

# VISIT CHEYENNE

The Convention & Visitors Bureau

JANUARY 2018 NEWSLETTER

## ANNOUNCEMENTS

### Visit Cheyenne Marketing Grants Awarded

The Visit Cheyenne Board of Directors awarded marketing grants and sponsorships for 2018 at its December Board meeting. Funding requests greatly exceeded the budgeted amounts this year, so the Board focused more on newer and off-season events.

#### Awardees included:

*Sherman Hill Model Railroad Show*  
*Reformation Dance Company*  
*Shadow Dance*  
*Rev3 Cowboy Tough Race*  
*Depot Summer Events*  
*Old Fashioned Melodrama*  
*Cheyenne Zombie FEST*  
*Tinsel Through Time*

*Africa MAAFA Remembrance Day*  
*Border Vigilantes Hell on Wheels Shootout*  
*Cheyenne Arts Festival*  
*End of the Trail Kite Festival*  
*Ballet Wyoming*  
*Western Carriages*  
*Western Art Show*  
*Cheyenne Extreme Weekend*



*Cheyenne Symphony Orchestra*  
*Cheyenne Youth Hockey*  
*Cheyenne Stampede*  
*3 Day Event at Archer*  
*Laramie County Fair*



### Governor's Tourism Conference in Cheyenne in February

The Wyoming Governor's Tourism Conference will once again be in Cheyenne this February 26-27 at Little America. This is a great opportunity for members of the local hospitality industry to hear national tourism speakers and Wyoming Office of Tourism representatives on the latest tourism trends and business opportunities. A complete schedule and registration info is at [wyominggovernorsconference.com](http://wyominggovernorsconference.com).

## \$ VISIT CHEYENNE AUDIT RESULTS

The accounting firm of RLR, LLP performed Visit Cheyenne's FY 2017 audit. The firm provided an unqualified report with no areas of noncompliance under General Auditing Standards.

	Visit Cheyenne	Trolley
<b>Revenues</b>	\$1,745,640	\$134,964
<b>Expenditures</b>	\$1,634,847	\$83,757
	\$110,793	\$51,207

The revenues and expenditure figures include convention registrations that Visit Cheyenne collects for certain conventions and then reimburses to the meeting planner.

# 🔍 LARAMIE COUNTY TOURISM STATISTICS, 2016

**\$319 million:** Visitor spending in Laramie County, 3rd highest among WY counties

**2,940:** Local jobs supported by visitor spending

**\$7.2 million:** Local tax receipts

**\$11.6 million:** State tax receipts

**2,571,000:** Estimated number of overnight visitors

## Overnight Visitors Profile –

Party Size: 2.2 people

Length of Stay: 2.3 nights

Avg Expenditures –

Per person per day: \$80

Traveling party per day: \$178

Source: Dean Runyan Associates

## 🎯 TIDBITS

🐎 Visit Cheyenne held its **December Experience Cheyenne** event at the Best Western Plus Inn and Hemi Lighted Forest with over 50 people participating. We offer our sincere thanks to both organizations for hosting such a festive, holiday event.

🐎 Visit Cheyenne thanks Black Hills Energy for being the presenting sponsor at Cheyenne's 7th annual **New Year's Eve Ball Drop** that took place on Dec. 31.

🐎 Visit Cheyenne and the Cheyenne Depot Museum are rebooting the **Cheyenne Big Boots** program! We are selling new customizable big boots (with a new group of artists) to businesses and organizations. More information on the program is available at [cheyennebigboots.com](http://cheyennebigboots.com).

🐎 **The Albany Restaurant, Bar, and Liquormart** plans to offer limited groceries and drinks for its downtown Cheyenne customers at 1506 Capitol Avenue.

🐎 **Provisions Wine and Spirits** will soon open at 1711 Carey Ave. in downtown Cheyenne.

🐎 On Jan. 23, from 4-5 pm in the Cheyenne Depot lobby you can view the complete contents of the **150th Anniversary Celebration time capsule** before it is sealed.

🐎 The WY Joint Revenue Committee voted to table the proposed **1% Hospitality and Leisure Tax** until it meets again in late January. This new tax is proposed to fund the Wyoming Office of Tourism. The legislature's leadership is now pushing a statewide lodging tax in place of the 1% option.

🐎 Commissioner Amber Ash and a committee of running enthusiasts are working to create a new **Cheyenne marathon** scheduled for Sept. 23, 2018. Visit Cheyenne is helping by creating the race's website and assisting with registration. To help, contact Lisa Maney at Visit Cheyenne at [lisa@cheyenne.org](mailto:lisa@cheyenne.org).



## 📅 CALENDAR

Jan. 14-18 **NTA Annual Convention & Marketplace, San Antonio**

Jan. 26-30 **American Bus Association Marketplace, Charlotte, NC**

Feb 26-27 **Wyoming Governor's Tourism Conference, Cheyenne**

Feb. 7 **Visit Cheyenne Board Meeting**

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*The Convention & Visitors Bureau*

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**[cheyenne.org](http://cheyenne.org)**

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