

2023 UPDATE



**2021** TOURISM MASTER PLAN

VISIT *Casper*





## STEERING COMMITTEE

### ECONOMIC DEVELOPMENT ORGANIZATIONS

Jason DeWitt, *Casper Chamber of Commerce*  
Justin Farley, *Advance Casper*  
Luke Gilliam, *Visit Casper*  
Kevin Hawley, *Casper DDA*  
Brook Kaufman, *Visit Casper*  
Amanda Scherlin, *Visit Casper*

### CITY / COUNTY GOVERNMENT

Liz Becher, *City of Casper Community Development*  
Paul Bertoglio, *Natrona County Commissioner*  
Mike Brown, *Natrona County*  
Steven Freel, *Mayor of Casper*  
Sabrina Kemper, *City of Mills*  
Carter Napier, *City of Casper City Manager*

### STATE GOVERNMENT

Bill Landen, *WY State Senator*

### BUSINESS / COMMUNITY LEADERS

Kim DeVore, *Jonah Bank and WY Business Council*  
Chris Lorenzen, *Casper College*  
Eric Robert Schlidt, *Impact 307*  
Jim Ruble, *Sinclair Oil and Visit Casper*  
Jerad Stack, *Flowstate*  
Joann True, *Philanthropist*  
Beth Worthen, *Natrona County Library Foundation*

### ATTRACTIONS / HOSPITALITY BUSINESSES

Andy Couch, *Nicolaysen Art Museum*  
Tiffany Funk, *JJM*  
Blake Jackson, *Ugly Bug/Outfitter*  
Glenn Januska, *Natrona County Airport*  
John Johnson, *Johnson Restaurant Group*  
Brad Murphy, *Ford Wyoming Center*  
Renee Penton-Jones, *Ramkota Hotel & Conference Center*  
Andrew Schneider, *Nicolaysen Art Museum*  
Jeff Spry, *Clarion Hotel*

**ALL 2023 UPDATES** have been made by the Natrona County Improvement Committee with direction from Madden Media. This committee has representation from the following organizations.

- Visit Casper
- Advanced Casper
- Casper Area Chamber of Commerce
- Natrona County
- City of Casper
- Natrona County Stakeholders

## 2021 TOURISM MASTER PLAN

- 4** Why a Casper Tourism Master Plan?
- 5** Vision and Strategic Issues
- 6** Strategies:
  - 6** Tourism and Economic Development Partnerships
  - 8** Community Attractions and Amenities
  - 10** Transportation and Connectivity
  - 12** Casper Mountain Development and Experiences
  - 14** N. Platte River Development and Experiences
- 16** The Planning Process
- 17** Research Highlights
- 19** Appendices



A man in a plaid shirt, waders, and a cap is fishing in a river. He is standing on a rocky bank with green algae. In the background, a large, layered rock wall rises steeply from the water. The sky is clear and blue.

## WHY A CASPER TOURISM MASTER PLAN?

The purpose of this Casper Tourism Master Plan is to ensure the success, growth, and sustainability of the Casper area travel industry for the benefit of residents and visitors.

This 10-year plan establishes a road map toward an aspiring future for the Casper travel industry with identified roles for a variety of local organizations and agencies.

### GOALS OF THE PLAN INCLUDE THE FOLLOWING:

- Agreement on major goals and strategies,
- Coordination of efforts by business, civic, and government organizations,
- Reduced duplications of effort,
- Accountability toward overall progress, and
- Inspiration for additional community and visitor enhancements.

This Casper Tourism Master Plan includes the City of Casper and all of Natrona County (including the municipalities of Bar Nunn, Edgerton, Evansville, Mills, and others).

# VISION AND STRATEGIC ISSUES

## VISION FOR THE CASPER TRAVEL INDUSTRY:

Casper is an industrious Western business hub and destination built upon amazing natural beauty and outdoor recreation opportunities.

## STRATEGIC ISSUES:

1. TOURISM AND ECONOMIC DEVELOPMENT PARTNERSHIPS (PAGE 6)  
By working together, Visit Casper and its economic development partners can solve critical community challenges and create new amenities and attractions. Funding tools will be critical to this effort.
2. COMMUNITY ATTRACTIONS AND AMENITIES (PAGE 8)  
Casper should enhance its existing strengths, such as the Ford Wyoming Center and its status as Wyoming's sports capital, as well as create new amenities such as its bustling downtown area.
3. TRANSPORTATION AND CONNECTIVITY (PAGE 10)  
Casper is a transportation hub and should work to improve its air service, interstate network, wayfinding, and gateways into the community.
4. CASPER MOUNTAIN DEVELOPMENT AND EXPERIENCES (PAGE 12)  
Casper Mountain is a beautiful and popular recreational resource for visitors and residents. Coordinating the needs of stakeholders, landowners, and recreational users will be critical to ensuring a welcoming and sustainable future for this community asset.
5. N. PLATTE RIVER DEVELOPMENT AND EXPERIENCES (PAGE 14)  
Casper should continue developing the river as a clean and safe recreational asset with mixed-use development opportunities along its banks.



