

Read other side before
completing application

STATE OF WYOMING
Secretary of State
State Capitol, Cheyenne, WY 82002

PLEASE TYPE

APPLICATION FOR REGISTRATION OF TRADEMARK OR SERVICE MARK

FILED

1. Be it known that the applicant City of Sheridan, Wyoming has heretofore adopted and used a certain trademark and hereby makes application for registration of such trademark. JUN 25 97 3 23 9 6 5

2. Business address of applicant is: 55 East Grinnell, Sheridan, WY 82801 WYOMING
SECRETARY OF STATE

3. Mailing address of applicant is: P.O. Box 848, Sheridan, WY 82801

4. Applicant is: (a) individual (b) partnership (c) a corporation (d) other (CIRCLE ANSWER) If (b) give names and address of partners: _____

If (c) show when and where incorporated (STATE) _____ (DATE) _____

If (d) explain: Municipality

5. Provide a written description of trademark or service mark. Your description must include all words, names, symbols, devices and designs which the applicant wishes to be included within the mark. You ~~may~~ attach a separate sheet if needed; however, you must describe the trademark completely.
Description Attached

6. Provide the class number and title of the goods or services (see reverse) use only one class code per registration. 100.

7. Provide a brief description of the goods or services within the class (i.e., what your product is, or what service you provide.) The City of Sheridan is a government entity; Registered logo will be used for professional and promotional purposes.

8. List the mode or manner in which the mark is used to identify the goods or services (e.g., goods-labels on cans, bags, wrappers, etc.; tags, nameplates affixed directly to product; services-labels on laundry bags, advertising, window signs, etc.) The City of Sheridan is a government entity; Registered logo will be used for professional and promotional purposes.

9. Date of first use by applicant or predecessor:
(a) Anywhere _____ The mark must have been i
(b) In this State 1990 before it may be registered

10. Three specimens or facsimiles of the mark as it is actually used must accompany t

State of Wyoming)ss.
County of Sheridan)

Signature available on original document

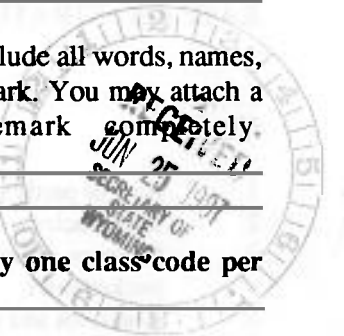
_____, being first duly sworn, dep
(title) Deputy City Clerk-Treasurer of the applicant and makes this affidavit on b
has read the above application, and the facts set out therein are true; he believes the applicant to be the owner of the mark sought to be registered; to his best knowledge and belief no other person, firm, corporation or association has the right to use said mark in this State, either in the identical form or in such near resemblance thereto as might be calculated to deceive.
Date: 6-20-97 Signature: Randy W. Hamby

Subscribed and sworn to before me this 20 day of June, 19 97.



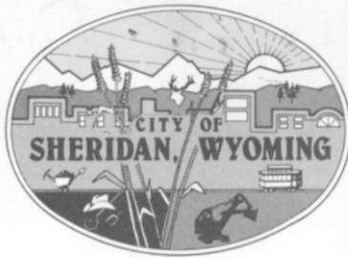
[Signature]
Notary Public

My Commission Expires 10/17/98



RECEIVED
WYOMING
SECRETARY OF STATE
97 JUN 24 AM 8:56

SEAL



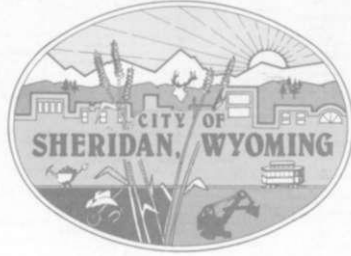
"GATEWAY TO THE BIG HORNS"

P.O. BOX 848

55 E. GRINNELL
Ph. (307) 674-6483

SHERIDAN, WY 82801

The City of Sheridan's Logo is described as follows: a rectangular box with twisted-rope border containing an upright cowboy and distant mountains with stream flowing from mountains. Mountains located in middle section of rectangle in front of cowboy. Cowboy is tipping hat with right hand and holding curled rope with left hand. Cowboy's right leg is bent at a 90-degree angle positioned over the word West with boot placed over the est in the word West. Words Sheridan Wyo placed above cowboy and words The West At Its Best placed in lower portion of box.



