

# *Sheridan*

COUNTY, WYOMING, USA.



Little Goose Canyon

# DIRECTOR’S FORECAST + UPDATES

Spring seems to finally be doing its thing! May is always an interesting month - one day we have 78-degree temperatures and every patio in the community packed with revelers, and the next we have the Big Horn Soccer Cup taking place in snow and sleet. Fingers crossed that the unofficial summer season kick-off event has great weather this year.

The Wyoming Office of Tourism recently announced the release of the 2022 Economic Impact of Travel report. The Wyoming Office of Tourism has been using this annual report since 1998 and provides data about the summation of the impacts of travel on Wyoming’s economy.

**Some highlights of the statewide impacts:**

- In 2022, Wyoming welcomed an estimated 7.5 million visitors- an 8.5% decrease over 2021.
- Those visitors spent \$4.5 Billion buying goods and services from Wyoming businesses- a 3.8% increase over the prior year.
- That \$4.5 billion in spending generated an estimated \$247 million in sales and use tax for local and state governments- an increase of .7% over 2021.
- The visitor economy supports more than 33,000 jobs, gaining 1,850 jobs - an increase of 5.9%.
- Salaries and wages increased by 14.3% totaling \$1.2 Billion in earnings.

While the historic flooding in Yellowstone had a sizable impact on overall statewide visitation, Sheridan County had a banner year -- an illustration of how important it is that we continue to market and promote our community on its own merits, and not as a stop along the way to someplace else.

**Sheridan County highlights include:**

- Visitors to Sheridan Co. contributed 157.9 million to the visitor economy - up 10.5% over 2021.
- Those visitors generated 8.4 million in state and local taxes.
- 1,040 people are directly employed in the travel and tourism industry in Sheridan County.

There is plenty more great data to dig into if you’re interested - you can [find the entire report here.](#)

We continue to work on the reopening of the Burgess Junction Visitor Center, in partnership with the Forest Service. We’re hopeful that we can be open by Memorial Day weekend. A special thanks to WYDOT for getting up there this week to plow the 5+ feet of snow so that we could begin cleaning.

My travel schedule has slowed significantly, though the largest trade show of the year, IPW, is on the horizon for later this month. The Wyoming Arts Alliance has invited me to be part of a panel featuring Governor David Freudenthal on May 18 in Casper - info below. There are plenty of great events to experience in May, as you’ll see - including the return of the Rocky Mountain Leather Trade Show. Our summer ad campaigns are starting to appear in markets across the US, a few of which I’ve previewed here. We continue to work on some new things with the WYO Rodeo, and we’ve had some great meetings with Wyoming Humanities about our James F. Jackson project. As always, let me know if you have any questions.

  
Shawn Parker

Executive Director, Sheridan County Travel & Tourism  
May 1, 2023

# SHERIDAN CO. DESTINATION OPTIMIZATION EDUCATION SESSION



I want to invite you to a webinar that my office is hosting with the **Wyoming Office of Tourism** and **Miles Partnership** on May 16 at 1pm.

**Fundamentals of Google Business Profiles** -- [click here to register.](#)

This is **free and open to every industry partner in Sheridan County** and is a great tool to make sure that you’re maximizing exposure for your business - whether you’re a retail shop, restaurant, hotel, gallery or boutique. While we work through construction on Main Street this year, you need to have the most accurate info available to potential visitors.

**Here’s a bit more information on the webinar:**

Your Google Business Profile is the single largest source of organic (non-paid) exposure for your business online and may be the first impression you make on potential customers.

Join us on **Tuesday, May 16, 1:00 PM MST** for a webinar to learn best practices to optimize the Google presence of your business and maximize your conversions in just a few minutes every week.

**Sheridan County Travel & Tourism** is happy to announce a virtual workshop to help you make sure your online presence on Google is in great shape. The webinar will be led by Miles Partnership, a strategic marketing company focused exclusively on travel and tourism. They’ve worked with hundreds of destinations and hospitality businesses around the world, and have developed a tactical workshop to assist in navigating the Google Business Profile platform. Join us for this workshop and get simple, easily-actioned quick tips.

