

# Wyoming Rural Development Council,



**RURAL RESOURCE TEAM REPORT  
FOR  
SUPERIOR  
COMMUNITY ASSESSMENT  
SWEETWATER COUNTY, WYOMING  
MAY 17-18, 2006**

## **WYOMING RURAL DEVELOPMENT COUNCIL'S MISSION**

*“TO CREATE PARTNERSHIPS THAT RESULT IN EFFECTIVE,  
EFFICIENT AND TIMELY EFFORTS TO ENHANCE THE  
VIABILITY OF RURAL WYOMING.”*

## **THE WYOMING RURAL DEVELOPMENT COUNCIL**

The Wyoming Rural Development Council is a collaborative public/private partnership that brings together six partner groups: local/regional government, state government, federal government, tribal government, non-profit organizations and private sector individuals and organizations.

WRDC is governed by a Steering Committee representing the six partner groups. The Steering Committee as well as the Council membership have established the following goals for the WRDC:

- *Assist rural communities in visioning and strategic planning*
- *Serve as a resource for assisting communities in finding and obtaining grants for rural projects*
- *Serve and be recognized as a neutral forum for identification and resolution of multi-jurisdictional issues*
- *Promote through education, the understanding of the needs, values and contribution of rural communities.*

The Council seeks to assist rural Wyoming communities with their needs and development efforts by matching the technical and financial resources of federal, state, and local governments and the private sector with local development efforts.

If you would like more information about the Wyoming Rural Development Council and how you may benefit as a member, contact:

Mary Randolph, Executive Director  
Wyoming Rural Development Council  
2219 Carey Ave.  
Cheyenne, WY 82002  
307-777-6430  
307-777-6593 (fax)  
[mrand@state.wy.us](mailto:mrand@state.wy.us)  
[www.wyomingrural.org](http://www.wyomingrural.org)

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**May 17-18, 2006**

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## **PROCESS FOR THE DEVELOPMENT OF THIS REPORT**

The Wyoming Rural Development Council (WRDC) has provided a Resource Team to assist the town of Superior, Wyoming in evaluating the community's assets and liabilities and in developing suggestions for improving the environment, social and economic future of Superior.

The town of Superior requested a community assessment from the Wyoming Rural Development Council. Mikki Maes-Ekke served as the community contact and took the lead in agenda development, logistics and publicity in town for the assessment. Resource team members were selected to visit, interview citizens, business and community leaders; and develop a plan of recommended action for the town. The team members were carefully selected based on their fields of expertise that Superior officials indicated would be needed to respond to the problem areas identified.

The Resource Team toured the town and interviewed approximately one hundred people over a two-day period from May 17 – 18, 2006. The team interviewed representatives from the following segments of the Superior community: business/industry, church, government/law enforcement, general public and youth.

Each participant was asked to respond to three questions designed to begin communication and discussion and to serve as a basis for developing the action plan. The three questions were:

- *What do you think are the major problems and challenges in Superior?*
- *What do you think are the major strengths and assets in Superior?*
- *What projects would you like to see completed in two, five ten and twenty years in Superior?*

Upon completion of the interviews, the team met to compare notes and share comments following the two days of intense study. The team then agreed that each team member would carefully analyze what was said, synthesize what they heard with their knowledge of programs and resources, prepare their notes and suggestions, and forward these items to be combined into WRDC's final report to Superior.

The oral report was presented to the people of Superior on May 18, 2006 and many of the citizens of Superior who participated in the interviews were in attendance.

Following the oral report, a formal written report was prepared and presented to the town of Superior.

## **EXECUTIVE SUMMARY**

The Resource Team for Superior would like to extend their thanks for the warm hospitality we received during our visit. It was wonderful to talk to those who came to the Administration Building and we learned a lot! It was fantastic to hear so many positives for living in Superior, and it is a beautiful area. The town officials were generous with their time and their dedication in assisting with the entire process.

Many of the elements are here for Superior to have a successful future – the citizens we met with were enthusiastic about where they live, the strong sense of community and a beautiful area! To achieve the goals it will be important to involve the whole community in trying to find ways to accomplish the goals. With each success it will be like a snow ball going down the hill, the people interested and willing to help will grow. When everyone gets involved, it is not as overwhelming as when only a few are involved. A few celebrations at the successful conclusion of an activity which has involved a large number of citizens will lead to a feeling of accomplishment that will carry over into other activities. Tackle smaller jobs first, or break big jobs into phases; this allows for early successes and a sparks the momentum.

Each individual must decide what it is that they want to do, what kind of project they want to tackle. There are enough tasks for everyone. Each small step, every accomplishment, no matter how limited, is movement in the right direction toward achieving Superior's goals. It can be done! There is no problem facing Superior that cannot be solved by the people living in the community. It is your choice, your decision, you can do it.

We hope you will find great value in this report and remember any team member is available for you to call to clarify information or provide more information and assistance.

Sincerely,

*Kim Porter, Resource Team leader*

## Superior Demographic Report (Estimate)

### Population

The estimated 2005 population for Superior was 239. The population in 1990 was 256 representing a -6.64% change. It is estimated that the population in Superior will be 234 in 2010, representing a change of -2.09% from 2005. The population is 51.5% male and 48.5% female. The median age of the population is 42.1, compared to the U.S. median age which is 36.3. The population density is 217.2 people per square mile.

### Households

There are 93 households in Superior. The Census revealed household counts of 89 in 1990, representing an increase of 4.49%. It is estimated that the number of households in Superior will be 95 in 2010, representing a change of 2.15% from 2005.

The median number of years in residence is 2.54. The average household size is 2.55 people and the average family size is 2.92 people. The average number of vehicles per household is 2.8.

### Income

The median household income for Superior is \$53,484, compared to the U.S. median which is \$46,338. The Census revealed a median household income of \$37,672 in 1990 representing a change of 41.97%. It is estimated that the median household income will be \$59,297 in 2010, which would represent an increase of 10.87% from 2005.

The per capita income is \$22,284, compared to the U.S. per capita, which is \$24,385. The 2005 average household income is \$55,710, compared to the U.S. average which is \$64,443.

### Race & Ethnicity

The racial makeup of Superior is as follows: 93.5% White; 0.2% Black; 1.2% Native American; 0.0% Asian/Pacific Islander; and 2.9% Other. Compare these to the U.S. racial makeup which is: 75.7% White, 12.2% Black, 0.8% Native American, 4.3% Asian/Pacific Islander and 4.6% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin made up 7.4% of the current population, compared to the U.S. makeup of 14.4%.

### Housing

The median housing value for Superior was \$33,295 in 1990, compared to the U.S. median of \$78,382. The 2000 Census median housing value was \$36,386, which is a 9.3% change from 1990. In 1990, there were 68 owner occupied housing units in Superior versus 92 in 2000. Also in 1990, there were 21 renter occupied housing units versus 18 in 2000. The average rent in 1990 was \$150 versus \$246 in 2000.

### Employment

There are 135 people over the age of 16 in the labor force in Superior. Of these 97.1% are employed, 2.9% are unemployed, 29.0% are not in the labor force and 0.0% are in the armed forces. In 1990, unemployment in this area was 1.8% and in 2000 it was 3.5%. There are 7 employees (daytime population) and there is 1 establishment.

In 1990, 21.2% of employees were employed in white-collar occupations and 78.8% were employed in blue-collar occupations. In 2000, white-collar workers made up 51.6% of the population, and those employed in blue-collar occupations made up 48.4%. In 1990, the average time traveled to work was 16

minutes and in 2000 it was 24 minutes.

Superior Statistics	
County	Sweetwater
Zip Code	82945
Elevation	6,700 feet above sea level
Latitude	41.45° north of the equator
Longitude	108.58° west of the prime meridian
Area	1.1 square miles
	Land Area: 1.1 square miles
	Water Area: 0.0 square miles
<b>Estimated City Distances:</b>	
Rock Springs, WY	21 miles
Ogden, UT	209 miles
Cheyenne, WY	248 miles
Denver, CO	309 miles

Population by Age (2005 Estimate)	
Population Estimate	239
Median Age	42.1
0 to 4 years	5.5%
5 to 14 years	12.9%
15 to 19 years	6.5%
20 to 24 years	6.8%
25 to 34 years	8.2%
35 to 44 years	15.3%
45 to 54 years	18.9%
55 to 64 years	16.6%
65 to 74 years	6.8%
75 to 84 years	1.9%
85+ years	0.5%

Marital Status (2005 Estimate)	
Age 15+ Population	195
Married, Spouse Present	63.9%
Married, Spouse Absent	2.0%
Divorced	13.4%
Widowed	2.3%
Never Married	18.4%

Household Status (2005 Estimate)	
Total Households:	93
1 Person	22.6%
2 Person	41.4%
3 Person	14.9%
4 Person	10.9%
5 Person	7.5%
6 Person	1.8%
7+ Person	0.9%

Housing Units (2005 Estimate)	
Total Housing Units:	137
Owner Occupied	57.1%
Renter Occupied	11.3%
Vacant	31.6%

Income (2005 Estimate)	
Median Household Income	\$53,484
Per Capita Income	\$22,284

Households by Income (2005 Estimate)	
Total Households:	93
\$0 - \$14,999	7.4%

\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	35.3%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	8.8%
\$150,000+	0.2%