"GATEWAY TO THE BIG HORNS"

P.O. BOX 848

55 E. GRINNELL
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SHERIDAN, WY 82801

June 25, 1997

FAX CONFIRMATION (SENT JUNE 25, 1997)

Karla Stackis
Secretary of State's Office
The Capitol Building
Cheyenne, WY 82002

Dear Karla:

Subject: Logo Registration for the City of Sheridan, Wyoming

As a follow up to our June 24, 1997, conversation, I have enclosed **Ordinance No. 1723** creating the Lodging Tax Commission and **Ordinance No. 1729** that renames the Lodging Tax Commission to the Convention and Visitors Bureau Commission.

The above ordinances confirm that the Convention and Visitors Bureau Commission (CVB) is a commission of the City of Sheridan, Wyoming. And was formulated to increase conventions and tourism within the City of Sheridan.

Thank you for your time in helping the City of Sheridan register it's Logo.

Sincerely,

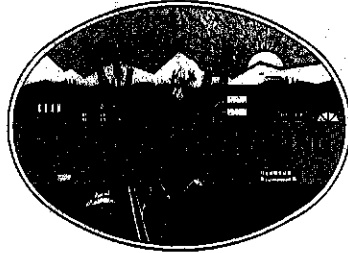
Signature available on original document

Ramsey M. Hawley
Deputy City Clerk

RH:vb

Enclosures: City of Sheridan, Wyoming, Ordinance No. 1723
City of Sheridan, Wyoming, Ordinance No. 1729





"GATEWAY TO THE BIG HORNS"

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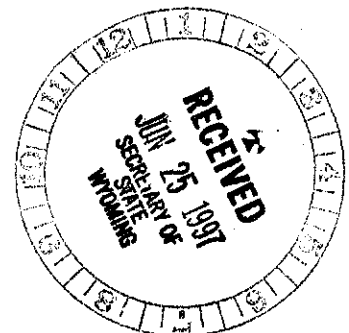
Sincerely,

Signature available on original document

Ramsey M. Hawley
Deputy City Clerk

RH:vb

Enclosures: City of Sheridan, Wyoming, Ordinance No. 1723
City of Sheridan, Wyoming, Ordinance No. 1729



ORDINANCE NO. 1729

AN ORDINANCE amending certain sections of Ordinance No. 1723 to the Lodging Tax Commission.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SHERIDAN, WYOMING:

Section 1. That Section 2-82 of Ordinance No. 1723 pertaining to the creation, composition and name of the Lodging Tax Commission is hereby revised and amended to read as follows:

Section 2-82. Created: composition.

There shall be and there is hereby created, subject to its abolition by the City Council at any time and for any reason, a City of Sheridan Convention and Visitors Bureau Commission composed of seven (7) members, appointed by the Mayor and to serve without compensation, representing as nearly as possible the local travel and tourism industry within the City of Sheridan.

Section 2. That Section 2-86 of Ordinance No. 1723 is hereby revised and amended to read as follows:

Section 2-86. Voting.

Each member of the Commission shall have one (1) vote.

Section 3. That Section 2-87 (A) of Ordinance No. 1723 is hereby revised and amended to read as follows:

Section 2-87. Duties.

A. The Commission shall have charge of the administration of the revenues collected by the City from the lodging tax imposed under W.S. 39-6-412(b)ii and of the expenditure of all funds, the primary purpose of which is for local travel and tourism promotion.

Expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, promotion of tours and other specific tourism related objectives and administration.


Section 4. That this Ordinance shall be in full force and effect immediately upon its passage and publication as by law provided.

PASSED, APPROVED AND ADOPTED this 1st day of November, 1993.

Signature available on original document

Mayor

ATTEST:


City Clerk



"GATEWAY TO THE BIG HORNS"

P.O. BOX 848

55 E. GRINNELL
Ph. (307) 674-6483

SHERIDAN, WY 82801

CERTIFICATE OF PASSAGE AND PUBLICATION

I hereby certify that the above and foregoing ordinance was duly:

Passed on First reading the 4th day of October, 1993

Passed on Second reading the 18th day of October, 1993

Passed on Third reading the 1st day of November, 1993

Published once on the 23rd day of November, 1993
in The Sheridan Press; a newspaper of general circulation in the
City of Sheridan.

Signature available on original document

City Clerk

ORDINANCE NO. 1723

AN ORDINANCE creating an Article VI of Chapter 2 of the Sheridan City Code, consisting of new Sections 2-82 through 2-90, creating the Lodging Tax Commission.

WHEREAS it is the desire of the City Council to establish the Lodging Tax Commission for the purpose of administrating the City's portion of revenues collected under Ordinance No. 1707, the Lodging Tax Ordinance;

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SHERIDAN, WYOMING:

Section 1. That Article VI of Chapter Two of the Sheridan City Code, consisting of Sections 2-82 through 2-90, pertaining to the creation of the Lodging Tax Commission, is hereby created to read as follows:

Section 2-82. Created: composition.

