Visit Cheyenne is the official tourism promotion organization for Laramie County. It is governed by the Laramie County Tourism Joint Powers Board, which includes members appointed by Laramie County (3), the City of Cheyenne (3), Burns (1), Pine Bluffs (1) and Albin (1).

The Laramie County lodging tax is the primary funding source for Visit Cheyenne. The tax is paid by visitors who stay in Laramie County lodging establishments. Laramie County residents do not pay the tax unless they stay in local lodging. Laramie County voters first approved the tax in 1987 and have renewed it every time it has been up for a vote since. In 2014, voters renewed the tax with 76% of the vote.

Visit Cheyenne promotes and develops the Cheyenne area through paid advertising, visitor guides and websites, social media, public relations, convention and bus tour solicitation, trolley operation, and two visitor centers.

Audited Financials – Fiscal Year 2015
(July 2014 - June 2015)

<table>
<thead>
<tr>
<th>REVENUES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Tax</td>
<td>$1,932,468</td>
</tr>
<tr>
<td>Other Revenues*</td>
<td>$16,186</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,948,654</td>
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</table>

<table>
<thead>
<tr>
<th>EXPENDITURES</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Leisure Marketing</td>
<td>$789,976</td>
</tr>
<tr>
<td>Convention Sales/Services*</td>
<td>$357,061</td>
</tr>
<tr>
<td>Group Tours</td>
<td>$85,631</td>
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<tr>
<td>Public Relations</td>
<td>$98,061</td>
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<td>Visitor Services</td>
<td>$230,286</td>
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<tr>
<td>Administration</td>
<td>$148,693</td>
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<td>TOTAL</td>
<td>$1,709,708</td>
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<table>
<thead>
<tr>
<th>CHEYENNE STREET RAILWAY TROLLEY</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenues</td>
<td>$102,337</td>
</tr>
<tr>
<td>Expenditures</td>
<td>$72,911</td>
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<tr>
<td>TOTAL</td>
<td>$29,426</td>
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</tbody>
</table>

Mission

Visit Cheyenne provides leadership in developing, promoting, and protecting the Cheyenne area’s travel industry. Visit Cheyenne strives to attract visitors to the Cheyenne area by capitalizing on Cheyenne’s legendary history and image, thereby increasing visitor spending in the county.

Expenditures - Fiscal Year 2015

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure Marketing</td>
<td>42%</td>
</tr>
<tr>
<td>Convention Sales/Services*</td>
<td>17%</td>
</tr>
<tr>
<td>Group Tours</td>
<td>5%</td>
</tr>
<tr>
<td>Visitor Services</td>
<td>15%</td>
</tr>
<tr>
<td>Public Relations</td>
<td>6%</td>
</tr>
<tr>
<td>Administration</td>
<td>15%</td>
</tr>
</tbody>
</table>

*Does not include registration fees Visit Cheyenne accepts and disperses for local conventions.

Auditor: Pope & Jackson, Inc.

Full Time Staff

President & CEO
Darren Rudloff

Director of Operations
Jill Pope

Director of Sales & Marketing
Jim Walter

Convention Sales Manager
Lisa Maney

Digital Marketing Coordinator
Laura Levi

Convention Sales Manager
Will Luna

Pine Bluffs Visitor Center
Charlene Smith
Cheyenne Economic Statistics and Impact

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Spending in Laramie County</td>
<td>$377.4 million</td>
<td>$358 million</td>
</tr>
<tr>
<td>Laramie County Lodging Tax Collections (fiscal year)</td>
<td>$1,932,468</td>
<td>$1,644,952</td>
</tr>
<tr>
<td>State and Local Tax Receipts Generated by Travel Spending</td>
<td>$20,200,000</td>
<td>$17,400,000</td>
</tr>
<tr>
<td>Employment Generated by Tourism in Laramie County</td>
<td>3,030 jobs</td>
<td>2,890 jobs</td>
</tr>
</tbody>
</table>

Sources: Wyoming Department of Revenue, Dean Runyan Associates

Did You Know?

If the travel industry were a single business, it would rank as the county’s third largest employer behind F.E. Warren Air Force Base and the State of Wyoming.

