

VISIT CHEYENNE

The Convention & Visitors Bureau

NOVEMBER 2019 NEWSLETTER

ANNOUNCEMENTS

Darren Rudloff to Leave Visit Cheyenne

Visit Cheyenne CEO Darren Rudloff has announced his resignation from the organization effective December 31. Rudloff is starting his own business to provide strategic planning, research, and organizational assistance to tourism organizations.

Rudloff has served as the head of Visit Cheyenne since 1997. Board Chairman Tony O'Brien remarked, "Darren's vision, leadership, and management skills have been instrumental in developing Visit Cheyenne and the local hospitality industry for over 20 years. He leaves the organization in a strong position for continued growth in the hospitality industry."

"Few jobs allow you to work daily with dedicated partners to improve your community, while also letting you help visitors have a good time. I deeply appreciate the opportunities that this community and Visit Cheyenne have offered me."

— Darren Rudloff



Rudloff led Visit Cheyenne in earning the highest accreditation for tourism marketing organizations offered by Destinations International, the tourism industry's professional association. Other notable accomplishments include expansion of the city's trolley fleet and tour offerings, creation of the City's wayfinding sign system, and leadership in restoring Cheyenne's historic depot.

The Board of Directors has established a search committee to begin searching for a replacement. The CEO job posting is available at www.cheyenne.org/ceosearch.

2020 Marketing & Sponsorship Grant Applications Due Nov. 29

Visit Cheyenne operates a competitive marketing and sponsorship grant program that provides assistance to events that grow the Laramie County hospitality industry. In the past, these grants have gone for such events as the Cheyenne Depot Days, the Celtic Festival, and more.

We have sent the 2020 application to our list of event organizers and not-for-profit organizations. Submissions are due to Visit Cheyenne on November 29 so our Board can act on them in early December. To get the rules and applications, contact Jill Pope at jill@cheyenne.org or at **778-3133**.



Cheyenne Ticket to the Arts Available Again!

Visit Cheyenne has once again partnered with local performing arts organizations to offer its Cheyenne Ticket to the Arts that allows ticket holders to attend local arts performances at a discount. The ticket includes a performance to **Ballet Wyoming, Cheyenne Chamber Singers, Cheyenne Little Theatre,** and the **Cheyenne Symphony Orchestra.**

This would make a GREAT Christmas gift! You can purchase the Cheyenne Ticket to the Arts in the Cheyenne Depot Visitor Center or online at www.tickettothearts.com.



TIDBITS

- ✈️ Approximately 30,000 passengers have flown on Cheyenne's new daily air service to and through Dallas-Fort Worth Intl. Airport. According to the Official Aviation Guide, this makes Cheyenne the fastest growing airport in the U.S.!
- ✈️ Cheyenne's Red Lion Hotel was put up for auction on Oct. 29 (moved back from the previously scheduled Oct. 3 auction date).
- ✈️ Visit Cheyenne is partnering with First Lady Gordon's **WY Hunger Initiative** for the 4th annual Cheyenne Restaurant Week, April 5-11. Not only will diners get to try new meals and restaurants, but their purchases will help provide meals to those in need. Be on the lookout for news of this program as it develops.
- ✈️ Visit Cheyenne and the local hospitality industry is promoting a new social media advertising campaign and jobs website at www.cooljobscheyyenne.com.



CALENDAR

Nov 13-14

**Wyoming Hospitality and
Tourism Fall Summit, Cody**

Dec. 11

**Visit Cheyenne Board
meeting**



LARAMIE COUNTY LODGING STATS

SEPTEMBER 2019		Change from last SEPT	YTD 2019
Lodging Occupancy	82.1%	+22.6%	68.4% (+14.5%)
Average Room Rate	\$99.03	+4.3%	\$99.71 (+4.3%)

Source: Smith Travel Research

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121 W. 15th Street, Suite 202

Cheyenne, WY 82001

cheyyenne.org

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please contact the Visit Cheyenne
office at 800-426-5009,
307-778-3133 or laura@cheyyenne.org

