



MALCOLM WALLOP PARK

DIRECTOR’S FORECAST + UPDATES

Fall held out for as long as it could, but it’s safe to say that the book on the summer and fall travel season is now closed. Overall, here in Sheridan County we’ve done exceptionally well in 2022, even as numbers across the west declined versus the wild summer of 2021 (with the flooding in Yellowstone obviously a significant contributing factor). On lodging tax collections we were down 7.5% in June and 2.8% in July, while the State of Wyoming as a whole saw decreasesw of 17% and 2%, respectively. While summer numbers may flux a few percentage points here and there, the real growth potential remains in the shoulder season - based on tracking metrics, I expect our September and October numbers to be up over last year, once those are in. Fall events that are not weather-dependant have a great opportunity to capitalize on available inventory, a lack of regional activities, and additional opportunities not available during the busy summer season. And for November, there are plenty of things to be excited about - Sheridan Hawks home games; SCLT events; holiday bazaars; and the 27th annual Christmas Stroll!

This bit of news is more tourism-adjescent than anything, but I want to remind folks that the Wyoming Business Council’s series of community review sessions come up next week. More info further on in my update.

Many people have reached out to me regarding the sale of the First Interstate Bank building downtown; The Darwiche family that purchased the property owns Hotel Jackson, so there’s plenty of speculation. I have spoken recently with one of their stakeholders; they are evaluating all their options and have not made a final decision, as far as I know.

The 2023 Main Street Reconstruction Project is top-of-mind for many folks in town. WYDOT and the City have hosted a series of information sharing events, with more to come. I have included here a brief from The Sheridan Press for those who may not have heard about what is planned for Main Street next summer (and beyond).

The County-Wide Lodging Tax will be on the ballot in the November election. The lodging tax is Sheridan County Travel & Tourism’s sole funding source, and it is what we leverage to do the work we do on behalf of the community. I have included a white paper in this month’s update with info on exactly that.

Finally, I’ve been asked about the status of the 2023 WYO Winter Rodeo and skijoring - our plan is to bring this event back on February 18, 2023. More to come!



Shawn Parker
Executive Director, Sheridan County Travel & Tourism
November 1, 2022

EVENTS SNAPSHOT

10/27 - 11/30	Fabrica: Works by Coulter Fussell (WCA)
10/25 - 11/26	Wyoming Waters Small Works Watermedia Exhibition (SAGE)
11/1	First Day of American Indian Heritage Month
11/1	Pitch Night - Start Up Challenge (WYO THEATER)
11/2	Black Tooth Brewery Bingo
11/3	Jazz at Sheridan College (WCA)
11/4	The Brinton 101 Artists’ Reception
11/4	Ucross Art Gallery Exhibition Opening
11/5 - 12/23	The Brinton 101 Small Works Show
11/5	Fall Pumpkin Festival (BLACK TOOTH PARK)
11/5	Gillette Wild @ Sheridan Hawks Hockey (WHITNEY RINK)
11/5	Big Horn Woman’s Club Holiday Craft Bazaar (BIG HORN)
11/5	Coronation of Reata Cook Miss Rodeo Wyoming 2023 (BEST WESTERN)
11/6	SC Bands and Brass (WCA)
11/8	History at The Hub: Black Diamond Trail Bus Tour
11/9	The Dugan Irby Band (LUMINOUS)
11/9	Black Tooth Brewery Bingo
11/10	Fall Into Art: The Indian’s Pony, From Bones to Bronze (BRINTON)
11/11	Great Falls Americans @ Sheridan Hawks Hockey (WHITNEY RINK)
11/12	Great Falls Americans @ Sheridan Hawks Hockey (WHITNEY RINK)
11/12	United Methodist Women’s Craft Bazaar (FIRST UNITED METHODIST)
11/12	Behind the Picket Fence Market (FAIRGROUNDS)
11/12	Dayton Art Loop Studio Tour & Craft Bazaar (START: GALLERY ON MAIN)
11/13	AC Band Chamber Music (WCA)
11/15	Explore History at TRVCC: Black Diamond Trail Virtual Tour
11/16	Black Tooth Brewery Bingo
11/18	Badlands Sabres @ Sheridan Hawks Hockey (WHITNEY RINK)
11/19	Badlands Sabres @ Sheridan Hawks Hockey (WHITNEY RINK)
11/19	Birding at The Brinton
11/18-19	SC Theatre Production (WYO)
11/19	Sunrise Fall Bazaar (SUNRISE ASSEMBLY OF GOD)
11/19	Women of St. Peter’s “Gnome for the Holiday” Bazaar (ST PETER’S)
11/19	Sheridan Swim Team Arts & Crafts Bazaar (FAIRGROUNDS)
11/19	Fall Tidbit Series: Veterans Day Activities (MUSEUM AT THE BIGHORNS)
11/22	2022 Holiday Bazaar (BETHESDA WORSHIP CENTER)
11/23	The Dugan Irby Band (LUMINOUS)
11/23	Black Tooth Brewery Bingo
11/24	27th Annual Christmas Stroll
11/29	SC Choirs (WCA)
11/30	Black Tooth Brewery Bingo

