

ADMINISTRATION

PHONE 307-686-5203

MEMORANDUM

TO: Mayor and Members of the City Council

FROM Michael Cole, City Administrator

RE: General Information

DATE: August 30, 2024

The following meetings are scheduled for the week of August 31- September 6, 2024

Monday, September 2nd - Labor Day Holiday - City Offices Closed

Tuesday, September 3rd

6:00 p.m. City Council Meeting, Council Chambers

- 1. Attached please find a **news release** regarding **City Facilities Closed on Labor Day** dated **August 29**, **2024** provided by **Public Affairs Director Toscana**.
- 2. Attached please find the CCCVB 2023 Annual Report provided by the Campbell County Convention & Visitors Bureau.
- 3. Attached please find **Wyoming Economic Indicators** dated **August 2024** provided by the **Wyoming Department of Administration & Information Economic Analysis Division**.
- 4. Attached please find a **newsletter** dated **August 29**, **2024** provided by the **Wyoming Business Council**.
- 5. Attached please find an invitation to the Memory of the 8 Run/Walk on September 16, 2024 at 4:00 p.m. at 901 S. 4-J Road provided by the Razor City Runners.
- 6. Attached please find a flyer regarding the Chamber Speaker Series Luncheon on September 10, 2024 from 11:30 a.m. 1:00 p.m. at Cam-Plex Energy Hall provided by the Campbell County Chamber of Commerce.
- 7. Attached please find thank you cards from Camporee.

MHC/adw

News

City Facilities Closed on Labor Day

Post Date: 08/29/2024 3:54 PM

City of Gillette facilities will be closed on Monday, September 2, 2024 for Labor Day.

No trash will be collected on Monday. Solid waste crews will run a double route on Tuesday, September 3 to pick up trash, recycling and yard waste for both Monday and Tuesday routes.

Return to full list >>

2023

CCCVB ANNUAL REPORT

VISITORS STATS & DIGITAL ENGAGEMENT FOR CALENDAR YEAR 2023

VISITGILLETTEWRIGHT.COM 307-686-0040





VISITOR CENTERS TRAFFIC NUMBERS

Gillette 9,799 - 2022

10,483 - 2023 Wright

3,121 - 2022 **3,038 - 2023** 7%

increase

-3% decrease



VISITOR CONTACTS

Phone Calls: 3,084 (-5%)
Emails: 380 (+38%)
Welcome Bags: 7,729 (+48%)
Mailed Visitor Guides: 1,698 (+80%)
International Walk Ins: 78 (+46%)



LODGING TAX DEPOSITS

12.4% 2022: \$984,612

increase + 122,092 2023: \$1,106,704



HUNTING INFO REQUEST

PHONE CALLS: 15 STOP INS: 49



WHERE DID THEY COME FROM???

Top 5 Domestic

Minnesota, Wyoming, Florida, California, Nebraska

Top 5 International

Canada, Switzerland, France, Germany, United Kingdom



TOUR PARTICIPATION

Eagle Butte Coal Mine: 1,238 (+1%) **Durham Bison Ranch:** 597 (-16%) **Historical Downtown:** 850 (+11%) **TravelStorys:** 311 users (+46%)



HOTEL OCCUPANCY

2022: 390,301 **6% 2023:** 416,080 increase +25,779

GRANTS TO LOCAL NON-PROFITS

2022: \$64,700 2023: \$152,380

SUPPORT

36.8% increase + 56,147



 Total Users: 96,225
 ↑ 21%

 New Users: 96,066
 ↑ 20%

 Website Sessions: 134,193
 ↑ 43%

Pages Visited per Session: 1.58

Total Page Views: 209,337 ↑ 17%

Views per User: 1.77

DIGITAL ADVERTISING ADS

Impressions: 6,752,915 ↑25% (# of times an ad appeared on a screen)

Clicks: 60,450

Click-Through Rate: 0.90%

(tourism industry average is between 0.45 - 0.65%

Followers: 16,118 ↑ 5% Reach: 4,522,758 ↑ 76% Page Visits: 39,514 ↑ 90% Page Likes: 15,374 ↑ 4%

> Women: 57.5% Men: 42.5%

Top Post Reach: 3.5M "History of Devils Tower"

SEARCH ENGINE MARKETING (SEM)

