

Rock Springs MASTER PLAN REGIONAL MEETING

SUMMARY

May 6, 2010

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

Evanston Chamber of Commerce	Sweetwater County Travel & Tourism	Wyoming Business Council
Fossil Butte - National Park Service	Lincoln County	Rock Springs Historic Museum
Kemmerer Chamber of Commerce	Town of Cokeville	Rock Springs KOA
Rock Springs URA/Main Street	Sweetwater County Commission	Representative Lummis's Office
Hampton Inn	OCTA	City of Rock Springs
Lucerne Marina/Campground	City of Green River	Senator Barrasso's Office
Sweetwater Events Complex	Forest Service	Sweetwater County Museum
Rock Springs Chamber of Commerce	Green River Chamber of Commerce	Western Horizons

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

VISITOR SERVICES (28)
INFRASTRUCTURE DEVELOPMENT (26)
PRODUCT DEVELOPMENT (24)
MARKETING (21)
TECHNOLOGY (21)
EDUCATION AND TRAINING (17)
WILDLIFE (17)
CULTURE AND HERITAGE (16)
TRANSPORTATION (14)
RESOURCES (10)
PARTNERSHIPS (9)
RESEARCH (3)
ENVIRONMENT/SUSTAINABILITY (2)
RULES AND REGULATIONS (1)
COMMUNICATIONS
SAFETY AND SECURITY

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MARKETING

Enhance tourism season length "shoulder season"
Repeat visits
State support on marketing large events -across state lines
Promote the rest of the state-not just Tetons and Devil's Tower
Assist with small business professional marketing materials
Market ourselves to relatives in other states as a diverse destination
Promotion of natural resources
Advertising state/local
Financial partnerships for better overall marketing
Promote across state lines
More multi-state marketing partnerships
Increase national/global marketing...do "local spotlights" for each community-an ad
Education and training
Film commerce markets-get more films
Social media
Web sites need authorization
Industry web site better to represent "cave art"

CULTURE AND HERTIAGE

Fund the development and enhancement of arts and historical attractions
Develop more back road loop tours of historic & scenic areas
Topic tours/trails...mining heritage, emigrant trails, need improved way finding-site
Promotion of local attractions-particularly historic sites, cultural sites, recreational sites
National historical trail system across Wyoming-NPS Auto Tour Guide
Historic ranches
"Historic mines uniqueness of the state" walk 5 min. you are on the trail
Protect our uniqueness-don't homogenize

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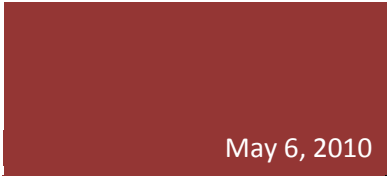
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PARTNERSHIPS

Colleges and universities
Coordinate master plans between federal, state & local assets/destination properties
Shorten political road blocks
Market tourism internship by the general population
Visitor services/customer service
Increase public access: better cooperation between federal & state (BLM. Game & fish...), involve all branches of government from the governor's office to local
Develop partnership to Grand Canyon to Yellowstone....north/south
Need more partnering with the BLM
More \$ to Wyoming state trails program to support Gov. partners to improve trail facilities (ATV, snowmobiling)more bathrooms, better signing, improve trail conditions
Cooperating agencies/ DOT=signage of tourist attractions
Private sector and county developing travel locally-travel & private sector
Maps...WYT&T,?, trailhead, state, four different agencies...all in one spot

OUTDOOR RECREATION

Hunting
Fishing
Mountain biking
Promote golf courses
Fishing/camping etc. licenses at more locations
"dunes"...off roading
Rock climbing expand historic trails
Backpacking...hiking
X country trails...winter ski (mark them)
Complete Continental Divide national trail
Look at national recreation
Eco systems...mountains, deserts
More attractions...water activities, amusement
Public access to fishing & federal lands
Try to appeal to families with younger kids...such as "hands-on" historic sites
Develop commercial raft trips along Green River



