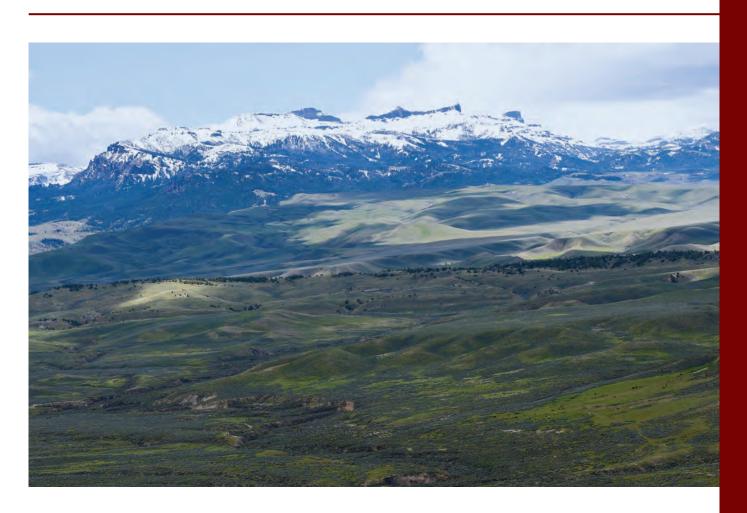
# WYOMING STATE SHOOTING COMPLEX

**Request for Proposal** 



Presented To
Wyoming State
Shooting Complex
Oversight Task Force

Presented by
Park County, Wyoming
by the Park County
Shooting Complex
Working Group

### WYOMING STATE SHOOTING COMPLEX OVERSIGHT TASK FORCE

C/O LEGISLATIVE SERVICE OFFICE
WYOMING STATE CAPITOL
200 W 24 STREET
CHEYENNE, WY 82003

REQUEST FOR PROPOSAL

# WYOMING STATE SHOOTING COMPLEX

SUBMITTED ON BEHALF OF PARK COUNTY, WYOMING
BY THE PARK COUNTY SHOOTING COMPLEX WORKING GROUP

PROPOSAL DUE DATE AND TIME JUNE 3, 2024 - 5:00 P.M. MOUNTAIN TIME

REPRESENTATIVE: James Klessens
E-MAIL ADDRESS: jklessens@forwardcody.com
TELEPHONE NUMBER: (307) 587-3136

## Introduction

Park County is grateful for the opportunity to respond to the Request for Proposals for the Wyoming State Shooting Complex. It would be an honor to host the facility in our community. This endeavor has received wide support in our City Government, County Government, and Park County community.

In our proposal, we intend to demonstrate why our Cody site is the best choice for a Wyoming State Shooting Complex. A summary of response highlights to the State Task Force selection criteria follows:

- 1. The Site Our 2,036-acre site is spectacular, with an incredible view of iconic Wyoming mountain ranges, varied topography, future expandability, buffering, and opportunities for every conceivable type of shooting event. This is truly a "Wyoming Wow" location.
- **2.** The Accommodating Service The community can accommodate a large number of visitors. Cody has the travel infrastructure, Wyoming hospitality, and know-how to provide a "Wow" visitor experience.
- 3. The Draw Cody is a "Wow" destination in its own right, as recently confirmed by this month's *USA Today* selection of Cody as one of the "10 Best Summer Travel Destinations across the United States for 2024." The proximity and two gateways to Yellowstone National Park, world-class Buffalo Bill Center of the West, and limitless outdoor recreational activities in Wyoming's Big Horn Basin are just a few of the fantastic draws to Cody. People who experience Cody desire to stay longer and return to visit Cody again.
- 4. The Future Success—Our Business Plan\* demonstrates the ability of the Complex to be self-sustaining, through strategic use of the State's capital investment, and by way of further leveraging community and industry leaders, oversight, and funding support. Our Business Plan includes a vision for growth and sustainability to develop into a "Wow" world-class shooting complex at the 2026 opening launch and into the future. We recognize and value the high importance the State Task Force is placing on wise stewardship of Wyoming's investment.

Selecting Cody as the home of the future Wyoming State Shooting Complex will provide Wyoming residents with increased shooting and educational related opportunities. Growth, development, and employment in Wyoming will be enhanced. Cody presents unique and exceptional qualities to increase Wyoming's retail sales, firearm and outdoor industry manufacturing, and "gun friendly" traditions. Respectfully, we believe selecting Cody will undoubtedly "increase economic opportunities and development associated with participation in shooting sports in Wyoming."

(\* In this Proposal, you will find our comprehensive Business Plan as an independent section. It is included under separate cover, as it is proprietary and confidential, and as such protected under Wyoming Statute 16-4-203(d)(v). Though the Shooting Complex application is considered a public record; the financial and commercial information provided in our proposal is exempt from public disclosure.)

## **Eligibility**

Proposals may be provided by any subdivision of state or local government, private entity, or any combination thereof. Please designate a contact person within the organization to correspond with the Task Force and staff.

#### **Primary Organization:**

#### > Park County

Lee Livingston, Commissioner (307) 527-810

#### **Coordinating Organization:**

#### > Forward Cody Wyoming, Inc.

James Klessens, *CEO/President* (307) 587-3136 Glenn Ross, *Treasurer* (307) 250-5632

#### Supporters: (Key Committee Members)

#### **City of Cody**

Mayor Matt Hall (307) 250-0433

#### > Buffalo Bill Center of the West

Bruce Sauers, *Business Development Director* (307) 272-9829 Danny Michael, *Curator, Cody Firearms Museum* (307) 578-4099

#### Cody Country Chamber of Commerce

LeeAnn Reiter, Board Member (307) 899-6325

#### Cody Yellowstone (Park County Travel Council)

Ryan Hauck, Executive Director (307) 587-8589

#### > State Representative House District 24

Sandy Newsome (307) 272-1676

#### > State Representative House District 50

Rachel Rodriguez -Williams (307) 250-5008

#### **Cody Shooting Complex**

John Shwartz, Board of Directors (303)548-3521

#### **➢** Gunrunner Auctions

Scott Weber, Owner (307) 296-7280

#### Cody Firearms Experience

Paul Brock, Owner (307)586-4287

#### > RSC Power Sports

John Hollander, Owner (307) 587-6818

#### > Gunwerks

Garrett Wall, Chief Operating Officer (307) 206-7080

#### > Flat Broke Farms Shooting Range

Steve and Cindi Thomas, Owners 301) 863-4524

#### > Powell Economic Partnership

Rebekah Burner, Executive Director (307) 754-3494

#### > Wyoming Business Council

Kristin Fong, Regional Director (307) 271-2619

#### > Wyoming Outdoorsman

Tim Barry, Board Member

A list of Advisors and Counselors to the Project is located in **Appendix 1**.

## I. Site Selection

#### A. Land Ownership

- 1. Proposals shall describe the current land ownership of the proposed site(s): Private, State, County, Municipal, Federal\*, or Other. Include Department or Agency as appropriate (for example State Office of State Lands and Investments (OSLI), Wyoming Game and Fish Department (G&F), State Parks and Cultural Resources (SPCR), etc. Federal Bureau of Land Management (BLM), United States Forest Service (USFS), Bureau of Reclamation (BOR), etc.
  - The selected site for the Wyoming State Shooting Complex (Complex) is approximately 2,036 acres owned by the State of Wyoming. The property is located in Sections 35 in T52S, R102W; Section 36 in T52S R101W; Section 2 & 11 in T51N, 102W; Section 1 of T51N, 101W; and Section 31 of 51N 101 W.
  - \* If any portion of the proposed site is owned by the Federal Government, please document the likelihood that any transfer or approval for use of the site for the complex within a time frame that would allow construction of the complex to begin in 2025. This shall include any NEPA compliance and cultural resource evaluations. Be aware that due to the extensive surface modification for ranges, roads, and building sites as well as supporting infrastructure, the construction of the shooting complex may trigger a determination by a federal agency of a finding of significant impact that would trigger the need for an environmental impact statement or at the very least an environmental assessment. This process can take from 1-10 years to complete and is consequently outside the scope and time frame for consideration by the State Shooting Complex.

#### None of the proposed site is owned by the federal government.

Any known easements, rights of ways, and/or access agreements across private, state, or federal lands to the proposed site shall be clearly identified in the proposal, with an expected time frame for execution should the site be selected. Letters of support from potential grantee or authorizing entity with a proposed time for execution are highly desirable and are encouraged to be included in the proposal.

- The access road will cross a parcel of Bureau of Land Management property. The access road follows an existing route. A cultural resources survey will be required prior to road construction, a process requiring approximately 100 days to complete. A letter detailing the process and the timeline is attached as Appendix 2.
- 2. It is the responsibility of the proposal's sponsor to contact any potential private landowners, state land office, and any lessee of state land about the potential acquisition/leasing of their lands. Any purchase or leasing of lands utilizing state funds will be required to comply with state laws, rules, and regulations for land acquisition.

The selected site currently has grazing lease through the Office of State Lands. with Hunt Oil Company, dba Hoo Doo Ranch Holdings and Mountain Holdings, (Glenn Nielsen). These parties have been engaged in discussions about the project and are willing to adjust their grazing season in conjunction with the Complex schedule. Accommodation will be made with the leasees in consideration of loss of forage due to development and the upkeep and maintenance of perimeter fencing, access roads and water development. Attached as Appendix 3 is a letter from Hoodoo confirming their willingness to participate in the project. A letter from Mountain Holdings is forthcoming.

The site also has a mineral lease for bentonite mining. The lease is held by Bentonite Performance Minerals of Houston, Texas. The lease is considered a prospecting lease and has been inactive since 2001. The lease extends to 2031. BPM has been contacted regarding this lease. The local office lead has informed us that due to the proximity of Cody to the site, the presence of the Sage Grouse Core Area and the other wildlife crucial ranges, developing a mine would be difficult, if not impossible. The company recommended that the Complex move forward with the Complex plan.

If any state school trust lands or state agency's lands are included in the proposal it will be the responsibility of the proposal's sponsor to contact the appropriate state agency to help develop their proposal for those lands. It will also be the sponsor's responsibility to work with the existing lessees of these lands to develop agreements for the use of the lands consistent with existing laws and regulations.

Utilizing existing state lands for the Complex maximizes the State Investment in the Complex improvements. This proposal requests that the Complex site be dedicated as a State Recreation Area, leaving the current grazing leases intact. As a State Recreation Area, the Wyoming State Parks and Cultural Resources, State Parks Division would share management of the Complex through a Memorandum of Understanding with a local Joint Powers Board. In this structure, no commercial lease is needed with the Office of State Lands and Investment. Instead, the Joint Powers Board would return a percentage of gross revenues to the State. Our meetings with State Parks and with the Office of State Lands and Investment formed the basis for this ownership strategy.

We have also had discussions with the current grazing leaseholders regarding the proposed use of the State School lands. While this will be disruptive to their normal operating plan, both leaseholders have agreed to be supportive of the development of the Complex.

The Complex will finalize an agreement with the HooDoo Ranch and Mountain Holdings for details regarding the cooperative use of the property. A Draft of that Agreement is attached as Appendix 4 to demonstrate the accommodation being made to the Lease Holders.

For state school trust lands, grazing is considered a compatible use and is considered beneficial for some areas of the shooting complex in that it helps manage vegetation for the prevention of unintended ignition and wildfire associated with some shooting activities. Modification of an existing grazing operation (season and duration of use) and any associated improvements (i.e. fencing, water developments, roads, weed control, etc.) should be incorporated into a grazing management plan for the site with full cooperation of the grazing lessee including responsibilities for the maintenance of any associated improvements or land management activities. State school trust lands will require leasing of these lands for the purpose of development of the state shooting complex and this cost should be included in the proposal's proposed budget. For information associated with the process and requirements for leasing state land contact:

Tyler Seno, Commercial Leasing & Special Use Leases Phone (307) 777-5762
Office of State Lands and Investments Email: tyler.seno@wyo.gov

- ➤ We have communicated with Mr. Seno and Mr. Cody Booth of the OSLI and understand the process required for shared use of the State Land. We have also met with each Lease Holder and have discussed a cooperative use agreement for the properties. As stated previously, the Draft Cooperative Agreement is attached as Appendix 4.
- **3.** Proposals shall describe what the land ownership will be if the proposed site is selected: (Land acquisition is an eligible expenditure of state funds). The final ownership of the facility will be determined based on the individual project selected. If state funds are utilized for land acquisition, it is contemplated that landownership would reside with the state.
  - After evaluating the various ownership structures, the local working group prefers to utilize an ownership model which declares the Complex property as a State Recreation Area. This designation allows maximum flexibility for future use and ensures stewardship and the State investment in the project.

The process for creating a State Recreation Area will require the Department to conduct a Site Criteria review. An affirmation by State Lands would then require legislation enabling the State dedication of that property. It is proposed that the Site Review and legislation be ready at the start of the 2025 legislative session.

The local working group has obtained a copy of the Application and Site Criteria and will commence on that process upon selection as the preferred State Shooting Complex site.

Proposals shall indicate the status of any purchase agreements with potential landowners. (This does not mean purchase price, only intent to enter into an agreement to purchase any land needs to be included).

#### Not Applicable.

- **4.** Proposals shall identify important fish and wildlife habitats that would be impacted by the site development and facility operation and provide a plan to avoid, minimize, and/or mitigate for the impacts. (Wyoming Game and Fish Department can assist with this.)
  - The base maps provided in the proposal identify the project boundaries with overlay that demonstrate overlap with the Core Area for Sage Grouse (Appendix 5), Elk (Appendix 6), Mule Deer (Appendix 7) and Pronghorn (Appendix 8) Crucial Range.

The Core Area for Sage Grouse enters the south end of the proposed complex covering approximately a third of the area proposed as a "Special Use Area." The closest identified Sage Grouse Lek is ¾ of a mile to the south and approximately 250 feet in elevation about the area of active range use. In our consultation with Wyoming Game and Fish, a preliminary assessment indicates that this section of the Core area has exceeded the 5% disturbance, meaning no new ground disturbing activity will be allowed without mitigation. As such, the Complex design will utilize this area as an area of minimal development. This planned area usage will greatly minimize impact to the Sage Grouse.

The Elk and Pronghorn Crucial Ranges lie outside of the proposed Complex. Although these Ranges lie outside the area identified area, local knowledge informs us that these species do make use of the area. Because having these species on site can be of tremendous value to our customers, the complex will recognize that value and work to operate the facility in harmony with these species.

The entire Complex Area is within the Mule Deer Crucial Range Area. Mule Deer, although quite adaptive to human presence, still need areas of shelter and forage in the critical winter months. The Special Use Area – west of the Complex ridgeline will allow the management to adjust Complex use during the most difficult winter months, minimizing the overall impact.

#### B. Parcel(s) Characteristics

- 1. A contiguous parcel is most desirable but separate parcels within reasonable distances from each other will be considered.
  - The site is a contiguous parcel of approximately 2 miles by 2 miles square.

- **2.** Size: 800 acres minimum, but space should be sufficient to safely accommodate the priority disciplines in Appendix A, as well as allow for future ranges and facilities to be constructed without requiring additional land acquisition.
  - > The site consists of 2,036 acres. The proposed Complex site is primarily surrounded by additional State Lands and BLM. Both provide growth opportunity without requiring land acquisition.
- **3.** Maps and satellite images of the proposed sites shall be included. Proposals shall include County GIS maps with both topographic and satellite imagery overlay.
  - > The following maps are attached as follows:

Appendix 9 – Aerial of Site with Boundaries
Appendix 10 – Aerial of Site with Topographic
Detail



- **4.** Proximity: Proposals shall include a written narrative of the proposed site location to the nearest cities and towns and the nearest airports (commercial). Also, a large-scale map should be included showing the proposed site and proximity and travel routes to the nearest cities and towns. The narrative should include a description of:
  - The proposed Complex is approximately 7.5 miles south of the Cody city limits on Highway 120. This travel distance is measured from the confluence of US Highway 14/16/20 and Highway 120 (the Meeteetse Highway).

Appendix 11 is a map depicting the City of Cody and the route to the Complex's Main Facility. The following provides details on the Complex's proximity to the county and rest of the state.

**a.** *Travel time from site to nearest cities, towns, and airports.* 

DESTINATION	DISTANCE FROM SHOOTING COMPLEX	APPROXIMATE TRAVEL TIME
Powell	27 miles	30 min.
Lovell	54 miles	55 min.
Greybull	57 miles	60 min.
Meeteetsee	24 miles	25 min.
Worland	94 miles	1.5 hrs.
Thermopolis	88 miles	1.5 hrs.
Riverton	130 miles	2 hrs. 15 min.

Sheridan	148 miles	2 hrs. 50 min.
Casper	207 miles	3 hrs.
Billings, MT	115 miles	1.5 hrs.

- i. Capacity of nearest commercial airports including information on the number of flights and seats on those flights
  - ➤ The Cody Yellowstone Regional Airport enjoyed stellar air service up until the COVID and federal regulation regarding pilot training hours and mandatory retirement age. Our local community air support group (Cody Yellowstone Air Improvement Resources (CYAIR) has maintained relationships with United and Delta airlines to return service to pre-pandemic levels. The work has rewarded the community with the following projected air service for the 2025 Summer season. The following table was constructed following contacts with Aaron Buck, Airport Manager of Yellowstone Regional Airport (COD) and Jeff Roach of the Logan International Airport in Billings, MT (BIL). The peak season will have 325 seats daily in the market for Cody and 752 from the Billings facility.

AIRLINE	SEASON	DESTINATION	FREQUENCY (PER DAY)	SEATS
YELLOWSTONE REGIONAL AIRPORT				
United Express	Summer	Denver	3	65
SkyWest - Delta	Summer	Salt Lake	2	65
United Express	Winter	Denver	2	65
SkyWest - Delta	Winter	Salt Lake	1	65
LOGAN INTERNATIONAL AIRPORT				
United Airlines	Summer	Denver	3	76
American Airlines	Summer	Dallas-FW	1	66
Delta Airlines	Summer	Salt Lake	2	78
Delta Airlines	Summer	Minneapolis	1	150
Alaska Airlines	Summer	Seattle	2	76

- ii. Rental car availability at the airport
  - > Yellowstone Regional Airport is served by Hertz, Avis, Thrifty, Dollar and Budget Car Rental. In peak season, the collective group offers 100 cars at the YRA facility. In events of larger scale, the agencies are able to draw cars from the Billings Market area. Manager Corey Field provided via email that a typical model for rental agencies is to match the number of plane seats in the market.
- **iii.** Any alternative transportation options available for transportation to the proposed site.
  - > Two shuttle services utilizing passenger vans are available to access the Complex. These include the Cody Shuttle and Explore Cody Transportation. Additionally, the Holiday Inn, the Ivy, the Cody, the Irma Hotel, and the K3 Guest Ranch maintain regular shuttle service for their guests. There are numerous Uber and Lyft drivers in the Cody area.

For past shooting events held at the Cody Shooting Complex, the buses from Park School District and Northwest College were utilized to convey participants. The arrangements can be made based on the needs of the particular event. Appendix 21 lists the transportation providers in the community.

**b.** *Type of surface by miles to the site (paved, gravel, etc.)* 

ROADS TO THE SITE	SURFACE TYPE	DISTANCE
Begin – Intersection of US 14/16/20 onto Highway 120	Paved Surface	0.00 miles
US Highway 120	Paved Surface	4.25 miles
Turn West on Shooting Complex Road	Improved Gravel Road	3.25 miles

- **c.** Ownership of highways and roads to the site (miles of state highway, county, private, or federally maintained roads)
- ➤ Highway 120 is owned and maintained by the Wyoming Department of Transportation. The 3.25-mile improved gravel road to the Complex site will be a dedicated County Road, constructed and maintained by Park County as an in-kind match to the project.
- **d.** Any seasonal access constraints or issues both to and on the complex itself.
- > Wyoming weather conditions will be in effect causing access to the site to be limited in severe weather. The likelihood of a shooting event occurring during this inclement weather is low.

#### C. Layout

(Once a site has been selected the Task Force will employ consultants to work with the successful sponsor to develop a master layout and development plan for the site. However, a conceptual layout/sketch drawing illustrating how the initial desired shooting disciplines might be accommodated within the site is required as part of the proposal.)

> We brought Travis Gibson of MGM Targets to Cody to review the site and provide a preliminary layout for the site. Mr. Gibson has been involved in the design of many ranges across the country (including the Cameo facility in Grand Junction). He is a competitive shooter in the long range and three-gun disciplines. The local working group engaged Mr. Gibson to better understand how to optimize the use of the landscape and to aid in making an assessment of initial project cost and operational costs. The conceptual plan for the rifle, pistol and archery disciplines were completed following an extensive on-site evaluation followed by a design charette with local working group members.

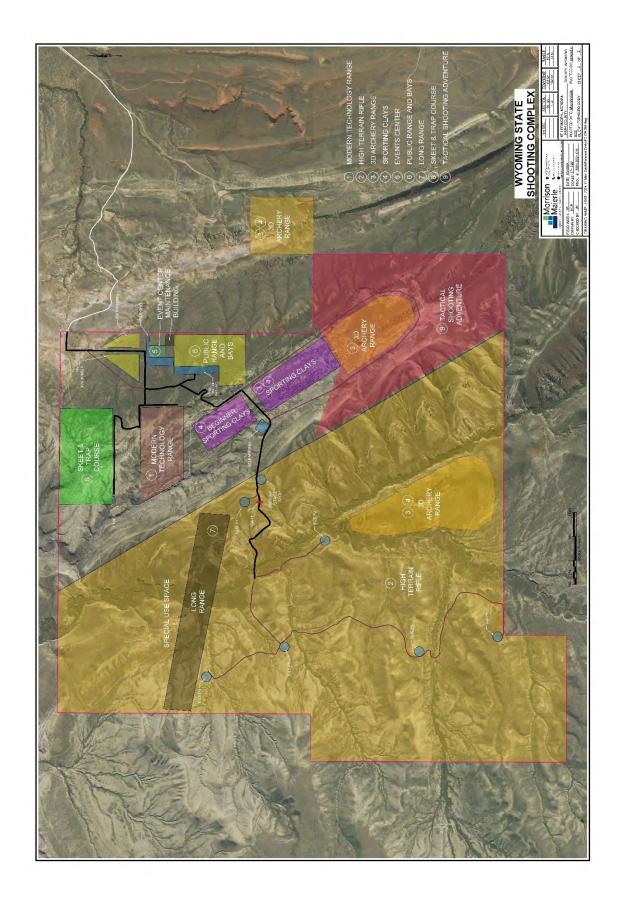
John Huang of Oakwood Controls was solicited for assistance in the development of the Modern Technology Shooting venue. Oakwood has manufactured world class electronic target systems for outdoor shooting ranges, military, and law enforcement training centers for 15 years. Mr. Huang expertise aided in the location and cost estimation for this important part of this project.

To complement Mr. Gibson's work, we also brought in Heyward Cunningham and Sean Power of Promatic, Inc. Promatic is highly acclaimed as the "World's Best Traps." Company President Cunningham has a close working knowledge of nearly 70% of trap and skeet ranges in the U.S. The company is currently designing the ranges for the 2026 Los Angeles Olympic games.

For Archery, we looked to two sources of information as we conceptualized the project. The first being Lonnie Workman, CEO of PSE Archery. Mr. Workman and his team have extensive experience in competition archery and also bow hunting. He connected us to Sean DeGrey of the Total Archery Challenge. The emphasis on 3-D Shooting by the Task Force compelled us to better understand the ranges and the special characteristics that make them desirable for shooting events. Both Mr. Workman and Mr. DeGrey provided valuable insights for future planning exercises.

Each of these professionals along with the counsel of an extensive list of industry leaders (Appendix 1) brought tremendous value to our planning, injecting decades of planning and design to the forefront, allowing us to optimize our Conceptual Plan. The ability to have reliable budget numbers allowed us to not only complete the business plan with confidence, but the long-term capital plan as well.

Included is Appendix 12 –Conceptual Plan of the Complex.



Letters from these planning consultants are included as Appendix 14 describing their overall thoughts on the site, estimates of cost and the Cody proposal.

At this point in our Response to the RFP, we'd direct attention to the RFP's Appendix A requirements for a World Class Facility.

On the Conceptual Plan included on the previous page (with an additional copy included as Appendix 12), we have marked the location proposed to carry out each respective discipline. The following outlines our expectations in each of the priority areas, plus the addition of one new feature.

#### 1. Modern Technology Configurable Shooting Range for Competition.

➤ The brown shaded area west of the Event Center is designated as the location for the Modern Technology Range. It is denoted on the map with a large white number 1 in a circle. Its proximity will be driven by the need for electric power and Wi-Fi. The shaded area is approximately 300 yards by 600 yards. This range can be accessed with the participant's vehicle.

#### 2. High Terrain Rifle

> One of the most impressive characteristics of the Complex site is the scale and diversity of the landscape. The area marked with the white 2 in the southwest corner is a Match Directors dream. This immense area is accessible by ATV on a narrow trail winding through the Complex. In this area, the match can be developed with short and long-range challenges while maintaining safety from other venues. There are literally infinite options available. An added safety feature of closing the gate on the ridge, near the Long-Range facility will limit access to those not involved in the competition. The landscape allows maximum flexibility in the number of stations and targets and because of that, we will be able to easily host large-scale events for over 250 participants.

#### 3. 3D Archery

> The topography of the Complex site offers a number of areas where amazing 3-D archery courses can be set. The area marked with a white 3 in the southeast corner is the primary 3-D venue. This route allows the targets to be inside the loop or outside the loop, encouraging participants to be alert on all sides. The orange shaded configuration is approximately 300 yards wide and across a ridge providing a solid buffer for multiple persons on the loop. The red shaded area will also be utilized for 3-D as needed.

On the Map, note that three other areas have been identified as 3-D archery venues. The initial (orange) loop is ADA accessible; the others will not be.

#### 4. Sporting Clays

> The Complex will host 2 set loops for sporting clays of varying difficulty. The loop labelled Beginner Sporting Clay will be set up with 8 stations of 3 throwers each. The second purple shaded area will be the primary, day use sporting clay venue. This course will have multiple thrower positions and allow access via ATV. Note that two other areas, one to the far east and one in the center of the map also can host sporting clay courses. This provides a total of 3 experienced and one beginner course.

#### 5. Indoor Shooting

➤ The Event Center will be sized to allow indoor archery and air gun shooting. A room approximately 100 feet by 120 feet will be configured to allow national and international matches. The space will double as space to hold event registrations, awards dinners and other large-scale events.

Consultant, Julie Golob, suggests that the Complex use a unique approach to managing the small bore inside space. Her experience has shown her that a shooting bench, located inside of a lean to, can reduce the cost for air handling. The lean-to structure would have opening, roll up doors that would open onto a 100-yard bunker. Participants would open the door and shoot to the outside. The space would allow 25 bays for small bore rifle.

#### 6. Pistol/Flex Bays

> The Pistol and Rifle bays will be laid out south of the Event Center on a gently sloping hill. This area offers topography that is ideal for creating buffers while reducing excavation costs. The area shown in yellow and marked with a white 6 is approximately 150 yards deep on the north end, 300 yards deep on the south side and over 600 yards wide. About half of the shooting stations will be in a covered pavilion.

The available space can easily serve the needs for USPSA, Steel Challenge, 3-Gun and Cowboy Action competitions. Mr. Gibson modeled the bays similar to the Cameo facility with 12 bays being 75 feet wide and the longer 13 bays being 95 feet wide.

#### 7. Long Range

➤ The Long-Range stationary course is positioned on the top of the ridgeline near the north end of the Complex. The area is marked with a white 7. This configuration allows room for 25 bays to access berm backed targets at up to 1 mile (1,760 yds). The shooters will have bench access in a covered pavilion.

#### 8. Shotgun Range

> This range, marked with a white 8, lies just north and west of the Event Center. The proposed trap range will house 10 stations with the skeet ranges allowing 6. The layout proposed by Heyward Cunningham of Promatic, overlays the trap range with 5 Olympic bunkers. The CEO of USA Shooting has indicated that if the Complex has 5 Olympic bunkers (4 competition, one practice) that he would commit to use the range for regional and national qualifying matches.

The 5-Stand course will be established beside the skeet range.

#### 9. Tactical Shooting Adventure

➤ This venue, situated on the southeast corner and surrounding the 3-D archery venue is a course established to draw day users. This course, much

like in the NRL Hunter or Precision Rifle Series has established shooting stations where the participant will locate, range, and shoot silhouette targets. In this course, the targets will vary from 50 to as much as 300 yards. This concept is to have a parent / child combo or experienced/inexperienced shooters walk the course together, each shooting their preferred target. The adventure is perfected by a scoring system for direct hits, near hits and misses. The competition and the camaraderie will make this a venue that will draw locals and visitors alike. Note that this range can also double as a 3-D Archery range.



As should be observed, our team worked very hard to accommodate each shooting discipline to the fullest.

And continuing to respond to the RFP questions.

The following will be considered in determining a site selection:

- **1.** For long-range shooting, the site must have at least 1,500 yards line-of-sight with buffers on both ends.
  - As noted on the Conceptual Plan (Appendix 12), Long Range Shooting can be accomplished through several locations on the conceptual plan.

The area in the center of the site identified as the Long Range allows 25 lanes of shooters the ability to shoot targets at ranges from 200 yards to 1 mile. The proposed shooting platform will allow benchrests under cover.

The area marked as Special Use Space is essentially a blank canvas covering most of the west portion of the Complex. The varied topography and road system can safely accommodate the needs of long-range shooting associations, whether the Precision Rifle Series, National Rifle League, King of 2 Mile or others. In this space, the Match Director has the opportunity to position competitive shooting events throughout the landscape. Manager Walt Proulx of Cameo described "organic ranges" as being a key area of growth for shooting complexes and this area certainly creates that opportunity. In this Special Use Space, the two track roads will be improved for ATV travel. Foot trails will be planned out and shooting stations marked along the trail. From these stations, the safe shooting directions will be defined such that Directors can set targets appropriate to the contest objective. Because of the scale of the area and the topography of the site, the targets can be set utilizing the natural terrain buffers.

The dynamic nature of this Special Use Space, multiple targets at the requested one mile can be easily achieved with varying aspects for the shot. Two specific locations would allow a target of over 2 miles with an appropriate buffer. Having the west portion established as Special Use Space and the ability to restrict non-participant traffic with a gate into that area provides an extremely safe environment to conduct extreme long-range events.

- 2. Parcels should have an adequate buffer between any range on the complex and other buildings, residences, businesses, or occupied locations on adjacent lands. Other infrastructure/buildings on the complex that are not utilized for shooting may have significantly less buffer space requirements. This buffer area extending beyond the site must be sufficient to ensure that future development adjacent to the site will not compromise operations of the complex.
  - The conceptual plan considered the spatial orientation of each respective discipline and attempted to provide a layout that can be accomplished, while understanding that final design will be completed at a later date

The vast public lands and with minimal private lands surrounding the Complex site are undeveloped and not conducive to future development.

Appendix 14 provides an overview of adjacent property owners and the separation between the Complex site and other parcels. As regulations do not allow lead to leave the site, all developed venues will utilize the natural terrain to contain projectiles. The ownership to the east side of the property is nearly all Bureau of Land Management with one small parcel owned by Cody resident, Keith Bell. Mr. Bell was approached with an explanation of the project. He indicated that he has no objection to the Complex location and is in favor of the project. A small area to the west is owned by the HooDoo Ranch who is a supporter of the project.

- **3.** Campgrounds and RV camping may be included at the site if there are insufficient private/public facilities within proximity and the site has sufficient space, topography, and easy access.
  - ➤ Our market research with the shooting industry and participants in competitive events indicates that many competitive shooters travel via Recreational Vehicle or Motor Coach. Those participants wish to camp in close proximity to their counterparts and the shooting venue. The availability of RV parks and campgrounds is as follows:

CAMPGROUND AND RV FACILITIES	NUMBER OF UNITS (932 total)
Cody Area – within 20 minutes	562
Park Area – within 40 minutes	198
State Park – within 45 minutes	172

The estimated number of professional shooters who travel via an RV is 40% of the number of registered shooters. For an event of 400 participants, 160 RV spaces may be required. The capacity of the area would seem sufficient to handle the demand. These facilities may be near capacity during the peak summer tourist season.

Typically, major shooting events are scheduled a year in advance. Participants also book well in advance, so any shortfall is unlikely to impact the shooting community. It may impact the other visitors to the area who may be late planners. As the goal of the Complex is to increase visitation to the State and provide quality experiences for the participants, the State Complex will provide a small number of RV parking sites on the grounds.

The State Complex will include 40 camp sites on the Complex grounds. These sites will not be available to the public, but to Complex customers who are participants in a shooting event.

The developed sites will be primarily dry camping (electric only) to accommodate short stays during events. Water fill and dump stations are located in Cody. A few sites will be developed with full hookups to accommodate use by match directors, seasonal staff and seasonal volunteers.

- **4.** Main buildings should be located close to the points of access and have sufficient space and topography conducive to ease of mobility to the rest of the complex. As noted above, expert consultants provided by the state will assist with the formal design layout after final selection.
  - ➤ The Complex conceptual plan utilizes a hub and spoke model of development. When participants enter the Complex grounds, they will first arrive at the Event Center, which is a large facility with the ability to accommodate multiple uses. The Event Center is 7.5 miles (10 minutes) from Cody.

Most of the core shooting events will be located in the immediate vicinity of the Event Center. Parking lots by the pistol /flex bays and the shotgun sports will accommodate those users. Other users will utilize ATVs to access their respective shooting venues.

#### **D. Site Characteristics**

- 1. It is anticipated that there will be a need for buildings in addition to the shooting ranges themselves. Indoor education rooms, indoor shooting, and future event space should all be considered in the proposal.
  - The Conceptual Plan included as Appendix 12 identifies the proposed location of the buildings within the Complex. The facilities have been located in the northeastern corner of the site to focus infrastructure development on that section and reduce overall project cost. The buildings anticipated include:
    - The Event Center
    - The Maintenance / Storage Facility
    - Pavilions at Shooting Venues
    - A Midway "Stage Stop" Venue

The proposed Event Center will include the following components:

- > Registration and Information Center
- > Retail Shop and Snack Bar
- > ATV and Firearm Rentals
- > Administrative Offices for 3 staff.
- > Classroom and Meeting Space
  - One of the functions of the Complex is to provide educational programming for local 4-H Clubs and shooting organizations. The Event center facility will include 2 classroom areas for this purpose.
- **Public Restroom Facilities** 
  - The Event Center will house quality restroom facilities to accommodate a completive event of 500 persons.
- Shooting / Gathering Area
  - The Event Center will include a large space that will serve multiple functions. The functions planed for this area are:







- Archery and Air Rifle Range To accommodate archery and air rifle, a 20-meter range (international competition) will be constructed in the Event Center. This range will be 25 bays or 100 feet wide.
- A "lean -to" on the east of the building will house a small-bore range. This range, recommended by Julie Golob, 7-time USPSA National Champion, utilizes roll-up doors providing access to a 100-yard bay. Shooters stay warm in a radiant heated space. The discharge of the small-bore barrel is outside eliminating the need for expensive air handling and filtration. The shooting gallery will be positively pressured to force smoke out of the facility. It is anticipated to support 24 -26 bays.
- Event registration and coordination The facility will have large bay doors open to a large concrete patio as a space for gathering, instruction, post shoot mingling and awards. It will also serve to stage ATVs for participant use.
- This space will allow competitive shooters to enter and register for the event.
- The Gathering area will also serve as a location to hold the event's awards program. Most competitive events hold a dinner with a recap of the event, awards and a fundraising component for a specific charity. The space will be designed to accommodate a 700-person event with spillover to an outside patio if a large event is attracted.
- Commercial Kitchen The Event Center will include a commercial kitchen to accommodate large events or catered lunches for events.

The Complex will have over 6 miles of interior roads. To decrease overall development and maintenance costs, the Conceptual Plan (Appendix 12) utilizes a road system to accommodate vehicle traffic to venues close to the Event Center and a less costly trail system to access others. The Conceptual Plan identifies these differing road systems. The Trap and Skeet Ranges and the Action Shooting Bays will allow vehicular traffic to parking areas. This road will have a 20-foot surface and allow participants to utilize their own vehicle. All other shooting venues will be accessed by an ATV as part of the Complex use fee. The participant will use the ATV to follow developed trails to each venue. Although the trails will allow vehicle traffic for maintenance or for event set-up, they will be primarily used by participants accessing their venue.

- 2. Shooting bays for many activities should be on locations with very mild slopes (sites need to drain and not pool water) and ideally have a location with sufficient barrow material to construct safety berms and/or have natural hillsides as backstops.
  - > The Conceptual Plan identifies the areas which are believed to be best suited for the particular shooting disciplines. The varied topography throughout the site is well suited to accomplish safety berms and natural backstops. These areas are generally outlined to provide an adequate level of detail for budget and operational planning.
- **3.** The largest allocation of land should have a high degree of topographic relief (i.e., cliffs, bluffs, ridges, gullies, hills, etc.). Sites that have the greatest and most diverse topographic relief will be the most desirable. Longer-range courses need not be on flat ground but must have line-of-sight.
  - Appendix 10 is an aerial view of the site with a topographic overlay. The site has considerable topographic relief offering a wide array of shooting opportunities. Designers of matches can establish targets which are up, down, across, and exhibit variable wind speed and directions.
- **4.** Vegetation: Ideally the site will have a diverse vegetation mix, with sagebrush-grasslands and forested (tree cover) on portions of the site.
  - Plains ecoregion. This category includes areas of rolling high plains, dendritic valleys formed through erosion and broad to narrow valleys. As is expected on the front slope of the Rockies, the geology is diverse and the layers of geologic formations evident. These features create diverse mixture of soil surface layers and vegetative cover. The vegetative cover is mostly native grasses and forbs, intermingled with woody shrubs such as Big Sagebrush and woody species such as Eastern Red Cedar. The current site is in excellent range condition with predominant cover of Big Sage with understory of Bluebunch Wheatgrass, Prairie Junegrass and Green Needlegrass. Western Wheatgrass appears in areas of disturbance and heavily grazed areas. Approximately 60% of the Shooting Complex is comprised of this cover. Overall, the site provides an impressive natural setting for each of the respective shooting disciplines. The site offers truly Wyoming landscape.
- **5.** Site orientation: Ideally the site will afford locations for shooting bays and target ranges to have a North–South orientation.
  - > The Conceptual Plan provides shooting orientations that avoid direct interface with the sunrise and sunset. As the design team considers the site and season of use, this can be studied further, and adjustments made.

- **6.** Zoning: Sponsors should review county zoning maps to ensure that the shooting complex at the proposed site is permissible under county zoning. If not, the proposal shall include a written statement on how changes to zoning requirements will be addressed and a timeframe to accomplish changes.
  - ➤ The Complex site is Zoned GR-40 General Rural for parcels over 40 acres. This is the typical classification for agricultural land units. To utilize this facility as a Shooting Range, as designated in the Park County Development Regulations and Standards (page 108) the use is classified as Recreation Major Recreation Facility and would be required to obtain Special Use Permit to operate the facility. The enthusiastic support by our Park County Commission would indicate that a Special Use Permit will be obtained.

Proposals shall address the impact of utility corridors on the construction and operation of the complex.

- > There are no utility easements on the site or in close proximity to the site.
- 7. Utilities: Required utilities include electrical power, source of heating (natural gas, propane, or electric), broadband internet, and potable water. Proposals shall provide information regarding the proximity to all existing or proposed utilities.

#### **Electric**

Electric service in this area of Park County is provided by Rocky Mountain Power. The utility completed an assessment of the project need and determined that the best route for service in order to provide sufficient capacity would require approximately 2.5 miles of distribution line. This distance was utilized to stay in existing easements across Bureau of Land Management properties.

#### ► Gas

Natural gas is not readily available in the area. Propane will be utilized as a heating source and will be provided by a local supplier.

#### > Water

A Geologist has been consulted relative to the availability of ground water the area of the complex. The Wyoming Groundwater Atlas indicates there are water baring aquifers present. The likelihood that it would need treatment for Total Dissolved Solids is high. A preliminary review estimates water availability at 500 feet with potential flows at 10 gpm. The well location would fall approximately 800 feet from the Event Center. To reduce maintenance costs, a water system is proposed that would treat potable water for consumption and cleaning purposes. Water for sanitary purposes will not be treated.

#### > Wastewater

Although the site is large enough to consider the development of a large septic system, the soil may not be conducive to this method of treatment. This is especially true due to the anticipated fluctuation in use. The potential to use a package treatment system has been studied to address the variable volume of effluent due to high volumes during a competitive event and much lower volumes during normal operations. Several suitable systems are available which are commonly used for remote RV parks and recreation areas and are recommended as a viable path for wastewater treatment.

#### **Broadband**

The location of the site will require the use of a dish or satellite downlink for internet service.

#### > Cellular

Cell service throughout the Complex is good.

### II. Governance Structure

- **A.** To the extent identifiable, proposals shall include a proposed governance of the facility including ownership and operation of the facility. See exhibit B for a non-exhaustive list of possible structures.
  - 1. Ownership -The Complex consists entirely of State School Lands and will continue to be owned by the State.

The local working group has met with the State Director and Assistant Director of State Parks and Cultural Resources several times to understand the process for dedication of the property as a State Recreation Area. It is our understanding that the process begins with the submission of an Application, and respond to the necessary site criteria for the dedication.

- 2. Governance The operation of the State Shooting Complex can be segregated into two major functions:
  - 1) Management and maintenance of the physical facility.
  - 2) Administration and promotion of the Complex and its use.

Both functions work to the same end goal.

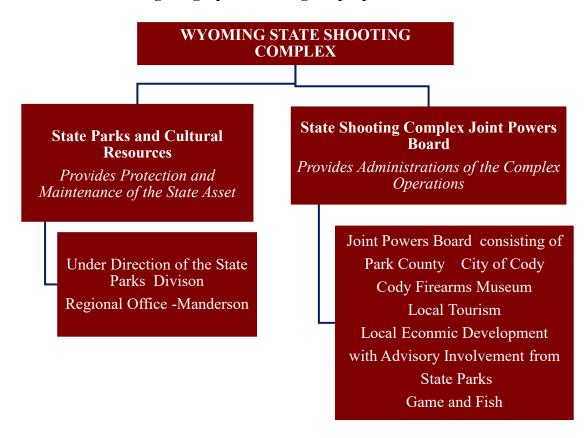
After much consideration and to maximize the State's goals and investment, we propose that the Complex be operated under an MOU between the Wyoming Department of State Parks and Cultural Resources and a local Joint Powers Board.

The Wyoming Statutes (16-1-101 through 16-1-111) define the structure, the power and the process required to establish this local unit of government. Section 16-1-104 (c)ii allows the Joint Powers Board to "own, lease, assign, sell, create, expand finance and operate recreational facilities." The statutes also provide accountability to the taxpayers through the requirement of public meetings, fiscal transparency and accountability. The Complex Business Plan, attached to the proposal states the critical importance of day-use in establishing a revenue stream to support the facility's operation and growth. Maintaining a vested local joint powers board will strengthen the entrepreneurial spirit of the project, engage local entities making local decisions and join the success of the project to that of the community.

We believe that the combination of the State's ownership and preservation combined with a locally driven governing body will best accomplish the State's primary goal "to increase economic opportunities and development associated with participation in shooting sports in Wyoming."

This proposed governance structure is suggested because of the two distinct functions of the Complex and the unique capabilities of our community to access contributions and sponsorships for the promotion and operation of the facility. Members of the State Task Force and local proponents have all emphasized the importance of a sound Business Plan. We believe that buy-in by the community is the driving factor for future success. We do not want the perception that the State will be the solution to future Complex challenges and then, simply take care of it. The State and the community are best served when the local community is fully engaged, completely supportive and totally immersed in making this a project a success.

The envisioned Joint Powers Board will include representation appointed by local governments, economic development, tourism, and the shooting /manufacturing industry. Advisory representation from State Parks and Cultural Resources and the Wyoming Game and Fish are anticipated. The structure currently includes Park County leaders but will seek to include members from across the Big Horn Basin. The following is a graphic detailing the proposed structure.