Cheyenne’s 2015 lodging occupancy rate of 61.3% means that more than 1,500 hotel rooms are booked every single night of the year.

Laramie County travel spending grew 5.4%, exceeding the state’s growth rate of 5.3% in 2014 (most recent economic impact stats).

Visitors pay Laramie County and Wyoming taxes that support local schools, roads and other services. Visitors pay 8.6% of the sales tax collected in Laramie County.

Cheyenne and Laramie County welcome an estimated 1.75 million overnight visitors and 2.18 million day visitors annually.

Laramie County has the 2nd highest level of traveler spending among all Wyoming counties, behind only Teton County.

Without the tax contribution of tourists, each Laramie County household would pay an additional $525 in taxes to maintain existing government services.

Visitors to the 2015 Cheyenne Frontier Days™ spent approximately $28 million in Laramie County.

Sources: Smith Travel Research; Dean Runyan Associates; Cheyenne Frontier Days™
Visit Cheyenne 2015 ACTIVITIES

Leisure Travel Marketing & Public Relations

Visit Cheyenne advertised in numerous publications and websites (often in partnership with Cheyenne Frontier Days or the Wyoming Office of Tourism) and responded to the resulting travel inquiries.

Visit Cheyenne produced and distributed 6 promotional brochures: Cheyenne Area Visitor Guide, Cheyenne Museum Passport, Tracking Trains in Cheyenne, These Boots Are Made for Talking, Cheyenne Adventure, and the Pine Bluffs Visitor Guide.

Visit Cheyenne once again ran a major internet advertising campaign targeting consumers within approximately 500 miles of Laramie County. The campaign resulted in more than 14.5 million internet impressions, 49,327 clicks to Cheyenne information, and 994 new Facebook fans.

Visit Cheyenne public relations efforts led to an estimated $934,930 in media value with stories in the Huffington Post, USA Today, Sunset, Food & Wine, the Travel Channel, and others.

Visit Cheyenne advertised in group tour publications and promoted the area at 4 group tour trade shows.

Visit Cheyenne ran an integrated winter marketing campaign aimed at creating weekend overnight stays, using radio advertising, social media, billboards, and targeted e-mails.

Visit Cheyenne promoted Laramie County on 12 billboards throughout the region.

Visit Cheyenne’s held a “How to Promote your Event” training session that covered low-cost and free marketing techniques for event organizers.

Visit Cheyenne provided marketing grants to the Depot Summer Event series, 17th St. Arts Festival, Frontier Days Hall of Fame Ceremony, Sherman Hill Model Railroad Show, Cheyenne International Film Festival, Cheyenne Fast Film Making Contest, Art Design & Dine, the Historic Governors’ Mansion’s Tinsel Through Time event, Wyoming Ballet’s Cinderella performance, Cowboy Tough Spring Adventure Race, Cheyenne Frontier Days Western Art Show, Cheyenne Shootists Showdown, the Cheyenne Gunslingers, Old Fashioned Melodrama, Zombie Fest, Christmas House, and to Laramie County, Albin, Pine Bluffs, Burns, and Cheyenne.

Visit Cheyenne produced numerous new promotional videos and television commercials. Most are very targeted to specific audiences identified in Visit Cheyenne’s recent image research.

Visit Cheyenne managed a strong social media effort, providing updates on Laramie County attractions, events, and other news through Facebook (50,834 fans), Twitter (5,201 followers), Pinterest, Instagram, and LinkedIn.

Visit Cheyenne promoted Cheyenne to 7 Denver area travel writers in a two-day media mission and hosted 12 more travel writers in Laramie County throughout the year. In all, Visit Cheyenne responded to inquiries for photos and information from both national/international media (94 contacts, -15% from 2014) and local media (46 contacts, -31% from 2014).

Visit Cheyenne ran several summer promotions including TV ads in surrounding states, regional radio ads featuring local festivals, and a direct mail promotion to 10,000 previous Cheyenne inquirers.

Visit Cheyenne performed new consumer image research (605 surveys) that revealed that 1) Cheyenne has a strong western identity among all groups, and 2) Younger people responded better to outdoor recreation-themed messages, while older people responded better to traditional western images.

