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*Sheridan*



COUNTY, WYOMING, USA.

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**IDENTITY | PURPOSE | IMPACT**

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## IDENTITY

History. Heritage. Culture.

The world comes out west expecting to see cowboys driving horses through the streets of downtown; pronghorn butting heads on windswept bluffs; clouds encircling the towering granite pinnacles of the Bighorn 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 County's identity, each part and parcel to the Wyoming experience. But what you may not have been expecting when you came way out West was thriving, historic downtown districts, with western allure, hospitality and good graces to spare; a vibrant art scene; bombastic craft culture; a robust festival and events calendar; and living history on every corner.

At first blush, picturesque Sheridan County is archetypal mountain verve and Wyoming vigor, but there's an artistic dynamism and cultural allure here that belies its cow town reputation. This community's ranching roots run centuries deep, but so too does its polo legacy. The flagship Sheridan WYO Rodeo draws nearly 30,000 visitors to town every July, while the WYO Theater, the Brinton Museum, the Ucross Foundation, Jentel Arts and the Whitney Center for the Arts have become artistic touchstones with significant regional cache.

National attractions abound. The Historic Sheridan Inn is a siren song to the legend and lore of the Wild West; the ancient Medicine Wheel, at an altitude of 9,462-feet, lords over the mountains with a mystical presence that defies explanation; and Indian battle sites like Fort Phil Kearny, the Fetterman Fight, and the Wagon Box Fight, all located along the Bozeman Trail, offer endless educational and historical attractions.

The Bighorn Mountain Trail Run transforms picturesque Dayton into the trail running capital of the west for a weekend each year, while the Brinton's Bighorn Rendezvous celebrates art and American Indian culture. From one corner of the county to the next you'll find epic events and attracts that pack the calendar with opportunities for everyone to explore the wild side of Wyoming.

There's an undercurrent of the carefree in Sheridan County, and the legendary hospitality of its proud residents is worn like a badge of honor. Blessed by mountain topography and evenly spaced between Yellowstone National Park and Mount Rushmore and Badlands 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.

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## PURPOSE

### MISSION

To efficiently leverage lodging tax funds to unify, inspire and lead the local travel industry in marketing Sheridan County, Wyoming as a year-round individual, meeting, incentive, and group destination to both domestic and international markets, in a manner that is consistent with Sheridan's community values.

### VISION

Inspire and inform travelers with innovative storytelling that leverages the stories and characters of the American West in a manner that positions Sheridan County as a premiere Wyoming travel destination.

### GOAL

Generate sustainable economic growth for all residents of Sheridan County, Wyoming.

### OBJECTIVE

Increase lodging tax revenue.

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**We...**

**Market. Promote. Advertise.**

**Lead. Unify. Inspire.**

**Build. Develop. Create.**

## IMPACT

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- The travel and tourism economy generates more than \$165 million in direct spending impacts for Sheridan County businesses each year, positively impact virtually all aspects of the economy.
  - Sheridan County Travel & Tourism's work directly generates between \$20-\$35 million in spending for Sheridan County businesses each year. ROI is tracked across numerous platforms, including direct bookings.
  - Destination Development Program: More than \$90,000 invested annually in projects that improve visitor experiences and community amenities.
  - Public Relations & Earned Media: SCTT secures media coverage in regional, national, and international outlets, generating millions of dollars in advertising value each year.
  - Group Travel & Meeting Sales: SCTT works directly with tour operators, meeting planners, sports organizers, and event producers to bring visitors to Sheridan County.
  - Workforce Recruitment Support: SCTT assists local employers by promoting Sheridan County as a place to live, work, and recreate.
  - Visitor Economy Development: SCTT provides economic impact reporting, education programs, and tourism initiatives that help local stakeholders engage with the visitor economy for local benefit.
  - Industry Training & Support: SCTT hosts seminars, workshops, and educational opportunities for local businesses and frontline hospitality employees.
- Website Performance: sheridanwyoming.org attracts hundreds of thousands of users annually and serves as the primary source of visitor information for Sheridan County.
- Research & Analytics: SCTT tracks visitor spending, campaign performance, website engagement, and economic impact to ensure responsible stewardship of lodging tax dollars.
  - Destination Stewardship: SCTT works with local, state, and federal partners to improve visitor experiences while protecting the assets that make Sheridan County unique.
  - Partnership Network: SCTT collaborates with businesses, nonprofits, attractions, event organizers, and government agencies throughout Sheridan County.
- Advertising Campaigns: Marketing campaigns deployed across 50+ international, national, and regional media outlets annually. SCTT maintains a prominent social media and newsletter promotional presence.
- Creation of major events like WYO Winter Rodeo; Forever West Songwriter Festival; etc.
- Visitor Centers: SCTT operates two visitor centers that welcome more than 180,000 travelers annually.
- Conferences, Trade Shows & Sales Missions: SCTT represents Sheridan County at 12+ industry events annually, building relationships with media, tour operators, meeting planners, and travel trade professionals.
- Grants & Sponsorships: SCTT supports dozens of community events, festivals, and industry initiatives each year.
- Film Development Office creates hundreds of hours of original content and partners with production companies to create content for Netflix, Food Network, Amazon Prime, and more.
- \* "I Am Only a Craftsman" documentary, with a national premiere on PBS in fall 2026, is the first feature-length film produced by a tourism board/domestic marketing organization in the United States.
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## FREQUENTLY ASKED QUESTIONS

