

CHEYENNE

FRONTIER DAYS™

World's Largest Outdoor Rodeo & Western Celebration



Strategic Trail Guide to the Future

Update January 2020



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Summary

On January 23 and 24, 2020 a Cheyenne Frontier Days Trail Guide to the Future Update Workshop was held. Attendees included members of the CFD board, staff, committee chairs and community members.

The purpose of the workshop was to

- Review progress made since the release of the Trail Guide in 2017
- Recheck our future focus by looking at the latest trends in tourism, community engagement and immersive entertainment
- Develop scenarios for a day at the CFD Rodeo 2030
- Create a set of specific recommendations for 2020-2022

Recommendations

After reviewing recent trends in tourism, community engagement, and immersive experiences, the workshop participants developed a total of 15 strategic recommendations that could enhance the Cheyenne Frontier Days Rodeo. The recommendations were divided into three categories:

- Community Engagement

- Immersive Experiences

- Operational

All recommendations are considered achievable in the next 2-3 years if CFD decides to implement them.





Community Engagement Recommendations

Thank-you to neighborhoods near Frontier Park

Distribute door hanger or CFD flags to neighbors

Host special Frontier Days friends and neighbors' happy hours

Set-up a Community Outreach Committee

Charged with developing CFD Rodeo and Museum connections throughout the community

CFD Community Workdays

Split volunteer workdays into time spent prepping Frontier Park and working on other city projects. Part of CFD's plan to give back to the community.

Help the city promote Cheyenne as the Volunteer Capital of the World.

Community Volunteer Honor

Recognize the CFD volunteer who contributes not just to CFD Rodeo but to the broader community as part of CFD's community outreach programs.

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Community Engagement Recommendations

Legendary Weekends

CFD partners with local businesses to create history/culture events throughout the year. Focus on cowboy poetry, music, art, and Cheyenne history.

Living Legendary Neighborhoods

CFD partners with local organizations to encourage the adoption of neighborhood themes that celebrate the history of Cheyenne, the cowboy code, and old west culture.

Cheyenne Frontier Days Learning

Partner with local schools to develop year-round learning field trips to Frontier Park, the museum, and the rodeo grounds.

Develop an augmented reality app for Frontier Park that could incorporate history lessons into a visit to the park.

Cheyenne Social Club History & Happy Hour

Open the Buckle Club throughout the year to the community. Create events that combine learning about the history of Cheyenne Frontier Days with a social gathering, entertainment, and fun.



Immersive Experiences Recommendations

Live-Action Experience

Transform the Buckle Club into the Cheyenne Social Club.

This Old West saloon would offer an immersive opportunity with costumed characters, entertainment, and storytelling, for VIP guests.

This experience could be offered year-round as a rental package for groups looking to host for an Old West event.

Augmented Reality

As more and more people begin to use AR (on mobile devices and ultimately through AR-enhanced glasses), CFD should create an app similar to the Major League Baseball [At Bat app](#).