There shall be and there is hereby created, subject to its abolition by the City Council at any time and for any reason, a Lodging Tax Commission composed of seven (7) members, appointed by the Mayor and to serve without compensation, representing as nearly as possible the local travel and tourism industry within the City of Sheridan.

Section 2-83. Appointment and terms of members.

The Mayor, and one (1) City Council Member appointed by the Mayor, shall be members of the Commission. The remaining five (5) members shall also be appointed by the Mayor, by and with the consent of the City Council. Two (2) members shall serve for a term of one (1) year, two (2) for a term of two (2) years, and two (2) for a term of (3) three years. Thereafter each appointed member shall serve for a term of three (3) years from the date of appointment.

No appointed member shall serve more than two (2) consecutive terms, except that a member who has served one (1) year or less of a term may serve for the ensuing two (2) terms.

A reappointment to said commission may be made at the expiration of three (3) years after the completion of two (2) consecutive terms.

Members must either be a resident of the City or actively engaged in business within the City either as a owner or employee.

Section 2-84. Filling of vacancies.

Vacancies occurring in the office of a member, shall be filled by appointment as in the first instance and such appointee shall serve either for the ensuing term or the remainder of the then current unexpired term of such office, as the case may be.

Section 2-85. Organization. officers.

Immediately following their appointment, the members of the commission shall meet, organize, elect such officers as it may deem necessary, and adopt and later change or alter, rules and regulations of organization and procedure consistent with City Ordinances and state laws.

Section 2-86. Voting.

Each member of the Lodging Tax Commission shall have one (1) vote.

Section 2-87. Duties.

A. The Commission shall have charge of the administration of the revenues collected by the City from the lodging tax imposed under W.S.39-6-412(b)ii and of the expenditure of all funds, the primary purpose of which is for local travel and tourism promotion.

Expenditures for travel and tourism promotion shall be limited to promotional materials, television and radio advertising, printed advertising, promotion of tours and other specific tourism related objectives.

None of the revenues collected shall be spent for capital construction or improvements.

B. The Commission shall also file an annual report with the City Council, setting forth its activities and containing, among other things, an itemized statement of expenditures for the year.

C. The Commission shall keep written records of its proceedings, which shall be open at all times to public inspection.

D. The Commission shall prepare an operating budget for each fiscal year, and shall submit such budget to the City Council for approval not less than two (2) months prior to the commencement of such fiscal year.

E. The Commission shall prepare a comprehensive promotion and marketing plan in order to attract local travelers and tourism, looking to the present and future development and growth of the city.

Section 2-88. General Powers.

The Commission shall have the following general powers:

1. To arrange and conduct any form of publicity relative to its activities for the general purpose of public understanding and awareness;
2. To cooperate with municipal or regional lodging tax commission and other agencies or groups to further its goals and objectives and to assure harmonious and integrated promotion of the City of Sheridan;
3. To exercise such other powers germane to the powers granted by statute and this Ordinance.

Section 2-89. Majority vote required.

A majority of all the appointed members of the Commission shall constitute a quorum for the transaction of business, which shall be transacted by a majority vote of the members constituting such quorum in all matters except recommendations to the City Council for the council's official consideration and action, which shall require a majority vote of all the appointed members.

Section 2-90. Funds and Appropriations.

There is hereby created a special revenue fund to be known as the Lodging Tax Fund to account for the lodging taxes as distributed by the Department of Revenue and Taxation to the City Treasurer under Section 39-6-412(j)(ii)B.

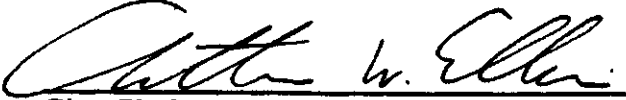
Section 2. That this Ordinance shall be in full force and effect immediately upon its passage and publication as by law provided.

PASSED, APPROVED AND ADOPTED this 1st day of ^{June} ~~May~~, 1993.


Signature available on original document

Mayor

ATTEST:



City Clerk

MEMO TO: Members of the City Council
FROM: Mayor Della Herbst
DATE: February 10, 1993
SUBJECT: City of Sheridan Lodging Tax

Please give consideration to the following for the administration of the lodging tax dollars that will be collected by the City of Sheridan. Please write additions or corrections you may have so we can combine these for a work session to be scheduled in March.

