



PROGRAM GUIDE • WYOMING BUSINESS COUNCIL

PROGRAM GUIDE

Helping Wyoming businesses and communities build places where people want to live, work and play





Gary Bentley and Jim Davis, City of Evanston

Cover: Echo Miller, left, and Lisa Mosier, right, Square One Designs, Jackson, Wyo.

Created in 1998,

the Wyoming Business Council supports the development and expansion of Wyoming's economy.

Through its programs, services and partnerships, the Wyoming Business Council helps existing businesses and start-ups grow and communities build places where people want to **live, work and play**.

Although a state government agency, the Business Council's structure resembles more of a corporation with a chief executive officer, and a board of directors appointed by the governor.

The Business Council has several divisions dedicated to various programs and areas of expertise: Agribusiness, Business and Industry, Investment Ready Communities, State Energy Office, Travel and Tourism, and Wyoming Main Street/Wyoming Rural Development Council.

To find individual contact information for each program, please visit the Web site wyomingbusiness.org.

Join the conversation:



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wospace-wospace.blogspot.com



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Read the testimonials of those who

Live, Work & Play
in Wyoming



West Central Regional Director Roger Bower, left, RaJean Strube Fossen from Lander, middle, and Business Council CEO Bob Jensen, right

CONTACT

The Business Council has seven regional offices located in **Casper, Cheyenne, Gillette, Kemmerer, Powell, Riverton, and Rock Springs.**

The regional offices are the first points of contact for the Business Council.



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Helping Wyoming's
Economy Grow

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Kathy Patceg

Town of Glenrock

Glenrock, Wyo.



Chris DeMarco

Alces Technology, Inc.

Jackson, Wyo.



Andy Quick

Sleeping Giant Ski Area

Cody, Wyo.



Live

“ I love the unique combination of the sense of freedom and the feeling of belonging all wrapped up in one package. You can be an individual and part of a close knit community at the same time. Our landscape is a reminder of the history our ancestors faced as they traveled west and this wonderful history is still thriving here in Wyoming.

Work

“ Working in the dynamic, fast paced, and sometimes stressful intellectual environment of the high tech industry, the serenity of the Wyoming landscape, and the convenience of being embedded in it, not just a witness to it, is refreshing for the mind, body and soul.

Play

“ Here in Wyoming, people are not so much defined by their jobs as they are by their passions. As owner of Gradient Mountain Paddle Sports, and as an outdoor enthusiast myself, I'm fortunate enough to work where I play.

REGIONAL DIRECTORS

wyomingbusiness.org/contacts/contacts_regional

Regional Offices



The Regional Offices are the first points of contact for the Wyoming Business Council. The offices partner with local economic development organizations, city and county entities, and the Wyoming business community to assist and support retention, expansion, recruitment, and community development efforts.

Northwest Regional Office

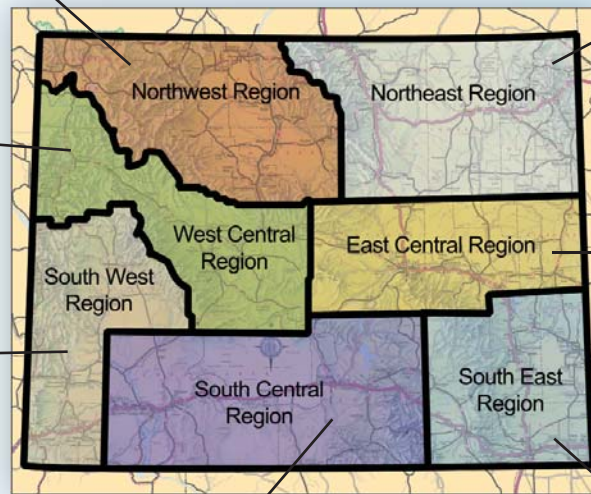
Counties: Big Horn, Hot Springs, Park, Washakie
Location: 143 S. Bent, Suite B;
Powell, WY 82435
Phone: 307.754.5785

Northeast Regional Office

Counties: Campbell, Crook, Johnson, Sheridan, Weston
Location: 201 West Lakeway, Suite 1004;
Gillette, WY 82718
Phone: 307.689.1320

West Central Regional Office

Counties: Fremont, Teton
Location: 213 W. Main, Suite B;
Riverton, WY 82501
Phone: 307.857.1155



Southwest Regional Office

Counties: Lincoln, Sublette, Uinta
Location: Quality Plaza; 1100 Pine Avenue,
Suite 3F; Kemmerer, WY 83101
Phone: 307.877.2203