# STRATEGIES

## 1. TOURISM AND ECONOMIC DEVELOPMENT PARTNERSHIPS

### a. Make this Master Plan a living document among economic development and government agencies.

**TERM:** SHORT

**LEAD:** VISIT CASPER

**SUPPORT:** ECON DEV ORGS, MUNICIPALITIES, COUNTY, AIRPORT

Adoption by local economic development boards (Visit Casper, Advance Casper, Casper Area Chamber of Commerce, Casper Downtown Development Authority) and local governing bodies as appropriate. **(SHORT TERM)**

Semi-annual meetings (or more) of the Steering Committee for first two years, annually thereafter, to score-keep on progress and reprioritize/update the plan based on changing conditions and the status of projects. This may include shifting organizational responsibilities and adding new action steps. **(SHORT TERM)**

Integration of this plan into other local government plans and budgeting. **(SHORT MEDIUM LONG TERMS)**

Provide regular updates of the plan's accomplishments to elected officials, the travel industry, and the public. **(SHORT MEDIUM LONG TERMS)**

**2023 UPDATE:** The Natrona County Improvement Committee was formed in 2023 and meets monthly to discuss updates to the master plan.

### b. Create stronger communication and collaboration among local economic development agencies. Effort can include local governments, hospitality industry partners (Airport, lodging), and others.

**TERM:** SHORT

**LEAD:** ECON DEV ORGS

**SUPPORT:** MUNICIPALITIES, COUNTY, AIRPORT

Hold monthly lunches of local economic development agency CEOs and their board chairs to share project information, support each other's programs, and plan future efforts. Invite guests from relevant entities. **(SHORT TERM)**

Explore further collaborations to reduce redundancies, achieve efficiencies, and better develop the community. Could include shared activities such as 1) marketing, PR, social media, and other creative services, 2) administrative support, 3) office space, 4) boards of directors, and 5) other collaborations as desired. **(SHORT MEDIUM LONG TERMS)**

**2023 UPDATE:** CEOs from Visit Casper, Advance Casper, Casper Area Chamber of Commerce, and DDA have scheduled quarterly meetings that began in July 2023. The goal being to work up to monthly lunches with board chairs and invited guests.

## C. Investigate new funding options critical to this plan and broader community development.

**TERM:**  
SHORT MEDIUM LONG

**LEAD:** MUNICIPALITIES,  
COUNTY, ECON DEV  
ORGS

Prioritize community needs and projects to be prepared for new funding options that may become available from federal, state, and local sources (CARES, ARPA, EDA, etc.).  
(SHORT TERM)

Consider new long-term funding tools for maintenance of existing infrastructure and development of new needed projects. Educate elected officials and the public of the need for the funding. Be transparent in explaining the process and projects. (6th Penny Specific Projects Tax, Urban Renewal District, Tax Increment Financing, Business and Tourism Improvement Districts, Rotary and Other Civic Orgs, etc.).  
(SHORT MEDIUM LONG TERMS)

**2023 UPDATE:** In 2023, Visit Casper implemented a Destination Marketing Fee (learn more at [visitcasper.com/about/industry/5150-development-fund](https://visitcasper.com/about/industry/5150-development-fund)).

Visit Casper is part of a group (Advance Casper, the City of Casper, the City of Mills, Natrona County) that contracts with *Sustainable Strategies DC. SS DC* provides grant-writing, advocacy, and funding consulting while helping to identify and pursue state and federal grant opportunities.

The WY Office of Tourism unveiled the Destination Development Program in late 2022. This program builds off WY Best discussions and allows communities to leverage their visitor economies. Monetary support is structured on a tiered system and based off local lodging tax collections.

## d. Speak with a unified Casper and Natrona County voice on funding and legislative issues before local, state, and federal governments. Consider hiring lobbyists for Casper and Washington, D.C.

**TERM:** SHORT MEDIUM LONG    **LEAD:** CITY, COUNTY, ECON DEV ORGS

**2023 UPDATE:** The Natrona County Improvement Committee was formed in the late summer of 2023 and meets monthly to discuss ongoing community-wide projects.



