

# *Sheridan*

COUNTY, WYOMING, USA.



Innominate Coffeehouse & Bakery

# DIRECTOR'S FORECAST + UPDATES

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If spring ever actually decides to arrive, it should be a good one. There are plenty of things to be excited about for April - events at The WYO Theater and Whitney Center for the Arts, including the return of Soiree, an evening of music, craft cocktails and art. Sheridan Community Land Trust continues their excellent series of Explore History events. There's the Big Horn Homebuilders Home & Garden Show, Farmer's Markets, the reopening of most every museum, and plenty more. All this before things really kick off with the Big Horn Soccer Cup in May. It might be hard to imagine getting outside on the grass right now, but fingers crossed that the snow plays a role in minimizing fire impacts later on in the season.

Speaking of later in the season, our team continues to work in preparation for the reopening of the Burgess Junction Visitor Center for the Memorial Day Weekend. We'll have staff onboarding here beginning in a few weeks, and we continue to gather things to spruce the place up, as well as new merchandise to offer the traveling public - in order to justify the expense of running the center, we'll need to generate significant revenue on items like hats, shirts, maps, etc. If you're interested in volunteering at the center, please let me know - we'll have some open slots during the week where we could use the help of someone with great knowledge of our community and the mountains.

I've been on the road quite a lot, which is typical for this time of year - from January through March I attend a half a dozen trade and media events, both nationally and internationally. I meet with tour operators to make sure that Sheridan County is on their radar as they book trips for clients; I meet with media to pitch stories about our incredible community; and I am headed to DC in a few weeks with a contingent of Wyoming Office of Tourism staff and WOT board members to meet with our congressional delegation: we'll discuss industry issues as well as opportunities, including the effort to return passenger rail service to our region.

We're looking ahead to another strong summer season here in our region. While the world is "open" once again, airfare prices have skyrocketed; airlines have struggled to add necessary flights both domestically and internationally as the pilot shortage continues, which means that road trips look to be as popular as ever, especially as fuel prices have plummeted from the insane highs we saw last summer - a major boon to business in the American West. Our team will continue to position Sheridan County as a premiere destination, but we can't take for granted the business that we see from folks traveling to and from Yellowstone, especially as demand continues to balloon in the wake of last year's historic flooding.

We have a few other exciting things in the hopper that I'll have more information on in the coming months, including an exciting program set to feature the one and only James Jackson, a new community events tool, and more.



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

# APRIL 2023 EVENTS SNAPSHOT

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4/1	Trail End State Historic Site Opens
4/1	Landon's Farmer's Market
4/1	Larry Mitchell in Concert with opener Randi Driscoll, WYO Theater
4/5	Black Tooth Brewery Bingo
4/7	Soiree: Music, Craft Cocktails, Art
4/8	Landon's Farmer's Market
4/11	SCLT Explore History at The Hub: Bighorn National Forest Historical Collection
4/12	Landon's Farmer's Market
4/12	Claire Yorks Book Discussion, TRVCC
4/4	Saturday Night Fights, Sheridan County Fairgrounds
4/13	PRIZM '23 featuring M.E.A.T, Whitney Center for the Arts
4/13	SC Theatre Production (WYO)   2pm
4/13	SC Theatre Production (WYO)   7pm
4/14	A Man Called Otto Free Screening, WYO Theater
4/15	Student Juried Exhibition Artist Reception   4pm
4/15	Behind the Picket Fence Vintage, Art, Craft Market
4/15	Landon's Farmer's Market
4/18	SCLT Explore History at TRVCC: Bighorn National Forest Historical Collection
4/18	Banff Mountain Film Festival, The WYO Theater
4/19	Black Tooth Brewery Bingo
4/20	Sheridan College Dance, Whitney Center for the Arts
4/11	The Four-Note Opera, Whitney Center for the Arts
4/21 - 23	Big Horn Home Builders Association Home & Garden Show
4/22	Landon's Farmer's Market
4/22	Whitney Center Jazz Orchestra   7pm
4/23	SCLT Explore History: Women Who Influenced Southeastern Sheridan County
4/26	Black Tooth Brewery Bingo
4/28	Imani Winds   7pm
4/29 - 6/18	American Photographer Dan Powell at The Brinton
4/29	Landon's Farmer's Market

## 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.

# INFO AND STATS

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## 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](#).

