

*Sheridan*  
COUNTY, WYOMING, USA.



Bighorn Mountain Sunset

# DIRECTOR'S FORECAST + UPDATES

---

A huge thank you to everyone who came out to make the Sheridan WYO Winter Rodeo a success for the community; we had excellent attendance at Trail End Family Sled Day, the Sheridan Hawks games, Discovery Nordic Ski Day, and the skijoring races! I'll have a full report of attendance, economic impact, etc. as some of my digital analytics come in over the next month or so, but I just want to express my gratitude for everyone that pitched in and worked hard to make this an awesome community event.

March is typically busy for our team with trade shows and conferences, and this year is no different. We have the opportunity to partner with Brand USA on some international marketing efforts; we have media and travel trade programs on the schedule with the Wyoming Office of Tourism; and we have partners visiting the community from a number of different tour companies. To say that there's still a lot of enthusiasm for western/Wyoming experiences among the traveling public is an understatement, and our crew is always hard at work to make sure Sheridan County is at the front of the conversation.

We have a few other interesting things in the pipeline for this month. Preparation continues for our work with the Forest Service on reopening the Burgess Junction Visitor Center this May. We are looking into a new community calendar that would be a major boon to event organizers as well as locals and visitors. We are working with the Wyoming Office of Tourism and Miles Partnership on a digital industry audit that should help many businesses update and modernise their online presence.

A really fun project I had the opportunity to work on last year just launched last week; click here to check out the first season of Howdy Neighbor, a new travel show by the Wyoming Office of Tourism. I pulled co-host duties with Jim Wollenburg from WOT, and we had a blast exploring half a dozen destinations across our great state.

Something that's top of mind for many as we head toward the summer is the WYDOT Main Street Reconstruction Project. I've been asked a few times lately about my thoughts on this: I believe that this is something that we can navigate together quite successfully without inadvertently holding up a billboard that says "UNDER CONSTRUCTION -- STAY AWAY." I've shared some thoughts and suggestions with groups and individuals recently, and if you'd like a copy of that info, please just let me know.

If you're a data junkie like me, you may be interested in some of the stats I've included in this month's packet comparing travel to Sheridan County in 2021 to 2022. We use data like this - and more info that gets far more granular - in tandem with lodging tax receipts, occupancy data, event info, etc. to know how and where to market, how campaigns are performing, and much more.

One last note for this month; our 2023 Visitor Guide is in stock at the Visitor Center -- if you'd like to have some at your business, please call our office at 307-673-7120.



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

# MARCH 2023 EVENTS SNAPSHOT

---

2/10 - 4/23	18th Illustrator Show featuring artist Theodore Waddell at The Brinton
3/1 - 31	Clearmont Historical Society 3rd Annual Quilt Show
3/1	Black Tooth Brewery Bingo
3/2	Sheridan College Jazz
3/3	FIELD GUIDE at Ucross Art Gallery
3/3	Eli Mosley feat. Local Artist, Nick Gale at The WYO Theater
3/3	Badlands Sabres @ Sheridan Hawks Hockey (WHITNEY RINK)
3/4	Badlands Sabres @ Sheridan Hawks Hockey (WHITNEY RINK)
3/4	AJ's Magic Academy & 307 Discovery Center presents: Magic Explorers
3/4	SCLT History Volunteer Meet Up
3/4	Moonlight Ski at Sibley Lake
3/4	Landon's Farmers' Market
3/4	13th Annual Sheridan College Rodeo Banquet
3/4	Saturday Night Fights at Sheridan County Fairgrounds
3/4	Wha'chew Laughing At? at Kalif Shrine
3/4 - 6/4	The Gift, curated by Dr. Craig Howe, CAIRNS at The Brinton
3/8	Black Tooth Brewery Bingo
3/11	Landon's Farmers' Market
3/11	AJ's Magic Academy & 307 Discovery Center presents: Magic Explorers
3/11	18th Annual Sheridan Jaycees Run 'Til You're Green
3/11	The Four-Note Opera at the Whitney Center for the Arts
3/12	Sheridan College Bands and Brass
3/14	SCLT Explore History: Wyoming State Flag and the Women Who Made It Fly
3/15	Black Tooth Brewery Bingo
3/18	AJ's Magic Academy & 307 Discovery Center presents: Magic Explorers
3/18	Snomads Sledding Party & Cookout
3/18	Sheridan Ice's 14th Annual Ice Show
3/18	Landon's Farmers' Market
3/20	Senior Ski Days at Antelope Butte
3/21	SCLT Explore History: Wyoming State Flag and the Women Who Made It Fly
3/22	Black Tooth Brewery Bingo
3/25	Landon's Farmers' Market
3/25	AJ's Magic Academy & 307 Discovery Center presents: Magic Explorers
3/26	SCLT Explore History Weekend: Big Goose Creek Virtual Tour
3/28	Lunchtime Conversations About Open Spaces at Luminous
3/31	Wyoming Baroque at Whitney Center for the Arts

## 2023 Anniversaries & Events

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.