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TECHNOLOGY

Update of navigation systems
Keep up with technology
Stay up to date
Mobile apps-ex. What to do between RS and Cheyenne...between Pinedale and RS
Coordinate promotion of a system of web cams around the state ...24 hour coverage to build anticipation for visit
I-phone (app) program that covers everything a tourist would want to know for 99 cents
Enhanced GPS systems: points of interest, directions, updated maps
Calendar of events...broadcast vs. smart phones
Cell reception all over state or roadside emergency phones
Cell phone accessible visitor local info. Prior to each town...number posted like weather radio frequencies are
Audio in interpretive pull outs-historical markers
Wi-Fi's get connected- all the state visitor centers
Web site-easy links to NFS sites
Hunting outfitters

ENVIRONMENTAL /SUSTAINABILITY

Bad weather
Altitude
People, drugs, garbage...not good...solve
Beetle kill
Catastrophic fire
Encourage and market geo-tourism principals within and out of state
Soothing impacts of periods of economic growth with periods of economic disparity
Water shed issues, maintain what we have-view
Sustained family sense for tourism

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WILDLIFE

Bird watching tour
Promote wildlife migration watching....Africa does it
Increase wild horse refuges throughout state
Promote national understanding of sage grouse plight
Develop more wildlife viewing areas
Grizzle Bear education...may change
Educate visitor...wildlife vs. visitor
Wolves
Central reporting of all information
Loss of winter range.... Wildlife trust fund

RESEARCH

Research tourism requests/future needs
NPS report survey of visitors report
Zip coding
Visitor is changing "how" ...needs
Time spent vs. dollar spend...the correlation
Long range utilization plans...NPS, NTFS, BLM

VISITOR SERVICES

Made in Wyoming products
Signage-Improved
Southwest visitor center
Education and skills training for front-line employees
Clean restrooms
Amenities offered like full hookups, showers, laundry, coffee shops, grocery markets, etc.
Way funding program-signs that show where local attractions are
High quality visitor information facilities with leading edge technologies-education focused
Fund regional visitor centers
Enhance roads and signage that allows visitors to FIND locations, sites, attractions,
Improve visitor infrastructure: more/better visitor centers, increase interpretive signs on highways/byways, improve historic facilities/trails (Lauder Trail/Oregon Trail-create more comprehensive system)
Horse friendly locations
We need to assist private development of support business & services

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Visitor Services Cont.

Facilities to rent rafts, bikes, motor homes

Urgent care centers for visitors

Rest stops need improvement

Rest stops...Wi-Fi hotspots...center of the "highway"

Rest stops...weather and travel information

Natural food at rest areas

INFRASTRUCTURE

Intrastate transportation...rail, air, etc.

Managing the "change"

Cell phone uniformity of reception or emergency roadside phone services

Improve communication system for information and safety...a Wyoming application

Capitalize on expedition island...Green River, John Luesly Pond

Fund regional interpretive visitor centers

Southwest WY visitors center... location, Green River

Assist with community growth to support outdoor recreation industry: snowmobile rentals, ATV rentals, ski equipment rentals

Right place

Postal community

COMMUNICATIONS

Use existing organizations-statewide hospitality/museum assoc./chambers to educate re: tourism/sessions at meetings...newsletters, list serves

Need state magazine focused on how to experience the states wonderful outdoor opportunities

Local media resources

RESOURCES

Money

Confidence & promotion in development of Wyoming's natural resources-mining oil and gas, forestry

Promote local positive awareness of resources

Promote states geologic diversity in a consolidated way

Keep our water!!

Funding, Federal-Flaming Gorge-National Rec. Area BLM

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TRANSPORTATION

Move it...keep it open
I-80 corridor...maintain it
Improve infrastructure including rail & trail system
Challenges-distance/logistics
Road closures make it very challenging to plan & coordinate events & conferences...and even harder to fill hotel rooms and forecast occupancy.
Airlines, roads, new technology, rail, bikes
Improve air transportation as an alternative for ground transportation...roads tend to close in winter
Train transportation or rail
Loop railroad or transportation system to serve people around state and destinations
Lack of international airport like Denver or Salt Lake City
Rail service all over state
Improved interstate & highway maintenance....increase budgets for Dep't of Transportation
Increase air transportation...airports in more towns
Provide transportation to local tours/attractions
Train/bus tours
Interstate highway improvements-keep quality roads
Passenger train...hop on, hop off at key places along routes
Develop tour bus lines from major cities...tour bus for off road tours
Way finding
What can we do to keep people off of I-80

