



**FEBRUARY 2022**  
**Local Travel & Tourism Industry Update**

**Prepared by**  
**Shawn Parker, Executive Director**  
**Sheridan County Travel & Tourism**

**FEBRUARY FORECAST**

We have held out as long as possible as we hope for snow, but alas, it is no longer feasible that we will be able to host skijoring this year. Many other organizers in our region are facing the same issues with lack of snow and have either cancelled already or will make their announcements in the coming days.

Not only does the forecast call for 50+ degree weather for the next week, but our snow stockpiles are basically non-existent, meaning there's no logistical way that we could move enough snow in for the event.

Skijoring and bike races, originally scheduled for February 19 and 20, are officially cancelled. I want to make this announcement now to be fair to our sponsors, volunteers, vendors, host locations, and other partners.

It is not all bad news, though! Many of the other events scheduled as part of the 2022 Sheridan WYO Winter Rodeo will go on!

Antelope Butte's kickoff event, scheduled for next Saturday, February 12, is a go. So is the Black Mountain Nordic Club Moonlight event at Sibley Lake, also scheduled for the 12th. The Snow Ball at the Barn in Big Horn, is still scheduled for February 17.

Important information for our sponsors:

While there are many great events going on as part of the Winter Rodeo, we recognize that the most exposure comes with the thousands of people attending skijoring. To that, if you would like a refund on your sponsorship, please let me know, and I will have you refunded in full.

If you prefer to remain on for this year, we will roll your contribution forward and allocate your sponsor benefits in 2023. We have already purchased all of the advertising materials, flags,

banners, and more, so this would be an easy adjustment. There would be no additional cost for next year. Just let me know, and we can make the proper arrangements.

We hope that we will (finally) be able to bring skijoring back to Sheridan in 2023, and we will continue to look to grow and expand the WYO Winter Rodeo with family-friendly events that make a positive impact on our community. Thank you for all your support.

## EVENTS SNAPSHOT

Stay up to date by [clicking here for the Community Calendar](#).

## 2022 VISITOR GUIDE

Do you have an event coming up this year that we need to know about? Launching a new business with a specific visitor focus? Please send our team any info you might have so that we can get the info into our guide, and up on our calendar.

## 2022 INFORMATION CENTER VISITATION DATA

January - 2,447 (+603)

**2021 FINAL: 84,203**

**2022 RUNNING TOTAL: 2,447**

## THIS MONTH'S MEDIA COVERAGE

[Wild West Meets Winter Wonderland](#) – Travel Zoo

[Yellowstone to Mount Rushmore Road Trip](#) – Nomads With a Purpose

[Bighorn Mountains to Grand Teton NP](#) – Nomads With a Purpose

[A Road Trip Through Wyoming](#) – Salt Lake Magazine

[8 Historic Hotels In Wyoming To Stop For The Night](#) – Travel Awaits

[From Cheyenne To Sheridan: The 11 Best Stops Along I-25 In Wyoming](#) – Travel Awaits

[7 Best Places to Live in Wyoming](#) – zumper.com

[Wyoming Itinerary Guide](#) – Leisure Group Travel

[18 Best Small Towns in Wyoming for a Weekend Getaway](#) – meganstarr.com

\*[What's Up With the Pairing of Chili and Cinnamon Rolls?](#) – Smithsonian Magazine

\*[Destination: Wyoming](#) – The Lookout Magazine

\*In the fall of 2021, our office partnered with the Wyoming Office of Tourism to host a trio of journalists interested in stories about northern Wyoming. We are now seeing coverage published as a result of that trip, and have word that several more features will be out in the coming months (including a Wyoming guide featured on Thrillist). We had the great opportunity to host journalists Laura Kiniry, Michele Herrmann, and Todd Walker for a few days, and are looking forward to having them back again soon!

## **THE STORY OF ART**

Last fall our team worked with Legit Productions NYC to feature artists from across Sheridan County in a remarkable documentary project that is now available to watch on Amazon Prime - take a moment to watch The Story of Art in America (Sheridan is episode 7!) and celebrate a few of these incredible individuals who help make Sheridan such a beautiful place to live.

Thank you to all the great artists that gave their time to this project:

Aaron Odom, Artistic Director, Theater

Stefanie Wilkerson, Metalsmith

David McDougall, Painter

Arin Waddell, Painter

Jim Jackson, Leathercrafter

Sonja Caywood, Painter

The Story of Art in America is a docuseries exploring the role of Art in American society and its diverse communities, from large cities to small rural communities. Each season has ten episodes, each one featuring one city or county.

## **ULTIMATE COWBOY SHOWDOWN**

Season 3 of INSP's Ultimate Cowboy Showdown will debut on April 21, 2022 – what's special about this season is that it was filmed in Wyoming (Douglas) and features the only and only Stephen Yellowtail!

## **GREATER NORTHWEST PROJECT**

Our office has been tracking a push for returning passenger rail service to Wyoming; this initiative is "picking up steam," but for those of you who are unfamiliar with the effort, I am including here info from a letter of support that I wrote back in the fall. The effort has also received support from the City of Sheridan and Sheridan County, as well as numerous communities across Wyoming. This has the potential to greatly benefit our community, and I will keep the community updated as news continues to come my way.

