

# Domenic Bravo

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Decisive and transformative CEO, who drives organizational growth through creative and innovative strategies. Skilled at analyzing data, fixing inefficiencies and leading change.

## **Education:**

**M.S. Park and Resource Management** 2005

Slippery Rock University of Pennsylvania, Slippery Rock, PA

**Bachelor of Science (BS) Natural Resources Management** 1999

Colorado State University, Fort Collins, CO

**Completed Course Work for PhD in Higher Education Administration** 2019

University of Wyoming, Laramie, WY

## **Professional Experience:**

**President/CEO**-Visit Cheyenne

January 2020-Present

Lead and Oversee the Laramie County Tourism Bureau/Destination Marketing Organization(DMO). Visit Cheyenne is the largest DMO in the state of Wyoming. Develop and Manage a \$2.5 million a year budget. Create dynamic and creative marketing strategies. Coordinate and Produce events and programming that drive visitation to Laramie County.

**Professor of Practice**-University of Wyoming Haub School of Environment and Natural Resources, Outdoor Recreation and Tourism Management Program

August of 2019-Dec.2020-still instruct

Appointments in the Haub School of Environment and Natural Resources (75%) and the College of Business (25%). Design and deliver a variety of undergraduate courses while aiding the institution, state and tourism industry through service. Developed a Hospitality Minor for the College of Business along with work on hospitality courses and partnership development.

Courses Taught and Developed

- ORTM 1050 Natural and Cultural Resources of the West
- ORTM 4900 Business Strategies in Outdoor Recreation and Tourism
- ORTM 4903 Capstone (Professional Semester)-Codeveloped

## **Administrator - Wyoming State Parks & Outdoor Recreation Office**

June 2008 – August 2019

Directly responsible for management, leadership and oversight of the Wyoming Parks, Historic Sites and Trails Division (SPHS&T) and the Outdoor Recreation Office of the Department of State Parks and Cultural Resources.

- Oversee 40+ state park/historic units, many federal recreational grants and the snowmobile/ORV/non-motorized program. The operating budget is over \$28 million per year and the capital budget is over \$5 million per biennium.
- Provide policy direction. Presents items to the Commission for their consideration and develops and presents legislative initiatives through the Governor's office to the legislature.
- Serve as state liaison for the state's land and water conservation program.
- Maintain working relationships with a variety of partners and interest groups, including the tourism industry.
- Assist in the creation of and currently oversee and lead the Outdoor Recreation Office which helps to contribute to the \$5.6 billion impact that this industry has on the state of Wyoming.

## **Park Supervisor I and II Nevada Division of State Parks, Ward Charcoal Ovens State Park - Ely, NV, and Washoe Lake State Park - Washoe Lake, NV**

May 2000 - May 2008

- Manage and oversee operations at Ward Charcoal Oven State Park and Washoe Lake State Park.
- Provide information and present policy recommendations, if applicable, through chain of command.
- Prepare and disperse the budget allocated for the park, account for and record all revenue collection within the park.
- Implemented a resource management plan using GIS, GPS, and sound management practices.
- Effectively mentor and train staff by establishing a career-oriented training program that improves the employees' knowledge, skills and motivation (training is funded through grants, training monies and donations).
- Supervise, train, and provide performance evaluations for 3 permanent employees, 6 seasonal employees and 20+ volunteers.
- Developed programs and collaborated with regional agencies to promote tourism and improve stewardship of natural resources.

## **Conference Presentations and Speaking Engagements:**

- Presentation on Youth in Nature/State Parks-Inspiring New Generation-Brandwein Institute, Virginia
- Presentation on Parks/LWCF- National Association of County Officers, Washington, DC
- Presentation to Republican Western Caucus staff, Washington DC
- Keynote-9th Biennial Conference University Education in Natural Resources-Colorado State University
- Panelist-State Parks-Outdoor Writers Association, Billings MT
- Panelist on State Parks-Canadian Parks Council (CPC), Whitehorse Canada
- Witness-LWCF Hearing Subcommittee on Federal Lands, Washington, DC
- Presentation on Parks and Tourism Assets-Wyoming Association of County Commissioners-Pinedale, WY
- Presentation to Wyoming Association of Municipalities-Cheyenne, WY
- Panelist Wyoming Trails Summit-Casper,WY
- Keynote-Delaware State Park All Staff meeting

## **Documents:**

The following documents are examples I have either written or assisted in writing/developing:

- The Statewide Comprehensive Outdoor Recreation Plan (SCORP) 2014-2019
- The SPSHS&T Division SOAR 2020 (Strategic Document)
- The 2017 Department of State Parks and Cultural Resources 5-year Strategic Plan
- The 2017 report of recommendations for the Governor's Outdoor Recreation Task Force

## **Professional Affiliations:**

- Visit Cheyenne - Vice Chairman (2018-present-Currently on Sabbatical)
- CFD Contracted Acts Committee (2015-present) Security as needed
- UW Advisory Committee for Outdoor Recreation and Tourism Degree Program - member (2017-2019)

- LCCC Advisory Committee for Certified Public Manager Program (2009 - present)
- National Association of State Park Directors(NASPD) - President (2015-2017)  
member (2008 - 2019)
- National Association of Outdoor Recreation Liaison Officers - President (2012-2014)
- National Recreation and Park Association - public policy committee member  
(2013 -2015)
- Tread Lightly! - Board of Directors (2010 - 2019)
- Wyoming Outdoor Recreation Task Force member (2016-2017)

Certifications:

Hospitality/Tourism	2020
Certified Public Manager	2007
Wyoming Peace Officer	2008

## **References:**

Brook Kaufman, CEO

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