

Sheridan

COUNTY, WYOMING, USA.



James F Jackson
The Brinton Leather Shop

DIRECTOR'S FORECAST + UPDATES

I'm back from the Wyoming Office of Tourism/Wyoming Hospitality and Travel Coalition Fall Summit in Yellowstone, and I am staring at my longest uninterrupted stretch of Sheridan time all year - a full month! I don't hit the road again until NFR in early December, and I'm thrilled. There's a lot to get done in the next month, including a revamp of our Visitor Guide for 2024, and a little thing called the WYO Winter Rodeo. In case you were wondering, we're focused on February 10 for skijoring Saturday, with plenty of other events to take place all month long. More on all that wintry goodness in my December update.

It has been a whirlwind fall for my team. Film and Digital Production Coordinator Max Brown and I had the incredible opportunity to travel to Japan with the one and only James F Jackson to film a documentary on Sheridan Style Leather Craft, and James' profound impact on the artform. This is a huge project; when the dust settles, we will have one feature-length documentary on Wyoming leather carving and cowboy culture focused specifically on Sheridan County, and another on how Sheridan Style carving has come to dominate the landscape in East Asia. We're working with the Wyoming Arts Council, Wyoming Humanities, Brand USA, and several other partners on this one.

We've had some other great things happening since the end of the summer. We hosted several travel writers from both the US and abroad, as well as a number of tour operators and sellers keen on developing new product in our region (shout out to the Wyoming Office of Tourism for their work on these programs). We wrapped up a successful season at Burgess Junction a little earlier than we would have liked (that snow storm a few weeks ago pretty much signaled the end!) but we are thrilled with how things went and we're looking forward to another great year working with the Forest Service and WYDOT in 2024. And I've been collecting as much data as possible on summer travel trends to see where we stand in terms of visitation and spending; not only does this data help our hotels, restaurants, and other businesses in their planning for next year, it allows new businesses to assess our market, and it helps guide our own campaign development and deployment each year. 10,000-ft snapshot: from May through September our average occupancy at hotels was up 7.72%, buoyed by an impressive 17.7% increase in August. Having more visitor traffic than ever before was certainly a boon to the community as we dealt with construction on Main Street. Regarding Main Street, I've included the latest great update from WYDOT's Laura Dalles.

I'll have a bunch of fresh data ready to go as we get closer to year end, but this month I'm sharing some great insights from the Wyoming Office of Tourism's data dashboard. This info continues to underline the importance of the travel and tourism economy to our local community. As always, let me know if you have any questions.



Shawn Parker
Executive Director
Sheridan County Travel & Tourism

NOVEMBER 2023 EVENTS SNAPSHOT

11/1-11/30	American Indian Heritage Month
11/1-11/4	Little Goose Plein Air Painters at the Sheridan Fulmer Library
11/1	Sheridan Start Up Challenge Pitch Night
11/1	Black Tooth Brewery Bingo (November 1, 8, 15, 22, 29)
11/2	2nd Annual Valor Academy Community Barn Dance & Chili Contest
11/2-11/4	The Haunting of Hill House at Sheridan Civic Guild Theater
11/3	Lacy J Dalton at The WYO Theater
11/3	Ball of the Wild, Sheridan County Fairgrounds
11/4	Gillette Wild @ Sheridan Hawks Hockey
11/4	Landon's Greenhouse Farmer's Market (November 4, 11, 18, 25)
11/4	SCLT A Walking Tour of the History on the Soldier Ridge Trail
11/6	Big Horn Trail Riders at Sheridan College
11/9	Anthony Marchetti Artist Talk - Sheridan College
11/9	INVI Monster Mash Race, Finish Line at Grinnell Plaza
11/9	Jazz at Sheridan College (WCA)
11/10-11/11	Gillette Wild @ Sheridan Hawks Hockey
11/10	Robert Mirabal at The WYO Theater
11/11	Veteran's Day
11/11	Dayton Art Loop Studio Tour
11/11	Skyline Singers - Sheridan College
11/11	Holy Name Thrift Shop's Christmas Extravaganza
11/11	Bethesda Worship Holiday Bazaar
11/11	Behind the Picket Fence Market
11/11	TRVCC Craft Bazaar
11/11	Veteran's Day Gala at the Sheridan Inn
11/14	Explore History at The Hub: The Battle of the Rosebud
11/17-11/18	SC Theatre Production - Sheridan College
11/18	66th Annual St. Peter's Bazaar
11/18	Sunrise Fall Bazaar
11/18	Swim Team Bazaar
11/18	The Met Live In HD: The Life and Times of Malcom X
11/19	SC Chamber - Sheridan College
11/21	Explore History at TRVCC: The Battle of the Rosebud
11/23	Thanksgiving Day
11/23	Turkey Trop at Kendrick Park
11/24-11/25	Yellowstone Quake @ Sheridan Hawks Hockey
11/24	Native American Heritage Day
11/24	Christmas Stroll
11/28	Sheridan Plein Air Painters Artists Reception
11/30	Festival of Trees at the Sheridan County Fairgrounds
11/30	The Seagull at The WYO Theater