# MONTHLY MEDIA COVERAGE

---

[WYO Winter Rodeo Live Appearance](#) - Good Morning Dallas

[The 15 Most Spectacular Sunsets in the US](#) - Fodors

[2023 Offers A Taste Of Uniquely Wyoming Events](#) - The Great American West

[Pristine Peaks, Lakes, and More, This Town Boasts the Wild West's Best](#) - AFAR Media

[This Wyoming Town's Artisans Are Continuing Handcrafting Heritage](#) - AFAR Media

Sheridan's Culinary Scene - Travel Taste & Tour Magazine

## **Skijoring Media Push:**

The Wyoming Office of Tourism and pr firm Percepture did an amazing job promoting the WYO Winter Rodeo and many of the state's skijoring races this winter. I had the awesome opportunity to work with them on a campaign that reached a total viewing audience of 15.6 million across 28 hits including the following markets:

Dallas / Atlanta / Austin / Houston / Phoenix / Seattle / Detroit / Denver / Cleveland / Sacramento / Portland / St. Louis / San Diego / Salt Lake City / Kansas City / Oklahoma City / Boise / Lincoln / Omaha / Fargo.

Skijoring has really become something worth celebrating across the state, and I'm thrilled that we can do our little part to make something exciting happen for the community during the winter.

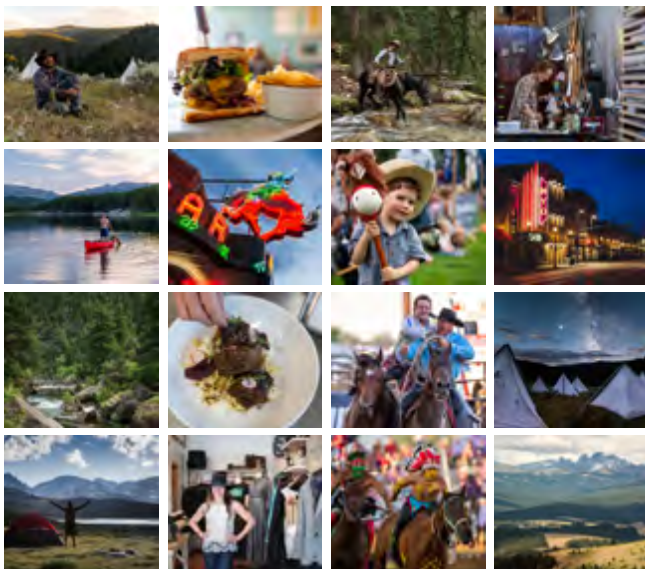
# PLACEMENTS + CAMPAIGN DISTRIBUTION

## March 2023:

- Afar Media - Spring 2023
- 5280 Magazine - Spring Campaign
- National Geographic Traveller UK - International Campaign
- DataFy - Digital Spring Campaign
- Wyoming Public Radio - Rotating Ads
- History Magazine - Ongoing Campaign
- True West Magazine - Spring Campaign
- Cowgirl Magazine - Spring Campaign
- Ongoing Social (Facebook; Instagram; YouTube)
- Travel Taste & Tour – Spring Feature Story
- WOT's Howdy Neighbor - Season 1



FRONTIER HISTORY. COWBOY HERITAGE. CRAFT CULTURE. THE GREAT OUTDOORS.  
THE NATURE OF THE WEST.



1.1

million acres of pristine wildland in the Bighorn National Forest, encompassing 1,200 miles of trails, 30 campgrounds, 10 picnic areas, 6 mountain lodges, legendary dude ranches, and hundreds of miles of waterways. The Bighorns offer limitless

101

restaurants, bars, food trucks, lounges, breweries, distilleries, tap rooms, saloons, and holes in the wall are spread across Sheridan County. That's 101 different ways to apres adventure in the craft capital of Wyoming. We are also home to more than 40 hotels.