In addition to the webinar session (available as a recording to anyone who registers), businesses can book one-on-one virtual sessions with Miles’ Program Specialist for assistance with claiming their Google Business profile or other questions surrounding Google, Yelp and Tripadvisor. [Schedule your one on one appointment here.](#)

**Tuesday, May 16, 1:00 PM MST**

**Fundamentals of Google Business Profiles**

- What is your Google business profile
- How is it surfaced in Google search and travel products
- Claiming and verifying your business profile
- Keeping core business information current
- Overview of tools available in Google

[\*\*Bonus! Tourism Business Marketing Academy\*\*](#)

This library of marketing articles is a great resource for your local businesses! Use code wyoming23 to log in.



# INFO AND STATS

## 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](mailto: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](http://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 **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 1,714,503 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](#).

## MONTHLY MEDIA COVERAGE

[The Ultimate Backyard Adventure Awaits](#) - Leisure Group Travel  
[Best Places To Live In Wyoming: Top 5 Cities According To Travel Experts](#) - Study Finds

# PLACEMENTS + CAMPAIGN DISTRIBUTION

## May 2023:

National Geographic Traveller - UK Edition  
Travel Taste & Tour – Summer Feature Story  
DataFy - Digital Summer Campaign  
Wyoming Public Radio - Rotating Ads  
True West Magazine - Summer Campaign  
Elevation Outdoors - Summer Campaign  
Cowboy Channel - Rodeo Season Co-Op  
Ongoing Social (Facebook; Instagram; YouTube)  
Ongoing Digital (Retargeting; Prospecting; etc)



### HIKING THE BIGHORN MOUNTAINS

Spanning over 1.1 million acres and encompassing 1,200 miles of trails, 30 campgrounds, 10 picnic areas, six mountain lodges, two ski hills and hundreds of miles of waterways, the Bighorn National Forest offers near limitless outdoor recreation activities - from hiking, biking, hunting and kayaking to camping, skiing, parasailing and snowmobiling.

Cloud Peak rises to an elevation of 13,171 feet and provides onlookers with dramatic views and vistas. The mountain can be climbed most easily from the western side, accessed by either the Battle Park or West Tensleep trailheads and is roughly 24 miles round-trip from both. The peak is located in the 189,000 acre Cloud Peak Wilderness within the Bighorn National Forest. The northeast slope of Cloud Peak is a deep cirque which harbors Cloud Peak Glacier, the last active glacier in the Bighorn Mountains.

### 10 EPIC DAY HIKES

Steamboat Point -- 1.7 Miles -- Moderate
Tongue River Canyon -- 4.7 Miles -- Moderate
Porcupine Falls -- .8 Miles -- Easy
Paradise Falls -- 2.6 Miles -- Easy
Bucking Mule Falls -- 4.9 Miles -- Moderate
Black Mountain Lookout -- 3.4 Miles -- Strenuous
Soldier Ridge -- 8.1 Miles -- Moderate
Sibley Lake -- 2.3 Miles -- Easy
Story Penrose Trail -- 6.9 Miles -- Moderate
Welch Ranch Recreation Area -- Various -- Easy

More info and maps available at the desk

### KEYS TO A GOOD TIME

Stay 25 yards away from wildlife, 100 yards from bears

Be aware of all fire restrictions and regulations

Take only photos, leave only footprints, keep the wild clean

Camp more than 100 ft. from all lakes, rivers and streams

Inform someone of your travel plans before you go

Scan here for more info on each of these great hikes



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 bunting 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.





# Book & Panel Discussion | May 18th, Casper

**Wyoming Arts Alliance (WyAA)** invites you to The Nicolaysen Art Museum on Thursday, May 18th at 5:30pm for a panel conversation and reception inspired by author and former Governor David Freudenthal’s stroll through the economic history of Wyoming in his new book, Wyoming: The Paradox of Plenty — The Allure and Risk of a Mineral Economy.

