

Sheridan

COUNTY, WYOMING, USA.



Little Goose Canyon

DIRECTOR’S FORECAST + UPDATES

Starting off this update with some exciting news - for the first time in many years, the Burgess Junction Visitor Center is officially open! My office has partnered with the Forest Service to make this a reality, and it came together over Memorial Day Weekend. If you’re interested in more on Burgess, I’ve included a page further along in my update.

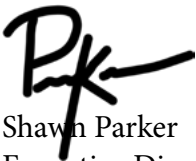
Earlier this month I spent nearly a week at the travel industry’s largest annual show and showcase, International Pow Wow (IPW) in San Antonio, Texas. This is the seventh time I’ve attended IPW with the Wyoming Office of Tourism and other state partners, and it’s always exciting to see the work that we put in all year pay dividends - there was a time not long ago when many of the international tour operators I met with had never even heard of Sheridan County. Now they’re including us on itineraries that range from 1-3 nights; some are investing capital on promoting Sheridan’s essential Wyoming experiences; and others are grabbing on to some of the things that make us truly unique, like our arts scene, dude ranches, and polo. I always enjoy the opportunity to work directly with our tour operator and marketing partners because often we see immediate results for our community.

I’ve mentioned our James F Jackson documentary previously; the idea for this project came to us after seeing the Wyoming and Japan leather showcase at The Brinton last year; we worked with Jim and the Brinton to do some coverage (short film, feature articles, etc) and grew the concept for the documentary from there. We are planning on filming a feature-length piece that takes a deep dive into the culture of leather craft here in Sheridan County, and then how the “Sheridan Style” of craftsmanship has influenced a generation of Japanese artists. We recently secured a grant from the Wyoming Arts Council that will help to bring this project to life.

We are already working with Wyoming PBS and Brand USA’s GoUSA TV platforms; these, combined with our own distribution channels, should allow the finished documentary to be widely seen not only in the US, but internationally. I view this as a project with immense cultural, educational, and artistic appeal, especially considering we are using a Wyoming crew to put everything together. We often run into roadblocks when working on film projects in Wyoming - large and small - so it is a real thrill when we’re able to take the bull by the horns and make projects like these come together ourselves.

It’s June, and that means the events calendar is jam packed with great events and activities. My team spends quite a bit of time scouring the internet for info on events that haven’t made it onto the community calendar for whatever reason, but even then, there are the occasional new events that slip our attention. Please keep us in the loop on events you think we might have missed so that we can make sure they’re included in our outreach.

The overall forecast for the summer season remains strong; major events continue to draw visitors into longer stays. Our data shows that regional travelers, specifically from South Dakota, Montana, and Colorado, continue to spend increased time in Sheridan County. Co-op campaigns that we run in tandem with the Wyoming Office of Tourism increase our reach in major markets, and we’re looking forward to a solid bump in raw travel numbers versus last year when the region was dealing with the fallout from the Yellowstone flooding.


Shawn Parker
Executive Director, Sheridan County Travel & Tourism

June 1, 2023

JUNE 2023 EVENTS SNAPSHOT

6/1
6/1 - 6/2
6/2
6/3
6/3
6/3 - 6/4
6/3, 10, 17
6/3
6/3
6/4
6/4
6/4
6/5
6/7, 14, 21, 28
6/9
6/10
6/10
6/10
6/11
6/11 - 6/25
6/12
6/13
6/14
6/15
6/15
6/15
6/16
6/16
6/16 - 6/17
6/17
6/18
6/18
6/20
6/23
6/23
6/23
6/23 - 6/24
6/23 - 6/25
6/24
6/24
6/25
6/26
6/27 - 6/29
6/28
6/29
6/29
6/29
6/30