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### **Q: What is Sheridan County Travel & Tourism?**

Sheridan County Travel & Tourism is a domestic marketing organization (DMO) dedicated to developing tourism industry opportunities for the community. The elected officials of Sheridan County, the City of Sheridan, City of Ranchester, City of Dayton, and Town of Clearmont appoint community members to the Joint Powers Board to govern the operations of the travel and tourism office.

### **Q: How do we know that lodging tax revenue is used to effectively market attractions and communities across Sheridan County?**

A: The Joint Powers Board, comprised of industry professionals from across Sheridan County, oversee the efforts of Sheridan Travel & Tourism to ensure that each community is represented fairly and adequately. Key performance indicators are used to measure and track effectiveness of campaigns.

### **Q: How does Sheridan County Travel & Tourism leverage lodging tax funds?**

A: Since the County-Wide Lodging Tax was approved by voters SCTT has been able to reach potential visitors in key domestic markets (Montana, South Dakota, Colorado, Nebraska, Washington, Illinois, Minnesota, Texas) and international markets (Canada, France, Germany, UK, Japan) based on demand for - and interest in - western experiences. SCTT has increased marketing efforts to further assist in developing and supporting major events in outdoor recreation, culture and the arts, and youth sports. These efforts have helped Sheridan County establish a reputation as top-tier western vacation destination, and positioned us to outperform our regional counterparts. Sheridan County performed above expectations during the COVID-19 pandemic, Yellowstone flooding incident, and other critical periods by promoting the community on its own merits.

### **Q: Do local communities support the Lodging Tax?**

A: Sheridan voters - first in the City, and then County-Wide - have approved the lodging tax every time that it has appeared on a November ballot. Residents understand that the lodging tax is only paid by overnight guests staying in hotels, motels, RV parks, guest ranches and campgrounds. It is not paid by local residents. Controlling a County-Wide Lodging Tax allows local communities to control their own advertising, marketing and promotional messaging while facing fierce competition from destinations with much larger budgets (Colorado, Montana, South Dakota - and beyond).

### **Q: Who decides how lodging tax money is spent?**

A: Sheridan County Travel & Tourism staff are responsible for preparing an annual budget that is presented by the executive director for approval by the members of the Joint Powers Board before it is executed each year. Expenditures are required to adhere to Wyoming State Statute.

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# DESTINATION MARKETING

Developing Our Strategic Framework

## WHO WE ARE

### STAFF

Shawn Parker, Executive Director  
 Megan Ahrens, Head of Media + Accounts  
 Salvatore Brown, Film & Digital Production Coordinator  
 Piper Steinmetz, Destination Development Coordinator  
 Nancy Herdt, Welcome Center Specialist  
 Lance Roth, Freelance Production and Editing

### JOINT POWERS BOARD

The Board consists of nine members, all of whom are qualified electors involved in the travel and tourism industry in Sheridan County. Members are elected to serve 3-year terms and are eligible to serve two consecutive terms.

