



# ANNUAL REPORT

---

**FY2023**

SEPTEMBER 1, 2022 -  
AUGUST 31, 2023

# TABLE OF CONTENTS

---

03	Letter from Chief Executive Officer
04	Board of Directors
05	Members
07	Mission and Vision
08	Financials
10	Chamber of Commerce
12	Economic Development
14	Main Street

# MEET THE TEAM

---



**Brayden Connour**  
CEO



**Tammy Derr**  
Operations Director



**Moriah Harkins**  
Chamber Director



**Leann Mattis**  
Community Development Director

# LETTER FROM CHIEF EXECUTIVE OFFICER

---

Members,

You may be curious as to why our moniker recently changed from Goshen Economic Development to "Go Goshen." It was after much discussion and with great consideration, we felt the name Go Goshen, as an action phrase fitting of this organization, is all-encompassing of our inner workings. We are ever-onward, always working toward the betterment of Goshen County. Go Goshen is economic development, the Chamber of Commerce, the Main Street program and tourism under one umbrella; entities all working toward an end goal of bringing opportunity to Goshen County. In fact, it is my belief that fielding opportunity for Goshen County is the cornerstone of what we do. Opportunity varies with every phone call and every walk-in; but it is our priority to give opportunity the best chance to come to fruition in Goshen County.

With the transition of our name, we worked with a team of consultants to also create a much-needed face lift to our website: now [gogoshen.com](http://gogoshen.com), a one-stop location for all information regarding Goshen County. With a frequently updated and robust events calendar, professional photography that tells a story and draws the user in, restaurant lists, information about doing business in Goshen County, and much more encompassing all components of our entity, this new website allows for more efficiency in getting all pertinent information to residents and tourists alike.

This last year brought about many great accomplishments for Go Goshen. In partnership with Eastern Wyoming College, we hosted the first ever Goshen County Start Up Challenge, awarding three winners, BAST Manufacturing, GreenTree Ag and Afdahl Bits and Spurs with seed funding. All three are working toward the growth and enhancement of their businesses right here in Goshen County.

Go Goshen and Eastern Wyoming College have partnered once again to make a significant step toward fostering community and economic development in Goshen County by recruiting a grant writer. This collaboration is driven by a shared vision for progress. A grant writer will seek funding opportunities for both the college and Go Goshen. These grants are meant to catalyze community and economic development projects that have the potential to build a brighter future for Goshen County. By pooling our resources and expertise, this partnership not only aims to enhance educational and economic opportunities within the county, but also to contribute to its overall growth and well-being. Together, we are set to make an impact, advancing the shared interests and aspirations of the community.

Go Goshen continues to work diligently on behalf of businesses and municipalities in Goshen County. We continually strive to "move the needle" to make Goshen County a better place to live, work and play. We are poised to make significant strides in 2024 for the citizens and business community of Goshen County.

Sincerely,  
Brayden Connour  
Go Goshen, CEO

# GO GOSHEN

## BOARD OF DIRECTORS

---



### **President**

Jeff Jones, Great Gardens



### **Vice President**

Jackie Van Mark - Century 21 Valley Realty



### **Secretary/Treasurer**

Zach Miller - Community Hospital



### **Past President**

Scott Prusia, Cowboy AG Finance, LLC

---

Eric Alden - Kroenmark, LLC  
Wade Bruch - Pinnacle Bank  
Justin Burkart - Goshen County  
Brandie Cook - Town of Lingle  
Cactus Covello - Points West Community Bank  
Joe Guth - Platte Valley Bank  
Jeff Harkins - City of Torrington  
Dr. Jeffrey Hawes - Eastern Wyoming College  
Ryan Kramer - Goshen County School District  
Justin Loeffler - Green Tree Ag  
Al Meloni - Transwest Ford  
Seth Norris - WMCI  
Steve Paisley - UW SAREC  
Todd Peterson  
Kyle Rafferty - J G Elliott  
Michael Schmitt - Torrington Livestock  
Kurt Sittner - TDS Environmental Services  
Kelly Sittner - First State Bank  
Bob Taylor - Benchmark of Torrington