Visitor Services

Visit Cheyenne added a 4th trolley to its fleet for use in daily historic tours, holiday tours, and convention transportation. Visit Cheyenne purchased the trolley using past trolley profits, not lodging tax dollars.

Visit Cheyenne operated year-round visitor centers in Pine Bluffs and in the Cheyenne Depot.

Visit Cheyenne provided a coupon program at no cost to participating hospitality businesses, available via a coupon book and Visit Cheyenne’s website.

Visit Cheyenne produced monthly and daily Calendar of Events for hoteliers and their guests.

Convention Marketing & Services

Visit Cheyenne provided 80 bids (+45% from 2014) for convention business to lodging partners. Winning bids represented an estimated 6,817 room nights (-16% from 2014) and more than $2 million in direct spending.

Visit Cheyenne hosted 15 site visits for meeting planners throughout the year, including 4 from Helms Briscoe in September. Helms Briscoe is a major meeting planning firm that handles convention business nationwide.

Visit Cheyenne provided aggressive convention services including phone charging stations, online registration, onsite registration assistance, a registration desk, a photo kiosk, a mobile meeting website, convention materials, and welcome receptions.

Visit Cheyenne assisted 123 conventions with brochures, coupons, planning, and registration help (+13% from 2014).
Community & Industry Efforts

Visit Cheyenne led an effort to refurbish Cheyenne’s painted Big Boots that are located on public property throughout town (in conjunction with Arts Cheyenne and the City of Cheyenne).

Visit Cheyenne provided its annual hospitality trolley tours to hotel staff so they are better prepared to recommend the Trolley and area attractions to hotel guests.

Proud Member/Partner

Cheyenne LEADs
Greater Cheyenne Chamber of Commerce
Greater Cheyenne Foundation
Wyoming Office of Tourism
Wyoming Travel Industry Coalition
American Bus Association
Wyoming Society of Association Executives
National Tour Association
Hospitality Services and Meetings Associations Industry
Society of Governmental Meeting Professionals
Meeting Planners International
Professional Convention Managers Association
Destination Marketing Association International

Visit Cheyenne has earned DMAI’s highest professional visitor bureau accreditation.

Kudos...

Visit Cheyenne’s Darren Rudloff was named vice chairman of the Wyoming Office of Tourism Board of Directors.

Visit Cheyenne’s Jim Walter was named to the WY Business Report’s “Forty Under 40” list of leaders for the state.

In November 2015, Visit Cheyenne organized a major tourism industry survey and workshop called Destination Next that allowed Cheyenne to compare its tourism industry with that of cities worldwide.

The process revealed that we should work on the following issues to grow and further develop our local tourism industry:

- Creation of more Iconic Attractions/Events
- Downtown Development
- Convention Center & Headquarter Hotel Capacity
- Brand Building
- Wayfinding

Visit Cheyenne will work with the hospitality industry, our economic development partners, and local governments to attack these opportunities in 2016 and beyond.
Visit Cheyenne
Board Members in 2015

Wendy Volk, Number One Properties
Barry Sims, Retired, Taco John’s
Sonja Fornstrom, Town of Pine Bluffs
Amiee Reese, Old West Museum
Jim Osterfoss, Nagle Warren Mansion B&B
Lisa Murphy, Laramie County Community College
Mark Anderson, Burns Insurance
Tony O’Brien, Little America Hotel & Resort
Jim Brown (ex officio), Cheyenne City Council
Amber Ash (ex officio), Laramie County Commissioner

Help Promote Cheyenne

Spread good news about area events, businesses, and attractions to your friends and relatives. You are our best promoters!

- **Follow us** on Social Media and share local information:
  - Facebook.com/VisitCheyenne
  - Twitter: @CheyenneWY
  - Instagram.com/VisitCheyenne/
  - Pinterest.com/VisitCheyenne
- **Invite** your friends and relatives to visit.
- **Ride** the Cheyenne Street Railway Trolley.
- **Host** a meeting or retreat in Cheyenne for organizations of which you are a member.
- **Subscribe** to our e-newsletter at www.cheyenne.org.