4

seasons in which to get WYO! If you're a skijoring savant, you'll want to check out the Winter Rodeo in February. July features the beloved Sheridan WYO Rodeo. Spring and fall are the perfect time to chase cool mountain streams or epic

∞

Sheridan features a thriving, historic downtown district, with western allure, hospitality and good graces to spare; a vibrant arts scene; bombastic craft culture; a robust festival and events calendar; and living history from one corner of the county to

Sheridan, WY

## SHERIDAN'S CULINARY SCENE

By SHAWN PARKER

Sheridan's culinary scene is having a moment. Out here in northern Wyoming, in the heart of the great state's cattle country, you will find restaurants serving up some of the finest cuts of steak you have had in your life. Staple establishments like the Rib & Chop House carve up cowboy-quality tenderloin filets, while Sackett's Market offers every cut a grill master can imagine, perfect for those among us who love to go rustic with fire up on the mountain. These, and other kitchens, have begun working with a local start-up called Truly Beef, owned and operated by Cathryn and Taylor Kerns, whose rangeland heritage is tethered to the Double Rafter Ranch, homesteaded in the 1880s.

Yet gastro bliss in Sheridan County goes beyond the beef. Rising culinary stars have moved into the mountains, and their hitching posts have quickly become beloved by the outlaws and icons of the west. Uptown Shabby has brought a fresh, whimsical vibe down town, and dishes absurdly inventive combinations that have no business being as delicious as they are, like the monkey burger (1/2 lb. patty, mozzarella, bananas, spinach, onions, peanut butter, served on a cinnamon croissant), and the French BLT (bacon, lettuce, tomato, avocado, red onion, maple mayo on homemade French toast).

When most folk think craft, they think of beer, wine, and spirits - and so it follows that Sheridan is home to three breweries, a distillery, a winery, and a namesake brew that was recently reintroduced to the world (thank you, Sheridan Beer Co.). But Sheridan County is more than an ale tale - we're home to culinary hotspots like Cottonwood Kitchen + Home, The Tasting Library, and Verdello; each host engaging cooking classes and regular tastings.

### Black Tooth Brewing has garnered critical acclaim since it opened in 2010.

Banners from national competitions hang throughout the tap room, and you would be hard pressed to find a bar or restaurant within a hundred miles that isn't serving at least one BTB brew. Black Tooth has become one of the largest breweries in Wyoming, growth spurred by a fundamental dedication to producing top-quality beer with the finest possible ingredients.



# DATA AND INSIGHTS: January 1 - December 31, 2021

OUT OF STATE VISITORS ONLY.

Visitor Days

1,831,206

Total Trips

800,388

Avg Length of Stay

2.3 Days

Unique Visitors

431,207

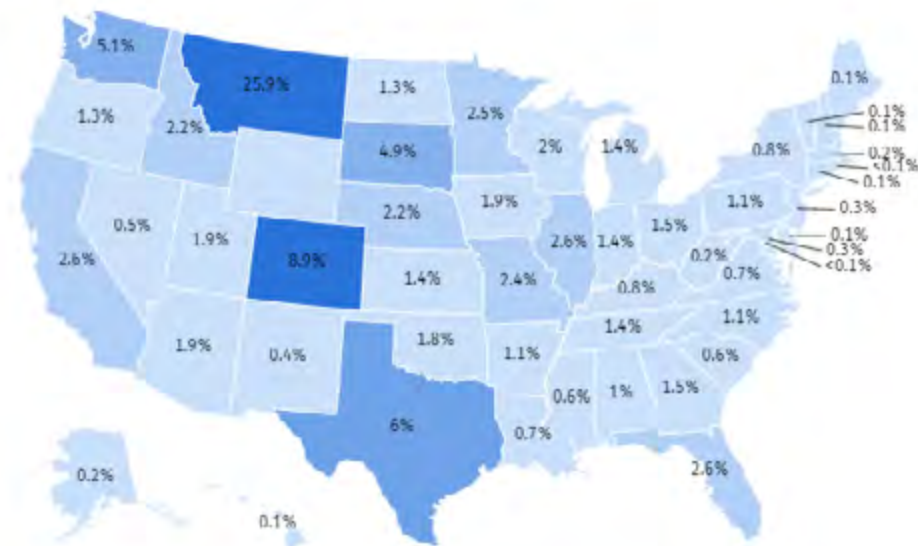
## Visitor Days by Length of Stay



## Monthly Volume by Visitor Days



## Share of Trips by State



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

OUT OF STATE VISITORS ONLY.