Conversions: 2,377 Click-Through Rate: 5.94% Conversion Rate: 8.42%



Followers: 1,302 ↑ 4% **Reach:** 96,202 ↑45%

Profile Visits: 1,001 ↑ 4%

Women: 68.9% Men: 31.1%

Top Post Reach: 525 "GMS Night Life"



PATHFINDER INTERNATIONAL CAMPOREE

57,000 Attendees from 106 Countries 2023 Site Visits: 5 visits W/+300PPL More Info:

https://visitgillettewright.com/thingsto-do/events/pathfinder-camporee/



RALLIES DURING 2023

COLORADO COLUMBINE WINNEBAGO CLUB: 20
DIESEL RV CLUB: 60
MONACO RV CLUB: 70
FMCA RV CLUB: 700
TOTAL OF ATTENDEES: 1,850

CMA MOTOCYCLE RALLY: 800 TOTAL

RODEOS 2023

NHSFR: 12,000+

ENERGY CAPITAL JUNIOR RODEO: 200

FIZZ BOMB CLASSIC: 300 NRCA RODEO: 600

NYE BUCK & BALL RODEO: 6,000+



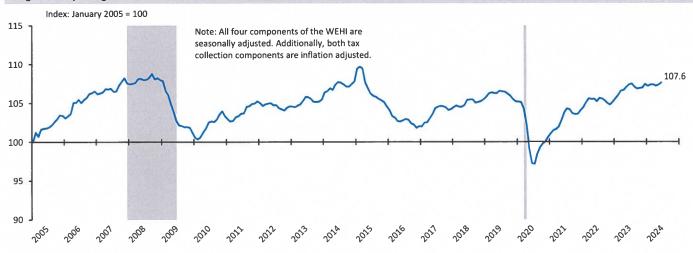
CAM-PLEX

Wyoming Economic Indicators



ECONOMIC ANALYSIS DIVISION • AUGUST 2024

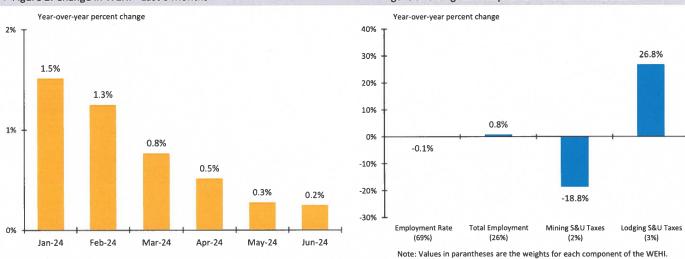
▶ Figure 1: Wyoming Economic Health Index as of June 2024



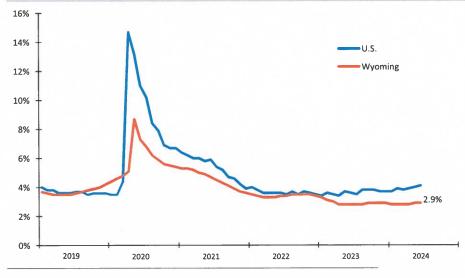
Note: Shaded areas represent U.S. recessions

▶ Figure 2: Change in WEHI - Last 6 Months

▶ Figure 3: Change in Components of WEHI - June 2024



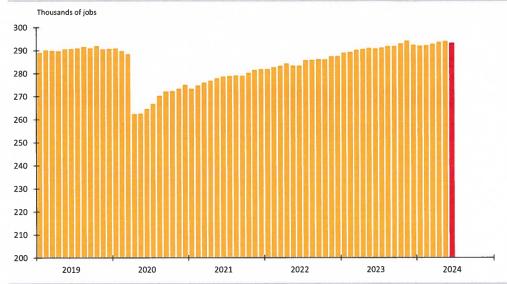
▶ Figure 4: Wyoming and United States Unemployment Rate (Seasonally Adjusted or SA)



- ▶ SUMMARY: The Wyoming Economic Health Index (WEHI) reported a value of 107.6 in June 2024 (see Figure 1). This value is higher than the June 2023 value of 107.3.
- → As seen in Figure 2, in each of the past six months (January 2024 - June 2024), the WEHI reported yearover-year increases, with the largest increase occurring in January (+1.5%).
- → Two of the four WEHI components improved in June 2024 compared to June 2023 (see Figure 3). Lodging sales & use taxes saw the largest year-over-year increase, up 26.8%.
- → The unemployment rate (SA) for Wyoming in June 2024 was 2.9%, slightly higher than the June 2023 rate (2.8%), but lower than the June 2024 national unemployment rate (4.1%) (see Figure 4). The unemployment rate has been below 3.0% for 15 consecutive months, the first time this has happened since the 2007-2008 period.

