



ANNUAL REPORT

FY2025

SEPTEMBER 1, 2024 -
AUGUST 31, 2025

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



Brian Young
CEO



Tammy Derr
Operations Director



Moriah Harkins
Chamber Director



Leann Mattis
Community Development Director



LETTER FROM CHIEF EXECUTIVE OFFICER

Members,

We write to acknowledge the great progress put forth by Go Goshen over the past year. From increasing overall awareness of Go Goshen in the community to embarking on several major projects, the recently concluded fiscal year was a success. Among the several new programs now in place are two loan options that will address much needed business funding availability and provide for greater financial sustainability of our organization. We likewise launched several community development initiatives, including a task force to finally get a wellness and recreation center built, and a community redevelopment plan addressing derelict commercial properties throughout the county.

Our Cold Springs Business Park saw new businesses added and the sales of all developed lots but one over the past year. We will continue to seek funding options to expand infrastructure in the park to the south. Our 21st & Main building is currently undergoing a remodeling effort, which will increase the availability of office space at this community hub.

The coming year will see a renewed focus on the ¼ Penny for Economic Development sales tax. With this in mind, we have engaged a strategic marketing firm renowned for its success with local and statewide ballot election campaigns. By highlighting the past successes of our Progress Program, as well as other grants and our two new loan programs available to the community, we will continue to show the value of the ¼ Penny for Economic Development to the citizens of Goshen County.

The Goshen County Chamber of Commerce continued to strengthen the business community through connection, promotion, and advocacy. Membership grew as more businesses recognized the value of Chamber resources, and relationships deepened through increased engagement in Chamber Chat, social media outreach, and technical assistance hours focused on branding, marketing, and business development. Foundational work began on the Chamber's Business Retention and Expansion Program, establishing a framework to understand local business needs better and support long-term growth. With the Chamber's role in administering the Lodging Tax Board, the Goshen County Tourism Promotion Joint Powers Board received a \$30,000 Destination Development Grant from the Wyoming Office of Tourism to further highlight the county's amenities, unique attractions, and locally owned businesses. In addition, Chamber leadership expanded its statewide reach, with the Chamber Director elected Treasurer of the Wyoming State Chamber of Commerce Board of Directors.

The Torrington Main Street program made meaningful strides in preserving and enhancing the character of our downtown. We secured a grant from the Wyoming Arts Council to launch our mural project, adding a creative and cultural touch to Main Street. Our new Then & Now project is celebrating local history by showcasing photos and stories of downtown buildings dating back to Torrington's beginnings, with a future goal of developing a mapped "Historic Walk." Most recently, we introduced a lighting initiative, installing color-changing solar flood lights on the upper story of the historic Trail Hotel building—bringing new life and vibrancy to Main Street after dark. Together, these efforts reflect our ongoing commitment to honoring our past while investing in the future of our community.

The coming year will be full of new initiatives and the expansion of ongoing programs by the organization. We are grateful to you for allowing our team to serve you as our valued membership.

Warmly,
Brian Young
Go Goshen, CEO

GO GOSHEN

BOARD OF DIRECTORS



President

Kelly Sittner, First State Bank



Vice President

Brett Malm, Platte Valley Bank



Secretary/Treasurer

Scott Prusia, Cowboy AG Finance, LLC



Past President

Jeff Jones, Great Gardens

Eric Alden - Kroenmark, LLC
Wade Bruch - Pinnacle Bank
Justin Burkart - Goshen County
Ritch Reyes - Town of Lingle
Jeff Carl - JBHI by J-Built Homes
Jeff Harkins - City of Torrington
Dr. Jeffry Hawes - Eastern Wyoming College
Wheaton Kremke - Points West Community Bank
Ryan Kramer - Goshen County School District
Justin Loeffler - Wyoming Hemp Company
Ingrid Long - Banner Health
Al Meloni - Transwest Ford
Seth Norris - WMCI
Steve Paisley - UW SAREC
Heather Saul - Ty's Pit Stop
Michael Schmitt - Torrington Livestock
Kurt Sittner - TDS Environmental Services
Bob Taylor - Benchmark of Torrington

MEMBERS

PLATINUM



DIAMOND



195

MEMBERS STRONG

26

NEW MEMBERS

GOLD

21st Century Equipment, Broncho Bar & Grillhouse, KGOS/KERM Broadcasting, Platte River Ag Solutions, Schlagel Manufacturing, Town of Yoder, UW - SAREC, Western Proppants, Wyrulec

