

DESTINATION
DEVELOPMENT FUNDS
& WOT PARTNERSHIPS

Sweetwater County Travel and
Tourism

Jenissa Meredith, President & CEO





DESTINATION DEVELOPMENT FUNDS

- Execute strategic plan
- New opportunities otherwise unavailable from our office
- New product for travelers
- Produce solutions for our destination immediately

WAYFINDING PROJECT

- Improved Visitor Navigation
- Provided Pride of Place
- Updated wayfinding for a cohesive look throughout Rock Springs
- Created and/or refurbished 30 signs total
- Serves residents and visitors



WAYFINDING SIGNAGE

- RS Chamber of Commerce
- Historic District (Downtown)
- RS Historical Museum
- Wild Horse Corrals
- Sweetwater Events Complex
- White Mountain Golf Course
- Western Wyoming Community College (WWCC)
- WWCC Dinosaur Exhibit
- City Hall
- RS Family Rec Center
- Hospital



WAYFINDING SIGNAGE

- White Mountain Library
- Trap Club
- Shopping Center
- Civic Center
- Rock Springs Library
- Wild Horse Loop
- White Mountain Petroglyphs
- Sand Dunes
- Mustang Loop Trail
- Explore RS Visitors Center

