

The following organizations and businesses had individuals represented at the meeting

<b>Timberline Hotels</b>	<b>Converse County Tourism Board</b>	<b>WY Campground Association</b>
<b>Fort Laramie National Historic</b>	<b>Niobara Chamber of Commerce</b>	<b>Forest Service</b>
<b>Casper Area Convention and</b>	<b>State Parks</b>	<b>City of Douglas</b>
<b>Wyoming Community</b>	<b>Braehead Lodging</b>	<b>Hotel LaBonte</b>
<b>Douglas Chamber of Commerce</b>	<b>US Congress Lumis Office</b>	<b>Douglas CLG</b>
<b>National Historic Trails Interpretive Center (BLM)</b>	<b>Plains Trading Post</b>	

The following represents the Prioritization of the Potential Major Elements of the Plan by those in attendance

MARKETING (15)
VISITOR SERVICES(15)
CULTURE & HERITAGE(15)
PARTNERSHIPS(13)
INFRASTRUCTURE(11)
TECHNOLOGY(7)
TRANSPORTATION(7)
TRAINING(7)
EDUCATION(7)
OUTDOOR RECREATION(6)
RESEARCH(6)
PRODUCT DEVELOPMENT(5)
COMMUNICATIONS(3)
ENVIRONMENT/SUSTAINABILITY(2)
RESOURCES(1)
RULES AND REGULATIONS
SAFETY AND SECURITY
WILDLIFE

May 20, 2010

Concepts/Ideas/Concerns/Challenges that were identified by the meeting participants and that should be considered as part of the development of the Tourism Master Plan. These are organized by the major categories that will be considered for the Master Plan outline.

## MARKETING

<b>"Staycations" ... marketing to Wyoming residents</b>
<b>Baby Boomers...Snowbirds</b>
<b>Promote Wyoming made products...where to get them...visitor centers</b>
<b>State of Big Industry Train Spotters</b>
<b>Circle tours...develop them</b>
<b>Marketing to horse people...where they can go, stables &amp; horses</b>
<b>Open pit coal mines...market them</b>
<b>Niche markets</b>
<b>Scenic pullouts</b>
<b>Tours... "getaway concept"</b>
<b>"Backpacking" ...scenic byways...more of them, use them</b>
<b>"Golf Trails"</b>
<b>State concept with regional specificity</b>
<b>Brochures on roadways...connected together</b>
<b>How do we help make tourists see more than YWP, Tetons</b>
<b>More local and regional marketing...WY is more than Yellowstone &amp; Grand Tetons</b>
<b>Circle "fort" tours</b>
<b>Marketing day trips...Colorado-Wyoming weekend getaway</b>
<b>Challenge....ability to implement this Master Plan</b>
<b>Western Wizard of OZ "characters"</b>
<b>Fix up small town storefronts to be attractive, inviting</b>
<b>Package tours</b>
<b>Market to Wyoming...Tourism <u>within</u> the state should be grown as well</b>
<b>We are a safe entertainment vs. other destinations</b>
<b>Eastern Wyoming is a place of many experiences-peaks, plains, wildlife &amp; wonder</b>
<b>More signage across Red Desert</b>
<b>Signage on coop tours..."Devils Tower Coop" information</b>
<b>Do more promotion to attract diverse visitors</b>
<b>Motorcycle marketing</b>
<b>Crisis management plan...how and when will it be implemented...posting utilizing website</b>

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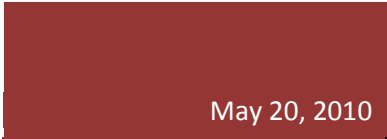
## CULTURE AND HERTIAGE

Artists
Promote local culture...Basque, Hispanic etc.
Heritage tourism
Mark/promote Yellowstone Hwy
Promote railroad heritage across the state
Ethnic events
Promote the Yellow & Black Highway...Yellowstone-Black Hills
Diversity
Get "Old Timer" stories collected so that those <u>amazing</u> parts of our cultural history isn't
Arts and humanities
When Wyoming was a territory campaign...tie in old stories

## PARTNERSHIPS

Communications between organizations
With big business
Public-private
All tourism work together
Shared visitor centers...local, state, federal agencies
Links to all web sites ..."non prophets"
Really need to find a way to coordinate and communicate with all agencies
Ft. Laramie and Douglas Ranger District & state to partner re. Laramie Peak....install webcam on peak so visitors could get 360 degree view, connect interpretation, other?
Industry...NP...Fed. Agencies...resources
Work with other agencies groups promoting same thing
For traveling public-have to get WYDOT to table and actually help with visitor services, pull outs, etc....DOT very difficult to work with on expansion ideas
Add DOT to partnership
Find way to eliminate duplication
Expand stakeholders for tourism...all possibilities
Bed tax and tourism...break down county barriers in funding...work together
Build a bridge...WYDOT and tourism!
Communications between organizations