SILVER

AJ's Soda Shop, Benchmark of Torrington, Bloedorns, Bread Doctor, Brown & Company, Century Lumber, Cobblestone Hotel & Suites, Eastern Wyoming College, Eighty-Eight Oil LLC, Ellis Harvest Home, Frontier Metal Works, Goshen County 2-Shot Goose Hunt, Great Gardens, H&R Block, J.G. Elliott Insurance Center, J-Built Homes, Main Street Market / Legacy Coop, Newman Realty, Sew Addicting, Titan Machinery, Torrington Sod Farms, Town of Fort Laramie, Town of LaGrange, Transwest Ford, Vandel Drug, Vistabeam Broadband, Vyve Broadband, W&W Family Trust, Westco



MEMBERS

BRONZE

28th Avenue Dance Studio, A&C Sheet Metal, America's Best Value Inn, Bates Bros Coffee, Bear Creek Rubs, Body Workz, Bomgaars, Caylor & Genz, Century 21 Valley Realty, Cherry Creek Metals, Cohesion Massage, The Compound, Cottonwood Country Club, Cottonwood Farms, Cowboy AG Finance, LLC, Dana Cole & Company, Danger Zone Safety Technologies, Dyecrest Farms, Eakes Office Solutions, Eastern Wyoming Eye Clinic, Edward Jones - Misty Kaufman, Edward Jones- Ryan Yung, Emporium Restaurant, Eric's LubeXpress, Farm Bureau Financial Services, Farm Credit Services of America, First American Title, Fresh Foods, Garcia's Restaurant, GitFit Fitness Club, Goshen County Fair Association, Griggs Family Dental, GW Mechanical Inc., Hayfield Cabins, LLC, Huntington Inspections, LLC, ICC (Integrated Computer Consulting), Ideal Linen & Uniform Supply, Inline Timber & Terrain Solutions, J&J Ochsner Livestock, JEO Consulting Group, Inc, Joe & Gaylene Guth, Legacy Natural Gas, Leitheads, Lingle-Fort Laramie Conservation District, Long's Excavation and Construction, Lujan Cleaning Service, Marlene's Tortillas & More, McNamee Auction Company, Midwest Plumbing, Miller Cattle & Feed Yard, Minks CPA & Associates, Mountain West Technologies, Natures Composites, Newman Ranch, Julie Nighswonger Art, North Platte Physical Therapy, North Platte Valley Conservation District, Off the Hook, Old Moose Coffee & Events, Olson Tire Company, ONEOK, Open Barrel Brewing Company, Orr Alignment & Lube, Patrick Brothers, Platte River Family Dentistry, Premier Properties, Primary Residential Mortgage, Inc, Print Express, Prometheus Technology Solutions, LLC, ProView Windows & Doors, Richardson Insurance, Simply Real Estate, South Goshen Conservation District, State Farm - Mike Rafferty, Steamboat Chiropractic Health & Wellness, The Style Exchange Classy Consignment, Subway, TDS Collection Service, The Greene Machine, Todd Peterson, Torrington Vision Clinic, PC, Triple O Truss, Tri-State Garage Doors, Valley Motor Supply, Viaero Wireless, Ward Trenching, Wattle & Daub Contractors, Webb Orthodontics, Weisshaar and Associates, Whiskey Mountain Engraving, Wyoming Community Gas, Wyoming Department of Workforce Services - Torrington, Wyoming Dust Busters, Wyoming Medium Correctional Institution, XESI Document Solution

NON-PROFIT AND INDIVIDUALS

Bell Park Towers, CyberWyoming, Diversified Services Inc, ELK Eco Cycle, Enroll Wyoming, Evergreen Management Services, First Baptist Church, First Wyoming United Presbyterian Church, Fort Laramie Historical Association, Gleaners Union Community Club, Goshen Community Theatre, Goshen County 4-H Council, Goshen County Library, Goshen County Quilters, Goshen County School District #1, Goshen County Senior Friendship Center, Goshen County Sportsman Club, Goshen County Task Force, Gracie's Promise, Historical JayEm on the Rawhide, Kiwanis of Goshen County, Land of Goshen Ministries, 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, Yoder Volunteer Fire Department, Allison Barker, Brayden & Lynn Connour, Chuck Kenyon, Dixie Roth, Doug Mercer, Doug Ring, Gary Olson, Veronica Douglass



OUR MISSION

To Do All Things Responsibly to Enhance Economic Development in the Goshen County, Wyoming area.