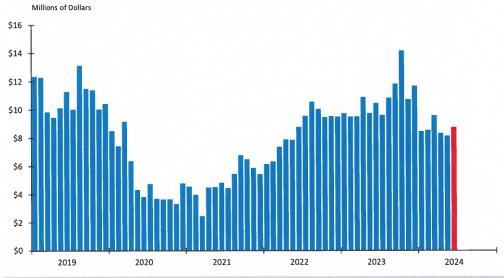


▶ Figure 5. Wyoming Total Nonfarm Employment (Seasonally Adjusted)



▶ The total number of nonfarm payroll jobs in June 2024 was 293,200, higher than the June 2023 number by 2,300 (+0.8%) (see Figure 5). Total employment has continued to see year-over-year growth, but the growth rate is slowing down.

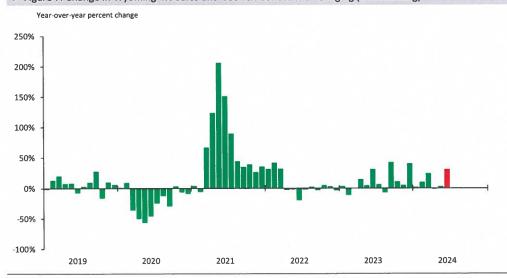
▶ Figure 6. Wyoming 4% Sales and Use Tax Collections - Mining Sector (1-Month Lag)



→ Wyoming's collection of the 4% sales and use tax from the mining sector was \$8.7 million in June 2024, \$1.7 million less (-16.3%) than June 2023 (see Figure 6).

Note: The value for June 2024 in Figure 6 is actually collections from July 2024 because there is approximately a 1-month lag between collections and sales activity.

▶ Figure 7. Change in Wyoming 4% Sales and Use Tax Collections - Lodging (1-Month Lag)



→ Wyoming's collection of the 4% sales and use tax from lodging was \$6.0 million in June 2024, 30.5% more than June 2023 (see Figure 7).

Note: The value for June 2024 in Figure 7 is actually based on collections from July 2024 because there is approximately a 1-month lag between collections and sales activity.



• CONTACT:

Dylan Bainer, Principal Economist, Economic Analysis Division, Dept. of Admin. & Info., WY State Government.

• QUESTIONS?

Phone: 307.777.7221

E-mail: dylan.bainer@wyo.gov

Website: http://eadiv.state.wy.us

Wyoming Economic Health Index Addendum

The Wyoming Economic Health Index (WEHI) is a coincident economic indicator designed to provide a current assessment of the state's economy. There are four components of the WEHI. The first two components, unemployment rate and total nonfarm employment, are included to capture overall labor market activity for Wyoming. The third component, sales and use tax collections related to the mining sector, captures economic activity related to mineral production in the state. The fourth component, sales and use tax collections related to lodging, serves as a proxy for tourism activity in the state.

Unemployment Rate: The first component of the WEHI is the unemployment rate. This statistic measures the percentage of people in Wyoming actively looking for work but do not have jobs. In the WEHI model, the employment rate (100% minus the unemployment rate) is indexed rather than the unemployment rate because an increase in the employment rate, similar to an increase in total employment, mining activity, and tourism activity, is considered to be a positive for the state's economy. The unemployment rate is available monthly, seasonally adjusted, from the U.S. Bureau of Labor Statistics.

Total Nonfarm Employment: The second component of the WEHI is total nonfarm employment. This statistic measures the number of people who have wage or salary jobs in Wyoming. The total nonfarm employment is available monthly, seasonally adjusted, from the U.S. Bureau of Labor Statistics.

Mining Sales & Use Tax: The third component of the WEHI is the sales and use tax collected from the mining sector (including oil and gas extraction). Because sales and use tax collections the state receives for a given month represent transactions that took place 4 to 6 weeks prior, the data is lagged one month in the WEHI model. This statistic is available monthly from the State of Wyoming's Department of Revenue. The data is adjusted for inflation using the Consumer Price Index for All Urban Consumers from the U.S. Bureau of Labor Statistics. The data is also seasonally adjusted.

