



FOSSIL BASIN

DESTINATION DEVELOPMENT
FUNDS REPORT 2024

September 2024

destination development grant application



NARRATIVE

Located at the intersection of Highways 189 and 30, with a number of experiences both in and outside of its towns, Fossil Basin would greatly benefit from the installation of thorough and consistent signage. Inspiring travelers to leave the highway to spend time in Kemmerer or Diamondville, then supporting their enjoyment by pointing them to informational stops and unforgettable experiences will have lasting positive impact on the destination and its visitors. A cohesive, branded approach to signage will provide travelers with a sense of place and ease their experience as they spend time in Fossil Basin. Signs can reduce frustration and therefore increase time spent in-destination at key attractions and businesses, and even facilitate return visitation due to brand familiarity and favorable memories.

Over the next several months, the Fossil Basin Promotion Board, with support from their marketing agency, Herrmann Global, will conduct an audit of existing and needed signage (including updates to existing infrastructure), research appropriate and feasible sign locations, design inspirational and directional signs, apply for permitting, and implement and install the branded signage plan

DELIVERABLES

- Welcoming/gateway signage along the highways entering Kemmerer and Diamondville signage designed to encourage visitors to stop in town:
 - Intersection of Hwy 189 north and Hwy 30
 - Hwy 189 south north of town
- Vehicular directional signs in the towns:
 - Visitor Information: Triangle Park
 - Rock shops (one sign with arrows and gallery names)
 - Quarries (Two signs with arrows, distances, and quarry names)

BUDGET

- Expenses associated with this gateway and directional signage strategy will include design of the signs (approximately \$1000); permitting (approximately \$100 per sign); and sign materials, fabrication, and installation (up to \$4,000 each). A Board and/or community workshop will be necessary to identify the precise needs in Kemmerer and Diamondville for signage, but with these estimates, seven signs for visitor experience development will come to a total cost of \$29,700.

PROCESS OVERVIEW



COMMUNITY INPUT

The Fossil Basin Promotion Board worked closely with local stakeholders to secure buy-in, gather input, and establish sign location and design.

- City of Diamondville
- City of Kemmerer
- Local landowners
- Signage experts, in-county
- Graphic design professionals, in-state
- Wyoming community consultation/examples

LOCAL BUSINESS PARTNERS

The Fossil Basin Promotion Board worked with in-state vendors to plan, design, build, and erect the signs in around the communities

- Westar Signs, Evanston, Wyoming
- Herrmann Global, Lander, Wyoming

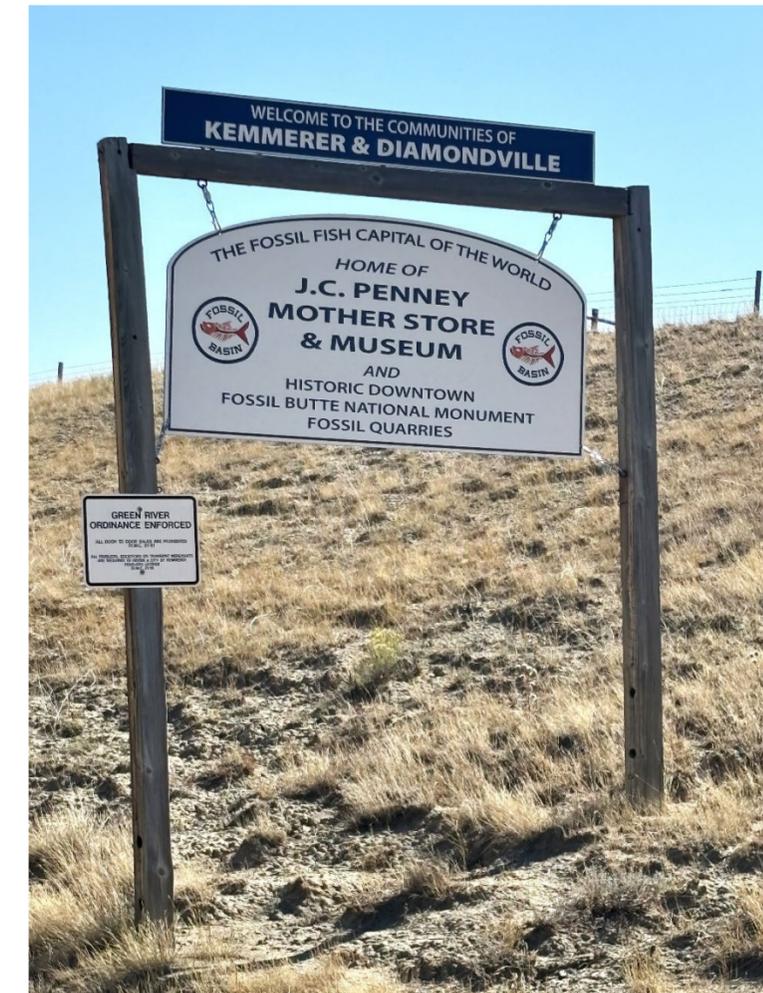
FINAL RESULTS



GATEWAY SIGNS

Four signs were updated at highway entrances coming into/leaving Kemmerer and Diamondville