East Central Regional Office

Counties: Converse, Natrona, Niobrara
Location: 300 S. Wolcott, Suite 300;
Casper, WY 82601
Phone: 307.577.6012

South Central Regional Office

Counties: Carbon, Sweetwater
Location: 1400 Dewar Drive, Suite 208A;
Rock Springs, WY 82901
Phone: 307.382.3163

Southeast Regional Office

Counties: Albany, Goshen, Laramie, Platte
Location: 1400 College Drive, Room 203;
Cheyenne, WY 82007
Phone: 307.635.7735

BUSINESS ASSISTANCE

wyomingbusiness.org/business



Business Assistance

The Wyoming Business Council offers a wide range of services, including consulting, developing a business plan, and marketing assistance to help businesses start, grow and expand.

Business Permitting

Provides permitting and licensing information for existing Wyoming businesses and businesses that want to relocate to Wyoming. This office acts as a one-stop-shop for all local, state, and federal licensing and registration requirements.

Business Relocation Information

Provides information about doing business in Wyoming or in specific areas of the state at whywyoming.org. Business requirements may also be submitted on a confidential Web site that local economic development entities read and respond to with proposals.

Commercial Real Estate Database

Lists available sites and buildings in Wyoming on the site selector Web site whywyoming.org. Owners, realtors or communities may add property listings for free using the form on the Web site. Each listing must be approved by the Business Council staff before it is actively listed on the Web site.

Co-op Advertising Program

Offers economic development groups and businesses the opportunity to join cooperative advertising in national publications.

Co-op Marketing Program

Offers shared booths at trade and selling events at a minimum cost to Wyoming businesses. The out-of-state events include the Denver Merchandise Mart Spring and Fall Gift, Jewelry and Resort Shows; International Sportsmen's Expo in both Denver and Salt Lake City; as well as the annual SHOT Show. The Business Council also manages a Wyoming Products Mercantile at Cheyenne Frontier Days for Wyoming-made products.

Developing Business Ready Sites and Buildings

Provides Business Ready Community grants and loans to communities to help finance publicly-owned infrastructure in business parks, develop shovel ready sites, and construct buildings. Cities, towns, counties and joint powers boards are the primary applicants for this program. Businesses cannot apply.

BUSINESS ASSISTANCE

GOVERNMENT CONTRACTS:

GRO-Biz

The Wyoming Procurement Technical Assistance Center, GRO-Biz helps businesses sell their products and services to government entities by assisting them with the registration process and contract searches.

Primary funding for the program comes from the U.S. Defense Logistics Agency with matching funds provided by the Wyoming Business Council and the University of Wyoming. GRO-Biz services are provided at no cost to clients.

Human Resources Consulting

Offers free human resources (HR) consulting services in the areas of: executive coaching services, compensation, performance management programs, recruiting processes, employee communication, benefits review, training, and general HR and business consulting.

Industrial Development Revenue (IDR) Bonds

Helps cities and counties issue tax-exempt industrial development revenue bonds to provide financing for manufacturing and energy generation businesses.

IDR bonds may be used for land acquisition, building and equipment loans, and are interest exempt from federal income taxes.

The bonds function like a building mortgage or a secured loan on a piece of equipment. Each state receives an annual private activity bond allocation from the Internal Revenue Service. Applicants must complete the allocation request and process for the governor's approval.

International Trade Development

Assists companies with information and marketing assistance to expand export opportunities. Experts are available to provide information on protocol, foreign regulations, export credit guarantee programs and export programs.





BUSINESS ASSISTANCE

FINANCIAL TOOLS:

Wyoming Partnership Bridge Loan

The Business Council can participate with a local lender on a loan to a business. The state's portion of the participation may be up to 35 percent of the project (maximum of \$500,000) in a shared note and collateral position with the local lender.

Wyoming Partnership Guaranteed Loan Participation

A provision of financing by the Wyoming Business Council participating with a lender that has secured a federal guarantee loan (i.e.: SBA, USDA) to guarantee repayment of a loan made to a business. The maximum participation by the Business Council shall be 50% of the loan, or \$1,000,000, whichever is less.

Wyoming Main Street Loan Participation

The Wyoming Business Council can participate with a local lender on a loan to a building owner for building improvements to maintain the structure's historical character. The state's portion of the participation may be up to 75 percent of the loan (maximum of \$100,000) in a shared note and collateral position with the local lender.