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### OUTDOOR RECREATION

<b>Geo-caching-also relates to link on tech.(website) ....also on horseback</b>
<b>Work closely with public land managers regarding opportunities on public lands</b>
<b>Maps of trails...roads easier to read and navigate</b>
<b>Community involvement and input</b>
<b>State of Montana...do what they do in Wyoming</b>

### TECHNOLOGY

<b>Website links/clearing house</b>
<b>Web access</b>
<b>I-phone capability</b>
<b>Social media</b>
<b>Use state website to link to local services...motels, restaurants, stores, gas stations... (link to city-link</b>
<b>Podcasts</b>
<b>Websites to I-phone</b>
<b>Fiber optics</b>
<b>Need fabulous, inclusive up-to-date website. Searchable</b>
<b>All website updated</b>
<b>I-phone app</b>
<b>Cell coverage</b>
<b>Websites not updated</b>
<b>Dial in cell phone for tours</b>
<b>Radio road system for tourism...info on what you come upon</b>

### ENVIORNMENTAL/SUSTAINABILITY

<b>Eco-tourism development</b>
<b>Portray Wyoming as a special place where natural resources are valued, enjoyed and protected</b>
<b>Resource protection and multiple use</b>
<b>A lack of knowledge, excitement and understanding of prairie lands is leading to it being the place where everyone thinks development should happen, thus threatening the authentic landscapes</b>
<b>You can drink Wyoming water-not out of a plastic bottle</b>
<b>Energy boom &amp; bust...how do we respond to this...have a plan....collaboration, coordination with</b>
<b>Development-wind energy &amp; power lines are changing the authentic landscape...night and day</b>
<b>Clean air</b>

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**WILDLIFE**

Wind energy impacts wildlife habitat and populations...noise (antelope, etc., sage, grouse), migratory birds and bats and raptors are killed in the turbines in <u>large</u> numbers
Before inviting the masses have a plan in place to protect natural resources including wildlife

**RESEARCH**

Get “ inside” the visitors head-what is each regions best bet for advertising
Accountability for ROI
YNP, TT ...How do we expose them to other parts of the state?
Research to get people around the state

**VISITOR SERVICES**

Outdoor signing
Central Wyoming visitor’s center
Improve rest areas to provide visitor info/services
More information services and signage
Maintain/keep rest areas
Ability to maintain staffing at all centers
Improve visitor centers...current, up-to-date info.
SAS services between towns
Emergency services 7/24 at visitor centers...tools available for weather etc.
Pull offs to see buffalo...Douglas to Gillette

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INFRASTRUCTURE

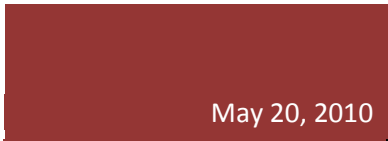
Table with 8 rows of infrastructure topics: I-25 gateways...Casper, what do you see...need to make them stop; Private/public partnership for infrastructure update (friends groups/state); How do we keep what we have! How do we fund them?; Preserve and protect buildings that give towns a unique character; Travel centers-maximum level of services! Concierge program; Challenge...sites falling apart with dwindling resources; Maintain visitor's centers...local, regional, statewide

COMMUNICATIONS

Table with 7 rows of communication topics: Develop local pride and knowledge. Locals are your best marketing to get people to see the best of Wyoming & to improve. This is also culture & heritage... (a great example that could be expanded is the Wyoming radio spots about unique sites); Regional networking maps; Television marketing to ourselves...day trip; Tourism conferences; State industry website; Regional meetings to stay current; Plan B-emergency marketing plan implementation...if some disaster happens

TRANSPORTATION

Table with 9 rows of transportation topics: Better air service; Adequate signage to attractions; WY DOT pullouts; Promote development of passenger rail...environmental benefits, cost reduction, allows covering great distances but exploring local & regional; Improve signage; Signage; Fuel prices are rising...subsidize in some way; Wyoming state tour buses...charter bus go to same areas...town oriented; Train transportation; Rides on coal trains



# Douglas MASTER PLAN REGIONAL MEETING SUMMARY

May 20, 2010

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## Transportation(Cont.)

