

May 19, 2010

The following organizations and businesses had individual(s) represented at the meeting

WY Frontier Prison	Visit Cheyenne	The Brick B & B
Comfort Inn/Wyoming Lodging & Restaurant Association	Carbon County Economic Development Corp	Comfort Inn/Wyoming Lodging & Restaurant Association
Tracks, APMC, CVHA	State Parks	WSGA
Wyoming Business Council	Hilton Garden Inn	Rawlins DDA/Main Street
Wyoming Tourism Board	SHPO/Cultural Resources	Laramie Boomerang
Hampton Inn & Albany County Tourism Board	Main Street/Wyoming Business Council	Albany County Historic Preservation Board
Albany County Historical	Laramie Plains Museum	Fairfield Inn & Suites
UW Art Museum	Holiday Inn	Laramie Plains Museum
UW American Studies	Forest Service	State Historic Preservation Office
Laramie Area Visitor Center		Biodiversity Conservation Alliance

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

CULTURE AND HERITAGE (54)
PARTNERSHIPS (32)
MARKETING (29)
EDUCATION AND TRAINING (22)
TRANSPORTATION (21)
RESEARCH (16)
TECHNOLOGY (13)
VISITOR SERVICES (13)
COMMUNICATIONS (9)
INFRASTRUCTURE (9)
OUTDOOR RECREATION (9)
PRODUCT DEVELOPMENT (9)
ENVIRONMENTAL (7)
RESOURCES (7)
SUSTAINABILITY (6)
SAFETY AND SECURITY (2)
WILDLIFE (1)
RULES AND REGULATIONS

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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

Tourism Marketing needs to work with National Land Management agencies—Forest Service—National Park Service—BLM, BuRec, etc.
More cooperative funds marketing programs between all partners within the state affected by tourism
Promotion at a national and/or global level of the arts(including performing music & fine arts) produced in Wyoming
Sesquicentennial Celebrations, press releases, souvenirs, UP steam engines, events & signage
Regional approach—leverage large attractions to promote the surrounding areas
Regional approach to tourism—beyond boundaries of towns and counties
Text data to visitors—info, deals coupons, etc.
Market national access to the National Historic Trails
Forever West—when should it be reviewed
Specialty shopping—quilt stores—fishing flies specific to an area
Listing of current local shops and briefly what they sell
Tourism Ambassador program—packets for people
Winter Olympics
Find the “New” Wyoming—the new west
Market WY Main Streets
Acknowledge contemporary life of/in Wyoming
German/European Tourist Marketing
Cell phone—social applications
Wyoming not for Wimps
Develop packaged itinerary trips on a regional basis
Continued expansion of international promotion
Integrated marketing efforts
Reach out to locals as well
Christmas tree to White house—build a big program around it—great opportunity
Wyoming state quilt guide
Benefit all areas of WY not just the “most popular areas”
Increase length of stay
European marketing
Develop visitor exchanges like Rotary does—have them be Ambassador’s of Wyoming
A more encompassing inclusive website with pages for rodeos, town celebrations—easy to use and navigate
Marketing to give visitor the idea of feeling comfortable in Wyoming—make visitor less intimidated

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CULTURE AND HERTIAGE

Cowboy culture
Stress Authenticity
Niche Marketing
Better market historic preservation areas/sites
Authentic cowboys in every town
Cowboy hats required and lessons on how to wear them
Define your culture—heritage—food, arts, events, lodging, sites—build upon them
Railroads—existing—abandoned roadbed—depots, etc.
Advocacy for Cultural/Heritage resource—protection & preservation
Acknowledge the breadth and wealth of literary, artistic and performing communities
Sesquicentennial celebrations—physical improvements—Gang Plank, Ames Monument, Dale Creek trestle
Historic sites/Cultural sites/Heritage travel emphasized=visitor experience
Sesquicentennial celebrations
Focus on contemporary culture—no more cowboys
Stronger focus on cultural tourism—dollars to protect and preserve sites
Railroads—tourism/preservation
Promoting museums as a place for everyone
Interpretative programs
Need to have state preservation laws
Folk life—living tradition—crafts
Be proud of all history and find a way to include myths and legends—that’s part of our
More historic trails—market them
Increase awareness of impacts/dangers to historic resources
Recognition and promotion of visual artists, writers, and performing artists working in the state
NPS Heritage areas
Learn lessons on “Cowboy Culture” from Oklahoma
Change “Culture and Heritage” category to “Arts, Culture & Heritage
Museums are resources not attractions
Recognize and support contemporary visual artists
Wyoming Life ways
Showcase all of WY history—minerals, cowboys, Indians, travel, etc.
Explore History—Fremont—Kit Carson—Jim Bridger
Rose’s (in Rawlins)

