

Sheridan

COUNTY, WYOMING, USA.



Bighorn National Forest Twins

DIRECTOR’S FORECAST + UPDATES

Starting off this month’s update with a nod to the Sheridan WYO Rodeo; for the first time in history all four nightly performances were completely sold out! Per Executive Director Zane Garstad; “we broke records in both ticket sales as well as total payout in 2023! We had a great year with attendance of 24,807 and SOLD OUT all four performances! Our total payout increased from \$431,122 to \$483,671 , a 12% increase! This would have not been possible without all of YOU! On behalf of our board, we are grateful for you all.” The WYO has been Sheridan’s signature event for nearly 100 years, and it continues to be a showcase for all the incredible attractions, activities, and amenities that make this community so special.

Of course, the WYO wasn’t the only big event in July. We had another amazing Bighorn Trail Run, a great 4th of July in Ranchester, plenty of polo, Concerts in the Park, races at the Speedway, and much, much more. Not too long ago it seemed as if the end of the WYO signaled the winding down of summer; now we have events nearly every week straight through September. Celebrate the Arts has a month-long lineup of great events and activities. We’ve got another 3rd Thursday, County Fair, County Rodeo, Crazy Days, and plenty more to enjoy. We have so much going on these days that it has become a bit tricky to manage and manually populate the events calendar; we are getting ready to implement a new system here that should help us gather info more quickly and more efficiently so that we can help get the word out about events large and small with significantly more lead time. I hope to have info on this new calendar for September 1.

Things have been busy for our entire team this summer. The Burgess Junction Visitor Center is now open seven days a week, and my staff often has more than 100 people a day stop in for information. A quick thank you to WYDOT for all their work on the grounds, and to the Forest Service and the Big Horn Cabin Owners Association on their fantastic job landscaping last week. Our Sheridan Visitor Center is as busy as ever, while our Film and Digital Production Coordinator, Max Brown, has been wrapping work on episodes of the Women of Sheridan, Wyo. as well as The Backyard while also prepping for work on our James F Jackson x Japan documentary slated to shoot in September. I had the opportunity to work with the Wyoming Office of Tourism and Brand USA on a mission to promote Sheridan County and Wyoming to travel operators and buyers in Japan and South Korea this past month - with great daily flights between Tokyo and Denver and Seoul and Salt Lake City there’s some excellent opportunity to build out both markets in the next few years. I also had the chance to dig into the design work of a campaign I have been excited about for a long, long time - 2024 is going to be all about Sheridan County’s Icons and Outlaws, and I can’t wait until we get to roll this one out!

I received some great feedback last month when I wrote about getting out and visiting new restaurants and businesses, so I’ve included another look at the photos I was able to shoot last month.

I’m collecting a few more pieces of data and I’m planning on having a summer recap in my September update, so no analytics here this month. That said, numbers look promising - we came out of the gate slowly due to the rain (and snow), but raw travel numbers have rebounded and are looking strong through August and into September.

I hope everyone has a great summer home stretch!


