

# Sheridan

COUNTY, WYOMING, USA.



# DIRECTOR'S FORECAST + UPDATES

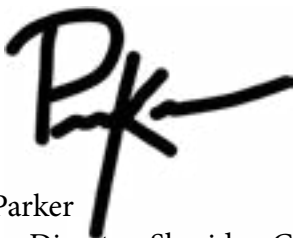
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This is my first monthly update since back in November. Winter is typically a busy time of year for us -- we are working on media campaigns for the spring and summer, preparing for annual media and trade conferences that take place from January through April, wrapping up the latest edition of our visitor guide, and more. But these last few months have brought some additional exciting projects and opportunities.

First, we worked with Natalie Steger and Great Social Club to host DJ Brandi Cyrus for a special media event back in December. I had the opportunity to attend the National Finals Rodeo with the Wyoming Office of Tourism for a second time, and was thrilled to hear from some of the Sheridan WYO Rodeo Board Members in attendance that the way our community promotes our rodeo, both regionally and nationally, is considered the gold standard for advertising and promotions across the industry! I've been working hard with a whole host of community members to bring back the WYO Winter Rodeo -- more info on that further along. I've revamped and refreshed our aforementioned visitor guide. We've filmed -- and released -- new episodes of The Backyard. We've been getting ready to get the Burgess Junction Visitor Center back up and running this summer, in partnership with the Forest Service. Our new international focus has us working on a media campaign with National Geographic Traveller UK, set to debut here in February. We've also seen some recent media featuring Sheridan appear in Germany, which is very exciting. And some of you may have seen the recently released feature that Huckberry put together with chef Brad Leone. I could go on and on -- the point is, our team is working hard to continue to provide value to our industry and our community.

As I've mentioned previously, I believe that we'll see a bit of a cooling in terms of volume of visitors to our region in 2023. One of my goals is to maximize the opportunities that we do have by showing the visitors that head our way that there's plenty to keep them in the community for an extended trip. Longer, more experiential trips by fewer visitors can, in the long term, generate more revenue for local businesses than, for lack of a better term, *dealing in bulk*.

I'm keeping my eyes on a few other things. A proposal to return passenger rail service to our region is working through US congressional committees. Sheridan County School District 2's proposed Career Development Center would have a major impact on our ability to draw and host all manner of events. A couple of businesses that would have a very positive impact on our local industry are poking their nose around Sheridan in anticipation of a move to our community. It seems like there's always something new and exciting going on around town!



Shawn Parker  
Executive Director, Sheridan County Travel & Tourism  
February 1, 2023

# EVENTS SNAPSHOT

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2/1	Black Tooth Brewery Bingo
2/4	Moonlight Ski at Sibley Lake
2/3	National Theater Live - Henry V at The WYO Theater
2/10	Take 3 at The WYO Theater
2/10 & 11	Bozeman Ice Dogs @ Sheridan Hawks (M&Ms CENTER)
2/11	WYO Winter Rodeo Day at Antelope Butte
2/11	Snowmads Poker Ride
2/11	Balanced Healing & Maven Valentine's Event
2/12	Family Sled Day at Trail End State Historic Site
2/14	SCLT Explore History @ The Hub: Iron Riders: the 1896-97 Bicycle Experiment
2/15	Black Tooth Brewery Bingo
2/17	Nate Champion Band at Luminous Brewhouse
2/17	The Everly Brothers Experience at The WYO Theater
2/17	The Dugan Irby Band at Black Tooth Beewing
2/17	Skijoring Registration at Black Tooth Brewing
2/18	Landon's Farmer's Market
2/18	WYO Winter Rodeo Skijoring Races at Sheridan County Fairgrounds
2/18	Skijoring Awards at Luminous Brewhouse
2/18	Best of the Rest Steer Riders Jackpot at the Agripark
2/18	Tris Munsick at Luminous Brewhouse
2/18	The Dugan Irby Band at The Warehouse Gastropub
2/19	Nordic Ski Discovery Day
2/19	Kathy Mattea and Suzy Boggus at the WYO Theater
2/21	SCLT Explore History @ TRVCC: Iron Riders: the 1896-97 Bicycle Experiment
2/22	Black Tooth Brewery Bingo
2/24 & 25	Yellowstone Quake @ Sheridan Hawks (M&Ms CENTER)
2/25	Joy Harjo at the WYO Theater
2/25	Snomads Back Country Ride
2/26	The Acting Company: The Three Musketeers
2/26	New Programs Kick-Off at Antelope Butte

## 2023 Anniversaries & Events

2023 is poised to be a big year for Sheridan County as we celebrate some major anniversaries! The legendary mountain hideaway Spear-O-Wigwam, beloved by Ernest Hemingway during the 1920s, turns 100 years old. Don King Days, an annual celebration of western history and heritage that takes place at the Big Horn Equestrian Center, celebrates 35 years over Labor Day Weekend. The Bighorn Wild and Scenic Trail Run, an iconic stop on the trail running circuit, turns 30. Trail End State Historic Site will be 110. Not to be outdone, the Historic Sheridan Inn turns 130 years young, and has never looked better!