Jim Schellinger  
 Sheridan Media  
 Sheridan County

Caitlin Addlesperger, Secretary + Treasurer  
 Ucross Foundation  
 City of Sheridan

Karen Schumacher  
 Best Western Sheridan Center  
 City of Sheridan

Ruby Rogers  
 The Ranch at Ucross  
 Town of Clearmont

Seth Carrell  
 Spear-O-Wigwam  
 City of Sheridan

Aric Rees  
 Split Rail Properties  
 Town of Dayton

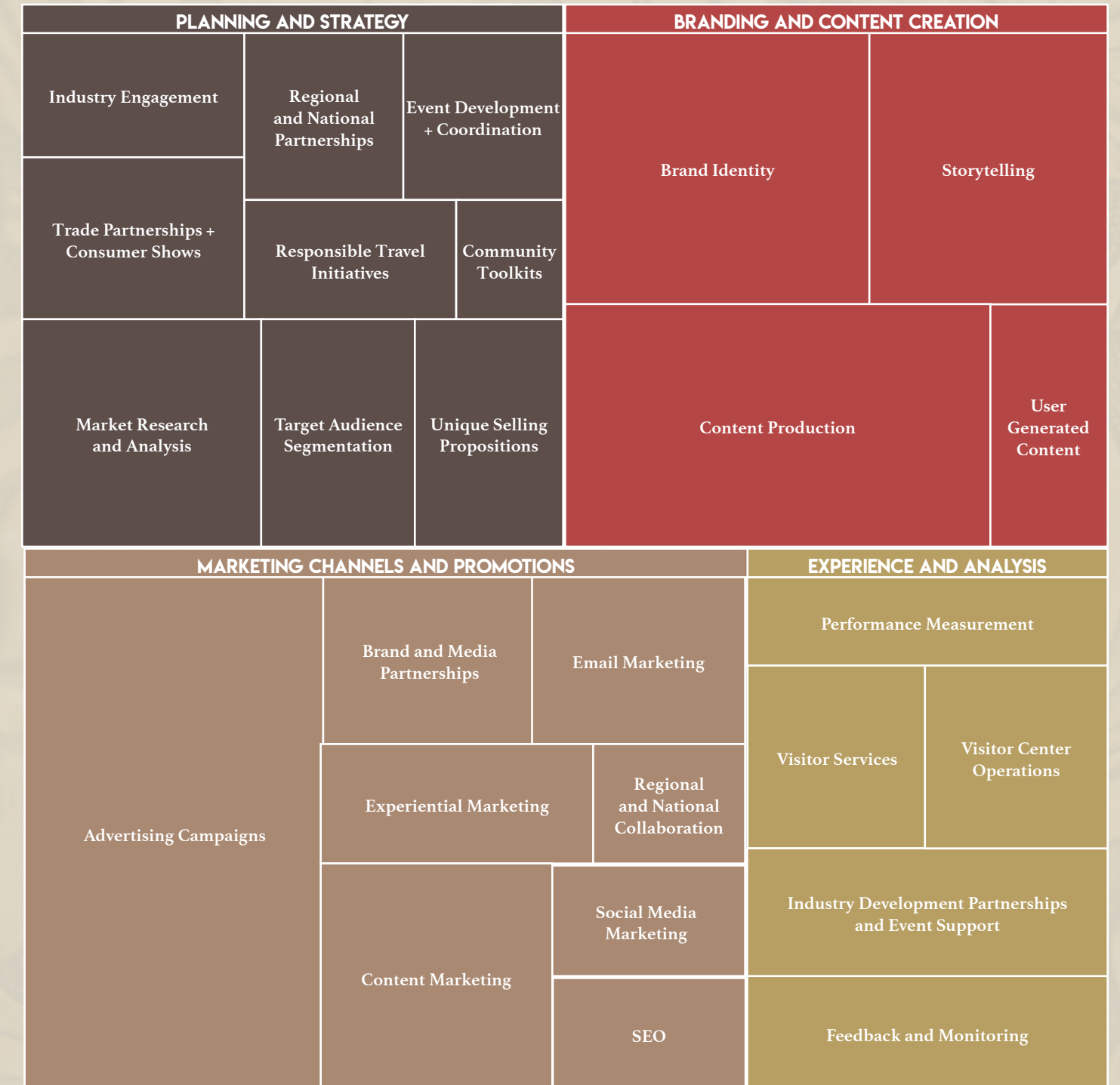
Chris Johnston  
 Tongue River Brewing Co.  
 Town of Ranchester