# MEMBERS

---

## PLATINUM



---

## DIAMOND



**203**  
MEMBERS STRONG

**16**  
NEW MEMBERS

---

## GOLD

21st Century Equipment, Broncho Bar & Grillhouse, KGOS/KERM, Newman Realty, Schlagel Manufacturing, Town of Yoder, UW - SAREC, Visionary Communications, Western Proppants, Wyrulec Company

---

## SILVER

Benchmark of Torrington, Bloedorn Lumber, Brown & Company, Burger King, Bytes Computer & Network Solutions, Century Lumber, Cobblestone Hotel & Suites, Eastern Wyoming College, Eighty-Eight Oil LLC, Ellis Harvest Home, Goshen County 2-Shot Goose Hunt, Great Gardens, H&R Block, Healing Connections MHT, J-Built Homes, J.G. Elliott Insurance Center, J-Built Homes, Main Street Market / Panhandle Coop, Orbis Advantage INC, Sew Addicting, Torrington Sod Farms, Town of Fort Laramie, Town of LaGrange, Transwest Ford, Vandel Drug, Vetras - Goshen Care at Home, Vistabeam, Vyve, Westco, Wyoming Winds Counseling



# MEMBERS

---

## BRONZE

28th Avenue Dance Studio, 307 Realty Professionals, A&C Sheet Metal , Aligned - A Healing Arts Studio, AJ's Soda Shop, America's Best Value Inn, Baker & Associates, Bear Creek Rubs, Bernard's Unlimited, Body Workz, Bomgaars, Bread Doctor, B & V Coffee Café, Caylor & Genz, Century 21 Valley Realty, Cherry Creek Metals, The Corner Bar, Cottonwood Country Club, Cottonwood Catering, Cottonwood Farm, Cowboy AG Finance, LLC, Dana Cole & Company, Deines Irrigation, Dyecrest Farms, Eastern Wyoming Eye Clinic, Eddington & Sturgeon Law Offices, Edward Jones - Misty Kaufman, Edward Jones- Ryan Yung, Emporium Restaurant, Farm Bureau Financial Services, Farm Credit Services of America, First American Title, Frank Parts Company, Goshen County Fair Association, Griggs Family Dental, GRO Business Solutions, GW Mechanical Inc., Hayfield Cabins, LLC, Huntington Inspections, LLC, Ideal Linen & Uniform Supply, The Java Jar, Joe & Gaylene Guth, Kelley Integrity Safety Solutions, Kenda Knudsen, CPA, Leitheads, Lingle-Fort Laramie Conservation District, Long's Excavation and Construction, Lujan Cleaning Service, McDonald's, McNamee Auction Company, Miller Cattle & Feed Yard, Moore Acres, LLC, Mountain West Technologies, Natures Composites, Newman Ranch, North Platte Physical Therapy, North Platte Valley Conservation District, Off the Hook, Olson Tire Company, Open Barrel Brewing Company, Orr Alignment & Lube, Patrick Brothers, Platte River Family Dentistry, Premier Bone and Joint, Premier Family Mortgage, Premier Properties, Print Express, ProView Windows & Doors, RB Cook Farms, Renovation X, LLC, Renovations Counseling, LLC, Revive CPR, Richardson Insurance, Rutt Commercial Properties, Ryoto Martial Arts, Simplot Grower Solutions, Simply Real Estate, South Goshen Conservation District, State Farm - Mike Rafferty, Steamboat Chiropractic Health & Wellness, Subway, TDS Collection Service, Tea Kettle Bakery, Thrifty's Gas & Liquor, Titan Machinery, Todd Peterson, Torrington Office Supply, Torrington Vision Clinic, PC, Tri-County Small Engine Repair, Tri-County Garage Doors, Volunteers of America Northern Rockies, Wagons West Realty, Ward Trenching, Wattle & Daub Contractors, Webb Orthodontics, Weisshaar and Associates, Western Material Handling Wyoming, WYO Dance Force, Wyoming Community Gas, Wyoming Department of Workforce Services - Torrington, Wyoming Goose Nest, Wyoming Medium Correctional Institution, XESI Document Solution

