-5080

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Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

## Attachments

### 1. Schedule

Start Date	End Date	Seats	Equip	Op Days	Mkt AI	Stops	Orig	Dep Time	AIRPORT TIME	Arr Time	Dest	Stops	Mkt AI	Op Days	Equip	Seats	Ops/Week
6/14	8/18	70	CRJ	5	VA	0	SFO	1800	2130								1
6/17	8/19								0700	0830	SFO	0	VA	6	CRJ	70	1
6/18	8/20	70	CRJ	6	VA	0	ORD	1900	2100								1
6/19	8/21								0900	1230	ORD	0	VA	7	CRJ	70	1
6/19	8/21	70	CRJ	7	VA	0	ORD	1900	2100								1
6/20	8/22								0900	1230	ORD	0	VA	1	CRJ	70	1

# Yellowstone Regional Airport

## Marketing Plan

### Marketing Goals

- Increase awareness in Park County and Big Horn County of Yellowstone Regional Airport (YRA) and the benefits and services the airport offers the local populous.
- Establish YRA as a reasonable and viable option for the local leisure and business traveler.
- Generate more interest in YRA
- Establish more interest in YRA
- Use consistency of message and frequency of advertising to generate top-of-mind awareness of YRA to local markets; Cody, Powell, Lovell and parts of Big Horn County in Wyoming and Carbon County in MT.

**Outbound Marketing Budget: \$40,000**

**Inbound Marketing Budget: \$20,000**

**Total Marketing Budget: \$60,000**

### Outbound Marketing Components

#### *Newspaper Advertising*

Display and internet advertising is utilized in the local markets; Cody, Powell and Lovell on a monthly basis promoting the benefits of flying local with YRA.

Annual Budget: \$10,500

#### *Radio Advertising*

30-second radio spots are ran throughout the year on a variety of local AM and FM radio stations focused on the Cody, Powell and Lovell markets. Promotion of the benefits of flying local is the focus of these spots.

Annual Budget: \$16,750

#### *Television Advertising*

30-second television spots are created that promote the benefits of flying local. These spots are aired in the Powell and Cody markets via Optimum Cable, and in the Powell, Cody, Lovell markets via TCT and Cable Ad Net New York.

Annual Budget: \$5,800

#### *Retainer*

YRA is charged \$100/mo in return for Vision West, Inc. handling all billing and payment of scheduled advertisements. In addition, YRA is not charged for newspaper print ad production.

Annual Budget: \$1,200

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### ***Internet***

The YRA website is becoming an increasingly important tool in promoting the airport and its services to the local markets. This budget pays for regular updates to the website as well as future revisions and enhancements.

Annual Budget: \$2,500

### ***Creative Services/Production***

Vision West, Inc. charges for creative services for the production of radio and television advertisements. Since these services require more production time and often have other costs such as background music and voiceover talent services, this types of production is charged to YRA at the rate of \$75/hr.

Annual Budget: \$3,250

**Total Cost: \$40,000.00**

### **Inbound Marketing Components**

#### ***Vertical Media***

This online company's offerings are projected to generate over 10,000 referrals to the YRA website in 2012. With increased traffic projected for the coming year, this online provider generates proven traffic to [www.flyyra.com](http://www.flyyra.com).

Total Vertical Media Cost: \$5,000

#### ***Travelguidefree.com***

Used to promote the Cody area to prospective travelers, this on-line service generates quality leads (those with interest in receiving more information on Cody area). These leads are forwarded to the Park County Travel Council for follow up. By having an on-line presence here, visitors can request your visitor guide, access your telephone number or website from one location.

In addition to the online leads program, the package includes 60,000 monthly banner impressions. These impressions gather user information and retarget more impressions on networks and exchanges targeting those with interest in Wyoming and Rocky Mountain vacations.

Yellowstone/Cody will also be featured on the home page of their website with the promotion of attractions with blurbs, links, and mapping; high-resolution photos, and a video of your destination. See <http://www.travelguidesfree.com/> for example.

This homepage promotion should drive 300-700 additional leads per month, so it's a good value add option. We'll list Yellowstone on the home page when there are no other paid sponsors.

Annual Budget: \$12,550

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***Yellowstone Gate***

This online publication features news updates, interactive features and social media and mobile extensions that make it the one site visitors go to for news, information, entertainment and updates about Yellowstone and Grand Teton National Parks.

**Mini-Banner Advertising**

300 X 100 pixels ad appears run-of-site at top and bottom of page in rotation with up to 2 other ads of same size.

Annual Budget: \$1,725

**Website Promotion of Cody Country**

The YRA website will promote the local Cody/Yellowstone area to the inbound traveler and highlight area attractions along with airport benefits and services. This money pays for the enhancements, revisions to the appropriate portions of the website.

Annual Budget: \$725

**Total Inbound Marketing Cost: \$20,000**

***NOTE:***

We are considering an alternative ad buy based on performance results of some of our inbound buys in 2017. This buy involves both inbound and outbound components with the Cody Enterprise's online advertising program. The package includes a full color banner on CodyEnterprise.com as well as a monthly marketplace listing and a monthly Google AdWords campaign design to improve the visitation to the flyyra.com website.

If we choose this package, we would forego some of the outbound print newspaper ads and The Yellowstone Gate online advertising.