- ◆ **Wyoming Partnership Challenge Loan Program**

The Wyoming Business Council can partner with a local economic development organization so that combined loan proceeds assist a business "third party loan recipient." The state portion of matching funds must be secured and cannot exceed \$500,000.

- ◆ **Wyoming Partnership Loan Guarantee Program**

The Business Council guarantees a portion of a bank loan made to a business in this program.

- ◆ **Economic Disaster Loan**

A direct loan to a business in a qualifying "economic disaster area" for the amount of actual loss incurred. Economic disaster areas must be designated by the WBC. Loans to businesses must be secured and cannot exceed \$500,000.



BUSINESS ASSISTANCE

Manufacturing-Works

Provides technical assistance to manufacturers and technical oriented businesses at their locations. This non-profit organization has offices located in Casper, Cheyenne, Laramie, Powell, Riverton, Rock Springs, and emerging offices in Douglas, Gillette and Jackson.

Manufacturing-Works offers quantifiable hours of free service per year per business as well as unlimited access to technical assistance for contract development and completion. Other functions include: technical manufacturing support nationwide; LEAN, Six Sigma, OSHA and environmental seminars; environmental, energy and agricultural development and enhancements; ISO certification; free online manufacturing directory; and sales, marketing and Web site assessments, including design and development. Manufacturing-Works is a partnership of the National Institute of Standards and Technology, the Wyoming Business Council and the University of Wyoming. Contact 800.343.1423.

Media and Public Relations

Works closely with business writers, editors and broadcasters in an effort to promote Wyoming as a great place to do business and the Wyoming Business Council's programs.

Trademark Licensing Program

Allows Wyoming First members the use of the "Bucking Horse and Rider" logo on stickers and hang tags. A separate agreement must be signed to incorporate the "Bucking Horse and Rider" trademark on product, labels or packaging. This program is provided through the University of Wyoming. Call 307.766.5646.

Trade Show Incentive Grant Program

Encourages Wyoming businesses to promote and sell their products to statewide, national and international audiences with grants to help offset the costs of trade events.

Wyoming First Program

Assists Wyoming companies with the identification and promotion of their Wyoming-made products and services. Participants can use "Bucking Horse and Rider" design stickers and hang tags and have their companies featured on the Web site wyomingfirst.org.

Wyoming Market Research Center

Provides low to no cost market information to Wyoming businesses including competitive analysis, marketing lists, custom demographic and psychographic analysis, industry trends, government regulations, geographic information services, information services, marketing material and Web site evaluations and original research. The center is a partnership of the Wyoming Business Council and the University of Wyoming. Contact Regional Directors or the Wyoming Small Business Development Centers.



BUSINESS ASSISTANCE

Wyoming Research Products Center

Helps businesses and entrepreneurs with patents, trademarks, copyrights and licenses. The center helps inventors develop their technology innovations into marketable products. The center is a partnership between the Wyoming Business Council and the University of Wyoming.

Wyoming SBIR/STTR Initiative (WSSI)

Assists qualified Wyoming small businesses and individuals in accessing funds available through the federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs to develop innovative technology-based products. Eleven federal agencies provide more than \$2 billion annually in research and development grants and contracts to qualified small businesses. WSSI is a partnership of the Wyoming Business Council and the University of Wyoming.

Wyoming Business Leadership Institute

The Wyoming Business Leadership Institute is designed to give executive leadership the skills and knowledge to strengthen their companies, and the long-term business growth of the state. The program's training curriculum will help participants strengthen management and leadership skills and increase company profitability.

Wyoming SBIR Phase 0 and Phase II Award Program

Helps Wyoming companies develop competitive proposals through \$5,000 contract awards, and by matching up applicants with mentors who have previously received Phase I awards. The program is a project of the Wyoming

SBIR/STTR Initiative (WSSI), which is a partnership of the Wyoming Business Council and the University of Wyoming.

Wyoming Small Business Development Centers (SBDC)

Helps Wyoming small businesses and entrepreneurs with business counseling, management assistance, and marketing assistance. The SBDC offers workshops, courses and conferences designed to provide information on specialized topics of interest to business owners. The SBDC also offers experienced consultants who can help develop a business plan. The SBDC is a partnership of the U.S. Small Business Administration, the Wyoming Business Council and the University of Wyoming. Contact 800.348.5194.