Employment & Business (2005 Estimate)	
Age 16+ Population	191
In Labor Force	71.0%
Employed	97.1%
Unemployed	2.9%
In Armed Forces	0.0%
Not in Labor Force	29.0%

Educational Attainment (2005 Estimate)	
Age 25+ Population	163
Grade KG - 08	1.5%
Grade 09 - 12	9.0%
High School Graduate	37.7%
Some College, No Degree	23.2%
Associates Degree	3.6%
Bachelor's Degree	22.3%
Graduate Degree	2.8%

Medical (Hospitals/Medical Centers In/Near Superior) (Estimate)	
Memorial Hospital of Sweetwater County	Rock Springs, WY
Lander Valley Medical Center	Lander, WY
Ashley Valley Medical Center	Vernal, UT

# Sweetwater County Profile

Superior Resource Team Re

PERSONAL INCOME	2000	2001
Total Personal Income (000s \$)	\$1,117,420	\$1,135,666
Per Capita Income	\$29,811	\$30,880
Per Capita Transfer Payment	\$2,764	\$2,970
Per Capita Dividend, Interest, and Rent	\$6,363	\$6,587

RACE AND HISPANIC ORIGIN	2002 Estimate	% of Total
<b>TOTAL</b>	37,194	100.0%
White alone	35,738	96.1%
Black or African American alone	320	0.9%
American Indian and Alaska Native alone	414	1.1%
Asian alone	275	0.7%
Native Hawaiian/ Other Pacific Islander alone	12	0.0%
Two or More Races	435	1.2%
Race alone or in combination with one or more races:		
White	36,173	97.3%
Black or African American	386	1.0%
American Indian and Alaska Native	685	1.8%
Asian	368	1.0%
Native Hawaiian/ Other Pacific Islander	17	0.0%
Ethnic Origin:		
Hispanic or Latino (of any race)	3,643	9.8%
Non-Hispanic or Latino	33,551	90.2%
White alone	32,271	86.8%

Source: U.S. Department of Commerce, Bureau of the Census

LANDOWNERS	Acres	Square Miles
<b>United States Government</b>		
National Park Service	0	0.0
Forest Service	93,276	145.7
Fish and Wildlife	25,291	39.5
Bureau of Land Management	4,304,983	6,726.5
Bureau of Reclamation	200,250	312.9
<b>Wyoming</b>		
State Lands Commission	212,095	280.2
Recreation Commission	25	0.0
Game and Fish	35,395	55.3
<b>Local Government</b>		
County	1,483	2.3
City	4,110	6.4
School District & Colleges	910	1.4
Other Lands	7,782	12.2
Total Public	4,852,849	7,582.6
Total Private	1,860,085	2,906.4
Surface Water	43,546	68.0
<b>TOTAL LAND</b>	<b>6,705,792</b>	<b>10,477.8</b>

Source: University of Wyoming, Department of Geography & Recreation

SALES TAX COLLECTIONS	FISCAL 02	FISCAL 03
Agriculture Sector	\$44,140	\$200,157
Mining Sector	\$7,485,170	\$6,992,707
Construction Sector	\$994,680	\$1,077,937
Manufacturing Sector	\$2,843,594	\$2,721,500
Transportation (TCPU) Sector	\$3,781,735	\$4,034,353
Wholesale Trade Sector	\$7,337,188	\$7,102,863
Retail Trade Sector	\$16,373,747	\$17,543,954
Finance (FIRE) Sector	\$67,003	\$50,670
Service Sector	\$8,558,501	\$8,481,943
Government Sector	\$3,594,683	\$3,935,668
<b>TOTAL</b>	<b>\$51,080,441</b>	<b>\$52,741,752</b>

Source: State of Wyoming, Department of Revenue

POPULATION BY AGE: 2002	
Population under 5 years	2,538
Population 5 to 17 years	7,429
Population 18 to 24 years	4,202
Population 25 to 34 years	4,143
Population 35 to 44 years	5,718
Population 45 to 64 years	10,041
Population 65 years and over	3,123
<b>TOTAL</b>	<b>37,194</b>

Source: U.S. Department of Commerce, Bureau of the Census

COUNTY EMPLOYMENT STATISTICS	
Labor Force (Nov 2006)p	23,361
Employed (Nov 2006)p	22,624
Unemployed (Nov 2006)p	737
Unemployment Rate (Nov 2006)p	3.2%
Ave. Weekly Wage - Covered Emp. (Q1_05)	\$759

Source: State of Wyoming, Department of Employment

p = preliminary

CRIME OFFENSES BY CONTRIBUTOR: 2004	
Murder	2
Rape	8
Robbery	13
Aggravated Assault	203
Burglary	345
Larceny	1,253
Motor Vehicle Theft	123
Violent Crimes	226
Property Crimes	1,721
<b>TOTAL</b>	<b>1,947</b>

Source: State of Wyoming, Attorney General's Office, DCI

SELECTED STATISTICS SCHOOL YEAR 2001 - 2002	
Number of School Districts	2
Number of Schools	31
Fall Enrollment, 2001	7,175
High School Graduates, 2002	482
Average Daily Membership (ADM)	7,098
Average Daily Attendance (ADA)	6,627
Certified Teachers	531
Certified Staff	113
Classified Staff	454
Administration	41
Students Transported Daily	2,494
Bonded Indebtedness, 6/30/2002	\$24,015,000
Total General Fund Revenues	\$61,040,992
Total General Fund Expenditures	\$61,087,077
Operating Cost Per ADM	\$9,917

Source: State of Wyoming, Department of Education

COUNTY FINANCE	
Assessed Valuation (FY2002)	\$1,404,271,421
Total Taxes Levied (FY2002)	\$93,192,391
Sales and Use Tax Distribution (FY2002)	\$26,021,006
Bank Deposits (12/31/2002)	\$343,012,000
FY2002 Average County Levy (mills)	66.364

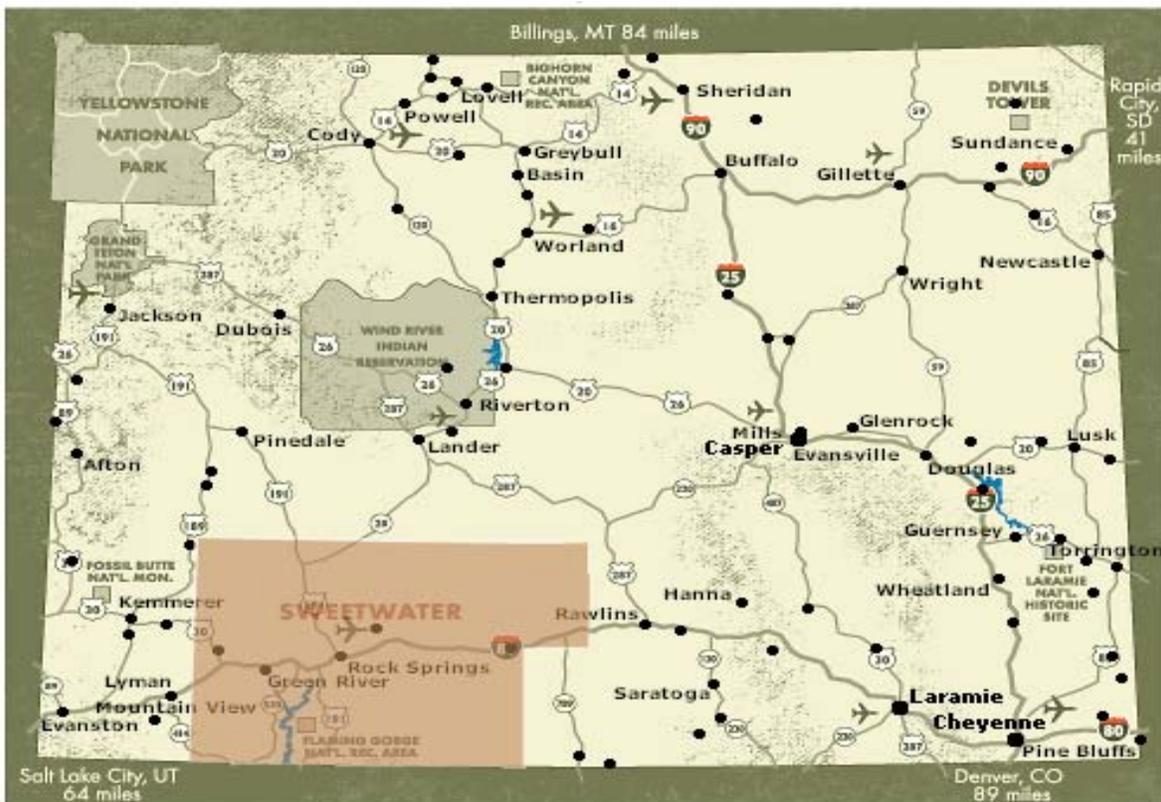
Source: State of Wyoming, Department of Revenue, Audit Department/Banking Division