In the conversation with the state, it was suggested that a full-time person and two seasonal positions would be provided by the State. As the organizational chart indicates, the facility infrastructure and maintenance will be the function of the State Parks employees.

The Joint Powers Board, operating the Complex's programs will provide a manager and two administrative/retail staff positions. These positions will recruit, coordinate and administer the day-to-day use and the events of the Complex.

The proposed MOU will describe the separate functions and responsibilities therein. The following describes some of the key roles and responsibilities of this cooperative arrangement.

CORE RESPONSIBILITY	STATE PARKS	JOINT POWERS BOARD	SHARED FUNCTION
Facilities Maintenance	X		
Facilities Repairs	X		
RV Camp Sites			X
Equipment Maintenance			X
Use of the Event Space			X
Operations of Welcome Center		X	
Retail Operations		X	
Event Marketing and Promotion		X	
Coordination of Shooting Events		X	
Administration of Special Events		X	
Maintenance / Setting of Targets/Traps etc Regular Use			X
Maintenance / Setting of Targets/Traps etc Special Event Use			X
Financial Management		X	
Security of Facility		X	

- 3. Operational Support. Proposals shall include the potential availability of City or County staff, volunteers, and others to assist in staffing the complex, especially during matches. (Ex. State would provide X FTE for the overall management and local organization/government would provide Y staff for the daily operation and maintenance).
- A. The Joint Powers Board will employ three people to manage the administrative functions of the Complex. The State Parks facilities and two seasonal employees will round out the paid staff. The Business Plan contemplated the staffing needs of the facility and has devised a staffing plan to provide coverage. The JPB staff will be paid through operational revenues. The State employees are budgeted through the State Parks. The Complex will require seasonal staff and volunteers to manage high use periods. These will also be compensated through operational reveues.

The following table outlines the core staff necessary for day-to-day operations of the facility.

STAFF POSITION	CORE RESPONSIBILITY	FTE	SUPPORTED BY:
Complex Manager	Oversight of all Shooting Complex Operations	1	Joint Powers Board
Administrative/Retail	Office support, manage the registration of shooters and ancillary needs	2	Joint Powers Board
Maintenance Supervisor	Maintains infrastructure of the Complex	1	State Parks Division
Maintenance Worker	Assist in Complex Maintenance	1 FTE (two seasonal)	State Parks Division

- 4. Proposals should include an outline of the sponsor's maintenance and operations plan. Describe the system(s) that the sponsor will use to develop a multi-year maintenance reserve plan, annual maintenance reserve, repair and maintenance budget.
- B. The Operation Plan is included in the comprehensive Business Plan (Page 32).

## **III. Contributions**

Proposals with significant financial contributions, matching funds, or other contributions will receive greater consideration.

- **A.** The State will provide the initial \$10 million for the acquisition, design, development, and construction of the facility. However, it is anticipated that \$10 million may not be adequate to get the facility finished for an initial opening. Proposals should include a detailed description of:
  - 1. Any contributions/matching funds that will be provided for the initial construction. This could be cash or in-kind.

Ex. county/municipality would donate (donation) towards the initial construction or constructed roads with their own equipment, etc.

B. The local Working Group has met with the key players in the Park County Community to determine the availability of resources to support the project's development and startup operation. The following support totaling over \$1.2 million has been committed to date:

#### LOCAL CONTRIBUTIONS

#### > Park County

The Park County Commission in support of the project has agreed to bring the existing road to the Complex site boundary to County standards and to provide ongoing maintenance of that access. The county will facilitate all easement through the BLM and seek dedication of the road as a County Road.

The estimated cost of road construction is \$750,000 with annual maintenance anticipated at between \$10,000 and \$15,000 per year.

#### > City of Cody

The City of Cody has been a major partner in the project. The City has indicated that as part of ongoing operation of the facility. Three key areas in which they have expressed interest in assisting are sanitation services, fire suppression (insuring capacity of water) and making available potable water (contingent of well quality). These inputs will be important in the long-term maintenance of the facility.

#### **Cody Yellowstone**

The ability of the State Complex to draw events and users will be critical in establishing a base revenue stream for the support of the project. Cody Yellowstone has committed to invest \$250,000, at \$50,000 per year for the

first five years of operation (beginning in 2025) to aid in the marketing programming needed to bring competitive events, and tie expanded tourism to include shooting as part of the travel plans.

#### > Forward Cody

The Board of Directors of Forward Cody has committed \$100,000 in cash in support of the infrastructure development costs. The source of these funds is derived from proceeds from past projects developed in the North Cody Industrial Park. These funds are not revenue recapture from state funded projects.

An additional contribution of \$100,000 from the community's Grow Cody Fund (revenue recapture) will be provided for assisting in the working capital needs at start-up.

#### STATE CONTRIBUTIONS

- ➤ The Wyoming Business Council provides grant funding to support the development of infrastructure to ready a community for business. From the preliminary project budget, the project will need an additional funding of an estimated \$3.2 million to complete site infrastructure. It is our intent to apply to the Business Council for this assistance.
- **2.** Fundraising and public/private sponsorship efforts and responsibilities for pursuing private sector contributions for the construction of the shooting complex.

Contributions could be in the form of cash in lieu of naming rights of individual ranges/buildings, advertisements, or utilization privileges for the shooting complex. If other, please explain.

➤ The Financial Model section of the Business Plan (page 37) contains a strategy for raising funds for the purpose of establishing Start-up Working Capital, a 9 Month Operating Reserve, and a Reserve for Complex Maintenance. For ease of reference, the Fundraising Plan is copied in this proposal as Appendix 16. Total projected local fundraising is \$1,865.000.

This plan was developed in consultation with our partners at the Buffalo Bill Center of the West who have extensive experience in the fundraising world related to firearms.

- **3.** Proposed financial responsibility for the following items:
  - a. Salaries/Benefits for Employees
    - As stated in Section 5b. and addressed in the Staffing Plan within the Business Plan, the Joint Powers Board will employee three full-time positions requiring \$220,000 in wages and approximately \$40,000 in benefits (20%).

The State Parks will maintain one full time equivalent position at the facility and two seasonal workers. These positions were estimated at \$70,000 for the Manager and \$30,000 for the seasonal (projected from May through October).

- **b.** Utilities
  - The Business Plan budgets the utility cost to the Joint Powers Board.
- c. Routine Maintenance
  - > The State Parks has indicated that day-to-day upkeep and maintenance of the park facilities, infrastructure, grounds, fencing and buildings may fall under their responsibility. As the MOU is formed, a more exacting allocation of costs will be developed. The current budget in the Business Plan allocates some repair and maintenance costs to the Joint Powers Board.
- d. Major Maintenance and Facility Replacement
  - The Fundraising Plan and the Business Plan Budget anticipates the need to provide future repair and replacement of equipment on the grounds, including traps, targets and supportive structures. The ATV's and Complex maintenance equipment will also need updated.

## IV. Tourism and Marketing Plan

Cody and the Park County area invest heavily in the promotion of the region as a destination for visitors. Our local lodging tax board, the Park County Travel Council manages the 4% lodging tax for our community. Operating under the name, Cody Yellowstone, the staff of three have a constant barrage of media hitting all corners of the country (and world) directing travelers to come to Wyoming, Park County and Yellowstone. And it works. In 2023, 947,000 visitors travelled to Park County, Wyoming. While many came to visit Yellowstone, statistics show that many of these guests base their stay in Park County (primarily Cody).

In preparation for this application, Cody Yellowstone produced a document which details the accommodations, food service venues and attractions of the area. A publication – "Destination Facts" is attached as Appendix 17 and provides a simple overview of our hospitality venues. Segments of the entire publication are attached by specific topic area.

- **A.** *Dining.* Within 20 minutes of the proposed site, the proposal will identify:
  - 1. The number of restaurants.
    - ➤ A comprehensive list of the 67 restaurants in Park County is attached as Appendix 18. There are a total of 46 restaurants within 20 minutes of the proposed site. The remaining all fall within a 40-minute drive of the Complex.
  - **2.** A description of the size of the area where those restaurants are located.
    - ➤ The three nearby communities, Cody, Powell and Meeteetse are all within 40 minutes of the Complex. As might be expected, the majority of those restaurants are located in the City of Cody.
  - **3.** *The type (e.g., fast food or sit-down) and capacity of restaurants.* 
    - ➤ There are 35 dine-in/sit down and 11 fast food restaurants within 20 minutes of the proposed site. The restaurant types are quite diverse ranging from high end restaurants, standard western steakhouses, family restaurants, pizza and burger joints to specialty menus of Chinese, Thai, Japanese, German, and Mexican.
  - **4.** Availability of other dining options such as food trucks.
    - > There are many other dining options. The City of Cody has over 30 food trucks registered. There are also 16 catering companies within Park County. A list of food trucks in the area is included in Appendix 18 in the Restaurants document.

- **5.** *Current occupancy (estimated) throughout the year.* 
  - > Occupancy of restaurants is not a statistic which is tracked for the restaurant trade. During the summer season, diners are wise to make reservations.
- **B.** Lodging. Within 20 minutes of the proposed site, the proposal will identify:
  - 1. Number of hotel rooms, including average occupancy rates by month to the extent available.
    - > Park County has 2,537 hotel rooms, of which 1,549 hotel/motel rooms within 20 minutes of the Complex. Appendix 19 is a listing of all lodging properties in Park County. These are all within roughly 40 minutes of the Complex. Those beyond the 20-minute range are lodging opportunities at Guest & Dude Ranches, Bed & Breakfasts or Guest Houses. Even in the peak season months, there is adequate lodging Attached as Appendix 20 is a June 2023 to May 2024 detailing of monthly occupancy percentages. Occupancy averages approximately 78% during these peak season months. Some may have the perception that "Cody hotels are always full." and we're glad it seems that way. We are near capacity at peak times. But Cody is no different than Casper during the State Track Meet or Laramie at Homecoming. Big events and popular places fill rooms. However, even in the peak season, when rooms are limited, they are always available for those who make reservations in advance. Cody rarely has a night where a traveler cannot find a room.

Some may also have the perception that Cody has high lodging costs. Cody has a full complement of hotels at all price levels based upon the quality of the properties.

Shooting competitions for 2025 are already on the schedule and shooters are booking travel for next year. The current hotel capacity will easily meet expected demand, and that is without the use of Air BNB's and Campers.

- **2.** A description of the size of the area where those hotel rooms are located.
  - The 1,549 hotel rooms within the communities of Meeteetse and Cody.
- **3.** Capacity for expansion of hotel room inventory in the area if necessary.
  - > The private sector has the capacity to expand the hotel room inventory if needed. There are several know vacant properties in Cody that are owned by large hotel chains and poised for future development.

- **4.** A description of the size of the area where the RV and camping sites are located.
  - The number of RV sites should be broken down by type of site, including full hookup sites that have sewer, water, and electricity at the site, sites that offer hookups like electricity, and sites that do not offer hookups or electricity.
    - ➤ Within 20 minutes of the proposed site, there are 832 RV/Campsites. One of those campgrounds is located just outside the town of Meeteetse with 98 campsites and has hookups. The 734 remaining sites are in or very near Cody city limits and are comprised of seven locations. Of those RV/Campsites, all seven have hookups. The campgrounds are listed on the Accommodations document found in Appendix 19
  - Whether the RV and camping facilities are publicly or privately owned.
- > Seven of the eight facilities are privately owned. The other is the Buffalo Bill State Park.
- **C.** If the proposal anticipates construction of lodging facilities for competitors on the site, provide the following:
  - 1. The number of rooms, cabins or camping sites to be constructed.
  - > The local working group envisions including 40 campsites as part of the Complex. The sites will be developed on the entry road. These sites will be limited to use by Match Directors, Participants in events, Volunteers and Seasonal Help.
  - **2.** *The anticipated cost of construction.*
  - > The proposed sites are "dry camp" so only require the pad site and electricity. The projected cost of the sites is \$35,200 for the pads and \$25,000 for the electric hookups.
  - **3.** Letters of support from private sector hotel/motel and camping providers in the vicinity of the site.
  - > The working group has contacted major hotel/motel owners who are in support of the project. As we move forward, we will be in contact with camping providers.
  - ➤ If a Destination Marketing Association (DMO) will be coordinating marketing efforts with the shooting complex to promote the surrounding attractions and increased length of stay, please provide:
  - **4.** The overall marketing plan will include a dedicated marketing person/campaign focused on current events and product offerings to expand length of stay.

- > The DMO for the county is called the Park County Travel Council (PCTC), otherwise known as Cody Yellowstone. With the second largest budget in Wyoming (Teton County is #1), we have the most comprehensive marketing and sales effort and destination development funding producing some of the best numbers in the state. The traveler that we attract aligns closely with gun enthusiasts as a mid to high income earning individual looking to stay multiple nights. If awarded the state shooting complex, PCTC will include the facility within it's over \$4 million advertising and sales budget, along with a guaranteed \$50,000 annually in dedicated funds specifically for the complex itself for the first five years to make sure it starts off strong. This will include but is not limited to media visits, influencer campaigns, traditional and digital marketing efforts, inclusion on Cody Yellowstone's seven social media platforms with over a 700K reach, lead generation, promotional efforts, and sponsorships. Other forms of marketing will include CodyYellowstone.org using it's AI integrations, which will have the capabilities to produce leads for the shooting complex. Attached as **Appendix 21** is the Cody Yellowstone Marketing Plan.
- **5.** Whether the community/area proposed for the shooting complex has held events or managed events of similar size to the potential shooting matches. List which events and if they were organized or planned by an outside vendor or completed locally. List any noticeable strains on the community that can be or were addressed.
- ➤ The Community can handle the planning and logistical demand of a 500-person shooting event. This would include accommodations, food service, and event volunteers. The following are examples of major activities that have been taken on by the community.

#### **2014 Shooting Industry Masters**

Cody was the Selected site for the FMG Publications/NSSF Shooting Industry Masters Event. The event was held at the Cody Shooting Complex. Over 450 shooters attended the event ranging from professional shooters to corporate executives. A half dozen Olympians attended as well. The two-day event saw virtually every American firearms company present, many with their corporate leadership. Some participants saw it as a competition, others a day out of the office. The FMG crew made the event fast-paced, interesting, and fun. NSSF held a closing awards banquet and raised over significant money for the First Shots youth program. From a logistical standpoint, the community was provided 120 volunteers for each of the two days.

Local groups provided a free breakfast to participants, catering trucks were used for the onsite meal service and the restaurants of the community provided dinner. The final event of over 500 people was catered by a local company.

#### **Cody Stampede**

Each year during the Fourth of July holiday, the Cody community puts on the Cody Stampede Rodeo. A very busy week starts with a nationally televised Extreme Bulls competition, followed by three days of high level PRCA action. The event draws the best cowboys to perform for a daily crowd in excess of 7,500 people. Each day, a parade downtown draws crowds well exceeding 10,000 per day. It is a go-to event for the region.

The Stampede Board of Directors and the Parade Committee spend hundreds of hours leading a cadre of volunteers in preparation for these four days.

#### **Buffalo Bill Art Show and Sale / Patron's Ball**

The third week of September is Rendezvous Royale Week in Cody. This celebration of the arts hosts a week of art displays, classes and programming capped by the annual Buffalo Bill Art Show and Sale and the Center of the West Patron's Ball. At the sale, over 120 pieces of western art are auctioned to a crowd of nearly 700 people. The 2023 auction sold nearly \$1.5 million in art.

The Art Show is managed by the Cody Country Chamber of Commerce in partnership with the Buffalo Bill Center of the West. Two staff members and over 125 volunteers pitch in throughout the year to make this event succeed. It is the largest fundraiser for the Chamber.

- **6.** Partnership efforts that would be made with other communities across the state to ensure economic impacts throughout.
- ➤ Cody Yellowstone (PCTC) awards marketing grants every fiscal year to nonprofit tourism organizations. In FY2024, \$395,677 was awarded, with almost \$450,000 slated for FY25. They also invests in the Wyoming Office of Tourism Co-ops and Industry Support totaling \$40,000 for FY2024. PCTC is a member of the Wyoming Hospitality & Travel Coalition, National Tour Association, US Travel Association, American Bus Association, Meeting Professionals International, Destinations International, Cody Country Chamber, Jackson Hole Chamber, Black Hills Chamber and DMA West.
- 7. Any impacts this proposal would have on existing outdoor recreation, tourism, and wildlife in terms of noise, use patterns, traffic, etc.
- > The negative impacts of building a shooting complex would be minimal at most. Park County, WY currently hosts hundreds of events bringing in over 1.3 million travelers from around the world. Adding this shooting complex would fit well within our destination's capabilities as we are built for tourism and thrive with offering once in a lifetime high level experience even in peak season. Tourism is Park County's #1 industry as the top employer and economic driver for the county.

## V. Economic Development

- **A.** Proposals shall indicate whether the community has an economic development organization or other economic development-related entity and shall describe staffing, funding and an example of one of the most recent projects.
- > The Cody and Park County area has several organizations working to grow the economy of the area. These include:
  - Forward Cody Economic Development in the Cody Area
  - Powell Economic Partnership/Chamber Economic Development and Tourism in the Powell Area
  - Cody Country Chamber of Commerce Tourism and Visitor Center
  - Cody Yellowstone Tourism Promotion for Park County

#### **Forward Cody**

Forward Cody has led economic development efforts in Cody since 2008. The organization operates as a 501 (c) 6 with leadership from an 18-person Board of Directors. Funding for the program comes from membership (local individuals and businesses), project revenues and local government. The organization has a full-time CEO and an Executive Assistant/ Marketing Coordinator.

One notable project is the development of the Gunwerks manufacturing facility. In partnership with the Wyoming Business Council and the City of Cody, Forward Cody constructed a 44,000 sq. ft. facility for the rapidly growing Gunwerks company. The facility was completed in 2020. Gunwerks, since their move to Cody in 2015, has grown to 95 employees in a targeted industry for the community.

#### **Powell Economic Development Partnership**

The Powell Organization combines economic development and the tourism / visitor center functions for the community. PEP is funded through membership, local government support and assistance from the lodging tax. The organization is managed by an Executive Director, with an Executive Assistant, a Grants Manager and several Visitor Center staff on board.

PEP recently completed an extensive study with the University of Wyoming to help local area planners understand the value of agriculture and the rural way of life to the area. In a landscape rapidly being consumed by rural residential development, the need to understand that impact on business and our local economy was a major accomplishment for the program — and one of the key tools we can rely on as we grow our area smartly.

#### **Cody Country Chamber of Commerce**

The Cody Chamber boasts nearly 600 business members – approximately 1/3 of businesses in the area. The Chamber maintains the role of business support for those serving the tourism industry – assisting with events, marketing and promotion for

those activities that hold people in town. The Chamber staff includes an Executive Director, an Executive Assistance, a Marketing Coordinator, a Financial Manager and two positions related to the annual Art Show. They also bring on a staff of four in the summers season to man the Visitor Center. The Chamber is funded through memberships, local government support and their annual art auction.

The Chamber conducts the annual art show which was previously mentioned. They also excel at maintaining relationships with our neighboring federal partners-Yellowstone, Grand Teton, Big Horn Canyon, the US Forest Service and the BLM. The job of knowing these partners and facilitating the outdoor recreation opportunities of the area is a monstrous project- one the community cannot do without. With over 77% of the county being public lands, those partnerships are critical to the success of our local economy.

#### **Cody Yellowstone**

Officially known as the Park County Travel Council, Cody Yellowstone is the engine that drives visitors to our area. Funded by the lodging tax, Cody Yellowstone staff of three- an Executive Director an Executive Assistant and a Marketing Specialist-create marketing campaigns with Park County as the destination. Their recent work has brought media from across the globe to visit our community and aid in the promotion of the region for tourism.

A great recent project was the coordination and delivery of wayfinding signs throughout Park County. By working with each community, signage that is consistent and provides clear directions to our guests is a win on every level. The project was funded with lodging tax dollars and will be fully completed in early summer 2024.

- **B.** Proposals shall include an economic development plan, to the extent available.
- Each organization operates on an annual plan which identifies their target areas of work and key projects for the year. The following question refers to the economic development planning that places our community in an ideal position to embrace this opportunity. We have attached the Forward Cody Annual Plan as Appendix 22. which identifies this project as a priority.
  - **C.** Proposals shall describe plans or collaborations to research or respond to opportunities to leverage the shooting complex site for current or future economic growth. (ex: tourism/outdoor recreation, business expansion or recruitment, workforce development, etc.).
  - Economic development is about readiness. Readiness to facilitate business growth and provide the needed support to ensure it happens.

In 2007, the Wyoming Business Council hired the Wadley-Donovan Group to conduct a targeted industry study of Wyoming. Although it seemed evident, the highest priority of that research was the recruitment and development of outdoor products manufacturing. The leadership in Cody and Park County took that targeted industry study and began systematically seeking opportunities to grow that sector. And it has worked.

In 2023, the Wyoming Business Council published a promotional flyer, Firearms and Outdoor Recreation Manufacturers in Wyoming. (Appendix 23) This document was designed to assist in the relocation of outdoor products manufacturers to the State. This document is distributed widely at the SHOT Show and other manufacturing trade shows.

In one quick glance, you will see that Park County leads the State in the number of manufacturers listed. Recognize also, that several recent start-ups and relocations are not included in this list.

Readiness matters. Park County, and specifically Cody, has set their sights on this industry and has proven successful.

The benefit of having the Wyoming State Shooting Complex to complement the Cody Firearms Museum and the existing manufacturers will increase the ability of Park County and the Big Horn Basin to incubate new manufacturing businesses and attract many more. A key part of that plan is having the space to grow companies.

Cody took two steps to get ready for business. First, they established an industrial area to support expansion and relocation. Second, they acquired a large manufacturing facility to "incubate" companies. Two existing firearms manufacturers, Big Horn Armory and Gunwerks used that space during their growth and expansion. Currently, the firearms trading company, Lock Stock and Barrel Investments, leases the incubator. The other communities in the Big Horn Basin have all taken similar steps making their communities ready for business. Worland recently recruited a California company, Unique Precision Industries, to their community.

The Complex affords our area, and the rest of the State to display the incredible landscape, the amazing people and the quality business climate to individuals and companies who may consider a move. That simple introduction starts a conversation and that will lead to economic development opportunity.

From a tourism perspective, the presence of the Complex will be a key feature for our promotion of tourism in the region. As noted, the Cody Yellowstone travel council will invest \$250,00 - \$50,000 per year for 5 years, in targeted marketing for the Complex. This funding will assist in attracting competitions and also vacationers who have shooting sports as a component of their travel. As evidenced in the Business Plan, Day Use of the facility is a key factor in the Complex's sustainability.

- **D.** Proposals shall describe the local or regional availability of economic development funding (ex: revenue recapture fund, municipal/county, optional sales tax, private, etc.).
  - > The Forward Cody Board of Directors has dedicated \$200,000 in cash contribution to the project. The first investment is \$100,000 from their Cody Land Development Corporation fund to assist in infrastructure development. An additional \$100,000 comes from the Grow Cody Fund, our local revenue recapture, to be used for startup working capital.

The Park County Commission committed \$750,000 in-kind to construct the access road plus the commitment to maintain it in the future.

Our lodging tax group has committed \$250,000 in marketing as discussed previously.

Park County has utilized the optional sales tax as a tool. In the past two decades, the tax has been utilized twice. These successful efforts indicate that widely supported and understood projects can leverage a successful sales tax levy. The State Shooting Complex has sufficient public support to potentially utilize this tool if needed.

## VI. Other Supporting Information

- **A.** Proposals shall include a description of other amenities available in the area around the site. The Task Force is interested in any amenities or activities in the area that may bring people to the area or keep people in the area before, during, or after a visit to the shooting complex. This description should also include amenities and activities for family members traveling with competitors visiting the complex. The description should include the distance and driving time from the proposed site to the amenities.
  - 1. List of local attractions including seasonality and visitation numbers, such as parks, historic sites, recreational opportunities, museums, trails, tours, wildlife watching, etc.
  - > The most common comment that our Cody Chamber Visitors Center receives is, "I wish I would have known how much there is to do here-we'd have stayed longer." The truth to that statement is that more and more people are seeing Cody as a destination not as a stopover on the way to Yellowstone.

Appendix 25 offers an incredible list of the things to do in the area.

- **2.** Provide a three-day sample itinerary targeting visitors wanting to stay additional nights in the region of the proposed site.
- ➤ The Cody Country Chamber of Commerce Visitor center specializes in guiding people's visit to our area. Attached as Appendix 26 is a phenomenal three day stay which will have participants coming back for more!
- **B.** Unique characteristics of the proposed location. The Task Force is interested in learning about potential "wow" factors. Such characteristics can be present in the landscape or may be constructed elements anticipated within the proposal.
  - Our 2,036-acre site is spectacular, with an incredible view of iconic Wyoming mountain ranges, varied topography, future expandability, buffering, and opportunities for every conceivable type of shooting event. This is truly a "Wyoming Wow" location.

The Park County and Cody area also have unlimited "WOW" features that could span many pages. While we are very proud of Wyoming and its heritage, we are also immensely proud of the heritage of our community. After all, our founder was the most famous person on Planet Earth in the year 1900.

The Park County area, next to Yellowstone National Park - the first of America's Greatest Ideas; the first National Forest; and five nationally acclaimed Scenic Byways including the Beartooth Highway which is according to Charles Kuralt (CBS Sunday Morning), "the most Beautiful Highway in America", leaves our

visitors standing in awe.

Just last week, USA Today called Cody the #4 Best Small Town in the West. These accolades come to our community regularly and, on all fronts, "Best Art Scene" "Best Microbrewery" "Most Beautiful Town" "Top True Western Town" and many, many more. These awards are earned, not gifted, by a community that knows its economy revolves around hospitality- and how we take care of people. And it's more than the awards and accolades -it's our brand.

The best and most compelling evidence for that "WOW" short of coming here, can be found in two support letters provided by people who have aided us in this process. These testimonials speak volumes to our WOW and lay out exactly why the Cody community is the ideal location for the State Shooting Complex. The testimonials are found in Appendix 27 -as the first two Community letters of Support.

The first testimonial comes from Julie Golob, previously introduced to you as part of our Conceptual Plan team. As a world class competitor and world traveler, she can speak with authority about the ways of the competitive shooting world.

The second testimonial, from another of our planning team, Travis Gibson –VP of MGM Targets, addresses the topic similarly but from a different perspective. As a shooting range expert and professional shooter, Mr. Gibson's role in the development of Cameo was significant. He has helped us to understand what works and why Cody works.

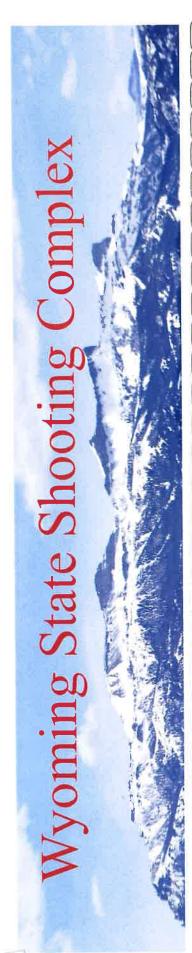
#### These letters speak volumes.

C. Statement/Acknowledgement: The sponsor will follow the Wyoming Procurement Standards (inclusive of W.S. § 15-1-112 and W.S. § 16-6-101, et Seq.) and the Wyoming Preference Act (inclusive of § 16-6-201 through 16-6-206) throughout the project when applicable.

The local working group understands this provision and has complied with this for the development of other State funded projects. It is our intent to follow the statutes.

**D.** Statement/Acknowledgement: The sponsor understands the proposal selected by the Task Force shall be the location recommended by the Task Force for the project site but shall not confer any rights or benefits to the Sponsor. Site selection may be subject to further legislative or executive branch direction.

The local working group understands the selection process which has been outlined for the Complex. We hereby agree that the Task Force selection is but one step in the process.



1 List of Advisors and Co	
	ounselors to the Project
2 Letter from	the BLM on Easement
3 Letters - HooDoo Ranch a	and Mountain Holdings
4 Draft Cooperative Agreen	nent with Leaseholders
5 Map of S	Sage Grouse Core Area
6 Ma	p of Elk Crucial Range
7 Map of Mu	ule Deer Crucial Range
8 Map of Pro	onghorn Crucial Range
9 Aerial Map of Co	omplex with Boundaries
Aerial Map of Site wit	th Topographic Overlay
Map of Complex Site Relative	ve to Park County Area
12 Conceptu	al Plan of the Complex
13 Aerial Map or	f Adjacent Landowners
Notes - Consultants assisting	with Conceptual Plans
15	Site Pictures
16	Fundraising Plan
17	Destination Facts
18 Great Plac	ces to Eat! - Restaurants
Great Places to Stay! - Ho	otels and Campgrounds
Occupancy and Rate S	Statistics for 2023-2024
21 Cody Yello	owstone Marketing Plan
22 Econo	omic Development Plan
Firearms and Outdoor Re	ecreation Manufacturers
How to Get Around! List of Tr	ransportation Resources
25 Great Thing to	Do! List of Attractions
26 3 Awesome Days in Park C	County - Your Intinerary
27 Commi	unity Letters of Support
28 News	Articles / Social Media
Wyoming State Shooting	g Complex Business Plan
30	
31	

### **Appendix 1**

#### **Advisors and Counselors to the Project**

Phillip Velayo, Former Professional Shooter – US Marine Corps – Long Range

Randy Selby, Owner Selby's Custom Rifles - "The Gunsmith"

Ben Hubbard, Board Member, Heart Mountain Shooting Club - Powell

Dave Patterson, Northwest College, Asst. Profession Criminal Justice, RO Training

Julie Golob, Professional Shooter, Advisory Board Member, Cody Firearms Museum

Lonnie Workman, CEO- PSE Archery

Sean DeGrey, Founder, Total Archery Challenge

Travis Gibson, Vice President -MGM Targets

Nephi Cole, Government Relations – State Affairs , National Shooting Sports Foundation

Heyward Cunningham, President - Promatic, Inc.

Sean Power, Regional Sales and Service Manager, Promatic, Inc.

**Spencer Hoglund**, CEO, Lock, Stock and Barrel Investments (Champion SASS shooter)

Misty Miller, Owner, Single Action Shooting Society

Walt Proulx, Manager, Cameo Shooting Complex and Education Center

Travis Ishida, President - National Rifle League

**Daniel Horner**, Horner Consulting – Sig Sauer- professional- rifle, pistol, shotgun

Ken Wheeler- Owner, Precision Rifle Series

Kevin Wilkey, Professional archery competitor and product development, KUIU

**YeeMin Kim**, President – US Practical Shooting Association

Jim Boone, Regional Director- US Practical Shooting Association

John Huang, President and Head of Product Development, Oakwood Controls

**Bruce Cull** – President National Field Archery Association

Aaron Buck, Airport Manager, Cody Yellowstone Regional Airport

Rusty Rokita, Advisory Committee Chairman, Cody Firearms Museum

Mary Louise Wood, 4-H Educator University of Wyoming- Park County Extension

Tara Hodges, Wyoming Game and Fish-Regional Information and Education Specialist

Dan Smith, Wyoming Game and Fish-Regional Director

Corey Class, Wyoming Game and Fish- Wildlife Management Coordinator

Cade Powell, Regional Director, U.S. Bureau of Land Management

Jim Nicholson, Nicholson Contracting

Grant Christensen, Christensen Drilling

Mark Fisher, Geologist, Marathon Oil (retired)

John Gallagher, Wyoming Pathways – Park County Pedalers

Corey Field, Manager -Hertz/Avis Rental Yellowstone Regional Airport



# United States Department of the Interior BUREAU OF LAND MANAGEMENT

Wind River/Bighorn Basin District
Cody Field Office
1002 Blackburn Street
Cody, Wyoming 82414-8464
www.blm.gov/wy



2800 (WYR02)

MAY 3 0 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

To the Wyoming State Shooting Complex Oversight Task Force,

We are writing to express our support and commitment to collaborate with the Park County Commission on the development of an access road to the proposed Wyoming State Shooting Complex location. The Bureau of Land Management (BLM) Cody Field Office recognizes the importance of this project for the community and the potential benefits it offers. The BLM is committed to working with the applicant on the proposed right-of-way (ROW). Information of the BLM ROW program can be found in Title 43 of the Code of Federal Regulations, Parts 2800 and 2880.

Our team will work closely with the Park County Commission to conduct thorough assessments and planning. This includes an environmental assessment, identifying the most suitable route, and ensuring that the construction process adheres to all BLM regulatory guidelines. The BLM Cody Field Office is committed to ensuring the success of this project by working closely with the Park County Commission to develop the necessary access road. Please note that the BLM's normal timeline for processing a ROW application is approximately 120 days.

Thank you for your consideration.

Sincerely,

R. Cade Powell

Field Manager, Cody

Glenn Ross May 29, 2024

State Shooting Complex Working Group

Cody, WY 82414

Dear Glenn,

The Hoodoo Ranch is aware that Cody is one of the proposed locations for the proposed State Shooting Complex and understands, generally, that the Cody site may be located at least in part on approximately 2,000 acres of State Land currently leased by our company.

The Hoodoo Ranch is willing to engage in discussions with relevant stakeholders, including the State and the State Shooting Complex Project, to better understand how the project will impact our cattle operations and potential solutions thereto in hopes of lending our support for this important project.

Sincerely,

JD Radakovich

President, Hoodoo Land Holdings, LLC

## **Cooperative Agreement for Shared Use of Property**

This Cooperative Agreement ("Agreement") is made and entered into on this day of, 2025, by and between:			
<b>Hunt Oil Company, dba HooDoo Ranch</b> with a principal place of business at 463 HooDoo Ranch Road, Cody WY 82414 (hereinafter referred to as "HooDoo"). and;			
<b>State Shooting Complex JPB,</b> with a principal place of business at 1002 Sheridan Avenue, Cody, WY 82414 (hereinafter referred to as "the Board").			
WHEREAS:  Purpose: HooDoo and the Board desire to share the use of the School Trust Land property located at Sections 35 in T52S, R102W; Section 36 in T52S R101W; Section 2 and 11 in T51N, and 102W; Sections 1 of T51N, 101W. (hereinafter referred to as "the Property") for mutual benefit.			
<ol> <li>Property Ownership: The State of Wyoming (Office of State Lands and Investments) is the legal owner of the Property.</li> </ol>			
NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:			
<b>1. Term</b> This Agreement shall commence on and continue until terminated as provided herein.			
2. Use of the Property			
<ol> <li>Designated Use Areas: The Property shall be divided into designated areas for use by each party as outlined in Exhibit A attached hereto.</li> </ol>			
2. <b>Shared Areas</b> : Certain areas of the Property shall be shared by both parties as outlined in Exhibit A attached hereto.			

1. HooDoo Responsibilities:

3. Responsibilities

- Use the Property in accordance with the terms of this Agreement.
- Maintain the existing Grazing Lease with OSLI.
- Utilize the allocated grazing as per the OSLI Lease in accordance with a schedule mutually determined by the Parties.
- Allow access to the Property during the Board's prescribed Season of Use.
- Maintain timely communication with the Board.

#### 2. The Board Responsibilities:

- Use the Property in accordance with the terms of this Agreement.
- Maintain the perimeter fences, roads, trails and crossings.
- Provide security to limit access by unauthorized parties.
- Conduct all public activities with respect the scheduled use of property by HooDoo.
- Comply with all local, state, and federal regulations in its use of the Property.
- Maintain timely communication with HooDoo.

#### 4. Maintenance and Costs

#### 1. Maintenance:

- The Board shall be responsible for routine maintenance and repairs.
- HooDoo shall notify the Board of any maintenance issues in the areas designated for HooDoo's use.

#### Costs:

 The Board agrees to compensate Hoodoo for losses incurred due to the Board's activity towards, but not to exceed the cost of the Grazing Lease

#### 5. Insurance

Both parties shall maintain adequate insurance coverage for their respective activities and areas of use on the Property. Proof of insurance shall be provided upon request.

#### 6. Indemnification

Each party agrees to indemnify, defend, and hold harmless the other party from any claims, damages, or liabilities arising out of the indemnifying party's use of the Property.

#### 7. Termination

1. **By Mutual Agreement**: This Agreement may be terminated at any time by mutual written consent of both parties.

## 8. Dispute Resolution

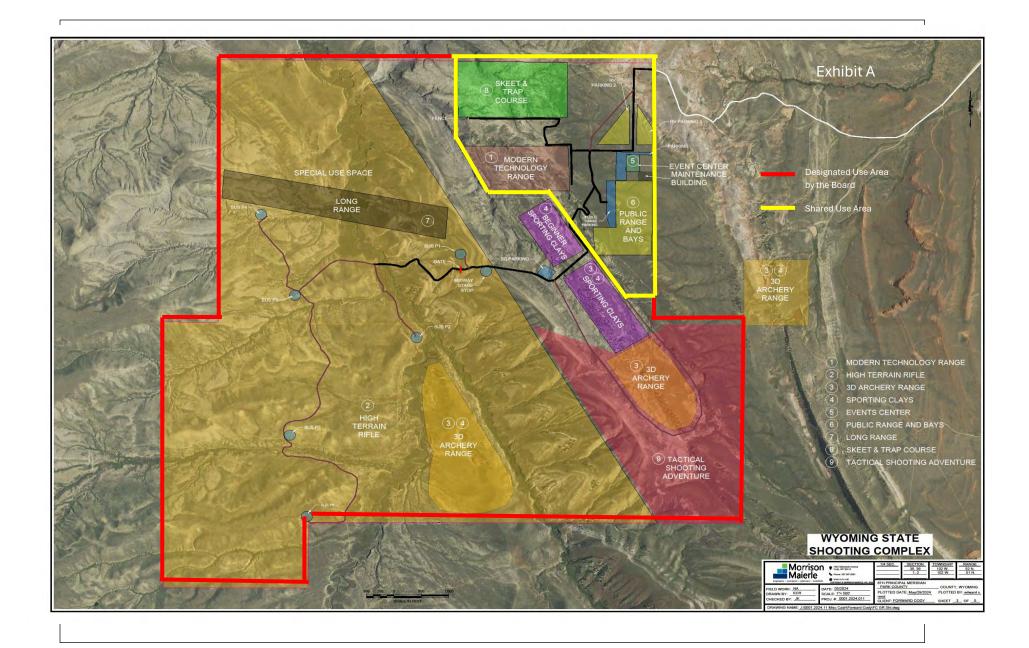
In the event of a dispute arising out of or relating to this Agreement, the parties agree to first attempt to resolve the dispute through good faith negotiations. If the dispute cannot be resolved through negotiations, the parties agree to submit the dispute to mediation before pursuing any other legal remedies.

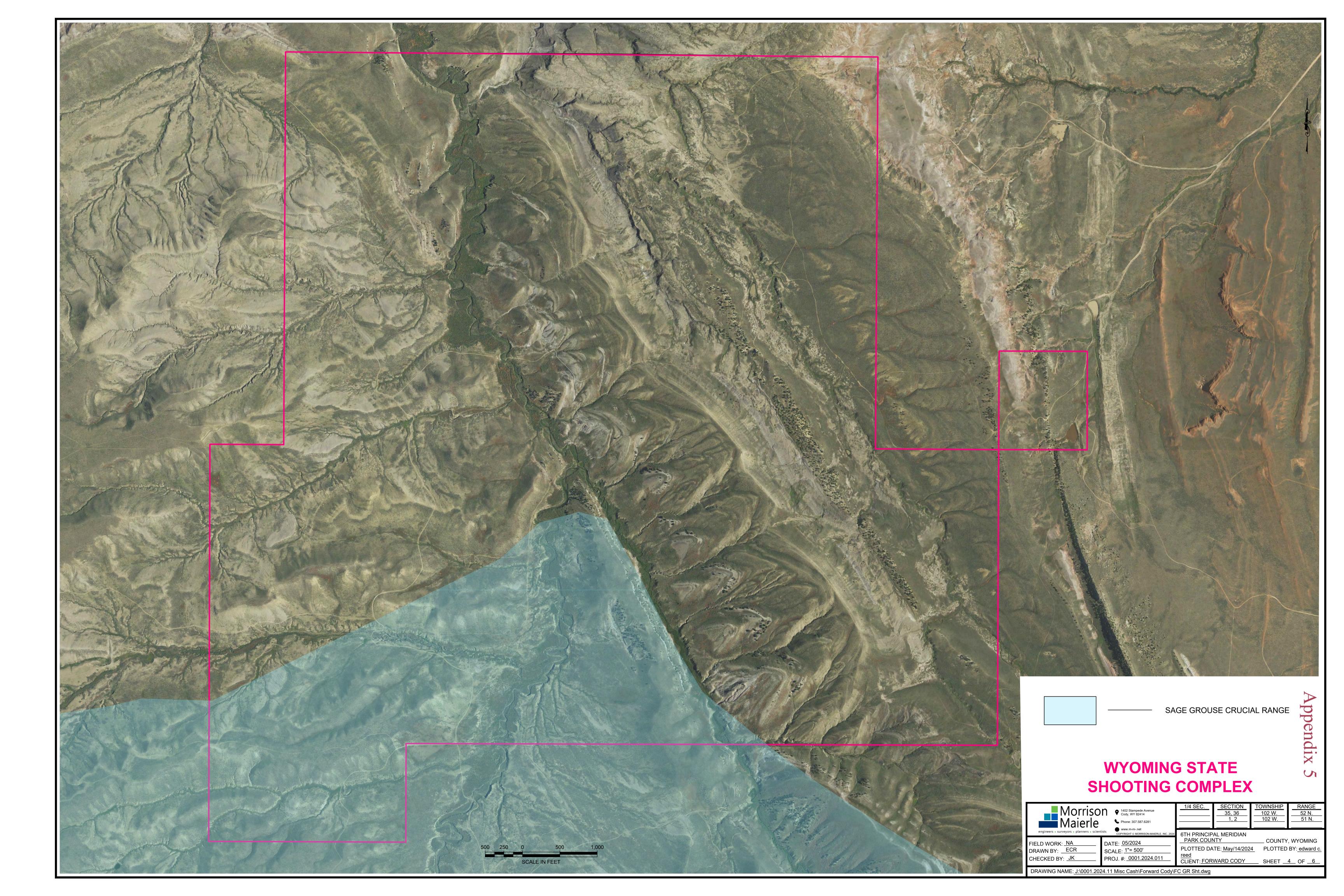
#### 9. Miscellaneous

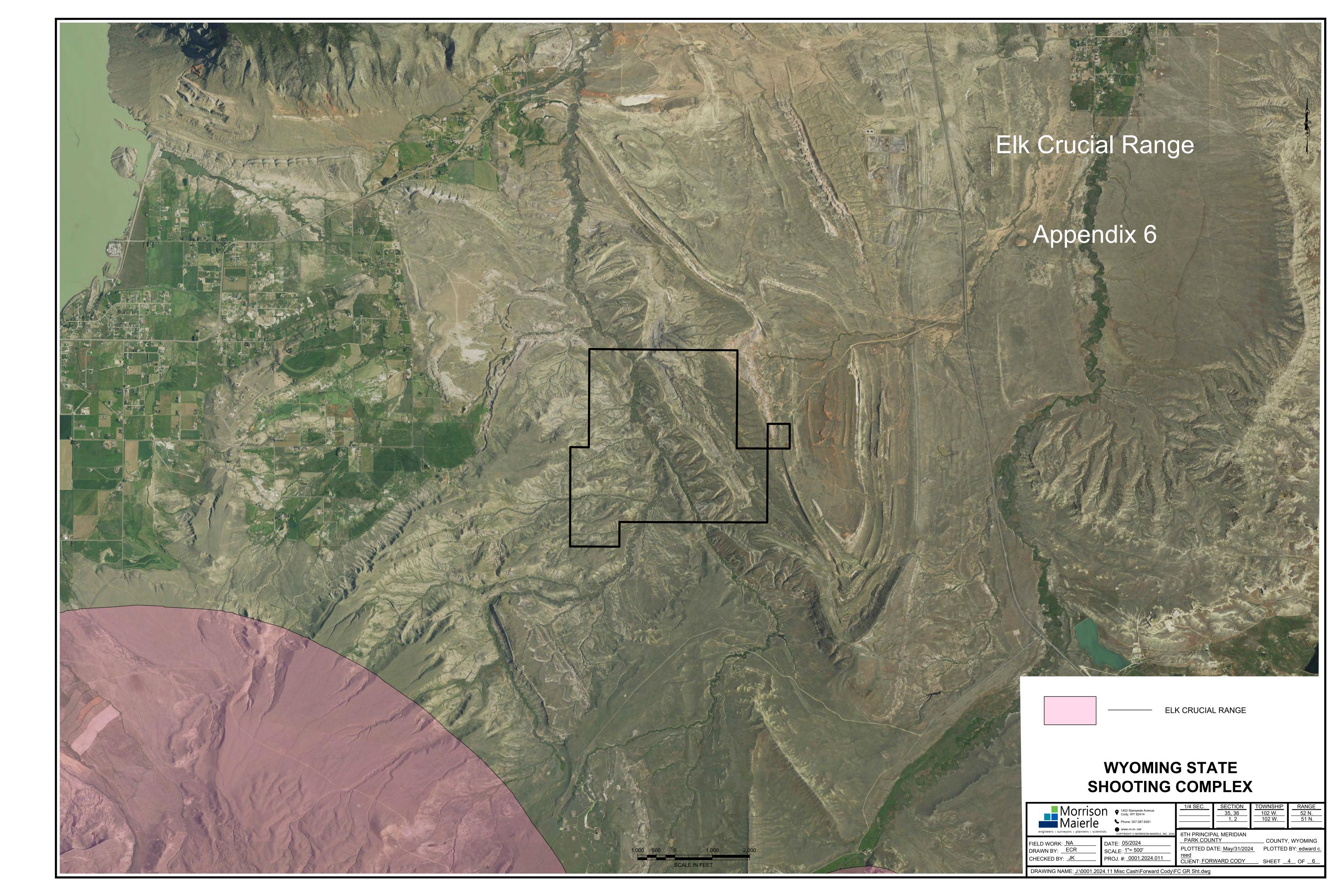
- 1. **Entire Agreement**: This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior agreements and understandings.
- 2. **Amendments**: Any amendments to this Agreement must be in writing and signed by both parties.
- 3. **Governing Law**: This Agreement shall be governed by and construed in accordance with the laws of the state of [State].
- Severability: If any provision of this Agreement is held to be invalid or unenforceable, the remaining provisions shall remain in full force and effect.
- 5. **Notices**: All notices required or permitted under this Agreement shall be in writing and delivered to the respective addresses of the parties as set forth above.