1. Establish a Lodging Tax Board of seven members, one of which is the Travel Commission from our area. This is noted by statute.
2. Take applications from the public, keeping in mind statute guidelines.
3. Have a City Councilmember as the liaison between the Lodging Tax Board and the City Council.

By establishing a board of this type, it allows everyone to apply that had an interest in the promotion of tourism for the City of Sheridan. This board would have the prime responsibility of doing the marketing plan for the City of Sheridan tourism. The City Council will have the complete authority for approving the budget. Enclosed is a copy of the budget that was approved during the lodging tax election. (money - treasurer)

For establishing membership on this board, the City would take applications and have them reviewed by a committee made up of a City Councilmember and the Mayor. These names would then be submitted to the Council for approval.

The City would advertise for board candidates and set a closing date for applications.

The board that is appointed should be aware of the following brief overview of responsibilities -

1. Proper reporting of dollar expenditures
2. Public awareness of the use of the dollars
3. Visibility and effectiveness of the use of the dollars
4. Every effort should be made to produce all collateral material, etc. in the City of Sheridan with the proper RFP process

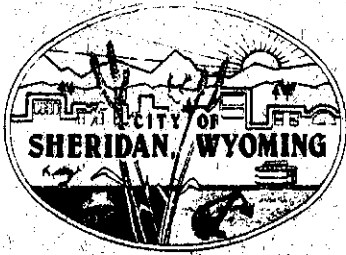
WITHIN THE LIMITS OF THE BUDGET

Develop and implement a marketing plan that should include the following:

- *define the strengths and weaknesses, number of visitors and the relationship to surrounding areas, i.e. - Yellowstone and Mount Rushmore
- *develop a major strategy identification by:
 - increasing summer visitation
 - increasing conventions & meetings
 - assisting solicitation of conventions & meetings and develop collateral material to do so
 - developing a winter market
 - increasing shoulder season visitation
- *product development: implement and/or assist with projects that will enhance Sheridan's marketability such as historic tours, transportation, attractions, golf tournaments, airline programs, winter packages, recreation, special festivals or events (i.e. Sheridan WYO Rodeo), highway signage, billboards
- *communications: Identify and approach markets through print media advertising, travel guides, editorials, billboards and videos and inquiry response
- *sales programs
 - develop international market
 - attend travel shows appropriate to the Sheridan market
 - actively bid for conventions
- *research:
 - measure the effectiveness of the current marketing program for each year and provide information necessary for improvement
- *staff support
 - fulfill and tabulate tourism inquiries
 - develop all collateral material pieces: brochures, accommodation guides, calendar of events
 - respond to special inquiries
 - FAM tours
 - group tour operators
 - travel shows
 - coordinate local efforts with state promotions
 - keep record of all published articles on City of Sheridan
 - work closely to prevent duplication of efforts with other organizations

LODGING TAX DISTRIBUTION TO MUNICIPALITIES
 TAXES COLLECTED AND POSTED BY THE DEPARTMENT OF REVENUE
 DURING THE MONTH OF JANUARY 1993

| CO # | EFF. DATE | NAME | AMOUNT |
|-------|-----------|------------------------------|--------------|
| 01 | 1/89 | NATRONA COUNTY TREASURER | \$13,550.20 |
| 02 | 7/87 | LARAMIE COUNTY TREASURER | \$9,541.50 |
| 04 | 8/91 | SWEETWATER COUNTY TREASURER | \$15,149.81 |
| 05 | 5/89 | ALBANY COUNTY TREASURER | \$6,699.51 |
| 06 | 4/87 | CARBON COUNTY TREASURER | \$6,478.40 |
| 07 | 1/91 | GOSHEN COUNTY TREASURER | \$315.94 |
| 08 | 1/91 | GUERNSEY TOWN TREASURER | \$182.06 |
| 09 | 1/91 | GREYBULL TOWN TREASURER | \$278.52 |
| 09 | 1/89 | LOVELL TOWN TREASURER | \$766.98 |
| 10 | 6/89 | FREMONT COUNTY TREASURER | \$4,032.16 |
| 11 | 3/87 | PARK COUNTY TREASURER | \$4,268.88 |
| 13 | 6/89 | CONVERSE COUNTY TREASURER | \$2,476.31 |
| 14 | 7/90 | LUSK TOWN TREASURER | \$210.37 |
| 15 | 6/89 | HOT SPRINGS COUNTY TREASURER | \$1,107.01 |
| 16 | 6/89 | JOHNSON COUNTY TREASURER | \$968.82 |
| 17 | 6/89 | GILLETTE CITY TREASURER | \$7,756.70 |
| 18 | 6/89 | CROOK COUNTY TREASURER | \$779.97 |
| 19 | 1/91 | EVANSTON CITY TREASURER | \$5,409.86 |
| 20 | 10/90 | WASHAKIE COUNTY TREASURER | \$756.41 |
| 21 | 7/90 | WESTON COUNTY TREASURER | \$2,065.52 |
| 22 | 9/86 | TETON COUNTY TREASURER | \$31,334.28 |
| 23 | 1/88 | PINEDALE TOWN TREASURER | \$434.72 |
| TOTAL | | | \$114,563.93 |



