

## Cheyenne is neither a "cowboy" nor a "rodeo" town

It's a show. Some might consider it a charade. It is a show as much as the melodrama presented here during Frontier Days.

Visitors soak it up. They buy the "image" presented them during the ten days of Frontier Days. Almost everything presented during Cheyenne summers is to create a myth - that Cheyenne is a "western" town that respects and protects its heritage.

That is simply not true.

A city is what it is 365 days a year. Not what it pretends to be for ten days each summer or during Frozen Dead Guy Days. And Cheyenne is neither a cowboy nor a rodeo town.

While an impressive rodeo arena has been developed for Frontier Days, it is not in use during 350+ days of the year. The "major league" PBR did not come to Cheyenne (it sent the minor league Championship Series) during Frontier Days because that series (Built Ford Tough) can command weekend dates elsewhere. It also is not booked on other weekends during Cheyenne's summers.

There is no desire by CFD to create a competitive rodeo atmosphere here (the Pine Bluffs rodeo has been presented for several summers and a rodeo south of town at Terry Bison Ranch was once offered but did not survive) and there is no demand by Cheyenne's "fans" of rodeo to have more than a few days offerings. Rodeo is simply not an important offering to the vast majority of

Cheyenne residents. Proof there is little interest in rodeo in the local area is that the daily newspaper does not even carry results of the nearby PRCA rodeos in Greeley and Casper. Or Douglas. The same cowboys and cowgirls compete there as here and a following might be developed by "fans," but the daily does not provide results. Locals can read the results of a baseball game between the Seattle Mariners and Los Angeles Angels at Anaheim but not how a world champion bullrider did in Greeley.

Cheyenne Frontier Days is no more indicative of what Cheyenne is the rest of the year than the Mardi Gras is for what New Orleans is the rest of the year down there. CFD is a popular "act." If you tell someone from the Midwest (while there) that you're from Cheyenne, they are most likely to comment about "the rodeo." They only know of Cheyenne as "the rodeo place." And that's okay if you're trying to attract visitors *only* during the final ten days of July. If you'd like them to come here for something else, another time, or stop as they drive past on interstates headed to Yellowstone or Devil's Tower, we're not reaching them.

Hell, most people think Yellowstone is in Montana anyway, not Wyoming.

While the railroad may be responsible for Cheyenne's existence, most strangers know little of that history and more about a rodeo that is only present ten days a summer. And that seems to satisfy local and state officials. Cheyenne is a one trick pony.

## So soon old, so late smart

### BOPU finally wises up about selling surplus water

After several years of badgering on these pages, the Board of Public Utilities finally did the right thing by allowing residents to water on any day of the week, or every day of the week, except between 10 am - 5 pm.

Conservation efforts by the residents have crippled the BOPU financially so it was the only logical step they could take with overflowing water.

The withholding of water for lawn irrigation has been unnecessary for the last several years. It was similar to a private business that could make more product and sell more product but refused to do so. Water from both runoff and wells has been far more plentiful than needed for our population of less than 60,000. To hoard it as has been done for a few years was foolish and costly.

When your cup runneth over, you get another cup or shut off the faucet. The BOPU has experienced that same surplus and just wasted its availability. And begged for money.

In an effort to conceal the surrender, the first release by BOPU said residents could water lawns any three days of the week. Now, that

was going to be interesting and challenging to enforce. If one watered their lawn every day of the week and the BOPU "water cop" came calling on Thursday, how would he know that the resident had watered every earlier day of the week and was now in violation? What resident was going to come clean and accept a fine for using water that is in abundant supply? None. Except me, of course.

The release should stated that residents could water *any* day of the week - all seven if they wanted to. And some will. Me? Probably five.

In addition to any inconvenience imposed by the three days a week restriction, specific days by street address, it is also not wise to water lawns at night. There are a multitude of reasons why the draconian and unnecessary restrictions were not right or fair so I won't rehash them here. Suffice it to say that the BOPU is an example of the "so soon old, so late smart" crowd.

So, water your lawns, flowers, bushes, plants, etc., to your heart's content. Don't irrigate your lawn between 10 am and 5 pm, though. That is a restriction that makes sense.

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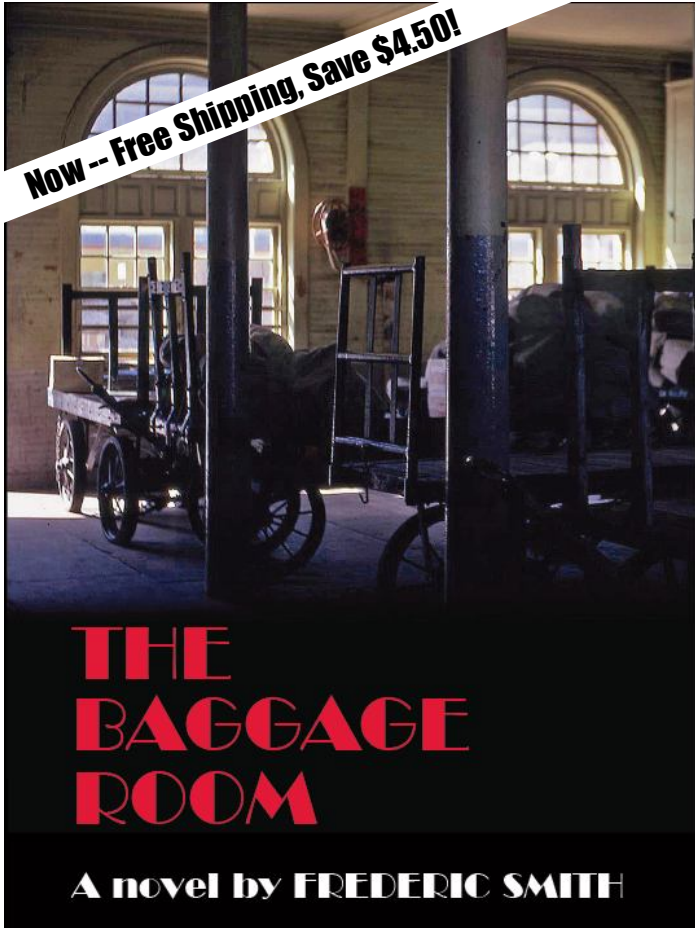
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