

## Travel and Tourism reports record deposit

by Mark Dykes

Tuesday afternoon during the meeting of the Hot Springs Travel and Tourism Board, Director Amanda Moeller reported there was a record deposit this month. "We are eight percent up over last year for this month," Moeller said, "which actually brings us up from about 10 percent down to about four percent down for the year."

Moeller said the deposit this month was \$32,068, and last year it was \$29,000. She pointed out last year was a record year as well, so there is a steady increase in October deposits, which would be receipts from August. Moeller didn't know if the increase was the result of having a large event — with the Big Horn Folk Festival, Gift of the Waters Pageant Days and the Kiwanis Craft Fair all on the same day — or if it was other August happenings such as the Demolition Derby, last-minute trips to Thermopolis before school starts or hunters coming into town for the early season.

Moeller also provided a brief update on the board bylaws, noting Jerry Williams has a copy of the original joint powers agreement so he could work on it.

The board tabled action regarding the McCumber billboard on the west edge of town. Moeller said the billboard was replaced about three years ago.

tel guests are given key chains, which provide them with discounts around town; it is up to each business to decide what the discount is. Moeller was excited to report there were at least nine new businesses that have joined the promotion, and it's almost to the point where all businesses are on board with it.

Regarding the Lodging Tax Political Action Committee, Moeller said Chair Greg Willson spoke at the recent political candidate forum, and did a wonderful job of presenting. Though there was not time to get on the Kirby Town Council agenda to present information, Moeller said they were given a sheet with the bullet points. Information will also be provided to the East Thermopolis Town Council.

Moeller said she is working, at Leyba's request, to get a list from Game and Fish of out-of-state hunters coming to the area, but it has proven a challenge. Leyba said the list could be given to the hoteliers, so they might get more lodging in town, adding he believes there are about 300 hunters that come here. It's not only additional income at the hotels, he said, but also for other businesses and attractions.

Moeller reported the number for downloads for the recently released app. In the second quarter, she said, when the app was



photo by Cindy Glasson

### *We'll be swingin'*

New ADA compliant swings were recently installed through a joint effort between the Rotary Club and Friends of Hot Springs State Park. They are dedicated to the memory of Tyler Homi. Pictured, bottom row (l-r): Karen Sinclair, Mikey Gerber, Shurie Scheel and Mike Messenger. Middle row: Belinda Willson, Jacque Michel, Suzanne Samelson, Sam Needham, Allan Bratten and Meri Ann Rush. Back row: Barb Vietti, Margie Molitor, Barb Heinze, Bobbi Overfield, Sharon Skiver, Phillip Scheel, Michael Wright, Jody Lang, Chuck Laver and Ken Nading.