Kate Gladdin  
 Keynote Speaker  
 Sheridan County

Justin Stroup  
 Sheridan WYO Film Festival  
 City of Sheridan


## PLANNING, DEVELOPING, LAUNCHING, AND MEASURING

In our work we consider a range of factors when developing new projects, including target audiences, seasonal travel patterns, available attractions and experiences, lodging and infrastructure capacity, and the needs of local stakeholders. We balance marketing goals with responsible tourism, sustainability, community impact, safety, and economic return - all while using data, storytelling, and partnerships to communicate Sheridan County's identity and to drive visitation in ways that benefit both residents and visitors. We are always willing to share what we've found to be successful and impactful, what resonates with visitors and what doesn't, and any data that may be pertinent to your own organization.



# THIS IS WHAT WE DO.


## WE SPREAD THE WORD.



Sheridan County Travel & Tourism's advertising and promotional campaigns are shared annually across 50+ regional, national and international outlets. These include National Geographic Traveler, Outside, Lonely Planet, True West Magazine, Midwest Living, Travel + Leisure, Afar, Wyoming Public Media, Facebook, YouTube, and many more. We produce a mix of traditional print, digital, radio, and other media to reach our numerous consumer demographics.

You can see many of our ads at [sheridanwyoming.org](http://sheridanwyoming.org)


## WE SUPPORT THIS COMMUNITY.



Our Grants and Sponsorship Program supports dozens of community events, including the Sheridan WYO Rodeo, Karz & Motorcycle Show, 3rd Thursday Street Festivals, Big Horn Soccer Cup, Hoop Jam, and many more.

**Our Board typically authorizes over \$100,000 a year in marketing support for local community events, as well as development funds for building new experiences.**

## WE CREATE.




Our team is comprised of professionals with skills in photography, film, writing, design, illustration, and more. We are the only Domestic Marketing Organization in the State of Wyoming, and perhaps the region, with an in-house team capable of creating everything from captivating promotional videos to inspiring podcasts. Instead of spending funds to hire teams from outside the state to create our content, we spend on distributing the content we create ourselves to a broad audience.

We maintain a photo archive of more than 20,000 images, and a YouTube channel that is updated with new content each month.

**Check out The Backyard, our team's streaming series; every episode of the first three seasons is now available on YouTube.**


## WE STRENGTHEN OUR ECONOMY.



More than 400,000 visitors spend at least one night in our community each year, spending more than \$165 million annually. Our industry directly employs more than 1,000 people, contributing to travel and tourism as Wyoming's second-largest economy. Sheridan County Travel & Tourism works with the City, County, State, and local organizations like SEEDA and the Chamber of Commerce on recruiting and expanding business opportunities.

**We worked on the team that recruited Weatherby Inc., as well as projects like Fly Sheridan, that attracted United to our market.**


## WE BUILD NEW OPPORTUNITIES.



We strive to create new experiences, recreation opportunities, activities, and events for the community in an effort to generate additional revenue. We have brought in the likes of Piper Air, the Society of American Travel Writers, BMW, and the Forever West Songwriter Festival.

**You may have heard of the Sheridan WYO Winter Rodeo; this event has generated millions of dollars in revenue for local businesses at a time of year when it is needed most.**


## WE REPRESENT ALL OF SHERIDAN COUNTY.



Guest ranches, the Bighorn Mountains, events like the Dead Swede and Bighorn Trail Run, the Brinton Museum, Fort Phil Kearny, Cearmont and Ucross, the Story Fish Hatchery, and many other destinations are essential components of the Sheridan experience, and routinely feature in our marketing efforts.