FULL AND PART TIME EMPLOYMENT	2001
Wage and Salary	21,065
Proprietors	3,739
Farm	202
Forestry, Fishing, Related Activities	(D)
Mining	(D)
Utilities	(D)
Construction	1,831
Manufacturing	1,394
Wholesale Trade	(D)
Retail Trade	3,032
Transportation and Warehousing	1,070
Information	263
Finance and Insurance	603
Real Estate, Rental, and Leasing	729
Professional and Technical Services	665
Management of Companies and Enterprises	83
Administrative and Waste Services	811
Educational Services	87
Health Care and Social Assistance	1,143
Arts, Entertainment, and Recreation	309
Accommodation and Food Services	2,169
Other Services, except Public Administration	1,050
Government and Government Enterprises	4,268
<b>TOTAL</b>	<b>24,804</b>

EARNINGS (000s of \$):	2001
Wage and Salary	\$750,902
Proprietors	\$68,715
Other Labor Income	\$82,037
Farm	\$837
Forestry, Fishing, Related Activities	(D)
Mining	(D)
Utilities	(D)
Construction	\$73,664
Manufacturing	\$102,106
Wholesale Trade	(D)
Retail Trade	\$50,587
Transportation and Warehousing	\$49,070
Information	\$6,628
Finance and Insurance	\$14,215
Real Estate, Rental, and Leasing	\$11,383
Professional and Technical Services	\$18,633
Management of Companies and Enterprises	\$4,410
Administrative and Waste Services	\$18,318
Educational Services	\$573
Health Care and Social Assistance	\$27,738
Arts, Entertainment, and Recreation	\$3,026
Accommodation and Food Services	\$30,337
Other Services, except Public Administration	\$19,169
Government and Government Enterprises	\$137,549
<b>TOTAL</b>	<b>\$901,654</b>

(D) - not shown to avoid disclosure of confidential information.

Source: U.S. Department of Commerce, Bureau of Economic Analysis (BEA), Regional Economic Information System



## Workforce Training

1. Wyoming Department of Workforce Services offers employers up to \$2,000 per employee for training. *Source:* <http://wyomingworkforce.org/how/wdftp.aspx>.

2. Quick Start

Wyoming is the first state approved to license the State of Georgia's Quick Start program. The Wyoming Business Council and the Wyoming Community Colleges are partnering to provide

training in:

- Customer Service
- Manufacturing
- Warehousing and Distribution

*Source:* <http://www.wyomingbusiness.org/business/workforce.aspx>.

## State Incentives

1. No corporate state income tax.
2. No personal state income tax.
3. Community Development Block Grants administered by Wyoming Business Council.
  - Provides grants to local governments for community and economic development projects.
  - Provides convertible loans to grants based on job creation.

*Source:* <http://www.wyomingbusiness.org/community/cdbg.aspx>.

4. Partnership Challenge Loan Program administered by Wyoming Business Council.
  - Provides low interest loans to community development organizations.
  - Provides gap financing for projects with the Wyoming Business Council participating with a commercial lender.

*Source:* <http://www.wyomingbusiness.org/financial/loan.aspx>.

5. Industrial Development Revenue Bonds. Cities and counties may issue tax-exempt bonds to provide financing for manufacturing. *Source:* <http://www.wyomingbusiness.org/financial/idrb.aspx>.

## Taxes

1. No corporate state income tax.
2. No personal state income tax.
3. No inventory tax.

4. Sweetwater County has a 6% sales and use tax (statewide base of 4% plus 1% optional county tax plus 1% capital facilities tax). *Source: Wyoming Department of Revenue, Excise Tax Division (April 2006)*
5. Unemployment Insurance - taxable base rate of \$17,100. Tax rates by industry grouping - Wyoming Department of Employment. *Source: <http://wydoe.state.wy.us/doi.asp?ID=831>.*
6. Workers' Compensation - rates vary by occupation and can be found at:  
*Source: <http://wydoe.state.wy.us/doi.asp?ID=803>.*
7. Property taxes. Average tax rate in Sweetwater County is 7.0765%.  
*Source: Wyoming Department of Revenue, Ad Valorem Division*

**Tax Computation:**

Fair Market Value of Property \* Level of Assessment (9.5% for Residential and Commercial Property) \* Tax Rate

**Example:** Tax on a commercial facility valued at \$1,000,000 is as follows: \$1,000,000 x 0.095 = \$95,000 x 0.070765 = \$6,723.

State assesses agricultural lands at 9.5% of agricultural value, residential and commercial at 9.5% and industrial at 11.5% of fair market value.

## Telecommunications

### Available Services:

**All West Communications**  
P.O. Box 588  
Kamas, UT 84036-0588

Phone: (866) 255-9378  
Website: [www.allwest.net](http://www.allwest.net)

*Services offered (Bairoil, Granger, Green River, Rock Springs, Superior, Wamsutter): Web Hosting*

**Contact Communications**  
937 West Main Street  
Riverton, WY 82501

Phone: (800) 817-5816  
Fax: (307) 856-1499  
Website: [www.contactcom.net](http://www.contactcom.net)

*Services offered (Bairoil, Eden, Farson, Granger, Green River, Little America, Point of Rocks, Reliance, Rock Springs, Superior, Wamsutter): Frame Relay, ISP, 56 & 64 Data Connections, Network Security, PBX, T-1, Web Hosting, Wireless Data, DSL*

**Net Wright Networks LLC**  
P.O. Box 1747  
Riverton, WY 82501

Phone: (800) 257-2999  
Fax: (307) 857-4874  
Website: [www.netwright.net](http://www.netwright.net)

*Services offered (Bairoil, Granger, Green River, Superior, Wamsutter): 56 & 64 Data Connections, Frame Relay, T-1, Web Hosting*

**Qwest Communications**  
103 North Durbin, Room #1  
Casper, WY 82601

Phone: (307) 234-1107  
Fax: (307) 235-2618  
Website: [www.qwest.com](http://www.qwest.com)

*Services offered (Bairoil, Granger, Green River, Rock Springs, Superior, Wamsutter): 56 & 64 Data Connections, ATM, Centrex, Frame Relay, Digital Switched Services, ISDN-BRI, PBX, T-1, Private Line, Web Hosting*

**Sweetwater Cable TV**  
 602 Broadway  
 Rock Springs, WY 82901  
 Phone: (307) 362-3773  
 Fax: (307) 382-2781  
 Website: [www.sweetwaterhsa.com](http://www.sweetwaterhsa.com)  
*Services offered (Green River, Rock Springs): Cable TV, Coaxial Broadband*

**Visionary**  
 P.O. Box 2799  
 Gillette, WY 82717  
 Phone: (888) 682-1884  
 Fax: (307) 682-2519  
 Website: [www.vcn.com](http://www.vcn.com)  
*Services offered (Green River & Rock Springs only): Dial Up, T-1 & Frame, Web Design, Web Hosting. (All other incorporated communities): Web Hosting*

Source: Wyoming Business Council

## Power Cost

Weighted Average Cost per kWh of Power	2001		
Cents per kWh of industrial power	3.24		
Cents per kWh of commercial power	5.14		
Cents per kWh of residential power	6.44		
	Industrial	Commercial	Residential
Bridger Valley Electric Association, Inc. (2000) 40014 Business Loop 80 Lyman, WY 82937 (307) 786-2800	4.80	7.34	7.92
	Industrial	Commercial	Residential
PacifiCorp (2001) 825 NE Multnomah Portland, OR 97232 (888) 221-7070	3.24	5.14	6.44

Source: bizsitesDATA.com (U.S. Department of Energy, Energy Information Administration)

## Cost of Living Index (Prices as of January 4, 5, and 6, 2006, Statewide Average = 100)

Food	Housing	Apparel	Transportation	Medical	Recreation & Personal Care
97	112	92	101	107	95

Source: State of Wyoming, Economic Analysis Division (<http://eadiv.state.wy.us/wcli/NewsRelease-4Q05.pdf>).

## Average Price of Single-Family Home (2004)

[ \$142,688 ]

Source: A Profile of Wyoming ([http://www.wyomingcda.com/PDFfiles/Profile05b\\_Vol\\_I\\_Fnl.pdf](http://www.wyomingcda.com/PDFfiles/Profile05b_Vol_I_Fnl.pdf)).