MONTHLY MEDIA COVERAGE

[15 Things To Do During A Long Weekend In Beautiful Sheridan](#) - Travel Awaits

7 Most Beautiful Cities In Wyoming - WorldAtlas

Sheridan, Wyoming - Elevation Outdoors

Media Note:

Back in Fall 2020 we hosted a group filming an episode of a TV show called From Scratch; the host, David Moscow, has recently released a book based on his adventures filming that show, with significant attention paid to Sheridan County. For those interested, you can find more info on the book [at this link](#).

True West Magazine:

We have been honored with numerous accolades from True West over the years. Here is your opportunity to tell the magazine what you love about Sheridan - [click this link](#) to let True West know.

PLACEMENTS + CAMPAIGN DISTRIBUTION

NOVEMBER 2022:

Elevation Outdoors - Sponsored Content

Miles Media + Brand USA – City Page Refresh

Route Magazine - Fall Campaign

History Magazine - Fall Campaign

Group Tour Magazine – Fall Campaign

Wyoming Business Report – Fall Campaign

Wyoming Public Radio - Rotating Ads

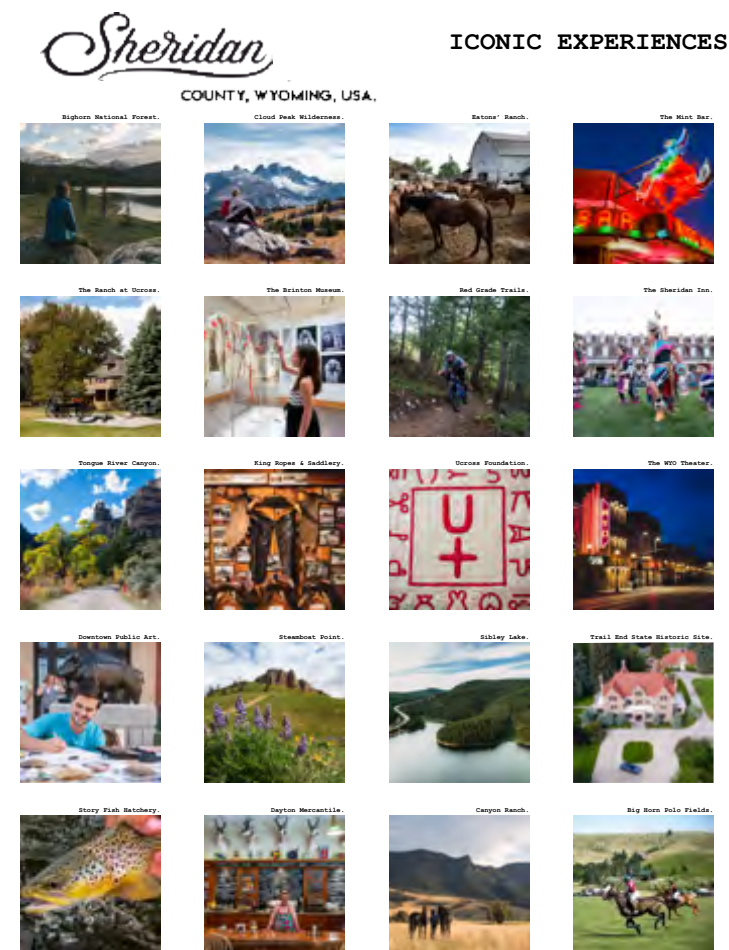
Ongoing Social (Facebook; Instagram; YouTube)

Travel Taste & Tour – Winter Feature Story

Texas Monthly – Fall Campaign

WYLD WEST Podcast

The Backyard Season 2 Episode 4: Hiking Horseshoe Trail



DATA AND INSIGHTS: June 1 - October 8, 2022

OUT OF STATE VISITORS ONLY.