Wyoming Women's Business Center

Offers Wyoming's current and prospective women business owners assistance including business counseling, training, technical assistance, mentoring, microloan program access, and networking opportunities. The center is a partnership of the U.S. Small Business Administration, the Wyoming Business Council and the University of Wyoming.

COMMUNITY ASSISTANCE

wyomingbusiness.org/community_assistance

Community Assistance



The Wyoming Business Council helps communities build infrastructure needed for economic development and provides community development resources so Wyoming towns, cities and counties may become “business-ready.”

Business Parks, Buildings and Infrastructure

- ◆ **Business Ready Community Grant and Loan Program:**
Provides financing for publicly owned infrastructure. For further information, see Financial Programs on page 14.
- ◆ **Community Development Block Grant Program**
Provides grants to local government entities to help with community and economic development projects. For further information, see Financial Programs on page 14.

Business Recruitment

- ◆ **Business Leads**
Works with the Wyoming Economic Development Association (WEDA) to distribute confidential leads on businesses who want to relocate to Wyoming.
- ◆ **Business Relocation Information**
Distributes informational packages to businesses interested in relocating to Wyoming. The Web site

whywyoming.org also provides information on the business climate and local contacts.

- ◆ **Commercial Real Estate Property**
The Business Council maintains a database of available sites and buildings throughout the state. Properties can be added to the database by owners, realtors or communities. Each listing must be approved by the Wyoming Business Council staff before it is actively listed on the Web site.
- ◆ **Co-op Advertising Program**
Offers economic development groups the opportunity to join cooperative advertising in national publications.
- ◆ **Co-op Marketing Program**
Offers economic development groups the opportunity to join cooperative marketing efforts at trade shows and site selector conferences.
- ◆ **Site Selector Tours**
Partners with the Wyoming Economic Development Association (WEDA) to bring site selector consultants into the state for familiarization tours.

COMMUNITY ASSISTANCE

Community Amenities

- ◆ **Business Ready Community Grant and Loan Program**
Provides financing for publicly owned infrastructure like amenities. For further information, see Financial Programs on page 14.
- ◆ **Community Development Block Grant Program**
Provides funding for projects meeting federal guidelines. For further information, see Financial Programs on page 14.

Community Facilities

- ◆ **Community Facilities Grant and Loan Program**
Assists with the preservation of school and surplus government facilities. For further information, see Financial Programs on page 14.
- ◆ **Community Development Block Grant Program**
Provides funding for projects meeting federal guidelines. For further information, see Financial Programs on page 14.
- ◆ **State Energy Office**
The Wyoming Business Council administers the State Energy Office funded through the U.S. Department of Energy. The office works to expand opportunities for alternative or renewable energy use in Wyoming by offering a variety of programs using domestic fuels or resources. These programs are evaluated annually. Public and private entities, including industries, have become



Community Assistance programs communities build infrastructure needed for economic development and provides community development resources.

COMMUNITY ASSISTANCE

more energy efficient through the State Energy Office that covers buildings, transportation and public outreach. For further information, see Energy Assistance on page 17.

Downtowns

- ◆ **Business Ready Community Grant and Loan Program**
Provides financing for publicly owned infrastructure. For further information, see Financial Programs on page 14.
- ◆ **Community Development Block Grant Program**
Provides funding for projects meeting federal guideline. For further information, see Financial Programs on page 14.
- ◆ **Main Street Program**
Provides Wyoming communities with opportunities to strengthen local pride and revitalize historic downtown districts by utilizing the Main Street Four Point Approach: economic restructuring, design, organization, and promotion.
- ◆ **Main Street Program Low-Interest Loan Fund**
This fund is available to assist the owners of downtown commercial buildings interested in making building improvements to maintain the structure's historical character.

FINANCIAL PROGRAMS:

- ◆ **Business Ready Community Grant and Loan Program**
Provides financing for publicly owned infrastructure that serves the needs of businesses and promotes economic development within Wyoming communities. Cities, towns, counties, joint powers boards and both Tribes are eligible to apply for funding. Public infrastructure that is eligible for funding includes water; sewer; streets and roads; airports; rights of way; telecommunications; land; spec buildings; amenities within a business park, industrial park, industrial site or business district; landscaping, recreation and educational facilities; and other physical projects in support of primary economic and educational development.
- ◆ **Community Development Block Grant Program**
Provides grants to local government entities to help with community and economic development projects. This is a federally funded pass-through grant program from the U.S. Department of Housing and Urban Development (HUD). CDBG projects must meet one of three HUD imposed national objectives: benefit to low and moderate income families; elimination of slums and blight; and projects which meet an urgent community development need that pose a serious and immediate threat to the health or welfare of the community. Only counties and incorporated cities and towns are eligible to apply for CDBG funds – Casper and Cheyenne are not eligible.