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PARTNERSHIPS

Economic Development—bring in new business
Needs to stronger partnership/planning with Tourism/SHPO/WBC/Arts Council/Main Street
Comprehensive travel website at lot of people working on sites, but aren't in one location
Work with Non profits to develop tourism 10 year plan—work more closely with WT&T
Need to be strengthened—work on same/similar projects and don't work together—need to eliminate duplication of effort
Build stronger partnership with WY Main Street program
Develop more partnerships with State and Federal Agencies
Develop tourism program for Wind River Reservation in Partnership with Shoshone and Eastern Arapahoe Nations
With WY Humanities Council
Cross entity liaison to coordinate and manage communications to stakeholders
Culture and Heritage Tourism Partnership—Arts, Main Street, SHPO, State Parks, etc.
Continue to improve on partnership between state legislature and tourism
Many people come to WY to see cowboys and ranches—partner with ag groups to provide access to WY's family farms and ranches
More coordination with federal agencies
Federal, state and local tourism partnerships
Partner with your corresponding category, but also totally integrate with other categories to benefit each state—willingness to cooperate
University of Wyoming as a partner
Network mapping of all current partnerships and identify gaps to follow up on
Better balance energy development with environmental/recreational and cultural stewardship
Partnerships between museums and hotels for special events
Surrounding states partnerships
More partnerships between communities
Downtown revitalization efforts “Main Street”
Linking of tourism plan with infrastructure efforts of State Parks and WYDOT
Lack of communications between partners regarding resources for cultural tourism
Packaging of attractions throughout the state
Work with Cultural resources partners to determine the impact of Heritage Travelers
Lack of communications between partners regarding cultural events
Include on your events calendar educational opportunities that may only occur once a year, but could still interest visitors. I.e. cooperative extension service resource tours or the Wyoming Stock Growers Assn. Environmental Stewardship tour
BW3 the Wyoming we want—review the work and how it ties together with Tourism Master
Utilize non profits

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OUTDOOR RECREATION

State Parks—biking trail—marking them
Tri State—Idaho—Wyoming and Montana—fishing license—reciprocity
Tribal hunting and fishing reciprocity/coordination with State—start talking with them
Open Federal Parks to snowmobiling
Over/Under Passes—more of them
Save wildlife migration corridors
Role of Federal Land Mangers
Make Game and Fish website more streamlined for getting permits online
Enhance access without disturbing the attraction itself
Proactive protection of Recreation A.I.S., etc. (zebra mussels)
Unmanaged recreation is one of the 4 highest threats of the Forest Service
Compatibility/incompatibility
Costs/Benefits Analysis(who pays/who benefits)
Work force availability
Impacts on ancillary businesses

TECHNOLOGY

Online forum tool for partners to interact better
Cell phone or radio broadcasts that change interpretations as they drive along I-80 or I-25 with
Better cell coverage over the state
Continue to invest in high production equipment—use of video—need to stay current—demand for video will be even greater in the future
Wyoming Tourism plays strong lead in pushing technology—marketing—interpretation—etc.—be a model for CVB's and Hotels
Create a communication system where visitors would have a way to retrieve information about the area they are currently traveling through on their cell/smart phone. Things to see and do
Data centers
National call centers
Rent a video along your travels

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ENVIRONMENTAL/SUSTAINABILITY

Better planning and more of it
Partner with FS, BLM, etc. to develop sustainable off road vehicle recreation trail system/designated system
Unmanaged off road vehicle use is threatening the viewscape of Wyoming's open spaces
Proper incorporation of wind farms
Find a way to work with energy/mining developers to help protect land/historic sites/trails/view sheds
Overcrowding—too many visitors in certain areas
Open spaces—control wind farm locations—viewsapes from highways
Fix Boom and Bust
Employees—need to keep them
Happy with the status quo
Sustainable recreation means the opportunity is made available, maintained and kept alive
Marketable—more jobs or job creation

WILDLIFE

Better legislative recognition/funding for WY wildlife/easement programs
Manage/minimize impacts
Include interpretation/education
Peace between livestock/hunters/wildlife viewers/wildlife managers
Enhance wildlife habitat