Lodging Sales & Use Tax: The fourth component of the WEHI is sales and use tax collections from lodging. Again, because sales and use tax collections received by the state for a given month of transactions represent transactions that took place 4 to 6 weeks prior, the data is lagged one month in the WEHI model. This statistic is available monthly from the State of Wyoming's Department of Revenue. The data is adjusted for inflation using the Consumer Price Index for All Urban Consumers from the U.S. Bureau of Labor Statistics. The data is also seasonally adjusted.

Methodology: Each series for the components discussed above are standardized starting in January 2005, resulting in a value of 100 for each component and the WEHI. As each component changes from month to month, the WEHI value changes. Next, the standard deviation of each component's standardized series values is calculated, followed by the calculation of the inverse of each component's standard deviation. Next, the individual inverse standard deviations are standardized, resulting in weights that sum to 1. The rationale for this weighting approach is that the components that are more stable over time will have a smaller standard deviation and thus, a larger inverse standard deviation and weight. A large shift in a typically stable data series would provide a better signal of a change in the economy than a large shift in a data series that typically has large fluctuations. Therefore, this weighting approach allows the WEHI to put a larger weight on the more stable components so that if they do experience a large shift, the WEHI's value will be affected more to represent the change in the state's economic conditions. Lastly, a 3-month moving average is used in order to smooth out the index. This helps eliminate large "spikes" that may occur due to a certain component recording an unusually high or low value in a given month.





Angela Williams <angelaw@gillettewy.gov>

Greg /// WBC August News

Wyoming Business Council <news@wyomingbusinesscouncil.ccsend.com> Reply-To: wbc-marketing@wyo.gov

To: angelaw@gillettewy.gov

Thu, Aug 29, 2024 at 9:05 AM





Looking Through Another Important Lens

A Note from CEO Josh Dorrell

School is beginning across Wyoming and whether you're sending your kids off on the school bus or helping them unpack at the University of Wyoming or our many great community colleges, summer is winding down and the next chapter is beginning.

When I witness the students at UW here in Laramie rolling in, I am in awe and reminded that they are our future. And it looks bright.

But, as the data shows, I also remember that we are losing these bright minds, future entrepreneurs, and leaders to neighboring states and other opportunities.

We must listen to these young people, many of whom were born and raised in Wyoming, about the

challenges they face staying in their home state and what they are looking for when deciding where to begin their careers and families.

Our resilient goals for our towns and cities involve retaining and attracting this next generation. They are the new employees at our local hospital, the entrepreneurs who are bringing innovation and expanding technological solutions, and the brave small business owners who will take over the ownership of your local shops.

We must listen to the voices of the future and work to find a balance between the urgent needs of today and the important vision for tomorrow.

Join us on Tuesday, Sept. 10, at 3:30 pm to hear from some very motivated and inspiring college students to understand their perspectives and what factors determine where they will spend their future (see below for more details).

Shaping Wyoming's Future: A **UW Student Panel Discussion**

The Wyoming Business Council has been working with some very motivated and inspiring young people to understand their goals and what factors contribute to deciding where they will spend their future. To broaden our reach, we are hosting an event at the University of Wyoming College of Business on Tuesday, Sept.10, in conjunction with our quarterly Board of Directors meeting. This is an opportunity for UW students to share their concerns, visions, and ideas on why they choose to stay in or leave Wyoming with people like you who can make decisions that can influence that future.

Our goal is to create a forum for students to share their voices so we can all work together to identify ways to ensure everyone has the chance to thrive in the Cowboy State.

Tuesday, September 10

UW College of Business Atrium & Auditorium

Agenda

3:30 pm - 4:30 pm: Mixer Event

4:30 pm - 6:30 pm: Panel Discussion and Q&A

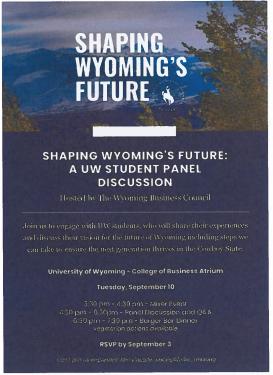
6:30 pm - 7:30 pm: Burger Bar (Vegetarian Options Available) This event is open to the public and UW students. Please share this event information with your colleagues, friends, and family, and especially with any UW students in your life, and RSVP by Sept. 3.

