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# Welcome!

Laramie Tourism Coalition

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# Tourism Coalition Conveners + Supporters



City of Laramie



Albany County Tourism  
Board



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Haub School of Environment  
and Natural Resources  
Ruckelshaus Institute

With Funding From the  
Institute for Innovation  
and Entrepreneurship

# Conveners



**Scott Larson**  
Albany County  
Tourism



**Brian Harrington**  
City Council



**Todd Feezer**  
City of Laramie

# Logistics and Process Support



**Kit Freedman**  
UW: Ruckelshaus  
Institute



**Carrie Bennett**  
Facilitator



**Emma Dixon**  
UW Student  
Note Taker +

# Coalition Purpose

1. Identify and **recognize the diverse assets** that draw visitors to Laramie.
2. Explore ways to **better coordinate and leverage those resources** to attract more visitors and capture more visitor spending.
3. Embed **sustainable practices** to maximize the economic, social and environmental benefits of visitors while minimizing negative impacts.
4. Develop **working relationships and partnerships** to maintain these efforts over time.

# Local Experts (YOU!)



1. What makes this area so special?
2. How might we better promote AND protect those things?
3. How can we get folks to come, stay longer, and spend more money here?

# Coalition Membership +

- Broad stakeholders (40+) from across Laramie's visitor "assets"
- We develop creative ideas to sustainably attract more visitors and capture more of their affection (❤️ + \$) with each visit.
- We do NOT...
  - Replace the Tourism Board, the Laramie Main Street Alliance, the Laramie Business Chamber, the Laramie Public Art Coalition... **Looking for creative synergy, NOT duplication of efforts.**
  - Debate motorized vs. non-motorized trail use.
  - Debate COVID regulations.

**December 2020**

**April 2021**

1. What's the problem?

2. What's important to us in trying anything new?

3. What might we do about the problem? What might that look like?

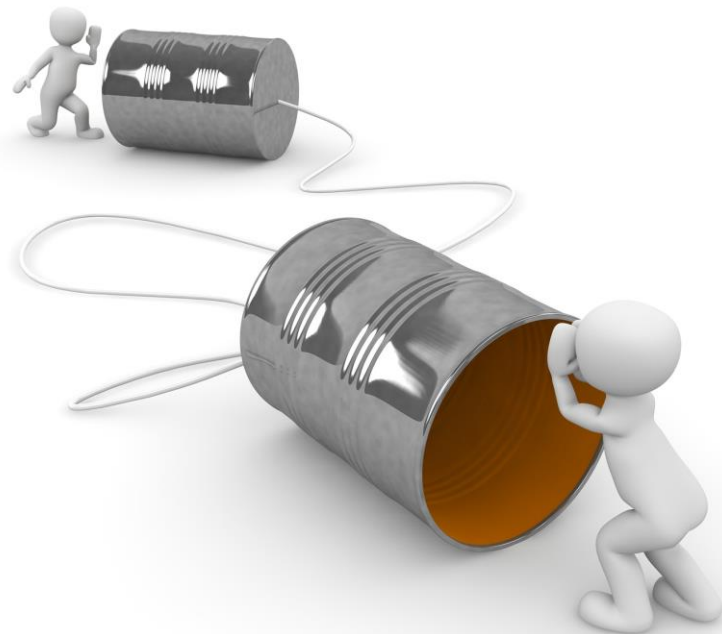
4. How might it work? How will it solve the problem?

5. What will we do? How can we collectively support the work?





# Key Findings



# Key Findings



# Key Findings



# 40+ Ideas → 6ish Recommendations

1. Beautify Entryways
2. Educate Visitors (opportunity + responsibility)
  - a. Durable Signage
  - b. Ambassador Program
  - c. User Group Self-Enforcement
3. Support Events with Tools for Cross-Promotion and Package Deals
4. Improve Access to Downtown
5. Enhance Resources and Develop Assets
6. Maintain Partnerships and Communications



# Next Steps

- Support revision and polishing of new Visit Laramie website.
- Pilot “Recreate Responsibly” campaign with eye toward future visitor education efforts.
- Share recommendations with decision-makers.
- Reconvene coalition this fall to reflect on progress.