## 2. COMMUNITY ATTRACTIONS AND AMENITIES

### a. Protect Casper's leadership position in hosting sporting events throughout Wyoming and the Rocky Mountain West.

<b>TERM:</b> SHORT MEDIUM LONG	Support development of additional indoor sports facilities, both public and private. (SHORT TERM)
	Support and grow Casper's sports volunteer structure (Proud to Host the Best). (SHORT MEDIUM LONG TERMS)
	Analyze existing sports facilities for their condition and competitiveness in the market. Prioritize project improvements. (SHORT MEDIUM TERMS)
	Encourage and assist in implementing improvements and renovations to existing sports facilities to remain ahead of the competition. (MEDIUM LONG TERMS)
	Empower the Casper Sports Alliance to focus attention on and coordinate action on these sports issues. (SHORT MEDIUM LONG TERMS)
<b>LEAD:</b> CITY, PROUD TO HOST THE BEST COMMITTEE, VISIT CASPER	
<b>SUPPORT:</b> ECON DEV ORGS, COUNTY, TEAM SPORTS GROUPS	

### b. Analyze and reinvigorate the Ford Wyoming Center as a major events complex in Casper and Wyoming.

<b>TERM:</b> SHORT MEDIUM LONG	Perform an analysis of the Ford Wyoming Center to determine 1) how it meets both current and future competitive needs, 2) what system upgrades and facility renovations are needed to reach competitive status, and 3) recommended next steps, including the financial ROI of the steps. (SHORT TERM)
	Determine the best action plan for the Ford Wyoming Center based upon the analysis. Implement the action plan. (MEDIUM LONG TERMS)
<b>LEAD:</b> CITY	
<b>SUPPORT:</b> ECON DEV ORGS	

**2023 UPDATE:** In addition to our short-term goals, an analysis will be performed of the Ford Wyoming Center in late 2023 or early 2024 to determine the best action plan for the Ford Wyoming Center. Implement the action plan.

### c. Encourage and support private sector development of the downtown area (Old Yellowstone and Downtown Districts).

<b>TERM:</b> SHORT MEDIUM LONG	Continue public investments in the streets, walkways, and other physical infrastructure of the downtown districts. (SHORT MEDIUM LONG TERMS)
	Continue to activate the area with festivals and investments, public art, and similar activities. (SHORT MEDIUM LONG TERMS)
	Support development and enforcement of appropriate downtown policies to maintain a bustling and family-safe environment (parking, panhandling, security, etc.). (SHORT MEDIUM LONG TERMS)
<b>LEAD:</b> CITY	
<b>SUPPORT:</b> CULTURAL INSTITUTIONS, CIVIC ORGS, ECON DEV ORGS	

**2023 UPDATE:** In 2023, Visit Casper created a new annual Winterfest event in partnership with several local stakeholders and businesses to attract more residents and visitors to the downtown area during the winter season.





**d. Support development of new or expanded attractions and businesses to help fill community and visitor needs as they arise and become feasible.**

**TERM:**  
SHORT MEDIUM LONG

**LEAD:** PRIVATE  
SECTOR, CULTURAL  
INSTITUTIONS

**SUPPORT:** ECON DEV  
ORGS

Continue the Visit Casper Business Challenge to incubate new businesses that support development and growth of the visitor economy. **(SHORT MEDIUM TERMS)**

Build on the Choose Casper program as a proactive method to promote local quality of life and attract new businesses and workforce. **(SHORT MEDIUM LONG TERMS)**

**2023 UPDATE:** Visit Casper has pivoted from the Visit Casper Business Challenge and instead has implemented the Marketing Co-op Program, which gives local tourism-driving businesses and events the opportunity to apply for marketing funds.

**e. Support development of new or renovated meeting space in new or existing hotels/facilities as the space becomes economically feasible. Hold off on further consideration of a stand-alone, public convention center until the national and Wyoming convention market improve substantially.**

**TERM:** SHORT MEDIUM LONG    **LEAD:** VISIT CASPER, PRIVATE SECTOR

**SUPPORT:** CITY, COUNTY, ECON DEV ORGS

**2023 UPDATE:** The lead and support groups will be focused on supporting the development of The Lyric downtown, as well as the development of the space/land near the WYO Sports Ranch and Ford Wyoming Center, locally referred to as 'the hill'. Visit Casper has also been exploring the potential of utilizing empty space in the Eastridge Mall in a variety of unique ways.