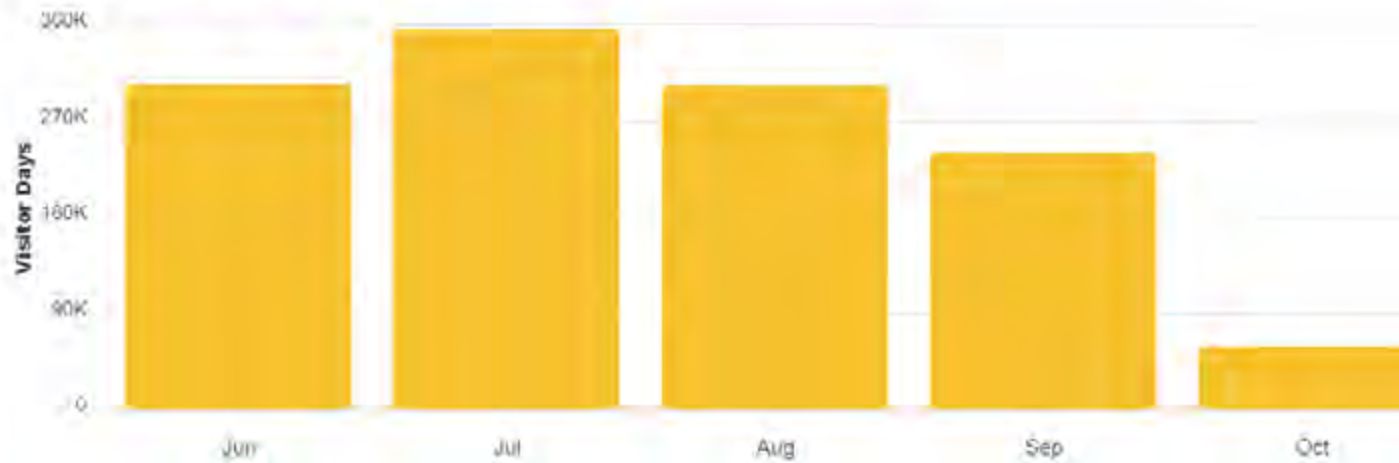
INFO AND STATS

Visitor Days	Total Trips	Avg Length of Stay	Unique Visitors
1,230,852	310,319	4 Days	172,050

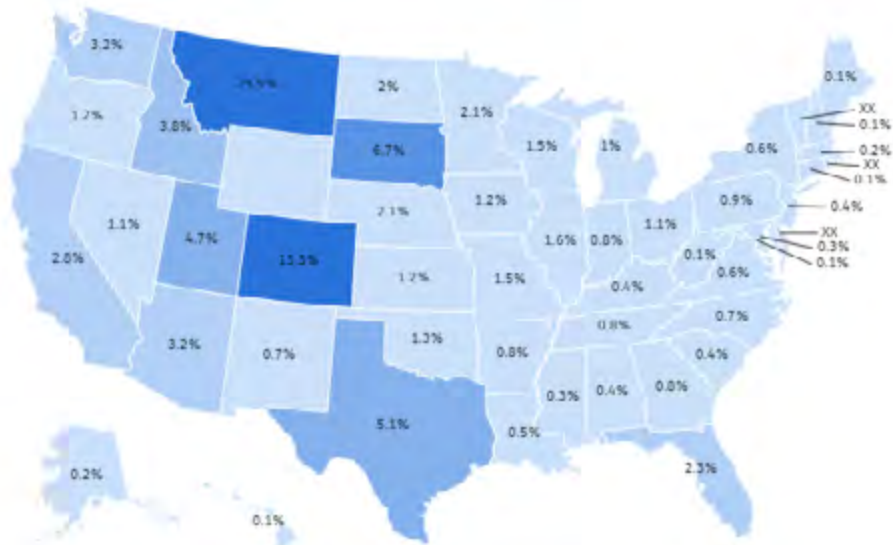
Visitor Days by Length of Stay



Monthly Volume by Visitor Days



Share of Trips by State



2022 WELCOME 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)
July - 10,913 (-5,952)
August - 10,341 (-2,206)
September - 9,028 (-914)
October -
November -
December -

2021 FINAL: 84,203
2022 RUNNING TOTAL: 60,518 (-10,622)

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

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 17,000 images; 99% of these images were taken by me over the last seven years, and are available for community partners to use for non-commercial, promotional purposes. Please send us a request if you would like to use our content; depending on current campaign deployments, some material may not be available for use. 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 1,622,518 times since being launched in 2018**. 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](#).