## Higher Education

Western Wyoming Community College: Campuses in Rock Springs and Green River  
University of Wyoming Outreach Program

## Transportation

### 1. Airports:

#### Rock Springs-Sweetwater County (RKS)

7 miles east of Rock Springs

Commercial Service: Great Lakes (United Express)

Daily flights to: Denver

Fixed Base Operators: Franklin Aviation

Runways: 10,000 x 150 ft., asphalt

5,223 x 75 ft., asphalt

### 2. Highways:

Interstate 80

U.S. 30

U.S. 191

### 3. Railroad:

Union Pacific

## Sweetwater County Business Report (Estimate)

Daytime Population: Total Employees 17,964

Business Counts: Total Establishments 1,975

Employees By Occupation	2005	% of Total
<i>"White Collar" Employees</i>	10,119	56.3%
Administrative Support Workers	2,935	16.3%
Executive Managers & Administrators	1,927	10.7%
Professional Specialty Occupations	2,758	15.4%

Sales Professionals	350	1.9%
Sales Workers & Clerks	1,591	8.9%
Technical Sales & Administrative	52	0.3%
Technologies & Technicians	506	2.8%
<b>"Blue Collar" Employees</b>	<b>7,819</b>	<b>43.5%</b>
Construction, Repair & Mining	914	5.1%
Farming, Forestry & Fishing	495	2.8%
Handlers, Helpers & Laborers	514	2.9%
Machine Operators, Assemblers & Inspectors	307	1.7%
Other Services Field Based	134	0.7%
Other Services Site Based	2,785	15.5%
Precision Craft & Repair	1,795	10.0%
Private Household Service	1	0.0%
Protective Services	261	1.5%
Transportation & Materials Moving Workers	613	3.4%

<b>Establishments: Size</b>	<b>2005</b>	<b>% of Total</b>
1 - 4 Employees	1,212	61.4%
5 - 9 Employees	384	19.4%
10 - 19 Employees	186	9.4%
20 - 49 Employees	127	6.4%
50 - 99 Employees	41	2.1%
100 - 249 Employees	19	1.0%
250 - 499 Employees	6	0.3%
500 - 999 Employees	0	0.0%
1,000+ Employees	0	0.0%

<b>Major Industry: Employees</b>	<b>2005</b>	<b>% of Total</b>
Agricultural, Forestry, Fishing	83	0.5%
Construction	1,140	6.3%
Finance, Insurance & Real Estate	759	4.2%
Manufacturing	525	2.9%
Mining	1,598	8.9%
Public Administration	2,251	12.5%
Retail Trade	3,588	20.0%
Services	6,390	35.6%
Transportation & Communications	988	5.5%
Unclassified	26	0.1%
Wholesale Trade	616	3.4%

<b>Major Industry: Establishments</b>	<b>2005</b>	<b>% of Total</b>
Agricultural, Forestry, Fishing	22	1.1%
Construction	139	7.0%
Finance, Insurance & Real Estate	183	9.3%
Manufacturing	39	2.0%

Mining	79	4.0%
Public Administration	164	8.3%
Retail Trade	377	19.1%
Services	737	37.3%
Transportation & Communications	98	5.0%
Unclassified	25	1.3%
Wholesale Trade	112	5.7%
<hr/>		
<b>Retail Trade: Employees</b>	<b>2005</b>	<b>% of Total</b>
<hr/>		
Auto Dealers & Gas Stations	582	16.2%
Bars	158	4.4%
Building Materials Hardware & Garden	208	5.8%
Catalog and Direct Sales	57	1.6%
Clothing Stores	127	3.5%
Convenience Stores	126	3.5%
Drug Stores	51	1.4%
Electronics & Computer Stores	20	0.6%
Food Markets	405	11.3%
Furniture Stores	36	1.0%
General Merchandise Stores	218	6.1%
Home Furnishings	37	1.0%
Liquor Stores	33	0.9%
Music Stores	5	0.1%
Other Food Service	4	0.1%
Other Food Stores	69	1.9%
Restaurants	1,206	33.6%
Specialty Stores	246	6.9%
Total Retail Trade	3,588	100.0%
<hr/>		
<b>Retail Trade: Establishments</b>	<b>2005</b>	<b>% of Total</b>
<hr/>		
Auto Dealers & Gas Stations	59	15.6%
Bars	26	6.9%
Building Materials Hardware & Garden	34	9.0%
Catalog & Direct Sales	4	1.1%
Clothing Stores	21	5.6%
Convenience Stores	18	4.8%
Drug Stores	6	1.6%
Electronics & Computer Stores	7	1.9%
Food Markets	5	1.3%
Furniture Stores	7	1.9%
General Merchandise Stores	10	2.7%
Home Furnishings	10	2.7%
Liquor Stores	7	1.9%
Music Stores	2	0.5%
Other Food Service	2	0.5%

Other Food Stores	19	5.0%
Restaurants	63	16.7%
Specialty Stores	77	20.4%
Total Retail Trade	377	100.0%
<hr/>		
<b>Service: Employees</b>	<b>2005</b>	<b>% of Total</b>
Advertising	27	0.4%
Auto Repair/Services	406	6.4%
Beauty and Barber Shops	127	2.0%
Child Care Services	67	1.0%
Colleges & Universities	7	0.1%
Computer Services	32	0.5%
Dry Cleaning & Laundry	47	0.7%
Entertainment & Recreation Services	340	5.3%
Health & Medical Services	579	9.1%
Hospitals	871	13.6%
Hotels & Lodging	495	7.7%
Legal Services	108	1.7%
Membership Organizations	201	3.1%
Miscellaneous Repair Services	207	3.2%
Motion Pictures	91	1.4%
Museums & Zoos	0	0.0%
Other Business Services	184	2.9%
Other Education & Library Services	59	0.9%
Other Personal Service	122	1.9%
Primary & Secondary Education	1,367	21.4%
Professional Services	248	3.9%
Social Services	805	12.6%
Total Services	6,390	100.0%
<hr/>		
<b>Service: Establishments</b>	<b>2005</b>	<b>% of Total</b>
Advertising	5	0.7%
Auto Repair/Services	70	9.5%
Beauty and Barber Shops	38	5.2%
Child Care Services	10	1.4%
Colleges & Universities	3	0.4%
Computer Services	8	1.1%
Dry Cleaning & Laundry	13	1.8%
Entertainment & Recreation Services	35	4.7%
Health & Medical Services	122	16.6%
Hospitals	12	1.6%
Hotels & Lodging	34	4.6%
Legal Services	39	5.3%
Membership Organizations	75	10.2%
Miscellaneous Repair Services	45	6.1%

Motion Pictures	14	1.9%
Museums & Zoos	0	0.0%
Other Business Services	496	67.3%
Other Education & Library Services	6	0.8%
Other Personal Service	31	4.2%
Primary & Secondary Education	30	4.1%
Professional Services	44	6.0%
Social Services	57	7.7%
Total Services	737	100.0%

### Sweetwater County Consumer Expenditure Report (Estimate)

	2005 Estimate	2010 Projection	% Change 2005 - 2010
Total Households	14,333	14,543	1.5%
Total Average Household Expenditure	\$50,969	\$55,088	8.1%
Total Average Retail Expenditure	\$22,102	\$23,848	7.9%

### Consumer Expenditure Detail (Average Household Annual Expenditures)

	2005 Estimate	2010 Projection	% Change 2005 - 2010
Airline Fares	\$329.37	\$366.25	11.2%
Alcoholic Beverages	\$527.09	\$577.75	9.6%
Alimony & Child Support	\$251.00	\$279.34	11.3%
Apparel	\$2,224.03	\$2,399.55	7.9%
Apparel Services & Accessories	\$340.61	\$379.34	11.4%
Audio Equipment	\$85.82	\$91.99	7.2%
Babysitting & Elderly Care	\$397.71	\$436.00	9.6%
Books	\$63.04	\$68.48	8.6%
Books & Supplies	\$142.57	\$162.22	13.8%
Boys Apparel	\$121.36	\$128.93	6.2%
Cellular Phone Service	\$259.21	\$274.30	5.8%
Cigarettes	\$341.48	\$351.34	2.9%
Computer Hardware	\$357.66	\$392.64	9.8%
Computer Information Services	\$35.55	\$39.07	9.9%
Computer Software	\$51.23	\$56.21	9.7%
Contributions	\$1,803.59	\$2,017.25	11.8%
Coolant & Other Fluids	\$8.38	\$8.96	6.9%
Cosmetics & Perfume	\$100.90	\$108.73	7.8%
Deodorants & Other Personal Care	\$27.82	\$29.97	7.7%
Education	\$1,013.10	\$1,151.92	13.7%
Electricity	\$1,365.20	\$1,436.98	5.3%
Entertainment	\$2,785.05	\$3,023.08	8.5%
Fees & Admissions	\$679.22	\$761.97	12.2%

Finance Chgs Exc Mort & Veh	\$518.73	\$556.31	7.2%
Floor Coverings	\$69.08	\$79.87	15.6%
Food & Beverages	\$7,674.63	\$8,202.48	6.9%
Food At Home	\$4,116.87	\$4,336.78	5.3%
Food Away From Home	\$3,030.67	\$3,287.95	8.5%
Footwear	\$390.70	\$413.11	5.7%
Fuel Oil & Other Fuels	\$139.45	\$148.58	6.5%
Funeral & Cemetery	\$88.32	\$95.19	7.8%
Furniture	\$561.70	\$619.44	10.3%
Gasoline & Oil	\$1,836.39	\$1,947.96	6.1%
Gifts	\$1,340.55	\$1,500.95	12.0%
Girls Apparel	\$150.52	\$160.36	6.5%
Hair Care	\$55.21	\$59.47	7.7%
Hard Surface Flooring	\$27.10	\$29.85	10.1%
Health Care	\$3,186.39	\$3,385.18	6.2%
Health Care Insurance	\$1,655.14	\$1,758.24	6.2%
Health Care Services	\$772.57	\$818.18	5.9%
Health Care Supplies & Equip	\$758.68	\$808.76	6.6%
Household Services	\$315.61	\$351.67	11.4%
Household Supplies	\$724.25	\$804.33	11.1%
Household Textiles	\$155.94	\$169.94	9.0%
Housewares & Small App	\$1,019.86	\$1,119.49	9.8%
Indoor Plants & Fresh Flowers	\$68.68	\$75.26	9.6%
Infants Apparel	\$114.69	\$122.40	6.7%
Jewelry	\$136.44	\$152.15	11.5%
Legal & Accounting	\$97.05	\$104.29	7.5%
Magazines	\$35.27	\$38.30	8.6%
Major Appliances	\$252.98	\$274.22	8.4%
Mass Transit	\$88.54	\$98.38	11.1%
Men's Apparel	\$388.82	\$419.36	7.9%
Mortgage Interest	\$4,089.21	\$4,506.49	10.2%
Natural Gas	\$517.29	\$550.83	6.5%
New Car Purchased	\$1,639.01	\$1,806.32	10.2%
New Truck Purchased	\$1,266.15	\$1,395.43	10.2%
New Vehicle Purchase	\$2,905.16	\$3,201.75	10.2%
Newspapers	\$73.63	\$80.00	8.7%
Oral Hygiene Products	\$25.62	\$27.60	7.7%
Other Lodging	\$548.69	\$628.10	14.5%
Other Miscellaneous Expenses	\$99.70	\$106.94	7.3%
Other Repairs & Maintenance	\$155.18	\$170.85	10.1%
Other Tobacco Products	\$37.95	\$39.01	2.8%
Other Transportation Costs	\$592.05	\$648.61	9.6%
Other Utilities	\$429.10	\$455.73	6.2%
Paint & Wallpaper	\$68.81	\$75.54	9.8%