Visitor Days

2,570,352

Total Trips

956,621

Avg Length of Stay

2.7 Days

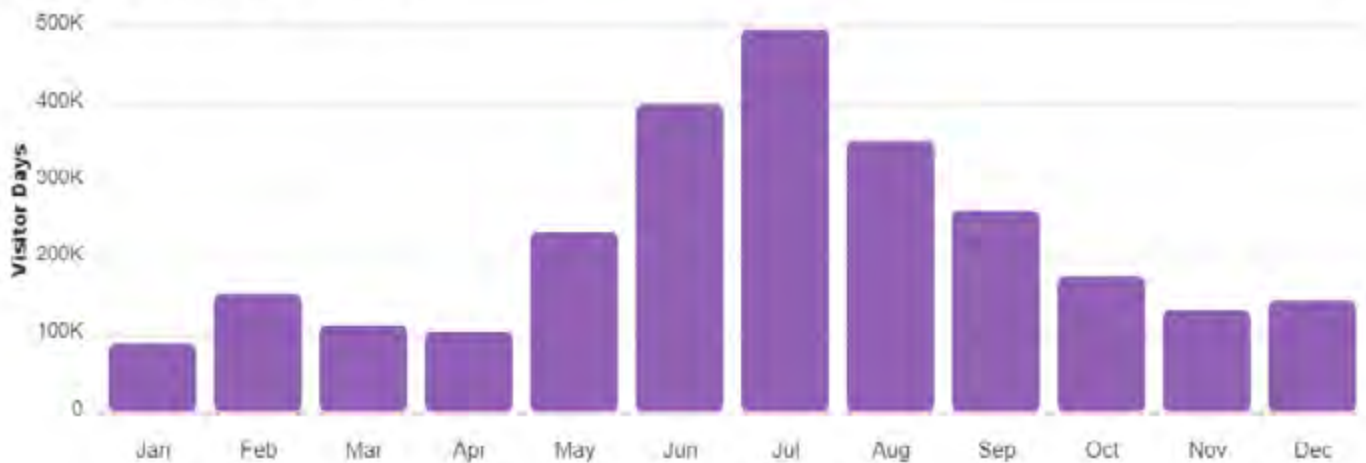
Unique Visitors

455,218

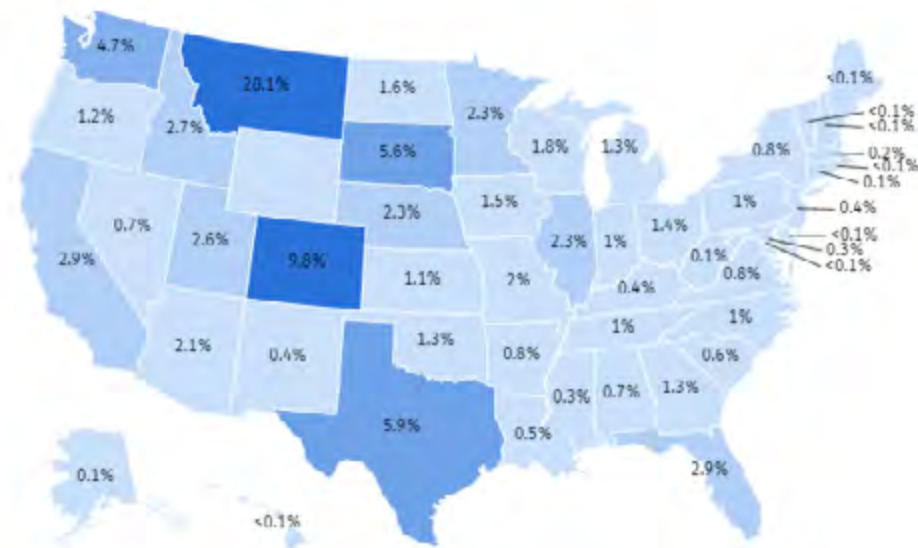
## Visitor Days by Length of Stay



## Monthly Volume by Visitor Days



## Share of Trips by State



# 2023-2024 MAIN STREET RECONSTRUCTION

---

**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.



## 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 1,677,552 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](#).