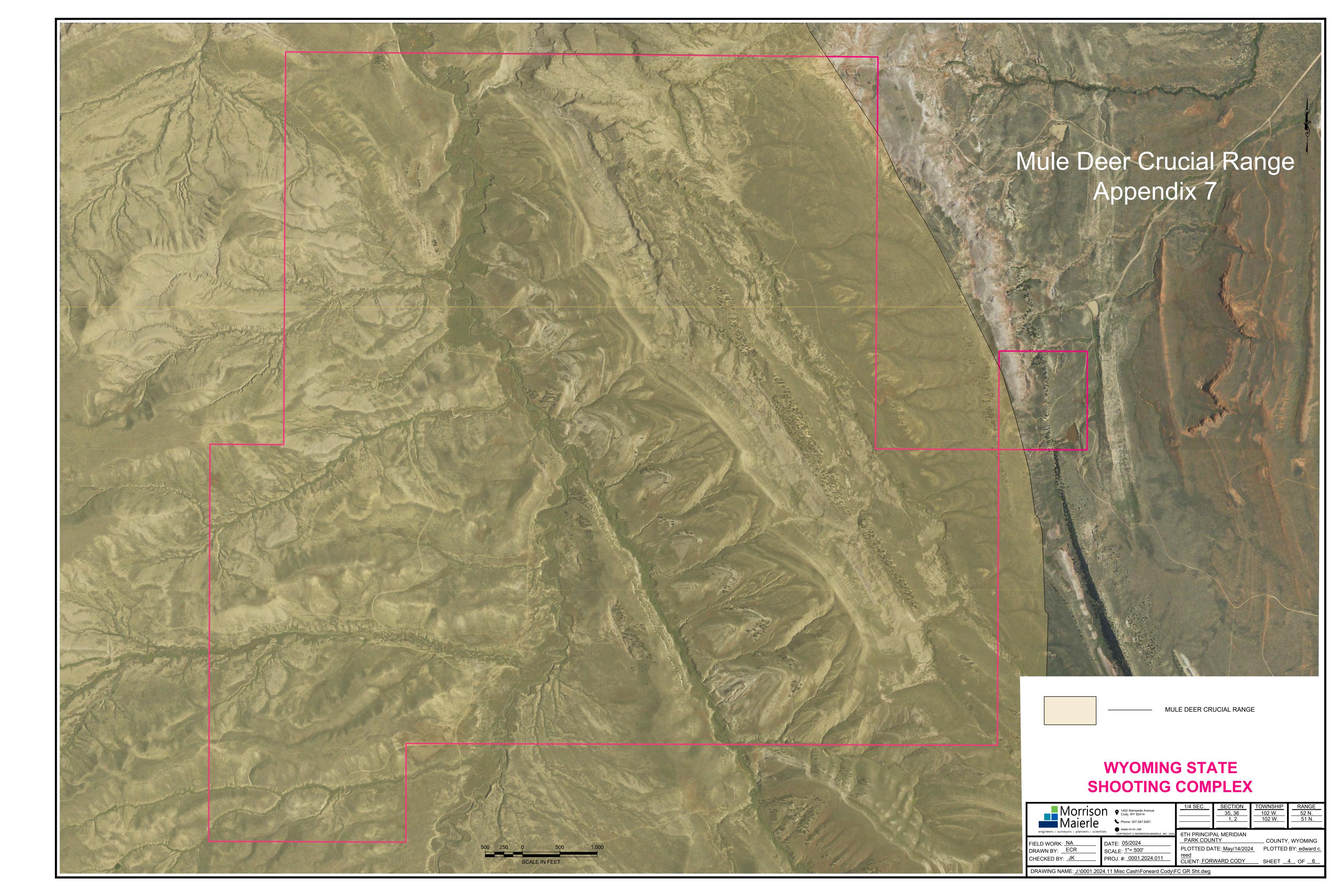
**IN WITNESS WHEREOF**, the parties hereto have executed this Agreement as of the day and year first above written.

Hunt Oil Company
Ву
Title:
Date:
Shooting Complex Joint Powers Board
Ву
Title:
Date:



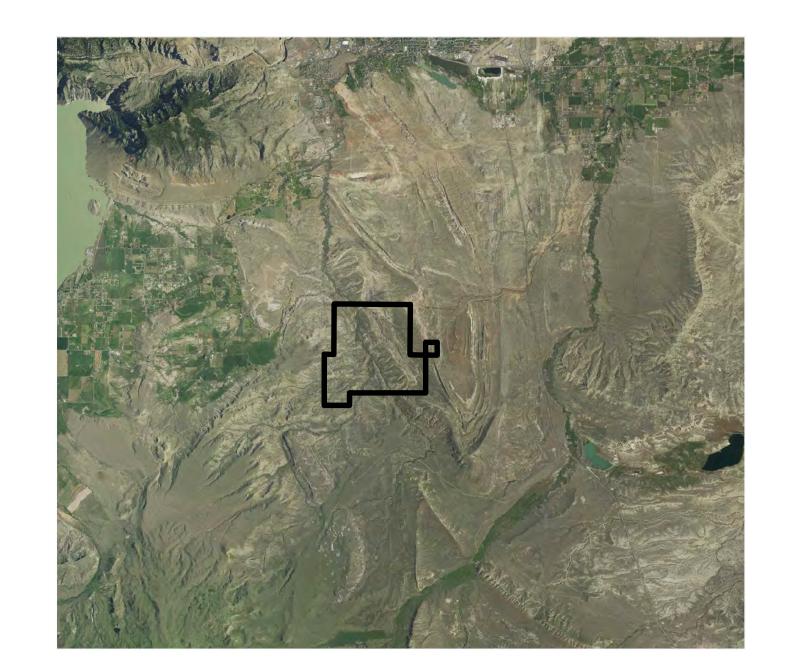




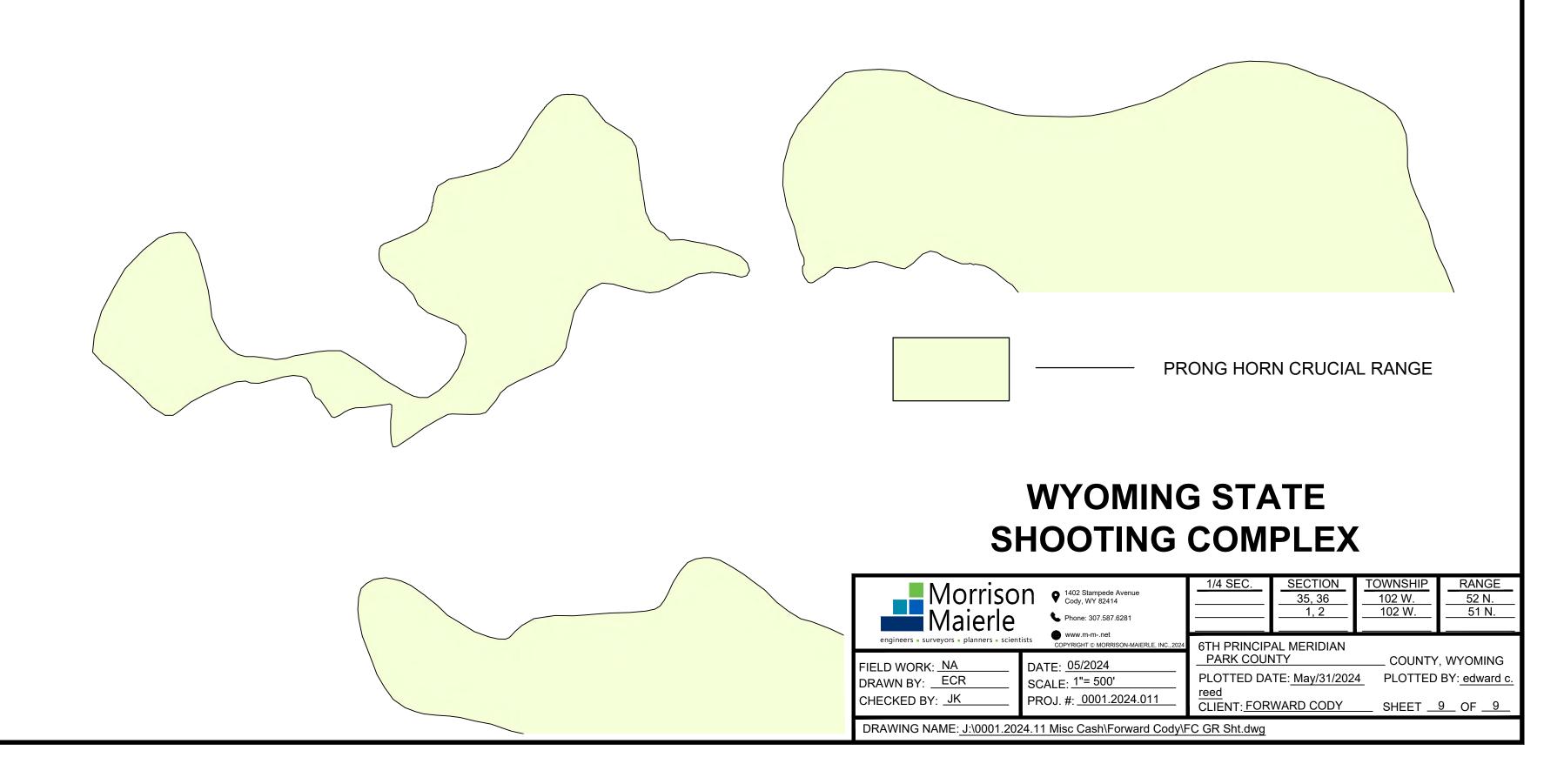


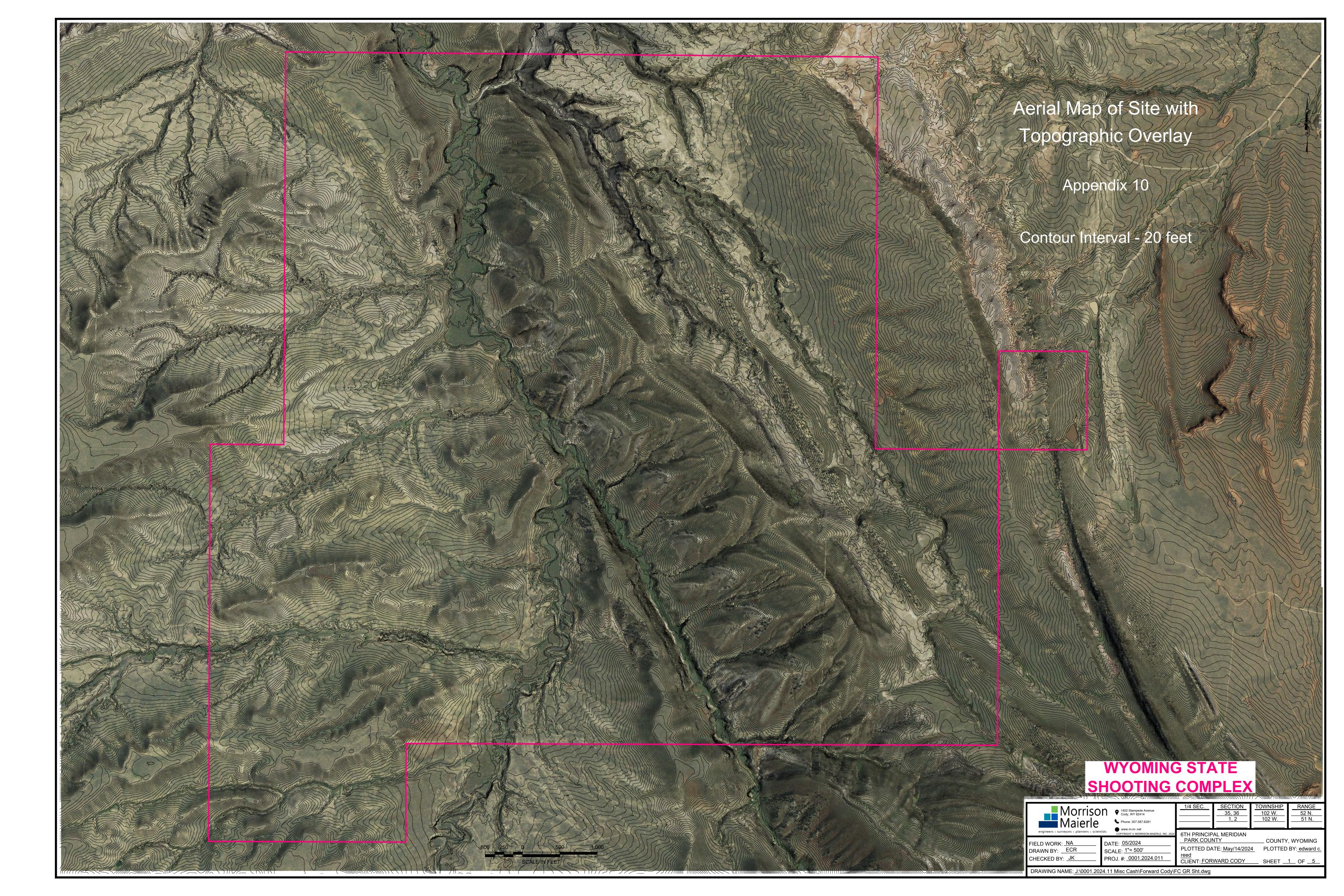
# Pronghorn Crucial Range

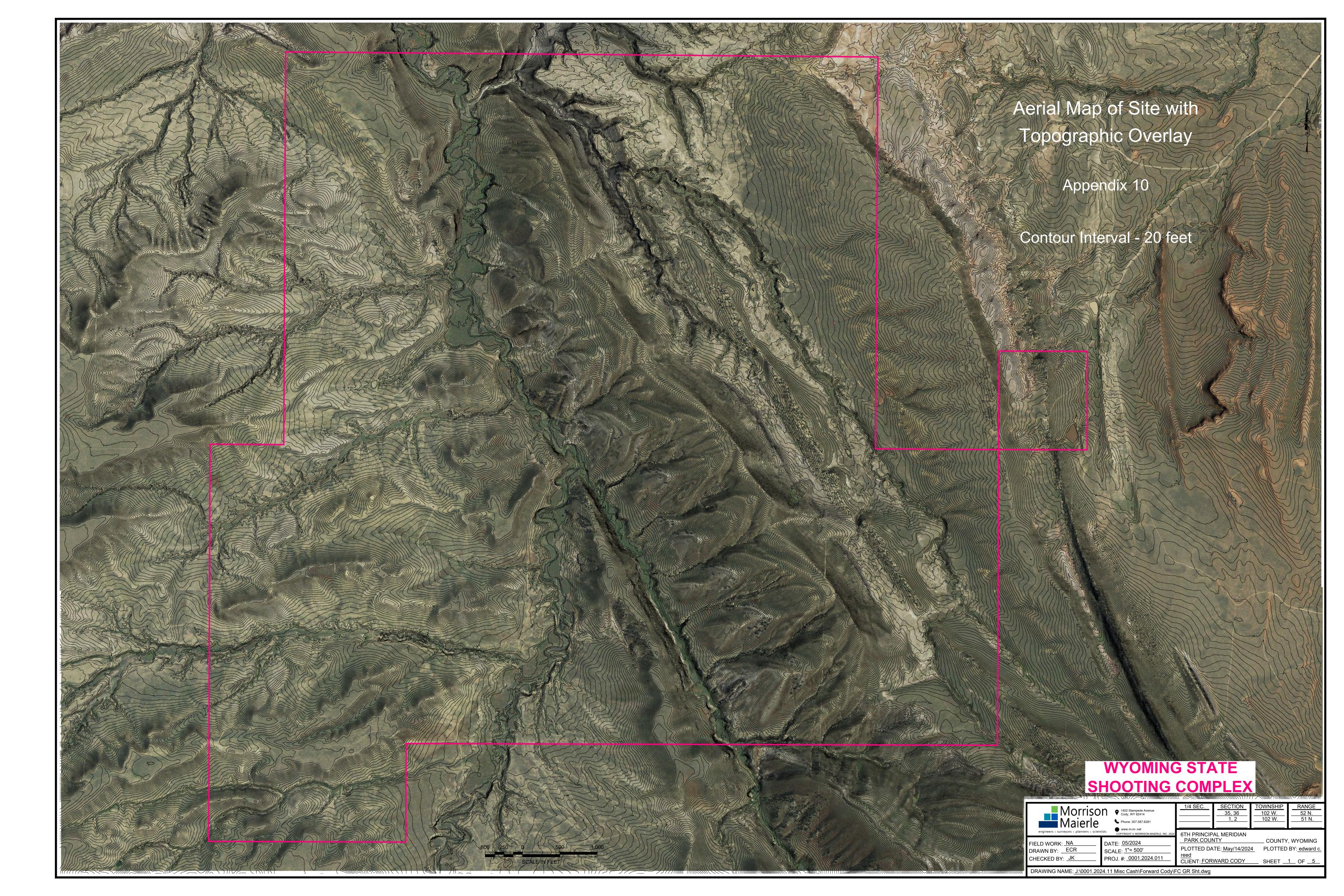
# Appendix 8



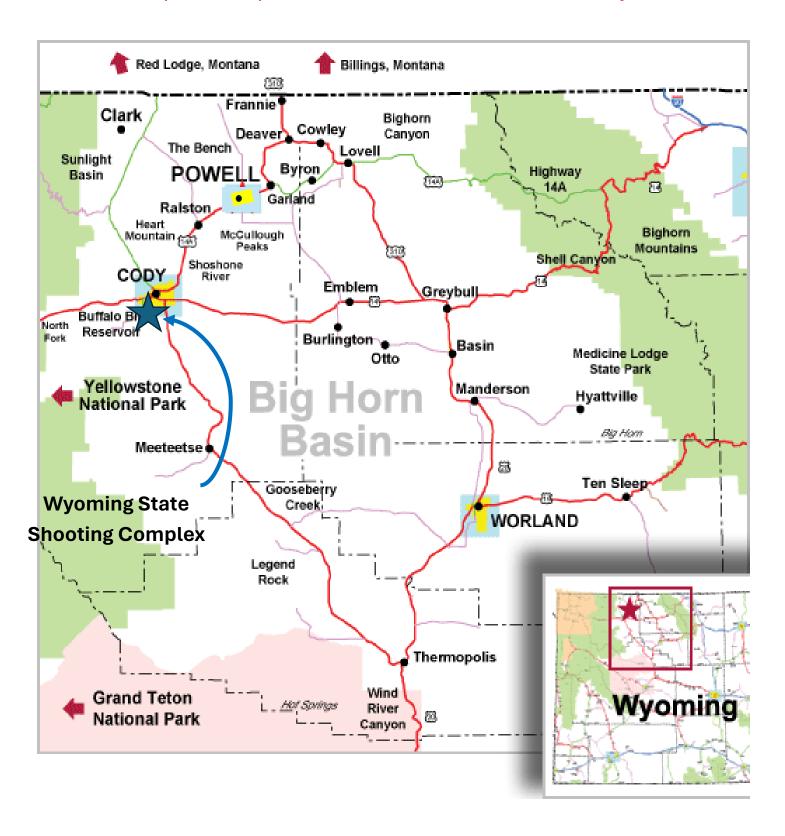
No crucial range within the immediate area of the Complex

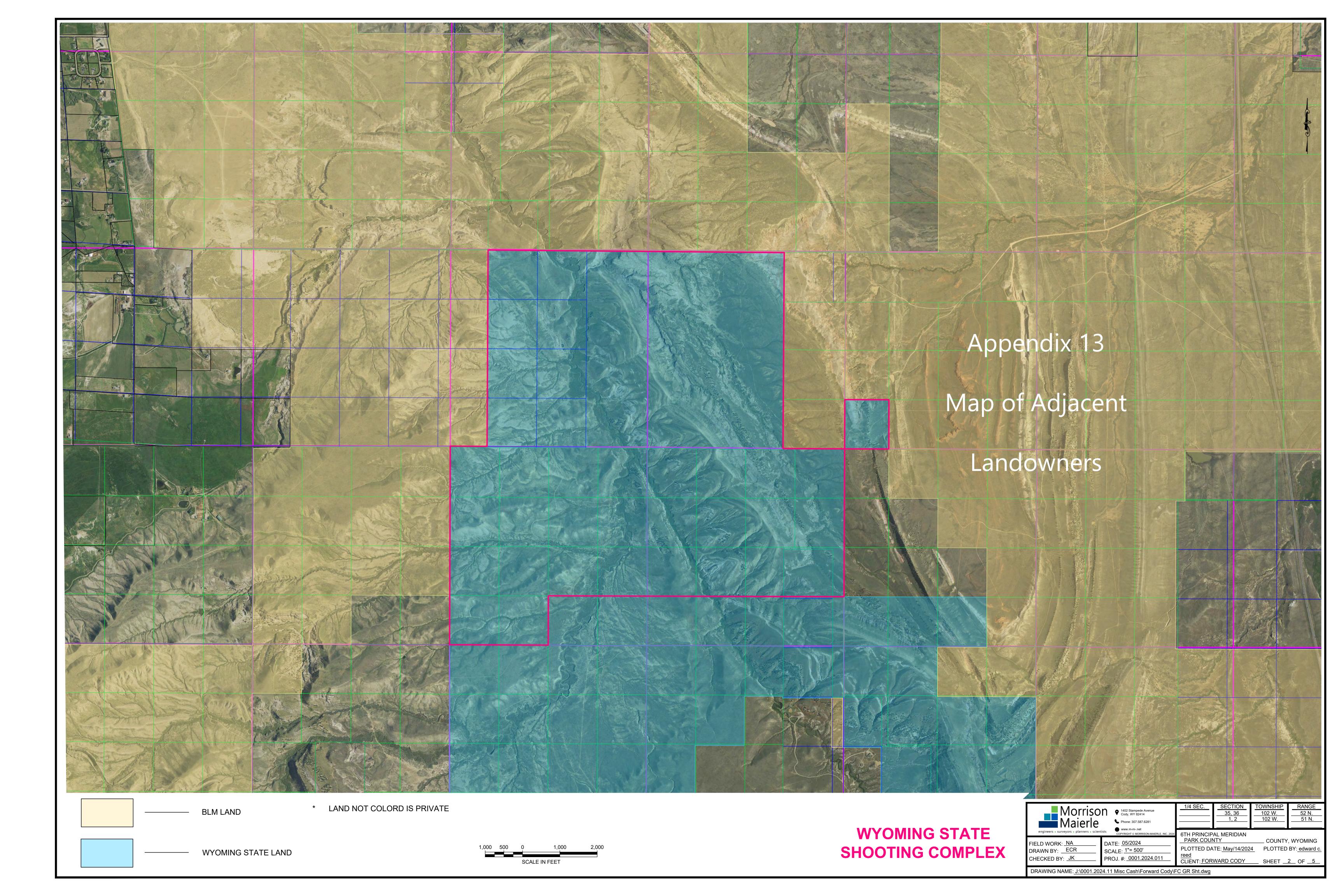






## Map of Complex Site Relative to The Park County Area





May 27, 2024

PROMATIC WORLD'S BEST TRAPS

To The Task Force,

The Wyoming Shooting Complex Committee flew myself and my associate Sean Power – Promatic's Western Regional Manager to Cody on May 25-26.

For two days and over 25 miles by ATV, we toured their proposed site south of Cody and were very impressed. The potential for a world-class shooting complex is "unlimited".

We started with the area where the clubhouse would be and suggested that the trap and skeet areas and the five-stand areas be as close to the clubhouse as possible.

There is plenty of room – facing north – for an over-lay of ten American Traps and five International bunkers. Also plenty of flat ground for six Skeet fields.

At approximately one mile from the clubhouse area, we were shown a long ridge with pine trees, boulders and gullies – some high ridges for the Sporting Clay areas. One part of the ridge was isolated by a road cutting through and there we advised that this would make an ideal place for a "bunny course" or "corporate course" with eight (8) stations and three traps per station. One trap would be a beginning target, the middle trap of intermediate difficulty and the third trap would be a "master" target. The rest of the wooded ridge is one-half mile long or better. I told the committee members along on the ride that there is room for five (5) Sporting Clay courses!

I have personally designed over 70% of the Sporting Clay courses in the US and we recently finished The Sweetgrass at Thunderbasin Ranch 45 miles northeast of Gillette that features 65 Promatic Sporting Clays traps.

We were happy to be invited to "weigh in" on the potential of the land south of Cody. The views are the best we've seen.

I must add that we enjoyed our stay in Cody at the Irma Hotel and our historic room. The food was good too! And the people friendly.

We had a chance to speak with several area clay shooters and they were enthusiastic about the new club.

Call on us at any time with your clay needs.

All Best,

Heyward Cunningham, President, Promatic Traps

Quote attached



## **Equipment Proposal 15202**

Date: 05-29-24 Good Until: 06-29-24

**Cody Shooting Complex** 

P.O. Box 1504 Cody WY 82414 USA

**Scott Weber** Contact:

Position:

E-mail: scott@thegunrunner.com

Phone:

307-231-3835 Alt\_Phone:

Alt. Phone: Fax:

Cust. Ref:

Acct Cd:

CODYSHOOTINGCOM

Item No	Description	Qty	Wh	Wgt	Price	Tota
2x 15 Station 2 Trap Sporting	ng Courses					
T-FN81TB/US13	Trap New - Matrix 8 Std (D2) (any variation)	54	01	13,500	2,875.00	\$ 155,250.00
T-RCH81/US18	Trap New - Ranger Chondel 8 Right Hand Std / Rabbit (D2)	6	01	1,770	3,995.00	\$ 23,970.00
SET-CARTCUSTOM	2 WHEEL CART - Wide Wheel Base Long Tongue 16" Tire	60	01	5,700	350.00	\$ 21,000.00
COV/MC906472NW	Carousel Cover - Hard Plastic Green / Solid	54	01	459	149.00	\$ 8,046.00
COVERV/19DX21H	Carousel Cover - 8 Stack 400 Bird Std - Velcro Nylon	6	01	3	78.00	\$ 468.00
E30V/SOLAR20XL	Solar Battery Charger/Recharger Kit 20 Watt (XL) - Panel, Bracket, Controller w/Digital Display	60	01	480	249.95	\$ 14,997.00
E30V/SOLAR10XLPANEL	Solar Battery Charger 10 Watt (XL) - Panel, Bracket, 8ft cable	30	01	240	95.00	\$ 2,850.00
SET/WI15SPR	CLAYMATE WI-CARD 15 STATION 2-TRAP SPORTING - WIRELESS	2	01	250	18,495.00	\$ 36,990.00
8 Station 3 Trap Sporting		+		-		
T-FN81TB/US13	Trap New - Matrix 8 Std (D2) (any variation)	21	01	5,250	2,875.00	\$ 60,375.00
T-RCH81/US18	Trap New - Ranger Chondel 8 Right Hand Std / Rabbit (D2)	3	01	885	3,995.00	\$ 11,985.00
SET-CARTCUSTOM	2 WHEEL CART - Wide Wheel Base Long Tongue 16" Tire	24	01	2,280	350.00	\$ 8,400.00
COV/MC906472NW	Carousel Cover - Hard Plastic Green / Solid	21	01	178.5	149.00	\$ 3,129.00
COVERV/19DX21H	Carousel Cover - 8 Stack 400 Bird Std - Velcro Nylon	3	01	1.5	78.00	\$ 234.00
E30V/SOLAR20XL	Solar Battery Charger/Recharger Kit 20 Watt (XL) - Panel, Bracket, Controller w/Digital Display	24	01	192	249.95	\$ 5,998.80
E30V/SOLAR10XLPANEL	Solar Battery Charger 10 Watt (XL) - Panel, Bracket, 8ft cable	8	01	64	95.00	\$ 760.00
SET/WIMHS3	CLAYMATE WI-CARD 3-TRAP CONTROLLER KIT - WIRELESS	8	01		1,660.00	\$ 13,280.00
2x 5 Stand w/ 8 Traps		+				
T-FN81TB/US13	Trap New - Matrix 8 Std (D2) (any variation)	12	01	3,000	2,875.00	\$ 34,500.00
T-RCH81/US18	Trap New - Ranger Chondel 8 Right Hand Std / Rabbit (D2)	4	01	1,180	3,995.00	\$ 15,980.00
SET-CARTCUSTOM	2 WHEEL CART - Wide Wheel Base Long Tongue 16" Tire	16	01	1,520	350.00	\$ 5,600.00
COV/MC906472NW	Carousel Cover - Hard Plastic Green / Solid	12	01	102	149.00	\$ 1,788.00
COVERV/19DX21H	Carousel Cover - 8 Stack 400 Bird Std - Velcro Nylon	4	01	2	78.00	\$ 312.00
E30V/SOLAR20XL	Solar Battery Charger/Recharger Kit 20 Watt (XL) - Panel, Bracket, Controller w/Digital Display	16	01	128	249.95	\$ 3,999.20
E30V/SOLAR10XLPANEL	Solar Battery Charger 10 Watt (XL) - Panel, Bracket, 8ft cable	2	01	16	95.00	\$ 190.00
SET/WISMR CLAYMATE WI-CARD MULTITRAP CONTROLLER KIT - 8 TRAP WIRELESS		2	01	76	2,695.00	\$ 5,390.00
5v OT Lavouta						
5x OT Layouts SET/OT12/TRB	TRAP SET NEW - OLYMPIC TRENCH (OT12 BUNKER) Traps &	5	01	19,250	- 102 20 m 25	\$ 300,000.00

Where required by law Promatic collects sales tax.

Purchaser is responsible for reporting and paying applicable Use Tax/Sales Tax on all purchases where required by your state laws. Contact your states taxation department to determine your tax obligation.

Phone: 888-767-2529 Fax: 816-539-0257

E-mail: sales@promatic.biz Web Site: www.promatic.biz

Sales Rep: US - Heyward Cunningham



## **Equipment Proposal 15202**

Date: 05-29-24

Good Until: 06-29-24

**Cody Shooting Complex** 

P.O. Box 1504 Cody WY 82414 USA Contact:

Scott Weber

Position:

E-mail:

scott@thegunrunner.com

Phone:

307-231-3835

Alt. Phone:

Alt. Phone:

Cust. Ref:

Acct Cd:

CODYSHOOTINGCOM

Item No	Description Computer	Qty	Wh	Wgt	Price	Total
SET/WICRPG	CLAYMATE WI-CARD CREDIT UNIT FOR PROGETTI	1	01		995.00	\$ 995.00
Skeet						
SET/SSK/XLOOM	TRAP SET NEW - SIG SERIES SKEET US (Wireless/WiCard)	10	01	7,500	11,500.00	\$ 115,000.00
SET-CM-WI-CARD/SK	CLAYMATE WI-CARD SKEET ONLY - WIRED	10	01		1,195.00	\$ 11,950.00
Тгар						
SET/IDW16	TRAP SET NEW - SIGNATURE SERIES DOUBLE ATA WOBBLE	4	01	3,100	9,995.00	\$ 39,980.00
SET/SATAWBL	TRAP SET NEW - SIGNATURE SERIES SINGLE ATA WOBBLE	6	01	4,650	7,895.00	\$ 47,370.00
SET-CM-WI-CARD/TP	CLAYMATE WI-CARD TRAP ONLY - WIRED	10	01		995.00	\$ 9,950.00
EQUIPSETUPTRAIN	Equipment Setup & Staff Training	1	01		30,000.00	\$ 30,000.00
SH	Shipping - Freight	1	01		20,000.00	\$ 20,000.00
Course Design	Project / Course Design	1	01		20,000.00	\$ 20,000.00

Total Weight: 71,777.0

Sub Total \$ 1,030,737.00 Sales Tax \$ 40,429.48 Total \$ 1,071,166.48

Where required by law Promatic collects sales tax.

Purchaser is responsible for reporting and paying applicable Use Tax/Sales Tax on all purchases where required by your state laws. Contact your states taxation department to determine your tax obligation.

Phone: 888-767-2529 Fax: 816-539-0257

Sales Rep: US - Heyward Cunningham

E-mail: sales@promatic.biz Web Site: www.promatic.biz

Page 2 of 2

#### **James Klessens - Forward Cody**

From:

John Huang < jhuang@oakwoodcontrols.com>

Sent:

Monday, May 27, 2024 1:00 PM

To:

James Klessens - Forward Cody

Cc:

Ray DiAngelo

Subject:

RE: Cody Shooting Complex

James,

Took a quick read today.

Here are the areas where we can help...

#### 1. Modern Technology Configurable Shooting Range for Competition.

- a. Range Requirements
  - i. 50 Shooting Bays
  - ii. Electronic Targeting with Displays
  - iii. Ranges to 600 yards
- Disciplines
  - i. Positional
  - ii. Benchrest

We can supply targets for 50 lanes plus distance 100 - 600 in 100 yard increments. I will suggest some different configurations to cut down on total equipment needs. I think 50 lanes with six targets in each lane is overkill (unless someone else is footing the bill). Equipment cost would likely be around \$3.5M if we proposed 300 targets. I'd probably cut this number down to around 100 targets and aim for around 100 targets and 100 targets are 100 targets and 100 targets are 100 targets and 100 targets and 100 targets and 100 targets and 100 targets are 100 targets and 100 targets and 100 targets are 100 targets and 100 targets are 100 targets are 100 targets and 100 targets are 100 targets and 100 targets are 100

#### 2. High Terrain Rifle

- a. Competitor Numbers
  - i. 150+ Shooters for Regional matches, 250+ for final/National
- b. Range Requirements
  - Terrain to accommodate NRL Hunting type Competition, defined by dynamic shooting positions over a multiple of terrains.
- c. Disciplines
  - i NRL Hunter

Having a few fixed targets would be good for this area, plus a few portable targets that could be repositioned for various matches. Maybe 5-10 of each.

#### 7. Long Range

- a. Range Requirements
  - i. Up to 25 Shooting Bays
  - ii. 1760 Yard Distances
  - iii. Steel and Paper
- b. Discipline
  - i. PRS
  - ii. F Class

Likewise, a few permanent and fixed targets here would be good. Probably 10 – 20 units here would be ideal.

I'm going to work up some specific equipment layout suggestions for you tomorrow.

Question.... Would you give military and/or law enforcement access to the ranges (for a fee)? If so, I will keep this in mind as the SOCOM world is about 70% of our business.

Thanks,

John

John Huang
Oakwood Controls Corporation
jhuang@oakwoodcontrols.com

+1-717-801-1515 x111 (office)



## Oakwood Controls

**Integrated Sensor Solutions** 

+1-717-318-4812 (mobile)

#### **James Klessens - Forward Cody**

From:

Travis Gibson travisg@mgmtargets.com>

Sent:

Tuesday, May 28, 2024 11:34 AM

To:

James Klessens - Forward Cody

Subject:

Re: RFP

#### Morning sir,

I didn't know what the best way to get this info to you was related to all the different disciplines so I just cut and pasted them below and added in what I thought you needed for targets with a ballpark number and links to all of the targets. Let me know if you'd like it in a different format and I'll adjust it.

#### 2. High Terrain Rifle

- a. Competitor Numbers
- i. 150+ Shooters for Regional matches, 250+ for final/National
- b. Range Requirements
- i. Terrain to accommodate NRL Hunting type Competition, defined by dynamic shooting positions over a multiple of terrains.
  - c. Disciplines
    - i. NRL Hunter

#### 60/ea MLS Hangers \$1309

https://mgmtargets.com/product/mls-t-post-hanger-only/

60 total Various MLS targets \$6750

20/ea MLS 12" hex

20/ea MLS 10" hex

https://mgmtargets.com/product/mls-target-plate-only-1-to-12/?v=7516fd43adaa

#### 2/ea of all below

bear \$568.06

bighorn sheep \$551.36

caribou \$467.80

cougar \$247.66

dall sheep \$501.24

elk \$399.14

moose \$417.70

mule deer \$350.86

wolf \$768.12

whitetail \$185.76

 $\frac{https://mgmtargets.com/product/mls-target-reduced-size-north-american-big-game-animal-shapes/?v=7516fd43adaa$ 

Rough total \$12,530

#### 6. Pistol/Flex Bays

- a. Range Requirements
  - i. 25 bays minimum, with dynamic layouts for various events
- b. Disciplines

i. USPSA

ii. 3-Gun

iii. Cowboy Action

Below is the list of targets for the above disciplines. We've got cowboy action targets but I'm not 100% sure on what/how much of all the different targets they use on a regular match. Also one discipline I didn't see listed was Steel Challenge. Based on previous experience, I think this is one of the best "new shooter" disciplines and is a really good money maker. I went ahead and added it to the list.

#### 200/ea Cardboard target stands \$10,190

https://mgmtargets.com/product/cardboard-target-stand-90-degree/?v=7516fd43adaa

25/ea US Popper \$7,279.50

https://mgmtargets.com/product/small-us-pepper-popper-target/?v=7516fd43adaa

25/ea Pepper Poppers \$8,735.50

https://mgmtargets.com/product/pepper-poppers/?v=7516fd43adaa

4/ea Deluxe Plate Rack w/armor shield \$10,158.72

https://mgmtargets.com/product/deluxe-plate-rack-mgm-spacing/?v=7516fd43adaa

2/ea Whirly Gigs \$2,084.04

https://mgmtargets.com/product/whirly-gig/?v=7516fd43adaa

2/ea spinners \$990.04

https://mgmtargets.com/product/spinner/?v=7516fd43adaa

8/ea sets of Knock Over stands \$961.68

https://mgmtargets.com/product/knock-over-target-stands/?v=7516fd43adaa

48/ea various Knock Over plates \$2,794.56

https://mgmtargets.com/product/new-no-weld-knock-over-targets/?v=7516fd43adaa

8/ea sets of Clay Pigeon Stands \$1,222.88

https://mgmtargets.com/product/clay-pigeon-holders-set-of-6/?v=7516fd43adaa

10/ea Clay Pigeon Toaster \$3,567.00

https://mgmtargets.com/product/pigeon-toaster/?v=7516fd43adaa

10/ea various sized long range Flash Targets (these can be used for long range events as well) \$5,314.20

https://mgmtargets.com/product/flash-target-uhmw-4-12-targets/?v=7516fd43adaa

10/ea case of official USPSA cardbaord targets \$1,059.90

https://mgmtargets.com/product/official-uspsa-ipsc-cardboard-targets/?v=7516fd43adaa

10/ea case of official USSL cardboard targets \$1,059.90

https://mgmtargets.com/product/united-multigun-league-uml-cardboard-targets-100-bx/?v=7516fd43adaa

48/ea rolls of tan tape \$246.24

https://mgmtargets.com/product/target-tape-tan/?v=7516fd43adaa

48/ea rolls of white tape \$246.24

https://mgmtargets.com/product/target-tape-white/?v=7516fd43adaa

48/ea rolls of black tape \$246.24

https://mgmtargets.com/product/target-tape-black/?v=7516fd43adaa

50/ea Cans Steel Target paint in various colors \$374.50

#### **Steel Challenge**

1/ea complete Steel Challenge set \$10,190.55

https://mgmtargets.com/product/steel-challenge-full-set-of-the-8-stages-copy/?v=7516fd43adaa

Rough Total \$55,480

#### 7. Long Range

a. Range Requirements

i. Up to 25 Shooting Bays

ii. 1760 Yard Distances

iii. Steel and Paper

b. Discipline

i. PRS

ii. F Class

In the interest of not "doubling down" I've incorporated some MLS targets below that can be used with the 60 MLS hangers I have listed above. Those are an "off the shelf" item for us so if you do get the point where you need 120 steel targets all hung at the same time, it's an easy fix.

A couple of other items I've added below are a KYL rack and a 6 plate Dueling Tree. They don't really fit into any specific discipline anymore but people expect to see them on the range so I went ahead and added a couple of each.

20/ea MLS 12" hex \$1,621.20 20/ea MLS 10" hex \$1,310

https://mgmtargets.com/product/mls-target-plate-only-1-to-12/?v=7516fd43adaa

2/ea KYL Rack \$1,121.08

https://mgmtargets.com/product/kyl-know-your-limits-target/?v=7516fd43adaa

#### 2/ea spinners \$990.04

https://mgmtargets.com/product/spinner/?v=7516fd43adaa

T Post targets

5/ea 6" \$909.90

10/ea 8" \$1,965.40

10/ea 10" \$2.183.80

10/ea 12" \$2,329.40

https://mgmtargets.com/product/sportsman-t-post-target-4-to-12/?v=7516fd43adaa

2/ea 6 Plate Dueling Tree with Rifle Shield \$2,620.72

https://mgmtargets.com/product/dueling-tree-with-6-targets/?v=7516fd43adaa

Rough total \$15,048

OK....I think we've got a pretty solid list of targets to round out all of these events. Please don't consider this an official quote because I'm doing the math on my phone but I think it's close and we're in the \$67k range. I'm sure different match directors are going to have different styles and may need some additional items but I was going to run a match in any of these disciplines I feel like I'd have MORE than enough to put on a great event. Give me a shout if any of this isn't clear and I'll do my best to explain it. Thanks sir and I'll stand by to hear from you.