- Road maintenance funding is drying up (40% lower than FY 2008) for federal roads-this will impact people's ability to access remote recreation sites
- Road construction good because it needs to be done...bad because it's an inconvenience for drivers
- More signing to public lands
- People out east won't travel on "dirt" road
- Tour buses down those dirt roads

## RESOURCES

- Establish sports commission
- Balancing use (development...cell towers, wind towers) with preserving natural and cultural
- Lack of funding for local, small areas
- Financial incentives for bldg. restoration!

## EDUCATION

- Guidance...help counties best invest their dollars with consumer data info.
- "Super Host" program...do this
- Focus on energy development....oil field, coal mines etc.
- H.S/college education to try to retain Wyoming youth
- Employer assisted housing
- Education in Wyoming school system...put in curriculum (local history)
- Importance of frontline employees with knowledge of the area
- Concierge services at visitor centers
- Get information to business on grants and programs available
- High school training programs for tourism...DECCA?

## TRAINING

- Adequate staffing and training for state welcome centers
- WLRA ed. Program (pro-start program...get from Lynn B) continue and expand
- Encourage partnering with public school systems in other states
- Incorporate WLRA program...all schools

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**PRODUCT DEVELOPMENT**

Promotion of old Yellowstone Hey to National Park through small towns
Mark Yellowstone Hey with "Yellow-Stones" ....Wizard of OZ character
Train service from Douglas to East or South
Market to residents the value of tourism!
Awareness campaign on importance or tourism
Advocacy to benefit tourism
Experiential train like Williams AZ to Grand Canyon

**SAFTEY AND SECURITY**

Roadside emergency phone system on major tourism routes
Additional rest areas
Signing so people know where are

**RULES AND REGULATIONS**

Private vs. public agency competition in services-no public agency development within X miles of
Public access
Translation of rules on areas of various jurisdictions-i.e. Fed., State, Local....what can visitors do
Links on G&F & tourism website to federal land regulations....new travel rules & regulations, hazard tree information/closures/awareness, where to get maps
Accessible
Strengthen regulations. Regarding clutter control in unincorporated areas

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**Vision and Direction**

**The following represents the key words/phrases and their prioritization as part of developing the Vision and Direction for the Master Plan. The following words/phrases were developed from the list of initial words/phrases developed by the participants at the meeting and represent consensus from the participants.**

HISTORY (11)
REGIONAL—LOCAL—STATEWIDE (9)
MYTHOLOGY (8)
AUTHENTIC (7)
YOUTH/FAMILIES (6)
CULTURAL (5)
WESTERN (4)
PARTNERSHIP (4)
ADVENTURE (4)
NATURAL (4)
EDUCATION (3)
WELCOME (3)
WILDLIFE (3)
SERVICES (2)
DESTINATION (2)
TECHNOLOGY (2)
UNIQUE (2)
PRIDE (2)
RELAX (1)
FRIENDLY (1)
MARKETING (1)
ACCESSIBILITY (EASE)
ECONOMIC
FUN
INTERNATIONAL
AFFORDABLE
ACCOUNTABLE
IMPLEMENTATION
FUTURE
EVENTS

**NOTE:** THE KEY WORDS THAT WERE PRIORITIZED WERE IMPORTANT WORDS OF THE GROUP EVEN THOUGH THEY MAY NOT HAVE BEEN GIVEN A PRIORITY

Original words/phrases developed by the participants in the meeting and used as a basis for developing consensus words/phrases.

RODEO
COWBOYS
REGIONAL
SAFE PLACE
ECO TOURISM
CAPTURE
HISTORY/HISTORIC
OPEN SPACES
MARKETING
COMMUNICATE
NATURAL
NATURAL RESOURCES
UNIQUENESS
WILDLIFE
WESTERN
FAMILY
EDUCATION
VISTAS
EXPANSIVE
VARIOUS
INFORMATION
BROCHURES
CREATIVE
PARTNERSHIP
ATTITUDE
JOURNEY
KNOWLEDGE
STATEWIDE
REPEAT VISITORS
EXPERIENCE
GROUPS
HERITAGE
FREEDOM
THOUGHTFUL
INFORMED
DIRECTION
SYNERGY
LOCAL

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(Continued)

LEISURE
COOPERATIVE
AGENCY
STATUS
UNCOMFORTABLE
DESTINATION
CULTURE
ONE ON ONE COMMUNICATIONS
MULTIPLE USE
ADVENTURE
ECONOMIC
IMPACT
PRIDE
FUTURE
INCLUSIVE
SERVICES
FRIENDLY
INVESTMENT
WEB BASED

Additional summaries available for meetings conducted in:

Cody   Riverton   Jackson   Rock Springs   Laramie   Gillette