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@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

PLACEMENTS + CAMPAIGN DISTRIBUTION

- Afar Media: [Are You Wild at Heart?](#)
- Simona Sacri: [Wyoming Guide](#)
- Trazee Travel: [4 of the Best Dude Ranches in America](#)
- Travel Taste & Tour – Fall Feature Story
- DataFy - Digital Fall Campaign
- Cowboy Lifestyle Magazine - Fall Campaign
- Elevation Outdoors - Fall Campaign
- Gillette News Record - Fall Guide
- Madden Media - Fall Digital Campaign
- Great American West Guide In Language Ads
- Wyoming Public Radio - Rotating Ads
- Ongoing Social (Facebook; Instagram; YouTube)
- Ongoing Digital (Retargeting; Prospecting; etc)

HOTEL OCCUPANCY SNAPSHOT: 2023

MONTH	JANUARY	FEBRUARY	MARCH	APRIL
2023	31.6	34.4	37.2	40.6
2022	29.3	34.6	35.4	43.7
% +/-	7.6	-0.6	5.0	-7.1
MONTH	MAY	JUNE	JULY	AUGUST
2023	57.3	72.0	72.0	72.4
2022	56.7	66.9	68.0	61.5
% +/-	0.9	7.6	5.8	17.7
MONTH	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2023	70.0			
2022	65.6			
% +/-	6.6			

SHERIDAN CO. DESTINATION OPTIMIZATION EDUCATION SESSION



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.



BRING IT TO YOU BY



County Performance Summary

See a summary of your destination's key metrics to stay aware of where you are today and where you're heading. This will give you high-level insights into your top origin markets for visitation and spending, your most visited regions, areas experiencing compression, visitors who stay overnight, and hotel performance.

How much leisure & hospitality (L&H) tax revenue is generated by WYOMING's visitor economy?

Source: Wyoming Department of Revenue. This shows the total state sales tax revenue from 6 tourism-related tax codes: Traveler Accommodation, RV Parks & Recreational Camps, Full-Service Restaurants, Limited-Service Eating Places, Special Food Services and Drinking Places/Alcoholic Beverages. The "L&H Share of all STATE Sales Tax" shows the share of leisure and hospitality taxes as an overall percentage compared to all state tourism tax codes (including non-tourism related taxes). The below metrics within the first row are for the full state of Wyoming, year to date, and will not change with the above filters. You will see your county's specific L&H tax revenue and sales tax in the second row.

L&H STATE Sales Tax Revenue 2023YTD

\$77,714,302

L&H Share of all STATE Sales Tax

12.0%

How much leisure & hospitality (L&H) tax revenue is generated by your COUNTY's visitor economy?

Source: Wyoming Department of Revenue. Please select your county using the above filter "County" to populate the below metrics with data for your county. The "County % of State L&H Sales Tax" will initially display 100% until this filter is selected. Once your county is selected this shows your county's share of the state's leisure and hospitality taxes shown above. Note: Within the "date range" filter above, select "Last quarter" to see data from the most recent completed, past quarter (Q4/2022).