### 3. TRANSPORTATION AND CONNECTIVITY

<b>a.</b> Protect the Casper/Natrona County International Airport for the benefits it brings to Natrona County (commercial and private air service, foreign trade zone, business benefits, etc.).	
<b>TERM:</b> SHORT MEDIUM LONG	Preserve existing commercial air service to avoid losing daily flights. Institute a minimum revenue guarantee (if needed) with fundraising through a 501c4 from the business community, municipalities, county, and volunteer groups. <b>(SHORT TERM)</b>
<b>LEAD:</b> VISIT CASPER, CITY, COUNTY	Consider doing local public relations/marketing campaigns for Flying Casper. <b>(SHORT TERM)</b>
<b>SUPPORT:</b> AIRPORT, ECON DEV ORGS	Integrate the Airport into more community development discussions and decisions. <b>(SHORT MEDIUM LONG TERMS)</b>
<b>2023 UPDATE:</b> Fly Casper Alliance has been created to help educate the public about the importance of the MRG, as well as to better market the Natrona County International Airport. The lead and support groups have also made efforts to recruit additional airport events such as RaRa.	

<b>b.</b> Implement the County and MPO Wayfinding Sign plan to improve the community's hospitality and revenue potential. Fund and install the signs.	
<b>TERM:</b> SHORT	<b>LEAD:</b> COUNTY, MUNICIPALITIES
<b>SUPPORT:</b> ECON DEV ORGS	
<b>2023 UPDATE:</b> An additional short-term goal is to fund and install wayfinding signs near David Street Station by 2024.	



## C. Improve the major gateways into downtown, making them more attractive to visitors.

**TERM:** SHORT

**LEAD:** CASPER  
METROPOLITAN  
PLANNING  
ORGANIZATION

**SUPPORT:** AIRPORT,  
ECON DEV ORGS

Coordinate current beautification and road projects on Poplar and Center Streets to create memorable gateways into downtown as possible. **(SHORT TERM)**

Implement features such as medians, fencing, and vertical art elements to create “wow” experiences on entrances into Casper, including from the airport. **(MEDIUM LONG TERMS)**

## d. Improve Casper’s appearance along Interstate 25.

**TERM:**  
SHORT MEDIUM LONG

**LEAD:** WYDOT, CITY,  
COUNTY

**SUPPORT:** EVANSVILLE,  
MILLS, BAR NUNN

Build on the existing partnership between the City and WYDOT to focus attention on the beautification issue along I25. **(SHORT MEDIUM LONG TERMS)**

Beautify I25 incrementally on all future construction projects using the enhancements portions of each road project budget. **(MEDIUM LONG TERMS)**

Consider design suggestions from the *Interstate 25 Entryway Beautification Project*, such as the outdoor recreation images on bridges that can help brand Casper as an outdoor recreation hub, and selectively implement what is feasible and funded. Use local artists and design companies when possible. **(MEDIUM LONG TERMS)**

Consider options to incentivize private landowners along I25 to make their land more attractive through landscaping, fencing, and general clean-up efforts. **(SHORT MEDIUM LONG TERMS)**

## e. Implement a local charter bus solution for needed sports, convention, and other group transportation within Casper and Natrona County.

**TERM:** SHORT **LEAD:** VISIT CASPER, CITY

**2023 UPDATE:** The Visit Casper bus arrived in June of 2023 and has since been utilized by a number of local stakeholders.

# 4. CASPER MOUNTAIN DEVELOPMENT AND EXPERIENCES

**a.** Implement more signage and information on Casper Mountain to improve the enjoyment of the recreational and entertainment amenities.

<b>TERM:</b> SHORT MEDIUM	Support the County’s current efforts to install additional wayfinding signs on the mountain (as part of the overall County Wayfinding Plan) <b>(SHORT TERM)</b>
<b>LEAD:</b> COUNTY	Determine if and where additional trails signage may be needed to clarify locations, directions, and public/private land boundaries. <b>(SHORT MEDIUM TERMS)</b>
<b>SUPPORT:</b> CITY, FEDERAL AGENCIES, TRAIL GROUPS	Analyze the accuracy of digital mapping of mountain trails and facilities and work to improve as needed. <b>(SHORT MEDIUM TERMS)</b>

**b.** Educate residents and visitors about responsible and sustainable use of Casper Mountain amenities and resources, including appropriate recreational areas, respect for private land, conscientious recreational habits, etc.

<b>TERM:</b> SHORT MEDIUM	<b>LEAD:</b> COUNTY	<b>SUPPORT:</b> ECON DEV ORGS, TRAIL GROUPS
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## Pursue a comprehensive Casper Mountain planning effort to protect and enhance the overall enjoyment of the mountain by residents and visitors.