TG

From: James Klessens - Forward Cody <jklessens@forwardcody.com>

Sent: Thursday, May 23, 2024 6:06:02 PM

**To:** Travis Gibson **Subject:** RFP



View from Proposed Event Center Location Looking to the Northwest



View from Midway Looking to the Northeast – Proposed Event Center in Center – Rear of Photo 🔀



View from Midway Looking to the Northwest



View from Midway Looking to the Southwest

### **State Shooting Complex - Fundraising Plan**

#### **Funding Sources**

#### A. Individual Sponsors

Membership Tiers	Membership Duration	# Sponsors	Sponsor Amount	Total Sponsorships
Wyoming Founder	Lifetime	15	\$25,000	\$375,000
Yellowstone Partner	10 Years	25	\$10,000	\$250,000
Buffalo Bill Scout	5 Years	40	\$5,000	\$200,000
Anne Oakley Shooter	1 Year	60	\$1,000	\$60,000
			TOTAL	\$885,000

#### B. Naming Sponsors

Name	Sponsor Amount
	10-Year Commitment
MTC Shooting Range	\$30,000
High Terrain Rifle	\$30,000
3D Archery	\$35,000
Sporting Clays	\$35,000
Indoor Shooting	\$35,000
Pistol / Flex Bays	\$40,000
Long Range	\$30,000
Shotgun Range	\$40,000
Tactical Shooting Adventure	\$30,000
TOTAL	\$305,000

- C. Naming Stage Stop
  - \$75,000 15 Year Commitment
- D. Naming Convention, Education and Conservation Center
  - \$500,000 15 Year Commitment
- E. Naming Convention Indoor Dedication Wall
  - \$100,000

#### **Sources and Uses of Capital Raise**

Sou	ırces	Total Sponsorship Amount
A.	Individual Sponsors	\$885,000
В.	Naming Sponsors	\$305,000
C.	Naming Stage Stop	\$75,000
D.	Naming Convention, Education and Conservation Center	\$500,000
E.	CLDC	\$100,000
	TOTAL	\$1,865,000

Uses	Amount
Startup WC (6 months operating)	\$300,000
Reserve WC (9 months operating)	\$450,000
Reserve Range Maintenance	\$1,115,000
TOTAL	\$1,865,000

## PARK COUNTY, WYOMING DESTINATION FACTS

Park County, Wyoming, stands as a thriving hub of tourism, attracting over 1 million visitors annually and claiming the title of the second-largest tourism destination in the state. Renowned for its picturesque landscapes, the county boasts five scenic byways that offer visitors a journey through diverse topography. Additionally, the Yellowstone Regional Airport significantly contributes to the area's accessibility, hosting the second-largest auto rental fleet in the state, enhancing the overall travel experience for those exploring this captivating region.

#### LODGING INFORMATION

Lodging Type	<b>Properties</b>	Units
Hotel/Motel	38	2,537
Guest Houses/Lodges	13	62
Guest & Dude Ranches	14	203
Campground/RV Park	32	2,064
Full Hookups	14	

#### **FOOD SERVICE**

Туре	# of Properties
Restaurants	52
Fast Food	15
Food Trucks	51
Caterers	15

#### **CATERERS IN THE AREA**

307.213.0378
307.272.1274
307.587.7427
307.772.1358
940.453.8840
303.906.5241
307.527.5788
307.899.3984
307.899.5755
307.578.4000
307.254.2836
307.754.6013
307.272.1667
760.900.9538
307.764.3720

# RESTAURANTS THAT PROVIDE BOX LUNCHES

Annie's Café	307.578.8400
Bubba's Bar-B-Que	307.587.7427
Irma Hotel	307.587.4221
QT's Restaurant	307.587.5555
The Bread Board	307.527.5788
The Station	307.578.6661





# Proximity to Proposed Complex Location to (miles):

Yellowstone Regional Airport Downtown Cody Cody Regional Health (Hospital) Paul Stock Aquatic & Rec. Center Attractions	9.5 11 12 11
Cody Nite Rodeo	14
Buffalo Bill Center of the West	12
Buffalo Bill Dam & Visitor Center	19
Old Trail Town	14
Heart Mountain WWII	
Interpretive Center	22
Sleeping Giant Ski Area / Zipline	60
Cody Firearms Experience	14
Cody Cattle Company	14
Wild Mustangs	29 12
Irma Hotel / Gunfight Yellowstone National Park	12
YNP East Gate	64
YNP Northeast Gate	92
	ALIM tv
Gun Manufacturers in Park C	_
Gunwerks, LLC	12
Gunwerks, LLC Big horn Armory, Inc.	12 12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC	12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision	12 12 12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC	12 12 12 12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West	12 12 12 12 14
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms	12 12 12 12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops	12 12 12 12 14 22
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store	12 12 12 12 14 22
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry	12 12 12 12 14 22 13 13
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports	12 12 12 14 22 13 13 11
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics	12 12 12 12 14 22 13 13
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo	12 12 12 12 14 22 13 13 11 12
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo Bombgaars	12 12 12 14 22 13 13 11 12 15
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo Bombgaars Shooting Facilities	12 12 12 14 22 13 13 11 12 15
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo Bombgaars Shooting Facilities Cody Shooting Complex	12 12 12 14 22 13 13 11 12 15 10
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo Bombgaars Shooting Facilities	12 12 12 14 22 13 13 11 12 15 10
Gunwerks, LLC Big horn Armory, Inc. Wyoming Arms, LLC Wyoming Armory Precision Firearms, LLC The Best of the West Wyoming Tactical Firearms Gun Shops Long Range Store Cody Cartridge and Carry Rocky Mountain Discount Sports Revic Optics Cody Guns & Ammo Bombgaars Shooting Facilities Cody Shooting Complex Cody Firearms Experience	12 12 12 14 22 13 13 11 12 15 10

### Gun Communities & Events

### **Gun Communities/Clubs**

A Girl & A Gun

agirlandagun.org

Heart Mountain Rod & Gun Club

heartmountainrodandgunclub.com

The Wild West Precision Rimfire

codyshootingcomplex.org

The Cody Clay Crushers

codyshootingcomplex.org/youth-activities

Western Precision Rifle

precisionrifleseries.com

Cody Action Shooters

codyactionshooters.com

Meeteetse Shooting Club

meeteetseshootingclub.org

### **Gun Events**

Heart Mountain Challenge 2024	6/22-6/23/2024
2024 ICEBREAKER	3/2/2024
Winchester Gun Show	7/12-7/14/2024
Plink-O-De Mayo	5/4/2024

7inlina

### **OUTDOOR RECREATION**

### SUMMER

Golf

Gon	Zipiine
Hiking	Stargazing
ATV/OHV	Dirt Bike Riding
Hunting	WINTER
Fishing	Ice Climbing
Climbing	Ice Fishing
Horse back riding	9
Rafting	Alpine Skiing
<b>G</b>	Nordic Skiing
Camping	Hunting
Paddleboarding	Snowmobiling
Boating	Snowshoeing
Kayaking	Sledding
Power Gliding	J
<b>G</b>	Ski biking
Sport Shooting	Snow Tubing

### PARK COUNTY, WY

Cody, Powell, Meeteetse

Elevation: 5,095 Feet 300 Sunny Days on 10.5 Inches Annual Rainfall Population: 30,108 Average Per Year 47.3 Inches Annual Snowfall





# **RESTAURANT CAPACITY - 1**

RESTAURANTS	Listing Address
Tossers Pizza & Beer	1302 Sheridan Ave
Thai Thai	1452 Sheridan Ave
Wy Thai indicates food	2619 Sheridan Ave
Hungry Bear Restaurant 20 minutes of Complex	2706 Big Horn Ave
Proprietress 20 minutes of Complex	1128 12th St
Cody Craft Brewing	1732 Sheridan Ave
Rawhide Coffee Co.	1155 Sheridan Ave
Legacy Butcher and Burger Co.	1001 Sheridan Ave
Granny's Restaurant	1550 Sheridan Ave
Silver Dollar Bar & Grill	1313 Sheridan Ave
WYOld West Brewing Company - Cody	1022 13th St
WYOld West Brewing Company - Powell	221 N Bent St
Our Place Cafe'	148 W Yellowstone Ave
Pizza Hut - Powell	855 E Coulter Ave
Wyoming Roadhouse	1651 8th St
The Beta Coffeehouse	1450 Sheridan Ave
El Tapatio - Powell	112 N Bent St
Pepe's Mexican Restaurant - Powell	275 N Bent St
Rest Awhile Cafe - Powell	119 N Bent St
Skyline Cafe - Powell	141 E Coulter Ave
Jen's Chinatown - Powell	151 E Coulter Ave
Hickory Street Bistro - Powell	117 S Bent St
Uncommon Grounds - Powell	104 N Bent St
Elkhorn Bar & Grill - Meeteetse	1916 State St
The Lamplighter Inn	234 E 1st St
The Colonel Venue & Cigar Lounge	1328 Beck Ave
The Red Zone Sports Bar & Grill	124 N Bent St
Pahaska Tepee Resort	183 North Fork Hwy



# **RESTAURANT CAPACITY - 2**

RESTAURANTS	Listing Address
8th Street at the Ivy	108 8th Street
Bubba's Bar-B-Que Restaurant	512 Yellowstone Avenue
Cassie's	214 Yellowstone Avenue
China Town	937 Sheridan Avenue
Cody Steakhouse	1367 Sheridan Avenue
Fat Racks BBQ	1491 Sheridan Avenue
Gasthaus Cardi	1385 Sheridan Avenue
Millstone Pizza Company	1057 Sheridan Avenue
Pat O'Hara Brewing Company	1019 15th Street
Proud Cut Saloon	1227 Sheridan Avenue
QT's Restaurant	1701 Sheridan Avenue
The Irma Hotel	1192 Sheridan Avenue
Trailhead Bar-Grill-Wood Fired Pizza	1326 Beck Avenue
Brewgard's Lounge	2357 Mountain View Dr
Annie's Soda saloon	1202 Sheridan Ave
Shiki	1420 Sheridan Ave
Sitti's Table	1034 13th St
Zapata's	1362 Sheridan Ave
Michael's Tacos	702 Yellowstone Ave
The Station	919 16th St
Wyo Dough	1244 Sheridan Ave
Pizza Hut	736 Yellowstone Ave
Dominos Pizza	1454 Sheridan Ave
The Blanca Tatanka	1455 Sheridan Ave



# **RESTAURANT CAPACITY - 3**

FAST FOOD	Listing Address
More Burgers & Shakes	Cody
The Breadboard Sub Shop	Cody
Arby's	Cody
Wendy's	Cody
Domino's	Cody & Powell
Pizza Hut	Cody & Powell
McDonald's	Cody & Powell
Taco John's	Cody & Powell
Dairy Queen	Cody
Subway	Cody & Powell

CATERERS	PHONE
Sitti's Table	<del>(307) 213-0378</del>
307 Pizza	(307) 272-1274
Bubba's Bar-B-Que	(307) 587-7427
Catering by Rosie	<del>(307) 772-1358</del>
Fat Racks	<mark>(940) 453-8840</mark>
The Pig & The Hog	(303) 906-5241
The Breadboard	(307) 527-5788
Charles Gilbert	(307) 899-3984
Roadgrill Catering	(307) 899-5755
Center of the West	(307) 578-4000
Catering with Joy	(307) 254-2836
Chartwells Catering	(307) 754-6013
Claudette Stroh	(307) 272-1667
Taste & See Catering	(760) 900-9538
Hickory Street, LLC	(307) 764-3720



THE PIG AND THE HOG

# **RESTAURANT CAPACITY - 4**

Food Trucks	Food Trucks
307 PIZZA	THE ROLLING STOVE LLC
BAYOU EXPRESS	WING IT LLC
BEAN BARON BBQ & CATERING	YODERS DONUT COMPANY LLC
BEARTOOTH CONCESSIONS	The Pig & The Hog
BUBBLE T'S LLC	Deano's
CAFE 3 ZERO 7	Northern Tamales
COWGIRL CUISINE LLC	Wing It
DENIZ DIM	Yoder's Donut Company
DWT VENTURES	Topp Dawg Concessions
FRESH PRINCE OF STEAKS	On the Hook Fish & Chips
GARY WAGER	Get Loaded, Inc.
GET LOADED INC	Crav/Hillside Harvest LLC
	Munchies
GOIN TO THE DOGS	Café 3zero7
GRIZZLY GRUB LLC	Gypsy Jones
HILLSIDE HARVEST, LLC	Frosty's
ISLAND IN PARADISE LLC	Ohana Tasty Treats
KEALEY'S POPPIN KETTLE CORN	Pyrotech Professionals
NORTHERN TAMALES & TACOS	Atlantis Fireworks
OCEAN 5 ENTERPRISES LLC	Burnin The Bone BBQ
SHANNON TYRA	Cowgirl Cuisine
TENROC LLC	Hawg Heaven BBQ
THE BIGG CHILL	Isalnd In Paradise LLC
THE BOX	Shorty's
THE GRAVY WAGON	
THE GREEK STATION	



# **ACCOMMODATION OPTIONS - 1**

HOTEL/MOTEL	Listing Address	Units
A Western Rose Motel	1807 Sheridan Ave	24
A Wyoming Inn	720 Yellowstone Ave	38
AmericInn Lodge & Suites	508 Yellowstone Ave	66
Beartooth Inn of Cody	2513 Greybull Hwy	50
Best Western Premier Ivy Inn & Suites	1800 8th Street	70
Best Western Sunset Inn	1601 8th Street	120
Big Bear Motel	139 W. Yellowstone Ave	64
Buffalo Bill Cabin Village at the Buffalo Bill Village Resort		83
Buffalo Bill's Antler Inn	1213 17th Street	39
Buffelo Bill's Irme Hotel	1192 Sheridan Ave	39
Carter Mountain Motel  Yellow highlight	1701 Central Ave.	28
Chamberlin Inn indicates facilities	1032 12th Street	21
Cody Cowboy Village within 20 minutes of	203 West Yellowstone Ave	50
Cody Holiday Lodge	244 W. Yellowstone Ave	39
Cody Legacy Inn & Suites Complex.	1801 Mountain View Drive	<b>54</b>
The Scout Inn	1455 Sheridan Ave	18
Cody Super 8	730 Yellowstone Ave	64
Comfort Inn at the Buffalo Bill Village Resort	1601 Sheridan Ave	73
Green Creek Inn & RV Park	2908 North Fork Hwy	17
Green Gables Inn	1636 Central Ave	15
Hampton Inn & Suites	8 Southfork Road	92
Holiday Inn at the Buffalo Bill Village Resort	1701 Sheridan Ave	186
Kings Inn	524 Yellowstone Ave	<b>53</b>
Moose Creek Lodge & Suites	1015 Sheridan Ave	<mark>56</mark>
Skyline Rodeway Inn Cody	1919 17th Street	48
Sunrise Motor Inn	1407 8th Street	40
The Cody Hotel	232 West Yellowstone Ave	<mark>75</mark>
The Trail Shop	2750 North Fork Hwy	10
Western 6 Gun Motel	423 West Yellowstone Ave	<mark>33</mark>
Wigwam Motel	1701 Alger Ave	17
Travelodge	777 E. 2nd Street, Powell	48
Park Motel	737 E. Second Street, Powell	18
Powell Super 8	845 E. Coulter Ave, Powell	48
•		
The Lamplighter Inn	234 E. First Street, Powell	19
Oasis Motel & RV Park	1702 State Street, Meeteetse	18
The Meeteetse Inn	2207 State Street, Meeteetse	14
Yellowstone National Park Lodges	P.O. Box 165, 4 Executive House Lane	
Canyon Lodge & Cabins	Yellowtone National Park	
Mammoth Hot Springs Hotel & Cabins	Yellowtone National Park	
Roosevelt Lodge Cabins	Yellowtone National Park	



# **ACCOMMODATION OPTIONS - 2**

Bed & Breakfast	Listing Address	Rooms
K3 Guest Ranch Bed & Breakfast	30 Nielsen Trail	<mark>7</mark>
Robin's Nest Bed & Breakfast	1508 Alger Ave	4
Windmill Inn	322 Stagecoach Trail	3
4 Bears Bed and Breakfast	779 State Highway 290, Meeteetse	2

GUEST HOUSES & LODGES	Listing Address	Units
Apple Jack Ranch	43 Walking Star Road	4
Barrows Z3 Retreat	700 Main Street, Ralston	2
Beartooth Lodge Bed & Breakfast and Cabin Rentals	7 Crandall Park Lane	3
Bull Moose Retreat, LLC	23 Bull Moose Trail	2
Clarks Fork Guest Ranch	2915 Hwy 120, Clark	7
Doc's Cabin	192 Whit Creek Road	1
Eycat Lodging Co.	1 Streamside Dr., Wapiti	16
Hunter Peak Ranch	4027 Crandall Road	7
Moose Alley Lodging	1407 Wyoming Ave	3
Southfork Guest Cottage	119 Diamond Basin Road	1
The Ralston Clubhouse	969 Carbon Street, Ralston	1
Historic Wapiti Lodge	3189 Northfork Hwy	9
Yellowstone Cutthroat Guest Ranch	53 Stagecoach Trail	6

CAMPGROUNDS & RV PARKS	Listing Address	Units
Absaroka Bay Campground	2002 Mountain View Dr	<mark>98</mark>
Black Footed Ferret RV Resort	100 Phelps Way, Meeteetse	98
Buffalo Bill State Park	4192 North Fork Hwy	172
Buffalo Bluff RV Park	137 Belfry Hwy	43
Chief Joseph RV Park	4 Van Dyke Road	22
Cody KOA	5561 Greybull Hwy	<b>150</b>
Cody Trout Ranch Camp-RV & TIPI Park	1 TROUT RANCH ROAD	<mark>39</mark>
Park County Fairgrounds	655 E. 5th Street	74
Parkway RV Campground & Trailer Village	132 Yellowstone Ave	25
Ponderosa Campground	1815 8th Street	207
Shoshone National Forest Campgrounds		
Yellowstone Valley Inn & RV Park	3324 North Fork Hwy	68
Yellowstone National Park Lodges		
Fishing Bridge RV Park	Yellowstone National Park	
Canyon Campground	Yellowstone National Park	



# **ACCOMMODATION OPTIONS - 3**

GUEST & DUDE RANCHES	Listing Address	Units
7D Ranch	774 Sunlight Road	10
Absaroka Mountain Lodge	1231 North Fork Hwy	15
Bill Cody Ranch	2604 North Fork Hwy	16
Blackwater Creek Ranch	1516 North Fork Hwy	11
Creekside Lodge at Yellowstone	995 North Fork Hwy	10
Crossed Sabres Ranch	829 North Fork Hwy	19
Double Diamond X Ranch	3453 South Fork Road	10
Elephant Head Lodge	1170 North Fork Hwy	15
K Bar Z Guest Ranch	3477 Crandall Road	7
Pahaska Tepee Resort	183 North Fork Hwy	45
Rand Creek Ranch, LLC	3080 North Fork Hwy	7
Rimrock Dude Ranch	2728 North Fork Hwy	9
Shoshone Lodge & Guest Ranch	349 North Fork Hwy	17
UXU Ranch	1710 North Fork Hwy	12

Occupancy statistics are collected by the CoStar Group and made available to the Park County Travel Council through their subscription with STR Global, LTD.

Segment Data portrays the Occupancy( Occ%); the Average Daily Rate (ADR); and the Percentage Change for The following tables provide statistics for the months of June 2023 through April 2024. The Multithe Previous Year. It also compiles a Year to Date Occupancy and ADR.

This data is valuable is understanding lodging capacity how it is meeting the demand in the community.

These statistics are derived from reporting by properties.

Tab 2 - Multi-Segment: Cody Yellowstone

Cady Yellowstone

For the month of: June 2023

				ng Cn	urrent Month - June 2023 vs June 2022	- June 20	23 vs Ju	ne 2022								W	fear to Date	June 2023	vs June	2022				ı		Participation	ation	
	% 000		ADR		RevPAR	AR.		Percent	Percent Change for	from June 2022	ъ 2022		ő	% 22O	ADR	~	RevPAR	AR.		Percent	Percent Change from YTD 2022	гот УТБ	2022		Properties	88	Rooms	2
									•	Поош	Коот	Коот				7					_		Room Ro	Коот				
	2023	2022	2023	2022	2023	2022	930	ADR	RavPAR	Rav	Avail	Bold	2023	2022		2022	2023	2022	900	ADR	RevPAR	Rev		pio	Census S.	_	ensus	Sample
Park County, MT	0.77			199.22	172.33	132.76	158	123	29.8	29.8	0.0	15.6		57.5		143.58	91.57	62.63		112	10.8	10.8	0.0	-0.4	3	9	1361	528
etan County, WY	75.9	0.78	292 04	257 62	221.57	172.58		13.4	28.4		2.3	15.9				266.25	156.65	150.27	5.5	-1,2	42	6 9	2.5	8.2	2	71	5765	23
atrona County, WY	79.9			109.80	94.90	80.01	8.7	8.1	186	19.1	0.4	10.1	58.1			93.28	59.28	50.25	7.9	9.3	18.0	12,2	4.8	2.7	31	21	2651	21
heridan County, WY	72.1			110.33	85.04	73.91	7.6	6 9	15.1	14.9	-0.2	7.5	46.0			89.91	44.15	40.18		8.9	66	8 6	-01	2.8	56		1331	80
lowstone County, MT	70.9	74.8	144.25	138.47	102 20	103.28	-50	4.2	-1.0		1.7	-3.4	49		123.75	118.17	79.29	74 70	-0.4	6.5	6.1	7.8	17	1.3	22	4	4675	39
County Way	78.2			168 AG	427.54	144.24	125	7.4	200	14.4	0	8	48.0			120.67	85.40	RC 83		5.2	124	9.4	76	3.0	2.7		2706	7

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: July 2023

				Cu	Current Month - July 2023 vs July 2022	n - July 202	3 vs Jul	y 2022									Year to Date - July 2023 vs July 2022	- July 2023	vs July	2022						Participation	ation	
	% ooc		ADR		RevPAR	4R		Percent	Percent Change fr	from July 2022			% 20O	%	ADR	œ	RevPAR	A-R		Percent	Percent Change from YTD 2022	rom YTD	١		Properties	sei	Rooms	SI
	2023 2	2022	2023	2022	2023	2022	300	ADR	RevPAR	Room	Avail	Room				2022	2023	2022	90	ADR			Room Re Avail 8	Sold		ample	Census	Sample
ark County, MT	818	74.4	241.03	230.24	197.20	171.36	6.6	4.7	15.1	15.1	0.0	6.6		605		162.97	110.47	98 54	1.8	10.1	12.1			18	30	10	1316	ď
County, WY	777	71.4	335 36	365,99	260,59	261.23	68	-8.4	-0.2	1.2	1,4	10.4				288.39	175,88	170.69	6.2	-3.0	3.0	52		8.4	63	20	5743	7
na County, WY	78.2	66.2		102.88	88.73	68.06	19.7	8.9	30.4	28.8	-1.2	18.3	61.1			94.88	63.45	52.75	66	9.5	20.3	15.1	43	5. †	31	23	2511	2187
theridan County, WY	72.4			120.66	91.30	81.88	6.7	4.5	11.5	11.3	-0.2	6.5			102.46	96.31	51.08	46.32	3.7	6.4	10.3	10.2	-0.1	3.6	58	=	1323	w
stone County, MT	76.8	72.5	155.38	144.25	119.30	104.65	5.9	7.7	14.0	15.9	1.7	1.7	699	65.5	129.13	120.72	85.14	79.08	0.7	7.0	17	9 2	1.7	2.4	92	4	4675	38
ounty Way	77.8	68.2	201.26	203.26	156.63	138 68	14.1	-1.0	12.9	18.9		20.1		49.7	156.20	150.26	85 33	74.73	9 8	4.0	14.2	13.0	-1.0	8.7	44	đ	2849	7

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: August 2023

				Current	Current Month - August 2023 vs August 2022	ugust 202.	s vs Augu	ust 2022								Year	Year to Date - August 2023 vs August 2022	gust 2023	vs Augus	1 2022						Participation	ion
	% 22O	-	ADR	-	RevPAR	a.	ď	arcent Cl	Percent Change from August 2022	1 August			% 000		ADR		RevPAR	~		Percent (	Shange fr	ercent Change from YTD 2022	022		Properties	8	Rooms
	2023 20		2023 20		2023		Occ ADR RevPAR	ADR R		Room Ro	Room Rox Avail 80	Room			2023	2022	2023	2022	Occ			Reom Re	Room Room Avail Sold	-	Sensus Sa	Sampie	19:01
ark County, MT	76.6			18.83	150.17	164.68	18	-10.4								72.55	116.15	107.97	18	5.7		7.7	0.1	co.	8	6	1323
tion County, WY	982		319.32 34	343.91	250.95	245.19	10.2	-7.2	2.4	2.8	0.4	10.7	65.4	61.1		98.54	187,83	182.36	7.0	-3.8	3.0	4.8	18	8.9	63	20	5738
atrona County, WY	44	67.9		21.55	94.45	68.91	24.0	10.5			-12	22.5	64.0		105.27	95.85	67.37	57.73	12.1	8.6	23.1	18.2	-3.9	7.7	31	8	2511 2187
Sheridan County, WY	72.8			10.37	81.98	68.19	17.9	2.0	202	20.0	-0.2	17.7	52.8			98.54	55.02	49 11	9	5.8	12.0	11.9	-0.1	5 8	56	=	1323
ellowstone County, MT	737		153.80 14	144.35	113.41	111.01	4	9.5	22	3.9	17	2.5		67.0		24.18	88.75	83.15	0.0-	8.8	6.7	8.5		1.7	25		4875
Park County, WY	76.1	8.99		33.49	141.35	122.50	14.0	1.3		21.5	5.3	0.00				57.42	95 34	82.85		36	15.1	15.1	0.0	-	44	σ	PRAG

# Tab 2 - Multi-Segment: Cody Yellowstone

Cody Yellowstone

For the month of: September 2023

				Current N	Current Month - September 2023 vs September 2022	tember 202	3 vs Sep	ptember	2022							Year to	Year to Date - September 2023 vs September 2022	mber 202	vs Sept	ember 20	22					Participation	ou
	% 22O		ADR		RevPAR	器	Pe	rcent Ch	Percent Change from	n Septen	September 2022		% 200	%	ADR	_	RevPAR	×		Percent	Percent Change from YTD 2022	om YTD ;	1022		Properties	9	Rooms
	2023	2022	2023	2022	2023	2022	90		ADR RevPAR	Room	Room	Room	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Re	Room Roc Avail So	Room	ensus Sa	Sample	Sensus
Park County, MT	80.2	73,3	217.54	200.50	174.45	147.05	83	8.5	18.6	193	9.0	8.6	67.9	66.0	194.44	179.93	131 95	118.76		8 1	111	113	0.1		30	F	
ton County, WY	77.1	72.8		294.81	227.88	214.73	5.8	0.3	9	9.9	0.4	6.2	8.99	62.6	288.34	297.97	192.68	186.62	6.7	-3.2	3.2	4 9	1.6	8.4	63	20.	
trona County, WY	733	69.0		100.09	82.46	99.10	62	12.4	19.3	17.9	-1.2	4 9	65.0	58.4	106.15	96.39	69.01	56.26	114	10.1	22.7	18.2	-3.6	7.3	31	22	
Sheridan County, WY	70.2	65.6	106.95	104.82	75.12	68.80	7.0	2.0	9.2	0.6	-0.2	8 9	547	51.6	104 62	99.42	57.22	51.28	0.9	5.2	11.6	115	-0.1	9.0	56	7	
rellowstone County, MT	69.1	726	139.67	129.27	96.50	93.88	4	8.0	2.8	4.5	1.7	-3.2	67.2	87.6	133.40	124.78	89.80	84.33	-0.8	6.9	6.2	8.1		17	22	14	4675 3962
Park County, WY	75.9	1 68	180.14	170 59	138 75	117.91	8.6	10	16.0	22.2	5.4	15.7	60.8	54.7	164.94	158.59	100:29	86.72	11.2	4.0	15.7	16.5	0.8	12.0	44	ø	

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstane

For the month of: October 2023

				Curment	Current Month - October 2023 vs Octobe	tober 2023	vs Oct	ober 202	, al							Yea	Year to Date - October 2023 vs October 2022	ctober 202	3 vs Oc	tober 20	3.2					Parti	Participation	
	% 200		ADR		RevPAR	oz.	٩	ercent C	Percent Change fron	m Octol	er 2022		% 22O	%	AE	ADR	RevPAR	AR		Percel	Percent Change from YTD 2022	from YT	D 2022		Properties	rtles	Rooms	smo
	2023 202		2023 21	2022	2023		Oce	ADR		Room	Room	Room	2023	2022				2022	000	ADR		× ×	Room	Room	Centure	Sample	Census	
K County, MT		56.3		92.90	106.71	91.65	14.1	20 164	16.4			14.8		65.0			Ĺ	115.90	3.9	9. 7.8	121	123	0.2	4.1	27	10	1206	286
ton County WY				206.68	122 09	108 95	12.3	-0.3	121	12.0	-0.0	12.3	1.99	61.7		290.27		178.96	7.2	-3.2		53	14	8.8	27	20	4593	
ona County MV			102 63	33 73	68 01	54.19	14.8	9.5	25.5	24 0	-1.2	13.3	65.1	58.3	105.79	96.13		56.08	11.7	10.1		18.7	-3.4	6.7	3	ผ	2511	
haridan County WV		524		86 75	47.97	45.49	10	4 4	5.5	5.3	-0.2	6.0	54.5	51.7				50.69	5.5				-01	5.4	56	=	1323	
owstone County MT		Ė		18.75	79.61	78.65	-9.0	11.3	12	2.9	1.7	.7.5	9.99	67.6	133.06	123.97	88.59	83.75	-14		5 8		1,7	0.2	22	4	4875	
W. W.		49.0		123 23	69.52	60.34	10.4	4.4	15.2	23.6	7.3	18 4	60.2					85 22		3.8		16.7	4	12.5	37	89	2104	

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: November 2023

				Current M	Current Month - November 2023 vs Novem	ember 202.	S VE NOV	ember 20	22							ear to Dar	le - Novem	Ser 2023	s Novem	ber 202						Participation	e	P
	% ooc	.0	ADR		RevPAR	œ	Per	rcent Chi	Percent Change from November 2022	Novemb	Br 2022		% 22O	-	ADR	-	RevPAR		٦	ercent C	Percent Change from YTD 2022	n YTD 20	22		Properties	-	Rooms	
	2023			2022	2023	2022	930	ADR	BevPAR	Room Re	Room Re Avail 9	Room	2023 20				2023	2022		ADR Re	VPAR R	Room Roo	Room Room Avail Sold		Census Sample	ole Census		nple
Park County, MT		43.0	144 42 1	137.16	69 49	58.96	11.8	5.3 17.9	17.9			12.7	_	63.3 18	189 73 178	176.27	*	10	4.3	-	12.3	LC)	0.2				N	474
Telon County, WY				130 31	49,55	39 82	17.9	5.5	24 4			15.8	64.1				76 73		7.7	-3.1		9 9	12 9	0	47	17 3	3492	1803
Natrona County, WY	55.0	49.5		91 96	54.60	45.48	11.2	4 2	20.1			6 6					67 63	55.13	11.6				3.2 8	5		22		2187
Sheridan County, WY	37.6			78.67	31.27	27 64	6.9	5.8	13.1			2.9					54 03	48.62	56				0.1 5	5	56			844
Yellowstone County, MT		8899		106.20	57.14	60.36	-153	11.8	-5.3			15.3					85.77	81.62	-2.5				1.5 -1	0		39 4		3847
David County (800)				70.00	1010	20.00	u	80	2.7			u					67.08	01 00	40.0				4.2					247

# Tab 2 - Multi-Segment: Cody Yellowstone

Cady Yellowstone

For the month of: December 2023

				Current	Current Month - December 2023 vs December 2022	cember 202	3 vs Dec	ember 20	22							Year to	Date - Dece	mbor 202.	vs Dec	amber 20	22					Participation	patlon	
	% 23O	%	ADR	_	RevPAR	AR	Pe	rcent Ch	Percent Change from December 2022	Decemb	er 2022		% 23O	%	ADR		RevPAR	×		Percent	Percent Change from YTD 2022	rom YTD		600	Properties	ties	Кооша	SE
	2023		2023	2022	2023	2022	930	ADR RevPAR			Avail	plot	2023	2022	2023	2022	2023	2022	990	ADR		Rev	Avail	Sold	Census	Sample	Census	Sample
ark County, MT	36.1	37.2	136.88	127.33	49.48	47.42		7.5	4.3	5.1		-2.3	63.9		187.57	174.13	119.82	106.98	4.0		12.0	12.3	0,3	4.2	23		992	574
ston County, WY	43.9		329 42	349.37	144.58	152.83		-5.7	-5.4	-5.5	-0.1	0.2	62,3	58.2	282,69	294,04	176.18	171.18	7.1	-3.9	5.9	4.5	1,6	8.7	25		4000	24
Natrona County, WY	42.4	38.2	90.42	83.52	38.28	31.89		8.3	20.1	18.7	-1.2	9.6	62.4		104,44	95.12	65,16	53.21	11.5	8,8	22.5	18.7	-3,0	1.0	31	22	2511	2
heridan County, WY	316	29.5	79.97	75.90	25.29	22.39	7.2	5,4	13.0	12.8	-0.2	7.1	51.2		100,80	95.80	51.59	46.39	5.7	5.2	11.2	11:1	-0.1	9.9	56	1	1323	123
Blowstone County, MT	40.6	49.9	110.27	105.28	44.76	52.48	-18.6	4.8	-14.7	-13.3	1.8	-17.3	62.8		130.90	121.44	82.24	79.11		7.8	40	9'9	1,5	-2.1	28	4	4750	36
ark County, WY	26.0	25.0	91.26	87.90	23 69	21 95		3.8	4.9	6.2	0.0	0.4	56.6	51.1	158.61	152.68	89.80	78.09	10.7	3.9	15.0	16.4	12	12.0	31	80	1431	eg.

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: January 2024

				Curren	Current Month - January 2024 vs January 2023	anuary 202	4 vs Janu	uary 2023								Yea	Year to Date - January 2024 vs January 2023	nuary 202	d vs Jan	uary 2023				Ì	¥	Parti	Participation	
	<u>.</u>		<u>اڄ</u>		RevPAR	AR.	ď	arcent Cl	1,2	Room R		E 3	% 230	8 8	ADR		RevPAR	¥				from YT Room	D 2023 Room		١ ،		Roc	
Park County, MT	42.4	45.8		128.83	55.04	59.02	-7.5	0.9	-6.7	_		φ φ	42.4	45.8	129.96	128.83	55.04	59.02	-7.5	6.0	-6.7	6.1	0,7	6.9	23	6	992	574
eton County, WY	52.3		352.72	323.04	184.47	186.77	-9.5	9.2	-12	-12	0.1	5.6	52,3	57.8	352.72	323.04	184,47					-1.2	0,1		52	22	3904	
strona County, WY	1.44			87.63	40.96	37.41	33	9.0	9.5	8.2		21	44.1	42.7	92,88	87.63	40.96					8.2	-1.2	2.1	93	22	2511	2187
heridan County, WY	27.6	32.3		78.75	21 30	25.44	-14.7	6	-16,3	-16.4	-0.2	-14.8	27.6	32.3	77.24	78.75	21.30				-16.3	-16.4		-14.8		F	1323	
lowstone County, MT	40.8	49.4	111.08	101.86	45.27	50.25	-17.5	9.2	66-	8		-16.2	40.8	48.4	111.06	101.66	45.27		-17.5	9.2	66-	-8.5		-18.2	28	40	4750	
Sunty, WY	24.5	25.9		98.61	24.30	25.03	5.5	2.8	-2.9	.29	0.0	5.5	24.5	25.9	99.28	96.61	24.30				-2.9	.2.9		-5.5		83	1431	

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: February 2024

				Current	Current Month - February 2024 vs February 2023	ruary 2024	vs Februa	y 2023							Yoar	Year to Date - February 2024 vs February 2023	uary 2024	's Februa	ry 2023					Par	Participation		
	% ooo	%	ADR		RevPAR	_	Perce	Percent Change fr	e from Fe	rom February 2023	23	ဝိ	% 22O	ADR	α×	RevPAR	~	٦	rcent Ch	ange fro.	Percent Change from YTD 2023	23	Pro	Properties	Ro	Rooms	
	2024	2023	2024	2023	2024	2023	Occ ADR RevPAR	R RevP	_	Avall	Room				2023	2024	2023	Occ A	ADR Rev	RevPAR R	Room Room Rev Avail	m Room	Census	Sample	Census	Затре	
Park County, MT	46.7	50.5	118 93	128.97	54 64		-7.5	-9.3 -16.1	8.1 -15.5	.5 0.7		44.4	48.0	123.46	128.90	54.85	61.91		4.2				8 23	3	992	536	
Teton County, WY	609	64.1	399.49	357.55	243,39	229.14	-4.9	11,7	6.2 6.	3 0.1		56.4			340,30	212.43	205.87	-7.2	10.7	2,7	2.8	0.1 -7.3	2 5	1 22	.,	2366	
Natrona County, WY	50.5	48.3	99.01	91.62	50.04	44.25	4.6	8.1 1;	13.1 11.	71.2		47.1			89.65	45.26	40.68	3,9	7.1				7 31	1 22	2511	2187	
Sheridan County, WY	31.9	35.0	85.84	80.21	27.41	28.08	8.6	7.0		5 -0.2		_	33.6		79.47	24.20	26.69	-11.8	2.7				9 26	11	1323	84	
Yellowstone County, MT	47.6	58.8	118.06	111.64	56.17	65.67	-18.1	5.8 -14.5		1.6	8 -17.8	44.0	53.9		106.83	50.45	57.57	-18.4	7,3			1.6 -17.0	98	6 40	4750	392	
Park County, WY	28.2	30.2	104.52	99.23	29,46	30.01	-6.8	5.3							97.95	26.74	27.40	-6.2					31	1 8	1431	647	

# Tab 2 - Multi-Segment: Cody Yellowstone

Cody Yellowstone

For the month of: March 2024

				Cum	Current Month - March 2024 vs March 2023	March 202	4 vs Mar	ch 2023								Year	o Date - Ma	ch 2024 v	s March	2023					_	Participation	
,	% 22O	*	ADR		RevPAR	뫍		Percent Change	hange fro	from March 2023	2023		% 22O		ADR		RevPAR		ď	arcent Cl	ange fro	Percent Change from YTD 2023	23		Properties		Rooms
		2023		2023	2024	2023		ADR	RevPAR	Reom Ro		Room Sold			2024			023	000	ADR Re		Room Room Rev Avail	œ "		Census Sample	e Census	Sample
Park County, MT	46.5	51.8	118.97	131.38	54.39	98 98	-10.2	-11.0			2'0		45.1	48.3		129.79	54.70	64.03	9		-14.6			-7.8	23	80	
Tetan County, WY		0.09		319.56	204,66	191.67		14.7				6.9	2.99					201.64	-7.1	12.0				0	51	22 39(	
Natrona County, WY	7.45	56.0	104.31	99.28	57.03	55.61		5,1		1.3		5.5						45.81	1.5				-1.2	6	31	22	
Sheridan County, WY	34.9	37.4		83.47	28.77	31.21		-1,3		-7.9		-6.7						28.25	-6.7	1.2				6	56	11 133	
Yellowstone County, MT	52.9	63.9	122.40	117.58	64.78	75,16	-172	4	-13.8	-12,4	1.0	15.9	47.1		117.84			63.63	-17.9	6.0		-11.6		9	28	40 4750	50 3922
Park County, WY	29.6	29.6		97.68	29.10	28.91		0.7		0.7		-0.1				97.86		27.92	-4.0	2.8			0.0	0	31		

Tab 2 - Multi-Segment: Cody Yellowstone

Currency: USD - US Dollar

Cody Yellowstone

For the month of: April 2024

Sample 558 1754 2187 844 3922 647 Rooms Centure 1190 3629 2511 1323 4750 1522 Participation e 5 1 2 2 1 8 Sample Properties Consus 26 48 31 26 56 56 Room Sold -7.1 -5.9 -17.3 -17.3 0.7 -1.2 -0.1 -0.1 0.0 Percent Change from YTD 2023
Room Room
ADR RevPAR Rev Avell 4.5 8.1 -5.7 -13.7 5.1 -5.6 -15.0 -15.0 -13,9 4.4 2.6 3.2 4.4 2.6 Year to Date - April 2024 vs April 2023 27.7 -5.4 -5.4 -8.0 -18.6 68.30 169.94 48.69 29.77 69.94 28.51 RevPAR 58.81 178.55 53.28 28.09 59.44 29.04 2023 132.74 313.88 94.93 81.62 114.40 97.25 ADR 2024 123.86 348.53 100.79 83.76 119.48 2023 51.5 54.1 51.3 36.5 81.1 % 22O 47.5 47.5 51.2 52.9 33.5 48.7 28.9 80d 50d 6.7 2.2. 5.8 5.8 4.2 4.2 4.0 0.0 1.2 0.0 0.0 0.0 Percent Change from April 2023 Rev - 19.5 25.5 12.3 1.3 - 18.2 8.3 RevPAR -19.9 28.6 13.6 13.6 13.6 19.5 8.3 ADR -13.7 28.4 6.1 5.8 1.2 Current Month - April 2024 vs April 2023 78.96 46.33 57.35 34.34 88.89 RevPAR 63.23 59.56 65.15 34.80 71.53 2023 139, 13 137, 99 98, 70 83, 32 122, 56 95, 73 ADR 2024 120.08 177.12 104.74 88.13 123.98 99.70 2023 56.8 33.6 58.1 41.2 72.5 31.9 % 200 52.7 33.6 62.2 39.5 57.7 Park County, MT
Teton County, WY
Natrona County, WY
Sheridan County, WY
Yellowstone County, MT
Park County, WY

# PARK COUNTY TRAVEL COUNCIL FISCAL YEAR 2025 MARKETING PLAN

RYAN HAUCK, EXECUTIVE DIRECTOR





# WHO WE ARE

The Park County Travel Council, otherwise known as Cody Yellowstone, is committed to inspiring overnight leisure travel from key markets regionally, nationally and internationally. Cody Yellowstone will continue to optimize countywide economic impact by delivering innovative, effective marketing and partnership programs. This includes leveraging the momentum of the local and statewide industry support and participation, as well as focusing on gap areas, shoulder seasons, and winter. To support these efforts, Cody Yellowstone will deploy a fully integrated marketing campaign and will continue to measure consumer conversion paths across the trip planning lifecycle. Understanding the consumer and the trip planning lifecycle allows us to provide more responsive and personalized content to not only inspire visitors to travel to and within Park County, but also to help shift consumer behavior—dispersing visitors to lesser-known attractions and encouraging shoulder season travel. As travelers come to our county, our goal is to have them view our areas outside of the park as worthwhile destinations being rich in history, authentic western experiences, world-class outdoor recreation, unique attractions, fresh food experiences, vibrant art scene, scenic drives, abundance of wildlife and the Great American Adventure.

### **Mission Statement**

Cody Yellowstone's mission is to promote and facilitate increased travel to and within Park County. We strive to fuel market demand and drive a healthy tourism economy.



# WYOMING SHOOTING COMPLEX - \$50,000

# **Marketing Efforts**

The Wyoming Shooting Complex will not only receive an immediate integration into our \$4.3M sales and marketing plan, but also an additional \$50K in dedicated dollars for the first 5 years. This will include but is not limited to:

- Traditional marketing efforts
- Digital marketing
- Inclusion on Cody Yellowstone's seven platforms with over a 700K reach
- Lead generation
- Promotional efforts
- Sponsorships



This fiscal budget will focus on building continued marketing momentum and powerful technology to establish Cody as "Cody Wild and Free" for July 4th, 2026 as well as continue to build powerful and profitable relationships with and for our local community.



### Industry

Building 2026 programming for their advantage.



### **Partnerships**

Growing and expanding relationship with Hikerkind.



### Creative

Driving Wild Forever forward and planning for July 2025 creative.



### Tech

Optimizing for AI, building for personalization & wowing with creativity.



### Media

Building on performance media plan with strategic Upper Funnel placements.



### Activations

Launching one, influencerled activation based on previous workshop learning.



### N Country

Lean into our audience's love of country through strategic partnerships.



### **Publicity**

Share our wins, submit for awards, publish case studies.

### Performance and Awareness

The largest percentage of Cody's media budget into performance media (SEM, PMax, Social, YouTube) in order to drive partner referrals, email leads and guide orders and maintain powerful momentum for the brand. As Cody strives to gain an increasing amount of awareness and consideration and build connections across the US and into parts of Canada, we also recommend upper funnel media placements – at strategic times - to continue filling the trip planning funnel with those new-to-brand or those we want to consider the brand in a new light. Upper funnel activities will be supported by increased investments in brand search in aligned markets and time periods in order to capture interest and push it to the site. For example, a Calgary Stampede sponsorship would be coupled with a customized Performance Max, YouTube and Brand Search campaign in Calgary of the duration of the sponsorship as well during the Always On campaign period.