Superior Resource Team Report, May 2006

Personal Care Products	\$166.25	\$179.14	7.8%
Personal Care Services	\$477.03	\$513.68	7.7%
Personal Insurance	\$533.37	\$591.45	10.9%
Pet Supplies & Services	\$275.40	\$295.88	7.4%
Photographic Equip & Supplies	\$123.67	\$132.96	7.5%
Plumbing & Heating	\$117.37	\$129.67	10.5%
Property Taxes	\$1,694.56	\$1,880.54	11.0%
Public Transportation	\$511.21	\$568.45	11.2%
Records/Tapes/CD Purchases	\$136.34	\$145.86	7.0%
Recreational Equip & Supplies	\$1,123.17	\$1,209.72	7.7%
Rental Costs	\$2,576.72	\$2,637.53	2.4%
Roofing & Siding	\$84.97	\$93.58	10.1%
Satellite Dishes	\$10.70	\$11.46	7.1%
Shaving Needs	\$11.91	\$12.84	7.8%
Shelter	\$10,177.41	\$11,047.44	8.5%
Telephone Svc Excl Cell	\$1,012.61	\$1,072.74	5.9%
Televisions	\$125.14	\$133.97	7.1%
Transportation	\$10,692.37	\$11,487.53	7.4%
Tuition	\$870.53	\$989.70	13.7%
Used Car Purchase	\$1,335.34	\$1,391.71	4.2%
Used Truck Purchase	\$805.86	\$850.18	5.5%
Used Vehicle Purchase	\$2,151.20	\$2,241.89	4.2%
VCRs & Related Equipment	\$51.50	\$55.09	7.0%
Vehicle Insurance	\$1,238.89	\$1,321.89	6.7%
Vehicle Repair	\$834.70	\$891.91	6.9%
Vehicle Repair & Maintenance	\$843.08	\$900.87	6.9%
Video & Audio Equipment	\$982.66	\$1,051.39	7.0%
Video Game Hardware & Software	\$31.81	\$34.03	7.0%
Watches	\$24.87	\$27.72	11.5%
Women's Apparel	\$717.33	\$776.05	8.2%

# Superior Resource Team Members

## May 17-18, 2006

### Team Leader

**Kim Porter**, Leadership & Development  
Program Manager  
Agribusiness Division,  
Wyoming Business Council  
214 W. 15th Street  
Cheyenne, WY 82002  
307-777-6319  
[kporte@state.wy.us](mailto:kporte@state.wy.us)

### Jim Wilson

508 W. Works  
Sheridan, WY 82801  
307-672-0898  
[jwilson@actaccess.net](mailto:jwilson@actaccess.net)

### Joe Ramirez

Wyoming Community Action Partnership  
1620 Central Avenue  
Cheyenne, WY 82003  
635-1671  
[wcap@wyoming.com](mailto:wcap@wyoming.com)

### Community Contact:

**Mikki Maes-Ekki**  
307-362-8173



## Town of Superior Community Assessment

### SCHEDULE FOR MAY 17-18, 2006

Listening Sessions focused on groups, but anyone can come to any session

#### *Resource Team Activities*

<b>Wednesday, May 17</b>	<b>Activity</b>	<b>Location</b>
1:00 p.m. to 2:00 p.m.	Orientation and Organization Meeting (Team Members Only)	Admin. Bldg.
2:00 p.m. to 4:30 p.m.	<u>Resource Team leaves from Town Hall for Tour of Mills</u>	
5:00 p.m. to 6:00 p.m.	Dinner – Point of Rocks Cafe	
7:00 p.m. to 8:00 p.m.	<u>Open Listening Session for General Public</u>	Admin. Bldg.
<b>Thursday, May 18</b>	<b>Listening Session Group</b>	<b>Location</b>
9:00 a.m. to 10:00 a.m.	<u>Business/Industry Listening Session</u>	Admin. Bldg.
10:00 a.m. to 11:00 a.m.	<u>Church Listening Session</u>	Admin. Bldg.
11:00 a.m. to 12:15 p.m.	<u>Government/ Law Enforcement Session</u>	Admin. Bldg.
12:00 p.m. to 1:30 p.m.	Lunch	Admin. Bldg.
1:30 p.m. to 2:30 p.m.	<u>Senior Citizen Listening Session</u>	Admin. Bldg.
2:30 p.m. to 3:30 p.m.	<u>Library Listening Session</u>	Admin. Bldg.
3:30 p.m. to 4:30 p.m.	<u>Open Session for General Public</u>	Admin. Bldg.
4:30 p.m. to 5:30 p.m.	<u>Youth – After School Pizza Party</u>	Admin. Bldg.
5:30 p.m. to 6:00 p.m.	Dinner	Admin Bldg.
6:00 p.m. to 8:00 p.m.	<u>Prepare for Town Meeting</u>	Admin. Bldg.
8:00 p.m.	<u>Town Meeting</u>	Admin Bldg.

## RESOURCE TEAM MEMBER REPORTS

**Kim Porter**  
**Wyoming Business Council**  
**214 W. 15<sup>th</sup> Street**  
**Cheyenne, WY 82002**  
**307.777.6319**  
[kim.porter@wybusiness.org](mailto:kim.porter@wybusiness.org)

**Introduction:** It was quite clear from the people that we talked to that people really like living in Superior. It was interesting and really stood out that two of the major themes were “liking where you live” and “strong sense of community.” The other theme that really stood out was that people wanted the town cleaned up, which will affect the another major theme of property values. Having things for youth to do is one challenges that faces communities across Wyoming.

Superior is located in a beautiful spot, clearing out some of the abandoned vehicles and houses would make this town absolutely picturesque. The ghost town theme is very intriguing and I would imagine a great tourist draw. The people I met were very willing and interested in making Superior a better place.

I want to thank the outgoing Mayor, Bill Coble and the incoming mayor Richelle Johnson for their hospitality. A special thanks to Mikki for setting things up and doing a great job getting the word out!

**Theme: LIKE WHERE YOU LIVE**

**Challenge:** While this is not a challenge, this came out as a major theme and I thought it should be noted what we heard to reinforce that you love where you live, so when you begin to address the challenges you keep this in mind.

**Solution:** There is no solution, since there is no challenge. Again it is just good to note and reinforce how you feel about where you live. It came out that there was a good sense of community, that people may bicker but if anyone is in need the whole town is there for them. The people of Superior get together for many holiday celebrations further demonstrating the “family of Superior.” It came out many times that the area is beautiful, peaceful and quite and I would have to agree! The people of Superior like the rural atmosphere and that it is “off the beaten path.” One person noted that the town was in a good position to plan for their future. I would agree with this and hopefully this document will assist with that process.

**Resources:** The citizens of Superior. Because you love where you live and have a strong sense of community, I think there are people to help with the challenges that need to be addressed. The success of addressing the challenges lies with getting volunteers; this not only allows for buy-in of those living there, but the more people that help the less everyone will have to do and you will not have people burning out because they are

trying to do too much.

**Theme: YOUTH**

**Challenge:** Things for the kids to do.

**Solutions:** A youth council, similar to the City Council can be formed. This has been successful in quite a few towns across Wyoming including the Town of Dayton. This has several benefits – it gets the youth involved in the community and helps prepare them for leadership positions. They give their input, which is sometimes very different than what we adults think they want. Kids are very resourceful and if they want something they can achieve it. A little adult guidance to keep things in perspective and you'll have a group that will get a lot done. They can let you know what they want and need and assist in going about getting it done.

**Resource:**

Town of Dayton  
Bob Wood, Mayor  
608 Broadway  
Dayton, WY 82836  
307-655-2217

**Solution:** One nice thing about Superior is the availability of the old school gym for activities. It is not being used much due to a lack of supervision. I would suggest the parents in the community who are interested in having this available for their kids form a committee. Find out what the town's criteria is for using the building and put together a proposal that meets their requirements and the kid's needs. Include the activities desired and a schedule of adults willing to supervise and participate in the activities. Parents can work out babysitting issues with other parents involved when they are supervising the gym. This would be almost like a recreation position, using parents instead of paid staff. The Town of Superior has applied for a Community Facilities Grant from the Wyoming Business Council, which may help in this area also.