L&H COUNTY Sales Tax Revenue

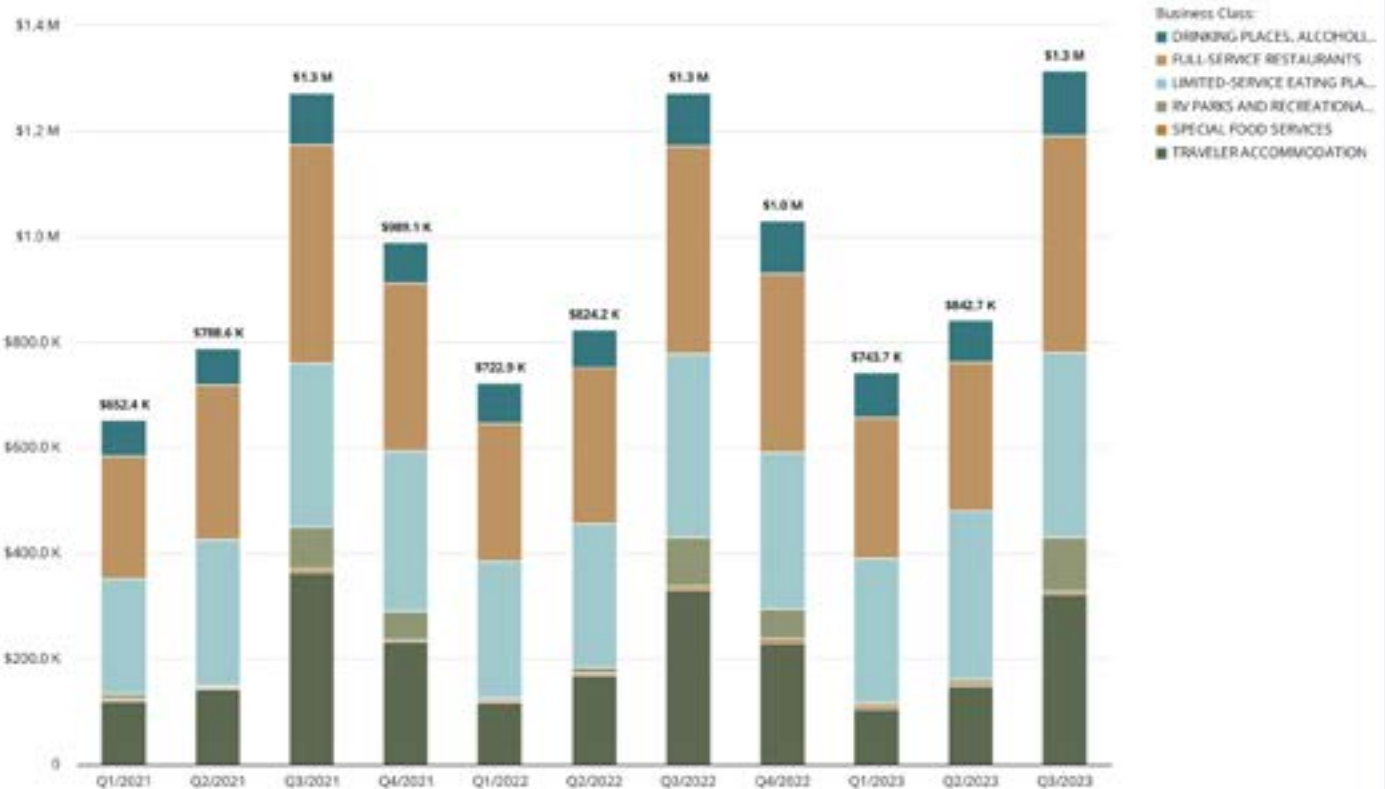
\$1,314,475

COUNTY % of State L&H Sales Tax

3.5%

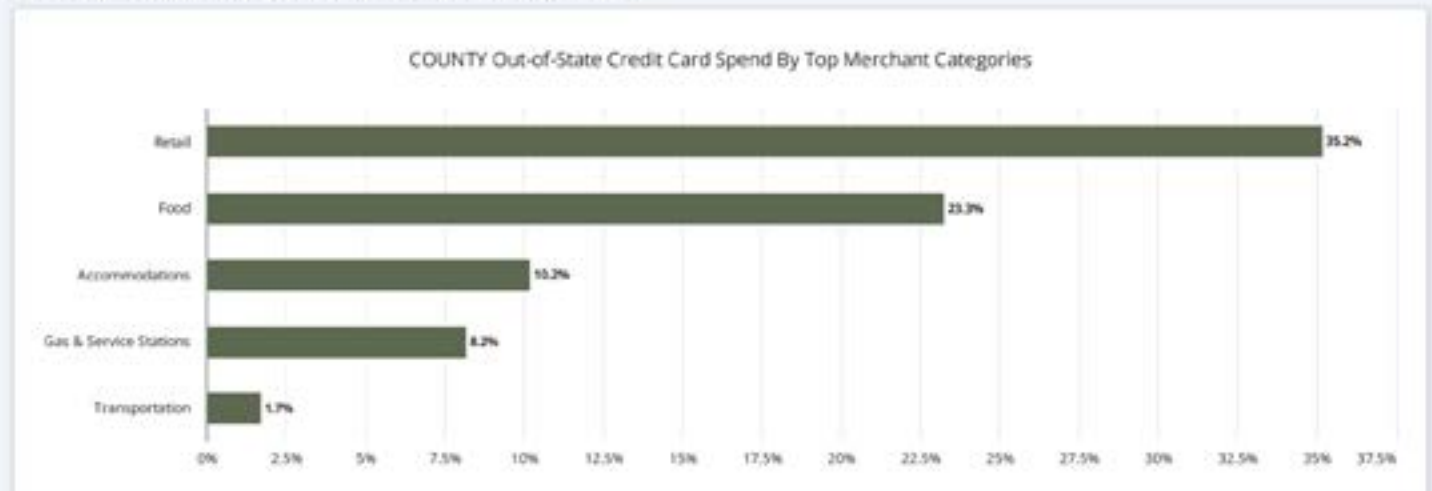
The below data represents a break down by the six industry codes/business classes that make up the above total Leisure & Hospitality tax collections. This shows the impact of each type of business class on your county, and the financial impact each quarter. Q1 is Jan-March, Q2 is April-June, Q3 is July-Sept, Q4 is Oct-Dec. Please select your county using the above filter "County" to populate the below metrics with data for your county. Note: This is up to date with the most recent L&H tax data from Wyoming Department of Revenue. A monthly breakdown is also available by clicking on the bars below.

COUNTY Leisure & Hospitality tax collections come from six industry codes



How are visitors spending money in your COUNTY (goods & services)?

Source: Affinity. Visitor spending data from Affinity represents over 100 million anonymized credit and debit transactions every day, and 10 billion transactions annually. This shows trending insights into the spending