If you are unable to attend in person, the panel discussion will be available via Zoom at wbc.pub/wbc_meeting.

Event Details & RSVP

WBC Welcomes Two New Team Members

The Wyoming Business Council (WBC) is thrilled to announce the addition of two dynamic new members to our team. Both bring a passion for the state and helping people connect to opportunities. Learn more about the entire WBC team and how we're working to build a more resilient Wyoming at wyomingbusiness.org.





CHAD BOLLING, BROADBAND MANAGER

Chad Bolling from Sheridan recently stepped into the role of Broadband Manager after longtime Business Council team member Elaina Zempel retired earlier this summer. He has been busy learning the ins and outs of the numerous federal and state programs the Wyoming Broadband Office is working with to enhance connectivity across the state.

He brings nearly 10 years of experience in the telecom industry to our team. He began his career at Level 3 Communications (now Lumen) in customer care then worked at Zayo Group for eight and a half years in various roles in project management, fiber engineering, and customer success.

He was eager for the opportunity to use his telecom experience to help bring rural broadband to those in Wyoming and is most eager to use this as an opportunity to serve those in every community across the state.

Learn More About Our New Team Members



BRITTNIE FAULKNER, STARTUP GRANTS MANAGER

Our latest WBC newcomer is Brittnie Faulkner from Powell. She joins us in a new role for our team as Startup Grants Manager.

Brittnie was interested in this position with the Business Council for two reasons: One, the chance to support her home state in strategic growth and diversification to increase economic stability; and two, to support small businesses in creating a solid foundation for long-term business growth and execution.

"I'm excited to learn more about the communities and people across the state," she said. "I hope to be able to create a lasting, positive impact on small, local businesses and the communities they are a part of.

"I love the support and community in Wyoming," she continued. "At the root, Wyoming loves its people. There is always someone willing to lend a helping hand."

Deadline Approaching to Apply for Community Development Grants

The Wyoming Business Council offers two rural development grant options for communities and organizations to improve the conditions of rural Wyoming: Community Development Grants and Leadership Grants. Each has a different scope and focus.

Community Development (CD) Grants are available for projects that enhance a rural community's quality of life through economic development projects and have a maximum award of \$10,000. Grant recipients are limited to one project at a time and one project per year. This is a reimbursable grant and applicants must obtain grant approval before initiating any activities.

Eligible applicants include



Rural communities with a population of less than 50,000 (as defined by the USDA)

Cities, towns, joint powers boards, or Northern Arapaho and Eastern Shoshone tribes

Community development organizations sponsored by a city or

Economic development organizations sponsored by a city or county

Grants may include but are not limited to infrastructure, consulting fees, studies, educational or training program expenses, and grant matches. Projects should focus on economic development, improving the business environment, impacting the community at large, increasing the community's capacity and capabilities in economic development, and encouraging partnerships and community engagement.

CD Grant application deadlines are twice a year on Sept. 1 and March 1. Contact Amber Power, WBC Leadership and

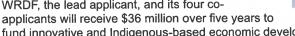
Engagement Manger, at amber.power@wyo.gov for more details.

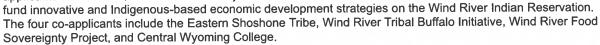
Learn More About RD Grants

WRDF Awarded \$36 Million EDA Recompete Grant

The Wind River Development Fund (WRDF) is one of six organizations nationwide selected as an awardee under the Economic Development Administration's Recompete Pilot Program.

WRDF, the lead applicant, and its four co-





WRDF's Recompete application - Creating a Sustainable, Indigenous-Based Economy in Wind River proposed nine interconnected projects to strengthen Native sovereignty while simultaneously creating an equitable economy in the region.

WBC West Central Regional Director Patrick Edwards supported the WRDF in their efforts by connecting them with partners, architects, and potential philanthropists as well as necessary data and other resources. He was honored to collaborate with the core team members who put the successful application together.