HWY 30 West
HWY 30 East
189 North
189 South



FINAL RESULTS



WAYFINDING SIGNS

Signs were posted throughout the communities to direct travelers to attractions, information & services

FINAL RESULTS



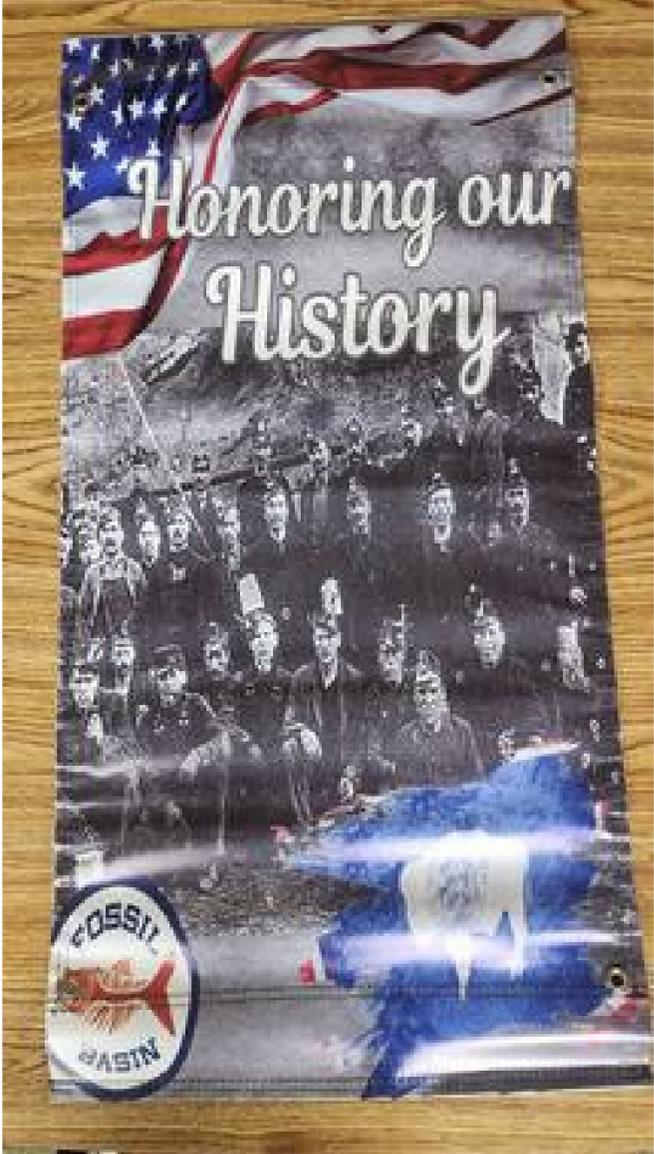
MAIN STREET FLAGS

Light -pole flags were installed along Main Street to inspire understanding of the variety of experiences in Fossil Basin

6 Diamondville flags
6 Kemmerer flags



FINAL RESULTS



EVENT BANNERS

Developed for local events to familiarize stakeholders & attendees with the Fossil Basin brand and Fossil Basin Promotion Board's support

4th of July events banner
Skating with Santa events banner

CONCLUSIONS



VISITOR & COMMUNITY BENEFIT

The results of this project, which would not have been feasible without the Destination Development grant, will be long-lasting and serve to enhance the visitor experience while having a direct impact on the local tourism economy.

- Gateway signage
 - Entices travelers to enter communities they may not have realized were destinations otherwise
- Wayfinding signage and Main Street flags
 - Inform travelers of reasons to stop or return by directing them to lodging, dining, unique experiences, and traveler information resources
- Event banners
 - Help stakeholders understand the role and impact of Fossil Basin Promotion Board
 - Highlight the importance of community events to travelers and the tourism economy
 - Demonstrate the work done for travelers that benefit local enterprise
- All signage combined with digital assets and marketing establishes continuity in branding and brand recognition for Fossil Basin, ultimately resulting in a stronger travel and tourism industry in Fossil Basin in the longterm.

BUDGET

- Total spent in 2024: \$30,001.00

LOOKING AHEAD

- Fossil Basin Promotion Board is looking forward to building on the momentum of this signage project with future support from the state.