categories that are most impacted by out-of-state visitors. Data represents out-of-state visitor spending only within your specific county. Note: Within the "date range" filter above, select "Last quarter" to see data from the most recent completed, past quarter. Please select your county using the above filter "County" to populate the below metrics with data for your county.



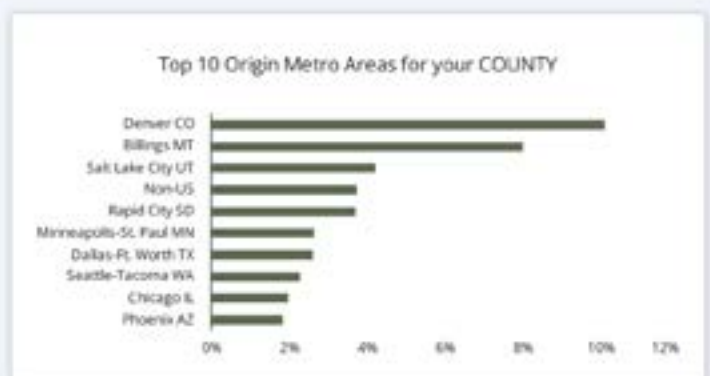
Estimated Overnight Visitors in your COUNTY

Methodology: Estimated visitor counts represent overnight visitors to Wyoming who visited the county. This shows year-over-year trending to see approximate number of overnight visitors, and how that changes each quarter. Q1 is Jan-March, Q2 is April-June, Q3 is July-Sept, Q4 is Oct-Dec. Counts are based on anonymized mobile-device geolocation data, using an advanced statistical methodology which balances the pool of devices across different dimensions, including device origin, and incorporates trends from credit card spend data in order to produce these visitor volume estimates. Please select your county using the above filter "Visitor Volume - Location".