OUR VISION

Go Goshen is recognized as the forward-thinking organization driving the effort for Goshen County to achieve a strong tax base and enhanced quality of life infrastructure resulting from a robust business climate that creates new jobs, drives capital investment and attracts a qualified workforce.

OVERALL GOAL

Create and stimulate an economic climate that competitively positions Goshen County to attract a talented workforce, and attract and facilitate investment in state-of-the-art infrastructure, business development, and other compatible and diverse sustainable economic development opportunities.

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

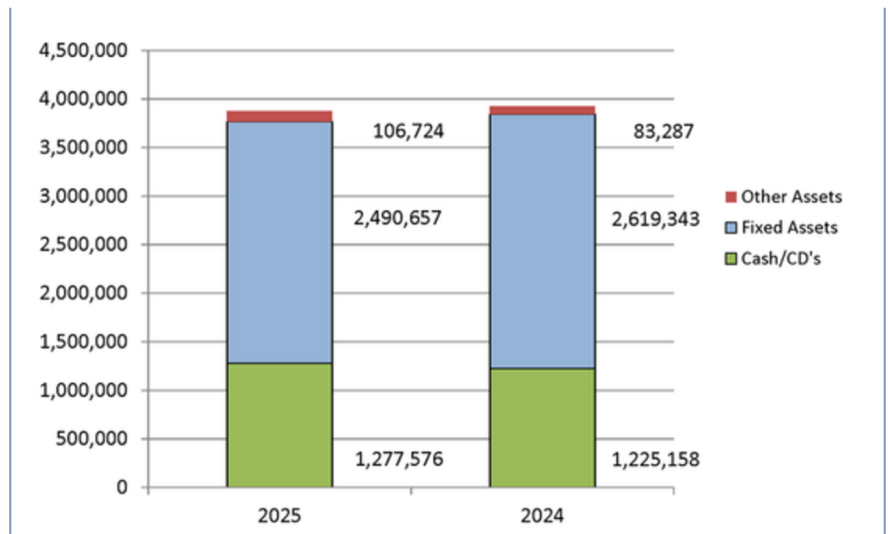
We are stewards of Goshen County bringing the best interest of its people to the forefront of our goals, ensuring a legacy for future generations.

PROFESSIONALISM

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

FINANCIALS

ASSETS



NET ASSETS

	2025	2024
Assets	+ 3,874,957	+ 3,927,788
Liabilities	- 36,721	- 70,986
Equity	<u>= 3,838,236</u>	<u>= 3,856,802</u>

STATE TAX PROJECT HISTORY

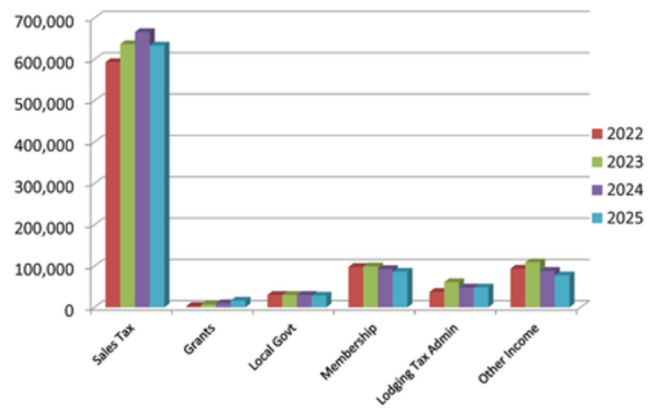
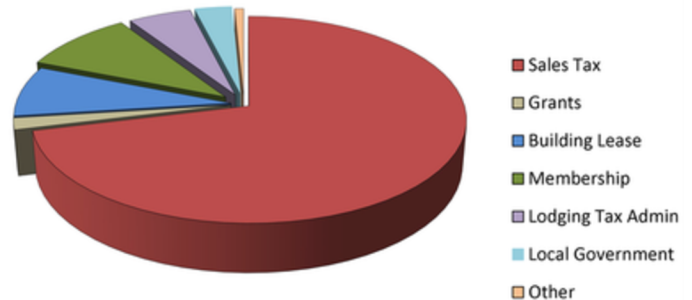
Sales Tax Revenue	+ 8,195,854
Matching Grants Received by GED	+ 2,366,897
Expended to Date	<u>- 9,090,032</u>
Designated Balance Remaining as of 8/31/25	<u>= 1,472,719</u>

