



A Treat for Ashton

Chamber Awarded Grant to Rebuild ASHTONIDAHO.COM

The Ashton Area Chamber of Commerce has been awarded an Idaho Travel Council grant, administered through **Yellowstone Teton Territory**, to completely rebuild **ashtonidaho.com**. Between the grant funds and a chamber cash match, the project is fully funded — no new cost to our members, and not a dime out of local taxpayers.

It's more than a fresh coat of paint: a visitor discovery directory, travel-guide content written to actually turn up in searches, a community events calendar other sites can pull from automatically, and direct cross-linking into YTT's regional network. The best part — the directory will list every area business, member or not. That was written into the grant on purpose.

The work is being done

by WMD Solutions, run by Jake Amen right here in Ashton. Jake founded WMD in 2005 and has kept the chamber's website running for about twenty years. The new site is built on a platform he's spent the past year developing for chambers, events, and the businesses that belong to them.

Want a sneak peek? The brand-new Island Park Area Chamber website went live this month on that same foundation. Take a look at **islandparkchamber.org** for a feel of what's headed down Highway 20 to us.

We expect to launch before the end of the year. **No tricks — just a good treat for Ashton.**

Jake Amen serves on the YTT board; his proposal predated that appointment and he held no vote on the award.

MEMBER SPOTLIGHT



If you've ever wondered who's out there telling the rest of the world about Ashton, a good part of the answer is Yellowstone Teton Territory. YTT is a private not-for-profit tourism organization covering more than 7,500 square miles across six Eastern Idaho counties — Bonneville, Clark, Fremont, Jefferson, Madison, and Teton. Its mission is to market Eastern Idaho to visitors nationally and internationally, and to promote the recreation, events, and festivals that make the region worth the

drive. Ashton sits on the Yellowstone Teton Loop, the 324-mile route that threads through national forest, blue-ribbon water, and two national parks — the same route that brings travelers down Highway 20 and past our Main Street. YTT maintains a community page for Ashton alongside Island Park, Swan Valley, Teton Valley, and the parks themselves, plus a regional events calendar, lodging and dining directories, and a blog that has featured Ashton more than once.

The funding behind all of this comes from travelers, not from local taxpayers. Idaho

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YTT
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tourism projects are paid for by a 2% tax collected by hotels, motels, vacation rentals, and private campgrounds. Forty-five percent of what's collected funds statewide marketing, another forty-five percent goes back out to communities through a grant program, and ten percent covers administration of the state tourism office. YTT is the sole grant recipient for Eastern Idaho — meaning the share of that money earmarked for our corner of the state is distributed through YTT's board to local organizations, events, and attractions.

Grant applications are due in February each year and are reviewed by the YTT board, with applicants sometimes invited to present before a decision. Organizations are notified in writing within 30 days of the board's final call. If your event, attraction, or marketing project draws visitors to Fremont County, it's worth a look at the application.

Membership is open to tourism- and recreation-related businesses in those six counties and runs \$100 a year. It includes a listing in regional directories and on the YTT website, representation at travel shows and through YTT's visitor inquiry line, eligibility for cooperative marketing packages, and access to direct mail lists. For a small Ashton business trying to reach people who don't yet know we're here, that's an inexpensive piece of reach. Learn more at yellowstoneteton.com.



**Is Your Business
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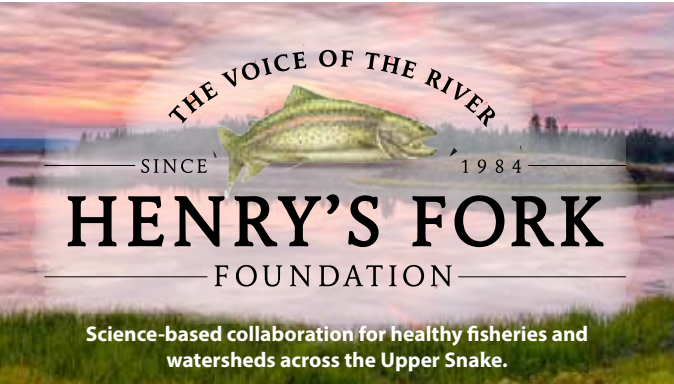
Community Calendar	
Every Wed. noon	Ashton Rotary
2nd & 4th Wednesday 5-7pm	Food Pantry @ Ashton Community Center
Oct 26-29	Batty for Books Book Fair @ Ashton Elementary
Oct 27-28	Parent Teacher Conference @ Ashton Elementary / NFHS
Oct 30 7pm	Spooky Strings Concert @ Warm River Studios
Oct 31 5pm	Trunk or Treat @NFHS
Nov 3	Election Day Polls open 8am-8pm
Nov 11	Veteran's Day
Nov 11 7pm	City Council Meeting @ City Building
Nov 20 Noon	Ashton Chamber of Commerce Mtg. @ Main Office Conference Room



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