# **Calgary Stampede**

With aligned sensibilities and one of the most famous rodeos in North America, Alberta is a natural connection point for Cody. In 2024 we will initiate a relationship with the stampede in the form of a smaller scale sponsorship.

Based on performance, we will grow this relationship to include a more robust sponsorship and activation program.



# **OTT** + **Streaming**

With new OTT streaming networks in its roster, iHeart now has the ability to place streaming video throughout multiple networks, including Paramount+ (home to Yellowstone and aligned audience-interest programming). We will leverage the Dusty Tuckness spots across iHeart's expanded OTT network alongside brand campaign spots. Digital audio streaming will also be included in the buy, ensuring Cody messaging is inescapable across streaming platforms in our target markets.



## iHeart Country Festival

2025 marks the 12th year of this week-long Austin-based festival. With festival partners seeing an average lift of 69% in brand opinion, a sponsorship (placed within a target network such as Denver), could have the ability to push Cody towards its goal of "owning" July 4, 2026. With a sweepstakes contest included in the sponsorship package, Cody can also place actionable CTAs, such as Order a Guide, Email Opt-Ins and Website Visits.



# **Strategic Print Placements**

The July/August double issue of Conde Nast Traveller will feature a full page Cody Yellowstone ad, allowing the brand to debut the Wild refresh to six target markets: Atlanta, Chicago, Dallas, Denver, Houston, Phoenix, and Utah. The feature will include a custom QR code, allowing us to monitor any direct action taken from the print piece. Based on performance, we may consider two additional placements in the November issue and Jan/Feb double issue.



### **Working Media Budgets**

Performance Channel	Budget
SEM	\$230,000
Programmatic/Performance Max	\$125,000
Social Advertising	\$100,000
Video (YouTube and Demand Generation)	\$75,000
Total Working Media	\$530,000
Digital Media Management (12%)	\$63,600
Total Budget*	\$593,600

Awareness Channel	Budget
Calgary Stampede Sponsorship	\$20,000
Condé Nast Traveler *	\$15,000
iHeart: OTT, Streaming, Country Festival Sponsorship	\$90,000
Total Working Media	\$125,000
Digital Media Management (12%)	\$15,000
Total Budget*	\$140,000

<sup>\*\*\*</sup> Can increase CNT buy to include additional issues if desired. There are two other available issues, November and Jan/Feb double issue.

# **VERB**

## Services and Special Projects

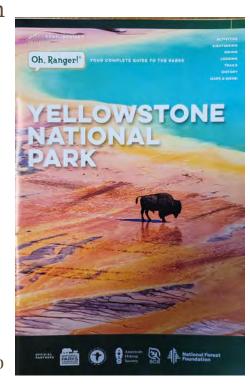
Delivera ble	Budget
Content Marketing: Social, Email & SEO	\$120,000
Influencer Workshop	\$68,000
Influencer/Brand Partnerships	\$30,000
Lifestyle Photo/Video Shoot	\$65,000
July 4 Rollout & Training	\$10,000
Web Maintenance & Creative Production	\$125,000
Total Budget*	\$418,000

Technology Enhancements	Budget	
Headless Website & Copywriting	\$115,000	
Generative Al Initiatives	\$40,000	
Website Hosting & CDN	\$4,800	
Total Budget*	\$155,000	

Total Budget: \$1,306,600 USD

# AMERICAN NATIONAL PARK NETWORK - \$36,626

- National Park visitation was at 325+ million in 2020 and continues to grow
- 93% keep the guide for reference throughout their stay, 84% save the guide for the future or loan it to a friend, and the 90 minutes spent per issue is more than any other measured magazine
- Pinpoint distribution ensures that you reach a geographically representative audience (AAA, Hilton, Best Western, Amtrak, KOA, La Quinta, Marriot, REI, Cabelas, among others)
- Median age: 49, median income: \$83,800, 90% college educated, 82% home ownership



- 87% hike regularly, 27% fish regularly, 43% bike regularly, 54% camp regularly, 420,000 use RVs at national parks, 63% consider themselves "very active"
- Our 7 insertions total approximately 2.1 million in circulation (updated numbers to be released in a few months, this total expected to rise)
- American Park Network to incorporate digital exposure through their captive WiFi portals, super targeted to reach the outdoor consumer across the region

# **PBS**

### **Wyoming PBS - \$5,200**

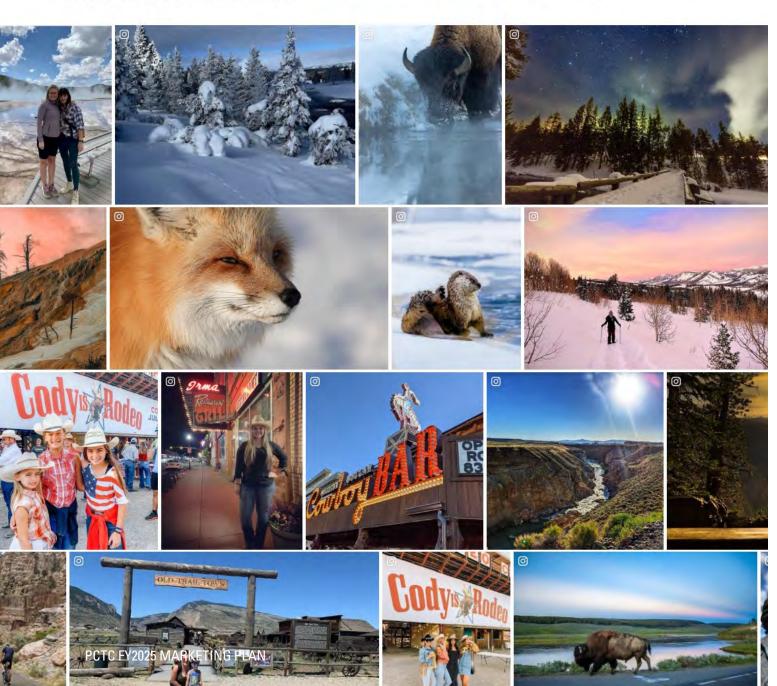
- Masterpiece/Mystery: Sun @ 8PM (Primetime) 2 spots per program at 41 Sundays = 82 spots
- Rick Steves (Travel): Tues @ 10PM (Primetime) 2 spots per program at 41 Tuesdays = 82 spots
- Wyoming Chronicle: Fri @
  7:30PM (Primetime)
  2 spots per program at 41 Fridays
  = 82 spots

### Montana PBS - \$6,480

- Austin City Limits: Saturdays @ 9:30 PM 35 runs minimum
- Masterpiece Series
  Guaranteed minimum of 17/year
  Airs every other week opposite
  weeks of Backroads
- Backroads of Montana
   Guaranteed 17/year
   Airs every other week opposite
   weeks of Masterpiece
   Saturdays @ 5PM

### South Dakota PBS - \$11,370

- South Dakota Focus
   Thursdays at 7PM
   September thru May 1
- Rick Steves' Europe
   Sunday at 3PM 1 time per week
- Masterpiece Sunday at 7PM
- Austin City Limits Saturday, 10PM
- Moth Radio Hour Saturday Noon & Sunday 2PM
- SDPB.ORG Display Ad 300x250 3 months



# CROWDRIFF - \$20,000

- User Generated Content for Travel Brands
- Grow Assets
- Branded Digital Assets
- Photos from locals and visitors

# **NAVIGATOR - \$15,000**

### **Campaign Objective:**

- Conversion with the conversion event being the "download a guide" and to track physical guides, this will be discussed with the Tech

### **Campaign Duration:**

- 2 months from start, tentative start April 15

### **Targeting:**

- Post-Search, Post-Book inbound into the following locations: Billings, Denver International Airport, Rapid City, Salt Lake City - 25-65+ gender neutral with an interest in Yellowstone, National Parks and focus on the women demographic (to test)

### Landing pages:

- https://codyyellowstone.org/request-information/
- https://codyyellowstone.org/wild

### KPIs or goals for this campaign:

- CPA under \$100 and 150 conversions



# IN HOUSE PAID SOCIAL - \$110,000



689M Users

Ages 18-24

Building Relationships & Highlighting Destination

### **Target Audience**

Inspiration to Travel
Travelers Already Coming



530M Users

Ages 18-35

**Destination Awareness** 

Interactive Experiences

**Target Audience** 

Millennials



740M Users

Ages 46-55

**Business Development** 

**Target Audience** 

**MICE Planners** 

**Events** 

Groups



442M Users

Ages 30-49 (78% Female)

86% of US Moms

Planning & Lead Generation

**Target Audience** 

Families

Planners

Inspiration to Travel

17



# SALES & ADVERTISING OPPORTUNITIES - \$110,000

Sales and advertising opportunities present themselves regularly throughout the fiscal year including seasonal and offseason media options, last-minute print deals in national media campaigns, digital advertising opportunities, and a variety of other mediums.

# **EXPEDIA - \$25,000**



- Oct-Dec 2024
- 621,375 Impressions on Expedia, Hotels.com, Travelocity, Orbitz, and Cheaptickets.
- Targeting is US and anyone who is currently or previously searched Cody or the State of Wyoming.
- Native and IAB standard placements
- Custom landing page: https://www.expedia.com/lp/b/msb-dmo-exp-us-reno-tahoe

# KUTV - \$10,700

### Summer Road Trippin'



As live news segments will air during 2News this morning on

- KUTV, KJZZ, KMYU.
  - 2x Segments from 5:30 7 AM (KUTV)
  - 4x Segments from 7 9 AM (KJZZ)
- 2x Segments from 8 9 AM reair on KMYU from 9 10 AM
  - Noon News (repeat 1x segment from AM shows)
  - 1x Noon news segment reairs on KMYU from 1 2 PM

Fresh Living segment (3-4 minutes) to air same day
- Segment will be pre taped and air on all (3) television stations KUTV, KMYU, KJZZ



### **Digital Elements**

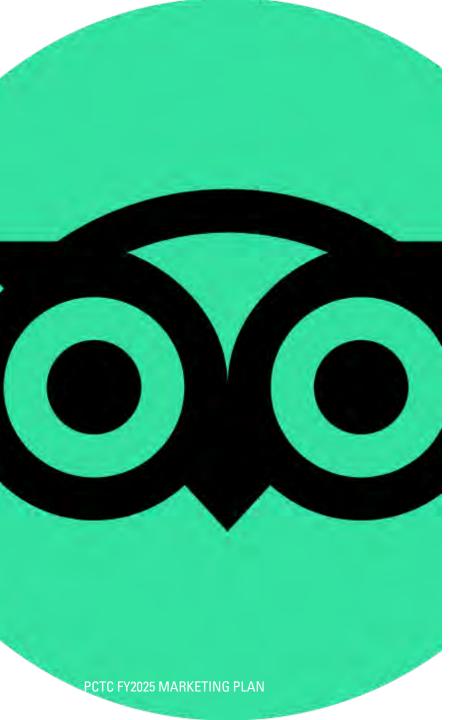
Road Trippin 'homepage takeover on KUTV.com featuring that Friday's destination

- This will link to the Road Trippin ' features page on KUTV.com

300,000 banner ads on KUTV.com

50,000 Targeted marketing email

All TV segments posted to KUTV.com



# **TRIP ADVISOR - \$50,000**

- Tripadvisor Roveaudience extension retargeting
  - June 1, 2024 April 30, 2025
- Cody Competitive Conquesting + Cody Travel Intenders
  - June 1, 2024 April 30, 2025

### **Economic Impact**

- Ad Exposed Economic Impact: \$354k
- Ad Exposed Hotel Revenue: \$351k

Expect an 8:1 ROI based on Ad Exposed Economic Impact

### **Media Impact**

- Increase of 40% of CY Content
- Increase of 30% more page views of CY Content
- Increase of 40% more POIs throughout CY

21

# KOTA - \$15,000

### KOTA TV

• 172 spots (205) 617,000 - \$13.82/1000

### KEVN TV

• 141 spots 146,000- \$24/1000

### MeTV

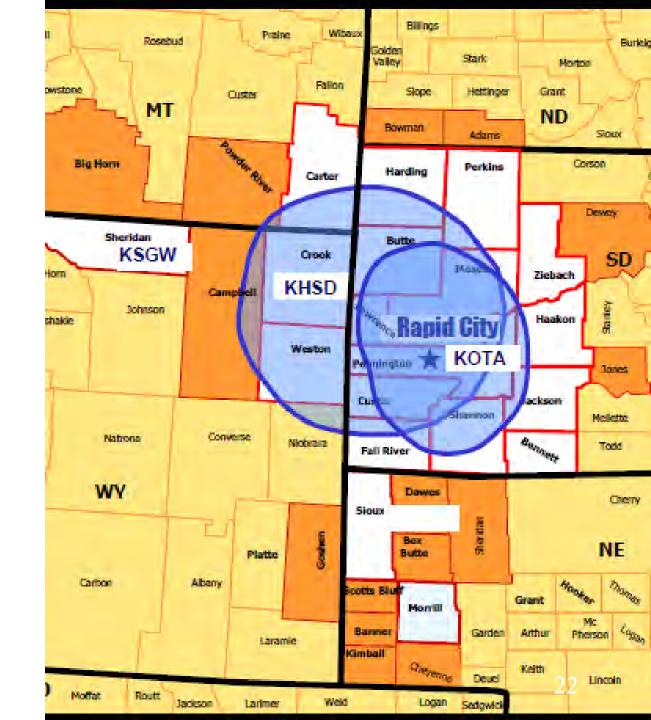
• 60 spots; 126,000 impressions

### KOTATV.com

- 15sec commercial
- 59,000 impressions -- \$20/1000 8,400 impressions/month

### KOTA

- 30 spots
- Targeted Display 150,000





## VACATION GUIDE - \$110,000

#### Produced by Verb

- Design and write copy for a 53-page annual vacation guide
- Secure images with most coming from Cody Yellowstone
- Bid out printing
- Arrange shipping
- Quantity of 100,000 is printed in December for delivery to Cody, Wyoming by mid-January



## **BROCHURES**

**Brochure Distribution - \$9,000** 

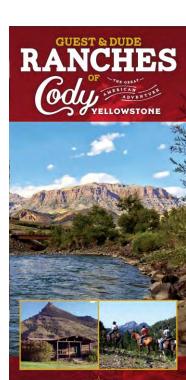
Historical Attractions Guide - \$2,000

Scenic Drives/Guest Ranch - \$2,000









## BILLBOARDS - \$34,360

#### **East of Shoshoni Junction**

- Encourage drivers to turn at Shoshoni Junction to Thermopolis and then on to Cody
- Annual



#### East of Gillette

- Encourage drivers to exit I-90 at exits 58 or 9 to Cody
- Annual



#### West of Elk Mountain

- Encourage drivers head North at Exit
   215 to Lander and eventually to Cody
- Annual



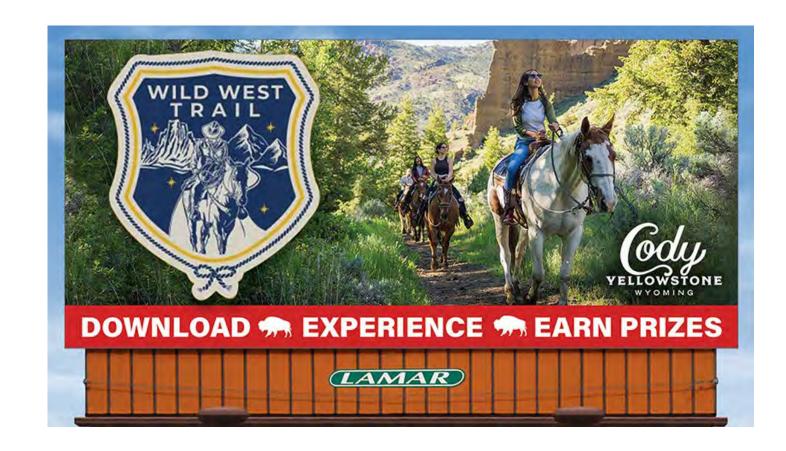
#### **Downtown Cody**

- Promotion of Sippin' Trail
- Seasonal



#### **Downtown Cody**

- Promotion of Wild West Trail
- Seasonal



#### **Downtown Cody**

- Promotion of Bears in the Basin
- Seasonal



## SPONSORSHIP ASSISTANCE - \$50,000

















## SPONSOR BANNERS - \$700

## ANNUAL REPORT - \$9,000

- Highlights and statistics of the previous fiscal year
- Sent to every household in Park County, WY
- 4-page document
- 2 colors

#### PARK COUNTY TRAVEL COUNCIL

#### FY2023 🛝 ANNUAL REPORT

#### A WILD YEAR

Fiscal 2023 began on a low note with the historic 500 year flood of Tellowstons National Park: Although we were unita-pacted by the physical devastation, we did suffer the economic trapact of cascella-tions so thousands of travel plans changed. along with the subsequent cloruses. We be gan re-ricete gizing our much ting pho in cooperation with our agencies and the Wyoming Office of Tourism. We also participated in a cooperative project with Lesters Tellowstone, Additionally we focused on user-generated content scross all piztforms, prefaced all readis with perferred storylines, and invested more marketing funds into our peak season and regional advertising than over before. As we continued throughout the summer to merigain the challenger brought about by the 60 oding and tir afternath, we focus a on maintaining open communication with our partners and monitoring the effect wruns of our strategies. Our shalty as a community to weather such challenges and pivot in the face of adventty contribuner to the long-term sufferior and success of Park County as a travel destina-

This year, we hondhed a new, sweet-staning campaign, WILD. The campaign was the Travel Weekly Gold Magallan Award, occupating countrity, effectiveness, and innovation, WILD emphasines the untime d and mater al sepects of Fark County The compaign alons to attract adventure seeberg, auture eatherinsts, and these melting a unique experience. It features videou of verying lengths to captivate different audiences and function effectively on various platforms. WILD also weases our amazing hadroper, wildlife, unique attractions, rethentic Western experiences, and captivating imagery to inspire wandsclust. The visual storytelling to this company. will law a lasting trapension, attracting travelers seeking dirtiect and immersive experiences.

We continued to promote Cody Sellowstone as a satigue destination experience theorighout the year. Our destination pillers include subscrite Western appreciace, latter; week-class outdoor exemision, widdlis and attractions. In facal 2023, anaelsting these pillers to traveless included:

- · A campaiga focusing on the adventure-reaking suiteanist market.
- · Givenways to increase social media awareaeu and increase overall following.
- laid on our new so as I med a photocour.
- Increased pressure on Linkedia to gain interest with averting and event planners.
- Use TikTok to much a much younger murlost as well ashighlight unique businesses and attractions in our area.
- Develop Notezert as a way to ceach sufficientals and feetale heads of households to help plan their time in Cody Yellowstone.
- Paid compaigns on Energials to introduce Cody Yalkowstone to no uniapped contest and unique nucleoner that can't be found on other metal appe.
- Included more ambas radors to our #WildWetch program.
- Influencer Camp signs propositing our about der sources and winter.
   NCTC constrains to participate in invest trade above and events that allow us to market.
   Cody follows to a variety of metha, domestic and international operators, including:
- · Wyoming Hospitality and Tourism Coalition Event
- · American Bur Association Marketplace
- · United States International Powwow
- . International Roundup with the Great American West
- · American Cup
- · National Tour Association Travel Eachungs

This year we also focused on ways to improve Park County's tourism industry that will produce measurable results for all of us:

- Two free social media workshops led by our sweed-winning agency of second, Verb Interactive.
- Fire a photography workshop for all Park County to cale led by National Geographic photographer Sout Krenz and outdoor brand photographer Stephen Matera.
- Developed a county pass called the Sippis Trail is which travelers are awarded prizes by checking rate locations throughout our region's vibrant bar and customers some.

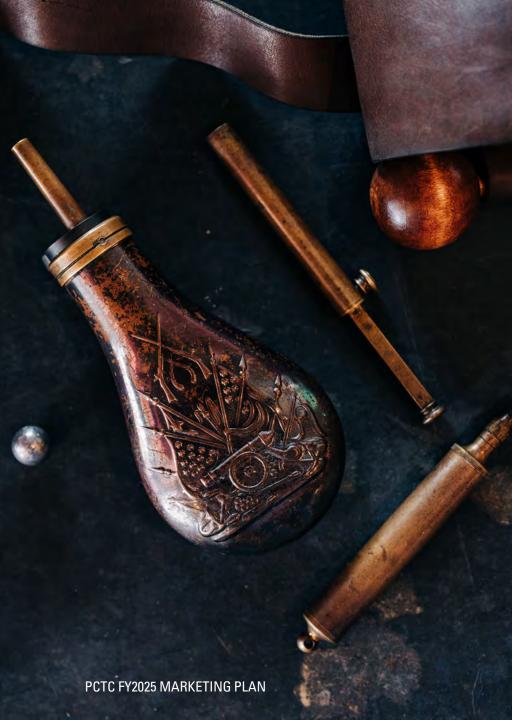
One efforts to promote Park County have been successful to generating significant surmed as also coverage across various platforms.

Examed models often certain more embellity and mathematicity showing our promotional work's wide-susching impact. Cody Yellowstons was finitured in magazines, newspapers, positions, leve IV segments, notical marks, and blogs. This compositements are also coverage extens assuments and entions visitors to spand dedicated time in Park County, stewing on an admirable destination.



to order for grantous to be reimburused for their advertibing aspectsos, this logo must appear on all prised also. It conservation and other promotions make the Rich logo also appears in printed programs and facilities that heat appearing seasors which are founded in past by the Park County Team's County.





## **TECHNOLOGY - \$33,295**

- Computer Service | Software | Training \$11,500
  - Service from Osirys Computer Systems, LLC
  - Adobe Creative Cloud
  - Canva
  - Envato
  - Splice
  - Microsoft Office Class Executive Administrator
- Simpleview \$7,200
  - CRM
  - Industry Communication
  - Lead Response
  - Information Log
- Hardware \$14,120
- Drone License for BCC&C



## ZARTICO - \$41,500

#### Destination Operating System – Events | Visitor Flow | Visitor Spend

- Ingest daily anonymized geolocation data.
- Allows geolocation insights to be overlaid with our other data streams.
- Uses world's leading mobility provider to receive the entire pipeline of US anonymized geolocation data daily.
- Tracks tourism effects on locally owned businesses to foster community and improve resident satisfaction.
- Capability to track critical points of interest on the most granular level.
- STVR data including future bookings



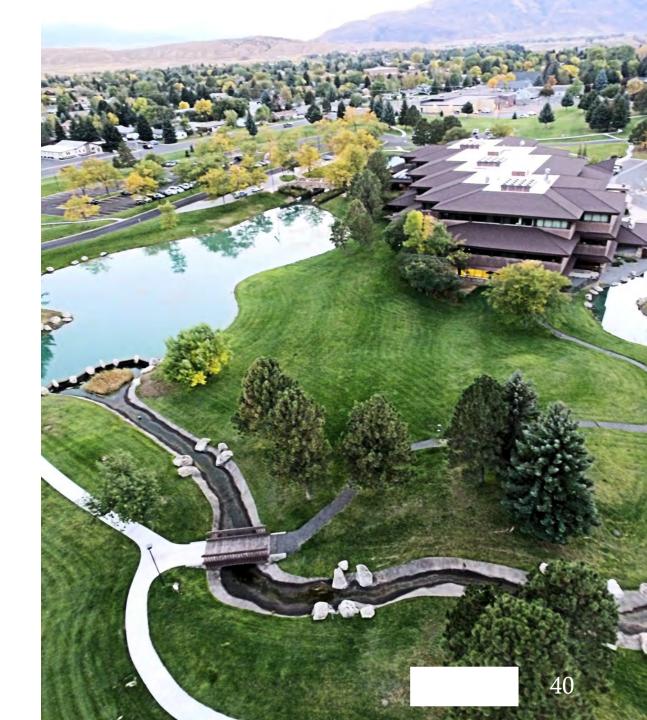
## STR REPORT - \$3,600

The STR report, or STAR report, is a benchmarking tool that compares Park County hotel performance. The report provides data on hotel occupancy, Average Daily Rate (ADR), and Revenue per Available Room (RevPar) to participating properties. STR collects data from participating hotels, lodges, and B&Bs on a monthly, weekly, and daily basis, and then feeds it back to the PCTC ED in reports. The report helps PCTC understand the destination's performance against competitors in the Mountain West region, as well as the class of accommodation.



## HVS - CONFERENCE CENTER DEMAND STUDY - \$50,000

- Interviews
- Competitive Conference Venue Analysis
- Building Program Recommendations
- Demand Projections and Room Night Projections
- Connections with Developers





#### Mesereau Retainer – \$49,200

- Identify Stories
- News Releases
- Blogs Adventure, RMI, Copywriting
- Crisis Communication
- Individual Press Visits
- Interview coordination, follow-up, other requests
- Ongoing media outreach, IMM, SATW
- Create and facilitate new Podcasts
- Monthly Reports

#### Mesereau Expenses – \$2,500

• Expenses related to executing the public relations plan



#### **PBS** Hometown Series

- TEAM:
  - Jacob Dellinger I Executive Producer, Cinematographer; 10-time EMMY award-winning filmmaker
  - Joshua Deel I Director, Writer, Cinematographer, Editor; 3-time EMMY award-winning filmmaker
  - Julie Newman I VP & General Manager, Producer; 4-time EMMY award-winning producer
- PURPOSE:
  - In this travel series they uncover the soulful narratives behind diverse communities worldwide, delving into the captivating stories of how these places came to life and the heartfelt reasons why they remain cherished places to the people who call them home.
- SYNOPSIS:
  - In "Hometowns" they transcend conventional tourism narratives choosing to focus instead on the unique characters who call a place home, acting as storytellers and ambassadors for their community. The show's popularity stems from a commitment to showcasing the genuine diversity of backgrounds and voices that make each destination unique.
  - This show doesn't just capture picturesque landscapes; it examines the essence of each community through the eyes of its inhabitants. By highlighting personal stories and connections to a place, they explore the "why" of travel the genuine human experience.



#### International Media Marketplace - \$3,000

This annual networking event takes place each January in New York's Javits Convention Center. MTPR meets with 24 hand-picked travel journalists and influencers to pitch custom story ideas to writers. MTPR will continue to attend this event on behalf of Cody Yellowstone.



#### **Two Press Trips - \$20,000**

Small-group press trips have been highly effective for Cody Yellowstone historically, especially during the last few years. Press trips are also a great way to build lasting relationships that result in repeated opportunities. For Fiscal Year 2025, we plan on executing a Fall and Winter trip. Each will include 4-6 handpicked top tier media from around the US.



## MEDIA FAMILIARARITY TOURS - \$10,000

Throughout the year, the Park County Travel Council receives 30-50 requests from domestic and international media to come to our destination, experience our attractions and outdoors, and develop stories for their associated publications. To help encourage this earned media coverage, PCTC helps host their trip which has historically included complimentary tickets and overnight accommodations. To help our partners with lost revenue hosting this large amount of media, we have developed a this line item to the budget to help host these individuals with discounted rates from our partners.





## TRAVEL TRADE SHOWS - \$44,550

#### **American Bus Association Marketplace**

• January 2025 | Group Leisure

#### **US International Pow Wow**

June 2025 | International

#### **Great American West Roundup**

• May 2025 | International Group & FIT

#### **DMA West - CEO Summit**

• June 2025 | Industry and Professional Development

#### **American Cup**

• September 2024 | Media, Group Leisure, International

#### **DMA West – Tech Summit**

• March 2025 | Industry and Professional Development

#### **ESTO**

August 2024 | Industry and Professional Development





## WYOMING GOVERNOR'S CONFERENCE | MEETINGS - \$12,000

#### **2025 Wyoming Governor's Conference**

In 2025, the Park County Travel Council Board and staff will attend the Wyoming Governor's Hospitality and Tourism Conference. Dedicated to celebrating and educating Wyoming's tourism industry, the Wyoming Governor's Conference is the year's single event that brings together over 300 influential tourism and hospitality industry representatives.

#### **Meetings**

Ryan Hauck and the staff of the Park County Travel Council will require a budget in which to use for meetings with industry partners, board members, community leaders, planners, operators, legislation and many others.



## TOUR OPERATOR FAM - \$12,000

Cody Yellowstone is one of the premier destinations in the country for motorcoach travel. Bringing in multiple tour operator businesses in for group FAMs has been one of the most beneficial efforts from our office that produce immediate results. This year, PCTC pans on bringing in 8 different businesses to experience possible motorcoach itineraries over six days.



51

### **BOARD DEVELOPMENT - \$5,000**

Governance Principles: Understanding the role and responsibilities of the board, including fiduciary duties, strategic planning, and oversight functions.

Legal and Ethical Responsibilities: Familiarizing board members with relevant laws, regulations, and ethical standards to ensure compliance and integrity.

Financial Management: Teaching board members about financial oversight, budgeting, fundraising, and financial reporting to maintain the organization's fiscal health.

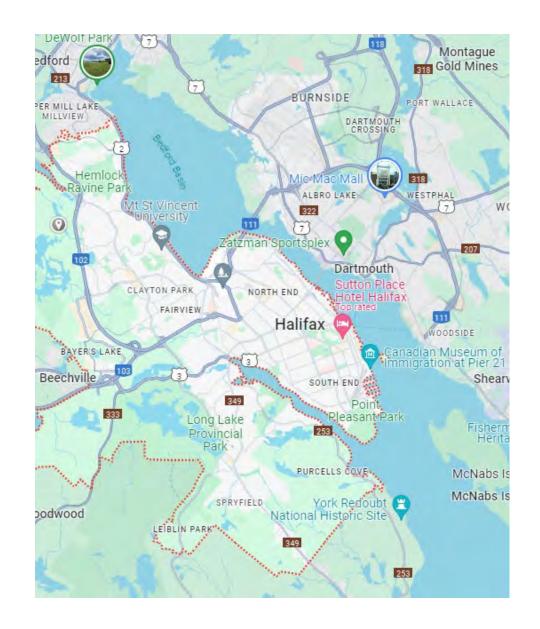
Strategic Planning: Providing tools and techniques for effective strategic thinking and planning to guide the organization's long-term direction.

Leadership and Team Dynamics: Enhancing leadership skills and promoting effective teamwork and communication among board members.

Performance Evaluation: Establishing processes for assessing the board's performance and the performance of individual board members to ensure continuous improvement.

Stakeholder Engagement: Training on how to effectively engage with various stakeholders, including staff, donors, clients, and the community.





# VISIT AGENCY AND CONTENT PRODUCTION - \$10,000





## INQUIRY RESPONSE -\$31,275

- Postage | Bulk | First Class \$29,000
- Miscellaneous Shipping \$2,000
- 1-800 Eye Cody \$275

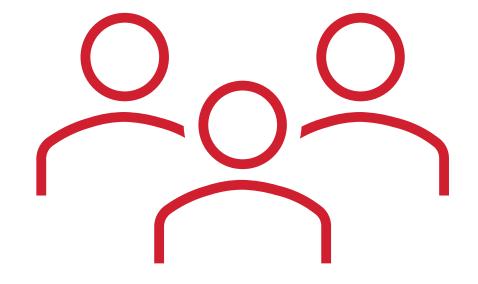


















## **ASSOCIATIONS**

- \$16,245
- National Tour Association \$800
- US Travel Association \$3,700
- American Bus Association \$620
- Wyoming Hospitality & Travel Coalition \$1,500
- Meeting Professionals International -\$550
- DMA West \$1,200
- Billings Chamber of Commerce \$475
- Black Hills & Badlands \$250
- Destinations International \$7,150



# TV COMMERCIAL – COWBOY CHANNEL - \$2,000

#### **Stampede Rodeo Production**

- Production estimate \$1,000
- :30 ad for Cody Yellowstone \$1,000
- Ads will run three months in advance and during the Stampede Rodeo
- Most ads will run during the Western Sports Roundup Program



# **ROCKY MOUNTAIN INTERNATIONAL - \$7,500**

The Great American West Cooperative Marketing Program enables Cody Yellowstone to achieve maximum exposure in the following international markets, while providing a venue to accomplish that mission in the most cost-effective and efficient means possible: UK, Germany, Benelux, France, Italy, Australia/New Zealand & Nordics.

#### Website Ads & Editorials

- One advertorial ad located within a relevant itinerary visible on all international websites
- Partnership Listings on all international websites

#### **Facebook Posts**

• Content for two Facebook posts that will be shared across all international Facebook pages

#### **International Roundup**

• Partner will receive registration for up to two (2) people to attend International Roundup (IRU),

#### **Summit Meetings**

 Participate in the Annual Summit Meeting to share trends and updates on Partner's overall marketing strategy

#### **Regional Representation**

 Featured in promotional updates to RMI's in-market representatives

#### **Featured Monthly Promotion**

 Homepage promotion on all in-market Great American West websites

#### Year End Analysis

• RMI will provide a year-end analysis for Partner, contents of report will include media values, TRIP report analyses, and web and social media statistics.

#### **Marketing Resources**

• Partner will have exclusive access to RMI's proprietary marketing information

#### **Buckle Club Party**

Attend Buckle Club Parties held at IRU, IPW, ITB, WTM, or similar international trade shows.

# VISIT USA PARKS | HERMANN GLOBAL - \$10,750

#### Branded Posts/Ads Package & Paid Digital Campaign 70/30 Domestic/International

- Research Online Listening Dashboard
  - 1 year- Continued access to dashboard capturing online/social mentions of Cody and surrounding destinations.
- Strategy Destination Assessment and Review
  - Analyze market positioning and plan for content.
- 3 custom social media posts
  - Optimized to connect with domestic road trippers.
- 2 Retargeting ad campaigns to drive web traffic
  - Optimized to connect with domestic road trippers.

- Internationalize Translation of story/posts/ads
  - One language German Additional languages available upon request.
- Creative Pinterest promoted pin campaign
  - Utilizing existing pins on Visit USA Parks Pinterest page.
- Management Initial ad development and creative ad testing
  - To generate leads for client website.

# VISIT USA PARKS | HERMANN GLOBAL - \$10,750

#### Media Buy/Analytics

- Media Buy Facebook/Instagram to reach approx. 150k potential travelers.
  - Target markets: US/UK/GER includes 40% management fee.
- Media Buy Pinterest ad budget to reach approx.
   50k potential travelers.
  - Reporting Final Report.
  - Impressions, engagement rate, leads generated, top performing content, and top markets.



## NATIONAL FINALS RODEO BREAKFAST - \$750

#### **Wyoming Office of Tourism COOP**

 With support from the Wyoming Office of Tourism, Cody Yellowstone will come in as a partner for the annual WOT Rodeo breakfast during the National Finals Rodeo in Las Vegas.



## INDUSTRY SUPPORT - \$6,000

As the second largest tourism industry for the state of Wyoming, it is important to support our state and advocacy groups during events and conferences. Options for next year include but are not limited to:

2024 Wyoming Hospitality & Travel Coalition Golf Tournament

2024 Fall Summit

2025 Wyoming Tourism & Hospitality Governor's Conference

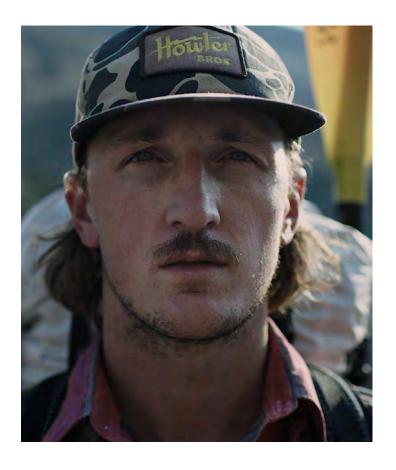




## AMBASSADOR PROGRAM - \$4,000

#### #WildWatch

Anymore it is easy to spot a sales pitch a mile away and people are gravitating toward authenticity over hype, steering clear of content that is blatantly the brainchild of a team of marketers. Cody Yellowstone's community encompasses so many creatives working in diverse disciplines, the goal of this program is to include input and collaboration on the campaign from many perspectives, across Park County. Overall, travelers trust locals. Our best marketing efforts won't mean much unless the locals are just as interested in welcoming visitors as we are. The Ambassador Program will contribute to the distinctive character and vibrancy of our community. Ambassadors are expressive of Cody Yellowstone's heritage, including history, cultural traditions and distinctive characteristics of our community. The Ambassadors should contribute to Cody Yellowstone's appeal to the visitors' diverse interests and express our community's creativity and vitality. A destination brand is the sum of all the stories it generates. The more aligned we are with traveler trends, community voice, and stakeholders and guided by the destination brand, the stronger the collective voice of Cody Yellowstone will be.





## AMBASSADOR PROGRAM

- **Influencers**: People who do social media as their main job and as their primary source of income, typically have large audiences and a well-established brand, and don't necessarily live in the destination.
- **Ambassadors**: Locals who are very familiar with the destination and have a perspective on what makes it unique, and social media isn't their primary source of income.

2025 MARKETING PLAN 4/21/2022 66

## AMBASSADOR PROGRAM

How Will This Help Cody Yellowstone?

- Creating local pride.
- Filling in existing content gaps.
- Telling the broader story of our destination.
- Strengthening cross promotion and collaboration.
- Give Cody Yellowstone's small team the ability to cover more ground and events.
- Established connections and friendships between ambassadors and influencers to spur more unique, authentic content.



# WYOMING OFFICE OF TOURISM & PARTNER COOPS - \$45,000

Wyoming Office of Tourism COOPs are continuously offered throughout the year by Madden, BVK, and Miles. Although we do not currently know what will be offered us specifically, typically it is a dollar-for-dollar match with digital programs.







## BANDWANGO & FULFILLMENT - \$12,000

#### **Trails & Passes**

Incentivizing travelers to experience Cody Yellowstone through three passes that will send them prizes the more they explore. With over one thousand participants from over 20 countries using these passes last year, they have already become a staple that non-residents expect to see.







# FILM OFFICE - \$40,000

- Diversifying our tourism economy
- Extending services of our organization
- Filling a need for the community
- New options for shoulder and winter season
- Sales and marketing efforts



## CODY FIREWORKS COMMITTEE -\$10,000

Helping fund the Cody Fireworks Committee will continue to keep our destination as a "must-do" for the 4<sup>th</sup> of July. Cody Yellowstone is widely considered one of the premier destinations for the holiday, and we will continue to pursue notoriety as we approach the 250<sup>th</sup> anniversary in 2026.