2023-2024 MAIN STREET RECONSTRUCTION

City, WYDOT explain project, answer questions from downtown business owners
By Kristen Czaban | kristen.czaban@thesheridanpress.com | Oct 13, 2022 | The Sheridan Press

SHERIDAN — The Wyoming Department of Transportation discussed final plans for its seven-sequence Main Street resurfacing and utility upgrade project Wednesday during a public meeting, allowing downtown business owners to ask questions and voice concerns.

Department officials said the project will go to bid later this year with construction beginning in April 2023. The project is expected to extend through two full construction seasons — from April through October in 2023 then restarting in the spring of 2024 and wrapping up in June of that year. The resurfacing and utility upgrade project is a joint venture between WYDOT and the city of Sheridan. The project will comprise seven sequences with each sequence involving work on no more than three blocks at a time. According to officials, working on three blocks at a time allows the contractors to work continually, which maximizes the construction teams’ efficiency and increases the speed at which the project is completed. The construction project will start north of the Little Goose Creek Bridge and extend south for half a mile through the intersection of Main, Coffeen and Burkitt streets.

The length of closure for each of the seven sequences will vary, with the north sections of the street expected to take the most amount of time. Subsequent phases will move south, with the seventh and final sequence closing Main Street from Loucks Street to Burkitt and Coffeen streets, with sections of Works, Burkitt and Coffeen streets closed as well. Pedestrian access to storefronts will be maintained at all times throughout the length of the project, WYDOT Resident Engineer Jake Whisonant said, and construction work is expected to begin at 7 a.m. and end at 7 p.m. every day. WYDOT will remove existing concrete pavement; install new concrete pavement; update existing Americans with Disabilities Act ramps and crossings that do not meet ADA guidelines; upgrade traffic signal infrastructure; and replace select sections of sidewalk, curb and gutter in need of repair, Whisonant said.

Meanwhile, the city will replace the existing cast iron waterline from 1970, replace the existing 14-inch vitrified clay pipe sewer main and address any needed repairs to the existing storm drain system, city Public Works Director Hanns Mercer said.

Scott Taylor, District 4 engineer with WYDOT, said he realized the project would cause some stress on those living and working on Main Street, but he said his team is doing its best to accelerate the process and minimize harmful impacts to businesses. Business owners who attended the Wednesday meeting asked questions regarding parking, timing for utility shut-offs and deliveries from large trucks. Taylor said the weekly meetings set to take place throughout the project will help keep business owners informed of when shut-offs will need to occur, alternative areas for parking and how best to direct shipments to the downtown area.

“We can’t account for everything,” Sheridan City Administrator Stu McRae said. “As we go down the road we’ll be as agile as possible as things come up. We’ll be good listeners and have actions to follow as we try to meet the majority of concerns. “We’re very sensitive to the issues our businesses on Main Street will face,” he said.

Once the project begins, update meetings will be held weekly in the ERA Carroll Real Estate space. Additional public meetings are also expected to take place after a contractor is awarded the bid for the project.

SHERIDAN COUNTY WIDE LODGING TAX



SOURCES:
Dean Runyan Associates, Travel Impact Report, 2021; US Bureau of Economic Analysis; DataFy HQ; US Bureau of Labor Statistics.

Sheridan County voters have supported a Lodging Tax every four years since 1992. In 2018, Sheridan County voters approved a County-Wide Lodging Tax that has allowed Sheridan County Travel & Tourism to continue marketing, promoting, and advertising Sheridan County and its attractions and events to potential visitors from domestic and international markets.


LOCALS DO NOT PAY THE LODGING TAX. The Lodging Tax is paid by visitors staying overnight in hotels, motels, RV parks, campgrounds, guest ranches, vacation homes, and B&Bs. The Lodging Tax has always been and will remain a tax that locals do not pay. 2% of the Lodging Tax is locked in by state legislation. The other 2% is voted on by citizens in November.

Sheridan County Travel & Tourism leverages Lodging Tax dollars to provide economic opportunities for local businesses, and to support jobs directly and indirectly across a wide spectrum of industries in our community.