STATEMENT OF ACTIVITIES

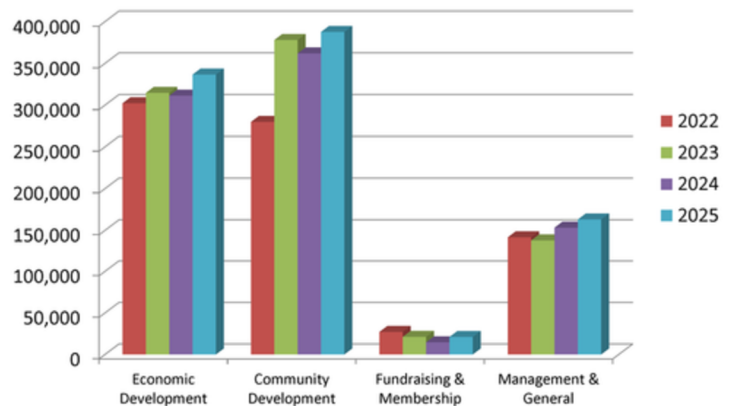
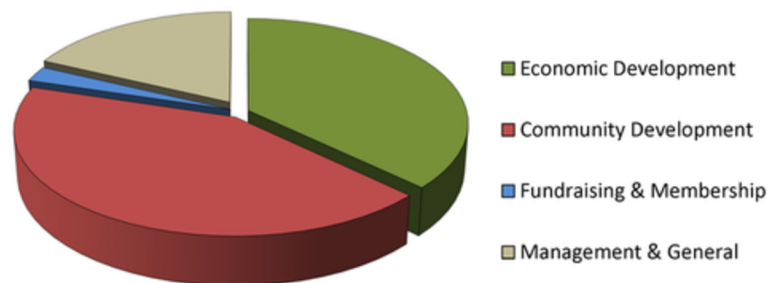
	2025	2024
Support & Revenue	889,730	934,749
Less Expenses		
Program Services	724,169	- 673,228
Supporting Services	- 184,127	- 167,895
Change in Net Assets	<u>= 93,626</u>	<u>= 93,626</u>

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

20.4K

TOTAL VISITS

20.4K PAGE VISITS

14.3K INTERACTIONS

20.5K PAGE VISITS

2,852 FOLLOWERS

284 NEW FOLLOWERS

14.6K LINK CLICKS

ALSO FOLLOW US HERE:



@DEVELOPGOSHENWY



@GOGOSHENWY

MEMBER PROMOTION

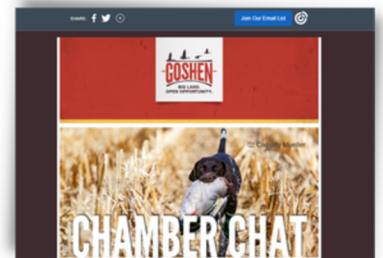
Goshen Chamber publicizes its members' events and promotions through email and social media.

341

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

123

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



COMMUNITY AWARDS

BUSINESS OF THE YEAR
TORRINGTON TELEGRAM
ROB MORTIMORE

ENTREPRENEUR OF THE YEAR
BRECK SHANNON
BRECK'S LEMONADE

COMMUNITY LEADER OF THE YEAR
ROB MORTIMORE
TORRINGTON TELEGRAM

AG BUSINESS OF THE YEAR
ELLIS HARVEST HOME
DAN, CHERYL, AND ZACK ELLIS

STAR EMPLOYEE OF THE YEAR
MEAGAN LEBAR
COWBOY CLINIC & URGENT CARE

GO GOSHEN AWARDS

NEIL NEWMAN HORIZON AWARD
TOM FEESER

TOURISM

Tourism strengthens our economy and community culture by bringing visitors who support local businesses. The Lodging Tax—paid only by visitors, not residents—funds the promotion and development of tourism. Every dollar collected goes directly into community projects and marketing efforts that benefit both visitors and locals, allowing Goshen County to grow without adding financial burden to residents.

SOCIAL MEDIA

Go Goshen reignited our efforts on Instagram, creating a platform where visitors and residents can take snapshots of life in Goshen County.