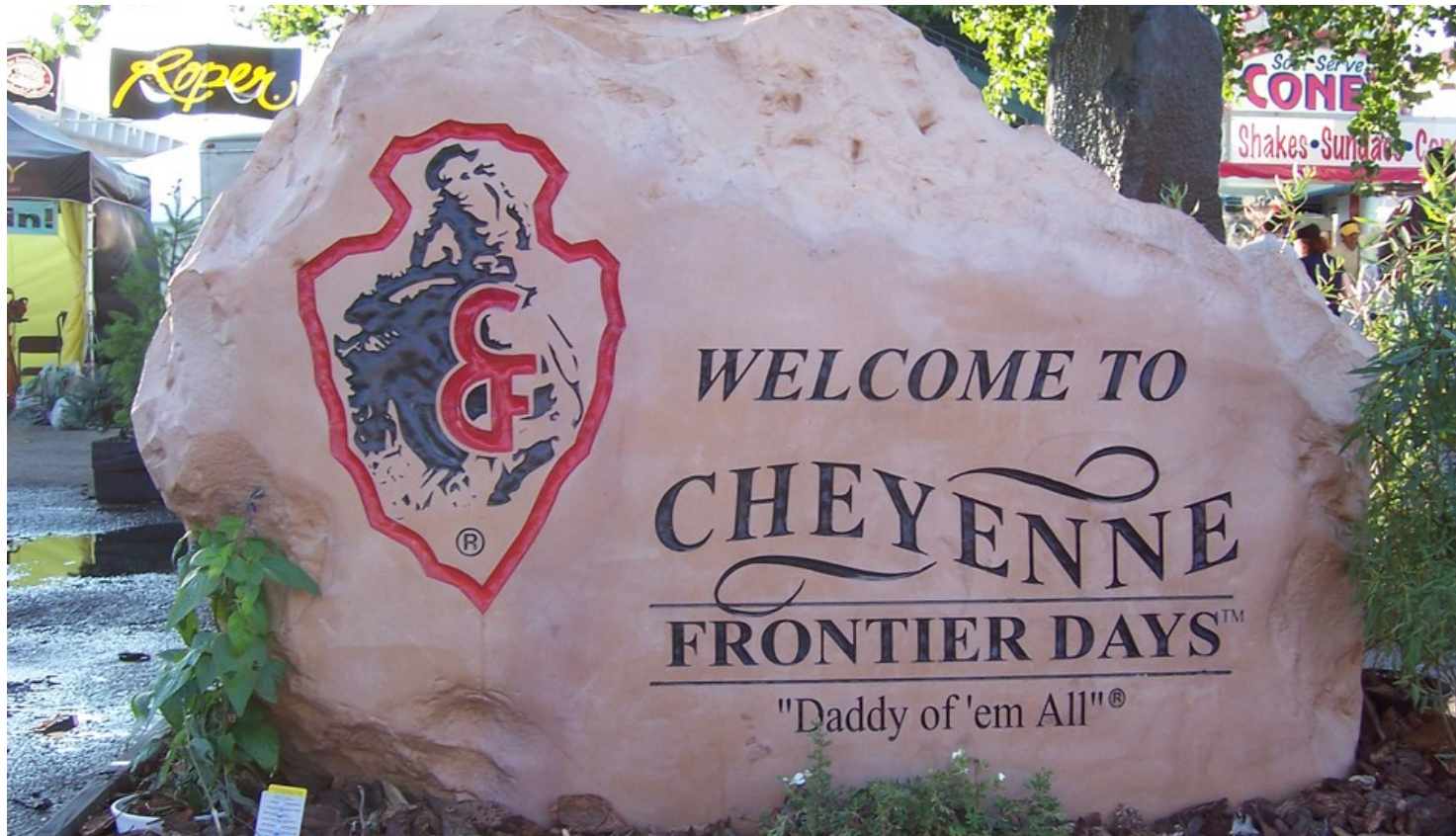
Could be used to provide supplementary info during Behind the Chutes Tours and to deliver real-time stats during the rodeo competition

Virtual Reality Arcade

Set up a virtual reality rodeo arcade where guests could:

Experience the rodeo from a competitor's POV (everything from prepping for their ride to mounting-up in the bull chute)

Compete in a full-blown VR version of the rodeo.



Operational Recommendations

Social Ambassadors

These are volunteers assigned to contact people who buy VIP packages and help them personalize their visit before they arrive. Onsite the Ambassadors would provide concierge services to VIP ticket holders.

New Ticketing Options

Cashless tickets
RFID bands for onsite purchases
All-inclusive packages

Camping

Build a western-themed RV park and campsite

Transportation

Work with the city to enhance public transit options for the event and throughout the year.

Next Steps

The Trail Guide to the Future remains an essential tool for Cheyenne Frontier Days Rodeo. The recommendations and long-term visioning that comes from using the Guide continues to help Cheyenne Frontier Days maintain its position as “The Daddy of ‘em all” and grow the **premier celebration of cowboy life and western entertainment**. The success of the past three years has shown that the Guide has become a critical part of CFD’s planning process and a useful tool for aligning new CFD leaders.

Key Next Steps

- Continue to use *The Trail Guide* as a unifying vision for CFD.
- Develop an internal CFD foresight group charged with regularly updating relevant trend analysis and research.
- Review recommendations and determine which ones should be adopted for the 2020 or 2021 event.
- Explore prototyping of the more technologically advanced recommendations.
- Undertake a comprehensive review of CFD’s organizational structure to make sure that CFD has the necessary capacities to continue to implement *The Trail Guide*.



A day at the rodeo 2030



These six scenarios were created by the participants to help them imagine possible enhancements that could be made by CFD Rodeo in the coming decade. Summaries of the stories are included here.

Nomadic Boomers



65-year-olds, Bob and Barb, recently retired and started a new adventure that has taken them from their home in Florida to explore all of America. As members of the growing tribe of retiree RV nomads, they are always on the lookout for trips that will take them to new places and authentic experiences. While planning their bucket list trip to Yellowstone, they came across an ad in the Good Sam Club e-blast for RV owners that mentioned exclusive deals at the CFD Old West RV campsite during rodeo days.

