

# *Sheridan*

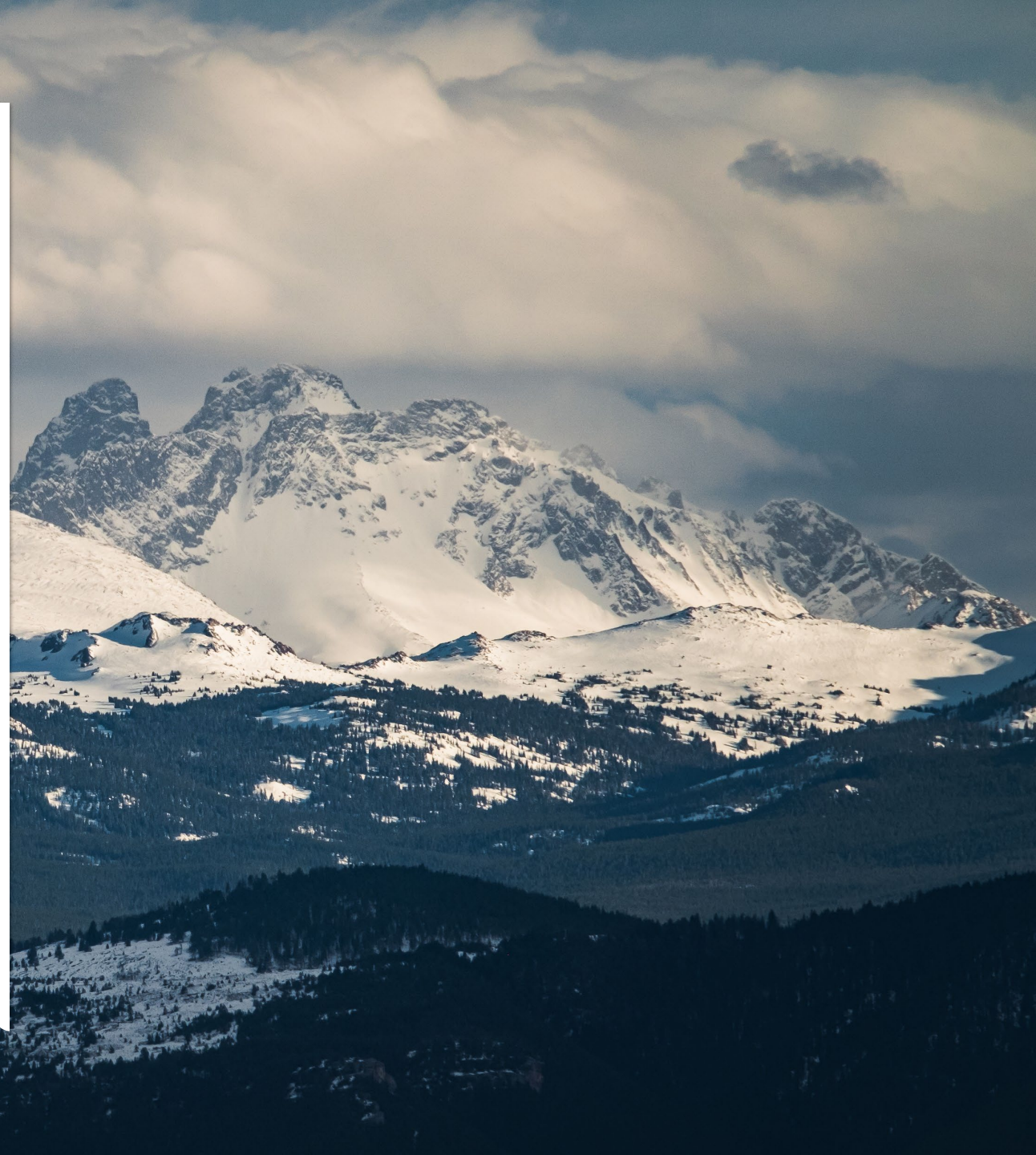


**COUNTY, WYOMING, USA.**

DESTINATION DEVELOPMENT PROGRAM  
SHERIDAN COUNTY TRAVEL & TOURISM

# DESTINATION DEVELOPMENT

- Funds have facilitated and, often, fast-tracked efforts outlined in our strategic plan
- Funds have allowed our organization to pursue new opportunities otherwise unavailable to us
- Destination Development program has allowed us to re-open Burgess Junction Visitor Center after many years; Burgess serves as a strategic asset for several WY counties
- Funds have allowed to create programs that highlight our rural communities, including Clearmont, Ranchester, Dayton, Ucross, and Big Horn
- Recent Destination Development projects include:





# BURGESS JUNCTION VISITOR CENTER

- Opened in May of 2023 in conjunction with the US Forest Service and WYDOT
- Destination Development Funds afforded the flexibility to hire staff to operate the center 7 days a week from Memorial Day through September
- 130+ visitors a day in 2023, 150+ in 2024
- BJVC offers resources for travelers across the four-county Bighorn Mountain region





# DOMESTIC DIGITAL CAMPAIGNS

- DD funds supported our largest-ever programmatic digital media buy, distributed to highly targeted demos.
- This campaign, “Icons and Outlaws,” was by far our most successful promotional activation ever.
- Within one six-month campaign window our \$25,000 investment resulted in an estimated economic impact to Sheridan County of \$3,279,900, including 32,799 visits and 8,941 room nights.
- Tracking shows that we saw a return on investment of \$133:1



# INTERNATIONAL MARKETING AND SALES

## Bighorn National Forest

With over 1.1 million acres and encompassing 1,200 miles of trails, 30 campgrounds, 10 picnic areas, mountain lodges, and hundreds of miles of waterways, the Bighorn National Forest offers near limitless recreation activities - from hiking and hunting to camping and snowmobiling. The Cloud Peak Wilderness, with peaks reaching over 13,000 feet in elevation, features some of the most pristine forest in the United States, and ample opportunities to hike, climb, fish and much more.



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- Destination development funds allowed us to expand our international marketing efforts in ways that were not previously possible.
- We attended sales missions with Brand USA in Australia, Mexico, Japan, and South Korea, and worked with the Wyoming Office of Tourism and other regional Wyoming partners on a Canadian sales mission in 2023. These missions have helped us develop relationships with new international partners and opened growing and emerging markets interested in iconic Wyoming experiences.
- Missions to Canada, Mexico, and Japan resulted in direct bookings and media coverage within a few short months with positive signs of growth for the future.



# LEATHER CRAFT DOCUMENTARY

- With additional support from Wyoming Arts Council and Wyoming Humanities, we filmed a two-part feature that takes a close look at the history of leather carving in Sheridan County, as well as artist James F Jackson's impact on the artform over the last 30 years; specifically, his influence on Japanese leather carvers.
- Jackson, a 2019 National Endowment for the Arts Fellow, is one of the finest artists in Wyoming and his work has been influential across the US and around the world.
- The impact of Sheridan County artists on Japanese craftsmen is so profound that the predominant style of leather carving in Japan is the "Sheridan Style."
- "I Am Only A Craftsman" is an opportunity to promote Sheridan County across east Asia.





## TRAIL COUNTERS

- DD funds were utilized to purchase trail counters to support the efforts of our partners, including Black Mountain Nordic Club and the Sheridan Community Land Trust, to track visitation at Sibley Lake Recreation Area and Cutler Hill Nordic Area.
- This data is critical to informing organizations on usage and shaping marketing and promotional campaigns.