**We welcome more than 180,000 visitors through the doors each year in at the Sheridan Info and Burgess Junction Visitor Centers.**

## WE ADVOCATE AND CELEBRATE.



We work hard to stay up to date on issues that might impact our industry at the local level by maintaining open lines of communication with local elected officials, as well as our Wyoming legislators, and our leaders in Washington, DC. We provide letters and support, economic impact analysis, and testimonials for local businesses and organizations.

**Communication is key for expanding opportunities for local business.**

**WE MENTOR, GUIDE, AND LEAD.**

We help local businesses launch their own marketing campaigns by providing support, insight, and advice on effective outlets, strategies, and programs. We regularly appear at community events hosted by organizations like the Chamber of Commerce, Downtown Sheridan Association, Rotary Club, and many others to provide information on how our community partners can leverage our work to strengthen their own efforts.



**We believe that a rising tide lifts all boats.**

**WE MAKE FOR GOOD PARTNERS.**

We work regularly with the likes of the Forest Service, local government, the Wyoming Business Council, the Wyoming Office of Tourism, and many other organizations and businesses to ensure that we understand what's going on beyond our community borders that might affect us here at home.



**Our Executive Director, Shawn Parker, is a member of the board of directors of the Wyoming Office of Tourism.**

**WE TAKE OUR MESSAGE ON THE ROAD.**

Our staff appear at numerous conferences each year to share information about Sheridan County attractions, activities and accommodations with tour operators, coach bus companies, travel agents, media, and more. This work has helped us to build a network of associates around the nation that spread the word about Sheridan County as a prime western visitor destination.



**Did you know that each coach bus that spends a night in Sheridan County is worth \$11,000 to the local economy? That's big business.**

Our board members and our staff come from diverse backgrounds and bring many different skills to our organization. But one thing that we share is a passion for this community. We understand that Sheridan County is a special place; our history, our heritage and our culture make us unique, and we do not take that for granted. It is our honor to serve this community in a role that will only become more important as Wyoming's economy continues to evolve.

**THE BACKYARD**

Season 3 Streaming Now

**ADVENTURES, EVENTS, EXPERIENCES – CELEBRATING THE PLACES AND PEOPLE THAT MAKE OUR HOME WORTH EXPLORING**

**THIS IS BIGHORN MOUNTAIN COUNTRY**

By far our most popular production, The Backyard is a multimedia campaign with a streaming web series as the fulcrum of our outreach efforts. In addition to the streaming series, we also produce companion stories and articles; podcast episodes; photo journals; and advertising collateral that is distributed via dozens of partners and outlets across many of our channels.

Our goal is to showcase why the Bighorns are the ultimate playground for those who choose to go outside and play, and why Sheridan County is among the most authentic, spirited, and unique travel destinations in the American West. We feature art, cowboy culture, history, the outdoors, and so much more.

Since its debut in 2020 as a pandemic recovery program The Backyard has served as a showcase for authentic travel experiences and has generated millions of views and impressions, along the way helping to boost interest in longer, more immersive stays in our community.

**YOUTUBE CHANNEL**

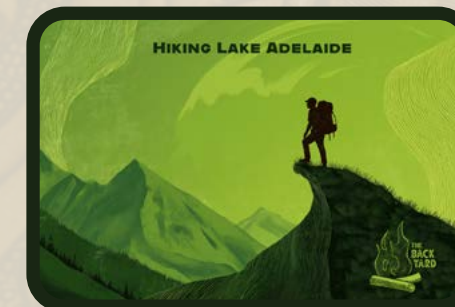
Season 3 kicked off on January 1st with a special episode dedicated to wellness - not a bad way to ring in the new year! Our latest episode features some awesome hiking along one of the most beautiful trails in the Bighorns.

Every episode of The Backyard can be found at [sheridanwyoming.org](http://sheridanwyoming.org)



SEASON 3 EPISODE 1

GET WELL, GET WILD.