---

## NON-PROFIT AND INDIVIDUALS

Bell Park Towers, Cheyenne Regional Medical Center, Diversified Services Inc, ELK Eco Cycle, Enroll Wyoming, Family Church of the Nazarene, First Baptist Church, First Wyoming United Presbyterian Church, Fort Laramie Historical Association, Gleaners Union Community Club, Golden Manor Inc (Golden Homes Inc), Goshen Community Theatre, Goshen County 4-H Council, Goshen County Democratic Central Comm., Goshen County Historical Society, Goshen County Library, Goshen County Quilters, Goshen County School District #1, Goshen County Senior Friendship Center, Goshen County Sportsman Club, Goshen County Task Force, Goshen County Tourism Promotion Joint Powers Board, Goshen Rooster Booster, Gracie's Promise, Kiwanis of Goshen County, Lingle Volunteer Fire Department, North Hills Baptist Church, North Platte Valley Board of Realtors, Saint Joseph Children's Home, Sunrise Church, Sunrise Historic & Prehistoric Preservation (SHAPPS), Torrington Elks Lodge #1726, Torrington Lions Club, Torrington Little League, Torrington Moose Lodge #664, Torrington Rotary Club, Travis Snow Post #5 American Legion, Valley Christian School, Wyoming Child & Family Development, Wyoming Health Fair, WYO Help, Yoder Volunteer Fire Department, Allison Barker, Chuck Kenyon, Doug Mercer, Doug Ring, Gary Olson, Jayne Shimic



## OUR MISSION

---

*Cultivating boundless opportunity for businesses and communities in Goshen County.*

## OUR VISION

---

Goshen County, Wyoming has a diverse economy with products known worldwide and healthy citizens who enjoy the amenities unique to rural communities.

Goshen Economic Development is a forward-thinking nonprofit organization, whose investment in infrastructure serves as a regional catalyst for value-added agribusinesses.

## OUR VALUES

---

### **INTEGRITY**

We utilize transparency to convey our impact while maintaining confidentiality with partners to ensure their trust in our services.

### **TRAILBLAZING**

Trailblazing a path using determination, innovation, and sound investment policy for continued economic growth.

### **AUTHENTIC RELATIONSHIP BUILDING**

We strive to establish authentic and meaningful relationships with our citizens, local officials and regional partners.

### **STEWARDSHIP & LEGACY**

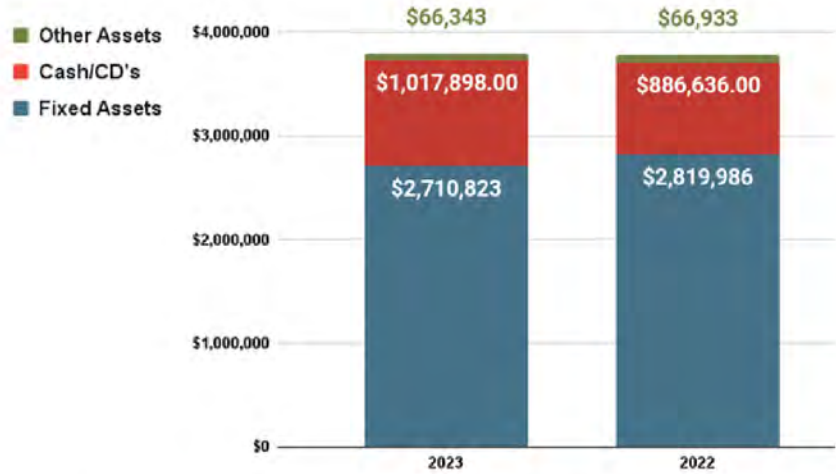
We are stewards of Goshen County bringing the best interest of its people to the forefront of our goals, ensuring a legacy for future generations.

### **PROFESSIONALISM**

We are ethical and committed to serving Goshen County efficiently and equitably .

# FINANCIALS

## ASSETS



## NET ASSETS

	2023	2022
Assets	+ 3,795,064	+ 3,773,555
Liabilities	- 31,888	- 100,772
Equity	<u>= 3,763,176</u>	<u>= 3,672,783</u>

## STATE TAX PROJECT HISTORY

Sales Tax Revenue	+ 6,896,470
Matching Grants Received by GED	+ 2,366,897
Expended to Date	<u>- 8,116,912</u>
Designated Balance Remaining as of 8/31/22	<u>= 1,146,455</u>