WYO Night at Black Tooth
Arsenic and Old Lace, Civic Theater Guild
Donna’s Dance - WYO Theater
2nd Annual Wings & Wheels Hangar Invitational Fundraiser
The Dead Swede Gravel Race
Hoop Jam
Landon’s Farmer’s Market
2nd Annual UCross Founders Day
2nd Annual Wings & Wheels Hanger Invitational Fundraiser
Downtown Deck Tour - Starting at Verdello
Arsenic and Old Lace, Civic Theater Guild
WISSOTA Mod 4 Special --- Bike Races - Sheridan Speedway
Big Horn Trail Riders at the Whitney Center
Black Tooth Brewery Bingo
John Taliaferro Lecture on George Bird Grinnell at The Brinton
The Met Live in HD: Die Zauberflöte - WYO Theater
amaakuuko: Creativity Among 8 Generations - Ben Pease- The Brinton
Average Joe’s - Cloud Peak CrossFit
Quarter Midget Special Dwarf Cars Fan Meet & Greet, Speedway
Broadway: Then and Now (WCA)
3rd Annual Draft Horse Derby, Fairgrounds
Mountain Bike Discovery Session @ Hidden Hoot Trail
Wine Not Wednesday at Verdello
Katie Klingsporn at Gallery on Main
Cowgirl Cadillacs: An Evening of Equine Entertainment with Dan James
3rd Thursday Street Festival
Cowgirl Cadillacs: Cowgirl Trade Show, Soft Preview, and Dinner
Sidewalk Prophets - Songs & Stories Tour
Bighorn Trail Run
Cowgirl Cadillacs: Cowgirl Trade Show, Preview, and Sale
8-ball Tournament, Gallery on Main
Clearmont Day
Mountain Bike Advanced Riders Discovery Session @ Red Grade Trails
Verdello/Paint Post collaboration: Wine, Paint and Charcuterie
Quinlan Valdez at No Name Bar
Wyoming State Amateur Championship - Kendrick Golf
Broadway Then and Now - Whitney Center for the Arts
Leiter Up Motorcycle Rally
Wyoming Sportsman Gun Show - Fairgrounds
Spring into Summer Fest at Landon’s Greenhouse
Mountain States Modified Tour Night 3
Mountain States Modified Tour Championship Night
Bighorn Crawlers Summer Safari
Open House for Hospitality Frontline Staff - Museum at the Bighorns
Meng Jinat Gallery on Main
Night Sky Stories at Fort Phil
Unplug with Discovery Sessions: A Bat Walk in the Park
The Brinton Gala



Thank to everyone who was able to join us for the Destination Optimization Education Session on May 16. For those who could not join, you can [find the recording of the presentation here](#).

Passcode: SheridanTraining!123

If you'd like any further info, let me know. We have a deck Miles Partnership prepared that I can share, and their team is always happy to assist with anything our partners might need.

LEVEL UP YOUR ONLINE PRESENCE

The first impression your business makes online to a potential customer is likely not your website — it is your business profile on Google or other major consumer travel-planning platforms such as Tripadvisor, Yelp or Apple Maps. Travel Wyoming is helping our partners maximize their exposure and conversion on these platforms by providing upskilling programs and one-on-one support for your team.

FIVE FUNDAMENTALS OF A SUCCESSFUL ONLINE BUSINESS PROFILE

1. CLAIM YOUR BUSINESS

Each of the major platforms offers tools to help you manage and maintain your content. But first, you have to claim your listing and follow their verification process to establish ownership.

2. KEEP HOURS CURRENT

Hours/Open Now is the most frequently searched information about a business and the most likely information to be incorrect. Keep your regular business hours, holiday hours and other special open/close times up to date.

3. ADD CATEGORIES, AMENITIES & MENUS

The more information your listing includes about your products and services, the more likely your business will match the search queries of potential customers.

4. POST NEW PHOTOS REGULARLY

Don't set and forget your photo gallery. Adding 4 to 5 new photos every month can create a 30% increase in your business' visibility.

5. RESPOND TO CUSTOMERS

Businesses who respond to customer reviews — positive or negative — have an 80 percent higher conversion rate than those who do not.

NEED HELP? GET FREE SUPPORT!

The specialists at Miles Partnership are available to help your business maximize its online exposure.

- Need assistance claiming your business on Google, Tripadvisor, Yelp or Apple Maps?
- Have a question on how to make the most of these platforms?
- Struggling with a roadblock?

Book an Office Hours session with Miles — it is FREE for Travel Wyoming Partners.



