

# VISIT CHEYENNE

The Convention & Visitors Bureau

JULY 2018 NEWSLETTER

## ANNOUNCEMENTS


### Destination Next Community Analysis Coming this Fall

Three years ago, Visit Cheyenne sponsored a community tourism analysis called Destination Next. This analysis allowed us to compare Cheyenne against communities around the world that had also completed the study. We will repeat this study this Fall to see if we've improved our situation. Be on the lookout for more information about Destination Next in the coming months.




### Splash Pad Fundraising Update


The Laramie County Recreation Planning and Advisory Committee provided a \$7,000 grant to the splash pad. Other donations from businesses and individuals continue to arrive as well. So far, we've raised \$132,000 of the \$300,000 goal (in addition to the \$250,000 pledged by the City). More major requests are taking place now, so we expect additional progress in July.

To learn more about the project, upcoming fundraising events, and how YOU can donate/help, please go to [www.cheyennesplashpad.com](http://www.cheyennesplashpad.com) or follow "Cheyenne Splash Pad" on Facebook. 

### Community Improvements!


 The **Paramount Café** in downtown Cheyenne has opened an outdoor seating space in the parking lot behind the establishment. Check it out.



 New **Big Boots** are on the way! Visit Cheyenne and the Depot

Museum continue to sell Big Boots to businesses and individuals looking to own a unique piece of customized art. Three boots are now in production for new clients and should be complete later this summer. To get your own boot, go to [www.cheyennebigboots.com](http://www.cheyennebigboots.com).



 Painting at **Atlas Theater** – The Atlas Theater makeover is continuing with new colorful paint going up this summer with a scheduled completion set for late July. Please go down and check out the new yellows, reds, and blues!

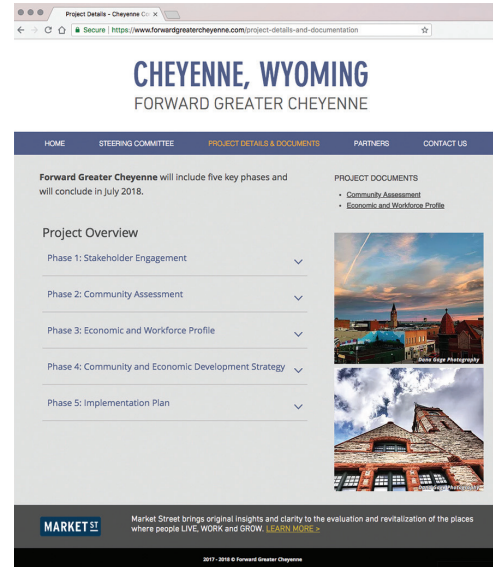
## New Cheyenne Planning Effort

Visit Cheyenne has been working on the steering committee of a new community planning effort called Forward Greater Cheyenne for the past 6 months. After an extensive review of the area's economy, workforce, and amenities, the committee is drafting final recommended actions. A synopsis of the effort is located at [www.forwardgreatercheyenne.com](http://www.forwardgreatercheyenne.com).

## Local Lodging Tax Up for Renewal this November

The Laramie County lodging tax will be up for renewal on the November election ballot. The local lodging tax is not a new tax; it has been in place since 1987 when it was first approved by Laramie County voters. It has been renewed by the voters every time it has been on the ballot since then. The lodging tax is paid by visitors staying in local hotels, campgrounds, and bed-and-breakfasts. The proceeds of the lodging tax are used by Visit Cheyenne to promote and develop the county's hospitality industry.

The local hospitality industry will form a Political Action Committee to educate voters about the tax in the coming months. For more information, contact **Darren Rudloff** at [darren@cheyenne.org](mailto:darren@cheyenne.org) or **778-3133**.



## CALENDAR

July 16

**Public Hearing on Visit Cheyenne FY 19 Plan/Budget, 11:30 am, Depot**

July 20-29

**Cheyenne Frontier Days**

August 8

**Visit Cheyenne Board Meeting, 11:30 am, Depot**

August 21

**WY Primary Election**

## NEWS VISIT CHEYENNE UPDATES

- The Visit Cheyenne Board of Directors is working on its **FY 2019 Business Plan and Budget**. The board will hold a Public Hearing on the FY 19 plan on Monday, July 16.
- Will Luna** is leaving Visit Cheyenne to become Marketing and Sponsorship Manager for the Laramie County Fair and Archer Events Center. We wish Will the best in his new position.
- Andi Jaspersen** is Visit Cheyenne's new Convention Services Specialist, replacing Sara Vestal who left for another job last month. Welcome Andi!
- Visit Cheyenne hosted 4 international travel writers at the end of June and will host 5 more domestic writers in July.
- More than 25 hospitality industry members enjoyed the Pine Bluffs Distillery at the latest **Experience Cheyenne networking event** in mid-June.
- Rooms are still available in Laramie County for **Cheyenne Frontier Days**. To check on **room availability**, go to [cheyenne.org](http://cheyenne.org) and click on "Frontier Days Lodging Availability" under the "Hotels" tab.

**VISIT CHEYENNE**  
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To discontinue receiving this **Newsletter** and **Calendar of Events** please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or [laura@cheyenne.org](mailto:laura@cheyenne.org)