COMMUNITY ASSISTANCE

Community Facilities Grant and Loan Program

Assists with the preservation of school and surplus government facilities that provide space for community gatherings, recreation, swimming, athletic facilities or other functions. Community Facility funds may be used for the expansion, renovation or remodeling of existing surplus government facilities or school buildings. Eligible applicants are counties, cities and towns, joint powers boards and both Tribes, and other local government entities.

Grant Station Database

The Business Council maintains a subscription to Grant Station, which is a database containing over 5,000 funding sources. Grant Station is for non-profits only.

Industrial Development Revenue Bonds

Helps cities and counties issue tax-exempt industrial development revenue bonds to provide financing for manufacturing and energy generation businesses. These bonds are issued within the state's Internal Revenue Service (IRS) allocation of tax-exempt bond financing. The maximum project is \$20 million and the business must provide a bank "letter of credit" to guarantee payment of the bonds. Interested businesses must apply for an allocation within the state's volume cap. The Business Council coordinates this process.

Housing

◆ Housing Development

A program managed by the Wyoming Community Development Authority (WCDA) and generally used for housing rehabilitation and housing infrastructure development. This is part of the Community Development Block Grant Program, which is federally funded by the U.S. Department of Housing and Urban Development.

Low Income Assistance

◆ Community Development Block Grant Program

Provides funding for projects meeting federal guideline. For further information, see Financial Programs on page 14.

◆ Wyoming Rural Development Council

Assists rural communities across Wyoming on such issues as land use, community development and leadership development. Established in 1992 as a part of the "National Initiative on Rural Development," the Council brings together local/regional government, state government, federal government, tribal governments, non-profit organizations, and private sector individuals and organizations.

COMMUNITY ASSISTANCE



Community Assessments provide economic development experts to assist rural communities to help communities plan for the future.

Planning

◆ **Community Assessments**

Provides experts in economic and community development that assist rural communities with locally conceived and driven development strategies. The Wyoming Business Council and the Wyoming Rural Development Council have partnered to facilitate community assessments and other physical projects in support of primary economic and educational development.

◆ **Community Development Block Grant Program**

Provides funding for projects. For further information, look at Financial Programs on page 14.

◆ **Plan Library**

Provides communities with examples of local planning documents. These documents include downtown development plans, revitalization plans, and regional economic development plans. This is a partnership between the Wyoming State Library, and the Wyoming Business Council.

ENERGY ASSISTANCE

wyomingbusiness.org/business/energy

Energy Assistance



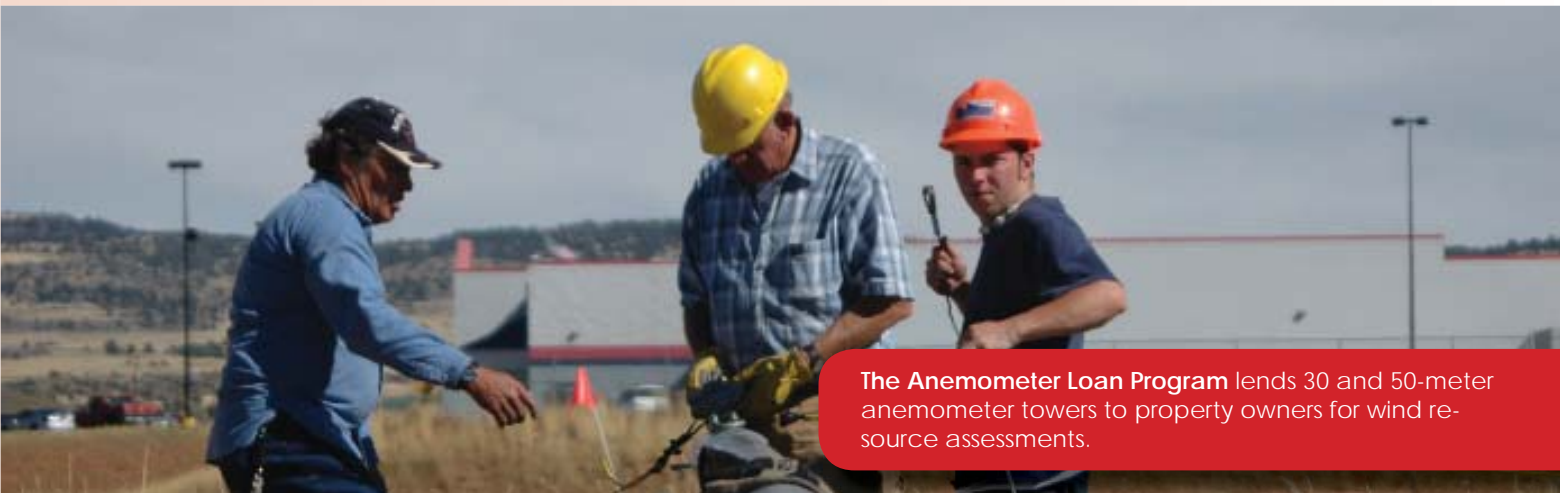
The Wyoming Business Council administers the State Energy Office funded through the U.S. Department of Energy. The office works to expand opportunities for alternative or renewable energy use in Wyoming by promoting energy efficiency, energy conservation and the use of clean energy. These programs are evaluated annually. Public and private entities, including industries, have become more energy efficient through the State Energy Office.