We are thrilled to have the Burgess Junction Visitor Center back up and running again! For those who don't know, this beautiful facility was built by the Forest Service in 1995 but closed its doors from 2012 – 2016 because of reductions in the Forest Service budget. It was operated for one season in 2017 by the Forest Service and staffed briefly by Arrowhead Lodge in 2019 before returning to its unoccupied state again.

We hope that by partnering with the Forest Service we've found a long-term solution for keeping this asset open to the public for years to come. The center is an incredible asset to our community; it is a place where locals and visitors alike can come for information on local businesses, activities, and attractions. It is a tool that we can use to encourage travelers to stay longer in Sheridan County, and the entire Bighorn Mountain region. And simply, it is a fantastic public asset - a place where people can come and experience a bit of the wild right in their own backyard.

We hope to serve 100,000+ visitors this season. We have plenty to share with our guests, including maps, guides, brochures, and other travel resources. Snack and drinks. And Sheridan/Burgess merchandise that the sales of which will offset our operating costs for the season.

Hours of Operation:
8am - 4pm, Monday through Saturday. Closed Sunday.

Open Memorial Day Weekend through September (weather permitting).

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 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 **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](#).

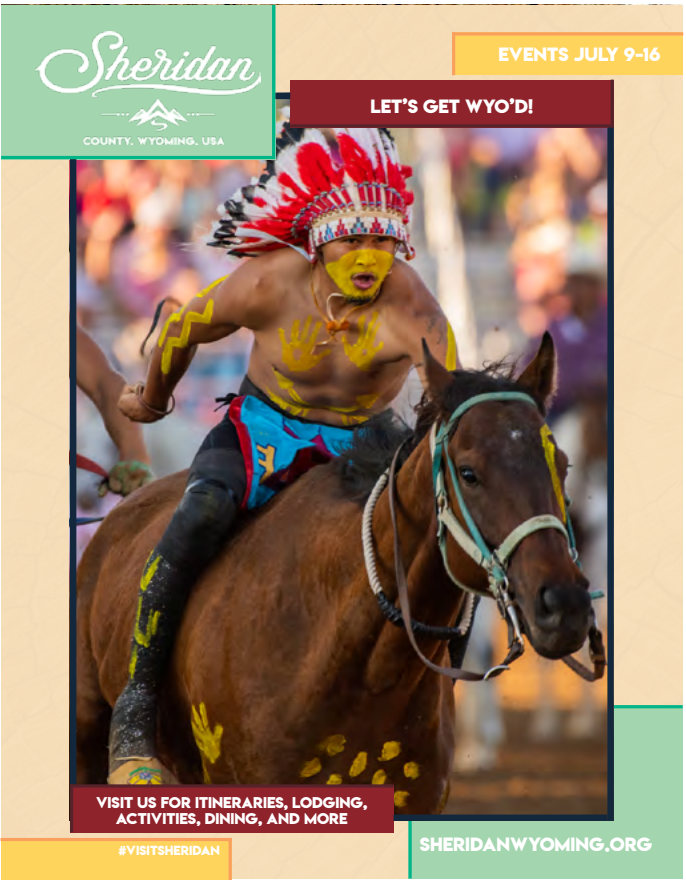
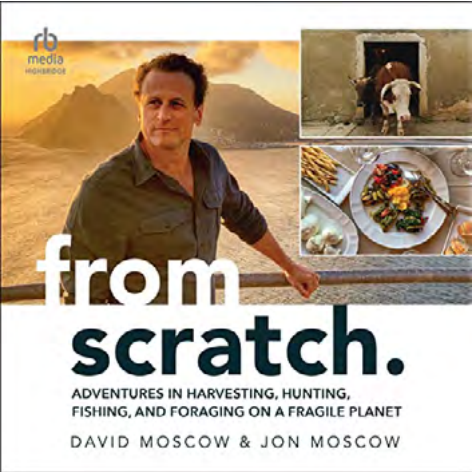
MONTHLY MEDIA COVERAGE

[Sheridan, Wyoming's Jewel](#) - AmerikaNu.nl
From Scratch - Sheridan featured in Season 2, Episode 3