They checked it out, and when they discovered that CFD rodeo had a program for visiting volunteers, they signed up. Three months later, they were headed west on their next adventure.

They arrived in Cheyenne and cruised into the Old West Campground, home for the next seven days.

As they pulled onto the campground, they were pleasantly surprised by the meticulous detail that had gone into the area theming. It felt like they had been transported to an authentic old west town from the late 1890s. They especially like the way that each campsite was hidden so that the modern RVs blended into the background. That evening they joined many of their new neighbors for a chuckwagon dinner and sing along around the campfire. Seeing so many people dressed in western costumes made them realize that they'd have to do a little shopping when they had some free time in town.

The next morning the CFD volunteer shuttle picked up the visiting volunteers and whisked them to Frontier Park. Since they had already gotten an online orientation for volunteers before arriving, their onsite orientation didn't take long. Bob and Barb's first assignment was to guide guests on the Behind the Chutes Tours. It was during one tour that Bob's rusty German came to the rescue as he translated the tour commentary to a group from Berlin. By the time the day was over, Bob and Barb had made new friends and were even talking about an RV trip across Germany.

That night, after dinner back at their campground, they headed over to enjoy the concert. They were surprised when they were met at the stadium entrance by a CFD Volunteer coordinator. She had heard about the work they had done to make sure the German guests enjoyed the tour. Because of their great job that day, they were being recognized with admission to the VIP section.

For Bob and Barb, the week went by way too fast. As they pulled out of the campgrounds on that last day, they took with them a load of memories, a couple of new cowboy hats, and the commitment to tell everyone they met about their time "Living Legendary at CFD Rodeo. "

Serious Rodeo Fan



Quinn is 22 years old from Del Rio, Texas, where he competes on his college rodeo team. He grew up on a ranch and has been an avid rodeo fan since he was old enough to climb on a horse. He's steeped in the traditions and history of rodeo. The trip to the CFD Rodeo is a long dreamed of rite of passage.

He takes the light rail to the Cheyenne Depot and arrives in time for the pancake breakfast. He wolfs down the locally sourced pancakes and fixins. After breakfast, he hops on the Cheyenne Horseshoe Monorail for the five-minute ride to Frontier Park. The first thing he sees when he arrives is the statue honoring bull riding champion Lane Frost. Even though he's seen pictures of it many times, the real thing is overwhelming for him. He posts a half dozen selfies with the statute. He takes some time to check out the other exhibits in the museum. Quinn is thrilled to discover that it's a treasure trove of rodeo artifacts and stories. He even likes the unique collection of modern cowboy art on display.

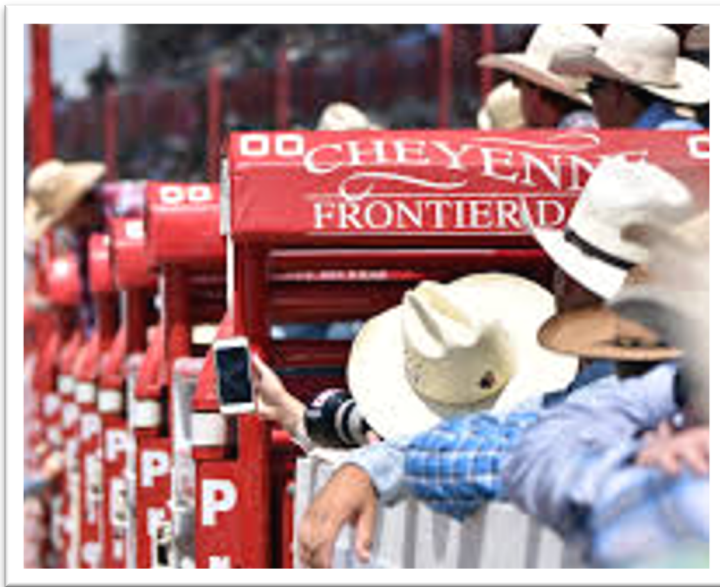
His CFD mobile app reminds him that it's time for his Behind the Chutes Tour. With his augmented reality glasses, the tour is a deep dive into the workings of the rodeo.

After the tour, he's got just enough time to grab some lunch. He uses his App to pre-order a chuckwagon burger and heads for his seat in the stands. During the competition, he's able to keep up with his favorite riders' stats and standings with his AR glasses.

Before the day is over, he gets the chance to take the ultimate selfie during his meet 'n greet session with the rodeo riders.