Anemometer Loan Program

Lends 30 and 50-meter anemometer towers to property owners for wind resource assessments to provide data for possible development of commercial-sized wind turbines. An anemometer measures and records wind speed, direction and duration. The property owner is responsible for the cost of erecting the tower and replacing the data chips monthly. The program provides for data analysis.

Residential Renewables

Promotes renewable energy through incentive grants which can be used toward installation of solar (photovoltaic) systems. The program was expanded in 2009 to also allow the installation of small residential wind systems. Grants reimburse the resident a portion of the system installation costs. Property owners may also qualify for a residential energy federal tax credit of 30 percent.



The **Anemometer Loan Program** lends 30 and 50-meter anemometer towers to property owners for wind resource assessments.

ENERGY ASSISTANCE



Laramie, Wyo., contractor Dave Bunn was one of the first contractors to participate in the Wyoming Home Performance with Energy Star program.

Small Business Energy Audit

Provides a matching grant of 75 percent, up to \$5,000 for a level 2 energy audit for small businesses. A level 2 audit quantifies energy uses and losses through a detailed review and analysis of equipment, systems and operational characteristics. As a result, facility owners can reduce energy bills through reduced energy consumption and demand; reduce maintenance and replacement costs and continue generating savings long after the equipment has been paid for. Manufacturers may use the audit to qualify for sales tax abatement on energy used in the manufacturing process.

Building Operation Training

Provides workshops throughout the state of Wyoming on Boiler Operation and Maintenance, HVAC and Pneumatic Temperature Control, Variable Air Volume (VAV) devices and Direct Digital Control. The Boiler training is conducted every year, and other training is conducted in alternate years.

Home Performance with Energy Star®

Promotes energy efficiency in existing homes. HPw/EStar is a quality controlled whole house approach to economical energy efficiency in existing homes.

The State Energy Office has contracted with the Wyoming Energy Council to manage this program in Wyoming.

AGRIBUSINESS ASSISTANCE

Agribusiness Assistance

wyomingbusiness.org/ag/agribusiness



The Agribusiness Division assists farmers, ranchers and agribusinesses to develop and expand domestic and international markets for agriculture products; add value to existing livestock and crop products; and provides agribusiness development assistance and leadership development opportunities.

Ag Business and International Trade Development

Helps increase financial sustainability of agribusinesses and recruit new agribusiness companies to Wyoming. The international trade development effort links Wyoming firms with new global markets.

Ag Leadership Program

Conducts a 14-month adult leadership program for individuals in agriculture. The Wyoming Leadership Education and Development program (L.E.A.D.) is a public-private partnership between the Business Council and the Wyoming Agricultural Leadership Council.

Crop and Forage Program

Assists producers in adding value to Wyoming crops and identifying alternative crops. Promotes Wyoming value-added food products domestically and internationally. Natural and organic marketing assistance is provided.

- ◆ The forage component showcases Wyoming's premium quality hay and promotes the product and producers in the national marketplace. The Business Council oversees the Wyoming State Fair Hay Show.

Farmers' Market Program

Supports the development of farmers' markets in Wyoming, enabling Wyoming farmers and ranchers to sell locally.

General Ag Marketing and Promotion

Promotes Wyoming agricultural businesses through marketing materials, trade shows and Web sites.

Income Diversification Program

Provides one-on-one consultation to help producers identify ways to diversify their income to sustain ranching and farming operations.