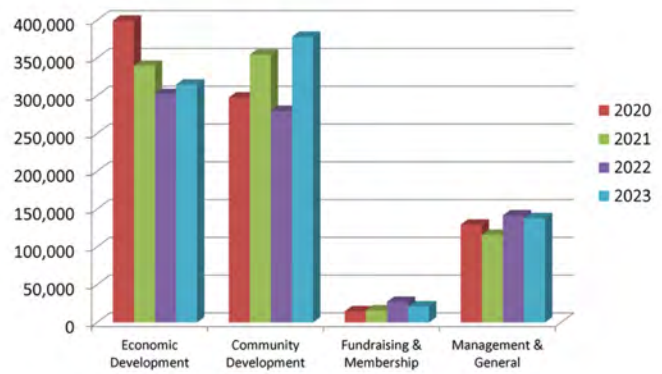
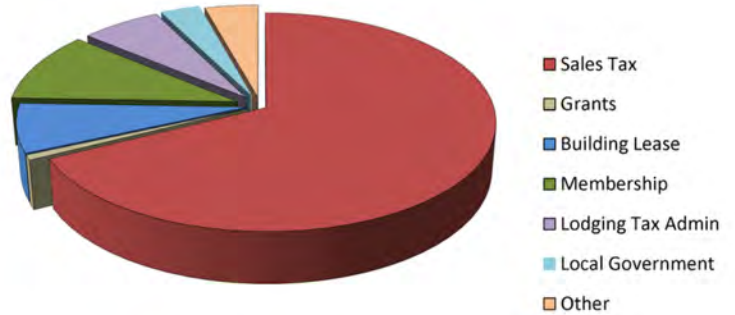
## STATEMENT OF ACTIVITIES

	2023	2022
Support & Revenue	942,191	797,465
Less Expenses		
Program Services	692,621	- 582,101
Supporting Services	- 159,177	- 168,834
Change in Net Assets	<u>= 90,393</u>	<u>= 46,530</u>

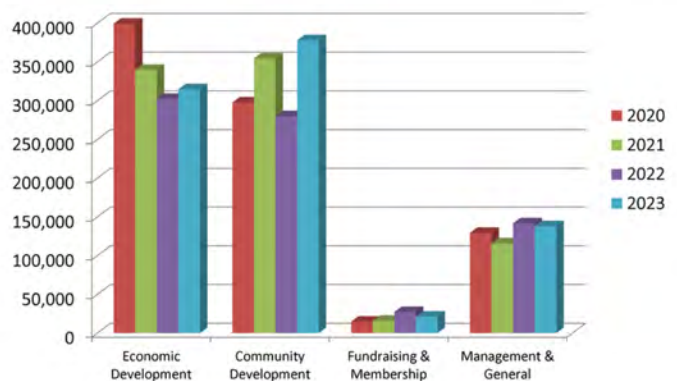
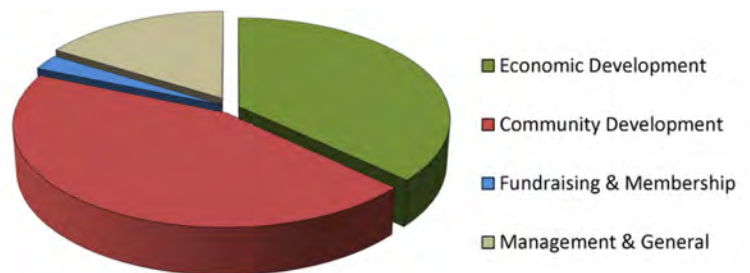


# FINANCIALS

## SUPPORT AND REVENUES



## EXPENSES BY PROGRAM



# CHAMBER OF COMMERCE

The Chamber of Commerce serves as an advocate for its members and the local business community at large, striving to create a favorable business environment by providing a range of services and initiatives. These services often include networking opportunities, educational programs, marketing businesses, promoting members, advocacy for business-friendly policies, and resources for small businesses. Go Goshen strives to continue fostering economic growth, inspiring collaboration, and enhancing the overall business climate in Goshen County.

## SOCIAL MEDIA

Go Goshen continues to grow its reach on social media to promote its members and community events.