RESEARCH

Add a position at WT&T for a research person to continue and expand research especially coordinating and support other State and federal agencies
Share and coordinate all research with all agencies—state and federal
Post more research on industry web site
Capture information at visitors centers—intercepts
What is the Wyoming visitor going to be in 10 years? 20 Years?
What are new trends to drive visitors
Research back out to the industry to use
Research trends—can't be everything to everybody

<p><u>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.</u></p> <p style="text-align: center;"><u>Research(Continued)</u></p>
Use Wyoming University expertise for research
Intercept studies regularly conducted—State Parks, Game and Fish, etc.
Leverage new research/technology resources for jobs/economic development
Find out what locals want—not just business. How many want to stand shoulder to shoulder to fish or fight for parking at trailhead

VISITOR SERVICES

Refurbish non visitor center rest areas to be more visitor friendly
Staff rest areas(work with WYDOT to make rest areas information centers with staff)
Getting visitors to go to more than one attraction per visit
Promote <u>all</u> of WY area vs. just the national parks
Public Restroom
Enhanced rest areas
Visitor service—visitor centers regional and local open 7 days per week
Stronger emphasis on customer service
Improved highway rest stops
Interactive maps in visitor centers—video from tourism
Emergency services at rest stops
Cowboys in all towns with horses
More access for communities to showcase their community in visitor centers
Clean
Knowledgeable state park, historic site, chamber of commerce staff to assist visitors
State Welcome center at each Major entrance to WY
Creating new audiences
Consolidated information for easier access
Build a Welcome center @ Pine Bluffs for Westbound I-80 Traffic
Refurbish Welcome center @ Bear River State Park, Evanston
Refurbish Welcome center @ Sheridan

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INFRASTRUCTURE

Continued support for Business Ready Communities—vital for local infrastructure
New Roads
One website listing all Wyoming events/dates for tourists
Continue and expand signing Program(Interpretive, Direction) with WYDOT
Broadband accessibility for all communities—residents—tourists
Modernization and revitalization of downtown/shopping districts
Lack of employees
More wildlife diversity

COMMUNICATIONS

Better communication between all entities/components on events, exhibits, resources....
Define our “culture”—food, arts, heritage, events, lodging, and sites
Statewide podcasts for tourism events local attractions
Advertise throughout state to get travelers within not just outside visitors
Expand state event calendar to include events/activities in small towns i.e. trail days in Pine Bluffs or Burns Days in Burns. Visitors may enjoy true small town events and it will bring
Better communication and access to information among cultural institutions in the state
Web services connections for similar sites
Twitter, Face Book, Social media—communication tool
Market more of Wyoming’s less visited places and communities
Wi-Fi all over—fiber optic lines
Better market new west attractions—arts and crafts, unusual ranches, etc.
Paint airplane tails
Continue to expand social media efforts
Update public persona beyond “cowboy”
Movies—more of them
User friendly website
Support of National convention hosting in Wyoming
Cell phone access on both cell systems statewide

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TRANSPORTATION

Emergency services phone system—statewide
Biking as a form of transportation—not just recreation
Toll roads issue—how will it impact tourism—improve tourism
Highway signs that list town amenities—antique stores, museums—Oklahoma Highways. Great
Historic Trail Routes as transportation tourism
Plan to ensure highway maintenance for all roads
Maintain road conditions
Roads and Highways
Bus service throughout the State
Loop tours—develop more of them
Treagle Train
Develop passenger train service within the State
More west bound/out bound flight options
Ground transportation to/from regional and international airports
Better transportation means between locations and attractions—totally based on cars now—
Bring in AMTRAK
Better shuttle transportation from DIA to Cheyenne—rail train
Better shuttle transportation from Cheyenne to Casper—Rail
Better signage
Train rides—tracks across Wyoming
Keep scenic byways open during winter
Long term passenger train service to Front Range/Denver
Statewide air transportation
More affordable airfare to Wyoming
Better/more flights to WY towns and cities
Gas station services every 50 miles
Passenger Train service
Air travel—quality of service—reliability
Increase tourist bus
Drive with long stretch of nothing scares visitors—educate and provide better information

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RESOURCES

Historic Preservation funding
Consider NPS Heritage areas in Wyoming
Develop a program akin to Business Ready Community Program for Wyoming
Preserve Beaver Rim in Fremont County as a total open space experience
Attraction development grant program—funding—resources –look to State of Kansas as “best practice” with their program—used for events and attractions