SEASON 3 EPISODE 2

HIKING LAKE ADELAIDE



SEASON 3 EPISODE 3

THE BIKERIDER

### BY THE NUMBERS

#### TRAVEL-GENERATED SPENDING

**\$165.8 MILLION IN 2025**  
**\$166.9 MILLION IN 2024**  
**\$160.4 MILLION IN 2023**

#### VISITOR SPENDING - WINTER 2025

**77% OF RETAIL AND 25% OF RESTAURANT SPENDING WAS BY VISITORS**

#### TRAVEL-GENERATED JOBS

**1,000+ DIRECTLY EMPLOYED LOCAL RESIDENTS**

#### AVERAGE SPENDING PER TRIP

**\$264 PER PERSON**  
**\$633 PER GROUP**

**SHERIDAN COUNTY RESIDENTS HAVE APPROVED THE LODGING TAX EACH TIME IT HAS APPEARED ON THE BALLOT, INCLUDING IN 1992, 1996, 2000, 2004, 2008, 2012, 2016, 2018, AND 2022.**

#### AVERAGE LENGTH OF STAY

**2.8 NIGHTS PER VISIT PER TRAVELER**

#### LONG DISTANCE TRAVEL

**53% OF VISITORS COME FROM MORE THAN 400 MILES AWAY**

#### TRAVEL-GENERATED TAXES

**\$3.7 MILLION LOCAL**  
**\$5.4 MILLION STATE**  
**IN 2025**

#### SPLITS OF OVERNIGHT VISITORS

**51% HOTELS/MOTELS**  
**30% CAMPGROUND/OTHER**  
**19% VACATION RENTAL**

#### "FOR" LODGING TAX VOTING

**2022 -- 74.00% IN FAVOR**  
**2018 -- 65.45% IN FAVOR**  
**2016 -- 80.79% IN FAVOR**  
**2012 -- 78.45% IN FAVOR**

### THE VISITOR ECONOMY IN SHERIDAN COUNTY

- In 2025 Sheridan County welcomed more than 460,000 overnight visitors.
- Despite regional competition from the likes of Billings, Red Lodge, Bozeman, Deadwood, Rapid City, and Front Range cities in Colorado, Sheridan County's visitor economy continues to attract travelers from across the globe.
- Since 2014 tax collections on travel spending has totaled \$86.5 million; funds support local infrastructure, public services, amenities and more across all of Sheridan County.
- More than 80% of visitors to Sheridan County come from out of state; all visitors, including those from Wyoming, benefit from the activities and services generated by the visitor economy.
- Roughly 15% of visitors to Sheridan come from international markets. The top markets are Canada, UK, Germany, France.

**ORGANIZATIONAL BACKGROUND:** Sheridan County voters first voted in favor of the Lodging Tax in 1992. In 2018, Sheridan County voters approved a County-Wide Lodging Tax that has allowed Sheridan County Travel & Tourism to continue marketing, promoting, and advertising the community and its attractions and events to potential visitors from domestic and international markets. The Lodging Tax Board includes industry representation from across Sheridan County, the City of Sheridan, Ranchester, Clearmont, and Dayton.

The Lodging Tax is paid by visitors staying overnight in hotels, motels, RV parks, campgrounds, guest ranches, vacation homes, and B&Bs. It is not paid by locals. 2% of the local Lodging Tax is codified by state legislation. The other 2% is voted on by citizens every four years. The 4% total has been the same in Sheridan since 2005.

Sheridan County Travel & Tourism leverages funds to provide economic opportunities through marketing and promotion, supporting businesses and organizations directly and indirectly across our community. Tourism is critical to Sheridan County's economic vitality, and Sheridan County Travel & Tourism's board and staff work with local partners on promotional activities, events, and much more.

### TRAVEL & TOURISM SUPPORTS SHERIDAN COUNTY

- Sheridan County Travel & Tourism supports dozens of events, conferences, and meetings, including the WYO Rodeo, Dead Swede, 3rd Thursday, Karz Showcase, Christmas Stroll, Big Horn Soccer Cup, Hoop Jam, Wyoming Chess Championship, WYO Film Festival, Winter Rodeo, Ranchester 4th of July, and many more. Tourism funding supports events large and small, new and old.
- Sporting events, cultural activities, and scholastic programs all receive support.
- SCTT works in tandem with the Chamber of Commerce and other organizations to recruit and sustain many conferences, meetings and events.
- SCTT is an integral economic development tool and is frequently approached by businesses interested in expanding or relocating - and creating new jobs.
- Sheridan County Travel & Tourism's marketing and promotional campaigns are shared across more than 50 national and international outlets each year in a mix of print, digital, radio and other media with initiatives dedicated to increasing length of stay; broadening geographic markets; and increasing visitor spending.
- Industry trade partners (tour operators, travel planners, travel agents, etc.) help to increase reach and spread the word about Sheridan County as a destination beyond where our reach or budget would typically allow.