### TERM:

SHORT MEDIUM

**LEAD:** COUNTY,  
WY STATE PARKS

**SUPPORT:** CITY,  
TRAILS GROUP, SPORT  
GROUPS, ECON DEV  
ORGS

Begin a partnership with the WY Outdoor Recreation Office to implement an Outdoor Recreation Collaborative to bring together community members, user groups, and relevant federal, state, and local agencies to support sustainable outdoor recreation.  
(SHORT MEDIUM TERMS)

Incorporate the recommendations of new County plans under development, including the *Casper Mountain Land Use Plan* and the *Casper Mountain Trails Master Plan*, into the broader mountain work plan of the County and trail groups.  
(SHORT MEDIUM TERMS)

Working with the Collaborative, develop a comprehensive Casper Mountain plan to include such items as:

1. A focus on sustainability of the resource, as well as the ability of local governments to provide appropriate services for it,
2. Sufficient funding for maintenance and management of existing facilities, roads, and trails,
3. Enhancements to the trail network and facilities when feasible (ex: Top to bottom trail, more summer activities at Hogadon Ski Area, cell phone service),
4. Planning for future public and private land usage, including such actions as conservation easements, and
5. Other issues as needed.

(MEDIUM LONG TERMS)

**2023 UPDATE:** Construction on the new lodge started in early September of 2023 and is expected to be completed in early 2025.



## 5. N. PLATTE RIVER DEVELOPMENT AND EXPERIENCES

<b>a.</b> Encourage and support continued remediation and maintenance efforts of the N. Platte River. Work on communication and collaboration across government jurisdictions to ensure uniform remediation efforts.	
<b>TERM:</b> SHORT MEDIUM LONG <b>LEAD:</b> CITY, MILLS, EVANSVILLE, COUNTY	
<b>b.</b> Continue to develop the Platte River Trail including linkages to downtown and major attractions.	
<b>TERM:</b> SHORT MEDIUM LONG  <b>LEAD:</b> PLATTE RIVER TRAILS ORG, CITY  <b>SUPPORT:</b> CITY, COUNTY	Ensure funding is secured for adequate maintenance of the trail network. (SHORT MEDIUM LONG TERMS)
	Develop and enforce appropriate safety and security policies to maintain a family-safe experience. (SHORT MEDIUM LONG TERMS)
	<b>2023 UPDATE:</b> The North Platte River Trails system is expected to expand to and connect with Edness Kimball Wilkins State Park, making the state park more accessible.





**C.**

**Make the N. Platte River more welcoming to visitors wishing to enjoy its recreational options.**

**TERM:**

SHORT MEDIUM LONG

**LEAD:** PLATTE RIVER TRAILS ORG, VISIT CASPER, CITY

**SUPPORT:** ECON DEV ORGS, WYOMING GAME AND FISH DEPT.

Provide more signage and information on access points and recreational options (perhaps through the Access Yes program from WY Game and Fish).  
(SHORT MEDIUM LONG TERMS)

Provide information about area outfitters and recreation equipment suppliers.  
(SHORT MEDIUM LONG TERMS)

**d.**

**Encourage and support efforts for mixed-use development along the N. Platte River.**

**TERM:** SHORT MEDIUM LONG

**LEAD:** AMOCO JT. POWERS BD, MILLS, CITY, COUNTY, PRIVATE SECTOR

**SUPPORT:** ECON DEV ORGS.

# THE MASTER PLANNING PROCESS



Reviewed **35**  
reports, plans, and  
research studies



Surveyed **502**  
Natrona County  
residents



Surveyed **202**  
previous visitors to  
Natrona County



Interviewed **29**  
travel industry,  
business, and  
community leaders

## CASPER TOURISM MASTER PLAN

Visit Casper engaged Rudloff Solutions to coordinate and conduct the planning process.

The process was divided into two phases. **Phase 1** examined the Natrona County travel industry and identified the strategic issues critical to the further development of the hospitality industry. **Phase 2** included the development of actual plan elements.

Visit Casper formed a 29-person Steering Committee comprised of economic development, business, hospitality, and government leaders to oversee this process. The Committee provided input throughout the planning effort through in-person meetings and online feedback of plan elements.

### PHASE 1: RESEARCH

Rudloff Solutions and the Steering Committee performed the following Phase 1 research steps in August and September 2021.