Of course, there are plenty of other events and attractions to look forward to this year. In 7 short years The Dead Swede has become one of the west's premiere gravel bike races. The Bots Sots Remount has been refreshed as Cowgirl Cadillacs. Last but not least, our beloved Sheridan WYO Rodeo takes center stage in July for the 93rd time.

# MONTHLY MEDIA COVERAGE

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[Driving Mount Rushmore to Yellowstone National Park - More than Just Parks](#)  
[Sip the State: Explore Wyoming's Blossoming Craft Beverage Scene](#) - Travel Wyoming  
[Sheridan WYO Winter Rodeo is relocating to a new home](#) - Wyoming Public Media  
[25 Best Christmas Towns in the US for A Winter Getaway](#) - Today  
[8 Rivers in Wyoming](#) - A-Z Animals  
[Forced to Diversify](#) - Cowboy State Daily  
[2022 Winter Travel Guide](#) - Texas Monthly  
[Guides & Game: Nelson Outfitters](#) - Kuiu  
[Getting roped in by Wyoming](#) - Stars and Stripes  
[Getting Roped in by Wyoming](#) - GM Today  
[Getting Roped in by Wyoming](#) - Hastings Tribune  
[Getting Roped in by Wyoming](#) - Marietta Daily Journal  
[Ramble On: Sheridan, Wyoming](#) - Huckberry

## **Wyoming Office of Tourism:**

Special shout out to Piper Singer and Hailey Mach from the Wyoming Office of Tourism for arranging a press visit from journalist Marlise Kast in September. That visit resulted in several of these great articles.

## **Today Show:**

Huge congrats to Antonia Armenta-Miller of Bonafide Food Truck & Catering Co. fame, as Anto made an appearance on the Today Show's "Great American Holiday Cookie Swap" late last year!

## **Great Social Club:**

If you're not yet following Great Social Club and The House Magazine, you're missing out. Find them now to check out the fantastic feature Natalie Steger put together on DJ Brandi Cyrus.

## **RTL Television:**

International correspondent Oliver Beckmeier will be in town for the WYO Winter Rodeo covering skijoring action. A major broadcaster in Germany, the segments will air nationally in Germany, Austria and Switzerland, and throughout Europe.

## **Huckberry:**

Visit [huckberry.com](http://huckberry.com) to check out a fantastic episode of Ramble On, featuring celebrity chef Brad Leone exploring Sheridan County - shout out to the great folks at the Fly Shop of the Bighorns, Kat Deeds at The Mint Bar, Ryan King at King Ropes, and everyone who worked on putting this piece together!

# PLACEMENTS + CAMPAIGN DISTRIBUTION

## December - January 2023:

- Huckleberry - Ramble On Launch
- 5280 Magazine - Winter Campaign
- National Geographic Traveller UK - International Campaign
- DataFy - Digital Winter Campaign
- Gillette News Record - Winter Rodeo Campaign
- Texas Monthly - Winter Campaign
- Route Magazine - Winter Campaign
- Wyoming Public Radio - Rotating Ads
- History Magazine - Ongoing Campaign
- True West Magazine - Winter Campaign
- Billings Gazette - Winter Rodeo Campaign
- Ongoing Social (Facebook; Instagram; YouTube)
- Travel Taste & Tour – Winter Feature Story
- AFAR Media - Winter Campaign
- The Backyard Season 2 Episode 5: Cool, Bro



HISTORY. HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.  
YOUR TICKET TO THE WILD WEST.

The world comes out west expecting to see cowboys driving horses through the streets of downtown; pronghorn butting heads on windswept bluffs; clouds encircling the towering pinnacles of the Cloud Peak Wilderness; and endless expanses of wild, open country. These are some of the fibers that have been stitched together over time to create the patchwork quilt of Sheridan County's identity, each part and parcel to the Wyoming experience. Toss in a historic downtown district, with western allure, hospitality and good graces to spare; a vibrant art scene; bombastic craft culture; a robust festival and events calendar; small town charm from one historic outpost to the next; and living history on every corner, and you have a golden ticket to the adventure of a lifetime.



# DATA AND INSIGHTS: January 1, 2022 - December 31, 2022

OUT OF STATE VISITORS ONLY.