"I'm so proud of the WRDF team," Edwards said. "They exemplify the heart of taking a chance and putting in the hard work to bring opportunities to their communities. Paul and Erika persevered through every obstacle to ensure that the application was complete and they put together a team that worked extremely well. They did their absolute best to include everyone who wanted to be part of the project and I'm excited to see what this project will do to enhance opportunities for the tribes in Wyoming."

Learn More About this Opportunity

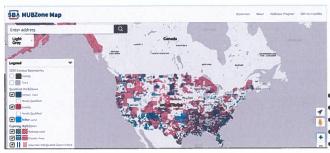


Development Fund

GENERATING ECONOMIC GROWTH & OPPORTUNITY

Wyoming Receives New HubZone Designations

Wyoming's latest HUBZone Petition, drafted with the help of the Governor's Office and our partners at the US Small Business Administration and Wyoming SBDC's market research team, was recently approved.



The following counties and tracts are now designated (or have received extended designation) as Governor Designated HUBZones:

- Campbell County Census Tract 7.02
 Carbon County
- Fremont County
- Lincoln County Census Tract 9782
 Uinta County Census Tract 9754.01

HUBZone certification is a way for firms to gain a competitive edge when selling to the federal government by gaining access to HUBZone-specific "set asides". Firms looking to expand their markets and start bidding on federal contracts can learn more about HUBZone Certification and how to qualify online and the **Wyoming Apex Accelerator** (formerly PTAC) office can also lend a hand while working through the process of getting certified.

If you are working with companies in these areas that may benefit from HUBZone designation and are interested in pursuing government contracting, contact **Kaley Holyfield**, WBC Business Retention & Expansion Manager, and she can help connect them with available resources.

Learn More About HubZone Eligibility



Wyoming Business Council | 214 W. 15th Street | Cheyenne, WY 82001 US

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Mercury's Foot

Hollowed by an eight For it was their message that inspired,
An urging that set us free,
Yes, a challenge to all:
"Please, come run with me."
- Joel Hess (Cross Country Team Member)

Please, come run
with me



Memory of the 8 Run/Walk



5K & 8 MILE RUN/WALK

DATE

Monday, September 16, 2024

LOCATION

M&K Oil 901 S. 4-J Rd. • Gillette, WY

TIMES

Registration begins at 4:00 PM Walkers start any time

Kids Fun Run starts at 5:15 PM 5K and 8-Mile runs start at

Online Registration: www.runsignup.com

BBQ and Social to follow • Free Event • Donations Welcome



Promote * Educate * Advocate

www.gillettechamber.com



Chamber Speaker Series 2024-25

Schedule

Tuesday, September 10, 2024 11:30 am - 1:00 pm

Tickets: \$30.00 Chamber Members \$40.00 Non-Members

CamPlex Energy Hall



© Campbell County Health

An Affiliate of UCHealth

GALI Graduation 2023-24 Meet the 2024-25 GALI Class

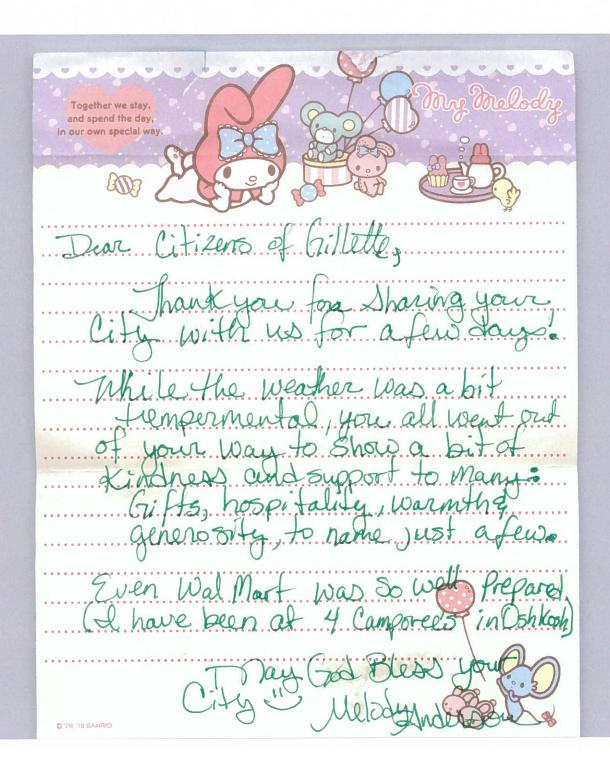


Megan Degenfelder, **Superintendent of Public Instruction Wyoming Department of Education**