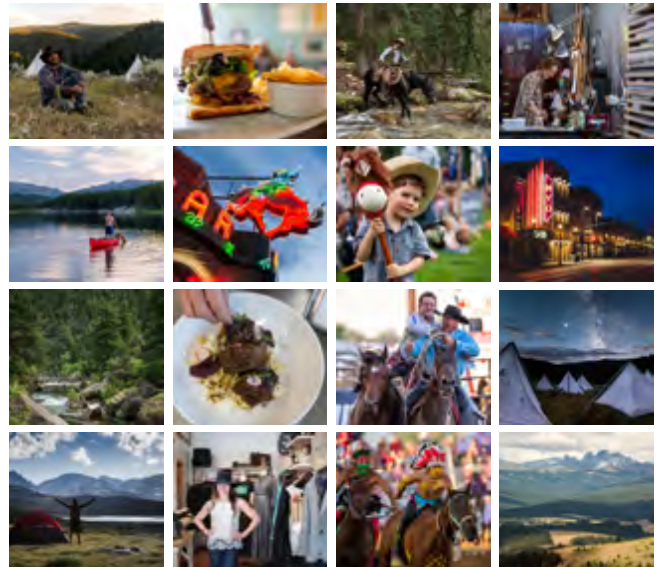
# PLACEMENTS + CAMPAIGN DISTRIBUTION

## March 2023:

- National Geographic Traveller - UK Edition
- Travel Taste & Tour – Spring Feature Story
- Afar Media - Spring 2023
- History Magazine - Spring Campaign
- DataFy - Digital Spring Campaign
- Wyoming Public Radio - Rotating Ads
- True West Magazine - Spring Campaign
- Elevation Outdoors - Spring Campaign
- Cowgirl Magazine - Spring Campaign
- Ongoing Social (Facebook; Instagram; YouTube)
- Ongoing Digital (Retargeting; Prospecting; etc)



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 appreciate the craft capital of Wyoming. We are also home to more than 40 hotels.

4

seasons in which to get WYOG. 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

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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



### THIS IS SHERIDAN COUNTY, WYOMING.

The world comes out west expecting to see cowboys driving horses through the streets of downtown, progreets busting heads on windswept Main, clouds encircling the towering granite pinnacles of the Bighorns. Mountains 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's identity, each part and parcel to create the Wyoming experience. But what you may not have been expecting when you came west was a thriving, historic downtown district, with western allure, hospitality and good graces to spare; a vibrant art scene; bombastic craft culture; postcard perfect small towns; a robust festival and events calendar; and living history from one corner of the County to the next.

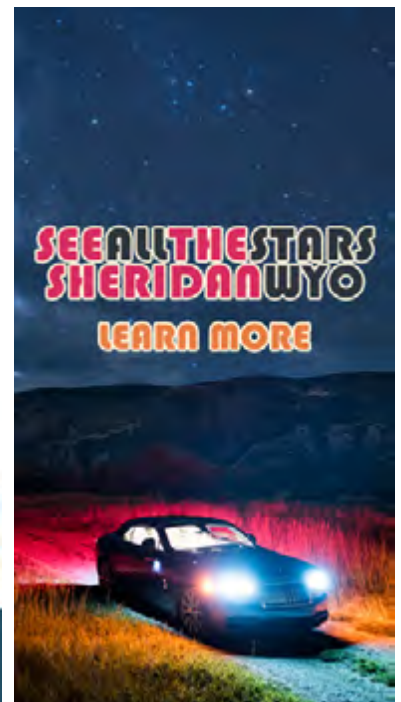
There's an endorsement of the cowboy in Sheridan County, and the legendary hospitality of its proud residents is more like a badge of honor. Bounded by mountain topography and evenly spaced between Yellowstone National Park and Mount Rushmore and Buffalo National Park, there's a sense about town that Sheridan is poised to be the Next Big Thing. Though those in the know understand that it always has been. Welcome to the Wild West. Welcome to Sheridan, Wyoming.

This package includes four travel itineraries that serve up some of the best experiences Sheridan County and Wyoming have to offer, including National Parks and National Monuments, working dude ranches, small town charm, wilderness and National Forests, and so much more. Each can be completed in the time described, but don't fail the need to visit Wyoming in best experienced slowly. Allow 2-3 weeks for each for a truly immersive experience.