## **LETTER OF SUPPORT**

**Big Sky Passenger Rail Authority-ARPA Build Back Better Regional Challenge (BBBRC) Grant Application**

### **PREPARED FOR:**

**Economic Development Administration-Denver Regional Office**

**Angela Belden Martinez, Regional Director**

**1244 Speer Boulevard, Suite 431**

**Denver, Co 80204**

Dear Director Martinez,

Sheridan County Travel & Tourism is writing to express our support for Missoula County's application on behalf of the Big Sky Passenger Rail Authority (BSPRA) for BBBRC funds. The vision of the BSPRA is to restore passenger rail service across the southern portion of Montana, and beyond (as Sheridan County so often finds itself in the beyond, we would greatly benefit by this effort); this is a vital transportation service that has not been available to the area since 1979. The Authority, which now counts 17 Montana counties as members, was formed to move this important vision forward through planning and analysis, building critical partnerships and stakeholder support and acquiring necessary resources to see this vision come to fruition. People and commerce readily travel over state borders/political borders; we need a facilitating framework that can recognize and work with this. Our partners with BSPRA have agreed to be the facilitating mechanism for our region.

Restoration of passenger rail service in southern Montana, northern Wyoming, and neighboring states will bring transformational, once in a lifetime opportunity for economic development across the region. Restoration of passenger rail service will connect more communities to educational and economic opportunities, essential healthcare services, and recreational and tourism activities that are currently not accessible to everyone either via air travel or personal vehicle use. Additionally, passenger rail supports environmental goals to reduce emissions, potentially reducing the number of individual vehicles on the road. Perhaps most importantly, especially in the winter months, rail travel provides significant safety benefits, allowing citizens to travel to work, access essential services, and connect to family and friends without having to drive in hazardous conditions.

Passenger rail service would be a boon to Sheridan County, as well as much of the Great State of Wyoming – it was, of course, the railroad that brought prosperity to many of our communities over 100 years ago. As we continue to grow, reliable, affordable transportation remains top of mind as an important service for the people of Sheridan County, from a business, recreation, and tourism standpoint.

BSPRA is requesting Phase I funding to conduct initial feasibility work that will assist in further defining and focusing project scope and determining the best use of fiscal and personnel resources. Additionally, Phase I funds will allow BSPRA to hire/contract for temporary staff to continue engaging critical and diverse stakeholders and partners that will be essential to securing financial and community support moving forward. Due to the number of potential routes in the American west (north-south, east-west) through Montana and its neighbors, we want to note our support and interest for feasibility studies and planning for these broader routes that help complete a true national rail network. For these reasons we support this application and request that it be given your full consideration. We thank you in advance for this opportunity and look forward to working with BSPRA and EDA toward transformational change in our regional transportation and related economic growth.

Sincerely,

Shawn Parker  
Executive Director, Sheridan County Travel & Tourism

### **SUNSET MAGAZINE**

A snapshot from a campaign deployment with Sunset Magazine, Nov-Dec 2021:  
The ROS overdelivered by 11K+ impressions and an overall CTR of 0.17% (Average banner CTR is .06). The Best of the West Newsletter had a very strong open rate of 34.60% and 317 total banners clicks, reflecting a banner CTR of .34%

### **CALENDAR OF EVENTS**

The community calendar continues to grow, with new additions each week. Remember to continue to send Jodi at the Chamber your details at [info@sheridanwyomingchamber.org](mailto:info@sheridanwyomingchamber.org) so that the Community Calendar stays up to date.

My staff continues to work through updating listings and event details on our own website, but make sure to let us know if you see something that needs to be edited at [sheridanwyoming.org](http://sheridanwyoming.org)

### **CURRENT CAMPAIGNS**

Through 2021 we will continue to share stories and features across all our media channels and through numerous outlets, both national and regional, about the icons and outlaws of Sheridan, WYO. Two major ongoing campaigns are *The Backyard*, and the *Women of Sheridan, Wyo*. You can learn more about these programs below.

For The Backyard, [click here](#).

For The Women of Sheridan, Wyo., [click here](#).

### **SHERIDAN COUNTY TRAVEL & TOURISM MEDIA LIBRARY**

We maintain a robust content library that includes photographs, video, logos, ads, and more. Our library, archived on flickr, includes more than 15,000 images; 99% of these images were taken by me over the last six years, and are **available for community partners to use for non-commercial, promotional purposes**. However, if these images are of your business and were shot as part of a campaign or a refresh, you are certainly welcome to use them for any other purpose you see fit.

Our library is a powerful promotional tool in its own right: as of November 1, 2021, images in our Flickr archive have been **viewed 1,367,501 times since being launched in 2018**.

**December 2021 Photo Archive Views: 38,724**

As with the Wyoming Media Library maintained by the Wyoming Office of Tourism, this large

library of photo and video is also used, on occasion, by national media outlets seeking stock footage to supplement their stories.

To access our photo library, [click here](#).

To access our video library, [click here](#).