Coming together to build a broader community-level understanding of this history is crucial to answering the challenging questions of the day. How do we develop the economic options and opportunities that will lead our children and grandchildren to stay and build their future here? Why are we stuck having the same decades-old conversations about economic diversification? By discussing where we are and how we got here, we can find new creative paths to address Wyoming’s economic predicaments and co-create a better future.

Joining The Honorable David Freudenthal is a panel of speakers from around the state with a wealth of industry experience within and beyond Wyoming’s creative, ag, tech, visitor, and local main street economies.

State Representative Trey Sherwood organizes a wide range of economic development, historic preservation, promotion, public art and fundraising activities as Executive Director of Downtown Laramie.

Shawn Parker is a leader in leveraging and organizing local arts, cultural and creative infrastructure in his role as executive director at Sheridan County Travel and Tourism, and was recently appointed by Governor Mark Gordon to the statewide Wyoming Tourism Board.

Jerad Stack is a successful tech entrepreneur and organizer of Breakthrough 307, a Wyoming Angel Investor network. Based in Casper, he is sought after as a visionary leader with a deep commitment to developing the next generation engines of Wyoming’s economy, including the creative and knowledge sectors.

Erin Galloway and husband Mike began their marriage in corporate America and now manage a direct to consumer ranch and farm in Northeast Wyoming. Our Wyoming Life, their entertainment company and lifestyle brand delivers content 7 days a week across multiple platforms, with a combined YouTube channel reach of over 250,000 subscribers and 48 million total views.

Our esteemed panel will be moderated by serial entrepreneur, consultant, and community leader, JoAnn True, alongside WyAA Director of Operations, Andrew Schneider.

Wyoming: The Paradox of Plenty — The Allure and Risk of a Mineral Economy by The Honorable David Freudenthal is published locally in Wyoming by WordsWorth Publishing of Cody. The book is available for purchase everywhere now. Find it at Wind City Books (152 S. Center St., Casper) or at WindCityBooks.com.

# Burgess Junction Visitor Center Staff Spotlight

We have bolstered our ranks with some great new additions as we prepare to reopen the Burgess Junction Visitor Center. The first to join or team for the season is Piper Steinmetz: Piper is a homegrown talent and a recent graduate of UW, and we are thrilled to have him on board as our first Burgess Junction Visitor Center Manger. Piper will be joined later this month by Caige McComb and Jenae Neeson. All three of these fine individuals will be living and working on the mountain this summer. I asked Piper to tell me what attracted him to this job, so, in his own words:



## Piper Steinmetz, Burgess Junction Visitor Center Manager

“Piper Steinmetz is a Wyoming Native and is the Manager of the Burgess Junction Visitor Center for the Summer of 2023. He graduated with a Bachelor’s in Outdoor Recreation and Tourism Management from the University of Wyoming, and has a passion for hospitality and tourism in the great outdoors. Throughout his time in the outdoors and the service industry, Piper developed a passion for sharing his experiences and encouraging others to go on adventures of their own. He is looking forward to calling the Bighorn Mountains his home for the summer as it will allow him to fulfill his passion. Piper hopes to help the Burgess Junction Visitor Center become a staple in the community, the one stop shop for information on outdoor recreation, wildlife viewing, and many other opportunities that make these mountains special. In his downtime, you will be able to find him fishing, kayaking, and hiking wherever the fish are biting.”

Reach out to Piper at:  
psteinmetz@sheridanwy.gov  
307-673-7120



# 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.

# 2023-2024 MAIN STREET RECONSTRUCTION

SHERIDAN  
MAIN STREET  
PROJECT

## May 3 UPDATE

### CLOSURES

- Dow Street from Brooks Street to Main Street is CLOSED.
- Main Street from Dow to Alger Street is CLOSED.
- As this project progresses, watch for temporary street closures along side streets.