This package also includes a calendar of events, Sheridan's fall calendar can be accessed via our website.

For additional information on travel planning, lodging, activities, restaurants, historic attractions and more, visit [sheridanwyoming.org](http://sheridanwyoming.org) or call (307) 763-7120.

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

OUT OF STATE VISITORS ONLY.

Visitor Days

1,831,206

Total Trips

800,388

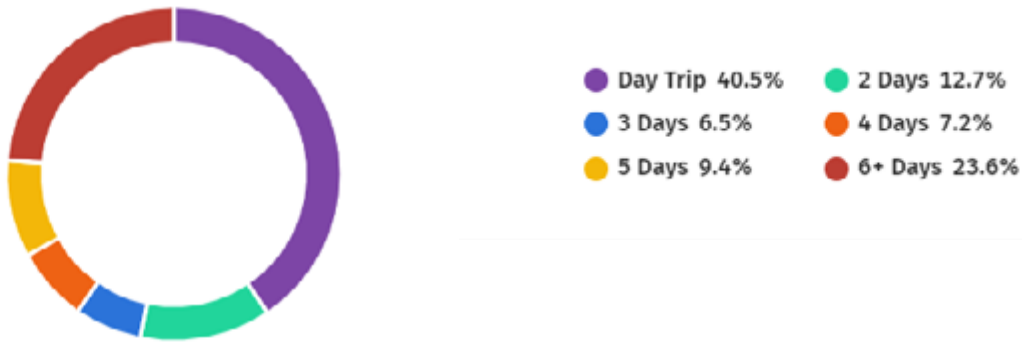
Avg Length of Stay

2.3 Days

Unique Visitors