**LITERATURE REVIEW:** Reviewed 35 reports, plans, and research studies related to the travel industry, the local economy, and the development efforts of the City of Casper, Natrona County, local economic development agencies, state agencies, and others (*Appendix A*). From this analysis, Rudloff Solutions identified 5 major travel industry themes that had been identified and discussed by several organizations in previous plans and research.

**RESIDENT SURVEY:** Surveyed Natrona County residents (502 respondents) in an online questionnaire about the Natrona County travel industry, area attributes, and the strategic issues.

**VISITOR SURVEY:** Surveyed previous visitors to Natrona County (202 respondents) in an online questionnaire about desired activities for a return trip to the area and Natrona area attributes.

**STAKEHOLDER INTERVIEWS:** Interviewed 29 travel industry, business, and community leaders to gather input on the 5 strategic issues in greater detail (*Appendix B*).

### PHASE 2: MASTER PLAN DEVELOPMENT

Rudloff Solutions developed draft strategies for the Tourism Master Plan and refined them from Steering Committee feedback provided through an online survey. The recommend strategies were presented to the Steering Committee in person for final adjustment and approval in October 2021.



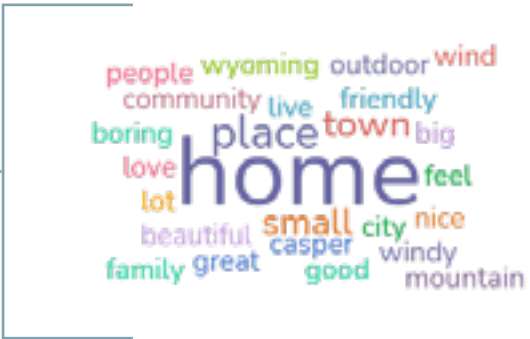
# RESEARCH HIGHLIGHTS FROM THE VISITOR AND RESIDENT SURVEYS

WORD OR PHRASE THAT REPRESENTS CASPER

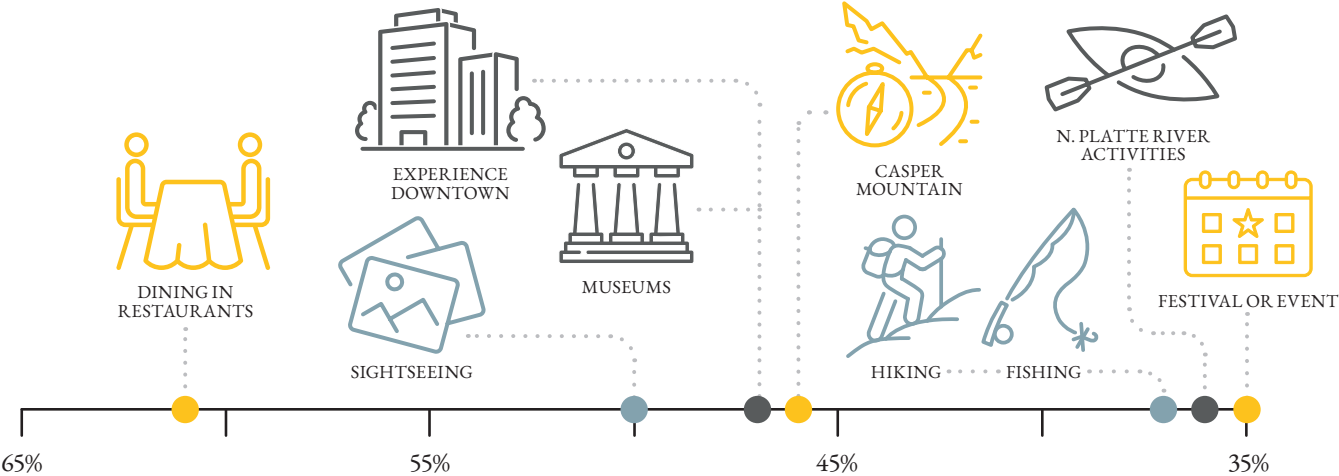
VISITORS



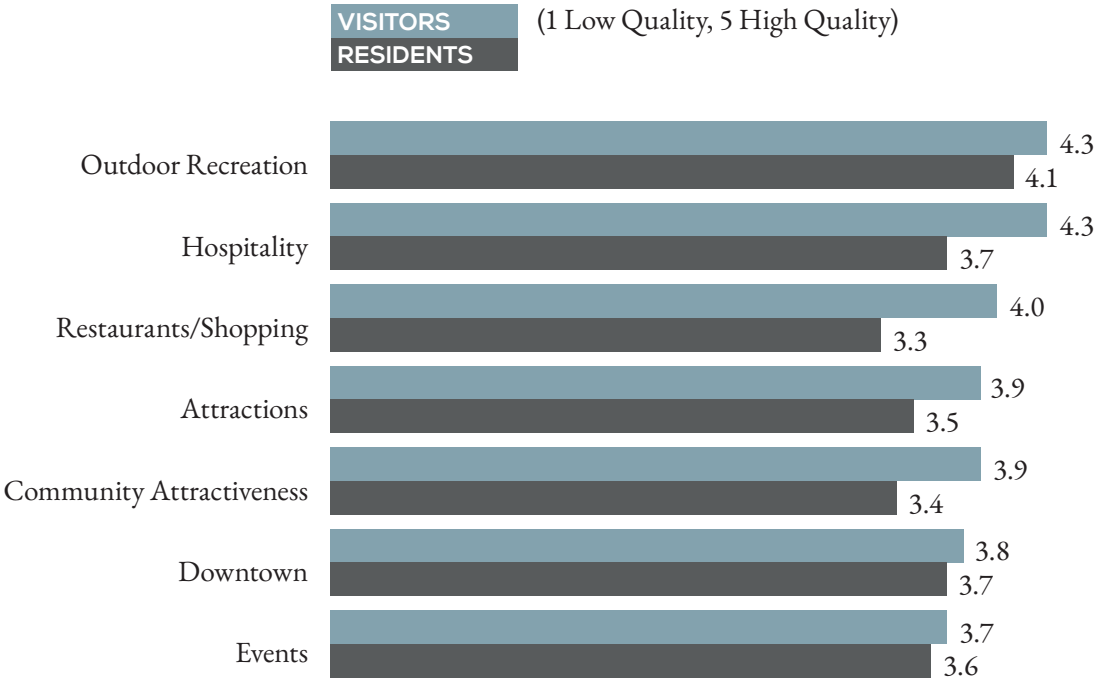
RESIDENTS



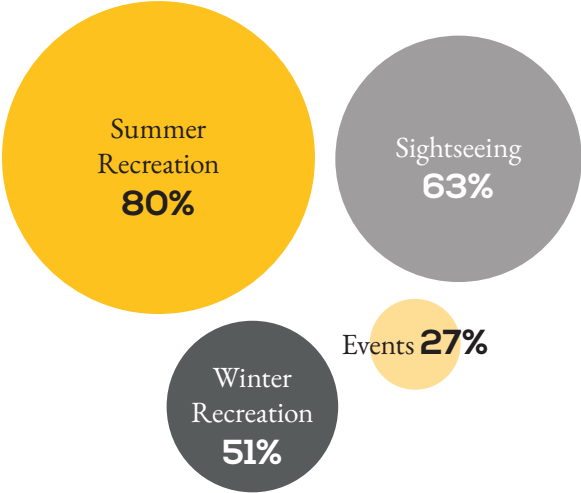
WHAT ACTIVITIES VISITORS WOULD BE INTERESTED IN DOING ON THEIR NEXT CASPER TRIP?



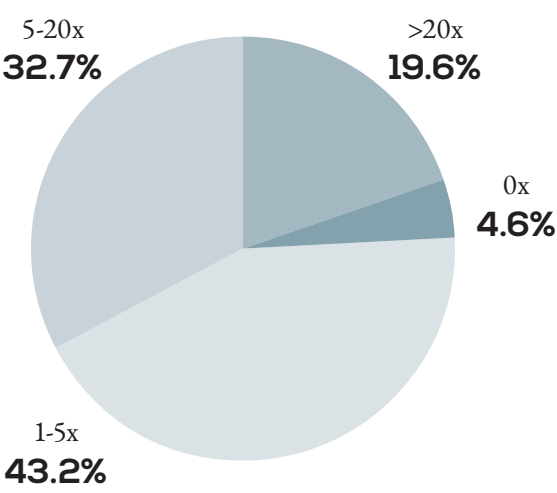
RATINGS OF THE QUALITY OF CASPER AMENITIES BY VISITORS AND RESIDENTS



RESIDENTS: WHY DO YOU VISIT CASPER MOUNTAIN? (CHECK ALL THAT APPLY)



RESIDENTS: HOW MANY TIMES DO YOU VISIT CASPER MOUNTAIN EACH YEAR?



