

**JULY
2023**



Newsletter

Somehow, we have arrived halfway through 2023 – and a third of the way through summer! But if you know Cheyenne, you know we pack as much in as possible and July absolutely won't let you down; from fireworks to rodeo finals, you'll want to set some reminders on your calendar. Check out these highlights!

Cheyenne Athlete Brings Home the Hardware at USPFG



This June, Visit Cheyenne sent a sponsored athlete to the US Police and Fireman Games in San Diego, CA. Jon Goodman, a local member of law enforcement, is back in the Capitol City after representing his hometown at the USPFG. Goodman's sport is billiards - pool, that

is, in all its iterations.

Visit Cheyenne partnered with Jon to send him to San Diego and he did not disappoint. Goodman, a Wyoming pool champion, has won back-to-back-to-back pool tournaments at the USPFG in 2019, 2021-2022. This year, gold wasn't in the stars for Goodman, but he comes home with pride.

"I am the only player in the entire tournament that won a medal in every single event," Goodman said. A very humble man, Jon was nonetheless excited about how he played, "Albeit two bronze and a silver, but I shot like an absolute beast (insert energetic excitement here!) ... and I'm very proud of that."

Join Visit Cheyenne in congratulating Jon and yet another proud outing for his hometown!

Hell on Wheels Hits the Ground Running in 2023, Crowns First Rodeo Queen

The Hell on Wheels Rodeo and Chuckwagon dinner is off to a rip-roaring start in 2023, as the open rodeo series celebrated broken records and event firsts. During the June 9th event, the event's first Rodeo Queen was crowned. Abigail Marcott was crowned just before the rodeo got underway to applause from the crowd. Abigail is a Cheyenne native and a South High School graduate. You will be able to spot and meet Abigail, along with her fiery rescue horse, Sizzle, at all five of the remaining Hell on Wheels rodeos this summer.

With the new queen came a new record and more firsts. 485 people attended the rodeo, a HoW attendance record. The rodeo series also debuted its own line of whiskey from Pine Bluffs Distilling. All of this, in addition to a sold-out chuckwagon dinner, is an exciting and encouraging start for all involved with the rodeo series, including Visit Cheyenne, who helped produce the rodeo once again this year.

"It was exciting to see a near-capacity crowd and more than 100 contestants for our first rodeo," said Jim Walter, Vice President of Visit Cheyenne, "the number of tourists who came to Cheyenne specifically for this rodeo was impressive and gratifying to see."

Visit Cheyenne Sets Up For a Big Cheyenne Day during CFD



Visit Cheyenne is joining the biggest block party of the summer with the continuation of Cheyenne Day.

15th Street from Thomes to Capitol will be awash with people and activities on July 26th as Cheyenne celebrates its own during Frontier Days. Cheyenne Day is a day meant to honor and spotlight our local residents and businesses during Frontier Days. With many locals, including city employees, having the day off to celebrate, you can expect quite the crowd as Visit Cheyenne invites everyone downtown!

The big day starts with the famous Pancake Breakfast at 7 in the morning. After getting your fill on flapjacks and syrup, head down 15th street to join the party!

With Visit Cheyenne jumping into the celebration, you'll find Cheyenne swag and get to meet the 2023 Hell on Wheels Rodeo Queen, Abigail Marcott. While you're at it, check out the Pony Express, the annual block party at Freedom's Edge, and the kids rodeo at Chronicles Distilling. Rounding everything out will be live music and fun in the afternoon, the Gunslingers shows at noon and six, and, of course, the yard games all day! Make sure to drop by and join the unforgettable fun!



LODGING STATISTICS

May 2023		Change from last year	YTD 2023
Lodging Occupancy	68.8%	2.0%	57.1% (1.6%)
Average Room Rate	\$109.84	3.8%	\$98.80 (+2.9)

Source: Smith Travel Research

**VISIT
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121 W. 15th Street, Suite 202
Cheyenne, WY 82001
cheyenne.org

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