As he rides the monorail back to the train station, he checks his social media feed to see that all his friends back home have liked and shared his photos. He signs off social media with his final post; "Living legendary with The Dad."

Adventure Seeker



Ben, from Omaha, is always looking for a unique vacation adventure. When he discovers CFD Rodeo online, he immediately buys an all-inclusive package,

Within 48 hours, he's contacted by a CFD Rodeo Social Ambassador. The social ambassador's job is to get to know VIP package purchasers and help them personalize their trip. After a couple of email conversations, the ambassador has all he needs to know to create Ben's perfect rodeo adventure.

Ben's ultimate trip to CFD Rodeo includes:

- Chance to be a pancake flipper at the Pancake Breakfast

- A curated western wear shopping experience

- Behind the chutes tour

- Opportunity to participate as an assistant rodeo handler during the competition

- Special onstage seating when his favorite artist performs

- VIP meet and greet after the concert.

Local Business Owner



Judy, a transplant from the Midwest, is one of CFD's most active business promoters. As the owner of the Plains Hotel, Wigwam Bar and Buffalo Robe Boutique, CFD Rodeo is the biggest event of her year. She has partnered with CFD to offer customers a completely integrated experience.

When visitors make their reservations on the hotel website, they can also plan their entire Cheyenne stay and even buy special personalized event packages. Of course, they can also pre-order some classy western duds from the Boutique that will be waiting for them when they check-in.

When they check-in, they receive an RFID wristband that gives them access to their room and their CFD tickets. The wristband is even connected to the Cheyenne click n go shopping system so they can make all they can use it to make purchases around town and at the park.

Rodeo days start with one of Judy's fantastic cowboy breakfasts in a dining room filled with other rodeo fans. Afterward, the Hotel's special CFD shuttle delivers them to the VIP entrance at the park. After a day and evening filled with CFD activity, the shuttle will be there to take them back to their comfy rooms.

Judy also makes sure the Hotel is at the center of downtown Cheyenne CFD activities. She hosts afternoon happy hours at the Wigwam bar, where guests can get selfies and signed autographs from their favorite rodeo stars. The party can go pretty late into the night with special cowboy music and dancing.

For Judy and the Plains Hotel, CFD is more than just her busiest week of the year. It's a chance to take pride in her adopted home and build special relationships with visitors who will become lifelong customers and friends.

Volunteer



Vickie is 26 years old from Des Moines, Iowa. She's a recent college grad with a B.S in biology. Vickie is looking for a volunteer opportunity that lets her use her skills and have a memorable experience.

She goes online to the CFD volunteer match site. Potential volunteers list their interests and skills, and the site automatically matches them with one of the available volunteer roles. Applicants can even propose a position if they don't find the perfect match.

Because of Vicki's background, she is invited to join the Animal and Vet team for the show. It's a perfect match. She immediately accepts. In the weeks before the show, Vicki gets to meet the other members of the team through a series of virtual online orientation sessions.

When Vicki arrives in Cheyenne, she's greeted like an old member of the team. She spends her first evening in town at dinner with the rest of her volunteer team. The next morning is a quick tour of the grounds, and it's time to go to work.

The best part of Vicki's job at the rodeo is working as part of the animal storyteller troupe. She loves the chance to educate and inspire young guests to learn more about the role of the animal performers in the rodeo.

One day during the show, Vicki gets the chance to work with another volunteer committee. That experience means meeting even more new friends and seeing another part of the rodeo operations. By the time Vicki leaves Cheyenne, she feels like a full member of the CFD Rodeo family. She's already making plans to return next year.

Local Residents



John & Kelly are a young couple in the 30s. They moved to Cheyenne from northern Colorado after college. Now they live in one of the neighborhoods near Frontier Park. They're excited this year because some of their old college friends are coming to share the rodeo with them.

Because this will be their friend's first rodeo, they've planned a visit filled with their favorite rodeo experiences.

The first morning starts with a group bike ride to Frontier Park

The explore the park and spend some time in the Old West street where they do a little shopping.

They visit the Chuck Wagon kitchen for an authentic old west lunch

Spend the afternoon in the stands watching the competition. Kelly makes sure they all have the Rodeo 101 App on their phones so they can follow the action.

They make a quick trip back home for dinner, drinks and to get ready for the concert

Return for an exclusive VIP rooftop experience that includes selfies with their new favorite rodeo stars.

The party goes late into the night.

CFD Rodeo helps John and Kelly create a new memory with their close friends. And John and Kelly might just have recruited some future residents for Cheyenne.

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