431,207

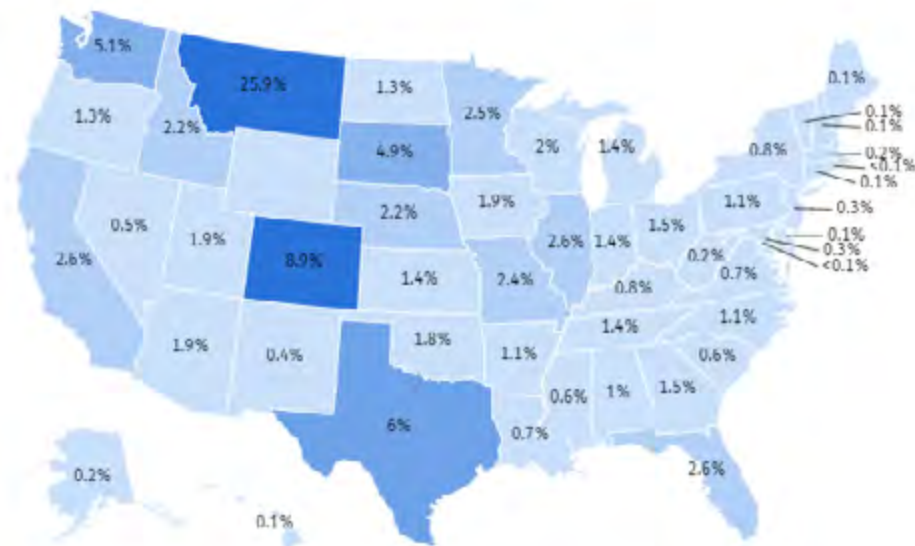
## Visitor Days by Length of Stay



## 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

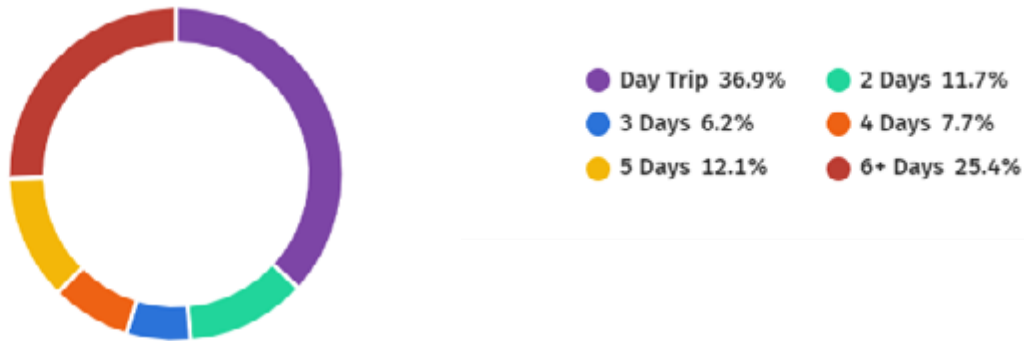
Avg Length of Stay

2.7 Days

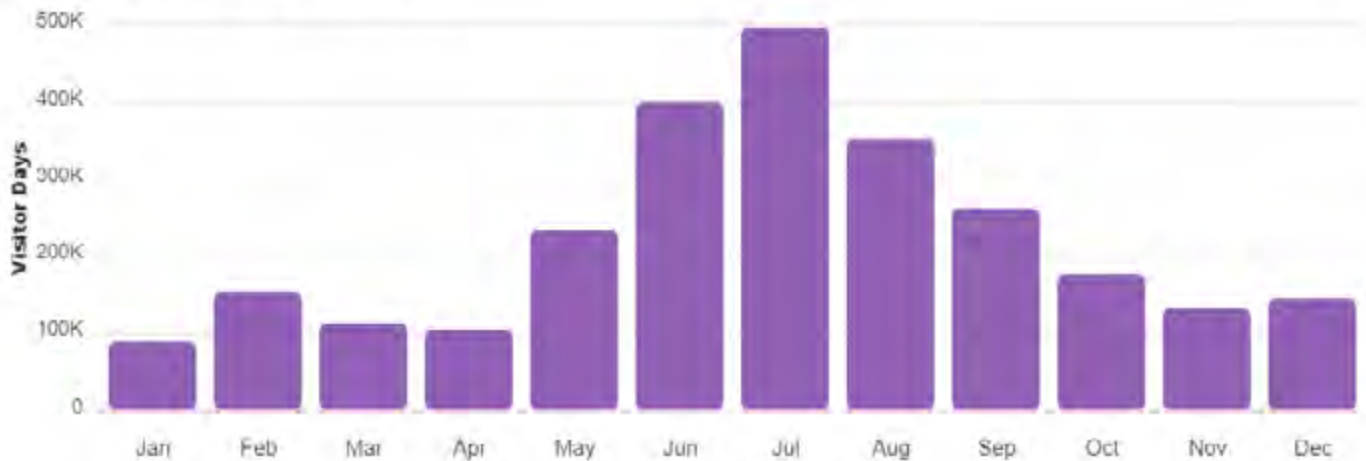
Unique Visitors

455,218

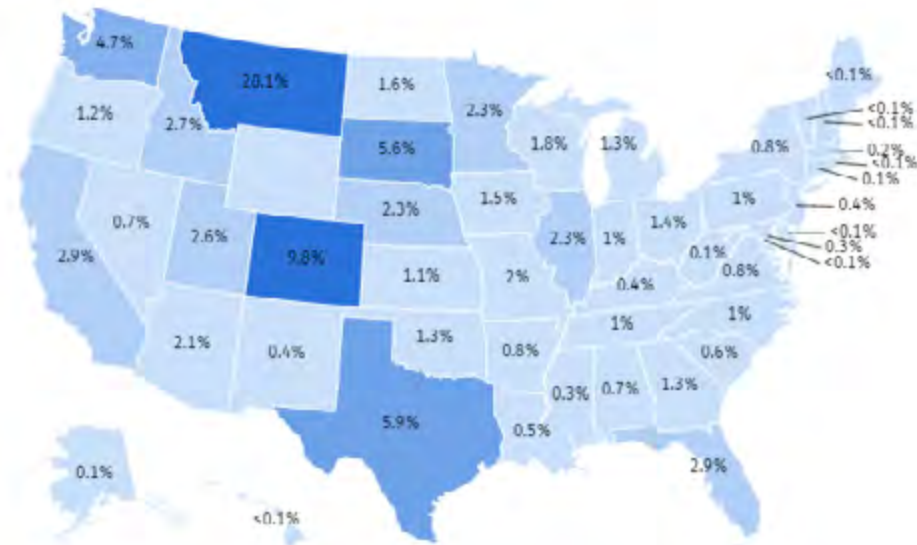
## Visitor Days by Length of Stay



## Monthly Volume by Visitor Days



## Share of Trips by State



# DATA AND INSIGHTS: January 1 - March 18, 2023

OUT OF STATE VISITORS ONLY.