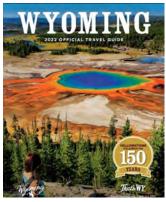




## COOPS - \$8,883

#### 2025 Wyoming Travelers Guide - \$3,133

- Official Wyoming Travelers Guide has a total reach of over 800,000 across 3 channels to active Wyoming travel planners.
- 350,000 Journals were sent directly to those who requested information from the Wyoming Office of Tourism.
- 85% of readers say the guide influenced their decision to visit Wyoming.
- Over 2.6 million visitors were reached virtually at TravelWyoming.com, and over 2,100 apps were downloaded.
- The Guide is also distributed at visitor centers, chambers of commerce, hotels, restaurants, and national and international travel shows.
- Park County Travel Council receives 3 pages for COOPS including 16 partners
  - Full Page \$6,178
  - 1/2 Page \$3,234
  - 1/4 Page \$1,733
  - 1/6 Page \$1,155
  - 1/8 Page \$866





#### 2025 Yellowstone Journal - \$5,750

- 250,000 guides printed and distributed in the seven-state region surrounding the Park plus digital versions.
- Park County receives 1 page for COOPS including 6 partners
  - 1/6 page \$500

# COOPS - \$8,883

#### PRAIRIE ROSE PRODUCTIONS - WILD TV

- Six episodes
- \$5,500 per episode
- Presence in all 6 episodes
- Built into the series intro in every episode
- Logo appears on screen during the episodes
- Built into the closing in every episode
- Company name is included in the show credits in all episodes
- These episodes will be watched over and over for years to come
- Employees get a one year free subscription to Wild Rides TV
- Commercial spot airs during the episodes
- Receive weekly social media exposure
- Piggyback with all advance series promotions
- Episodes air on WILD RIDES TV, the Cowboy Channel, 350,000 BEK TV households, Consolidated Cable + YouTube and more



- 1. Horse Sale
- 2. Shoshone National Forest otherwise known as the Horse Forest
- 3. Buffalo Bill Center of the West You'll need to work with Ken Straniere kens@centerofthewest.org
- 4. Guest and Dude Ranches of Cody Yellowstone
- 5. Cody Stampede Rodeo July 1-4
- 6. Front-facing western attractions

# INTERNATIONAL - \$18,650

#### Brand USA - \$8,750

- Brand USA Global Inspiration \$5,000
  - 1/4 Page
  - Circulation of 250,000
  - Translated in 11 languages
  - Inclusion in one story within the print guide
  - Fun Fact module on the Digital Content Hub
  - Inclusion in the digital media campaign with choice of one market for a total estimated 1.25 million global impressions.
- Brand USA / Programmatic 1 International Market \$10,000

#### Rocky Mountain International - \$9,900

- RMI Guide \$8,100
  - 1 Full Page
  - Translated in 3 languages Circ. 90,000
- RMI 5 State Map \$1,800
  - 10,000 Printed
  - 11 International Websites

## STATE / CITY GUIDES - \$68,514

#### Wyoming Travelers Guide - \$16,905

- 1 full page on back cover
- ½ page in winter section

#### Yellowstone Journal – 13,295

• 1 full page on back cover

#### Black Hills Visitor Guide - \$5,058

- Circ. 200,000
- 1 full page

#### Jackson Chamber Visitors Guide - \$2,810

- Circ. 40,000
- 1 full page

78

## STATE / CITY GUIDES

#### **Wyoming Outftters & Guides Association**

- \$1,350
- One full page on back cover
- 120,000 readership
- Non-resident hunters targeted
- Largest Wyoming Outfitter publication

#### **Cody Stampede Program - \$700**

- 1 full page
- 20,000 distributed

#### **Wyoming Business Report - \$7,900**

- Email blasts 50,000 clicks
- 4 months on E-daily Newsletter 30,000 views per month
- Full page in Fall Road Trips Edition
- Geo Fencing campaign west of Rapid City and Laurel Intersection in Montana

#### Chill Magazine - \$900

- Circulation 10,000
- 1 Full Page

#### Billings Chamber Map - \$510

# CONSUMER MAGAZINES - \$90,790

#### Travel Taste + Tour – Summer - \$9,900

- 1 Page ad in front 25%
- 2 Page Editorial in Outdoor Edition
- 1 minute video along with YouTube link
- 715,000+ Avid Travelers



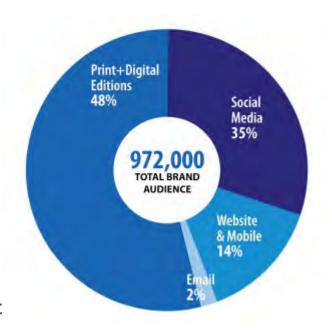
## **CONSUMER MAGAZINES**

#### Group Tour Magazine - \$6,296

• 12 Weeks of Summer, Run of Site, Social, Enews Letter, Print

#### True West Magazine - \$10,000

- 972,000 total brand audience
- December Ultimate Historical Travel Guide (Print & Digital)
- Feb/March Historic Scenic Highways (Print & Digital)





## **CONSUMER MAGAZINES**

#### American Bus Association - \$6,592

- Full Page ad in Destinations magazine.
- 90 consecutive days Travel Showcase with 5word headline and 50-word description with a link to codyyellowstone.org in Tour Stop weekly eNewsletter.
- 90 consecutive days Leaderboard in weekly Insider.
- 18,300+ Impressions



## **CONSUMER MAGAZINES**

#### **Texas Monthly – \$30,302**

- 2024 June Full Page & 10,000 Vacation Guide Distribution
- 2024 1/6 New Next Added Value Feature
- 2025 June Full Page

#### Midwest Living - \$20,000

- Out & About Full Page
- Spring Sweepstakes Lead Generation

#### **Rodeo Life - \$7,700**

- December 2024 & May 2025
- Full Page ads, 1200 word editorial in May
- 8mo homepage digital ad, 2mo static ad in newsletter



## RV DIRECTORIES - \$6,505

#### Good Sam/Trailer Life

- 12 Photos supplied by Cody Yellowstone
- Contact Information: Address, Phone Number, Email Contact
- Custom Description: "The Great American Adventure"
- Social Media link for Facebook
- Website link to Cody Yellowstone site
- Events Calendar for Park County, Wyoming
- Good Sam Facebook posting
- Good Sam Instagram posting
- Good Sam Ad Network





# **DIGITAL ONLY - \$21,039**

#### Wyoming Office of Tourism - \$15,400

- Regional Banner Ad 100,000 impressions
- Online Lead Generation
  - 1 year
  - Leads sent to Cody Yellowstone by email weekly through the Wyoming Office of Tourism website

**MPI Courier Trip Planner - \$395** 

EnjoyYourParks.com - \$599

#### MyYellowstonePark.com - \$5,000

- Banner ad Campaign
- Four E-Newsletters campaign
- 200,000 impressions

#### NTAcourier.com - \$2,645

- 3 month campaign with 25,000 reach per month
- Sponsored content with social media push
- Exclusive placement in Tuesday e-newsletter
- Top Leaderboard



## GRANTS - \$444,021.50

#### Community Specific Grants - \$317,320

- Cody Country Chamber \$149,680
- Cody Country Chamber Art Show \$10,000
- East Yellowstone Valley Chamber of Commerce \$47,100
- Meeteetse Visitor Center \$45,540
- Powell Economic Partnership \$65,000

#### **Attraction Grants - \$126,701.50**

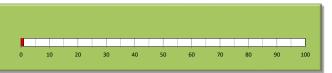
- Buffalo Bill Center of the West \$40,690
- Buffalo Bill Dam & Visitor Center \$3,000
- Cody Stampede Board \$29,994
- Heart Mountain Interpretive Center \$20,000
- Museum of the Old West \$5,017.50
- Yellowstone Regional Airport \$25,000
- Homesteader Museum \$3,000



# **ADMINISTRATION - \$529,460.23**

	FY2022 BUDGET	FY2024 BUDGET	FY2025 BUDGET			
ADMINISTRATION						
A. Wages/Taxes/Ins/Retire	\$312,074.17	\$319,514.45	\$447,430.23			
i. Executive Director						
ii. Marketing Manager						
iii. Administrative Assisant						
iv. Brand Creative Coordinator						
B. Office/Board Expenses	\$4,000.00	\$8,000.00	\$8,000.00			
D. Financial Audit	\$6,000.00	\$7,000.00	\$7,250.00			
E. Monthly Accounting	\$1,800.00	\$9,900.00	\$12,000.00			
F. Board Liability Insurance	\$2,033.00	\$2,155.00	\$2,240.00			
G. Grant Advertising/Legal Ads	\$1,000.00	\$1,500.00	\$1,500.00			
H. Rent	\$0.00	\$27,000.00	\$24,000.00			
I. Utilities	\$0.00	\$6,000.00	\$6,000.00			
J. Liability Insurance	\$0.00	\$4,330.00	\$4,330.00			
K. Phone/Internet	\$0.00	\$3,540.00	\$3,540.00			
L. Printer/Copier/Scanner/Paper	\$0.00	\$3,100.00	\$3,100.00			
M. Water	\$0.00	\$650.00	\$500.00			
N. Mailing Machine	\$0.00	\$420.00	\$450.00			
O. Admin Needs	\$0.00	\$6,000.00	\$6,000.00			
P. Cleaning	\$0.00	\$3,120.00	\$3,120.00			
TOTAL	\$348,998.17	\$408,729.45	\$529,460.23			





Strategies	Goal/Initiative	Tactics/Method	Measurement of Success	Stoplight	Responsible Party	Estimated Date	Status Update
Business Retention and Expansion	Website Development and Updates	Monthly assessment of website content and strategies	Monthly Upates on website views in Board Report - Target increase 20% Year to Year		Kylie	Monthly	
	Assit Growth and Expansion of Precison Machined Products	Identify site, cost and funding method	Plan in place to a decision point by compnay		Property Management Committee	11/1/2023	
	Existing Business Technical Assistance	Business assistance or redirect to appropriate party	Aid provided to 40 businesses		James	On-going	
	Identify Business Issues and Concerns	Collect data from business on expansion barriers	Collect from 20 businesses in the manufactiuting sector		James	On-going	
	Na		Revised version of Why Cody document		17.11	11/1/2024	
Business Recruitment	Why Cody Relocation Guide and Video State Shooting Complex	Update to make feature persons relevant  Facilitate a commuity process for the selcetion of Park County as the site of the State Complex.	completed and released by November 1 Selctio by Task Force - Package of support for uncoming legislation prepared.		Kylie  James/Committee	8/1/2024	
	Recruit 3 new companies	Actively promote and engage with relocation prospects	Add an additional 30 jobs to community		James	On-going	
	Complete recruitment for Cody Labs API facility with XXX company	Guide re-purpose fo the old API facilityy	Builling aquired, city compliance met		James	12/31/2024	
Sustainability							
Sustamability	Membership	Current membership level is 85 . Goal to Increase Membership to 100 and Member Engagement. Four tangible member "touches" each year.	See Membership Plan - target of 100 total and \$20,000 in revenue.		Kylie/ Membership Committee	Year End	
	Telling Our Story	Use of all media platforms to increase awareness to our mission and our work. Monthly newsletter to membership	See Marketing Plan for metrics		Kylie/James	On-going	
	Annual Dinner	Carry out Annual Event with key officials, board recognition and report of success for the year	Successful event - positive member response		Membership Committee	Apr-24	
	Program Administration	Conduct business of the organization as dictated by Bylaws	Monthly Board meetings, Monthly Executive meetings, Regular Committee meetings, Board Communication		Executive Team/ Staff	On0-going	
	Annual Educational Event - Speaker / Training	Host an October business event / training for local business (results of business survey)	Initial event attended by 75 people		James/Kylie	10/1/2024	
	Tangible Publications for our Membership	Complete and distribute SUCCESS (Annual Report and the INSIGHTS data document.	Distribute 100 Success and Insights Publications		Kylie	Success - 4/1/2024 Insights -8/1/2024	
	Project Development	Seek to initiate at least 1 BRC type projects.	Progress on projects that provide revenue for the organization		Staff/ Property Management Committe	On-going	
	Project Management	Insure that FC properties are maintained and cared for in an appropriate manner, .	Annual reviews completed (Long form in 2024)		Property Management Committee	7/1/2023	
	CEO Replacement	Develop transition plan and process to attain a new CEO	Hire a highly qualified candidate		Executive Team	11/30/2024	
Quality Business Environment	Leadership Meetings	Involve leadership in our process- accountability	Invite FC members to attend regular board meetings		Kylie	On-going	
	CYAIR	Maintain engagement with group to continue growth in air service	Growth in Air Service, include CYAIR in website, aid in development of media		James	On-going	

Strategies	Goal/Initiative	Tactics/Method	Measurement of Success	Stoplight Responsible Party	Estimated Date	Status Update
	Planning and Development	Communicate with new City Planner/County P&Z on new ordiances underway	Meet with Planning and Zoning Land Use Committee.	James	6/1/2024	
	Business Friendly	Advocate always for a business friendly regulatory and implementation environment	Meet with City once a year to discuss the need to be business friendly	Executive Team	On-going	
Entreprenuership	"@ the Square" Coworking	Maintain operational Coworking space	Continue operation, enhance marketing and grow to a goal of 5 monthly clients.	Coworking Space Team	On-going	
	Assist State Entrepreneur Program	Bring State Team to Community and seek ways to engage.	Programs offered, events held	James/UW	7/1/2024	
	Website Business Links for Entrepreneuers	Create a "Dex" on our website for business assistance	Completed website addition and launch	Kylie	11/1/2024	
Workforce	Career ladder - High School to Work (trades)	Engage with the HS CTE Dept and other relevant instructors	Measurable engagment with students in carreer prep - meetings, programs	Staff	Summer 2024	
	Childcare Centers	Assist in solving the loss of childcare slots in Cody by guiding the process to locate and secure space for the True North Academy or others.	Established facility	James	7/1/2024	
Housing	Infrastructure Program	Work with WCDA and USDA on tools to provide lower cost financing for infrastructure for developers.	Program Information obtained and distributed	James	7/1/2024	
	Funding for staff position	Seek means to retain a part time project developer to research opportunities and guide program.	Funding and position filled	James	10/1/2024	
	Affordable Housing Project	Meet with select commttee on low cost / high density housing	Motion forward - site identifed- team formed	James	On-going	
						-



1 Absaroka Valley Ammunition SHERIDAN absarokavalley.com

2 Atmosphere
Mountainworks
LARAMIE
atmospheremountainworks.com

Best of the West
CODY
botwarms.com

4 Big Sky International
JACKSON
bigskyinternational.com

5 Bow Spider
RIVERTON
bowspider.com

6 Brunton
RIVERTON
brunton.com

7 Buffalo Bill Center of the West

8 Butora
LANDER
butorausa.com

9 Cliff Outdoors
CASPER
cliffoutdoors.com

10 Defense Technology
CASPER
defense-technology.com

11 Discreet Ballistics
SUNDANCE
discreetballistics.com

12 Eterna Fresh
BUFFALO
eternafresh.com

13 Forge Carbon
CODY
forgecarbon.com

14 Freedom Arms
FREEDOM (LINCOLN CO)
freedomarms.com

15 Give'r Gloves

JACKSON
give-r.com

16 Glow Workwear

LARAMIE
glowworkwear.com

17 Gold Spur Outfitters

LARAMIE
goldspuroutfitters.com

18 Guardian Warrior
Solution
CASPER

guardianwarriorsolutions.com

19 Gunwerks

CODY
gunwerks.com

20 High Plains Gear CODY highplainsgear.com

21 HIVIZ Shooting
Systems
LARAMIE
hivizsights.com

22 Huskemaw Optics

CODY
huskemawoptics.com

23 Iksplor
JACKSON
iksplor.com

24 Infinite Outdoors

CASPER
infiniteoutdoorsusa.com

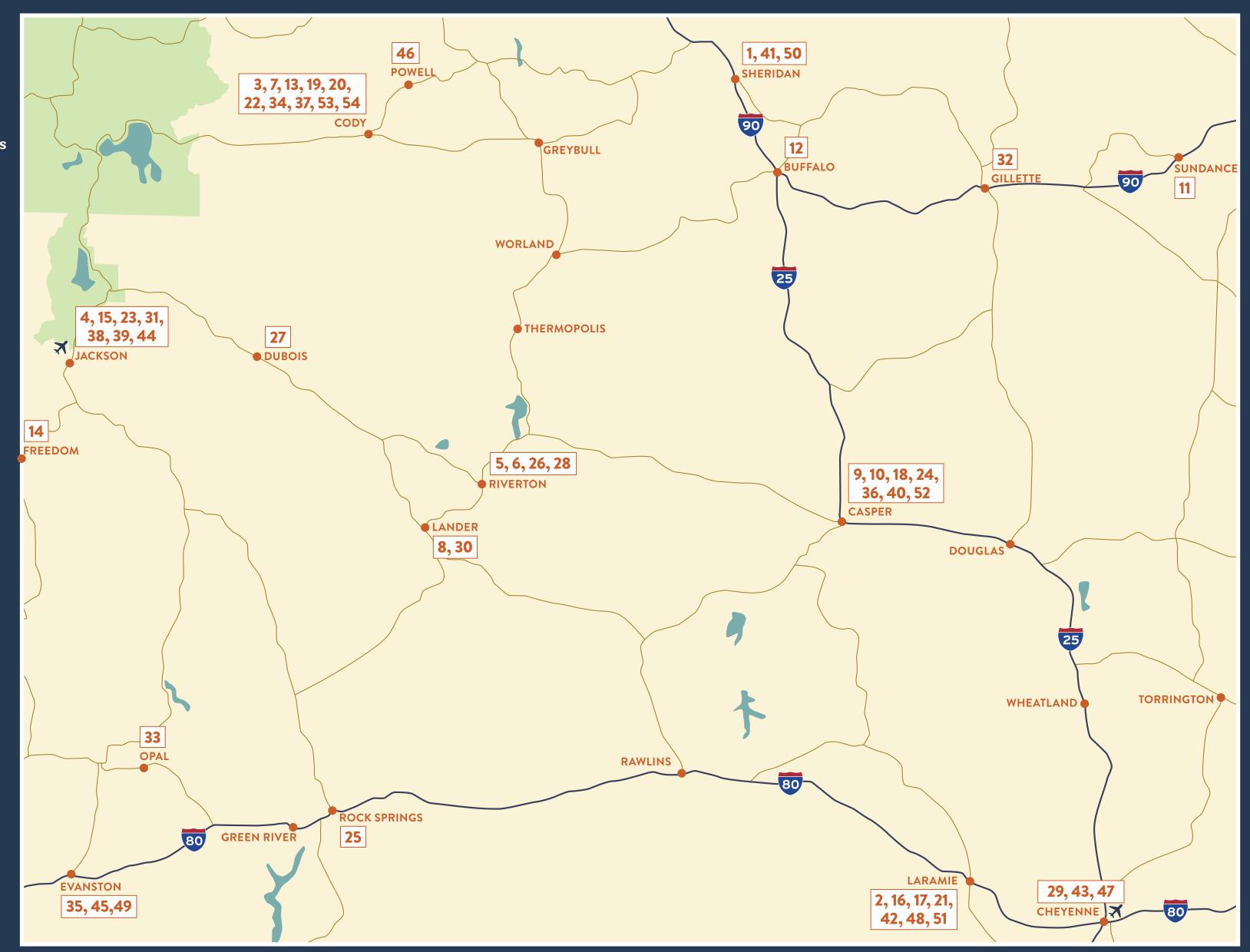
25 KelTec
ROCK SPRINGS
keltecweapons.com

26 Kifaru RIVERTON kifaru.net

27 Lifekey
DUBOIS
lifekey.co

28 Lucid Optics
RIVERTON
lucidoptics.com

29 Magpul CHEYENNE magpul.com



- 30 Maven

  LANDER

  mavenbuilt.com
- 31 NoSo Patches

  JACKSON

  nosopatches.com
- 32 Omega Precision
- Opal Ammunition
  OPAL (LINCOLN CO)
  opalammo.com
- 34 Point Blank Tech LLC CODY pointblank-tech.com
- Pucker Factor
  Precsion Rifles
  EVANSTON
  puckerfactorrifles.com
- 36 Red White & Blued
  CASPER
  redwhiteandblued.com
- Revic Optics
  CODY
  revicoptics.com
- 38 Rex Specs

  JACKSON
  rexspecs.com
- 39 S3 Cases

  JACKSON

  s3cases.com
- **40** Savage Thread Works

savagethreadworks.com

41 Sheridan Tent and

Awning
SHERIDAN
sheridantent.com

42 Skull Bracket

LARAMIE
skullbracket.com

- 43 Stag Arms
  CHEYENNE
  stagarms.com
- 44 Stio

  JACKSON
  stio.com
- 45 Straight Jacket
  Armory
  EVANSTON
  straightjacketarmory.com
- 46 Stukey's Benches
  POWELL
  stukeysbenches.com
- 47 Thunderbeast
  Arms Corp
  CHEYENNE
  Thunderbeastarms.com
- 48 Tungsten Parts
  Wyoming
  LARAMIE
  tungstenparts.com
- 49 Victor Arms
  EVANSTON
  victorcompanyusa.com
- 50 Weatherby, Inc.
  SHERIDAN
  weatherby.com
- 51 Wilkinson Tactical
  LARAMIE
  wyocomm.com
- 52 Wyld Gear

  CASPER

  wyldgear.us
- 53 Wyoming Armory
  CODY
  wyomingarmory.com
- 54 Wyoming Arms
  CODY
  wyomingarms.com







Thrifty Car Rentals

### TRANSPORTATION OPTIONS

#### Shooting Complex Proposal - Park County

Brief Description
Cody to Denver - twice daily
Year-round flights from Denver, CO
Brief Description
Open year round
Open year round
Fuel Services - Aircraft Rental - Aircraft
Charter - Aircraft Maintenance (307) 587-
9262 or www.ChoiceAviation.com
Cody's full-service fixed base operator (FBO).
Experience Yellwostone/Cody country by air.
Scenic flights, aircraft rental and charter
services throughout the region offered.
Dependable taxi service
In town, out of town taxi service. Senior &
Military discounts. We take scheduled pick
ups and accommodate large groups. Friendly,
prompt, reliable service.
Opens first part of April
Open year round - has largest fleet (around
100 cars)
(307) 213-0598

Opens first part of April



By Workers Hands Museum  A Cladlery  Charles  Ch	Company	Brief Description	Listing Address	Website
Galley functional art and design. Powerls graw-field barf is learn, our bartey is golden. Learn the secret of furning in the doser. Our heat freignishes and the secret of furning in the doser. Our heat freignishes are the secret of furning in the doser. Our heat freignishes are the secret of furning in the doser. Our heat freignishes are the secret of furning in the doser. Our heat freignishes are the secret of furning in the doser. Our heat freignishes are the secret of furning in the secre		By Western Hands is an artisan gallery and exhipit hall. The	_	
Powell grame for berig is ran, our bady is griden. Learn the scores of farming in the desert. Our local intellection of farming in the desert of transing in the desert. Our local intellection of farming practices make your food look and taste better.	-		4.00% 4.04% Object	
Agriculture Tours  faming practices make your food look and dute better.  Enjoy the breach taking views surrounding Yellowsdore has give the process of the	Gallery	9	1007 12th Street	www.bywesternnands.org
Equip the heast-taking views autrounding Yallowstone National Park from a power lanking differ to experience necessary. Introductory flights and flight instruction from a control of the part of part of the part of part of the part of part of part of part of the part of part		the secrets of farming in the desert. Our local irrigation and		
Airbonne Over Cody Powered Airbonne Over Cody Cody Powered Airbonne Over Cody Cody Cody Powered Airbonne Over Cody Cody Cody Cody Powered Airbonne Over Cody Cody Cody Cody Cody Cody Cody Cody	Agriculture Tours		111 S. Day Street	www.powellchamber.org/big-horn-basin/
Airborne Over Cody Powereds  necessary, Introductory flights and flight instruction from a legal Gilding cettified PAA flight instruction. Fleerwish required.  Ten miles of pupoes built traits, jump lines from beginner to  Beck Lake Bibe Park & Trail gyeste standards. A propose of a delith calls.  The Center is a Smithmonian Affiliate and houses fire family- flictedly insensure used con root. The Bitth 50 Bill Museum, Museum - connecting people to the stories of the American Meet through Bittory, culture, art, natural science, subtentic chuckwegen dimens, the bitth of pray phone, special events, expect table and customized exclusive tours.  The Butthio Bill Center of the West  The Butthio Bill Dam was the tablead dan in the world whele Laudands. Eventhalking views, travel and local event information.  Ruthalo Bill Dam & Visitor Center  Information.  Ruthalo Bill Dam & Visitor Center  Information.  Ruthalo Bill Wild West events, expect table and customized exclusive tours.  The Butthio Bill Center of the West  And a Visitor Center  Information.  Ruthalo Bill Wild West events, expect table and customized exclusive tours.  The Wild West as always been uppredictable and unexpected. This show is no exception. Whether you are a young buckanco or and different, a local or conneces—"in from acoust these here parts" you will be extended by a processing part, in its mile or acoust the Museum  Cody Center Company  which were the part of the part of the stories of the stories of the part of the stories of the part of the stories of the part of the stories of the stories of the part of the stories of th				
The miles of pupose built trails, jump lines from beginner to Beck Lake Bike Park & Trail Speed advanced, a jump trace, a drop some and sell trails.  The Center is a Smithonian Affiliate and houses fire family interest that the control of the con	Airborne Over Cody Powered			
Beek Lake Bike Park & Trail Systes advanced, a pump track, a drop some and skill trails.  The Center is a Smithtenian Affiliation and forms from thomps:  The Center is a Smithtenian Affiliation and forms an	Hang Gliding		2834 Big Horn Ave.	www.airborneovercody.com
triendly museums under one roof. The Butfalo Bill Museum, Whittey Western Art Museum, Fains Butfalo Museum, Droper Natural Bildroy Museum and Cody Firearms Museum - connecting people to the solvier of the American West through history, culture, art, natural science, sattlendic characteristics and the solvier of the Museum of Cody Butfalo Bill Center of the West Museum of Cody and the Cody Museum of Cody Country of the Cody Butfalo Bill Dam & Visitor Center in Part of the State of Cody Country Outside to Cody Country Art League 17 a artists. Open to an other butfalo and conference of Cody Country Art League 17 a artists. Open to the public can enjoy their own will country of Cody Country Outside the Outside Country of Cody Country Outside the Solvier of Cody Firearms Experience  Cody Bertiage Museum 60 Cody Bertiage Museum 60 Cody Bertiage Museum 60 Cody Bertiage Museum 60 Cody Nite Rodeo 60 the Bull.  Cody Ministure Golf 60 Cody Nite Rodeo 60 the Bull. 60 Cody Nite Rodeo 60 the Bull Center of Sharing and Cody Outside Cody Wile Rodeo 60 the Bull. 60 Cody Nite Rodeo 60 the Bull Center of Sharing agriculture, all rapidos and bull for the Rodeo 60 the Bull. 60 Cody Nite Rodeo 60 the Sharing and Sharing and Sharing and Sharing and Sharing and Sharing	Beck Lake Bike Park & Trail Syste		2401 14th Street	www.parkcountypedalers.org
Whitney Western Art Museum, Plains Indian Museum, Draper Naturn History Museum and Cody Firearms Museum - connecting people to the stories of the American West through history, culture, are, natural selence, sutherside chuckwagon dinners, live birts of pevy shows, special events, expert talks and customized esclusive tours.  Admission is good for two days?  The Turtifulo Bill Dam & Waistor Center of the West Turtifulo Bill Dam was the tallest dam in the world when completed in 1910. Today it is a National Civil Engineering to the Manager of Cody on the Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young tocknow or and of conurs DaNING and SINDING!  Buffalo Bill Wild West specified the Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young tocknow or and of conurs DaNING and SINDING!  Cody Cattle Company University of the West Seed of Cody Company and the Cody Cody on the West Seed of Cody Cody Cody Cody Cody Cody Cody Cody				
Draper Natural Ristory Masseum and Cody Freatman Museum - counsecting people to the solveries of the American Weak through history, culture, art, natural science, authentic shuckwagen dimers, live birds of pray shows, special events, expert fallos and customised exclusive tours.  Admission is good for two days!  The Burfalo Bill Dam was the tallent dam in the world when completed in 1910. Today it is a National Civil Engineering Landmark. Resthitating views, travel and local event information.  The Wild West has always been unpredictable and unspected. This show is no exception. Whether you are a young buckaroo or an old timer, a local or someone "not from romance, humor, perils, fights, toe tapp?", hoote & hollers, and of course DARIVON and SINICHUM.  Cody Cattle Company  Cody Cattle Company  Cody Cattle Company  Cody Cattle Company  Non-profit art galleryigh shop festuring fine a shelters, BBQ grills tensin and basicional courts, baseball and sorthall facils, BuCzchatebourding park, nine miles of photography, wood, massies and jewelry. Representing over Cody Country Art League  175 artists. Open to the public.  Cody Country Outfitters & Guides  Cody Country Outfitters & Guides  Cody Firearms Experience  Cody Firearms E				
West through history, culture, art, natural science, authentic chuckwagon dinners, live birts of prey shows, special events, expert table and customized exclusive tours.  Admission is good for two days?  The Birffalo Bill Dam was the tallest dam in the world when completed in 1s10 roday it is a Shalonal Civil Engineer.  Buffalo Bill Dam & Visitor Center  The Wild West has always been unpredictable and unsexpected. This show is no exception. Whether you are a young buckarso or an clid timer, a local or someone "not from account these here part'y you will be entertained by a part of the world will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of course part'y you will be entertained by a count of country of the part of your will be read of your part of your will be read of your part of your will be read of your part of yo		1		
control of the West Admission is good for two days!  The Briffich Bill Center of the West Admission is good for two days!  The Briffich Bill Dam & Visitor Center information.  Buffalo Bill Dam & Visitor Center information.				
Baffalo Bill Center of the West Admission is good for two dayal The Baffalo Bill Dam was the tallest dam in the world when completed in 1910. Today it is a National Civil Engineering Located 6 miles west of Cody on Londmark. Bentaltaking views, travel and local even the state of the state o				
The Birfisho Bill Dam was the tallest dam in the world when completed in 10 to Today it is a National Criti Empirement Landmark. Breathtaking views, travel and local event information.  The Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young buckaroo or an old timer, a local or someone 'nor from around these here parts' you will be entertialed by section, contact, hence you will one entertialed by section, contact, hence you will one entertialed by section, contact, hence you will be entertialed by section, which was the parts' you will be entertialed by section, contact, hence you will be entertialed by section.  Cody Cattle Company  Cody Cattle Company  Cody Cattle Company  Cody Barks and Pathways  Cody Barks and Pathways  Cody Barks and Pathways  Cody Country Art League  Provided quality entire and time makes the path of the contact of the path of		_		
completed in 1910. Today it is a National Civil Engineering Buffalo Bill Dam & Visitor Center  The Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young these here past? you will be entertained by notion of the past of young these here past? you will be entertained by neither you are a young these here past? you will be entertained by neither past on the past? you will be entertained by neither you are a young these here past? you will be entertained by neither you are a young these here past? you will be entertained by neither you are a young these here past? you will be entertained by neither you are a young these here past? you will be entertained by neither you are a young these here past? you will be entertained by neither you are a young there were past? you will be entertained by neither you are a young there were past? you will be entertained by neither and live music show featuring award-willing and softball fields, BMX-inducted activing past, nine miles of Ody City Parks and Pathways  Non-profit art galleryight shop featuring fine artwork and orners to regional artists and artison. Original art pottery, photography, wood, mosaics and jewelry. Representing over yellow grouphy, wood, mosaics and jewelry. Representing over the profit of a group and artists and artison. Original art, pottery, photography, wood, mosaics and jewelry. Representing over the profit of a group and artists and artison. Original art, pottery, photography, wood, mosaics and jewelry. Representing over the profit of a group and artists and artiston.  Cody Country Outfitters & Guides  Cody Country Outfitters & Guides  Association  Stood gram and other weapons from many different time periods and locations.  Shoot gram and other weapons from many different time periods and locations.  Shoot gram that made America great From Plintiock to full and	Buffalo Bill Center of the West		720 Sheridan Ave.	www.centerofthewest.org
Buffalo Bill Dam & Visitor Center  The Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young buckers or an old timer, perils, fights, at local or semeone "not from around these here part" you will be entertained by; action, repair, fights, at local or semeone "not from around these here part" you will be entertained by; action, repair, fights, at local or semeone "not from around these here part" you will be entertained by; action, repair, fights, to category, hot see hollers, and of course DANCING and SINGINGI Cody Theatre 1171 Sheridan Are www.ecdywildwestablow.com  Chockwagon dinner and tive must show featuring award-winning entertainers. Multiple packages offered.  Cody Bam or the 36 developed parks featuring picnic shelters, BEQ grills, tennis and baskethall courts, baseball and softball fields, BMX/skateboarding park, inte miles of hiking trails, developed mountain bike trails and more.  Cody City Parks and Pathways  Cody Country Art League 175 artistis. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming, Today, Federal land managers ecognize Outfitters and Guides as essential "Public Services Agents' and commervial liasons in seeing that the public can enjoy their own wild country.  Shoot guss and other weapons from many different time periods and locations.  Cody Pirearms Experience  Cody Firearms Experience  Cody Firearms Experience  Fire Cody Heritage Museum  Fire Cody Heritage Museum  Fire Cody Heritage Museum  Shoot gunding, early cody and the rode oare also featured.  Shoot guns that made America great From Flintbook to full undo, instructed led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing areas all mortant industries including ranching, agriculture, oil, railroada, and tourism. Early Cody families, cowboys, and the rode oare also featured.  Shoot guns that made America great From Flintbook to full western, families, cowboys, and the rode oare also feat			Located 6 miles west of Cody on	
The Wild West has always been unpredictable and unexpected. This show is no exception. Whether you are a young buckaroo or an old timer, a local or amoneone 'not from around these here part' you will be entertained by: action. Cody Theatre 1171 Sheridan Ave www.ecdywildwestabow.com  Chuckwagon dinner and live music show featuring award-winning entertainers. Multiple packages offered.  Cody Bam or the mass deave featuring part of the cody of the common of the c		Landmark. Breathtaking views, travel and local event	Hwy 14/16/20, 4808 Northfork	
unexpected. This show is no exception. Whether you are a young buckaro or an old time, a local or someone "not from around these here parts' you will be entertained by action, romance, humor, perlis, fights, toc etappn; hoots & hollers. Spectacular the Musical and of course DANCING and SINGING!  Cody Cattle Company winning entertainers. Multiple packages offered.  Cody has more than 28 developed parks featuring plonic shelters, Big Gills, temins and basketball courts, baseball and softball flelds, BMX/skatsboarding part, nine miles of hiking trails, developed mountain bite trails and more.  Cody Clity Parks and Pathways Non-profit art galleryight shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, incasics and jewelry. Representing over 175 artistists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming, Today, Federal land managers ecoguize Outtletres and Guides are seemful and managers ecoguize Outtletres and Guides are seemful and that the public can enjoy their own wild country.  Steol through history while viewing more than thousand relic guas and other weapons from many different time periods and locations.  Steol through history while viewing more than thousand relic guas and other weapons from many different time periods and locations.  Cody Firearms Experience  The Cody Heritage Museum  The Cody Heritage Museum  The Cody Heritage Museum  The Cody Heritage Museum experience, of the town and course acts throwing arena.  18-hole miniture golf course nested in City Park on the come of sht and Sheridan.  Shoel guas that mile, coveloys, and the rode or saloo featured.  Sheridan Ave.  1910 Demaris Street  www.codyvoy.gov  38 Sheridan Ave.  www.codyvoy.gov  38 Sheridan Ave.  www.codyvountryartleague.com  www.codyvountryartleague.com  1000 12th Street  www.codyvountryoutfitters.com  1020 12th Street  www.codyvountryoutfitters.com  142 W. Yellowstone Ave.  www.codyvountryoutfitters.com  www.co	Buffalo Bill Dam & Visitor Center	information.	Hwy	www.bbdvc.com
young buckaroo or an old timer, a local or someone "not from around these here parts' you will be entertained by action, romance, humor, perils, fights, toe tappe, hoots & hollers, and of ocures DANCING and SINGING!  Chuckwagon dimer and live music show featuring award-winning entertainers. Multiple packages offered.  Cody Lattle Company  Cody Lattle Company  Cody has more than 25 developed parks featuring plonic shelters, BEG grills, tennis and basketball courts, baseball and softball fields, BMX/skateboarding park, nine miles of hiking trails, developed mountain hike trails and more.  Non-profit ar gallery/gift holp featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 176 artistics. Open to the public.  Cody Country Art League  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential "Public Service Agents' and commervial liasons in seeing sasceiation  Cody Dug Up Gun Museum  Cody Dug Up Gun Museum  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Cody Firearms Experience  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, sarde, new indoor axe throwing areas and condens a large of the featured.  Schod yung that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids ardee, new indoor axe throwing areas led to corner of that and surrounding areas Focus areas include the Cody's founding, surfayed, and the rode or also featured.  Schod yung that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids ardee, new indoor axe throwing areas led to work of the town and surrounding areas. Focus areas include the Cody's founding, surfayes, and the rode or al				
Buffalo Bill's Wild West promance, humor, perils, fights, toe tappni, hoote & hollers, and of course DANCING and SINGING! Chuckwagon dinner and live music show featuring award- winning entertainers. Multiple packages offered.  Cody Cattle Company  Cody Cattle Company  Cody Course or than 28 developed parks featuring pionic shelters, BBQ grills, tennis and basketball courts, baseball and softball fields, BMX-kidesboarding parks, nine miles of hiking trails, developed mountain bike trails and more.  Non-profit art gullerygiffs thoop featuring fine artwork and crafts of regional artists and actions. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 176 artists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Woyning. Today, Federal land managers ecognize Outfitters and Guides as essential Public Service Agents' and commervial lianous in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand role guns and other wespons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kide arcade, new indoor axe throwing arenal  The Cody Heritage Museum overs the history of the town and surrounding area. Focas areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody hamilies, cowboys, and the rodes one as also featured.  Since 1983 the Cody Mite Rodeo has provided two hours of wild, western, family-rriendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo. Dus for your round trip ride to the Cody Nite Rodeo. Dus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Dus for your round trip ride to the Cody Nite Rodeo.				
Spectacular the Musical and of course DANCING and SINGING!  Chuckwagon dinner and live music show featuring award-winning entertainers. Multiple packages offered.  Cody has more than 25 developed parks featuring pinnic shelters, BBG grills, tennis and basketball courts, baseball and softball fields. BMX/skateboarding parks, nine miles of hiking trails, developed mountain bike trails and more.  Non-profit art gallery/gift shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewely. Representing over 175 artists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today. Federal land managers ecognize Outlitters and Guides as essential  Cody Country Outfitters & Guides  Association  Stroll through history while viewing more than thousand relie guns and other weapons from many different time periods and locations.  Stroll through history while viewing more than thousand relie guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also featured.  18-hole ministure golf course nestled in City Park on the corner of 9th and Sheridan.  Since 1938 the Cody Mite Rodeo has provided two hours of wild, western, family-riendly action. Come early, meet the cowboys, buildighters and get your picture taken on Mongo that by fire de to the Cody Nite Rodeo. But for your round trip ride to the Cody Nite Rodeo. But for your round trip ride to the Cody Nite Rodeo. But for your round trip ride to the Cody Nite Rodeo But for your round trip ride to th				
Cody Cattle Company wimning entertainers. Multiple packages offered.  Cody has more than 28 developed parks featuring pionic shelters, BRG grills, tennis and basketball courts, baseball and softball fields, BMZ-fixateboarding park, nine miles of hiking trails, developed mountain bike trails and more.  Non-profit art gallery/gift shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 175 artistist. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outflitters and Guides as easestnial Public Service Agents' and commervial liasons in seeing that the public can enjoy their own wild country.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railradas, and tourism. Early Cody families, cowboys, and the rodeo are also featured.  Cody Miniature Golf come of 8th and Sheridan.  Cody Nite Rodeo the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only 87 for adults, kids are			Cody Theatre 1171 Sheridan Ave	www.codywildwestshow.com
Cody City Parks and Pathways  Cody City Parks and Pathways  Non-profit art gallery; gift shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 175 artists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential  Cody Country Outfitters & Guides  Association  Stroll through history while viewing more than thousand relic guas and other weapons from many different time periods and locations.  Shoot guns that made America great From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also featured.  Cody Miniature Golf  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullifighters and get your picture taken on Mongo the featured.  Hop aboard the Cody Nite Rodeo Conly 87 for adults, kids are				
shelters, BRQ grills, tennis and basketball courts, baseball and softball fields, BMX/skateboarding park, nine miles of hiking trails, developed mountain bike trails and more.  Non-profit art gallery/gift shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 175 artists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential Public Service Agents' and commervial liasons in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal founding areas. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also featured.  Cody Miniature Golf correct of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullifighters and get your picture taken on Mongo the Cody Nite Rodeo. Only 87 for adults, kids are	Cody Cattle Company		1910 Demaris Street	www.thecodycattlecompany.com
and softball fields, BMX;skateboarding park, nine miles of hiking trails, developed mountain bike trails and more.  Non-profit art galleryight shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaios and jewelpy. Representing over Cody Country Art League 175 artistis. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential Public Service Agent's and commervial liasons in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids areade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railreads, and tourism.  Early Cody families, cowboys, and the rodeo are also featured.  Cody Miniature Golf corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Cody Nite Rodeo. Only 87 for adults, kids are				
Non-profit art gallery/gift shop featuring fine artwork and crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jeweiry. Representing over 175 artisits. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential  Cody Country Outfitters & Guides  "Public Service Agents" and commervial liasons in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rode oare also cerner of 9th and Sheridan.  Cody Miniature Golf cerner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, builtighters and get your picture taken on Mongo Cody Nite Rodeo  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Colly \$67 for adults, kids are		_		
crafts of regional artists and artisons. Original art, pottery, photography, wood, mosaics and jewelry. Representing over 175 artists. Open to the public.  Provides quality outdoor experiences while protecting the resources of Northwest Wyoning. Today, Federal land managers ecognize Outfitters and Guides as essential  Public Service Agents' and commervial liasons in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids areade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Foous areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rode oare also featured.  Cody Miniature Golf corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Gone early, meet the cowboys, bullfighters and get your picture taken on Mongo Wild, western, family-friendly action. Gone early, meet the cowboys, bullfighters and get your picture taken on Mongo Cody Nite Rodeo Wile Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round trip ride to the Cody Nite Rodeo. Bus for your round	Cody City Parks and Pathways			www.codywy.gov
Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential Public.				
Provides quality outdoor experiences while protecting the resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential Public Service Agents' and commervial liasons in seeing that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Stool guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  Cody Heritage Museum  Cody Miniature Golf  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, builfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo Only \$7 for adults, kids are				
resources of Northwest Wyoming. Today, Federal land managers ecognize Outfitters and Guides as essential  Cody Country Outfitters & Guides  Association  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shoot guns that made America greati From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Poous areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Miniature Golf  Cody Miniature Golf  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Cody Country Art League	175 artisits. Open to the public.	836 Sheridan Ave.	www.codycountryartleague.com
managers ecognize Outfitters and Guides as essential  Public Service Agents' and commervial liasons in seeing Association  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Cody Dug Up Gun Museum  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the sun and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo Only \$7 for adults, kids are				
Association that the public can enjoy their own wild country.  Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Cody Dug Up Gun Museum periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arena!  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum featured.  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are				
Stroll through history while viewing more than thousand relic guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arena!  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  Cody Miniature Golf  Cody Miniature Golf  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	· ·	_		
relic guns and other weapons from many different time periods and locations.  Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arena!  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  1020 12th Street  www.codydugupgunmuseum.com  42 W. Yellowstone Ave.  www.shootgunsincody.com  142 W. Yellowstone Ave.  www.shootgunsincody.com  142 W. Yellowstone Ave.  www.shootgunsincody.com  142 W. Yellowstone Ave.  www.codyheritagemuseum.org  1092 Sheridan Ave.  City Park, corner of 9th and Sheridan  Sheridan  Sheridan  Www.codywy.gov  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Association			www.codycountryoutfitters.com
Shoot guns that made America great! From Flintlock to full auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arenal  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism. Early Cody families, cowboys, and the rodeo are also featured.  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are		9		
auto, instructor led experience. Over 70 firearms, indoor range, kids arcade, new indoor axe throwing arena!  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism.  Early Cody families, cowboys, and the rodeo are also featured.  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round tripride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Cody Dug Up Gun Museum		1020 12th Street	www.codydugupgunmuseum.com
Cody Firearms Experience  The Cody Heritage Museum covers the history of the town and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism.  Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  Cody Heritage Museum  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo  the Bull.  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are				
and surrounding area. Focus areas include the Cody's founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism.  Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf  Cody Miniature Golf  Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Cody Firearms Experience	· · · · · · · · · · · · · · · · · · ·	142 W. Yellowstone Ave.	www.shootgunsincody.com
founding, early area businesses, and important industries including ranching, agriculture, oil, railroads, and tourism.  Early Cody families, cowboys, and the rodeo are also  Cody Heritage Museum  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are		, ,		
including ranching, agriculture, oil, railroads, and tourism.  Early Cody families, cowboys, and the rodeo are also  featured.  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Cody Miniature Golf  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are		, and the second		
Cody Heritage Museum  featured.  18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round tripride to the Cody Nite Rodeo. Only \$7 for adults, kids are  1092 Sheridan Ave.  www.codyheritagemuseum.org  City Park, corner of 9th and Sheridan  www.codywy.gov  Stampede Park 519 W.  Yellowstone Ave.  www.codystampederodeo.com				
18-hole miniature golf course nestled in City Park on the corner of 9th and Sheridan.  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Code Houstone M		1000 Charidan A	
Cody Miniature Golf corner of 9th and Sheridan. Sheridan www.codywy.gov  Since 1938 the Cody Nite Rodeo has provided two hours of wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo the Bull.  Cody Nite Rodeo the Bull. Yellowstone Ave. www.codystampederodeo.com  Hop aboard the Cody Nite Rodeo Bus for your round tripride to the Cody Nite Rodeo. Only \$7 for adults, kids are	соцу пеннаде museum			www.couynernagemuseum.org
wild, western, family-friendly action. Come early, meet the cowboys, bullfighters and get your picture taken on Mongo Cody Nite Rodeo  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Cody Miniature Golf	, and the second		www.codywy.gov
cowboys, bullfighters and get your picture taken on Mongo the Bull.  Stampede Park 5 19 W. Yellowstone Ave.  www.codystampederodeo.com  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are				
Cody Nite Rodeo the Bull. Yellowstone Ave. www.codystampederodeo.com  Hop aboard the Cody Nite Rodeo Bus for your round trip ride to the Cody Nite Rodeo. Only \$7 for adults, kids are		1	Stampede Park 519 W	
ride to the Cody Nite Rodeo. Only \$7 for adults, kids are	Cody Nite Rodeo		_	www.codystampederodeo.com
THE RESERVE OF THE PROPERTY OF	Cody Nite Rodeo Bus	,		www.codytransportation.com
		1	!	