AGRIBUSINESS ASSISTANCE



Garret Falkenburg is a Douglas, Wyo., rancher participating in the *Wyoming Verified* program.

Livestock Genetics Program

Promotes Wyoming's genetically superior livestock in the domestic and international marketplaces through marketing efforts that connect buyers and sellers. Provides one-on-one consultation and market development.

Livestock and Meat Marketing Program

Assists producers in adding and capturing more value from their livestock operation and provides technical assistance in determining markets that suit their operation. Assists in marketing natural and organic livestock and meat.

- ◆ The *Wyoming Verified Program* provides source and age verification of livestock, as well as verifying natural and other marketing claims.

Producer Grant Opportunities

Provides a farmers' market promotion grant; a market garden grant for students; and an organic cost-share reimbursement grant in conjunction with the Wyoming Department of Agriculture.

Rural Rehabilitation Program

Provides grants for youth leadership training for career and technical service organizations. The Business Council administers the grant funding, which is provided through the U.S. Department of Agriculture.

TRAVEL & TOURISM

Travel & Tourism

wyomingbusiness.org/tourism



Wyoming Travel and Tourism is charged with bringing non-resident visitors to Wyoming by promoting the state as a vacation destination to both domestic and international audiences. Wyoming Travel and Tourism offers co-op marketing programs to Wyoming travel-related businesses to help them reach consumers in a more affordable fashion.

Collateral Distribution Program

Brochure guidelines have been developed to allow the distribution of brochures for destinations and travel-related businesses in the four state-operated welcome centers. Entities wishing to distribute their information must submit an application and sample brochure for approval.

Co-op Advertising

Offers opportunities to work with Wyoming Travel and Tourism through co-op advertising efforts across all mediums.

Co-op Research Program

Offers co-op research opportunities to better understand the demographics and geographies of consumers. Examples include: market research workshops; collateral and Web site focus groups; inquiry/market analysis; conversion analysis; and measuring advertising effectiveness.

Destination Marketing Specialist Program

Provides a free certification program developed by Travel and Tourism to recognize frontline personnel as certified travel professionals. There are three levels of certification.

Film Industry Financial Incentive (FIFI) Program

Offers a cash rebate for production companies of up to 15 percent on dollars spent in Wyoming during a film shoot. The production company must spend a minimum amount of \$200,000 to qualify and then meet additional criteria to determine the rebate percentage between 12 percent to 15 percent.



Reba McEntire in *"Jackson Hole to the Max,"* a Wink Inc., production that qualified for the Film Industry Financial Incentive program.



TRAVEL & TOURISM

Free Business, Attraction and Events Listing

Create a free listing for tourism-related businesses on the tourism Web site wyomingtourism.org. Business listings are also published in the official *Wyoming Travelers Journal* which is used to fulfill all visitor requests and distributed around the state and worldwide.

Chambers of Commerce, convention and visitor bureaus and other destination marketing organizations can also add to the online calendar of events for their communities. The Web site also offers listings for attractions.

Media and Public Relations

Provides a cost benefit for those seeking exposure without paying the high cost of direct advertising. Works closely with travel writers and broadcasters worldwide, pitching story ideas and providing images and high definition video to media professionals. Accepts unique story ideas; what's new; and events to be highlighted in Another Wyoming Weekend, a campaign that includes email, newspaper and radio advertising.

Also provides opportunities for businesses to host and acquaint journalists with Wyoming.

Signage Grant Program

Creates a more visitor friendly and easily accessible destination by funding signage projects along Wyoming's highways.

The grant program is a biannual program with nomination forms available in April with a deadline date of mid-May every other year.

Travel Trade Marketing

Helps market your business worldwide to travel industry professionals or promote it directly to consumers. Opportunities are available to host domestic and international travel trade and media during familiarization tours or participate in face-to-face-meetings with buyers at trade shows.

Leads derived from international and domestic trade shows are available online at wyomingtourism.org. Just click on *My Wyoming*, log in, and click *Leads* tab. To work directly with consumers at shows in targeted regions of the U.S., along with other Wyoming tourism businesses, email angelina.cisneros@visitwyo.gov.

Wyoming Film Office

Works with film, television and advertising industries to interest them in Wyoming locations, crew and production resources.

The Film Office Web site is used to market the crew and support services to production companies shooting on location in Wyoming. The Web site also displays hundreds of potential filming locations throughout Wyoming at filmwyoming.com.