Visitor Days

230,850

Total Trips

106,538

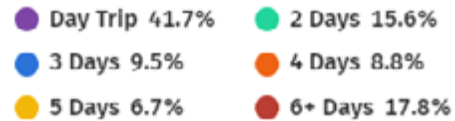
Avg Length of Stay

2.2

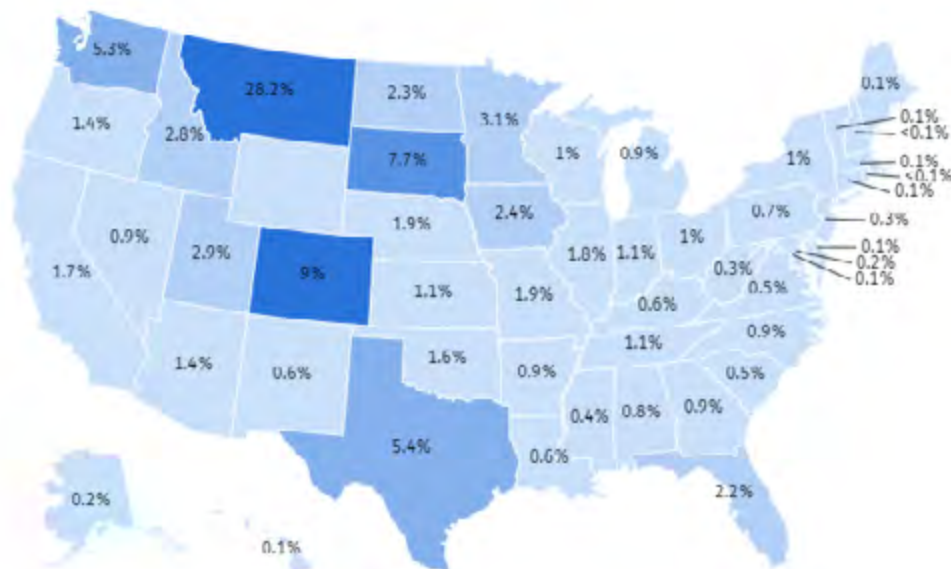
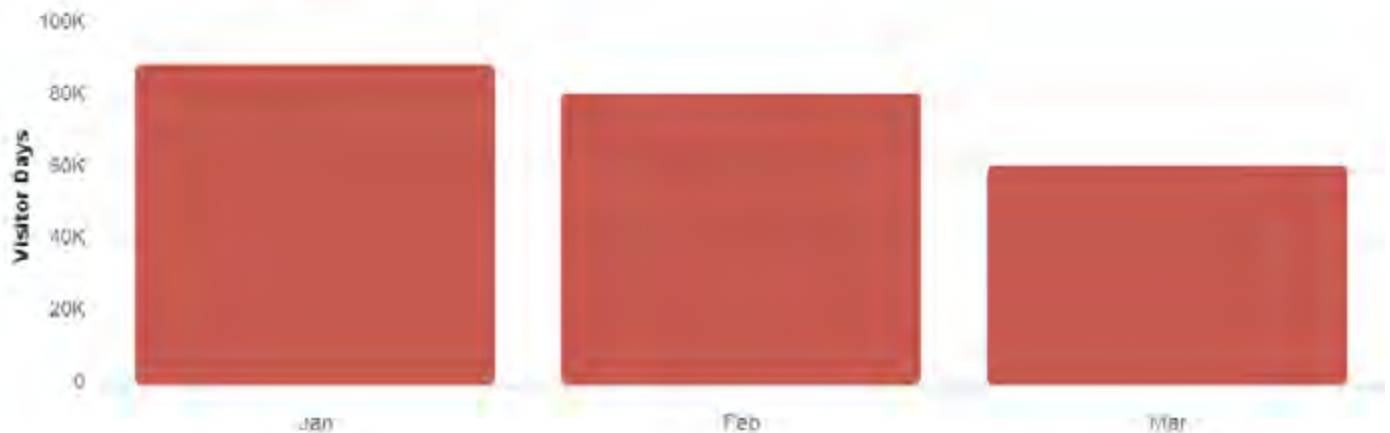
Unique Visitors

79,272

## Visitor Days by Length of Stay



## Monthly Volume by Visitor Days





# 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.