

# Domenic Bravo

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Decisive, transformative, and adaptable professional, who drives organizational growth through creative and innovative strategies. Proven leader who is skilled at maximizing goal attainment, fixing inefficiencies, leading change, and applying expertise to all aspects of executing the organizational mission.

## **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

Serve as executive of Wyoming's largest Destination Marketing Organizations (DMO), overseeing a dynamic and complex entity with a \$2 million a year budget, that handles economic diversification, business and tourism marketing/promotion and overall protection of the tourism economy in the county.

Developed and initiated unique and dynamic marketing strategies, including some innovative concepts during the COVID19 pandemic. Developed alternative funding sources to assist in revenue diversification. Administer \$100,000 in grants to help tourism assets and events be successful.

Function as the spokesperson for the tourism community in the county and represent Visit Cheyenne on various groups including Forward Greater Cheyenne, Cheyenne LEADS, and the Wyoming Travel Industry Coalition.

**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.

**Administrator (State Park Director) - 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.

**Nevada State Parks (Various positions) -April 2000 – June 2008**

### **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-CSU
- 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-WAC

- Outdoor Recreation Panelist National Governors Association
- 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 SPHS&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:**

- Wyoming Travel Industry Coalition-Board Member (January 2020-Present)
- Visit Cheyenne - Vice Chairman (2018-Jan2020)
- CFD Contracted Acts Committee (2015-present)
- Confluence of States (2018-2020)
- 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 (2013 -2015)
- Tread Lightly! - Board of Directors (2010 - 2019)
- Leave No Trace-Board of Directors (2010-2017)
- Wyoming Outdoor Recreation Task Force member (2016-2017)

**Certifications:**

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