**Solution:** Youth Opportunities Unlimited is a youth program in Evanston. The director of this program has been very successful and has implemented quite a few activities for the kids in this program. She would be happy to visit with people from Superior and talk about the things they are doing in there program.

Grace Zolnosky  
Youth Services Coordinator  
Youth Opportunities Unlimited  
1200 Main Street  
Evanston, WY 82930

**Solution:** There was interest in having a skate park. There are several towns in

Wyoming that have a skate park and you could probably contact any of them to get information. I did talk to Green River's Parks and Recreation Department and if Superior is interested in pursuing this you can call them.

High school kids in Wheatland wanted a skate park in their community. They put a proposal/packet together and took it to the town council. They got donations and did fundraising and raised some of the money to put this in and the town gave them some money also. Molly Wilhelm of the Wheatland Parks and Recreation Department would be able to give you details on this project.

**Resource:**

Green River Parks & Recreation Department  
Walt Bratton, Director  
50 East 2<sup>nd</sup> North  
Green River, WY 82935  
307-872-0500

Wheatland Parks & Recreation Department  
Molly Wilhelm, Director  
600 East 9<sup>th</sup> Street  
Wheatland, WY 82201  
307-322-9254

**Theme: STRONG SENSE OF COMMUNITY**

**Challenge:** Again, not a challenge, but this came out as a major theme. I wanted to note this because if you use this asset and build upon it will make addressing the challenges so much easier for everyone.

**Solution:** Use this very huge asset to get the work done. Where there is a sense of community, there is a sense of pride. Not everyone is going to agree with every solution, but keep this sense of community and pride in mind. While addressing the challenges this will help people come to a compromise. Keep in mind the work that needs to be done is for the benefit of the entire town and the future of the town. It was mentioned a few times that Superior has a bad reputation and it is hard to get bank loans for property because the property values are so low. Everyone will need to pull together and rely on that sense of community to get the job done.

Town clean ups can cause people to strongly disagree or feel singled out in the process. The Ag and Natural Resources Mediation Program may be helpful if you get into situations that a resolution is not readily available. A trained mediator who has no ties or anything to gain comes in and helps resolve the situation to both parties satisfaction.

**Resources:** The citizens of Superior. Because you love where you live and have a strong sense of community, I think there will be people to help with the challenges that

need to be addressed. The success of addressing the challenges lies with getting volunteers; this not only allows for buy in of those living there, but the more people that help the less everyone will have to do and you will not have people burning out because they are trying to do too much.

Ag & Natural Resource Mediation Program  
Lucy Pauley, Mediation Coordinator  
2219 Carey Avenue  
Cheyenne, WY 82002  
307-777-8788  
lpaule@state.wy.us

**Theme: CONVENIENCE STORE/GAS STATION**

**Challenge:** There is no place to get gas or groceries without driving 60 miles round trip.

**Solution:** A solution may already be at hand with a member of Superior interested in restoring an old building downtown and turning it into a convenience store/coffee shop. When this comes to pass – support it by buying items at this store.

There were some good solutions for the Town of Shoshoni during their community assessment. You may want to go to [www.wyomingcommunitynetwork.com](http://www.wyomingcommunitynetwork.com), select ASSESS, then ASSESSMENT and select the Shoshoni report. The team gave information on grocery co-ops that may be helpful.

This is one challenge that will require a private citizen to have the desire to start a business. The town, county or state cannot address this challenge. A person interested in owning a business may go to [www.entrepreneur.com](http://www.entrepreneur.com) to get information on convenience store chains, keeping in mind this is an expensive venture and while there are programs out there to assist new entrepreneur, a capitol investment will be required. The population base in Superior may not support such a business either. If you have a person interested in owning their own business the first call should be to the Small Business Development Center. They offer many resources to help small businesses.

**Region I:**

Bill Ellis  
1400 Dewar Dr. Suite #205  
Rock Springs, WY 82901  
(307) 352-6894  
Toll Free in WY 800-348-5205  
Fax: (307) 352-6876  
e-mail: [bellis@uwyo.edu](mailto:bellis@uwyo.edu)

*Serving the following counties: Sublette, Lincoln, Uinta and Sweetwater.*

**Theme: COMMUNITY ENHANCEMENT**

**Challenge:** Abandoned vehicles and homes. While some of the older abandoned houses may buy into your “ghost town” image, many of the abandoned items just make the town look un-kept. Empty trailer homes and vehicles that don’t run need to be removed. If you get the town cleaned up, this will also help address the final challenge of property values and assessment.

**Solution:** Each property owner needs to take pride in their homes and work toward cleaning up their own property. The town needs to take pride in the town and clean up the properties they own. The town of Superior has a great asset in the dump being so close and FREE. Take advantage of this, this is an unbelievable asset and perk.

We were informed that the town has sponsored “Community Clean Up” days. This should continue and not be held just every so often but maybe even two times per year. Form a committee to work on this project that will bring in new ideas and more warm bodies to help with the planning and execution. Plan the areas you want to concentrate on – instead of saying clean up the whole town, start with clean up the highway coming in or clean up such and such neighborhood. Make the job fun, sponsor contests or have a carry in BBQ at the end of community clean up day. A committee would be a great resource for coming up with ideas.

If voluntary clean up doesn’t happen, the mayor informed us that there are laws on the books and zoning in place to address this problem. The town of Mills had some great ideas in this area including hiring a “czar” of ordinances. The mayor would be a good resource in this area.

**Resource:**

Joe Dill, Mayor  
Town of Mills  
704 4<sup>th</sup> Street  
Mill, WY 82644  
307-234-6679

**Solution:** The town employees need to contact the county assessor and get the contact information for land owners that don’t live in Superior. Next contact your attorney and learn the best way to let these people know they need to clean up their property or there will be fines or the town will clean it up and bill the land/home owner. The attorney can let you know your options. (This may be a great summer job for youth, if it can be done safely). As a last, drastic resort they Town of Superior may need to take action by taking the Wyoming Eminent Domain Act as stated in language from Wyoming State Statutes Title 1, Chapter 26, Article 5. This is a harsh and aggressive action, but if the town is making progress and this is the only thing holding it back, it may become necessary.

**Resource:**

Sweetwater County Assessor's Office  
Courthouse  
Green River, WY 82935  
307-872-6416

**Solution:** I was unable to reach the junk yard near Rock Springs, but I would suggest this happen early on to see what they will take and if it is free. This should be part of the early planning.

**Solution:** If the citizens truly want to clean up the town and have a better community image, then it will take everyone working together. The town employees have a big job ahead of them in contacting absent homeowners, but this will be key to your success. The towns of Ranchester and Glenrock have both had experience with community clean up needs.

**Resources:**

Cliff Clevenger, Mayor  
Town of Ranchester  
145 Coffeen Street  
Ranchester, WY 82839  
307-655-2283

Steve Cielinski, Mayor  
Town of Glenrock  
219 S. Third  
Glenrock, WY 82637  
307-436-9294

**Solution:** If the town is interested in revitalizing the down town area, there is a program called the Wyoming Main Street Program, a competitive grant program.

**Resource:**

Randy Adams  
Wyoming Main Street Program  
2219 Carey Avenue  
Cheyenne, WY 82009  
307-777-5271

**Theme:       PROPERTY VALUES**

**Challenge:** Property values are low making it hard to get home loans.

**Solution:** After talking to the county assessor's office and a local appraisal company I found some information. Supply and demand is mostly what drives appraisal values, which are what the banks loan on. Appraisals look at land mass, square footage, and recent sales to determine the value of the property. The appearance of many properties may be detrimental for people looking at moving to Superior, which in a round about way affects the property values in that not many people are buying and when they do they are buying at lower values. Another reason people may not be moving into Superior is the lack of services, i.e. no school, or shopping even for the most basic things. Through this community assessment it was determined that the people living in Superior like where they live and like the strong sense of community. This needs to be the basis for your planning efforts. Look at the things you like and build on them. Look at the challenges and address them. During this process start planning what you want Superior to look like in 5 years. Then set some goals for achievement and really build up why you like to live there. Property values won't jump exponentially, but will gradually start climbing.

One thing I was a little unclear on is if the citizens of Superior want to bring in new people and families to live there. If so you need to make the town a place that would attract people. The town of Chugwater faced the challenge of possibly losing their school. They did an economic development plan, looking at their priorities and offered land at very low prices to entice people to move to Chugwater and build homes and businesses. They hired a consulting firm and applied for grants (one from the Wyoming Business Council) to assist with the cost. Once you hire a firm, they will work with what the town's goals are and plan accordingly. I talked with Karen Guidice, the town clerk for Chugwater and she would be happy to visit with the town officials and let them know what they did and how they felt that worked. Having someone do an Economic Development Plan, would be a great asset and go a long way to help achieve your goals.

The town of Chugwater can talk more about their grant, but there are planning grants through the Investment Ready Community Division of the Wyoming Business Council. The grant can be used to contract with a consultant to identify a general community theme that the town would like the community appearance to resemble.