### DETOURS

- East and westbound traffic is being detoured to 1st Street, Alger Street.
- North and Southbound traffic is being detoured to Gould Street and Brooks Street.

### ACCESS

- Sidewalks are OPEN throughout closure area with business signage.
- Public Parking available throughout downtown: Brooks and Smith Streets/Gould and Brundage Streets. Look for signs.

Early July to Late October

Early June to Mid September

May 1 to Early August

Mid April to Late June

Brundage

Grinnell

Alger

Mandel

Dow

April 10 to Early June

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WEEKLY PUBLIC MEETING | WED | 1:30 | 306 N. MAIN ST

[HTTPS://WWW.SHERIDANWY.GOV/NEWS/WHAT\\_S\\_NEW/2023\\_MAIN\\_STREET\\_UPGRADE\\_PROJECT](https://www.sheridanwy.gov/news/what_s_new/2023_main_street_upgrade_project)

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SHERIDAN COUNTY TRAVEL & TOURISM - 9

# MAY 2023 EVENTS SNAPSHOT

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5/2	Sheridan College Choirs - Whitney Center for the Arts
5/3	Meet the Stock Stars - Fairgrounds
5/3	Black Tooth Brewery Bingo
5/4 - 7/2	Birds of the Rocky Mountain Region at The Brinton
5/4 - 5/7	International Chess Tournament - YMCA and Ramada Plaza
5/4	Sheridan College Chamber Music
5/5 - 5/7	The School of Earth & Soul - The Ranch at Ucross
5/5	Sheridan African Violet Club Annual Show & Sale - St. Peter’s Episcopal Church
5/5	Artist Talks: Ucross Fellowship for Native American Visual Arts - Whitney Center
5/5	Ucross Art Gallery Reception - Ucross Foundation
5/5	Keith Davis Gallery Talk - American Photographer Dan Powell
5/5	Taqueria & Tequila: Cinco de Mayo - Verdello Olive Oils & Fine Foods
5/6	The MET Live in HD: Champion - The WYO Theater
5/6	PO News & Flaggstaff Cafe Anniversary Celebration
5/6	Landon’s Farmers’ Market
5/6	SC Symphony Orchestra - Whitney Center for the Arts
5/7	IMCA Sport Compact Special - Sheridan Speedway
5/7 - 5/13	National Travel & Tourism Week
5/9	Explore History at The Hub: Iron Riders: The 1896-97 Bicycle Experiment
5/10	Black Tooth Brewery Bingo
5/11	SC POPS Concert - Whitney Center for the Arts
5/12 - 5/14	Noises Off - The WYO Theater
5/13	Saturday Night Fights - Fairgrounds
5/13	Landon’s Farmers’ Market
5/13 - 5/14	Big Horn Mountain Soccer Cup - Equestrian Center
5/14	WISSOTA Street Stock Special - Sheridan Speedway
5/16	Ignite Conferences by Sheridan Co. Chamber of Commerce
5/16	SCLT Explore History at TRVCC: Plains Indian Music as Ceremony and Medicine
5/17	Black Tooth Brewery Bingo
5/19 - 5/21	Rocky Mountain Leather Trade Show - Sheridan College
5/19	Dr. Craig Howe Gallery Talk - The Gift at The Brinton
5/20	Build your Basket with Landon’s - Landon’s Greenhouse
5/20	Volunteer Tree Planting - Kendrick Golf Course
5/20	The Met Live in HD: Don Giovanni - The WYO Theater
5/20	AMNACS Ruck Race - Kendrick Park
5/21	Eatons’ Horse Drive (confirmation pending)
5/21	Military and 1st Responders Recognition Night - Sheridan Speedway
5/24	Black Tooth Brewery Bingo
5/27	Reopening of the Burgess Junction Visitor Center
5/27 - 5/29	Hang Gliders Fly-In - Sand Turn
5/29	Claire Yorks Book Discussion - Fulmer Public Library
5/31	Black Tooth Brewery Bingo