Visitor Days

1,577,409

Total Trips

446,397

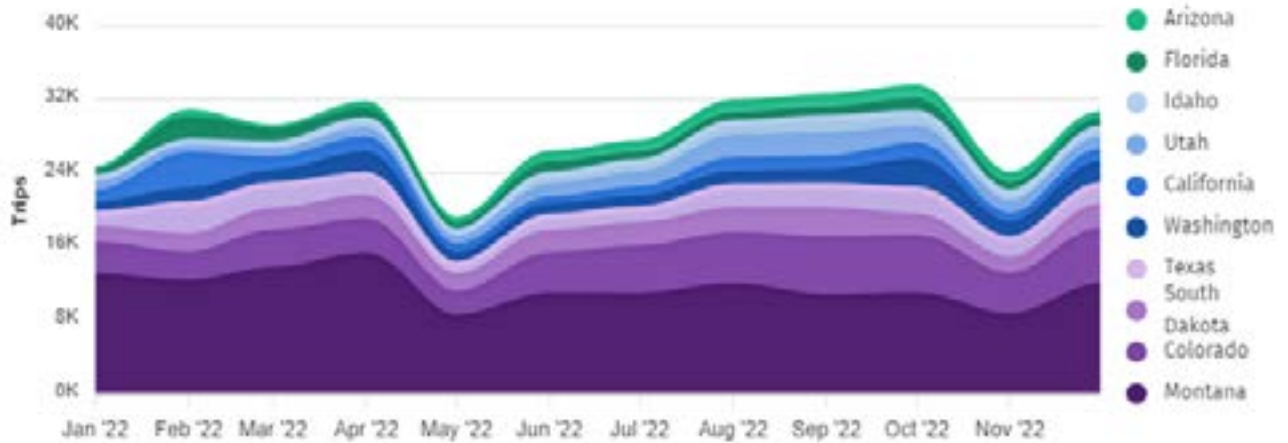
Unique Visitors

212,244

Avg Length of Stay

3.5 Days

## State Trends

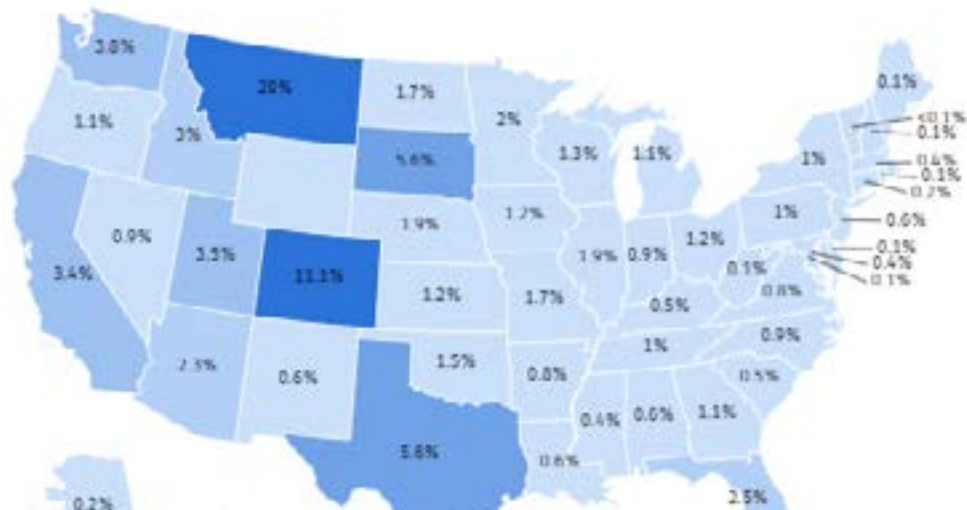


## Daily Visitors Trend

5-Day Rolling Average



## 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 - 5,730 (-489)  
November - 2,700 (-1,186)  
December - 2,132 (-755)

**2022 FINAL: 71,080 (-13,123)**

## Visitor Days by Length of Stay



## 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@sheridanwyoingchamber.org](mailto:info@sheridanwyoingchamber.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 [sheridanwyoing.org](http://sheridanwyoing.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 18,000 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 1,654,755 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

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**City, WYDOT explain project, answer questions from downtown business owners**

By Kristen Czaban | [kristen.czaban@thesheridanpress.com](mailto: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.





## 2023 Sheridan WYO Winter Rodeo Skijoring Frequently Asked Questions!

**Q: Where and when is the event taking place?**

A: The Sheridan County Fairgrounds on Saturday, February 18 at 9am

**Q: How much are tickets to this free event?**

A: This event is FREE and open to the public!

**Q: Will there be food and drinks?**

A: Yes! We will have food trucks, drinks, and other vendors on site

**Q: How do I register to race?**

A: Pre-registration opens next week. But everyone expecting to race **MUST** register in person Friday, February 17 at @Black Tooth Brewery between 12pm-7pm

**Q: Are there any other events taking place?**

A: You bet! We have a complete schedule of events on the website

**Q: What do I do after the races are over?**

A: Join us at the awards ceremony at @Luminous Brewhouse; check out a concert or two; dine at one of our amazing restaurants; toss some axes; do a little glow bowling -- the options are endless!

**Q: How long do the races last?**

A: We are aiming for 100 teams, and roughly 5 hours of racing

**Q: Will it be cold at the event?**

A: Yeah, we're in the Rockies.

**We have a 101 other answers on our website at [www.wyowinterrodeo.org](http://www.wyowinterrodeo.org)**

#ThatsWY #VisitSheridan