@GOGOSHENWY

908

VISITS

325

INTERACTIONS

48

LINK CLICKS

874

FOLLOWERS

103

NEW FOLLOWERS

ALSO FOLLOW US HERE:



@DEVELOPGOSHENWY



@DEVELOPGOSHENWY

DESTINATION DEVELOPMENT FUNDS

Goshen County Tourism continues to make strong progress with the Destination Development funds awarded by the Wyoming Office of Tourism. The initial \$80,000 grant has allowed us to update and redesign our visitor brochure, create a new local guide, and build out enhanced tourism content on GoGoshen.com to better highlight our communities, outdoor recreation, history, and locally owned businesses. In the coming year, we plan to continue investing these funds in strategic marketing efforts, including expanded digital storytelling, refreshed photography and videography, and collaborative projects that strengthen the visitor experience across Goshen County. With an additional \$30,000 per year secured for the next two years, we will continue elevating Goshen County's small-town charm and wide-open spaces to travelers across Wyoming and beyond.

GOSHEN COUNTY TOURISM PROMOTION JOINT POWERS BOARD

Go Goshen provides board administration for the Goshen County Lodging Tax Board, working together to promote tourism and support economic growth. They manage Lodging Tax allocations for marketing efforts like the Go Goshen website and targeted social media campaigns, helping increase the county's visibility, attract visitors, and support local businesses.

BOARD MEMBERS

- Scott Prusia - Chairperson - Torrington
- Geri Zeimens - Vice Chairperson - Goshen County at Large
- Gary Olson - Treasurer - Goshen County at Large
- Jacob Ellis - Fort Laramie
- David Saul - Lingle
- Judith Bartmann - La Grange
- Bob Oaks - Yoder
- Konne Rife - Goshen County at Large

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**

\$383,349.78

1/4 PENNY FUNDS

AWARDED LAST YEAR

\$2,437,465

INVESTED TO DATE

GRANT AWARDEES

Old Moose Coffee & Events

GitFit Fitness Club

Elk Eco Cycle

Town of LaGrange

Town of Fort Laramie

Town of Yoder

Goshen Sportsmen Club

Benchmark of Torrington

Yoder Volunteer Fire Dept.

Torrington Sod Farms

Platte River Ag Solutions

Rustic Ridge Landscaping

Northern Feed & Bean

Pine Bluffs Sinclair

MPrints91

Marie's Tortillas

Town of Lingle

City of Torrington



ECONOMIC DEVELOPMENT

ADVANCING BUSINESS SUPPORT

This year, Go Goshen expanded its economic development toolbox to better serve local businesses and strengthen long-term sustainability. Two new loan programs were launched to increase access to capital for startups and growing companies—filling critical funding gaps while supporting our organization’s financial stability. We also expanded our community development efforts by assembling a countywide task force to make a wellness and recreation center a reality and by initiating a redevelopment plan targeting long-neglected commercial properties. These efforts work hand in hand to improve community appeal and remove barriers to business growth.

COLD SPRINGS BUSINESS PARK

Cold Springs Business Park continued to be a major driver of economic activity this year. Several new businesses joined the park, and all but one developed lot has been sold. With strong interest from additional companies, Go Goshen is actively pursuing funding to extend infrastructure southward and open more sites for future development. The 21st & Main building is also undergoing a full remodel to expand available office space and enhance this vital community hub for entrepreneurs, small businesses, and partner organizations.



PROGRESS PROGRAM MILESTONES

This year marked a record-breaking cycle for the Progress Program, Go Goshen’s flagship economic development tool, funded by the quarter-penny sales tax. More businesses and municipalities received support than ever before, enabling essential projects to move forward—from equipment purchases and facility upgrades to community infrastructure improvements.

In addition to distributing the highest total award amount to date, Go Goshen also modernized the program to meet community needs better. The newly updated structure now provides a 50% match for eligible projects, doubling the impact of local investment and helping applicants stretch their dollars further. These enhancements ensure that Progress Program funding remains one of Goshen County’s most effective drivers of growth, entrepreneurship, and long-term economic vitality.

TORRINGTON 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 TORRINGTON MAIN STREET?

- C.J. Bohl - Board Chair
- Meagan LeBar - Vice Chair
- Cristine Braddy - Secretary/Treasurer
- Brandi Hill
- Brittney Lira
- Jennifer Reimers
- Leann Mattis, Community Development Director/Main Street Coordinator



PROJECTS/EVENTS

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

-  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

11 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/DEVELOPGOSHENWY)

WWW.GOGOSHEN.COM