Company	Brief Description	Listing Address
0 0 11. J	Complete shooting facility - rifle, pistol and shotgun. Skeet	
Cody Shooting Complex	trap, sporting clays, 5 stand.	61 County Road 7WC
<u> </u>	We are the number one Cody base tour company, offering	
	Yellowstone Park Tours. We also provide ground	
	transportation between Montana, Wyoming and within	
Cody Shuttle Service and	Yellowstone Park. Our guides are certified by the Park	
Yellowstone Tours	Service.	17 CR 6CU
	Since 2001 CTT has developed a reputation of being a must-	
	do activity when arriving in Cody. Not only is a tour great	
	entertainment, it's the best way to gain an overview of	Porch of Irma Hotel 12th &
Cody Trolley Tours	everything our town has to offer.	Sheridan Ave.
	At CWA we offer the widest variety of tours in the greater	
	Yellowstone area including one of a kind open air	
	Yellowstone tours in a Mercedes convertible van. Private	
Cody Wyoming Adventures	tours, luxury tours, wild mustang tours, ORV tours, and Kirwin Ghost Town.	1119 12th Street
Cody wyoning Adventures	Kirwin Gliost Town.	1119 12th Street
Concerts In The Park - $\mathbf{FREE}$	Enjoy a variety of musical talent weekly.	Corner of 9th St & Beck Ave
	We provide the most epic Yellowstone experience in the	
	park! It can be tough to see Yellowstone on your own, tour	
	with us for the best information, all the best sights and have	
CoveredGround Tours	the best time possible on your National Park vacation.	
	Now in their 18th season, Dan Miller and his band provide	
	award-winning musical entertainment in downtown Cody.	
Day Millarda Carola an Marcia Day	Family entertainment, featuring cowboy poetry and western,	
Dan Miller's Cowboy Music Revue	country, gospel and Americana music.	1131 12th Street
	Experience Yellowstone Tours offers daily interpretive tours	
	of Yellowstone National Park from Cody lead by one of the	
	most experienced tour guides in Yellowstone. We offer a	
	Lower Loop tour emphasizing the parks amazing thermals or Wildlife Tour searching for the parks iconic wildlife on	
Experience Yellowstone Tours	the Upper Loop.	DELETE
Gary Fales Outfitting	Guided snowmobile tours of Yellowstone. Snowmobiles	
Snowmobiling Tours	offered for rent for self-guided tours into Yellowstone.	2768 North Fork Hwy
Š	Gradient is a paddle sports retail, rental and instructional	
	center offering kayaks, canoe, rafts, and stand-up paddle	
	bords for sale and rent. We also offer guided trips and kayak	
Gradient Mountain Sports	and SUP board instruction.	1390 Sheridan Ave.
	Private tours of Cody and Yellowstone, area landmarks or	
	Native American sites. Custom trips offering wildlife	
Grub Steak Expeditions/Tour	viewing, history, photography and wild mustangs. Step-on	
Yellowstone	guides for charter groups and motorcoaches.	
	The Heart Mountain Interpretive Center tells the stories of	
	Japanese Americans confined here during WWII. The	
Heart Mountain WWII	National Historic Site includes a museum, original camp	
Interpretive Center	structures, walking trail and military memorial.	1539 Road 19
	Beautiful mural painted on ceiling of rotunda, completed in	
	1951 depicting scenes from the early history of The Church	
	of Jesus Christ of Latter-day Saints. Recently renovated	
Historic Cody Mural and Museum	mural and museum shares the contributions and challenges of pioneers who settled the Big Horn Basin from 1900-1910.	1719 Wyoming Ave
	Promoto wife and any more than a promise it of the promote than the promote that the promote the promote that the promote that the promote that the promote the promote the promote that the promote the promote the promote the promote the prom	



Company	Brief Description	Listing Address
Company		Listing Address
	Presenting over 50 years of homesteading, community	
	development and family stories that make the Big Horn	
77 / 1 76	Basin a prime example of the U.S. Reclamation Act's role in	2017 1191
Homesteader Museum	settling the West.	324 E. 1st Street
	Outdoor ice skating rink open daily 11AM-10PM or as cold	
	temperatures permit. Skate shop with rentals, warming hut	
, , -, ,	and concessions available. Call for more information or to	
Homesteader Park	make group reservations.	503 Homesteader Ct.
Horseback rides at Cedar		10 Spirit Mountain Road - One
Mountain Trail Rides	One-hour to one-day rides.	mile west of rodeo grounds
	The K3 Guest Ranch has themed rooms of Cowboy and	
	Indian all about western experiences. A full western	
K3 Half Day Ranch, Area Tours	breakfast cooked outdoors over a campfire. Enjoy trick	
and Shooting	horses, shooting and area tours.	30 Nielsen Trail
	The museums feature the western photography of Charles	
	Belden and exhibits on the endangered black-footed farrets,	
	the grizzlies "Little Wahb" and "Big Joe," information about	
	the Ghost Town of Kirwin and artifacts from Meeteetse's	
Meeteetse Museums	past.	1947 State Street
	The town of Meeteetse owns and operates Lion's Park, Ferret Park, Meeteetse Shooting Range and Meeteetse Rodeo	
Maataataa Dawlee & Dathyyays	Grounds. Amenities include picnic tables, playground, skate	
Meeteetse Parks & Pathways	park, restrooms and more.  Meeteetse is available to a variety of recreational	
	opportunity and we strive to help everyone enjoy what our	
	area has to offer by providing outdoor equipment rentals,	
	cabin, youth programs, senior programs, fitness enter and	
Meeteetse Recreation District	much more.	2131 Nebraska St
Meeteetse Recreation District	Features include an all inclusive playground, picnic shelter,	2131 Webiaska St
	BBQ grills and an 8,000 square foot skate park with a multi-	
	use area and a nine foot bowl for more advanced	
Mentock Park	skateboarders. New in 2020 is a multi-feature splashpad.	1901 Blackburn Ave
	Northwest Wyoming's original flyfishing guide service since	
	1984. World famous for our western fly shop hospitality and	T 1- 6 1- 1
	professional flyfishing guides. We offer full or half day float	Look for our leaping neon trout
Nigoth Elevis Assertance	and walk/wade trips. Open year round! Authorized Orvis	sign in downtown Cody at 1107
North Fork Anglers	dealer. Wyoming and YNP fishing licenses.	Sheridan Ave.
	The Park County Nordic Ski Association promotes cross-	
	country skiing and snowshoeing by providing trails,	
	activities and support to the Nordic community. They groom	
	up to 19.2 km of ski trail with classic track and skate lanes	
North Fork Nordic Trails	at Pahaska Tepee.	
	Step back in time to the Old West of the 1890's at Old Trail	
	Town, located on the original site of historic Cody City,	
	Wyoming. Stroll through 28 historic buildings including	
	Butch Cassidy's Hole in the Wall Cabin, visit the cemetery	
	and Jeremiah Johnston's grave and view Mountain Men	<b>_</b>
Old West	monuments.	1831 Demaris Drive
	Opened in 1970, 18-hole Championship public golf course,	
	rated by Golf Digest as one of the "Best Places to Play."	
Olive Glenn Golf & Country Club	Fully staffed golf shop with golf professional.	802 Meadow Lane



_		
Company	Brief Description	Listing Address
Pahaska Tepee Lodge	Buffalo Bill's original 1904 hunting lodge. A beautiful, two- story log lodge on the National Historic Register. Tours June Aug daily, 8:30AM-4PM, 48 miles west of Cody at the East Entrance to Yellowstone National Park.	48 miles west of Cody at the East Entrance to Yellowstone National Park
Paul Stock Aquatic and Recreation Center	Three gyms, cardio and weight training equipment, indoor track, racquetball courts, lap, leisure and therapy pools, wet steam room, hot tub and other amenities for all ages.	1402 Heart Mountain Street
Powell Aquatic Center	Indoor aquatic facility including 8-lane lap pool and leisure pool with beach entry, splash pad, continuous river, PEPSI water walk and jetted bench area for relaxing.	1065 E. Coulter Ave.
Powell City Parks and Pathways	The city of Powell has 10 parks offering playgrounds, tennis/pickleball, softball and baseball, basketball, skate park, horseshoe pitch, fishing pond, fitness stations, gaga ball pit and dog park.	503 Homesteader Court
Powell Golf Club	Established 1946. Championship 18-hole public golf course. Par 72. Golf shop, lounge and practice facility. Golf club rentals available. PGA Professional on site. 2016 Host: Wyoming State Golf Assoc. SR. AM & Wyoming 3A Golf State Championships.	600 Hwy 114
Powell High School Veterans Memorial	Powell High School joined with local veterans to build a memorial honoring Powell's war veterans for years to come. Photos and biographies of 32 local veterans are featured.	Located at the corner of Road 10 and U.S. Hwy 14A
Pod Convon Divon Tring	We raft several different rivers and offer from 2 hour trips to full day tours. We also offer kayaking, paddle boarding and zayaks for whatever river adventure you'd like. Rentals available.	1119 12th Street
Red Canyon River Trips River Runners of Wyoming	Family whitewater rafting.	1491 Sheridan Ave.
Sleeping Giant Ski Area	Wyoming's most affordable ski area. Great family skiing, snowboarding, snowshoeing and Nordic skiing. Beginner to advanced slopes with two terrain parks. Ski and snowboard lessons, rentals, repairs, cafeteria and bar. Open mid-December to end of March. Fri-Sun 9:30AM-4PM and on all school holidays. 348 North Fork Hwy, Cody, (307) 587-3125, skisg.com, call or visit website for lift ticket and rental prices.	348 North Fork Hwy
Sleeping Giant ZipLine	Experience Wyoming's largest zipline located just minutes ffrom the East entrance to Yellowstone National Park. Soar over the nation's first forest - the Shoshone National Forest with breathtaking views of the Absaroka Mountains.	348 North Fork Hwy
State of Wyoming Veterans Memorial Park	Visit this landscaped park featuring the Wyoming Vietnam Veterans War Memorial, World War II monument, State of Wyoming Korean War Memorial, and the Freedom Memorial located at the intersection of 26th Street and HWY 14/16/20.	·
Sunlight Sports Outdoor	Information and experienced, knowledgeable staff to book	
Concierge	all your outdoor recreation guided trips.	1131 Sheridan Ave.
The Wild Bunch	A fun western re-enactment that involves the crowd and always ends in gunfire!	1192 Sheridan Ave.
TravelStorys	Discover all Park County has to offer with a driving audio tour!	



Company	Brief Description	Listing Address
	Go on an offroad or highway adventure to see scenery and	
Tread 'N' Trails	wildlife in your own Polaris side-by-side or Slingshot. Rentals and guided/self-guided tours available.	405 Yellowstone Avenue
Victor J. Riley Arena &	The best place to watch hockey, graceful figure skating or	403 Tellowsione Avenue
Communtiy Event Center	just to ice skate is Riley Ice Arena! Now open year round.	1400 Heart Mountain Street
	The Wood River Valley Cross Country Ski/Snowshoe Park	
Wood River Valley Ski Touring	has 25 kilometers of groomed trails. A backcountry cabin is	1010 Davily Assa
Park Wyoming Dept of Transp	also available for rent.  Dept of Transportation	1010 Park Ave.
Wyoming Dept of Trainsp	Two-hour to half-day family whitewater adventures. Only	
Wyoming River Trips	company to run all premium sections of the Shoshone River.	233 Yellowstone Avenue
Wygnin o Thout Childe Ely Chen	Northwest Wyoming's only full permitted outfitter and guide service! Offering professionally guided half-day and full-day float and walk/wade trips year-round, as well ass a full	1010 Charidan Ava
Wyoming Trout Guides Fly Shop	service fly shop. Walk-ins welcome.	1210 Sheridan Ave
	In-park lodging and camping accomodations are available throughout Yellowstone National Park. Facilities range from historic lodges and cabins to newer hotels and campgrounds. Guest units offer no televisions or radios. Of Yellowstone's 12 park campgrounds, 7 are open on a first-come, first-served basis. Four campgrounds, encompassing nearly 1,400 sites and Fishing Bridge RV Park may be reserved on the website or by calling Yellowstone National Park Lodges. Fishing Bridge RV Park has RV sites with full hook-ups and is restricted to hard-sided vehicles only. Free permits are required for overnight backcountry	
Yellowstone National Park - General Information	camping in the park and are available from backcountry offices and ranger stations in the park.	Yellowstone National Park
Yellowstone National Park - Skiing	Backcountry, groomed and skied-in track trails. Snowshoe trails also. For information on trail conditions, ski/snowshoe rentals and tours, contact Yellowstone National Park Lodges.	Yellowstone National Park
Yellowstone National Park - Snowmobiling	Roads are groomed for guided snowmobile and snowcoach touring. For information on in-park snowmobile tours and rentals, and snowcoach tours or if you have questions regarding non-commercially guided snowmobile tours, please contact National Park Service at (307) 344-7381 or visit nps.gov/yell.	Yellowstone National Park



## DAY ONE

## Morning:

Take a seat on a one hour Cody Trolley Tour. They will "give you 100 years" of local lore, historical sites, geology, wildlife and old and new attractions in and around Cody.

Enjoy shopping downtown. From original artwork to t-shirts, our various local shops offer a range of merchandise and wares.

Enjoy some BBQ for lunch!

### Afternoon:

Choose your own adventure:

- Cody Firearms Experience. Shoot historical or modern firearms in this State
  of the Art indoor range. This staff lead experience is focused on safety and
  shooters need not have prior experience. They also have ax throwing and a
  kid's arcade.
- Take a River Rafting trip. Several companies can take you on a float down the Shoshone River. Choose from white water or a calmer experience, depending on your preference.
- Horseback ride up the Northfork. You have several options to choose from for a horseback ride. From Cedar Mountain to most of the ranches up the Northfork - you can choose from one hour up to a full day.





### **DAY TWO**

## Morning:

Wander through Old Trail Town and learn about the lifestyles and history of the Frontier West through a rare collection of authentic structures and furnishings.

Stop in at the Cody Heritage Museum for a focus on local Cody history and the ranching and ag industry in the area.

Enjoy lunch at the Irma Hotel.

## Afternoon & Evening:

Visit the Buffalo Bill Center of the West and enjoy five museums under one roof! Discover the story of Buffalo Bill and the American West he loved. In the Cody Firearms Museum you can examine the most comprehensive collection of firearms in America. Explore the power and beauty of the Yellowstone region in the Draper Natural History Museum. In the Plains Indian Museum you'll experience the art, culture, and history of Plains Indian peoples. And the Whitney Western Art Museum you can contemplate masterworks from Remington to Russell and everyone in between.

In the evening stop by the Cody Cattle Company for an all-you-can-eat dinner and show! This thoroughly enjoyable evening of foot-stompin' fun family entertainment features the tunes of Ryan Martin and his Triple C Cowboys Band. The show is done in time for you to head down the road to the rodeo.

Don't miss out on the action at the Cody Nite Rodeo! The rodeo is a unique and thrilling event that offers visitors a taste of the authentic cowboy experience. Spectators can witness the bravery and athleticism of the riders as they take on the challenges of riding bucking broncos and fierce bulls.



### DAY THREE

Take A Scenic Driving Loop:

Drive up north via the scenic Chief Joseph Scenic Byway and loop up through Beartooth Highway. You'll have lots of chances for excellent photo spots of wildlife and the beautiful landscapes surrounding Cody. Watch for marmots and deer, and if you're lucky a bear or moose as you gain elevation with every mile.

Or head south to Meeteetse and go offroad with a SxS rental from Kirwin Ghost Town Adventures. You will drive on gravel and dirt roads into the backcountry where the town of Kirwin used to be located. They provide Garmin InReach Satellite devices for safety of all drivers. Take the drive at your own pace.

Or head east over to Lovell and the Bighorn Canyon National Recreation Area. The vast, wild landscape of Bighorn Canyon National Recreation Area offers visitors unparalleled opportunities to immerse themselves in the natural world, and experience the wonders of this extraordinary place. With over 120,000 acres, one can find an astounding diversity in ecosystems, wildlife, and more than 10,000 years of human history to explore.





### DAY THREE ADDITIONAL OPTIONS

Take A Scenic Driving Loop:

Circle east and then south to Worland and Thermopolis. A stop in Worland is not complete until you've seen the Washakie Museum and Cultural Center. The unique geography of the Big Horn Basin and its world-class archaeological sites allow the Museum to offer one of the finest interpretive centers for local human history, from ancient mammoth hunters through early settlers, as well as the geology, archaeology, and paleontology of our area.

Head further south to Thermopolis, the home of Hot Springs State Park and the Wyoming Dinosaur Center. Geology and paleontology enthusaists will enjoy the world-class facility of the Wyoming Dinosaur Center where one of the largest and most unique fossil collections in the world is on display. Dig for a day, or let your kids enjoy a short dig program at their fossil quarries.

Hot Springs State Park has 6.2 miles of universally accessible trails and hiking trails. It is a full-service park with comfort stations, a Volksmarch trail, fishing, and a couple of boat docks. Or enjoy a hot water mineral soak in the bath house.



#### FROM THE DESK OF WORLD CHAMPION, AUTHOR & VETERAN

## **Julie Golob**

May 26, 2024

Wyoming State Shooting Complex Oversight Task Force In Care of the Legislative Service Office Wyoming State Capitol 200 West 24th Street Cheyenne, Wyoming 82003

#### To Whom It May Concern,

I'm a professional competition shooter with the privilege of representing some of the most iconic brands in the firearms industry as a brand ambassador. Throughout my thirty-plus years of competing, I have traveled to six continents and have claimed over 50 world and national titles. I love sharing shooting sports, the benefits of safe, responsible gun ownership, and the knowledge and expertise learned throughout decades of competing at local, state, national, and international events. I am also a member of the Cody Firearms Museum Advisory Board where I learned of Wyoming's initiative to build a state shooting complex.

First and foremost, as a longtime competitor, I am excited and grateful for Wyoming's interest in growing shooting opportunities. I enjoy traveling to Wyoming for both shooting and pleasure. I have competed at Wyoming's Steel Challenge Championships in Rawlins. I participated in the first Wyoming Women's Antelope Hunt in Sheridan. The state is one of our favorite destinations to visit as a family from the iconic Yellowstone National Park to Devil's Tower. My husband, two daughters, and I make a yearly visit to Cheyenne as well. We volunteer and compete in the Steamboat Challenge, a back-to-back weekend of action pistol competition at the Otto Road Range. Our family loves Wyoming for its rugged beauty, its freedom-loving culture, and its welcoming residents. I applaud you on the effort and no matter which community wins the bid, I look forward to shooting there!

All that said, with the potential locations for the complex, I urge you to seriously consider Cody, Wyoming. Through my travels and years of competing, I have watched some ranges thrive while others never reach their full potential. Unfortunately, the common idea of, "if you build it, they will come," doesn't apply to shooting facilities. For example, one of the most impressive ranges in the country is the NRA Whittington Center. These days, it hosts few premier events despite the extensive ranges and support buildings. The Whittington Center attracts dedicated shooters, but simply put, it is not a desirable shooting destination. Located near Raton, New Mexico, and Trinidad, Colorado, it's well off the proverbial beaten path and there is little draw in the

way of restaurants, lodging, and attractions. Unfortunately, the participation numbers for events reflect this. As a competitor who has traveled to this range, it is inconvenient and difficult to justify attending its competitions.

In contrast, the Universal Shooting Academy in Frostproof, Florida faces challenges with the Atlantic hurricane season and the majority of its ranges face east and west. This positioning is less than ideal for shooting, but due to the location at just an hour and a half outside of Orlando, the range draws competitors from throughout the nation and abroad. Many shooters also bring their families along too. The Universal Shooting Academy even won the bid to host the 2014 International Practical Shooting Confederation (IPSC) World Shoot. Occurring once every three years, it's a competition with 70+ countries and over 1000 competitors.

No doubt, each Wyoming community submitting a bid will have appealing features. When looking at hosting shooting events, it's important to have realistic expectations. Professional shooters and avid competitors look for ranges and events that offer them the best opportunity to succeed. Accommodations from popular hotel chains and Airbnb options to well-stocked grocery stores and a variety of restaurants are important. In Cody, the Walgreens, Walmart, and Albertsons are easily accessible as well-established and common national chains. These combined with the regional hospital, shooters can feel comfortable and at ease in the event of illness and injury.

With the infrastructure to support a large number of shooters, Cody is a popular destination. Travel is easy and scenic either through the convenient Yellowstone Regional Airport, by way of Billings, MT, or as a road trip by vehicle. The city is also a service-oriented and tourist-friendly town. There are plenty of cuisine options for those with dietary concerns. This community values its visitors. The fact that the city offers families a way to take a "shoot-cation" to see the Park, Buffalo Bill Center of the West, and tourist hot spots, makes it an ideal location. These things combined with Cody's proposal to build a facility dedicated as a state park and recreation area, I feel compelled to share that I am impressed with their efforts to research and offer the best opportunity for traveling competitors and local gun owners alike.

Cody represents the complete package and the best opportunity to draw competitors from around the globe. From premier-level competitions to the ability to host special and private for the firearms industry, these things combined with plans for a state-of-the-art and thoughtfully designed range complex offer the greatest probability for the Wyoming State Shooting Complex to become a nationally renowned facility for shooting sports.

Thank you for your time and if I can be of any assistance with this venture, please don't hesitate to let me know how.

Sincerely yours,

Jahr le

Julie Golob



## Mike Gibson Manufacturing, Inc.

Travis Gibson VP MGM Targets 10416 Emma Loop Cascade Idaho 83614

Ph: 208.869.2947

5.28.24

Re: State Shooting Complex

#### To whom it may concern,

Over the last 20 years or so I've spent a fair bit of time participating in several different disciplines of competition shooting. I started off in what's commonly referred to as "action pistol" matches. Specifically USPSA, IDPA, and Steel Challenge. From there I moved into 3 gun competitions, both competing in and putting on my own match, the MGM Ironman. I shot my first official long range match around 2010. While that hasn't been my main area of focus, I've been fortunate enough to win some major matches in both individual and team competitions across the nation.

Another area I've spent a good amount of time in related to shooting ranges and competitions is in range development. I've been fortunate to be involved with the layout of the Cameo Shooting and Education Complex as well as many other private ranges with up to 15 "action shooting bays" and 2500m in length. I was happy to help build the conceptual layout of the proposed State Complex. The site is awesome and will give shoot organizers a lot of diversity in the design of their matches.

One thing I've learned while competing at all of these events is the very rarely are shooting ranges situated in areas your family would like to attend the event with you, or vacation after the event. While I understand the reason shooting ranges have to be away from populated areas, it's still unfortunate. Some of the more well-known ranges I've completed at are the NRA Whittington Center in New Mexico, the Clinton House Plantation in South Carolina, CMP Talladega in Alabama, and the Cameo Shooting Complex in Colorado just to name a few. While not all of these ranges are in the middle of nowhere which my family doesn't want to go with me to, most of them are.

One town I've been to which I've thoroughly enjoyed my time after the shooting event was Cody Wyoming. My first trip to that range was for the Shooting Industry Masters. I can't remember the year but I do remember there were lots of activities in town after the shooting event. The time I shot in Cody was a couple of years ago, but my wife and I and some friends of ours (with young kids) spent two days in town after the match was over. We did everything from picnics in the park to whitewater rafting and fly fishing....and that didn't even include a trip into Yellowstone!



## Mike Gibson Manufacturing, Inc.

I guess where I'm going with all of this is, based on previous experiences, my family and friends and I have all had great times AFTER the shooting was finished in Cody Wyoming. I think Cody Wyoming would be a great place for a new world class shooting facility.

Best regards, Travis Gibson Representative Sandy Newsome Wooming House of Representatives House District 24 P.O. Box 575 • Cody, WY 82414



mobile (307) 272-1676

imail Sandy Newsomer wyoleg.gov

May 28, 2024

Senator Hicks, Representative Washut, and Committee Members,

It should be no surprise that I am writing to express my support for Cody to be chosen as the sight of the Wyoming State Shooting Complex. Cody is the clear choice as no other community that has the ability to welcome large scale shooting events like Cody. Yellowstone National Park, The Buffalo Bill Center of the West, The Cody Firearms Museum and The Cody Firearms Experience. are only a few of the attractions that set us apart from other communities.

One of the stated objectives of the taskforce is to create economic activity focused on the firearms industry. Our community boasts more firearms related companies than any other Wyoming community. Our economic development organization, Forward Cody, has been able to help with the expansion and retention of several of these companies. Locating the shooting complex in our community would enhance our ability to attract more firearms manufacturing.

When you held your meeting in Cody in November you had a chance to tour the Cody Firearms Museum. Holding one of the largest collections of firearms in the nation, they are uniquely suited to attracting not only competitive events but industry events as well. This partnership would add to the financial sustainability of the state complex.

As you make your decision, please consider your experience in Cody in November. Cody is the perfect community to welcome and entertain the shooting competitors and their families and friends.

Thank you for your service on the shooting complex taskforce.

Sincerely,

Sandy Newsome



**WYOMING HOUSE DISTRICT 50** 

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24<sup>th</sup> Street Cheyenne, WY 82003

May 28, 2024

Dear Esteemed Members of the Task Force,

It is without hesitation that I submit this letter of support for the development of the Wyoming State Shooting Complex and the submitted proposal for it to be in Cody, Wyoming. It has been wonderful to see a diverse group of stakeholders within Park County come together to provide input and support to the collaborative workgroup helping with the proposal.

Park County's local investment, paired with the State's injection of capital will create a world class facility that will have economic impact in the tens of millions of dollars to our local businesses and residents. Cody and the surrounding area offers unique opportunities for shooting enthusiasts to stay and recreate in the area. Cody has a unique atmosphere and culture that will embrace the complex and allow it to thrive. Our history and beautiful landscape is welcoming to many who travel from all over the world to visit. Cody is home to many reputable businesses that manufacture and sell firearms. It is the perfect place for the State Complex because shooting sport enthusiasts know the Cody community and the gunfriendly culture we embrace so dearly.

The Wyoming State Shooting Complex will achieve it's full potential and make a significant contribution to Park County the State of Wyoming. Thank you for considering our proposal and for your ongoing support.

Respectfully Submitted,

Representative Rachel Rodriguez-Williams

#### BOARD OF COUNTY COMMISSIONERS:

Dossie Overfield, Chairman Scott Steward, Vice Chairman Lee Livingston, Commissioner Scott Mangold, Commissioner Lloyd Thiel, Commissioner



Park County, Wyoming Organized 1911

Original Park County Courthouse Cody, Wyoming Completed 1912

May 21, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

To Whom It May Concern,

Park County is pleased to write this letter in support of the Wyoming State Shooting Complex and are very hopeful that our community of Cody is selected for the location. We strongly feel that Cody would make the most ideal location for the Complex for many reasons,

First, the proposed site has a combination of scale (2,000+ acres), varied topography, and a spectacular viewshed. The proposed site is also within close proximity to town (less than 10 minutes). Our community receives over 800,000 visitors per year coming to our area to visit Yellowstone National Park, The Buffalo Bill Center of the West, the Cody Stampede, and the Cody Nite Rodeo and dozens of other visitor experiences provided by the community. Our history and our culture are steeped in Western hospitality! Lastly, Cody has enough lodging, campgrounds, and RV parks which could accommodate several thousand visitors comfortably as well as restaurants, fast food outlets, food trucks, and caterers.

The Park County Commissioners have agreed to set aside up to \$750,000 in kind to construct a County Road to the State property line and up to \$10-15k annually for maintenance of that road if Park County is awarded the project.

We would like to thank you for your consideration.

Sincerely,

BOARD OF COUNTY COMMISSIONERS

Dossie Overfield, Chairman

PARK COUNTY, WYOMING

Faatt Manaald Commissioner

Lloyd Thiel, Commissioner

Scott Steward, Vice Ghairman

Lee Livingston, Commissioner



May 23, 2024

Matt Hall 1338 Rumsey Ave Cody, WY 82414

Dear State Shooting Complex Oversight Task Force:

I am writing to express my enthusiastic support for the proposed State Shooting Complex that will be located in Cody, Wyoming. As a resident of this wonderful community, I strongly believe that the establishment of such a facility would be a tremendous asset to our city, benefiting both the community and the local economy.

The State Shooting Complex would provide our residents with a safe and dedicated space to engage in shooting sports and other related activities. The establishment of this complex would not only enhance accessibility but also promote responsible firearm education and training among our residents.

Furthermore, the State Shooting Complex would undoubtedly attract shooting enthusiasts from neighboring communities, out-of-state, and even international visitors. Cody is more than capable to handle this influx of visitors at any time of the year. With its state-of-the-art infrastructure, the shooting complex would serve as a captivating destination for shooting competitions, tournaments, and other events, bringing substantial economic benefits to our community.

I highly encourage and support this important initiative.

Thank you for considering my input, and I look forward to the positive impact that the State Shooting Complex would bring to our community.

Sincerely,

Matt Hall, Mayor

Matt Hall MAYOR City of Cody 1338 Rumsey Ave Cody, WY 82414

Phone: (307) 527-7511

Fax: (307) 6532



## 270 North Clark Street – Powell, Wyoming 82435 (307) 754-5106

June 3, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

We write on behalf of the City of Powell to express our overwhelming support for locating the Wyoming State Shooting Complex near Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually. Attractions include Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo. Park County has even more attractions to include Heart Mtn Interpretive Center, Heart Mtn, Homesteader Museum, Meeteetse Museum to name a few, with dozens more unique visitor experiences throughout Park County. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

The City of Powell will directly benefit from locating the Complex in Park County with increased tourist traffic, motel stays, and restaurant visits as Powell is approximately 20 miles from Cody.

Park County's communities are exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options in Cody, we comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

John Wetzel, Mayor



Winchester Arms Collectors Association PO Box 1070 Lakeville, MA 02347

May 28, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express the support of the Winchester Arms Collectors Association for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

Incorporated in 1978, as a non-profit organization, the Winchester Arms Collectors Association is dedicated to the education and preservation of Winchesters and Winchester related Items. Our premier club show has been held in Cody for 49 years making the organization a stakeholder with the City of Cody. Our members are 3,000 strong worldwide and many hold dual memberships with our association and the Buffalo Bill Center of the West. Although our members are collectors of Winchesters, they are also avid shooters and visit the museum for research purposes on a year-round basis. A shooting complex, located in Cody would further enhance their visits to Cody and would be a positive benefit for the community, our members, and the state of Wyoming.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

Vincent Martin, Jr.

**President** 

**Winchester Arms Collectors Association** 



May 24, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne WY 82003

Dear Task Force Members,

On behalf of the members of the Cody Country Chamber of Commerce in Cody Wyoming, I would like to take the opportunity to communicate the overwhelming support from our community and members for the Wyoming State Shooting Complex proposed for Cody Wyoming.

Cody is uniquely situated as the perfect location for an opportunity of this kind. With available land for the proposed site, a vibrant and healthy tourism flow, amenities from restaurants to hotels, campgrounds to other attractions, this location would be hard to beat.

Additionally, the Cody Wyoming community is well known in the shooting sports industry due to our proliferation of businesses in the gun industry and outdoor shooting recreation activities.

The western hospitality for which Cody Wyoming is famous is demonstrated in our world-class amenities like Yellowstone National Park, Buffalo Bill Center of the West, Cody Stampede, and Cody Nite Rodeo, to name a few.

We would be honored to add the Wyoming State Shooting Complex to our portfolio and to deliver the exceptional visitor experience consistent seen throughout Cody Wyoming.

Sincerely,

Jennifer Thoma

Executive Director
Cody Country Chamber of Commerce



Dear Wyoming Shooting Complex Committee,

I am writing this letter to express Park County Travel Council's (PCTC) strong support for the Wyoming Shooting Complex. It is with immense pleasure and enthusiasm that I offer this endorsement, as I firmly believe that Cody, WY is exceptionally deserving of this approval as they have gone through the necessary steps to receive community consent, demand studies showcasing our destination is ready, an in-depth business plan, and proper measures to ensure any negative impacts would be handled before they happened.

The development of the Wyoming Shooting Complex is not only well-conceived but also closely aligns with the objectives and priorities of our community and our tourism industry. Park County, Wyoming heavily depends on nonresidents spending time and money in our communities, and projects like this help make that a reality. Our destination is specifically known for an abundance of outdoor recreation and travelers seek opportunities like this project when looking to visit. The project aligns perfectly with our organization's mission and vision. We are confident that this complex will enhance the tourism experience in Park County and bring positive change to our community.

Throughout the peak season, we currently have more demand than supply for recreation opportunities such as shooting competitions. With the plans in place for this facility, it will help relieve our other areas currently not sanctioned for shooting, and will allow us to go after events that have already expressed interest in coming here.

Marketing for this facility will begin immediately once the complex is approved with regional and national news releases, blogs, and social media posts on the Cody Yellowstone platforms that reach over 700K qualified travelers each month. We will also send high-level media out to the location for years to come to experience our outdoor recreation which will be featured in regional and national publications.

Our destination has a clear vision of how to execute this Wyoming Shooting Complex and will create a positive addition to our destination. Their project plan is both innovative and practical, offering a realistic path to achieving the desired results, with a bonus of beautiful landscapes that only NW Wyoming can provide. Thank you for considering us for this exciting project. I look forward to the opportunity with our community to create a successful site that Park County, WY and the state can be proud of.

Sincerely,

Ryan Hauck, Executive Director

1 Haul

Park County Travel Council, Cody Yellowstone

ryan.hauck@codyyellowstone.org

(307) 587-8589



Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my strong support for the proposed Wyoming State Shooting Complex and to advocate for its location near Cody, Wyoming. As the CEO of Cody Regional Health, I believe this project presents a significant opportunity for economic growth and community development in our region and state. The placement of the Wyoming State Shooting Complex in Cody would provide greater economic growth to Wyoming vs other locations considered due to the close proximity to Yellowstone National Park, Buffalo Bill Center of the West, and the many other recreational year-round opportunities Cody provides.

The Wyoming State Shooting Complex, as envisioned, will not only enhance recreational and competitive shooting opportunities but will also provide a world-class facility that draws visitors from across the nation. The benefits to our community are substantial:

- 1. **Ideal Location**: The proposed site, located just south of Cody, offers over 2,000 acres of varied topography and spectacular views. It is less than 15 minutes from town, ensuring convenient access for both locals and visitors.
- 2. Tourism and Hospitality: Cody already attracts over 800,000 visitors annually, drawn by attractions such as Yellowstone, the Buffalo Bill Center of the West, and the Cody Stampede. The addition of the State Shooting Complex will further enhance our tourism offerings, providing another reason for visitors to extend their stay and experience our renowned Western hospitality.
- 3. **Economic Impact**: The Complex is expected to host 10 to 15 events per year, each potentially generating over \$3,000,000 in local spending. This influx of visitors will benefit our local businesses, including the 65 lodging properties, 32 campgrounds and RV parks, and numerous restaurants and caterers within close proximity to the site.
- 4. Community Engagement: Our community is well-prepared to support such a facility. With a strong history in outdoor recreation and hospitality, Cody is an ideal location for the State Shooting Complex. Local stakeholders, including sponsors of major shooting competitions, have already expressed enthusiasm for bringing events to Cody.

Furthermore, the proposed site will be designated as a State Park and Recreation Area, ensuring sustainable operation under a joint management plan involving State Parks and a local Joint Powers Board. This collaborative approach will ensure the Complex is well-maintained and effectively utilized.

Cody Regional Health is committed to supporting initiatives that promote the well-being and economic prosperity of our community. Cody Regional Health would look forward to supporting large events at the Wyoming State Shooting Complex with mobile health services as needed or immediate access to outstanding medical care. The Wyoming State Shooting Complex aligns perfectly with these goals, offering significant economic benefits and enhancing our community's recreational infrastructure.

I urge you to consider Cody, Wyoming, as the location for the Wyoming State Shooting Complex. Our community is ready to embrace this project and ensure its success. Thank you for your consideration.

Douglas A. McMillan

CEO, Cody Regional Health

this is your west

May 29, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24<sup>th</sup> Street
Chevenne, WY 82003

Dear Task Force Members,

Thank you for considering the unique advantages offered by Cody, Wyoming, as a proposed location for the State Shooting Complex. As the Executive Director and CEO of the Buffalo Bill Center of the West and a Cody resident of nearly 35 years I recognize our incredibly powerful geographic, cultural, and economic factors that cannot be replicated elsewhere in Wyoming.

The Center of the West is 107 years old and is committed to connecting people to the American West with its many histories, realities and futures including, of course, firearms. Sharing and educating the public with one of the most significant firearms collections in the nation and being dedicated to sharing the collection makes us a destination for firearms enthusiasts from around the world. We understand the role and importance of firearms in terms of technology, sport, culture, art, and history which translates to support of the parallel benefits of a State Shooting Complex. We see the positive impact of visitors to Cody for hunting, sport shooting and tourism in general and are cognizant of the importance of firearms-based industries that currently contribute to our local economy. We have room for responsible and sustainable growth in each of these areas, which the proposal supports.

I do hope that having an established and world class organization such as the Center of the West, further supported by its Board and Advisory Boards, members, and communities, is a consideration for the future success of this venture.

Regards,

**Rebecca West** 

Executive Director and CEO
Buffalo Bill Center of the West

M UPA

**BUFFALO BILL CENTER OF THE WEST** 

BUFFALO BILL MUSEUM
CODY FIREARMS MUSEUM
DRAPER NATURAL HISTORY MUSEUM
PLAINS INDIAN MUSEUM
WHITNEY WESTERN ART MUSEUM
McCRACKEN RESEARCH LIBRARY



#### President's Office

307.754.6200 • FAX 307.754.6177 • 800.560.4692 231 W 6TH ST BLDG I POWELL, WY 82435-1898 USA www.nwc.edu

May 29, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my eager support for placing the Wyoming State Shooting Complex in Cody, Wyoming. A review of the prospective site quickly leaves one confident that this is the ideal location to both enhance economic opportunities and develop shooting sports and education in Wyoming.

Northwest College proudly serves Cody and Northwest Wyoming. With over 80+ academic programs, NWC offers customized training, certificate, associate, and bachelor-level degrees. Criminal Justice studies, firearms, and various forms of training are currently offered or could be developed to support the Shooting Complex. The College envisions the Shooting Complex and NWC working together to offer training for operational needs or educational experiences for those who would use the Complex.

Cody is a well-established tourist destination that welcomes over 800,000 visitors annually. Offerings include Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, and the longest-running Cody Nite Rodeo. The addition of the State Shooting Complex will be the perfect complement to this vibrant tourism destination, further bolstering Cody's local economy.

Cody's community is also well developed with ample lodging, dining, and shopping options and can seamlessly accommodate the influx of visitors that the Shooting Complex will attract. Cody also has facilities and can support large-scale events. Organizations such as the Precision Rifle Series, the National Rifle League, the American Trap Association, USA Shooting, and the National Practical Shooters Association have expressed interest in returning and hosting events in Cody.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits of locating the Wyoming State Shooting Complex in Cody, WY. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

Lisa M. Watson

Lua M. Watson

President



## Cody Firearms Museum

720 Sheridan Ave, Cody, WY 82414 Tel: 307-587-4099

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

May 24, 2024

Dear Task Force Members,

On behalf of the Cody Firearms Museum (CFM) Advisory Board, this is to commend the State of Wyoming for supporting our rich firearms heritage by authorizing funds to build a state-of-the-art shooting complex, no matter where it is located in Wyoming. That sincerely noted, the CFM Advisory Board wholeheartedly supports the proposal prepared by Forward Cody and its partners.

To that end, CFM Advisory Board members already have and are willing to continue to make tangible contributions unique to this project which will benefit not only Cody, but the State of Wyoming.

While it is impractical to list the skills and resources available within our sixteen member board in this letter, it is important to convey that our membership is diversified and represents almost every aspect related to firearms. They include, but are not limited to, contacts with the firearms industry (manufacturers, NSSF, etc.) collector societies, gun shows who already hold events in Cody each year, competitive shooters, media (television producers, magazine editors, gun writers, and social media), marketing entities, organizers of shooting events, historians and educators. Further, our board members have international contacts (UK and Europe) and of course, there is incredible drawing power both nationally and internationally to the Cody Firearms Museum and the Buffalo Bill Center of the West. We have the credentials to offer boots-on-the-ground experience.

Thank you for your time and attention to this letter. We would be proud to assist in any manner we can with this project. Again, we compliment the State of Wyoming for having the foresight to not only carry forward our rich firearms heritage for generations to come but also to capitalize upon both primary and secondary economic opportunities that exist only if a world class shooting complex is available.

Sincerely,

Rusty Rokita
Chair, CFM Advisory Board
PO Box 272
Hardin, MT 59034
1(406)665-1224 (h)
1(406)855-3355 (m)
email: centerfire@bhwl.net

Wyoming State Shooting Complex Task Force Wyoming State Capitol 200 W. 24<sup>th</sup> Street

May 30, 2024

Cheyenne, WY 82003

Dear Esteemed Members of the Task Force,

Please accept this letter expressing support of locating the proposed Wyoming State Shooting Complex in Cody, Wyoming. First, thank you all for the foresight and willingness to invest in Wyoming's economic future by authorizing funds to build a state-of-the-art shooting complex. With your support, Wyoming will build a World Class Shooting Complex, which will honor our rich firearms history and freedoms for generations to come.

Thank you for your consideration of Cody's proposal. Our community has taken the selection process to heart. To borrow a term encapsulated by the Task Force, we have chosen a "wow" site to locate the Complex. The site is sizable, expandable, buffered, very accessible to Cody, and representative of Wyoming's diverse, rugged and unique beauty.

It has been encouraging, and maybe a bit overwhelming, to see our community coalesce with such strong support for this worthy endeavor. We have enthusiastic local support from our governments, Chambers of Commerce, Cody Yellowstone Travel Council, Forward Cody, and Buffalo Bill Center of the West, just to name a few.

We are also well along in the process of taking our community support to the next level, "where the rubber hits the road" so to speak. As a retired banker, I personally have a keen interest in assuring and representing to the Task Force that we have a sound and sustainable Business Plan well into the foreseeable future. I am pleased to report that Cody is committed to seeking, and is in fact progressing well, in efforts to raise meaningful local funding support to truly leverage the State's investment dollars. It is our intent to partner with the State to build a World Class Shooting Complex which will cover all Task Force priority shooting disciplines and more, right out of the gate. Cody will be a strong financial partner, alongside the State.

In addition, perhaps like no other city in Wyoming, Cody is versed in providing a wonderful Wyoming experience to our guests and extending their visits to our community. We have the tourism infrastructure, community assets and expertise to accomplish the State Task Force's stated #1 goal, which is "To increase economic opportunities and development associated with participation in shooting sports in Wyoming."

To that end, Cody is a "gun friendly" community in our present day and in our history. Cody is home to the highest concentration of firearms and outdoor recreational businesses in the State. You might say firearms are right in Cody's "wagon wheel" wheelhouse. To complement our genuine passion of shooting sports and firearms, I have discovered through the application process, Cody has unparalleled firearms industry expertise.

In conclusion, if Cody is fortunate to be chosen as the recipient of the World Class Shooting Complex, "hang on" and "let 'er buck," because it will be a wonderful Wyoming wild ride together!

Alem Ross

Sincerely,

Cicilii NOSS

Trustee, Buffalo Bill Center of the West

Treasurer, Forward Cody



May 31, 2024
Wyoming State Shooting Complex Oversight Task Force
c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to share why Cody, Wyoming is the ideal location for the shooting complex.

Cody is known around the world as the destination that represents the American west.

The pilgrimage thousands of people make each year to Cody exposes them to a breathtaking landscape and western tradition that encapsulates the spirit of Wyoming.

This shooting complex will evangelize the sport of shooting to those passing through our area who are seeking new experiences they've never had the opportunity to try.

Cody's remote location is an asset that other Wyoming cities can't boast. With the ability to shoot just minutes outside of town it will be convenient to access the shooting complex if you're just here for a short stay.

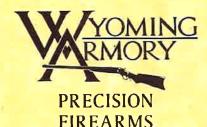
This city knows how to thrive on seasonality with local businesses accommodating large numbers of people for events throughout the year.

Cody offers restaurants, recreational facilities, and sleeping accommodations not typically found in a small town. This allows people visiting our city to enjoy these amenities in a more relaxed environment focused on western charm.

Thank you for considering Cody for the shooting complex.

Sincerely,

Jason Byer Head of Marketing Campaigns and Strategy



Wyoming Armory 553 14th Street Cody, Wyoming 82414 307-527-4570 WyomingArmoryPF@qwestoffice.net www.WyomingArmory.com

May 30, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force

We at Wyoming Armory would like to express our support for locating the Wyoming State Shooting Complex in Cody, Wy. We believe Cody is the ideal location for this world-class facility. Siting this complex in the Cody area is a perfect fit, both in terms of economic opportunities created locally and regionally and for the unparalleled enjoyment of the visitors who will travel to the area to utilize the facility.

Cody's unique history and firearms related culture make it a perfect fit for those visiting the area to participate in shooting sports and education. The one-of-a-kind Buffalo Bill Center of the West which houses one of the finest firearms collections in the world along with a substantial number of firearms related businesses and manufacturers make Cody a fascinating destination for firearms and shooting enthusiasts.

Here at Wyoming Armory in Cody we build custom rifles, many of which are used in competitive shooting sports. The siting of the shooting complex would mean many competitive shooters and potential customers would visit Cody each year. We are uniquely positioned to provide gunsmithing services to these shooters and to also generate demand for our custom-built competition firearms.

We hope you will give Cody your most thoughtful consideration as the best possible choice of locations for the Wyoming State Shooting Complex.

Respectfully,

Mark Douglas

Man Douglas Wyoming Armory LLC

553 14th St.

Cody, Wy. 82414

(307)527-4570



Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I want to congratulate the Legislature for proposing a shooting complex that will showcase Wyoming to the firearms industry and help attract a new audience through a variety of firearms sporting venues. Cody is the perfect place for that complex. An amazing piece of State land has been located right outside of Cody that is unmatched for terrain features and views, with room to grow. It has rolling hills, hogbacks, timbered ridges, valleys, sagebrush flats and running water. It's amazing. I have been a part of multiple national level firearms events in Cody over the past 15 years. Everyone who has come to Cody for these events has been awed and wanted to come back. This location for the proposed complex will only raise the level of that enthusiasm.

Cody is everything people want Wyoming to be. It has the mountains, a nightly summer rodeo, the Buffalo Bill museum, and is located right on the edge of Yellowstone Park. With plenty of entertainment, restaurants and hotel rooms, people will find plenty to do and see in Cody.

As a Cody business owner I am in full support of the Shooting Complex. It will enhance travel not only to Cody, but also to the entire state. Most of you had the opportunity to visit my range when you visited Cody. We tell the historical side of firearms, focusing on the history of the West. I feel we will have a unique relationship with the new complex, providing a historical perspective for firearms enthusiasts that is not available in other areas.