RESIDENTS: HOW DO YOU FEEL ABOUT THE N. PLATTE RIVER? (CHECK ALL THAT APPLY)



# APPENDICES

## APPENDIX A CASPER AND NATRONA COUNTY DOCUMENTS REVIEWED AND USED IN THE PLANNING PROCESS

### VISIT CASPER

- Casper Destination Next Report, 2019
- Visit Casper Strategic Plan 2020 and Beyond
- Visit Casper Realignment Report, 2020
- Visit Casper Visitor Profile Research, 2019

### ECONOMIC DEVELOPMENT ORGS

- City of Casper Downtown Strategic Plan, 2013
- Advance Casper Preliminary Strategic Plan Input, 2021
- Casper Chamber of Commerce FY 21 Reimagination Document

### CITY/COUNTY

- Generation Casper Comprehensive Plan
- Natrona County Development Plan, 2016
- Connecting Crossroads, Long-Range Transportation Plan Update, 2020
- Casper MPO, Metropolitan Transportation Improvement Program, FY 22-25
- Mills Main Street Corridor Study
- Interstate 25 Entryway Beautification Project, 2015
- Casper Wayfinding Master Plan, 2020
- Casper/Natrona County International Airport Master Plan, 2016
- Casper College Strategic Plan, 2018
- Casper College Campus Facilities Master Plan Refresh, 2018
- Casper Area Trails, Path and Bikeway Plan, 2013
- McMurry Foundation Funding Priorities (from website)
- Old Yellowstone District Waterfront Park Conceptual Design Plans, 2014

### ATTRACTIONS/AMENITIES

- National Historic Trails Center Strategic Plan
- The Nicolaysen Art Museum Strategic Plan, 2021
- ARTS 321 Website
- Casper Mountain Land Use Plan, 2004
- Casper Mtn. Parks Trail System Assessment & Conceptual Plan, 2014
- Platte River Trails Strategic Planning Matrix
- Platte River Trails Trust Annual Report, 2019

### STATE

- 2020 Wyoming Aviation Economic Impact Study
- Report of Wyoming Governor's Task Force on Outdoor Recreation, 2017
- Wyoming Outdoor Recreation Office Strategic Plan, 2019
- Wyoming Statewide Comprehensive Outdoor Recreation Plan 2019-23
- Wyoming Office of Tourism Strategy Overview FY 21-22







Wyoming Office of Tourism Economic Impact of Travel to Wyoming, 2020  
State of Wyoming Economic Development Strategic Plan, 2019 (Wyoming  
Business Council)  
WYDOT State Transportation Improvement Program, 2022

## APPENDIX B STAKEHOLDER INTERVIEWS

Liz Becher, *City of Casper Community Development*  
Paul Bertoglio, *Natrona County Commissioner*  
Mike Brown, *Natrona County Parks*  
Tyler Cessor, *Art321*  
Andy Couch, *The Nicolaysen Art Museum*  
Kim DeVore, *Jonah Bank and WY Business Council*  
Jason DeWitt, *Casper Chamber of Commerce*  
Angela Emery, *Platte River Trails*  
Justin Farley, *Advance Casper*  
Mayor Steven Freel, *Casper*  
Luke Gilliam, *Visit Casper*  
Dave Glenn, *WY Outdoor Recreation Office, WY State Parks*  
Kevin Hawley, *Casper DDA*  
Glenn Januska, *Casper/Natrona County International Airport*  
Gena Jensen, *National Historic Trails Center Interpretive Center*  
Brook Kaufman, *Visit Casper*  
Sabrina Kemper, *City of Mills*  
Sam Kingsolver, *Residence Inn*  
Zulima Lopez, *Casper Parks, Recreation and Public Facilities*  
Jim Miller, *Nordic Skiing*  
Brad Murphy, *Ford Wyoming Center*  
Carter Napier, *City of Casper City Manager*  
Renee Penton-Jones, *Ramkota Hotel & Conference Center*  
Tassma A. Powers, *McMurry Companies*  
Kim Rightmer, *WY Business Council*  
Jim Ruble, *Sinclair Oil and Visit Casper*  
Amanda Scherlin, *Visit Casper*  
Diane Shober, *WY Office of Tourism*  
Joann True, *Philanthropist*

## APPENDIX C PROJECT TEAM

Darren Rudloff, Rudloff Solutions	Amanda Scherlin, Visit Casper
Brook Kaufman, Visit Casper	Luke Gilliam, Visit Casper

## APPENDIX D NATRONA COUNTY IMPROVEMENT COMMITTEE

Visit Casper	City of Casper
Advanced Casper	McMurry Foundation
Casper Area Chamber of Commerce	Ford Wyoming Center
Fly Casper Alliance	Natrona County
Natrona County Commission	Local Natrona County Business Leaders