 @DEVELOPGOSHENWY

**+14.6%**  
FOLLOWER  
GROWTH

**44,149** FACEBOOK REACH  
**7,866** ENGAGEMENTS  
**19,380** PAGE VISITS  
**2,281** FOLLOWERS  
**397** NEW FOLLOWERS

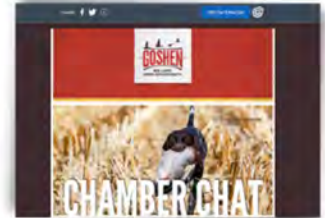
ALSO FOLLOW US HERE:

 @DEVELOPGOSHENWY

 @GOGOSHENWY

## MEMBER PROMOTION

Goshen Chamber publicizes its members' events and promotions through email and social media.



**225** EVENTS AND PROMOTIONS were advertised on Chamber Chat emails, and Go Goshen social media.

**103** EMAIL CAMPAIGNS were sent to members and the community keeping the public up-to-date on happenings.

## CHAMBER AMBASSADORS

This year, Goshen Chamber revived the Chamber Ambassador program; an initiative led by the Chamber of Commerce to create a group of dedicated volunteers who can support and promote business events and activities in the community. These ambassadors are business owners or professionals who are passionate about the growth and development of their local business community.

### AMBASSADORS

- Diane Holland - 21st Century Equipment
- Stephanie Wise - Print Express
- Lisa Johnson - Eastern Wyoming College
- Kim Evezich - Timberline Electric
- Tonja Nepper - Wyoming Workforce Services
- Ashlee Arrants - Platte Valley Bank
- Mandy Cole - Platte Valley Bank
- Sherrie Sides - Platte Valley Bank
- Sadie Kay - J.G. Elliott Insurance
- Deanna Gerrard - Windmill Realty
- Roni Bennett - T D Real Estate LLC

# RIBBON CUTTINGS

## CELEBRATING NEW BUSINESS & EXPANSION

Muse Beauty Lounge

Cin D's CBD

StoryWalk by Trail  
Elementary

Huntington Inspections, LLC

Aligned - A Healing Art Studio

Tony Gringos

Martha's Store

Lingle-Fort Laramie  
Conservation District



# BUSINESS EVENTS

## NETWORKING & LEARNING IN GOSHEN COUNTY

Schlagel Manufacturing  
Celebrates 30 years

Goshen County Library  
Celebrates 100 years

ELK Eco Cycle 1st  
Anniversary

Banner Health Open House

Great Gardens Annual Open  
House

Agriculture Appreciation  
Breakfast

SAREC - Field Day

Reality Town

Bloedorn Lumber Customer  
Appreciation Day

Lunch & Learn with  
Goshen County Library

Wyoming Ranch & Hemp  
Expo



# ECONOMIC DEVELOPMENT

Economic development refers to programs, policies, and activities that seek to improve the economic well-being and quality of life for a community by creating and retaining jobs and providing a stable tax base.

**CHANGE IS INEVITABLE.  
GROWTH IS HARD.**

- JOHN C MAXWELL

## PROGRESS PROGRAM GRANT

The goal of Go Goshen's Progress Program is to reinvest one-quarter cent sales tax funds back in Goshen County businesses and municipalities. Local businesses are the lifeblood of Goshen County, and it is vital that the economic development sales tax is reinvested to continue growth and prosperity. GED is here to provide economic development support to Goshen County and its communities.

# 1/4 PENNY

**FOR ECONOMIC DEVELOPMENT**

## \$94,970

**1/4 PENNY FUNDS**

INVESTED IN BUSINESSES LAST YEAR.

# \$1,528,083

**INVESTED TO DATE**

## MEMBERS AWARDED

Town of Lingle

M Lazy Heart Feeds, LLC

Thrifty's Gas & Liquor

Steamboat Chiropractic

Valley Christian School

Wes Anderson Insurance

BAST Manufacturing

Bear Creek Rubs, LLC



# ECONOMIC DEVELOPMENT

## BRAND MERGER

As of August 2023, Goshen Economic Development is officially known as Go Goshen. We're so excited to have all the entities that already work together to make Goshen County wonderful—Economic Development, Chamber of Commerce, Main Street and Travel & Tourism—together as one unified group. All of your favorite resources now live together at GoGoshen.com.