### MARKETING, PROMOTIONS, AND INDUSTRY DEVELOPMENT EFFORTS

#### SCTT'S WORK IS FOCUSED ON THREE KEY LEVERAGE POINTS

#### HISTORY & HERITAGE

#### RECENT PROGRAMS AND INITIATIVES

- One 2025 digital ad campaign generated 17,412 trips and \$3.6 million in economic impact to local businesses from a spend of \$54,800 - a return on investment of 72.6:1 - and an example of just one of our programs that generates tens of millions in spending impacts for Sheridan County.
- A 2025 Great American West international co-operative campaign generated 3,841 room nights and \$2.2 million in economic impact from a spend of \$7,500, an ROI of 293:1. Travelers came from the UK, Nordics, Germany, France, Italy, and Australia.
- SCTT produces an annual marketing and promotions toolkit that is available to all community businesses, organizations, and entities - not only those in hospitality.
- Promo efforts encourage experiential travel, leveraging the visitor economy for the benefit of Sheridan County residents.

#### WESTERN CULTURE

#### THE GREAT OUTDOORS

**LODGING TAX FUNDS ARE ADMINISTERED BY THE SHERIDAN COUNTY TRAVEL & TOURISM BOARD, NINE COMMUNITY MEMBERS WHO ENSURE THAT RESIDENTS ARE REPRESENTED FAIRLY.**

- SCTT operates the Sheridan Information Center, welcoming roughly 150,000 people through the doors each year. SCTT has also operated the Burgess Junction Visitor Center since May 2023. Burgess welcomed nearly 30,000 visitors in summer 2025.
- SCTT's community media archive, available to local entities, includes more than 26,000 images and hundreds of hours of video footage.
- In 2025 SCTT produced economic impact studies for SCSD2's proposed community center; a downtown hotel developer; Black Mountain Nordic Club; Big Horn Soccer Cup; a manufacturing technology company; the Sheridan County Fairgrounds; and other businesses and organizations.
- SCTT builds new opportunities. Programs include *The Backyard*, *Women of Sheridan, Wyo.*, *Icons and Outlaws*, and *Craft is King* media campaigns; and more.
- The WYO Winter Rodeo and annual skijoring races draws thousands of spectators to the community at a time of year when economic impacts are typically very low - even when races are canceled due to weather, as events build broad community interest.
- Promotional campaigns are designed to encourage visitation year-round. SCTT has developed material to promote arts events and attractions in the spring; snowmobiling, fat biking and skiing activities in the winter; and outdoor recreation activities in the fall. Summer campaigns feature road trips, western lifestyle, cowboy heritage, historic attractions, and much more.

#### ADDITIONAL OUTREACH

- A partnership with Price Travel Mexico resulted in an increase in inbound Wyoming passengers from 114 to 387, and room bookings from 19 to 204, from 2023 to 2024. A partnership with Best Buy Travel resulted in increases in room bookings of 6 in 2023 to 88 in 2025 among visitors from Brazil, Italy, and Spain. These are two of the many partners we work with annually.
- SCTT staff travel to domestic and international trade shows; consumer travel and tourism showcases; sales conventions; and other events to develop partner relationships and broaden exposure to the community.
- SCTT coordinates the distribution of resources for community partners, including more than 50,000 visitor guides and brochures each year; more than 100,000 newsletters; the team fields tens of thousands of travel inquiries across multiple platforms; and handles all graphic design, website, marketing, photography, and video in house - or with Wyoming vendors.