THE LODGING TAX WILL APPEAR ON THE NOVEMBER 8, 2022 BALLOT

TRAVEL-GENERATED SPENDING
 **\$137.7 MILLION IN 2021**

AVERAGE SPENDING PER TRIP
 **\$265 PER PERSON
\$636 PER GROUP**

TRAVEL-GENERATED JOBS
 **950 DIRECTLY EMPLOYED LOCAL RESIDENTS**

COMMUNITY IMPACTS
 **EACH YEAR 400,000+ PEOPLE SPEND AT LEAST 1 NIGHT HERE**

TRAVEL-GENERATED TAXES
 **\$3.3 MILLION LOCAL
\$5.4 MILLION STATE IN 2021**

AVERAGE LENGTH OF STAY
 **3.4 NIGHTS PER VISIT**

TRAVEL & TOURISM IS WYOMING’S SECOND LARGEST INDUSTRY

TRAVEL & TOURISM WORKS FOR SHERIDAN COUNTY

- In 2021, Sheridan County welcomed more than 450,000 overnight visitors.
- Domestic and international travelers spent \$137.7 million in Sheridan County in 2021 and contributed \$8.7 million in tax collections. In the last five years tax collections on travel spending has totaled \$33.8 million - funds that help support local infrastructure, public services, and amenities.
- If not for the taxes generated by the travel and tourism industry, the average household in Sheridan County would pay more than \$500 more per year in taxes for existing services.
- Travel and tourism plays an important role in local economic development by positively impacting numerous industries across the county.

TRAVEL & TOURISM SUPPORTS SHERIDAN COUNTY

- Sheridan County Travel & Tourism supports events large and small, like the WYO Rodeo, Dead Swede, 3rd Thursday, Suds N Spurs Brewfest, Big Horn Soccer Cup, Hoop Jam, Bike MS Wyoming, and dozens more. Sporting events, cultural activities, and scholastic programs all receive local support.
- Sheridan County Travel & Tourism’s marketing and promotional campaigns are shared across more than 50 national and international outlets each year in a mix of print, digital, radio and other media.
- Sheridan County Travel & Tourism builds new opportunities each year. These include The Backyard, Women of Sheridan, Wyo., and Craft is King media campaigns; Forever West Songwriter Festival; Rolls-Royce Bighorn Mountain Drive; Society of American Travel Writers Convention; and the WYO Winter Rodeo, with February’s annual skijoring events bringing thousands of spectators downtown at a time of year when spending is typically very low.
- Sheridan County Travel & Tourism operates the top-ranked visitor center in the state, welcoming more than 100,000 people through the doors each year, and will begin operating the Burgess Junction Visitor Center in summer 2023.

SHERIDAN COUNTY VOTERS HAVE ALWAYS SUPPORTED THE LODGING TAX. THE PROPOSITION WAS APPROVED IN 2018, 2016, 2012, 2008, 2004, 2000, 1996, AND 1992.

Sheridan County Community Survey

Sheridan area partners are hosting a community review sponsored by the Wyoming Business Council.

Benefits of a Community Review:

- 🏡 **IDENTIFY** and help move your priorities forward
- 🏡 **DIRECT** leadership decisions and strategies
- 🏡 **INCREASE** engagement in our community
- 🏡 **INFLUENCE** where future dollars are spent
- 🏡 **CREATE** a locally driven vision for our future



EVERYONE is invited!

Community Review Listening Sessions Schedule

Create a locally-driven future for Sheridan County by contributing **YOUR** ideas and suggestions.

Wednesday, November 2

8:00 - 9:00 a.m.	TR Valley Community Center (Ranchester)
10:00 - 11:00 a.m.	Trails End Motel Conference Room
11:30 a.m. - 12:30 p.m.	Trails End Motel Conference Room
2:00 - 3:00 p.m.	The Hub on Smith Community Room
3:30 - 4:30 p.m.	The Hub on Smith Community Room
5:00 - 6:00 p.m.	The Hub on Smith Community Room

**WE WANT YOUR
OPINION!**

Thursday, November 3

7:30 - 8:30 a.m.	Ramada Plaza Convention Center
9:00 - 10:00 a.m.	Ramada Plaza Convention Center
10:30 - 11:30 a.m.	Ramada Plaza Convention Center
1:00 - 2:00 p.m.	Big Horn Women's Club
6:30 - 8:30 p.m.	TOWN HALL MEETING WYO Theater Black Box Hear the results of the listening sessions and help prioritize topics.

**NO RESERVATIONS
NEEDED -
JUST SHOW UP**