### GoGoshen.com is a one stop shop for:

- Explore things to do, places to stay and great spots to eat around Goshen County
- Take a look around our local business resources
- Learn about our local Main Street programs and where to get Goshen Bucks

## START UP CHALLENGE

The inaugural year of the IMPACT 307 Goshen County Start-Up Challenge proved to be a great success with finalists presenting their business ideas to a panel of local judges and a live audience for the opportunity to receive seed funding.

Green Tree Ag, BAST Manufacturing and Afdahl Bits and Spurs received seed funding to further their business ventures. BAST Manufacturing was the recipient of The Audience Choice Award, sponsored by First State Bank.

Made up of a team of two Goshen County residents, Carly Keller and



Jared Clapper, along with Clayton Auzqui of Clearmont, BAST Manufacturing has begun the process of manufacturing a sustainable, locally sourced, USA made air filter. The team has office space in the Go Goshen incubator, with plans to eventually obtain a manufacturing facility in Goshen County.

## EWC PARTNERSHIP

The partnership between Eastern Wyoming College and Go Goshen marks a significant step toward fostering community and economic development in Goshen County. This collaboration is driven by a shared vision for progress. The recruitment of a grant writer will seek funding opportunities for both the college and Go Goshen. These grants are meant to catalyze community and economic development projects that have the potential to build a brighter future for Goshen County. By pooling our resources and expertise, this partnership not only aims to enhance educational and economic opportunities within the county but also to contribute to its overall growth and well-being. Together, we are set to make an impact, advancing the shared interests and aspirations of the community.

# GOSHEN MAIN STREET



Goshen Main Street, a certified program of Wyoming Main Street, is made up of a board of community cultivators working to position, promote and preserve the downtown district to make it a better place to gather, work and play.

Using a four-point approach that includes design, promotion, organization and economic vitality, the board's main objective is to make downtown your favorite place to be, which in turn spurs economic growth and improves the quality of life.

## WHO IS GOSHEN MAIN STREET?

- Carolyn McBurney - Torrington
- C.J. Bohl - Torrington/Lingle
- Cristine Braddy - Torrington
- Troy Ayres - Torrington
- Ryen Craig - Torrington
- Meagan LeBar - Torrington/Lingle
- Jennifer Reimers - Yoder/LaGrange
- Joyce Evans - Fort Laramie
- Brandi Hill - Lingle
- Leann Mattis, Community Development Director/Main Street Coordinator



## PROJECTS/EVENTS

We provide family-friendly events, beautification projects and local business support.



Music on Main Free Summer Concert Series



Veterans Banner Project



Shop Small/Live Local Campaign



Downtown Holiday Parade & Events



Business Support

# COMMUNITY

Our favorite thing about Goshen County is that it feels like one big neighborhood—with really long streets. We encourage our residents to use this space as a place where we can all get together, catch up on what's new, and find out how we can help our communities continue to grow and thrive.

## INVOLVEMENT

In Goshen County, we believe in rolling up our sleeves, engaging with local businesses, organizations and individuals, and actively listening to the needs and aspirations of the community. It's through these authentic connections that we can identify and address the specific challenges and opportunities that are unique to our region.

## PARTNERSHIPS

For Go Goshen, community partnerships are the lifeblood of our mission. We value these relationships as the very foundation upon which the prosperity and well-being of Goshen County are built. Our commitment goes beyond mere collaboration; it's about creating authentic bonds that foster growth and development.

THE GO GOSHEN TEAM IS ON

**8** COMMUNITY  
BOARDS

VOLUNTEERING A TOTAL OF

**130+** HOURS  
THIS YEAR

### COMMUNITY BOARDS INCLUDE:

Community Healthcare Foundation

Fort Laramie Historical Association

Eastern Wyoming College  
Foundation

Torrington Rotary

Torrington Farmers Market





# THANK YOU

---

**FOR YOUR CONTINUED  
SUPPORT!**

**GO GOSHEN**

110 E 22ND AVE  
TORRINGTON, WY 82240  
(307)532-5162

---



[FACEBOOK.COM/DEVELOPGOSHENWY](https://www.facebook.com/developgoshenwy)



[LINKEDIN.COM/DEVELOPGOSHENWY](https://www.linkedin.com/company/developgoshenwy)

**[WWW.GOGOSHEN.COM](http://WWW.GOGOSHEN.COM)**