• Superintendent Degenfelder will speak about Gillette ties, her candidacy, accomplishments while in office

City of Gillette

I want to take this moment & let you know how much We appreciated the Mospitality you showed to the 60,000 Path forders that Slowed up in your town. Thank you for your considerate, unselfish, loving heart & for all you shaved during there time of Adversity Sincerely from The State of Floride

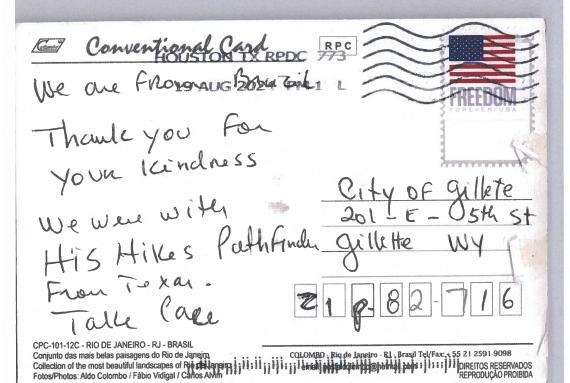


Dear City of Gilletle, Businesses and Pesidents, Thank you so much for your hospitality and sharing your beautiful city with our one Patheinder chab we hope use blessed your city, You sure wessed us! your kindness in donating, tents, sleeping bags, blankets, terps, pillows, plues taking in so many pathirindes into your homes oproviding them the Sleeping quarters and dryng their belongings should amazing we con't wait to see you again in 2025 - the good in hord willing. Thank you again.

Thank you | | | for your kindness > ...

7 7

Jack & Neona Wisdom - Danville Kertucky Disciples



Dear City Fathers of Bellette Lives one of the 65, ooo who 'invaded you fine town for the Congress Shaved ifferent memores Than many as fifty years ago, my husband and Spartored the 7th May Edwesters Church in New Castle Ced as such we were tent over to Hillette to halp here many times of do not Necogneze any they had alcerently leve in Fredericksburg TX, my herband in deceased to the leve in Fredericksburg TX, my herband in deceased and larone all the way here to help in the honor kowthe I Knew I could no longerstay in a lest or sleepon the ground, after all lam 17 years going, I called a year ago and made arrangement to stay in your France hodge. The manager could not have been recent me and her stoff went ont of their coay. to be of help denyoyed your be Cream Parlos, Visitorio Center, Rockpile Museum, Kerkins, your Mixican Mestaurant by Welmart, your UPS Hateon and your Indian Restaurant selepublich were levenderful on a lives treated so well at see You people who attended your booth were To patient and friendly to all and hope our He helpfulness growiled by your townsend Wesh above a beyond Kind I Know They May have met some of our peade who very stressed out and pist groy we treated you all well, We get you all at a slever disafferty Many temes and shope and pray that see encountersterere positive Many of our adult were dealing with some presty stressful situations; outhouse, water breen

ThankYou

Long bier for overything and tids who were
of of their elements, will elected many from
get of this country excuels.

You merchants award to be commended for
prettingly private us. We not only doubled your
brown for I week that the demands we put on
you were in many cases before coming
we should have prepared for before coming
thaving been a Wyomeng levelent for 5 years
in book lock Springs and New castled
contents of soft limited great their and having
to bring themp from a lestance let slone at
the same time as theregis! You are sel
oned a great deal of thanks and

I Knowd can speak for our - 3 Tegas Kerrville Cleeb that in spite of everything they have had a wonderfree teme and are already tacking about returning. Thenk you for broadening theer lefe experiences lotte country they had never plen, anemals only ia books, and even fever weather fronts! Youan a wonderful group of people and though I don't Ila nake the journey in another five years, my heart will defenetaly be there again. Thank you seems gretty Shallow beet its with my whole heart. Mary Jane Sect

Dear People of Sullette
Although I alid not have the
opportunity to attend the International
opportunity to bring year I have many
friends who did. It was great to read
all the reports on Facebook as to how
you'll were to the thousands of kids who came.
I am planning to bring my Valdosta Voyagers
Pathfinder Club next time! See you in "29

Jour thoughtfulness means so much more than words can say.

Brendodisector