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

August 2023 EVENTS SNAPSHOT

8/1 - 8/10	Sheridan County Fair
8/1 - 8/30	The Brinton “Edward Borein in Brush & Ink” and “ammaakuúko: - Ben Pease”
8/1	Jentel Presents 5:30 - 7 pm Free at SAGE
8/1	Concerts in the Park - Kendrick Park
8/2	Ucross Artist Talk 5:30-7pm Free
8/2	Black Tooth Brewery Bingo (August 2, 9, 16, 23, 30)
8/3 - 8/5	Crazy Days
8/3	SCLT Discovery Session: Bear Gulch Geology Hike
8/5	Brinton’s Next 100 Years picnic 5pm Members Only
8/5	Landon’s Farmers Market (August 5, 12, 19, 26)
8/5	Sheridan Area Old time Pullers Tractor Pull
8/5	Friday Night Lights: Big Horn Equestrian Center (August 5, 11, 18)
8/5	Flying H Polo - Bozeman Trail Cup
8/6	BTA Trophy Beal Family: Big Horn Equestrian Center
8/6	Flying H Polo - Archie McCarthy Cup
8/7	Sheridan College: Big Horn Trail Riders
8/8	SCLT Explore History: Big Goose Creek Walking Tour
8/8	Concerts in the Park - Kendrick Park
8/10	Unplug with Discovery Sessions: Mud, Bugs, & Fish
8/10 - 8/12	WYOPLAY “All in the Timing” 7pm Ticketed Event WYO Theater
8/11	Sheridan Hawks Cup Golf Tournament
8/11	Sheridan Speedway I-90 Night 1
8/11 - 8/12	Murder at the Mansion!
8/11	Lip Sync Battle at Sheridan College
8/12	Brandford Brinton Memorial Cup: Big Horn Equestrian Center
8/12	Sheridan Speedway I-90 Night 2
8/13	Morton Buildings Cup: Big Horn Equestrian Center
8/13	Urt Luplow Memorial Women’s Game: Big Horn Equestrian Center
8/13	Sheridan Speedway I-90 Night 3
8/15	SCLT Explore History: Iron Riders
8/15	Concerts in the Park - Kendrick Park
8/15	Flying H Polo - Bradford Brinton Memorial Cup
8/17	Art Alley 5 - 7 pm Free SAGE
8/17	3rd Thursday Street Festival
8/18	Kevin Burt and Big Medicine 7 pm Ticketed Event WYO Theater
8/18	Celebrate the Arts with Kevin Burt & Big Medicine
8/19	Bigfoot Hunt at Arrowhead Lodge
8/19	Sod Farm Music Festival
8/19	Fort Phil Kearny Day
8/19	Flying H Polo - Gallatin Ranch Cup
8/20 - 8/30	Ucross Foundation: The Shape of Time: 16 Photographers and Their Creative Paths
8/20	Wyoming Orthopedic & Spine Cup: Big Horn Equestrian Center
8/20	Ucross Arts Festival
8/21 - 8/25	Superior Livestock Auction Big Horn Classic
8/22	Concerts in the Park - Kendrick Park
8/24	Discovery Session: Plain & Simple Plein Air Sketching
8/25	New Vaudevillians 7pm Ticketed Event WYO Theater
8/25 - 8/27	Antelope Butte Music & Art Summit
8/25 - 8/27	Story Days
8/26	Sheridan County Airport Public Open House
8/26	Bighorn Rendezvous Quickdraw, Dinner & Auction
8/26	Suds n’ Spurs Brewfest
8/26	Flying H Polo - Flying H Cup
8/27	Garden & Sculpture Tour 12-4pm Free Neltje Center
8/27	First Northern Bank of Sheridan Cup
8/27	Sheridan Speedway Championship Night & Fan Meet and Greet

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 **19,000 images**; 99% of these images were taken by me over the last eight 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 1,780,457 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](#).



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.



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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

MAIN STREET PROJECT UPDATE



- **Grinnell St. to Brundage St. scheduled to CLOSE Tuesday, August 1st.**
- **Dow St. to Mandel St. scheduled to OPEN Tuesday, August 1st.**
- **Grinnell Plaza parking will be temporarily restriped to better accommodate traffic accessing that block. Space to turn around will be available at the Main Street Intersection.**
- **Watch for new detours at Brundage and Mandel.**

PUBLIC MEETING
WEDNESDAY, AUGUST 2ND
1:30
306 N. MAIN ST
OR CONTACT LAURA AT 674-2356

Follow Main Street Project at <https://www.sheridanwy.gov> or follow us on  

TOUCHING BASE WITH NEW BUSINESSES

I didn’t get the chance to pop in to too many restaurants or businesses in July as my focus was mostly on the events going on around the community. The few that I did get to visit include The Farmhouse Patio at The Y in Big Horn, and The Silver Spur Cafe - both are being included in a new food feature we’re working on with a magazine partner.

I had a blast shooting new content at the Karz Rod Run up at the VA Medical Center; we’re always in need of new outdoor images, so I spent some extra time on the mountains between trips to Burgess Junction; and I worked with a group on new content at The Powder Horn, with an eye toward shooting Kendrick and Hidden Bridge next as part of a piece we’re working on featuring Wyoming’s Golf Capital.

A quick reminder that we put all of our images into our flickr archive and that they’re available for non-commercial use for each of the respective businesses and organizations depicted.