BUSINESS COUNCIL

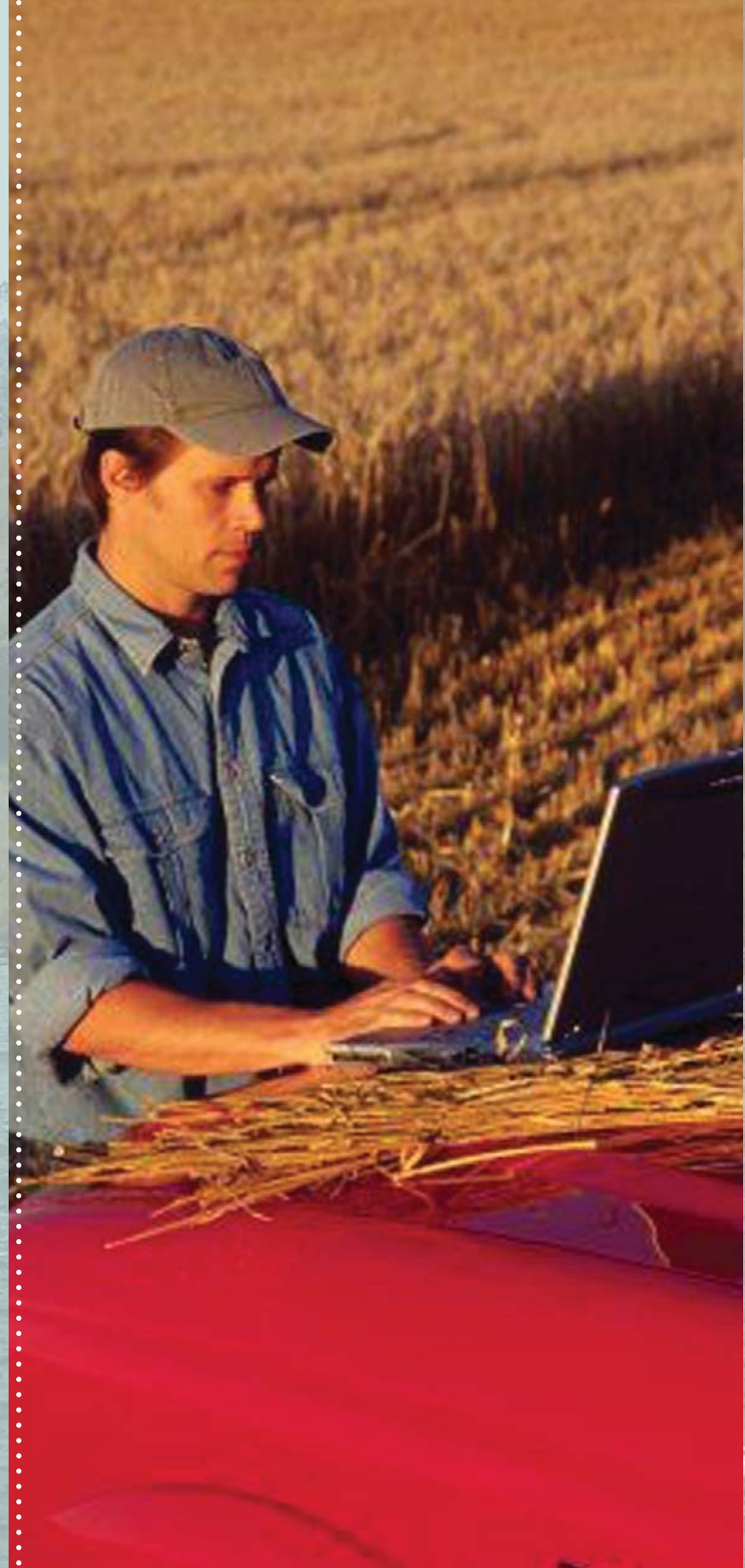
we work

where *you* work

The Wyoming Business Council is dedicated to helping Wyoming businesses and communities build places where people want to **live, work and play.**

For more information on all Business Council programs, staff and partner information, visit wyomingbusiness.org.

On the Back Cover: Bart Grant, Administrator, Lovell, Wyo.





Wyoming Business Council
214 West 15th Street
Cheyenne, WY 82002
wyomingbusiness.org



PROGRAM GUIDE



BUSINESS COUNCIL

HELPING WYOMING BUSINESSES AND COMMUNITIES BUILD
PLACES WHERE PEOPLE WANT TO **LIVE, WORK, AND PLAY**