**Resources:**

Town of Chugwater  
Karen Guidice, Town Clerk  
248 2<sup>nd</sup> Street  
Chugwater, WY 82210  
307-422-3493

Julie Kozlowaski  
CDBD ED Program Manager

Wyoming Business Council  
214 W. 15<sup>th</sup> Street  
Cheyenne, WY 82002  
307-777-2821

**Solution:** There are several housing programs in Wyoming that offer grant and loan programs. Grant and loan programs offered by the USDA Rural Development to individuals as well as communities may help the citizens of Superior. Some programs assist low income homeowners with grants or low interest loans to repair or rehabilitate homes that do not meet safe, sanitary standards. They also offer loans to finance building sites to be developed into desirable residential communities and rural rental housing loans. The US Department of Housing & Urban Development provides grant and loan funding through the CDBG Revolving Loan fund for housing programs.

**Resources:**

Wyoming USDA Rural Development  
Jack Hyde, Rural Housing Program Director  
100 East B Street/PO Box 11005  
Casper, WY 82602  
307-233-6716  
[jack.hyde@wy.usda.gov](mailto:jack.hyde@wy.usda.gov)  
[www.rurdev.usda.gov/wy](http://www.rurdev.usda.gov/wy)

US Department of Housing and Urban Development  
Chris Stearns  
150 East B. Street, Ste 1010  
Casper, WY 82601  
307-261-6250

**Joe Ramirez**  
**Wyoming Community Action Partnership**  
**1620 Central Avenue, Suite 200**  
**P.O. Box 4113**  
**Cheyenne, WY 82003**  
**307-635-1671**  
[wcap@wyoming.com](mailto:wcap@wyoming.com)

**Introduction:** The time spent in Superior as a member of the Community Assessment team allowed me to participate in a unique way of viewing a small community in action. This trip provided me with a snapshot of Wyoming pride and why one chooses to live a quaint life in this “Live ghost town”.

The small community of Superior shows a mixed view of itself as it some parts of the town were in disarray and others parts were in development and were showing signs of growth. Because of its label as a “Live Ghost Town” the town is struggling with an image of former boom (3000 + residents) to a near bust town (234 residents). Superior is nestled in the hills of Sweetwater County and is approximately 30 minutes from Rock Springs, the major city in Sweetwater County. Superior has no services available for residents so all residents are searching for methods to maintain its smallness and yet grow so the town does not get any smaller and disappear. Superior does hold the distinction of having a famous resident buried in its grave yard; the inventor of the Zamboni machine, an ice machine that is used in almost all ice rinks across the world.

I commend the “set up” team that acted as the hosts and conducted the preliminary marketing and preparation. The turnout was adequate for the size of the town and I believe the team accumulated commentary from a reflective cross section of the community population. I was also impressed by the town resident’s openness with the group. Based on the discussions with the participants I believe all shared a diversity of opinion and talent in this community that can be used to the town’s advantage as Superior proceeds with pursuing community projects of their choosing.

Thank you for your hospitality.

**Theme: Youth Development/Community Enhancement**

**Challenge:** Things for youth to do; jobs for young people, liking where you live; take pride in where you live.

**Solution:** One of the keys to youth and community development is economic development. The town is interested in a “community clean up day” and having the youth participate as a means of enhancing community pride. The town also expressed interest in the development in a multi-purpose recreational center. The town can start small and engage itself with the community clean-up project as a means of promoting town pride and begin to showcase its worth. One aspect of youth development is to investigate youth opportunities. Applying for specific youth

projects would take time for investigation and use and then finding the proper conduit and then proceeding with the plan of action. I believe residents must first join together and develop a plan of action that would come up with one local youth project using public dollars and then plan to expand with a combination of public and private for youth activities. Once local activities are defined then expansion/enhancement dollars will be sought.

One solution for community enhancement would be to investigate the possibility of utilizing the Wyoming Business Council's, Business Challenge Program. This program encourages start-up ventures, evaluates them and provides incentives to assist the business during the start-up phase. The Business Program can be customized to "target" opportunities that the sponsoring body may choose

Resources: Primary contact for further information on the Business Challenge program is:

David Spencer  
Regional Director, Wyoming Business Council  
[Dspencer@wysbc.com](mailto:Dspencer@wysbc.com)  
307-685-0283  
Cell: 307-689-1320

**Jim Wilson**  
**508 W. Works**  
**Sheridan, WY 82801**  
**307.672.0898**  
[jwilson@actaccess.net](mailto:jwilson@actaccess.net)

**Introduction:** This writer has pondered what thoughts to put in this report for the past 3 weeks. Now is the time to put my thoughts in writing. I want to thank the citizens of Superior for inviting me to visit there town with such great hospitality. I felt we had a turn out of individuals far beyond my expectations. At first glance, I wondered why people lived in Superior; and now after returning to my home and reliving what I saw and heard from those people, it became quite clear that the residents of Superior, both young and old, have a great sense of community pride. Permit me to add; hopefully some helpful hints that may help extend that pride.

**Theme: YOUTH**

**Challenge:** Things for the kids to do.

**Solution:** I was impressed, to say the least, with young people's comments. Quite to my surprise, the students expressed there needs with mainly outdoor activities. And the town of Superior is in a setting to accommodate most of their wishes. For example, a Moto-cross track, paintball arena, horse arena, an ice skating pond and a 4-wheeler racing arena all take land which the town of Superior owns. Many towns do not have this advantage. My suggestion is for the Mayor and Council to appoint a teen/adult task force to explore the feasibility of pursuing these construction projects. Further, I advise the counsel to budget money for travel and hiring consultants for further study.

**Resources:** I do not have any suggestions for resources, but putting a teen/adult task force would be a good first step.

**Theme: COMMUNITY ENHANCEMENT**

**Challenge:** Junk: Without a doubt, I found this to be a major concern from both old and young residents. And rightfully so "Junk" is hurting morale and the ability of certain people to borrow money for building of new houses, remodeling, and enticing those who want to bring a business to town, and enhancing existing historic buildings.

**Solution:** You are not alone with a junk problem, and it is vitally important that the legal system walk hand in hand with the council and mayor in establishing ordinances to address this problem, and that will work for the citizens of Superior.

**Resources:** I advise you to have the Wyoming Association of Municipalities do research for you in this matter and you might contact the town of Ranchester, Wyoming and the Mayor, Cliff Clevenger, in relation to their trials and tribulations in regards to "Junk."

Wyoming Association of Municipalities  
PO Box 3110  
Cheyenne, WY 82003-3110  
Phone: 307.632.0398  
[wam@wyomuni.org](mailto:wam@wyomuni.org)

My opinion is addressing the above mentioned themes will have a major impact in attaining many other goals that you have for your community. Do not underestimate the council and mayor using as many citizens and a good cross section of such citizens to form committees in helping to accomplish those goals that will help Superior, Wyoming of living up to it's name, Superior!

## **What we Heard From What Was Said** **(Major Themes)**

### **Like where you live**

- Quiet and peaceful
- Beautiful area
- Small population

### **Things for kids to do**

- Lack of activities
- Lack of jobs for teenagers

### **Strong Sense of Community**

- Family oriented
- There for others in need
- Community activities (clean up days, holiday activities)

### **Convenience Store/Gas Station**

- Have to drive a long ways for stuff like toilet paper, gas and baby Tylenol
- Lack of convenience items

### **Community Enhancement**

- Vacant Buildings
- Abandoned cars
- Abandoned store fronts
- Trash that is not picked up
- Road work done in some residential areas

### **Property Values (loans, assessment)**

- Banks won't loan much on buying or fixing up property
- Hard to get people to move in due to how hard it is to get a loan
- Property values are very low

## **WHAT WAS SAID AT THE INTERVIEWS**

The Resource Team spent three days interviewing the local residents to hear what they had to say. Those being interviewed were directed to answer three questions:

- ✓ What are the major problems/challenges in the community?
- ✓ What are the major strengths/assets of the community?
- ✓ What projects would you like to see implemented in your community in the next two, five, ten, or twenty years?

We have listed below, without comment, what we heard from those who volunteered to be interviewed.

