



VISIT CHEYENNE

The Convention & Visitors Bureau

MARCH 2021 NEWSLETTER



ECONOMIC DEVELOPMENT AGENCIES WORK TOWARD NEW TOURISM MASTER PLAN

Visit Cheyenne, the Cheyenne Downtown Development Authority, the Greater Cheyenne Chamber of Commerce and Cheyenne LEADS are working together with a local tourism expert, Darren Rudloff of Rudloff Solutions, on a county-wide Tourism Master Plan. Phase 1 of the plan is to gather information from each agency's long-term strategic plan. The goal is to create a shared vision and some strategic objectives that the community feels are important for the development of the travel and tourism industry. Visit Cheyenne CEO Domenic Bravo said the groups hope to have the plan finalized by the first week in June.

To help determine actionable items, the project team will also dive into visitor data collected by Visit Cheyenne, and University of Wyoming students in the Recreation and Tourism degree program will help Rudloff decipher what that information really means. Additionally, a steering committee made up of stakeholders, Bravo said, will work together to oversee the development of the master plan. "This will allow us to know what the priorities are for the community for the next 10 years, and will help keep moving us forward, all under that tourism umbrella," Bravo said. The hope is that bringing the plans and data together will pay off in the long run for building a more vibrant tourism industry in town.

📍 NEW BUSINESSES



The Gathering Bakery II **1720 Carey Avenue**

The reviews are coming in, and they're great! Deb Suratt's new home-away-from-home downtown bakery is a hit! Stop by for a cup of coffee poured behind the custom-made coffee bar or grab a breakfast burrito, bagel, muffin or blueberry biscuit for breakfast! Are you a lunch person? They serve that, too—salads or sandwiches, take your pick!



N.Y. Downtown Pizzeria **1611 Central Avenue**

The former Grandpa's Pizza downtown has taken on new life with an old owner. Joe Garcia owned the pizza joint back when it was the Downtown Pizzeria. Joe is back, our fantastic pizza place is open again. and life is good. Look for Joe to add some new things to the menu, and remember, they deliver!



Prairie House Home Goods **309 W Lincolnway**

Angela Harvey, owner of Prairie House Home Goods, moved across the street to the former Quilted Corner to open up her beautiful new space. The details in her shop each have their own story, down to the gorgeous 22-foot custom counter her husband built for her from wood they saved from an old homestead more than a decade ago!



SCAVENGER HUNT MAKES DOWNTOWN FUN FOR KIDS



Visit Cheyenne's younger tourism pros, "Andy Lope" and "Lil' Shy Anne" are a couple of native pronghorn antelope who love showing families around their hometown. They've put together a free scavenger hunt in downtown Cheyenne, highlighting some of the local history, especially geared toward families with kids ages 4-14. Finish the scavenger hunt in a morning/afternoon, over a few days, or even opt to complete only a few of the challenges, in any order you wish.

There is no need to download anything to play. Receive a personalized link to log into a website using data or WiFi. Feel free to tag any photos along the way with #PairOfPronghorn so we can see your adventures too. If you complete the entire challenge, you can stop in at the Visitor's Center inside the Depot Building and pick up a prize for each kid in your group. Find the info at: cheyenne.org/things-to-do/learn-the-legend

TIDBITS

VP and Director of Sales and Marketing Jim Walter, and Andi Jaspersen, Experience & Marketing Manager traveled to a Select Traveler conference to meet with more than 100 travel planners to entice them to Cheyenne. Cheyenne will host the Select Traveler conference in March of 2022.

The Archer Event Center is preparing to host the Collie Club of America in April. This national dog show will bring Collie owners from around the country to Cheyenne.

Jill Pope Retired A true ambassador representing Cheyenne in so many ways Visit Cheyenne and everyone who worked with her will miss Jill's quick laugh, endless ghost stories, and her impressive knowledge of Cheyenne history. After nearly 20 years, she leaves big shoes to fill.

New Faces/New Places In light of Jill's retirement you'll see some new faces taking the helm where Jill left off. Andi Jaspersen has moved to the Experience and Marketing Manager position, and will begin assisting Group Tours as part of her duties. Laura Levi, former Digital Marketing Coordinator, has taken on the Office and Visitor Services Manager position.

Restaurant Week is Coming and we want to help our local places make the most out of this free promotion. Look for an invitation soon for restaurants, bars & pubs, and local food trucks to learn how to use the annual promotion to make repeat customers all year long. For more information, email Laura Levi at laura@cheyenne.org.



LARAMIE COUNTY LODGING STATS

JANUARY 2020		Change from last year	YTD 2021
Lodging Occupancy	42.9%	-8.5%	42.9% (-8.5%)
Average Room Rate	\$74.47	-5.4%	\$74.47 (-5.4)

Source: Smith Travel Research



CALENDAR

March 6- April 18

40th Annual Western Spirit Juried Art Show & Sale

March 23

How to Make the Most of Cheyenne Restaurant Week

April 4-10

Cheyenne Restaurant Week

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To discontinue receiving this Newsletter and Calendar of Events please contact the Visit Cheyenne office at 800-426-5009, 307-778-3133 or laura@cheyenne.org