



July 1, 2022
Local Travel & Tourism Industry Update

Prepared by
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Sheridan County Travel & Tourism

JULY FORECAST

Happy 4th of July!

What a summer it has been already. Things kicked off in style with great weather, great attendance, and great fun at the Dead Swede, Bot Sots, Trail Fest, and the Ucross Founders Day. The historic flooding in Yellowstone threatened to wreak havoc on travel plans for many folks visiting the west, but luckily the National Parks Service acted quickly, and the park has reopened (more on that below).

We are on the cusp of a fantastic July – things kick off with 4th of July fireworks in Ranchester and continue from there. There's a palpable sense of excitement about Rodeo Week, which features more events, activities, and concerts than ever before, along with the return of the Pow Wow at the Sheridan Inn. The International Hemingway Conference features some exciting events that are open to the public, and there's plenty going on around the community as well, from polo at both Flying H and the Big Horn Equestrian Center, to races at the Speedway, to the Homebrew Festival and the new Mountain Archery Festival.

We have a few new things in the works this summer as well; for the latest news, sign up for [our newsletter here](#).

EVENTS SNAPSHOT

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| 7/2 | Karz Rod Run (DOWNTOWN SHERIDAN) |
| 7/2 | High Plains Late Model Series (SPEEDWAY) |
| 7/3 | 4th of July at Connor Park (RANCHESTER) |
| 7/4 | Pot Lot and Fireworks Show (LEITER BAR) |
| 7/9 | Race of Champions (SPEED) |
| 7/9 | Homebrew Festival (WYO THEATER) |
| 7/8-10 | Mountain Archery Fest (ANTELOPE BUTTE) |
| 7/9 | Savanna Chestnut Rodeo Week Kickoff Concert (BLACK TOOTH) |

7/11-16	Sheridan WYO Rodeo Week
7/11	Boot Kick Off (WHITNEY COMMONS)
7/12	Nate Champion Band Concert (BLACK TOOTH)
7/13	WYO Rodeo Performances Night 1 (FAIRGROUNDS)
7/14	WYO Rodeo Performances Night 2 (FAIRGROUNDS)
7/15	Boy Scouts of America Pancake Breakfast (GRINNELL PLAZA)
7/15	Sneakers & Spurs Rodeo Run (MAIN STREET)
7/15	Beds Along the Big Horns Race (MAIN STREET)
7/15	WYO Rodeo Parade (DOWNTOWN SHERIDAN)
7/15	First People's Pow Wow (SHERIDAN INN)
7/15	Kiwanis Duck Race (KENDRICK PARK)
7/15	WYO Rodeo Performances Night 3 (FAIRGROUNDS)
7/15	Chancey Williams Concert (THE PONY)
7/16	WYO Rodeo Performances Night 4 (FAIRGROUNDS)
7/16	Tris Munsick and the Innocents Concert (BLACK TOOTH)
7/16	Ernest Concert (GRINNELL PLAZA)
7/17	WYO Rodeo Tailgate Party & Polo Game (EQ. CENTER)
7/17-23	International Hemingway Conference (SHERIDAN COLLEGE)
7/18-20	Wyoming Senior Women's Golf Association Tournament (KENDRICK GOLF CLUB)
7/21	3rd Thursday Street Festival (MAIN STREET)
7/21	Tongue River Artist Residency Presentation (GALLERY ON MAIN) Jasmine Green
7/23	Let's Go Racing (SPEEDWAY)
7/27	Summer Evening at the Mansion (KENDRICK MANSION)
7/29-Aug 8	Sheridan County Fair (FAIRGROUNDS)
7/30-31	Wyoming Three-Person Scramble Golf Tournament (KENDRICK GOLF CLUB)
7/30	Tournament of Knights (FAIRGROUNDS)
7/30	Quarter Midget Special (SPEEDWAY)
7/31	Goose Creek Cup Polo (FLYING H)

FLYING H POLO: Games Thursdays and Saturdays 11am, 1pm, and 3pm.

BIG HORN EQUESTRIAN POLO: Games Wednesdays and Fridays 1pm and 3pm. Sundays at 10am.

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

YELLOWSTONE NATIONAL PARK UPDATE

MAMMOTH HOT SPRINGS, WY - Yellowstone National Park will reopen the north loop on Saturday, July 2, to all visitors. In addition to roads in the south loop, visitors will now be able to access:

- Norris Junction to Mammoth Hot Springs
- Mammoth Hot Springs to Tower-Roosevelt
- Tower-Roosevelt to Canyon Junction (Dunraven Pass)

Visitors can access the south and north loops via the East Entrance (Cody, Wyoming), West Entrance (West Yellowstone, Montana), and South Entrance (Grand Teton/Jackson, Wyoming).

North loop Update:

Federal Highway Administration engineers have completed final bridge and road safety inspections. Temporary repairs to the wastewater systems have been evaluated and will accommodate day use on the north loop.

The park cautions the public that high water remains in many waterways and to be aware of backcountry closures in the north loop due to hazardous conditions or damaged trails and bridges. Visit Yellowstone's Backcountry Situation Report for details.

Services in the north loop will include general stores at Tower and Mammoth Hot Springs, and gasoline in both locations. Additional services may open in upcoming weeks. Visit Operating Hours and Seasons for details.