"GATEWAY TO THE BIG HORNS"

P.O. BOX 848

55 E. GRINNELL
Ph. (307) 674-6483

SHERIDAN, WY 82801

MEMORANDUM

TO: City Council Members
FROM: Della Herbst, Mayor
DATE: March 30, 1993
RE: Implementing Lodging Tax

=====

1. Appointment of Members:

There shall be a seven (7) member board consisting of one (1) City Council member, and six (6) other members from the travel and tourism industry all from within the City limits. Two (2) members will serve one year, three (3) members serving two year terms, and three (3) members serving three year terms for the first term of office. Thereafter, each member will serve three years with no more than two ~~years~~ years in succession with one three year term to expire before they again make application for the board.

The Board shall elect a President, Vice-President and a Secretary/Treasurer from the membership.

The board shall adopt their mission statement and by-laws under which they shall operate and submit these for approval to the city council.

Interested individuals who are interested shall submit letters of interest to the Mayor by April 15, 1993 and the Mayor and two (2) appointed Council Members shall review the letters of interest and make recommendation to the Council for the April 19, 1993 Council meeting for approval. Members shall be appointed the second (2nd) council meeting in April of each year.

The Commission should meet as soon as possible and make a recommendation to the Council as to the proposed name of this Commission and a 1993 proposed budget.

At the appropriate time, the Board shall recommend to the Council a proposed time line for advertising and selecting of a CEO and a job description for that position. The Board shall select three (3) names for recommendation to the City Council for approval.

The Board shall comply with the Wyoming State Statute and the City of Sheridan Ordinances.

The Board shall be aware of the following brief overview of responsibilities:

1. Proper reporting of dollar expenditures
2. Public awareness of the use of the dollars
3. Visibility and effectiveness of the use of the dollars
4. Every effort should be made to produce all collateral material, etc. in the City of Sheridan with the proper RFP process

WITHIN THE LIMITS OF THE BUDGET

Develop and/or instruct a director to implement a marketing plan that should include the following:

- * Define the strengths and weaknesses, number of visitors and the relationship to surrounding areas, i.e. - Yellowstone and Mount Rushmore.
- * Develop a major strategy identification:
 - Increase summer visitation
 - Increase conventions and meetings

- Assist in solicitation of conventions and meetings and develop collateral material to do so
- Develop a winter market
- Increase shoulder season visitation
- * Product development: Implement and/or assist with projects that will enhance Sheridan's marketability such as historic tours, transportation, improve accommodations, attractions, golf tournaments, airline programs, winter packages, recreation, special festivals or events (i.e. Sheridan WYO Rodeo), highway signage
- * Communications: Identify and approach markets through print media advertising, travel guides, editorials, billboards and videos and inquiry response.
- * Sales Programs:
 - Develop international market
 - Attend travel shows appropriate to the Sheridan market
 - Actively bid for conventions
- * Research:
 - Measure the effectiveness of the current marketing
 - Program for each year and provide information necessary for improvement
- * Staff Support:
 - Fulfill and tabulate tourism inquiries
 - Develop all collateral material pieces: brochures, accommodation guides, calendar of events

City Council Members
March 30, 1993
Page 4

- **Respond to special inquiries**
 FAM tours
 Group tour operators
- **Setup board meetings, take minutes, etc.**
- **Travel shows**
- **Coordinate local efforts with state promotions**
- **Keep record of all published articles on City of Sheridan**
- **Work closely to prevent duplication of efforts with other organizations**



"GATEWAY TO THE BIG HORNS"

P.O. BOX 848

55 E. GRINNELL
Ph. (307) 674-6483

SHERIDAN, WY 82801

CERTIFICATE OF PASSAGE AND PUBLICATION

I hereby certify that the above and foregoing ordinance was duly:

Passed on First reading the 3rd day of May, 1993

Passed on Second reading the 18th day of May, 1993

Passed on Third reading the 9th day of June, 1993

Published once on the 25th day of June, 1993
in The Sheridan Press; a newspaper of general circulation in the
City of Sheridan.

Signature available on original document

City Clerk