#### SHERIDANWYOMING.ORG

**CENTER OF THE SCTT MEDIA ECOSYSTEM**

#### 2025 WEBSITE STATS

**239.4K ACTIVE USERS**  
**106K NEWSLETTERS SENT**

#### 2025 MEETINGS AND CONFERENCES

**400+ MEETINGS WITH TRAVEL AGENTS, MEETING PLANNERS, ETC**

#### 2025 FACEBOOK STATS

**5.1 MILLION VIEWS**  
**72.1K INTERACTIONS**

#### 2025 INSTAGRAM STATS

**576K VIEWS**  
**13.5K INTERACTIONS**

#### 2025 TO-DATE YOUTUBE STATS

**264.8K VIEWS**  
**2.9K HOURS WATCHED**

#### SCTT PHOTO ARCHIVE

**2.3 MILLION VIEWS**  
**26,914 PHOTOS**

#### COUNTY AIRPORT PASSENGERS

**2025: 60,339**  
**2024: 58,030**  
**2023: 51,359**  
**2022: 48,512**

## SHERIDAN COUNTY IN THE NEWS

### 2026

The Double Rafter Cattle Drive That Broke Me - Barstool Sports  
Spend a Wild Weekend in Sheridan, WY - AAA Via  
4 Best Wyoming Mountain Towns to Visit - Afar

### 2025

15 Best US Small Towns for a Summer Vacation - Travel & Leisure  
Small Town Cool in the bighorn Mountains - AAA  
Eatons' Ranch - USA 10Best Dude Ranches  
Sheridan WYO Rodeo - USA 10Best US Rodeos  
12 US Towns for a Cowboy Core Getaway - Lonely Planet

### 2024

8 Hidden Gem US Road Trips are Perfect for Families - USA Today

### 2022

15 Best US Small Towns for a Summer Vacation - Travel & Leisure  
10 Best Small Towns for Adventure

### 2021

Top 10 True Western Towns - True West Magazine  
Best Town for Historic Entertainment - True West Magazine  
Best Western Art Collection, Brinton Museum - True West Magazine

### 2020

Best Place to Live Like an Old West Cowboy - True West Magazine  
#2 Best Place to Live in Wyoming - Homesnacks  
Top Ten True Western Town (#7) - True West Magazine  
Best of the Rockies: Mountain Town - Elevation Outdoors Magazine  
#4 Best Small Town Cultural Scene - USA Today  
Most Courageous Cities Award - Insurify  
55 Best Christmas Towns That You Need to Visit - Country Living  
Best Western Art Collection, Brinton Museum - True West Magazine

### 2019

Best Place to Live Like an Old West Cowboy - True West Magazine  
The Best Places to Visit With Your Dog - Reviews.com  
City Cultural Diversity Award (#1) - NLC

### 2018

Best Small Town Cultural Scene, 4th Place - USA Today  
Best Craft Beer Bar in Wyoming (Black Tooth) - craftbeer.com  
Best Place to Live Like an Old West Cowboy - True West Magazine  
Best Promotion of a Historic Place - True West Magazine  
Top Ten True Western Town (#8) - True West Magazine  
America's 100 Best Places to Retire - Where to Retire Magazine

### 2017

Best Place to Live Like an Old West Cowboy - True West Magazine  
Best Promotion of a Historic Place - True West Magazine  
The West's Best Main Streets, Runner Up - Sunset Magazine  
1,000 Places to See in the U.S. and Canada Before You Die  
Best Wyoming Attraction, 3rd Place - USA Today  
25 Happiest Small Towns in America - Country Living  
Main Streets Across America - National Life Group

### 2016

Top Western Towns: Where History Lives - True West Magazine  
Best Place to Raise an Outdoor Family - Elevation Outdoors

### 2015

Best Town in America nomination - Outside Magazine  
Top 100 Small Towns in the U.S. - Livability

### 2014

Best Place to Live Like an Old West Cowboy - True West Magazine  
Best Town in America nomination - Outside Magazine  
Top 10 Mountain Towns in the USA - N. American Hunter Magazine  
#2 of Top 20 Small Towns in the USA - City Described  
Top 15 Trails in the West- SnoWest

### 2013

Best Small Towns - Best of the Road  
Top 15 Trails in the West - SnoWest

### 2012

Top 100 Adventure Towns - National Geographic Adventure Online  
Top 10 Best Small Towns - Livability  
Top 15 Trails in the West - SnoWest