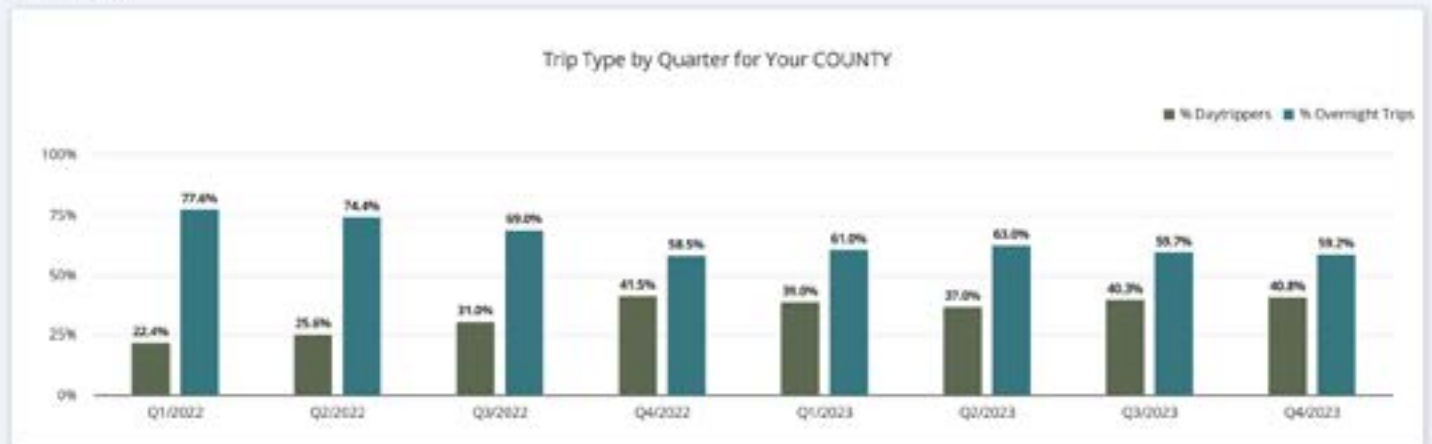
What states and metro areas are the visitors to your COUNTY coming from?

Source: Near. The data below is anonymized mobile location data representing, on average, 5% of all visitor devices observed in your county. A visitor is defined as a device that has a home OR work location (to exclude commuters) more than 30 miles from your county. This visitor device also had to spend a minimum of 2 hours in your county and visit one of the points of interest within your county. "Origin Metro Areas" refer to a city's Designated Market Area (DMA) boundary, which is usually much larger than the city itself. Note: Data represents out-of-state visitors only. Please select your county using the above filter "County" to populate the below metrics with data for your county. To drill down to origin county or city, click on the bars below. This data is updated on a daily basis and will show the overall trending of where visitors are coming from during the timeline selected in the Date Range filter above.



Are out-of-state visitors making day trips or overnight trips in your COUNTY?

Source: Near. Note: Data represents out-of-state visitors only. The length of stay for a "daytripper" is defined as visitors who were observed in your county and spent between 2-8 hours in the state. "Overnight Trips" are defined as visitors who were observed in your county and spent 8+ hours in the state and observed the next day in the state. Please select your county using the above filter "County" to populate the below metrics with data for your county. A monthly breakdown is also available by clicking on the bars below.



How much lodging revenue are visitors generating to your COUNTY?

