

# VISIT CHEYENNE

The Convention & Visitors Bureau

MARCH 2018 NEWSLETTER

## ANNOUNCEMENTS

### Hospitality and Lodging Tax Proposals Die at the Legislature

After derailing a proposed 1% leisure and hospitality tax, the WY Legislature offered up a 4% statewide lodging tax. The bill would have set aside ½ of the collections for the Wyoming Office of Tourism (subject to annual legislative appropriations) and ½ for local tourism efforts in each county (replacing 2% of any existing local lodging tax). The WY hospitality industry could not reach a consensus on the bill in such a short time and did not support the bill. Ultimately, the bill was not introduced. It may reappear for reconsideration as an interim topic during the summer.

### Cheyenne Wins Bloomberg Mayors Challenge

Cheyenne has been named as one of 35 champion cities in the Bloomberg 2018 Mayors Challenge for Cheyenne's proposal to match owners of underutilized commercial properties with entrepreneurs. Cheyenne will receive \$100,000 to refine its proposal over the next six months, working with a Bloomberg-provided advisor. The City can submit a new application in August to compete with the other 34 cities for a grand prize of \$5 million.



Mayor Marian Orr (center) with the City of Cheyenne's Planning and Development Director, Robert Briggs and Senior Planner, Logan Ward

### Depot Plaza Water Feature Advances

The Cheyenne City Council approved \$250,000 to develop a depot water feature consisting of a splash pad where streams of water shoot up from the ground allowing children to run through them. The water feature was recommended by Visit Cheyenne and its economic development partners in the Downtown Core Plan created in 2016 to spur new activity and excitement in the center of downtown. The project will require additional fundraising to reach completion. For more info, contact Darren Rudloff at [darren@cheyenne.org](mailto:darren@cheyenne.org).



Rapid City, SD fountain and splash pad

## New and Improved! *How To Promote Your Event Training Session, March 29*

Visit Cheyenne has revamped its popular *How to Promote Your Event* training session with new information on advanced subjects like targeted social media advertising and Facebook's new algorithm. The session will be on March 29 at 5:00 pm at the Laramie County Library Willow Room. This FREE session is aimed at the organizers of all types of Laramie County event. To RSVP, contact Laura Levi at [laura@cheyenne.org](mailto:laura@cheyenne.org).



## Cheyenne Restaurant Week!

Are you ready for the third annual Restaurant Week? This popular event features local restaurants offering unique menus at fixed prices to encourage locals and visitors to try new restaurants and meals.


A highlight this year will be a Cheyenne Restaurant Week beer—brewed jointly by two of Cheyenne's brew pubs!



A photo contest has also been added this year. Post your photo(s) through social media and include #DineCheyenne. You could win \$50! The contest runs April 1-7.


For more info, go to [www.cheyennerestaurantweek.com](http://www.cheyennerestaurantweek.com).


## TIDBITS

 Visit Cheyenne has updated its **Depot Tower Camera** that beams video of downtown Cheyenne on its website.

The camera is also used by Denver's Channel 7 News which has recently featured views of Cheyenne on their weather forecasts.



 Cheyenne's Downtown Development Authority has named **Vicki Dugger** as its new Executive Director. Dugger has extensive experience working with Main Street and other downtown organizations, primarily in Oregon. She begins her official duties in Cheyenne on March 1.

 Visit Cheyenne and the Depot Museum are selling new **Big Boots!** For info, go to [www.cheyennebigboots.com](http://www.cheyennebigboots.com) or contact Jill Pope at [jill@cheyenne.org](mailto:jill@cheyenne.org).

## CALENDAR

Mar 29 **How to Promote Your Event, 5:00-6:30 pm, Laramie County Library**

Apr 1-7 **Cheyenne Restaurant Week**

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please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or [jill@cheyenne.org](mailto:jill@cheyenne.org)