EDUCATION AND TRAINING

Higher education program focused on tourism and hospitality for out #2 industry
Multi-lingual education for translations
Education of front-line... training on what to do, see, etc. both locally and "along the way"-
Educate Wyoming natives how they can benefit from tourism...that it can be a good thing
Like government, tourism is also "local"attitude and awareness
Tourism being promoted as "green"
Since we are more natural history and historic west based, develop multiple hands
Tourism degree offered somewhere in the state
Continue education for chamber of commerce and private businesses

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Education and Training (Cont.)

Customer service

Elder hostel program...bring back with changing demographics

Convenience store clerks...need for training, national chains

Training...do it through chambers

PRODUCT DEVELOPMENT

Private sector facility and product development and investment

Coordinated, developed tours (which attractions & accommodations) in regions-packaged

Be the attraction/destination...not just stop along the way

Business partnerships for vacation packages

Explore professional sports teams

Strengthen, coordinate and interpret the state...scenic Byway program

Private entities join forces to create tours and one tourism center for them to join together

Events center

Creation of more unique offerings: stores, restaurants, sites, etc.

Fund the enhancement and development of attractions that tourism can

SAFETY AND SECURITY

Full cell phone coverage

Guided tours with qualified/certified outfitters

RULES AND REGULATIONS

Public lands education

Public lands regulations education

Litter/trash control...nuisance enforcement

Incentives for beautification efforts (removal of junk, eye sores, etc. in downtowns & along corridors)

Water & boating regulations

Post at edge of town

Regarding cell phone use?

May 6, 2010

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.

ATTRACTIONS 17
PARTNERSHIPS 14
HISTORICAL 9
ENVIRONMENTS 9
NATURAL RESOURCES 8
COORDINATED 6
EXPERIENCE 6
AUTHENTIC 6
INFRASTRUCTURE 5
VISITORS 5
EDUCATIONAL 4
MARKETING 4
QUALITY 4
ADVENTURES 4
DESTINATION 4
DEVELOP 3
SUSTAINABLE 3
AFFORDABLE 3
GROWTH 3
UNIQUE 2
LASTING 2
DIVERSE 2
WILDLIFE 2
ACCESSIBILITY 1
REWARDING 1
EXPLORE 1
CREATE
INDUSTRY
VARIETY

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

Public Safety
Way finding-continuous improvement
Way finding
Support services: medical facilities, lodging
Transportation options besides rubber tire-quality roads
National marketing
Advertising
Affordability
Entertainment
Destination
Memories
Sales efforts
Events
Memorable
Family-focused
Informative
Increase visitor stays
Growth in resident tourism
Beauty
Diversity
Increase number of visitors
Number of visitors
Numbers of visitors
Increase number of tourists
Abundant
Opportunity
Increase knowledge of opportunities
Opportunities
Leakage
Grow product
Economic growth
Grow economy
Grow...
Economic impact
Diversify (marketing)
Deliverable
Facilitate accessibility of our scenic, historic assets
Coordinated

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<u>Original words and phrase developed by the participants in the meeting and used as a basis for developing consensus words/phrases</u>
<u>(Continued)</u>
Jobs
Promote to right people
Support events
Positive
Events
Resource education
Linkage
Local awareness
Grow/sustain....jobs-tourism
Industry confidence
Sustainability
Public transportation i.e. tour buses
Improved routes/roads
Infrastructure: develop-things to market, visitors/interpretive center
Improve tourism infrastructure
Local significance
Visitor facilities: restrooms, lodging option
Memorable
Accessible
Impressive experience...because of service, facilities, etc.
Downtown support (revitalization)
Utilize existing structure
Points of interest
Focus on strengths
Enhance/develop attractions: museums, events, properties, etc.
Resources
Create tourism
Exceed expectation
Development assets
Grow appreciation for sage brush environments....most of state is NOT Tetons
Local resources (not just national parks)

Additional summaries available for meetings conducted in:

Cody

Laramie

Riverton

Jackson

Douglas

Gillette