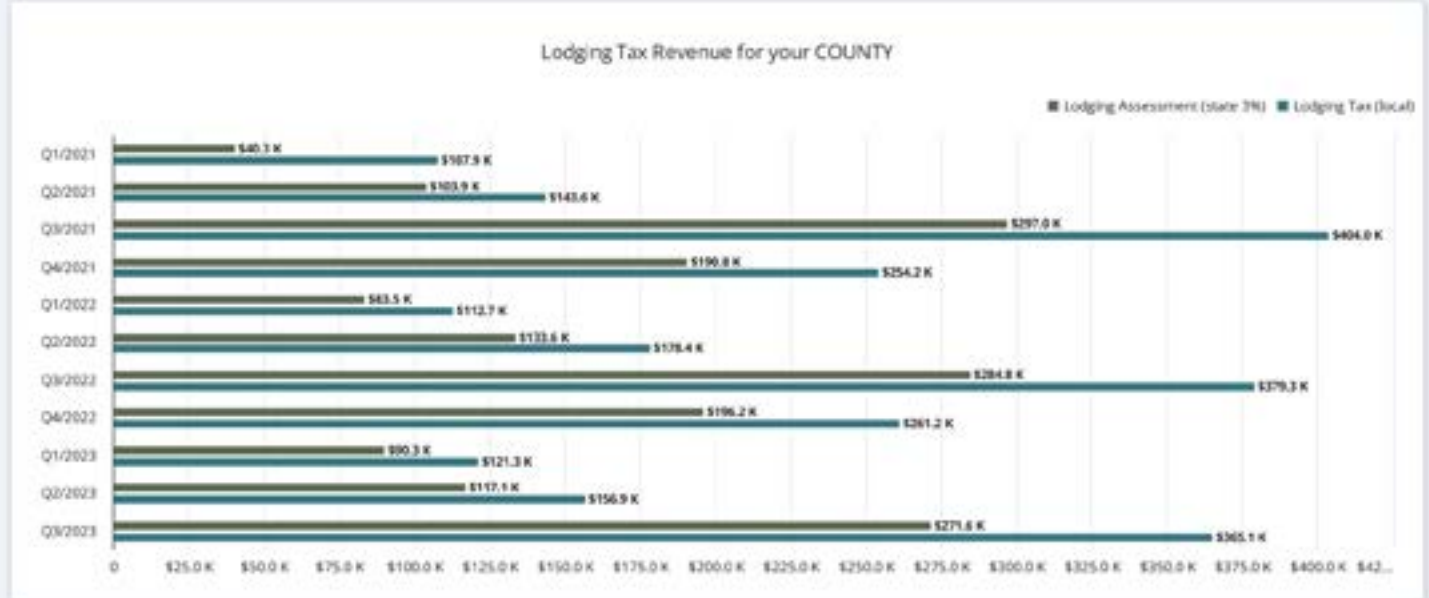
Source: STR (hotel revenue) and AirDNA (short-term rental revenue) subscriptions from Wyoming Office of Tourism.

Note: STR and AirDNA monthly reports are available on or around the 20th of the following month. Please select your county or region by the "STR Geography" and the "AirDNA Geography" filters above to populate the below metrics with data for your county/region. WOT subscribes to STR and AirDNA. Certain counties are grouped together by STR and AirDNA due to sampling size. A monthly breakdown is also available by clicking on the bars below.



How much lodging tax revenue is your COUNTY generating?

Source: Wyoming Department of Revenue. This data is the sum of each county's monthly Lodging Tax reported in the Total Distribution by Minor Business Class and by County report. To see the break down by month, click the data bars. Note: The 3% State Lodging Assessment was instated in February of 2021 and data is updated through the end of 2022. Please select your county using the above filter "County" to populate the below metrics with data for your county. The orange line represents the 3% of state lodging taxes which is dedicated to the funding of WOT. The blue line represents the local lodging tax collection, of which all destinations have 2%. The new lodging tax structure also allows local governments an option to impose an additional 2% lodging tax, which would also be included in the blue line if applicable to your county.



2023-2024 MAIN STREET RECONSTRUCTION

Happy Halloween everyone!

A few updates – The weather and cold temperatures have caused some minor delays but we will be paving Main Street tomorrow, 11/1 and the Brundage intersection later this week. We need to allow the concrete to cure and complete the electrical work on the Brundage traffic signal along with wrapping up a few additional tasks before we can open for the winter. We are hoping to open on November 13th or 14th.

Contractors will begin taking down the fence next week which will allow pedestrians to cross Main Street until we are open to traffic. The majority of the heavy equipment will be gone, but we ask that you remind your patrons and staff to be mindful of any minor construction that may be wrapping up and to cross Main Street accordingly.

East Alger will be paved within a few weeks and opening up to two-way traffic soon.

Our weather forecast looks favorable, but one never knows, so this information is weather dependent.

The end is near - thank you for your patience and understanding.

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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.

IMAGES FROM SEPTEMBER AND OCTOBER

I haven't been home much over the last several weeks, but it's always important to me to get out into the community in the fall to capture as much content as I possibly can. To that, I was able to get some fun new material with the KOA's chukwagons; I shot at the Brinton's Rendezvous; I visited the Tunnel Inn, Big Horn Mercantile, and the Midtown Cafe. And I even found a little bit of time at the tail end of the season to catch some fall color.

These images, and thousands of others, are always available in our image archive.

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 1,851,351 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.](#)