PLACEMENTS + CAMPAIGN DISTRIBUTION

JUNE 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)



VISITSHERIDAN.ORG



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

May 30 UPDATE

SHERIDAN MAIN STREET PROJECT

CLOSURES

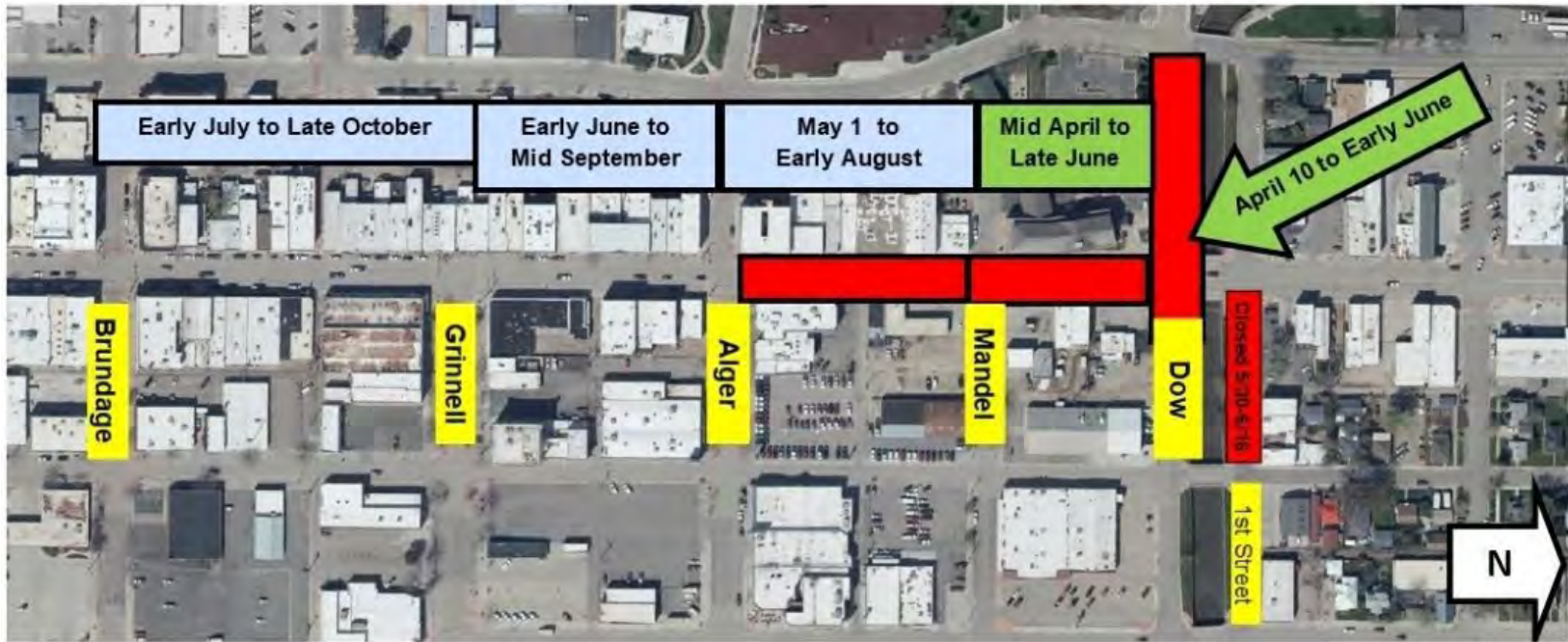
- East 1st Street from Main Street to Gould Street will be **CLOSED** from May 30 - June 16. **BUSINESS ACCESS ONLY.**
- Main Street from Dow to Alger remains closed, as well as Dow Street from Brooks to Main Street.

DETOURS

- East 1st Street traffic will be detoured to East 2nd Street.
- All other detours remain the same - watch for signs.
- The traffic signal at Main Street and Alger will be switching to flashing red and yellow so be on the watch for that change. Keep in mind - Flashing red is the same as a stop sign, flashing yellow means proceed with caution. Yield to pedestrians.

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.



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)



SHERIDAN_MAIN_STREET_PROJECT