**Total Alternative Buy Cost: \$4,554**

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## Yellowstone Regional Airport

### Inbound Marketing Plan

**Budget Requested: \$15,000**

*Note: A matching grant of \$10,000 is awarded annually by the State of Wyoming to YRA which results in an annual inbound travel marketing budget of \$20,000. This year, we are asking for an additional \$5,000 from the Park County Travel Council that is not matched by the state that will result on a total inbound marketing budget of \$25,000.*

**General Information on [www.flyyra.com](http://www.flyyra.com)**

#### **Annual Visitors**

For 2015, flyyra.com is on pace to have over 36,000 unique visitors throughout the year, or over 3,000 unique visitors per month, an increase of nearly 12,000 visitors from 2014.

<b>Top Cities</b>	<b>Top States</b>	<b>Top Countries</b>
Cody, WY, Powell, WY	Wyoming	USA
Salt Lake City, UT	California	UK
Denver, CO	Texas	Germany
New York, NY	Colorado	Italy
Dallas, TX	Utah	France
Houston, TX	Illinois	China
Chicago, IL	Florida	Brazil
Cheyenne, WY	New York	Canada
Los Angeles, CA	Georgia	Australia
Tulsa, OK	Pennsylvania	Switzerland

#### **Inbound Marketing**

As of September 20, the inbound marketing program for YRA has generated nearly 4,000 unique visitors, or over 14% of the 27,000 unique visitors to YRA's website through September 30, 2015. This is up from 12% in 2014. In addition, travelguidefree.com supplied over 8,000 qualified leads through September, 2015.

#### **AllTrips (Vertical Media)**

This online company's offerings have generated nearly 2,600 referrals to the YRA website in 2015 (as of August 31) from over 65,000 ad impressions.

AllTrips publishes online travel guides in over 40 outdoor destinations throughout the west. They attract site visitors via organic search and then connect them to lodging, activities, attractions, transportation, events and more information via relevantly placed listings throughout the site. Each listing or ad is a live link to our vendors/partners website. They also offer tracking on this advertising so that our vendors/partners can gauge the overall efficacy.

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*NOTE: Projections are made by annualizing referral totals through August 2015.*

All Cody, WY – ALLCody.com

5 ad positions – Total projected referrals: 1,188

YRA will receive 5 different ad positions on this popular visitor site featuring information on Cody and surrounding area.

**Cost \$2,162 - \$1.82/lead**

All Yellowstone NP – ALLYellowstonepark.com

5 ad positions – Total projected referrals: 1,464

YRA will receive 4 different ad positions on this popular visitor site featuring information on Yellowstone Park and surrounding area.

**Cost \$2,576 - \$1.76/lead**

**Total Vertical Media Cost: \$4,738.00**

**Projected referrals to YRA website: 2,652**

**Total Cost per Lead: \$1.79/lead**

**Travelguidefree.com**

**www.travelguidesfree.com: \$1,207.50 or less per month**

**Estimated annual cost: \$13,362 or \$1.13 per lead**

Used to promote the Cody area to prospective travelers, this on-line service generates quality leads (those with interest in receiving more information on Cody area). These leads are forwarded to the PCTC. By having an on-line presence here, visitors can request your visitor guide, access your telephone number or website from one location.

Yellowstone/Cody will also be featured on the home page of their website with the promotion of attractions with blurbs, links, and mapping; high-resolution photos, and a video of your destination. See <http://www.travelguidesfree.com/> for example. This homepage promotion should drive 300-700 additional leads per month, so it's a good value add option. We'll list Yellowstone on the home page when there are no other paid sponsors.

The vendor also will be supplying leads from their new site, [travelinformation.com](http://travelinformation.com)

With caps of \$800/mo on TGF and \$250/mo on [TravelInformation.com](http://TravelInformation.com), the vendor is sure the leads provided will exceed those caps and lower the effective cost per lead from \$1.13 to... probably roughly \$0.90 per lead, a 20% savings.

- As of September 13, these online leads generated 8,013 qualified visitor requests. An average monthly cost of \$921 resulted in a per lead cost of \$.97.

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**Yellowstonepark.com**

This extremely popular tourism site is the premier on-line resource for Yellowstone Park and proven driver of traffic to YRA's website. Yellowstonepark.com receives 750,000 unique visitors per year with over 3,000,000 page views. This buy enables the Cody Country to have a dominant presence on Yellowstone's premier resource on the Internet.

As of September 2015, the run-of-site rotating banner program has generated over 200,000 impressions and referred 139 visitors to flyyra.com. Another 100,000 impressions will be delivered between now and January 1. In addition, YRA related content and photos were imbedded throughout the website. The Content Integration Section of yellowstonepark.com provided an additional 1,671 views and 566 click-throughs. Since the number of click-throughs generated has not been as high as expected, the vendor is going to add a content sponsorship that links to flyyra.com until 1,000 click-throughs are generated.

**Run of Site – Rotating Banner Program** **\$5,175**  
This program will consist of a Dec, 2015-Nov. 2016 banner campaign  
Estimated to generate over 200,000 impressions of our banner. The banner will be rotated throughout the yellowstonepark.com website.

**Content Sponsorship** **FREE**  
Yellowstonepark.com will add a content sponsorship under the maps and itineraries section with goal of generating 5,000 click-throughs.

**Newsletter Sponsorships** **FREE**  
A top performer in generating click-throughs, and additional 500 click-throughs are expected.

**Custom E-Mail Blasts** **\$1,725**  
Proposal includes 2 custom e-mail blasts to 120,000 subscribers. Estimated number of generated click-throughs is 1,500.

**Yellowstonepark.com Total: \$6,900**

**Total Proposal Cost: \$25,000**

**PCTC Cost: \$15,000**  
**State of Wyoming Cost: \$10,000**

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