### **Question #1: What are the major problems and challenges in your community?**

- Great community
- Busy bodies (nosy people-administration to clean yard)
- Ditto
- No school
- Needs Cleaned up
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Better communication between residents and mayor/council and fire dept
- Ditto
- Fire hazards cleaned up
- Ditto
- More things for kids to do
- Ditto
- Ditto
- Ditto
- Ditto
- No bank loans to buy homes and construction
- Ditto
- Better education for employees to do better job
- Ditto
- Ditto
- Ditto
- Lack of assessment from banks

- Large dumping bins-not enough
- Different organizations getting along – leadership communication
- Ditto
- Organizations asking for volunteers and not using them
- Ditto
- Trashy properties
- Extra vehicles (cars, campers, boats; specifically those that don't run, but also those who let friends/family from RS park their campers here, etc.)
- Houses in uninhabitable conditions
- Trash, household appliances in year
- Bad reputation (specifically for the trashy condition of the town, but also for the belief that people who move here can do what they want with no regard to the community.)
- Growth
- Irresponsible dog owners (dogs that run freely or bark for several hours; homes that own four or more dogs)
- Local government remaining objective and above making decisions based on favoritism or personal agenda.
- Junk cars, trash, fire hazards. Town projects a terrible image that we need to change.
- Property values – low (no loans)
- Clean up
- No business' (groceries)
- Problems, petty nit picking among people
- Problems, petty nit picking among people
- Get rid of Sagebrush – fire hazard
- Old buildings that are fire hazards
- Streets – gravel – needs paved
- Buildings downtown – redo fronts of buildings
- Nepotism and favoritism
- Individuals that only wish to promote their own agenda's or that of their family
- Uneducated and inexperienced individuals running the city government process
- The lack of city services that might attract young families to live here
- Nothing for youth to do, but get in trouble
- Decaying and trashy houses
- No place to get a loaf of bread, a gallon of milk or baby Tylenol
- Junk yard – Brass ring
- Junk sitting around town
- People that have old houses and they don't live around here and don't do anything with
- Nobody gives solutions, but everyone complains that there is nothing for kids to do
- Bank loans – assessment so low can't get bank loan
- Streets – and need to be paved

- Lack of weed control
- Lack of people cleaning up property
- No mall
- Not enough entertainment
- Not enough stuff to do
- Ditto
- Need a gas station
- Need a gas station
- Need a gas station
- Need a place to get supplies
- Kids need something to do instead of vandalism
- Having a competent cop
- Want a bigger town
- Convenience store
- Abandoned vehicles – potential hazard for kids
- Junk on property
- Abandoned houses and buildings – potential dangerous and eyesore
- Lack of money to do clean up abandoned vehicles and properties
- Abandoned property – people don't live here so can't contact them or hard to contact them
- Long way from gas and grocery
- Water and sewer systems

**Question #2: What are the major strengths/assets of the community?**

- Area/Location – pretty
- Ditto
- Residents pull together
- Ditto
- Ditto

- Ditto
- Quiet
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Don't have to worry about your kids
- Ditto
- Ditto
- Ditto
- Easter egg hunt/Christmas
- Ditto
- Ditto
- Ditto
- Strong sense of community
- Ditto
- Ditto
- Ditto
- Hills – play
- Ditto
- Ditto
- Relaxing, quiet
- Ditto
- Ditto
- Good people
- Ditto
- Ditto
- Kids
- Town is quiet and peaceful.
- Public land surrounding town offers recreation and beautiful scenery
- Parks are very nice
- Ditto
- Lack of industry and commercialization.
- In a current position to control growth and plan well for it
- Opportunity to give this town a new image and be in unique niche for SW County
- Town has a lot of character
- Nice people
- Sense of community
- Town lies in a beautiful area and has great potential if we change the “it’s just Superior” attitude
- People put aside differences and pull together in times of trouble
- I would like the community to unite and pull together for the good of the town

- Strong sense of home
- Relaxing
- Sunsets
- Stars – star gazing
- The people, this is a close knit community that would give the shirt off their backs if there is an emergency or real need
- Rural setting and available land to work with
- People stick together and work together
- Employees of the town
- Pride in town, nice town, family oriented
- Rural aspect
- Small town atmosphere
- No locks
- Quiet
- Peaceful
- Great neighbors
- Nice small community
- Quiet
- Good place to raise kids
- A lot of history
- Ditto
- Ditto
- Ditto
- Fun things to do
- Lots of places to ride
- You know everybody
- Lot Places to hang around
- No gangs
- Historical buildings
- Getting to ride 4 wheelers
- Ditto
- Ditto
- Quiet
- Living in the wild, kind of
- Extra land to work with
- Police made town more peaceful
- Good hard working people
- Very peaceful community
- Off the beaten track
- Quiet

**Question #3: What projects would you like to see implemented in your community in the next two, five, ten, or twenty years?**

- Clean up – residents and town property
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Tennis courts – skate board area for kids
- Ditto
- Ditto
- Ditto
- Wading pool by SYO building
- Ditto
- Ditto
- Ditto
- Fire hazards
- Ditto
- Ditto
- Ditto
- Gas station
- Ditto
- Ditto
- Ditto
- Ditto
- School reopened
- Ditto
- Ditto
- ditto
- Bike trails
- Ditto
- Ditto
- Ditto
- Work for teenagers
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- More pride in individuals property
- Ditto

- Gofers in baseball field
- Ditto
- Nit picking on cleaning yards
- Ditto
- Land developed
- Image of town change – reputation changed
- Restore old buildings downtown
- Ditto
- Ditto
- Paving streets
- Ditto
- Nice museum – we have a lot of rich history
- Clean up the town
- Ditto
- Enforce regulations
- Improve the image of the town
- Control growth so it benefits the town.
- Business’ – Grocery store
- Ditto
- Get the junk out and make this little town and attractive and desirable place to live. If this happens we will see other positive changes.
- The people/town stay together
- More for kids
- Start taking pride in the area
- Supervised work program for young people to make some money and keep them out of trouble and give them some pride in their community.
- Development of recreational opportunities, maybe an equestrian center complete with stables, arenas, riding trails, feed store, etc.
- Plan and build a motocross facilities, off-road vehicle trails, which would attract businesses that serve this type of recreation.
- Recreation for youth such as skateboard parks, wading pool, ice ponds are a few ideas.
- The investment in a recreation staff in the summer to plan and implement a recreation program would give our children a health outlet to their youthful exuberance.
- Clean up and pick up everything
- Old buildings torn down
- Get rid of all the junk that people have around place
- Junk yard to pay for permits
- New development that we are starting to grow and get nice homes in
- Streets re-done, graded better and leveled off
- Convenience store with or without a gas station
- Paved roads
- Painting or fixing downtown store fronts

- More for kids to do
- Cleaner
- Make town neat and tidy like used to be, paint and fix up
- More individual pride
- Streets done
- Business such as gas station and grocery store
- Clean up old buildings
- Beautify things, plant trees
- Place to ride horses – arena
- Ditto
- Ditto
- Ditto
- Ditto
- Gas station built
- Swimming pool
- Ditto
- Ditto
- Ditto
- Ditto
- Motocross track
- Ditto
- Ditto
- Skate Park
- Ditto
- Ditto
- Ditto
- Ditto
- Paint ball arena
- Ditto
- Bigger town
- School
- Ditto
- Ditto
- Ditto
- Ditto
- Place to keep horses – stable
- Racing arena – 4wheelers
- Arcade

- Air conditioner for this building (old school)
- Ditto
- Ice skating pond
- Ditto
- Nice buildings for people to live in
- Place where kids can get jobs
- Ditto
- Ditto
- Ditto
- Ditto
- Ditto
- Group of people to put together a recreation program for summer
- Humane society
- Ditto
- Ditto
- Ditto
- Ditto
- McDonald's
- Good jobs in town
- Community pride – taking care of property w/o having to be told by government
- Clean up abandoned cars and property
- Roads, water, sewer, sewer lagoons

## 20 CLUES TO RURAL COMMUNITY SURVIVAL

### **1. Evidence of Community Pride:**

Successful communities are often showplaces of care, attention, history and heritage.

### **2. Emphasis on Quality in Business and Community Life:**

People believe that something worth doing is worth doing right.

### **3. Willingness to Invest in the Future:**

In addition to the brick-and-mortar investments, all decisions are made with an outlook on the future.

### **4. Participatory Approach to Community Decision Making:**

Even the most powerful of opinion leaders seem to work toward building consensus.

### **5. Cooperative Community Spirit:**

The stress is on working together toward a common goal, and the focus is on positive results.

### **6. Realistic Appraisal of Future Opportunities:**

Successful communities have learned how to build on strengths and minimize weaknesses.

### **7. Awareness of Competitive Positioning:**

Local loyalty is emphasized, but thriving communities know who their competitors are and position themselves accordingly.

### **8. Knowledge of the Physical Environment:**

Relative location and available natural resources underscore decision-making.

### **9. Active Economic Development Program:**

There is an organized, public/private approach to economic development.

### **10. Deliberate Transition of Power to a Younger Generation of Leaders:**

People under 40 regularly hold key positions in civic and business affairs.

### **11. Acceptance of Women in Leadership Roles:**

Women are elected officials, plant managers, and entrepreneurial developers.

### **12. Strong Belief in and Support for Education:**

Good schools are the norm and centers of community activity.

### **13. Problem-Solving Approach to Providing Health Care:**

Health care is considered essential, and smart strategies are in place for diverse methods of delivery.

### **14. Strong Multi-Generational Family Orientation:**

The definition of family is broad, and activities include younger as well as older generations.

### **15. Strong Presence of Traditional Institutions that are Integral to Community Life:**

Churches, schools and service clubs are strong influences on community development and social activities.

### **16. Sound and Well-Maintained Infrastructure:**

Leaders work hard to maintain and improve streets, sidewalks, water systems, and sewage facilities.

### **17. Careful Use of Fiscal Resources:**

Frugality is a way of life and expenditures are considered investments in the future.

### **18. Sophisticated Use of Information Resources:**

Leaders access information that is beyond the knowledge base available in the community.

### **19. Willingness to Seek Help from the Outside:**

People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs.

### **20. Conviction that, in the Long Run, You Have to Do It Yourself:**

Thriving rural communities believe their destiny is in their own hands. Making their communities good places is a pro-active assignment, and they willingly accept it.

*\*Reprinted from Heartland Center Leadership Development, Spring 2002 Visions Newsletter.*