EDUCATION AND TRAINING

Cultural Tourism
Hospitality Degree/Certificate at UW and CCC campuses
Hospitality and Tourism Degree program at UWY linked with Junior colleges and high schools in
Degree in hospitality tourism @ UWY and connected with Community colleges
Feature educational webinars about WY’s attractions via tourism website and face book. i.e. open spaces—who protects it and what does it protect
Hospitality training and visitor services
Tourism workers(people in the industry) need to have training and development (professional)
Customer service training
Ask “Real” WY workers to ride tour buses as they travel through an area i.e. miners, ranchers, wildlife biologists, etc.
Apathy
Education to include Wyoming’s wildlife heritage
Work better with schools to educate children on the history and development of the state
Preservation education—how do we preserve/save our historic resources
Help museums design interactive and intergenerational displays
Partnering with workforce—seniors
Code of the “West” video
More credited programs at UWY
Translation—multilingual services
Certification program—expand it—keep it going—better communications
Education to visitors
Provide funding for professionally trained staff at Wyoming museums
Incentive to owners—training program—gas stations—convenience stores—issue of high turnover

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SAFETY AND SECURITY

Ensure that historic sites (esp. archaeological) are secure or monitored before marketing them
Issue of no snowmobile parking lots on Scenic Byways
Disaster planning funding for cultural institutions like museums—what to save if flood, fire, tornado hits facility
Emergency services like 511—awareness

PRODUCT DEVELOPMENT

Casino development—not on reservation
Identify, purchase and develop an historic ranch as part of State Parks and Historic site
Need to update/renovate WY tourism infrastructure
“Sunflower” festival
Local arts and crafts—making it more available
Wine tours
Making more Wyoming product(s) available
Agri-tourism
Statewide Tourism Showcase Event—ex. Kansas Sampler Festival concept
Process and or refine our minerals within WY, don’t just export raw materials—value added
Roads west—Trails—Wagon Road—Pony Express—etc.
Back alley tours in towns

RULES AND REGULATIONS

County zoning issues
Regulate wind farm locations
Avoid wind farms on scenic corridors
Avoid sky lining power lines, cell towers, and drilling rigs/pumps
Require disguise for cell phone towers
Preserve the viewscape on Shirley Rim
Keep a light hand on government regulation
Web based tax collection
Roads—airlines—bricks and mortar

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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.

ECONOMIC (13)
OPEN SPACE (13)
STEWARDSHIP (BROAD
CULTURAL (11)
HOSPITALITY (10)
HERITAGE (9)
HISTORIC (9)
PRESERVATION (SPECIFIC)
ATTRACTIONS (6)
PARTNERSHIP (6)
AUTHENTIC (5)
EDUCATION (5)
INTEGRATED (5)
EXPERIENTIAL (4)
WILDLIFE (4)
VISITOR (3)
AWARENESS (2)
CREATIVE(2)
DIVERSITY (2)
FRONTIER (2)
INNOVATIVE (2)
LANDSCAPE (2)
BALANCED (1)
GLOBAL (1)
RELEVANCE (1)
ACTIVE
FUN
MARKETING
NATURAL
RESOURCES
SHOWCASE

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

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

Art/Artistic	Leverage	Connection
Funding	Great Outdoors	Family
Quality	Hunting and Fishing	Lifestyle
Museums	Assets	Memories
Frontier	Indian	Special
Visitor	Renewable	Interpretation
Experiential	Enjoyment	Folk life
Preservation	Service	Activities
Resources	Sense of Place	Walking tours
Cultural/Culture	West	Infrastructure
Heritage	Myth	Recreational
Integrated	Moving forward	Antelope
Diversity	Opportunities	Nostalgia
Main street	Inviting	Traditional
Downtown	Ethnic	Unique
Small town	Outfitting	Identity
Fun	Connectivity	Different
Active	Product development/assessment	Competitive
Showcase	Real experiences	Welcoming
Relevance	View sheds	Stories
Awareness	Birdlife	Respect
Creative	State Parks	Depth
Marketing	Forever West	Outreach
Global	People	Un-crowded
Stewardship	Explore	Cowboy
Balanced	Rural	Modern
Inclusive	Privilege	Wildlife
Innovation	Responsible	Hospitality
Landscape	Dining	Attraction
Geology	Quirky	Sustainable
Authentic	Business	Native American
Open space	Shopping	Historic/History
Exciting	Education	Natural

Additional summaries available for meetings conducted in:

Cody

Riverton

Jackson

Rock Springs

Douglas

Gillette