Sincerely,

Paul Brock

GM, Cody Firearms Experience

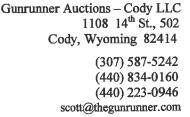
#### Online Gun Auctions:

- Licensed FFL/Class III
- Secure
- Insured
- Pick-up Service

WEB SITE: www.gunrunnerauctions com



## Collector and Quality Firearms



FFL Dealer

Transfers



May 29, 2024

To the Task Force,

It is my utmost pleasure to recommend Cody, Wyoming as the site and host city for the Wyoming Shooting Complex.

As a competitive shooter of American Trap for over 40 years and as a rep/pro-shooter for Beretta USA (based out of Ohio and Wyoming), I traveled the country shooting clay targets at clubs from NY to CA and into the Deep South. In those travels I had my "favorite" clubs in which to shoot and I must say of all the trap ranges my favorites were Cody, Wyoming and Jackson Hole, Wyoming.

Why these two clubs out of hundreds spread through the USA? Answer: The towns that hosted them. The Jackson Trap Club has been gone for over 20 years due to the airport expanding and the value of the land. I loved these two clubs best because of the nearby town's night life, great hotels, nice camping spots, super restaurants, famous bars like the Irma Hotel in Cody and the Cowboy in Jackson.

And of course the views! We shot targets right into a background of the Tetons and Heart Mountain in Cody. Surely the most beautiful sites in the nation!

And now the Task Force has the power to designate Cody as the site and host city of the \$10 million Wyoming Shooting Complex. I can tell you that the beautiful site of 2005 acres just south of the town of Cody is nearly perfect for a shooting complex and the town is fully up to the task of supporting any number of shooters.

Cody has the most "WOW" factors of any city in the state: We are located in the most beautiful part of the state, our museum houses the world's largest gun collection, we have five (5) firearm manufacturing facilities that will do daily tours, we have a night rodeo EVERY NIGHT, we have a nightly "gun fight" in the streets off the Irma porch, we have white water to run, world-class fishing, world-class hunting, more hunting guides/outfitters than anywhere in the nation, 2500 hotel rooms, 1800++ campgrounds, many Air B&B's, great restaurants, super live music every night and friendly folks.



Big Horn Armory, Inc. 774 Road 2AB P.O. Box 940 Cody, WY 82414 phone 307-586-3700 fax 307-586-3701 www.bighornarmory.com

05/28/24

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. I will leave to others to expound on the great advantages to our state of siting this complex in Cody, WY. Suffice to say that it meets all the required components by leaps and bounds.

One thing that is rarely mentioned is the opportunity to grow the gun industry in our state. The proposed events will draw thousands of people from the firearms industry to the venue. These persons will come from all over the USA and from the rest of the world.

It is an understatement to say that Cody is gun friendly. Cody is home to a number of gun industry firms with international reputations. The Park County/Cody area probably has more gunsmiths per capita than any other similar sized area in the world. An industry event some years back put out a call for about 70 volunteers to help staff the event. Approximately 300 persons answered that call.

The event participants will see this enthusiasm and take word back that Cody is a place that would warmly welcome manufacturers from the firearms and outdoor industries. We have a knowledgeable and willing populace for sourcing employees. These facts make it likely that outside industry firms would wish to locate here more than any other location in Wyoming. The potential growth of industry in our state would be substantial and in line with goals to diversify existing Wyoming industry.

All of the above combined with the natural beauty of our surroundings, the existing tourism capabilities of Cody and its environs, the proximity of Yellowstone National Park to sustain our visitors presence make Cody the preferred venue for the Wyoming State Shooting Complex.

Sincerel

Greg Buchel President



Wyoming State Shooting Complex Oversight Task Force

c/o Legislative Service Office

Wyoming State Capitol

200 W 24th St.

#### CODY, WYOMING

1167 Sheridan Ave. Cody, WY 82414 Phone (307) 527-7587 Fax (307) 527-7586

EMAIL: bhgcodv@uol.com

#### TUBAC, ARIZONA

P.O. Box 4080 La Entrada de Tubac, Building K Tubac, AZ 85646 Phone (520) 398-9209

#### EMAIL:

Dear Sirs.

I am writing a letter in support of the selection of the Cody area as the preferred location of the proposed Wyoming State Shooting Complex. As a 42 year business owner in downtown Cody, and a member of the Buffalo Bill Center of the West Cody Firearms Advisory Committee, I believe that the installation of this complex would be of benefit to the entire area, and the State of Wyoming, as well. Here are the reasons that I believe this location would be best for the new complex:

- 1. A world-class museum. The Buffalo Bill Center of the West, hosting 5 museums, including the Cody Firearms Museum draws thousands of visitors a year and provides a scholarly group with interests in shooting.
- 2. Air service. Cody is served by United Airlines and frequently others as well. With the addition of this complex, other airlines will add Cody as a terminal. Additionally, Billings, Montana (90 miles away) is a growing air hub.
- tuhac@highorngalleries.com 3. As a tourist destination with proximity to Yellowstone National Park, we have a tourist based economy and support services in place, including lodging, dining, and shopping who are all used to an influx of large and small groups.
  - 4. A gun-oriented culture. Cody is home to several firearms related businesses.

No other location in the state offers the combination that I have described.

In closing, I urge this task force to consider Cody as the best potential location for the Wyoming State Shooting Complex.

Sincerely,

Robert P. Brown, owner

Big Horn Galleries

May 27, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

#### To Whom It May Concern:

I wish to enter a letter of support for the Cody community in regards to the proposed State Shooting Complex. I believe I am in a unique position to stand as an advocate for the project due to my experience in business and as a former professional shooting competitor.

For many years, I travelled the country participating as "the Lead Dispencer" in the Single Action Shooting Society. Having been the 3 time Overall SASS World Champion and 5 time National Champion, I have been on an shot at shooting ranges across the globe. I left the shooting world to pursue my other passion, gun collecting. I currently own and operate Lock, Stock and Barrel Investments, one of the largest auction houses for firearms and firearms related paraphernalia on the West Coast.

As I review the Cody proposal to be named as the site of the State Shooting Complex, I wonder how it could be anywhere else in the State. I say so for two distinct reasons.

One, as a former shooter, Cody has the atmosphere and appeal that will draw SASS (and other) competitors to events. The location of the proposed facility, the Museum and proximity to Yellowstone are compelling reasons for competitors to make the trip – over and over. Cody is a destination for anyone who loves guns.

Second, I came to Cody as a shooter, and stayed as a part time resident. Several years back, I purchased a home in Cody and spend as much time here as possible. In the last two years, I launched a branch of my company – the Wyoming Outpost – in Cody and have grown it to 19 employees. I am currently selling my California assets and moving the rest of my business to Wyoming. Cody and Wyoming have the right regulations, the right taxes and the right kind of people to make my business succeed.

The Shooting Complex in Cody will be a success because Cody will make it so. I look forward to participating in that success.

Sincerely,

Spencer Hoglund

JW Robinson Fay Ranches - Broker 836 Road 19 Cody, WY 82414 [May 28th, 2024]

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site.

I personally see the benefits of the shooting complex for my business and for my community. It will certainly drive traffic to the area which will in turn drive customers to my business. I also personally see it as bolstering new economic production for the local community because of events and additional people using the areas amenities. It makes sense to keep the facility near YNP because of its enormous impact on Wyoming's revenues already. This would continue allowing the ar4ea to grow into the next level community it was designed for.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

I personally see the benefits of the shooting complex for my business and for my community. It will certainly drive traffic to the area which will in turn drive customers to my business. I also personally see it as bolstering new economic production for the local community because of events and additional people using the areas amenities. It makes sense to keep the facility near YNP because of its enormous impact on Wyoming's revenues already. This would continue allowing the ar4ea to grow into the next level community it was designed for.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

TW Robinson

### gnross@bresnan.net

From:

Daryl Douglas <shootingdynamics37@gmail.com>

Sent:

Thursday, May 23, 2024 3:17 PM

To:

Glenn Ross

Subject:

State Shooting Complex

Hey Glenn

I sent this email off today, hope it helps.

Daryl

Greetings Forward Cody,

Hello, my name is Daryl Douglas, I am a Cody resident and an NRA, and USCCA FireArms Instructor. I am writing to you in hopes of encouraging the placement of the new proposed State Shooting Complex to be located here, just outside of the town of Cody off the Meeteetse Hwy.

With Cody's well known history in our American heritage for firearms and related sports, Cody would very much be a natural well suited to place to locate this facility in the proposed location. In addition, Cody also has in place the infrastructure to support a State Shooting Complex, with hotels, campgrounds, restaurants and resources that support the shooting industry. Please feel free to contact me if I can be of further assistance.

Sincerely, Daryl Douglas (307) 272-4525 Shooting Dynamics LLC Cody Wyoming Ashley Trudo Cody Business Owner and Mother 28 Panorama Lane Cody, WY 82414 ashleytrudo@yahoo.com 307.578.2512

Date: May 25, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24th Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my strong support for the proposed Wyoming State Shooting Complex and to advocate for its location near Cody, Wyoming. As a local business owner and mother, I believe this project presents a significant opportunity for economic growth and community development in our region.

The Wyoming State Shooting Complex, as envisioned, will not only enhance recreational and competitive shooting opportunities but will also provide a world-class facility that draws visitors from across the nation. The benefits to our community are substantial:

- 1. **Ideal Location:** The proposed site, located just south of Cody, offers over 2,000 acres of varied topography and spectacular views. It is less than 15 minutes from town, ensuring convenient access for both locals and visitors.
- 2. **Tourism and Hospitality:** Cody already attracts over 800,000 visitors annually, drawn by attractions such as Yellowstone, the Buffalo Bill Center of the West, and the Cody Stampede. The addition of the State Shooting Complex will further enhance our tourism offerings, providing another reason for visitors to extend their stay and experience our renowned Western hospitality.
- 3. **Economic Impact:** The Complex is expected to host 10 to 15 events per year, each potentially generating over \$3,000,000 in local spending. This influx of visitors will benefit our local businesses, including the 65 lodging properties, 32 campgrounds and RV parks, and numerous restaurants and caterers within close proximity to the site.
- 4. **Community Engagement:** Our community is well-prepared to support such a facility. With a strong history in outdoor recreation and hospitality, Cody is an ideal location for the State Shooting Complex. Local stakeholders, including sponsors of major shooting competitions, have already expressed enthusiasm for bringing events to Cody.

Furthermore, the proposed site will be designated as a State Park and Recreation Area, ensuring sustainable operation under a joint management plan involving State Parks and a local Joint

Powers Board. This collaborative approach will ensure the Complex is well-maintained and effectively utilized.

As a resident of Cody, I am committed to supporting initiatives that promote the well-being and economic prosperity of our community. The Wyoming State Shooting Complex aligns perfectly with these goals, offering significant economic benefits and enhancing our community's recreational infrastructure.

I urge you to consider Cody, Wyoming, as the location for the Wyoming State Shooting Complex. Our community is ready to embrace this project and ensure its success. Thank you for your consideration.

Sincerely,

Ashley Trudo Cody Business Owner and Mother

Oshey Theo

### Acker Electric, Inc.

307 17th Street Cody, Wyoming 82414
Phone 1.307.587.4679 Fax 1.307.587.0114
Email ackelectric@outlook.com
Electrical Contracting, Sales and Service

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Cody, Wyoming would be an excellent choice for the new shooting complex. We have gun manufacturers, scope manufacturers and a world class firearms museum located in our backyard. We have an airport 10 minutes from the projected building site with RV campgrounds and restaurants within ten miles.

We have been Cody residence for almost 40 years and are very integrated into the outdoors and shooting sports. We have been members of the Cody Shooting Complex during that time, and are now watching our children and grandchildren enjoy the same activities.

Competition shooting, archery and firearms have been a big part of our community for an exceptionally long time, and it is only becoming more popular. It would be nice to have all these events taking place in one location.

We are all vying for this opportunity and attempting to convince you that we have more to offer than the other community. This really should not require too much convincing; Cody is the best choice for this venue.

Sincerely, Ray and Karen Lozier Owners of Acker Electric, Inc. Zachary Haskell Haskell Furniture and Flooring 3019 Big Horn Ave, Cody Wy 82414 May 28th 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street Cheyenne,
WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force.

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstening our local economy.

My family business has been a part of this community for a long time and we love to see good things to help develop our beautiful area. We feel that something like this shooting complex will bring great financial and community benefits. Along with many great opportunities in the future. This project will not only benefit Cody but the surrounding areas as well.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Zachary James Haskell

### NEWSOME INVESTMENTS

May 28, 2024

Dear State Shooting Taskforce,

I am writing to express my support for Cody to be selected as the site for the Wyoming State Shooting Complex. Cody has many unique attractions that are attractive to the shooting competitors.

One of the objectives of the state shooting complex is to provide educational opportunities. Northwest College in Powell offers an Associate degree program in Conservation Law Enforcement. The students in this program could use the shooting complex to enhance their firearms training. I serve as a trustee of Northwest College and I am fully supportive of Cody being chosen for the Wyoming State Shooting Complex.

The economic impact of the shooting complex would be a boon to Park County. There would be new businesses start the thrive with the addition of the shooting complex to the Park County.

Thank you for you work on the taskforce.

Sincerely,

**Bob Newsome** 

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003
May 29, 2024

Sirs,

I would like to express my support for the choice of Cody to be the location of the Wyoming State Shooting Complex.

I believe that no other location will offer a site that embodies the American West and Wyoming as well, as the location that Cody's committee has chosen. Broken, inspiring terrain with wide vistas of mountains and prairie, minutes from one of the most historically important towns in Wyoming.

The broken terrain offered at the site will enable the State of Wyoming the opportunity to create truly world class Sporting Clays, FITASC, 3-Gun and 3D Archery courses while the rolling hills will afford the public easy access to Skeet, Trap, Rifle and Hand Gun ranges.

As well there is abundant space for the Club House, Parking, Camping and associated infrastructure and room for expansion.

In short the site selected by the Cody Committee cannot be beaten, it is magnificent.

The construction of the Wyoming State Shooting Complex will bring international scale shooting completions and their associated economic benefits to the community which is chosen. This is of critical importance to the project. But the economic benefits can be multiplied many times over if Cody is selected.

As important as the site's magnificent setting is, its place in the larger Cody environment gives its choice as the location of the Wyoming State Shooting Complex even greater benefits to those coming to a shoot. Minutes away from Cody, known worldwide as a portal to Yellowstone National Park, it offers many attractions. The Buffalo Bill Center of the West is a world class complex of 5 museums including the Winchester Gun Museum, the largest collection of guns in the world. Nightly rodeos and the Cody Stampede, the richest one go rodeo in the world. Old Trail Town, the Cody Heritage Museum, Olive Glen Golf Course, Cody Country Art League, the Buffalo Bill Dam Visitors Center and the list goes on and on. Downtown offers great shopping opportunities from outdoor equipment to souvenirs, western wear, art, and antiques. The town also has existing accommodations and restaurants to accommodate those traveling in for the completions.

In the larger picture, the benefits to the competitors and the State of Wyoming lies in the fact that Cody sits in the center of a unique area. Just a day trip away the folks attending a shooting competition can augment and extend their stay in "Cody Country". Just an hour south they can visit the largest Hot Springs complex in the world in Thermopolis, with the added surprise of a quick stop on the way in Meeteese to walk their board walks and experience a bit of the old west. A short drive to the east will take them to the bad lands of McCullough Peaks and the possibility of seeing free range horses on their public land. Seventeen miles north will take them to the Chief Joseph Highway, with its historic and breathtaking views as well as its route to Yellowstone National Park thru Cook City or the Bear Tooth

Highway and a stop in the picturesque Red Lodge. And of course, they can head west up the North Fork of the Shoshone, driving thru the nation's 1<sup>st</sup> National Forest on their way to the nation's 1<sup>st</sup> national park, Yellowstone National Park.

This means there is the opportunity to extend the competitor's stay and well as expand the number of people that accompany them. This can only be to the benefit of the Cody and its surrounding area, and also to the benefit of the entire State of Wyoming.

Now all that may make you think that I'm a card carrying member of the Chamber of Commerce, I'm not. I came to Cody Wyoming in 1979 to work in the oil patch for Marathon Oil Company. The Cody country was much different then. It was younger, more vibrant, busier and wealthier. The tourism trade made Cody a fun place in the summer and the oil industry paid the bills with their enormous tax contributions and payrolls. Things have changed, the oil industry has steadily declined, as has their economic impact and the town is much quieter even in the summer.

The addition of the Wyoming Shooting Complex to the community will add some of the excitement and fun back to the community.

I am a life member of the Cody Shooting Complex which itself is home to a world class Sporting Clay Course and hosts a variety of local and regional shoots. Its existence will enhance the Wyoming Shooting Complex as it will allow the competitors a place to tune up before their competition. I hope that when Cody is selected as the home of the Wyoming Shooting Complex it will promote cooperation with the Cody Shooting Complex.

Good luck to all of you in your deliberations. Again, my hope is that you make the best decision, approval of Cody as the home of the Wyoming Shooting Complex.

Sincerely,

Mike Cox PO Box 1804

Cody. WY 82414

### **Denny Menholt Chevrolet GMC**

1172 16<sup>th</sup> St Cody, WY 82414

May 30, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

I have enjoyed attending the Community meetings about the State Shooting complex. Cody is such a great place for this fantastic project and the economic benefits are numerous to our community and businesses. There are many ways in which the facility can also grow to be a stronger part of our community and Park County. Including meeting rooms and areas for events in the winter would be a great addition for our community.

I have been in business management in Cody for over 30 years. We are one of the largest employers in downtown Cody with over 30 employees. We look forward to being involved as a corporate member of this fantastic facility.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to

the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

Bert Miller

Bert Miller, General Manager Denny Menholt Chevrolet GMC Luke V. Hopkin Insurance Agent 2 Antique Lane Cody, Wy 82414

5/29/2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office
Wyoming State Capitol
200 W 24 Street
Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my full support for the Wyoming Shooting Complex to be located in Cody. As a Cody native and local business owner I have had years of experience with the passionate firearms enthusiast and sportsman in our area. Firearms are a part of Cody culture, from shootings sports, to hunting, to collecting – Cody is still the West when it comes to gun ownership.

I believe that the Shooting Complex, envisioned during the 2023 Legislative Session, will enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

Loke V. Hopkin

John Hollander RSC Powersports LLC Cody, WY 82414 May 28, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

The proposed site in Cody stands out due to its expansive 2,000+ acres, varied topography, and breathtaking views. These features not only provide an optimal setting for diverse shooting activities, but also enhance the visitor experience making it a destination in itself. Furthermore, its proximity – less than 10 minutes from Cody – ensures easy accessibility to the site. Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy. We are highly confident that this complex will drive a strong and positive impact on the community as well as the regional economy via increased employment and revenue generated for hotels and meals.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated re-establishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events. As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

John Hollander

Yerguides.io 1407 24th St Cody, Wy, 82414

May 25, 2024

Wyoming State Shooting Complex Oversight Task Force c/o Legislative Service Office Wyoming State Capitol 200 W 24 Street Cheyenne, WY 82003

Dear Members of the Wyoming State Shooting Complex Oversight Task Force,

I am writing to express my enthusiastic support for locating the Wyoming State Shooting Complex in Cody, WY. The proposed site offers unparalleled advantages that make it the ideal location for this world-class facility, envisioned during the 2023 Legislative Session to enhance economic opportunities and development in Wyoming through shooting sports and education.

Cody is a well-established tourist destination welcoming over 800,000 visitors annually to attractions including Yellowstone National Park, the Buffalo Bill Center of the West, the Cody Stampede, the Nite Rodeo, and dozens more unique visitor experiences provided by the community. The addition of the State Shooting Complex will seamlessly integrate into this vibrant tourism destination, further bolstering our local economy.

I have a web based business in the travel/tourism industry. The Wyoming State Shooting Complex located in Cody not only drives interest in my business but also drives interest in Park County and NW, Wyoming. Having this amazing complex helps my recruitment efforts for relocating employees to Park County. It also attracts more people flying and traveling into the area throughout the year helping to diversify our economy while celebrating our Wyoming way of life.

Cody's community is exceptionally well-equipped to accommodate the influx of visitors that the Shooting Complex will attract. With an exceptional amount of lodging properties and an extensive array of dining options, Cody can comfortably support large-scale events. Additionally, the anticipated reestablishment of air service to Salt Lake City will further enhance accessibility in addition to Denver and other surrounding cities.

Organizations such as Precision Rifle Series, National Rifle League, American Trap Association, USA Shooting and the National Practical Shooters Association have expressed interest in returning to Cody and are likely to bring events to the complex. Cody's relationships with these shooting sports organizations highlight the community's reputation and readiness to host national events.

As Cody's Shooting Complex Working Group prepares to submit the proposal, I encourage you to consider the profound benefits that locating the Wyoming State Shooting Complex in Cody, WY will bring. Our community's infrastructure, western hospitality, and passion for shooting sports make Cody the perfect choice for this initiative.

Sincerely,

Marko Ruble

# Two of a series of 14 Facebook Posts designed to raise awareness and gather data!

### Forward Cody Wyoming

Published by James Klessens ② · September 12, 2023 · ③

Like a puff of smoke, your chance to provide input on the Wyoming State Shooting Complex is disappearing! Complete the survey at:

### http://www.surveymonkey.com/r/WyomingShootingComplex

For more information on the local effort, contact Forward Cody at 587-3136.



### **Forward Cody Wyoming**

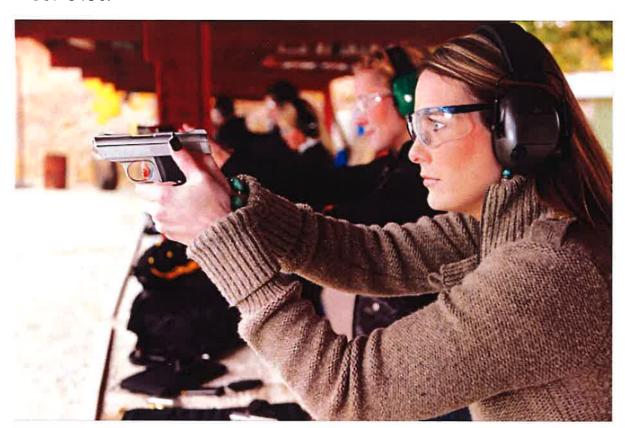
Published by James Klessens ② · September 14, 2023 · ③

One more day to take the survey for the Wyoming State Shooting Complex!

Find it at:

### http://www.surveymonkey.com/r/WyomingShootingComplex

For more information on the local effort, contact Forward Cody at 587-3136.



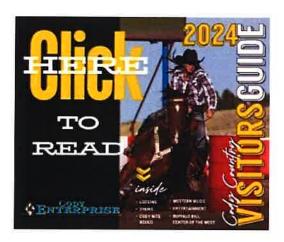
### State shooting complex could bring Olympic sports to Cody

By Garrett Ammesmaki Editor, garrett@codyenterprise.com Feb 7, 2024

A possible state shooting complex could bring Olympic shooters to Park County.

"If we could involve the Olympic team, and we already have their blessing ... if you built a bunker, which is an Olympic trap, they could nearly guarantee international shoots," said Scott Weber, a member of the committee to bring the shooting complex to Park County. "That could give our youth a shot at the Olympics."

Last week, Weber went to a Safari Club International meeting in Nashville, one of the sponsors of the U.S. Olympics shooting teams. He, along with Craig Kozeniesky, USA Shooting CEO, and six Olympic shooters were all "enthusiastic" about bunkers coming to Wyoming, he said.



If a facility allowed for Olympic traps and skeet disciplines, "that would mean Olympic level athletes coming here from all over the world," said Weber.

The county commissioners received an update from the committee working to make Park County the location for the Wyoming State Shooting Complex during their meeting Tuesday, Feb. 6. Cody Mayor Matt Hall, state Rep. Sandy Newsome and committee liaison Lee Livingston spoke to the commissioners about where they are in the process, the difficulties involved and Cody's chances at getting the bid on the complex.

"We're committed because we believe we have the infrastructure, and now we have identified land" that is suitable, said Newsome. While she did not specify which sites they were looking at, Newsome said that Cody has a leg up on the competition.

Other communities don't have hotel rooms or other infrastructure that allow for it, she said. Cody also has the Buffalo Bill Center of the West, which is another advantage, as it allows for the creation of events.

"Other communities in our state will have to go out and attract events, but we have the ability ... to create our own events," she said. "We're not sidelined by having to be beholden to the industry."

If Cody were chosen as the location for the shooting complex, the state of Wyoming would take on the design task, "which is great, because they can bring in expertise that we cannot afford," said Newsome.

Hall saod Cody has the support of many people around Park County, including the Powell mayor, as well as the Powell Chamber of Commerce. Currently, there is some competition from other counties, including Hot Springs, but he said Big Horn County has withdrawn from "any desire to go after this."

"Cody obviously makes a very good candidate," he added.

However, other issues complicate the pitch, such as affordability in maintaining the space and longevity for slower seasons or when there aren't any events. Commissioner Lloyd Thiel asked if that were possible or if the committee had anything in the works to address it.

"My biggest concern is building something that we can't afford," he said.

The committee is currently working on a business plan that will address financial concerns and source funding to make the complex sustainable, "which includes a backup plan for years that are not as productive as other years, in order to maintain the staff," said Newsome.

March 1 is the deadline for the committee's first proposal, with the second one being in May, said Livingston. While they did not ask for any money from the county on Tuesday, he said they intend to create a joint powers board to receive moneys and get the proposal moving forward.

The committe may ask various organizations to "pony up and move this forward," he said.

### Cody vies for state shoot facility

May 20, 2024

By Chris Bacon, Editor

chris@codyenterprise.com

Cody should become the site of the proposed \$10-million, world-class shooting facility, supporters said at a public meeting May 15 at the Cody Auditorium.



"We can build more hotels," State Rep. Sandy Newsome said in response to what she sees as the chief concern about the project — the additional strain on the local infrastructure that large shooting events would cause.

The Wyoming Legislature approved funding for the project last year and created a task force to recommend a location for the complex to the legislature. Eight locations have been proposed so far, with the deadline for proposals due June 3.

Just south of Cody is the proposed location in Park County. Other proposals have been filed for sites in

Natrona, Campbell, Sheridan, Hot Springs, Uinta, Laramie, and Platte counties.

About 30 people attended the meeting, with Cody Mayor Matt Hall introducing each speaker, Newsome first.

Other speakers shed light on other aspects of the project.

Paul Brock, owner of the Cody Firearms Experience, said "The legislature wants Wyoming to be seen as a gun-friendly state." He added, "Maybe this will bring in firearms jobs to replace lost mining jobs."

Brock said he saw the existing Cody Shooting Complex retaining most of its local audience, as the new facility would bring in competitors from out of state. This would allow casual shooters a place to shoot on the weekend even when a large national shoot was in town at the new facility, so there would be minimal competition between the existing Cody Shooting Complex and the proposed facility.

James Klessens, President of Forward Cody, said the challenge from the state was to propose a facility that could handle 12-15 major events in a summer. He estimated an operating budget of \$500,000 a year for the new facility and said he believed the facility would generate sufficient revenue to be self-supporting.

Klessens was optimistic about Cody's chances, saying "There is no better place in Wyoming than here."

Retired banker Glenn Ross described the proposed location as 4 miles south of the airport. He noted that it had all the features that the task force is looking for – greater than 2,000 acres that are already state land, and thus do not need to be purchased, varied topography, and far enough from the city for safety and noise abatement but close enough for convenience.

Ross spoke to another concern with the project, that 77% of Park County is already public land – some 3,350,000 acres – noting this site will only occupy 0.0008% the county's public acreage.

State Rep. Rachel Rodriguez-Williams endorsed the Cody proposal, saying "I ask you to soak in all of this info and then I ask for your support."

The proposed new facility will have long-range rifle ranges to 1,500 yards, high-terrain rifle ranges, a cowboy action shooting village, three sporting clays ranges, 10 trap ranges, six skeet ranges, 3D archery, support and maintenance facilities, a campground, and spaces for vendors and food trucks.

The \$10 million for the project will come from the state general fund (50%), the Game and Fish budget (25%) and the tourism council (25%).

The task force will evaluate each proposal between June 8-19 and make a recommendation to the legislature, which will most likely approve the choice made by the task force, Newsome said.

For more information, see the Wyoming Legislature website under committees\shooting complex.

# POWELL TRIBUNE

(/)

\*\* (/) NEWS (/NEWS/) SPORTS \* (/SPORTS/) CALENDAR (/CALENDAR/)

OPINION \* (/OPINION/) OBITUARIES (/OBITUARIES/) MARKETPLACE \* (/MARKETPLACE/)

PUBLIC NOTICES \* (/LEGALS/) SEND US YOUR NEWS! \* (/FORMS/SUBMIT-NEWS/)

WEB EXTRAS \* (/PREMIUM/) SUBSCRIBER SERVICES \* (/SUBSCRIBE/)



## Streamlining Your Mortgage Lending Process





(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=12\_zoneid=3\_cb=4b8a05a7e0\_oadest=https%3A%2F%2Fwww.gofirstbank.com%2Ffirstlink)

▲ You have 3 free items remaining before a subscription is required. Subscribe now! (/subscribe/?town\_id=0&lcid=116193) | Log in (/login.html)

# State shooting complex group IDs potential sites, benefits



(https://delta.creativecirclecdn.com/powell/original/20240215-102405-SC.jpg)
Cody Rep. Sandy Newsome (from left) Commissioner Lee Livingston and Cody

Cody Rep. Sandy Newsome (from left), Commissioner Lee Livingston and Cody Mayor Matt Hall speak to commissioners Feb. 6 about their work on trying to bring the state shooting complex to Park County.

TRIBUNE PHOTO BY ZAC TAYLOR

Posted Thursday, February 15, 2024 8:20 am

### By Zac Taylor (mailto:zac@powelltribune.com)

Park County is starting to look like one of the favorites to land a state shooting complex.

At a Park County commissioner meeting last week, a few of the leaders of the county effort provided an update on their progress. Search

Q

Advanced search (/search.html)

### **LOCAL NEWS**

Bugling from the heart (/stories/bugling-from-the-heart,128043)

Tourist busted for stealing ferret pelt (/stories/touristbusted-for-stealingferret-pelt,128042)

Garage, home damaged in Friday fire (/stories/garage-homedamaged-in-fridayfire,128041)

Powell Middle School joins RIDE initiative (/stories/powell-middle-school-joins-ride-initiative,128040)

County agrees to improve, maintain road to potential shooting complex (/stories/county-agrees-to-improve-maintain-road-to-potential-shooting-complex,128039)

"It's been said this is Park County's to lose," said Commissioner Lee Livingston, who's representing the commission on the local working group.

The shooting complex is projected to come to fruition in early 2026, assuming approval by the Wyoming Legislature in the 2025 legislative session. The state will select the preferred site and invest \$10 million in state funding to complete the facility.

The local working group has already started looking for an appropriate site, the needed infrastructure and putting together a pitch for Cody to be the selected location.

"The first task was to see if we had a site," Livingston said, "and it appears we have two sites."

Livingston said the two large parcels of state land are roughly 15 minutes from Cody — one along Wyo. Highway 120 South between Cody and Meeteetse, and the other near Wyo. Highway 120 North, south of its intersection with Wyo. Highway 296 (the Chief Joseph Highway).

Livingston said the group wanted to shy away from federal land due to the extra requirements that would be needed. Both potential locations include more than enough state land for the high end of the required space -2,500 acres - although Livingston said they're expecting to use around 2,000 acres.

"I've been out to the site in Park County and I don't know of anyplace better," said Rep. John Winter (R-Thermopolis).

The legislator, whose district covers southern Park County, has been involved in the state shooting complex process since the early stages. Fellow Rep. Sandy Newsome (R-Cody) also attended the meeting and is on the local working group.



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=97\_zoneid=12\_cb=24b2cb3a41\_oadest=http s%3A%2F%2Fwww.codyregionalhealth.org%2F)

According to the group, the proposed Buffalo Bill Shooting Complex and Education Center would be a world class competitive events facility. It would host state of the art shooting venues for recreational and competitive handgun, rifle, shotgun and archery shooters. The complex would have the capacity to host local, regional and national events of up to 500 competitors.

Cody Mayor Matt Hall said the need to host hundreds of people makes Cody a good candidate: The county has 65 lodging properties with 2,802 rooming units, according to working group documents, as well as 52 restaurants, 52 fast food outlets, 51 food trucks and 15 caterers available to meet the needs of an influx of guests.

Hall also noted the proposal has the support from Powell Mayor John Wetzel and Powell Economic Partnership Executive Director Rebekah Burns.

"This will benefit all of the Big Horn Basin," Commissioner Lloyd Thiel said, "even Hot Springs [County]."

Thermopolis has another potential site in the running, along with Fremont County. However, if those proposals fail to advance, Winter said the Fremont and Hot Springs groups would prefer Park County over Casper, another strong contender.



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=87\_zoneid=1\_cb=92df310208\_oadest=https%3A%2F%2Fpowelltribune.photoshelter.com%2Findex)



PROTECT YOUR HOME WITH

### Regular Alarm Checks

SMOKE ALARMS

Test monthly and replace batteries twice a year

CARBON MONOXIDE ALARMS

Test monthly and replace batteries annually

SECURITY ALARMS

ispect monthly consider yearly professional maintenance

WATER LEAK ALARMS

Check monthly, especially in areas prone to moisture, and replace batteries annually to prevent water damage



The Real Estate Connection

Fellow

Protect your home with regular alarm checks! Here is a quick reminder to stay vigilant by inspecting these essential alarms... (View post)

08:41AM



### The Heartland Assisted Living Facility

639 Ave H, Powell, WY





(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=173\_zoneid=1\_cb=4478ff4c51\_oadest=https%3A%2F%2Fwww.rbawyoming.com%2Fabout-us%2Fspecial-offers%2F%3Futm\_source%3DPowell%252

Hall said the local group is working hard on a strong proposal. In addition to noting area amenities, the pitch will highlight the fact that Park County boasts the highest number of gun manufacturers per capita among the state's 23 counties.

The area is also a favorite of many top shooters, Hall said — something he and Forward Cody CEO James Klessens discovered while attending the annual SHOT Show convention.

The working group will submit their initial proposal to the State Task Force on March 1. Immediately following that submission, a more robust final proposal will be developed for submittal and review in late summer. The State Task Force will make a recommendation to the Legislature in November.

A final decision is expected in March of 2025.

### **Comments**

0 comments

STATE OF THE PARTY OF

Add a comment...

Facebook Comments Plugin

### OTHER ITEMS THAT MAY INTEREST YOU

Bugling from the heart (/stories/bugling-from-the-heart,128043)

Tourist busted for stealing ferret pelt (/stories/tourist-busted-for-stealing-ferret-pelt,128042)

Garage, home damaged in Friday fire (/stories/garage-home-damaged-in-friday-fire,128041)

Cody art show reveals area talent (/stories/cody-artshow-reveals-area-talent,128051) OTribune%26utm\_medium%3DBanner%26



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=177\_zoneid=1\_cb=ac3f95cc0b\_oadest=https%3A%2F%2Fdelta.creativecirclecdn.com%2Fpowell%2Ffiles%2F20230504-161445-







There's still one week left to enter our annual Cutest Pet Contest!

Deadline for entries is June 6 at 5 p.m. We will be posting an album June 7 with all entries at noon for voting on our Readers' Choice Award. Winners will be announced in our Tribune Tails special section set to publish on June 18



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=209\_zoneid=1\_cb=1186d9a83e\_oadest=https%3A%2F%2Fabsarokasl.com%2F)

# POWELL TRIBUNE

(1)

# (/) NEWS (/NEWS/) SPORTS ~ (/SPORTS/) CALENDAR (/CALENDAR/)

OPINION ~ (/OPINION/) OBITUARIES (/OBITUARIES/) MARKETPLACE ~ (/MARKETPLACE/)

PUBLIC NOTICES ~ (/LEGALS/) SEND US YOUR NEWS! ~ (/FORMS/SUBMIT-NEWS/)

WEB EXTRAS ~ (/PREMIUM/) SUBSCRIBER SERVICES ~ (/SUBSCRIBE/)



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php?
oaparams=2\_bannerid=193\_zoneid=3\_cb=c1bfb93708\_oadest=https%3A%2F%2Fhealth.wyo.gov%2Fpublic
health%2Fimmunization%2F%3Futm\_source%3Dwpa%26utm\_medium%3Dgeneral%26utm\_campaign%3Dtha
nkavaccine\_2024\_eng%26utm\_content%3Dhaemophilus)

A You have 4 free items remaining before a subscription is required. Subscribe now! (/subscribe/?town\_id=0&lcid=128039) | Log in (/login.html)

# County agrees to improve, maintain road to potential shooting complex

Posted Thursday, May 30, 2024 8:20 am

### By Zac Taylor (mailto:zac@powelltribune.com)

The Park County commissioners are showing their commitment to bringing the state shooting complex to the county.

On May 21, commissioners voted 3-1 to provide up to \$750,000 in inkind work to build out a gravel road that leads to the state land where the proposed shooting complex would be built if the site south of Cody is chosen. The county would then maintain the road through BLM land, although there has been no decision yet on the level of maintenance.

County Engineer Brian Edwards said cost for the material would be \$350,000 at present conditions if they have to get it from offsite, although that cost would plummet if materials can be used onsite. Commissioner Lee Livingston said in talks with regional BLM leadership that is a distinct possibility.

Commissioner Lloyd Thiel said the decision to vote in favor was made as a way to support what would be a large economic benefit to the county as it could draw in hundreds of people for big shooting events.

"We're not doing this just to help a specific group, this is for everybody, millions can be brought in," he said.

Search

Q

Advanced search (/search.html)

### LOCAL NEWS

Bugling from the heart (/stories/bugling-fromthe-heart,128043)

Tourist busted for stealing ferret pelt (/stories/tourist-busted-for-stealing-ferret-pelt,128042)

Garage, home damaged in Friday fire (/stories/garage-homedamaged-in-fridayfire,128041)

Powell Middle School joins RIDE initiative (/stories/powellmiddle-school-joinsride-initiative,128040)

County agrees to improve, maintain road to potential shooting complex (/stories/county-agrees-to-improvemaintain-road-to-potential-shooting-complex,128039)

"There's two things involved there," Chair Dossie Overfield said. "There's the economic development that can help all of us in Park County as far as the uses and more people coming for multiple reasons. The other thing is it is access to public lands. We've heard for years, or I've heard for years, that we need to be sure that the county keeps that available and this is just one more area for that to happen."

Commissioner Scott Steward was the lone no vote, but he said he does support the project despite it reducing some off road access to the state land. His issue, he said, was in promising to build and maintain a road in the future before knowing if they'll have the money to do so.



(https://powellbanners.creativecirclemedia.com/www/delivery/ck.php? oaparams=2\_bannerid=97\_zoneid=12\_cb=da56eee3f9\_oadest=https %3A%2F%2Fwww.codyregionalhealth.org%2F)

The local state shooting complex task force members are actively working on a business plan to present at the next state committee meeting, after which state officials will go to each site to examine them.

After the state committee chooses a location, the winner will have \$10 million in state funds to help design and build the facility.

The proposed complex will include a welcome center in one corner for people to enter the facility, with small ranges like pistol bays, trap and skeet shooting in the vicinity. There will also be areas for long range shooting in other areas of the more than 2,000 acre site.

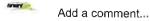
The State Task Force is expected to make a recommendation to the Legislature in November as to which of the nine sites to select, and a final decision is expected in March of 2025.

The shooting complex is projected to come to fruition in early 2026, assuming approval by the Wyoming Legislature in the 2025 legislative session. The state will select the preferred site and invest \$10 million in state funding to complete the facility.

Park County is one of nine counties in the running for the complex.

### Comments

0 comments



Facebook Comments Plugin

### OTHER ITEMS THAT MAY INTEREST YOU

Bugling from the heart (/stories/bugling-from-the-heart,128043)

Tourist busted for stealing ferret pelt (/stories/tourist-busted-for-stealing-ferret-



Planty Flanting & Cablest Deplay Control (406) 603-4466 / 2000 10ng Ara V.C. Stillings

(https://powellbanners.creativecirclemedia. com/www/delivery/ck.php? oaparams=2\_bannerid=195\_zoneid=1\_cb =3cbc1c2498\_oadest=https%3A%2F%2Fpi erceflooring.com%2F)



ROTECT YOUR HOME WITH

### Regular Alarm Checks

SMOKE ALARMS

Test monthly and replace batteries twice a year.

CARBON MONOXIDE ALARMS

est monthly and replace batteries annually

SECURITY ALARMS

and morthly consider much conferring a sixture and

WATER LEAK ALARMS

Check monthly, especially in areas prone to moisture, and replace batteries annually to prevent water damage



Follow

Protect your home with regular alarm checks! Mere is a quick reminder to stay vigilant by inspecting these essential alarms... (View post)

08:41AM



### The Heartland Assisted Living Facility

639 Ave H, Powell, WY





(https://powellbanners.creativecirclemedia. com/www/delivery/ck.php? oaparams=2\_bannerid=87\_zoneid=1\_cb= 280c8820fa\_oadest=https%3A%2F%2Fpo welltribune.photoshelter.com%2Findex)

GODY ENTERPRISE

SECTION

Thursday March 21, 2024

# Forward Cody shoots in the right direction

economic development work of Forward Cody has had large impact on Over the last two decades, the

thousand businesses on a variety of and performing a feasibility study Since 2008, the Forward Cody projects. This work includes business planning, finding a location organization has assisted over a

which would facilitate international islative session, a State Task Force One of the current projects Forshooting facility to be constructed national and regional competitive Shooting Complex. In the last legwith is the bid process for a State was established to determine the best location for a "World Class" ward Cody has become involved

The intent of the legislature is to more visitors to the state for large events and to put Wyoming on discreate a complex that will attract play as a place to house-shooting related companies.

nity have been tracking the work of participating in their meetings and people from the travel and tourism the Task Force for several months, Klessens said. "The local Working course, the shooting industry, so it sions," Forward Cody CEO James Group is comprised of a variety of sectors, local government and, of attending local work group sesrepresents all of Park County."

response was then filed on February review the state's requirements and facilitator of the group. According has been working to identify a site, Forward Cody is serving as the put forth a response to the initial Request for Proposals. The RFP to Klessens, the Working Group

proposal," Klessens said of the next "The State Task Force will then detailed proposal and conduct site issue a request for a more detailed visits during the late summer and "They intend to review this

state funding assistance to complete final determination will be made by to the legislature in November. The the 2025 session. The selected comthe Wyoming State Legislature in The State Task Force will then make an official recommendation munity will receive \$10 million in the facility.

plex opening in 2026. With all of its tourist amenities, the town of Cody will occur next year with the com-It's expected that construction would seem to be one of the top choices for a site.

the Cody Firearms Museum and the a location friendly to guns is a natuing the West. A shooting complex in appropriate use and role in develop country," Klessens said. "We know ral. Add to the mix the presence of educational opportunities it pres-"Cody is a gun-friendly place, more so than most places in the and understand firearms, their

# **FORWARD CODY**

130 Sheridan Ave. #200 JAMES KLESSENS, CEO (307) 587-3136

forwardcody.com

petitive shooting industry regarding Hall recently traveled to the Shootthe potential for a Cody-based com-Show in Las Vegas, Nevada. There they talked with people in the complex. These interested people were Klessens and Cody Mayor Matt long range, pistol, 3-gun, trap and ing Hunting and Outdoor Trade sporting clay shooters.

ty and were excited about the idea of had been to Cody, love the communi-"All of the people we interviewed having a facility to host their major events," Klessens said. "Those that

we spoke with are some of the best

discuss the project, collect input and million dollars in local revenue for a The envisioned shooting complex 4-day event. In the coming months, support and push the proposal forreaching out to the community to would host 10-12 events per year. Klessens estimates those events would bring in more than a halfthe local Working Group will be ward to the state.

Cody, economic development in town the Cody Country Chamber of Comgroup of individuals led an effort to Prior to the creation of Forward merce. Then, beginning in 2006, a was incorporated into the work of create a separate economic entity.

The entity created became Forgrant funding for local businesses CEO. Forward Cody also pursues with the objective to expand and provide a substantial number of ward Cody with Klessens as the

forwardcody.com

1130 Sheridan Ave Ste 200, Cody, WY

307.587.3136

Promoting People, Jobs, and Progress