



STRATEGIC OPPORTUNITIES

1. The Visitor Experience
2. Outdoor Recreation
3. Hospitality / Economic Development
4. Collaborations and Advocacy

DEFINITIONS

CCEDC: Carbon County Economic Development Corporation

SWORC: Southeast Wyoming Outdoor Recreation Collaborative

CDT: Continental Divide Trail

COMMUNITIES

Baggs,
Dixon,
Elk Mountain,
Encampment,
Hanna,
Medicine Bow,
Rawlins,
Riverside,
Saratoga,
Savery,
Sinclair.

Economic Development Partners:

Discover Carbon County, (Visitors Council)

CCEDC, (Carbon County Economic Development Corporation)

Rawlins DDA/Main Street, and Chambers of Commerce.

STRATEGIC OPPORTUNITY

The Visitor Experience

- a. **Improve the county's appearance** within communities and along major thoroughfares.
 - Implement “clean-up” efforts in the county and its communities
 - Maintenance of existing transportation infrastructure (roads, bridges, sidewalks, etc.)
 - Consider beautification enhancements on future road and bridge projects
 - Engage local artists and install more public art, such as murals and sculptures,
 - Support enforcement of already-established neglect / nuisance ordinances
- b. **Implement a cohesive wayfinding sign system** throughout the county, highlighting attractions and major destinations. Include community gateway entrances and consistent branding elements to present a unified, attractive welcome message to the county and its communities
 - Design a wayfinding sign system for the county and its communities. Consider how to integrate the work of SWORC into the plan
 - Pursue funding and partnership agreements with communities for the project.
 - Create and install the wayfinding signs
- c. **Support the development of new or improved attractions, amenities, and businesses** to fill community and visitor needs (as they are financially feasible).
 - Ensure that ongoing maintenance is considered
 - Encourage public–private sector collaborations to develop or improve attractions and amenities.
 - Examples include the new Saratoga trails study and Brush Creek Ranch’s support of existing and new products; County Fair, skijoring, fundraising, opening BCR amenities to the public
 - Support efforts to interpret and present the county’s rich heritage at local museums and other historic venues.
 - Support the proposed Pathways National Heritage Area which will highlight the area’s historic assets.
 - Investigate the possibility of new incentives or public financing methods to assist in the development of quality-of-life amenities
 - Encourage businesses to include more visitor supplies in their product selection.
- d. **Support downtown development efforts** in the County’s communities.
- e. **Create a Carbon County wind energy attraction** to educate and entertain visitors and residents about the wind energy industry.
 - The attraction would create positive publicity for the industry and build stronger partnerships between the hospitality industry, economic development partners, and wind energy companies
- f. **Investigate acquiring a van / bus** to assist with transportation for various travel industry needs

STRATEGIC OPPORTUNITY

Outdoor Recreation

- a. **Work with and support the Southeast Wyoming Outdoor Recreation Collaborative (SWORC)** to unite stakeholders, federal and state agencies, and hospitality members on the development of sustainable outdoor recreation.
- b. **Promote responsible outdoor recreation** opportunities
- c. **Develop and promote outdoor recreation businesses (rentals/retailers/ outfitters)** to enable easy access to the county's hunting, fishing, boating, and other recreational experiences
 - Promote existing outdoor recreation suppliers to visitors and residents using the publicity tools of economic development partners.
 - Recruit new outdoor recreation suppliers, from both inside and outside the county.
 - Consider establishing an outdoor recreation grant program to assist existing or new providers.
- d. **Enhance the visitor amenities at Seminoe State Park and the Miracle Mile area**
- e. **Promote and enhance Carbon County's extensive byways, backways, and trail network**
 - Aggressively promote the county's byways, backways, and trails network which includes the Snowy Range Scenic Byway, Battle Highway, Great Divide Mountain Bike Route, the TransAmerica Trail, the Wyoming Backcountry Discovery Routes, and the Continental Divide Trail
- f. **Promote and enhance Carbon County's Continental Divide Trail (CDT) experience**, especially as it passes through Rawlins.

STRATEGIC OPPORTUNITY

Hospitality / Economic Development Framework

a. Support efforts to improve the local hospitality workforce quantity and quality

- Investigate a partnership with a local higher education institution to provide hospitality training for area workers.
- Develop positive relationships with the WY Department of Workforce Services and other workforce agencies so they promote employment opportunities in the hospitality industry. Be the voice of the hospitality industry in workforce programs.
- Assist businesses by hosting/promoting hospitality job fairs and job boards.
- Participate in and encourage lodging / dining partners to engage with the new WY Department of Workforce Next Gen Partnership tasked with developing private sector-led initiatives to improve the hospitality workforce situation.

b. Represent the hospitality industry in policy efforts seeking to solve the county's housing challenges.

c. Encourage local governments to explore the effects short-term rental properties have on their communities.

- Consider policies and ordinances that may improve the situation for the benefit of residents, workers, and visitors.
- ~~Restricting out of state owners~~
- ~~Restricting % of units~~
- Consider licensing

d. Consider regulation and code adjustments at the state, county, and local levels to remove barriers hindering the county's economic development on issues like housing, workforce, wi-fi, etc.

- Work to improve the county's economic and livability framework.

e. Back efforts to develop new lodging and camping facilities to help reduce visitor demand for short-term rentals that reduce the availability of housing stock for residents.



STRATEGIC OPPORTUNITY

Partnerships and Advocacy

- a. **Use this Tourism Master Plan as a roadmap** for improving the hospitality industry and resident quality of life.
 - Present the Tourism Master Plan to the Carbon County Council of Governments, local governments, civic organizations, and other partners.
 - Provide regular updates of the plan's progress to elected officials, the travel industry, and the public.
- b. **Develop strong messaging about the positive impact of the travel industry** on county residents (visitor spending, hospitality jobs, taxes paid, restaurants and businesses supported).
 - Present this message through the local media, social media, annual reports, and civic club presentations
- c. **Advertise tourism within Carbon County to educate residents** of the area's amenities and to help create local pride, turning residents into area ambassadors.
 - Encourage residents to frequent local retailers and to promote them, building the retail base
- d. **Speak with one voice advocating for Carbon County** and its projects before the WY Legislature, the WY Business Council, the Wyoming Office of Tourism, and other state agencies on grants, promotions, and lobbying efforts. (Short Medium Long terms)