North and Northeast Entrances Update:

The North Entrance Road (Gardiner, Montana to Mammoth Hot Springs) and Northeast Entrance Road (Cooke City/Silver Gate, Montana to Tower-Roosevelt) remain closed to visitor vehicular traffic while temporary repairs are completed. Visitors may access the park on foot through these entrances in order to recreate (fish and hike) in areas not identified as closed. The park will evaluate authorizing bicycle use through these entrances up to damaged road sections in the near future.

Park staff are working with commercial guides and outfitters in Gardiner and Cooke City/Silver Gate to further expand park access where possible. Yellowstone has reopened a 23-mile segment of the Beartooth Highway (from US-212/WY-296) junction to the ski hill parking lot), providing visitors access to this world-class scenic roadway.

Reconnecting the park to Gardiner and Cooke City/Silver Gate remains Yellowstone's highest flood recovery priority. These communities are open with access to the park as described above.

Alternating License Plate System suspended:

Yellowstone implemented the Alternating License Plate System (ALPS) upon reopening the south loop June 22, 2022, to ensure visitor traffic did not overwhelm the south loop. The interim system worked very effectively at moderating traffic within the park, however, with the opening of the north loop and 93% of the road system open, ALPS will be suspended effective July 2. Visitor entrances from East, West, and South will return to normal entrance procedures. Park staff will continue monitoring visitor use data, traffic counts, and the condition of infrastructure over the upcoming months to ensure visitor usage is not overwhelming capacity. The ALPS system may be reinstated if this becomes the case.

Backcountry Update:

Most of Yellowstone's southern backcountry will open to overnight use on Friday, July 1, however some trails and campsites will remain closed for repairs due to flood impacts, high water and bear management closures.

A large portion of the backcountry in the north remains closed as damage assessments continue. Many northern trails have been severely damaged and bridges washed away. Additional backcountry in the northern part of the park will reopen as repairs and final damage assessments are completed.

2022 FOREVER WEST SONGWRITERS FESTIVAL

NASHVILLE ICONS IN BIGHORN MOUNTAIN COUNTRY

The Forever West Songwriter Festival is a unique celebration of music and western heritage featuring legendary songwriters Anthony Smith, Wynn Varble, Brice Long, Wyatt McCubbin, Cameron Wrinkle, David Lee, Jeesee Lee, and special guest Cory Leone Johnson. These artists have written hits for the likes of Brad Paisley, Lonestar, George Strait, Garth Brooks, Chris Young, Hank Williams Jr, Reba McEntire, and Chris Stapleton.

This year, in addition to the evening performance featuring award-winning hit-makers, we have added a special afternoon songwriter's workshop that will allow guests to interact with songwriters in an intimate forum in the WYO Theater's Mars Black Box. Tickets for the evening performance include admission to the songwriter's workshop.

Tickets will go on sale in the next two weeks; visit www.foreverwestfestival.com for more.

NOW HIRING AT SHERIDAN COUNTY TRAVEL & TOURISM

We have an opening for a Destination Development Coordinator on our team. This is a dynamic, full-time position for an individual to help shape how Sheridan County is promoted at regional, national, and international levels.

MAJOR DUTIES:

- Serve as a liaison between SCTT and community partners, including but not limited to, non-profit organizations, private businesses, and local, regional, and state agencies.
- Work with community partners on the development and promotion of signature events, including the Sheridan WYO Rodeo, WYO Winter Rodeo, Forever West Songwriter Festival, Bighorn Mountain Trail Run, and more.
- In partnership with internal and external stakeholders, evaluate and recommend destination development initiatives that improve tourism for the region, for example: new or enhanced visitor experiences and attractions; cultural events; access; and signage opportunities.
- Engage with national and international partners on the promotion of Sheridan County as a destination via business-to-business conferences, promotional activities, and special programs.

The includes travel to regional, national, and international conferences and conventions.

- Respond to inquiries from event planners and booking agents interested in hosting conferences and/or events in Sheridan County.
- Point-of-contact for any grant related questions and application requests.
- Prepares newsletters in conjunction with Head of Media.
- Destination Development Coordinator will occasionally work with the Film Development Coordinator on the development of short film and video advertising projects.
- The Destination Development Coordinator is a key, front-line representative for Sheridan County Travel & Tourism who provides exemplary customer service to external and internal visitors. Working in tandem with the SCTT team, the coordinator provides customer service and general coverage for the Welcome Center, providing information to staff, visitors, and community partners on the telephone, electronically, and at the Welcome Center.

For a complete job description or any additional information please reach out to me.

2022 INFORMATION CENTER VISITATION DATA

January – 2,447 (+603)

February – 2,303 (-300)

March – 3,955 (+199)

April – 4,130 (+275)

May – 6,375 (-932)

June - 11,026 (-1,467)

2021 FINAL: 84,203

2022 RUNNING TOTAL: 30,713 (-1,622 YTD)

THIS MONTH'S MEDIA COVERAGE

[Sheridan County Arts Scene](#) – Wyoming Public Media

[3 Must-See Historic Landmarks In The Charming Town Of Sheridan](#) – Only in Your State

PLACEMENTS + CAMPAIGN DISTRIBUTION

Miles Media

Wyoming State Fair Media Guide

Sheridan Press Rodeo Guide

Wyoming Public Radio

Ongoing Social (Facebook; Instagram; YouTube)

CALENDAR OF EVENTS

The community calendar continues to grow, with new additions each week. Remember to send Jodi at the Chamber your details at 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

CURRENT CAMPAIGNS

Through 2022 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 16,000 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 today images in our Flickr archive have been **viewed 1,545,743 times since being launched in 2018.**

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 content to supplement stories, articles, and more.

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

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