



**NATRONA COUNTY MEANS BUSINESS**

**BUSINESS SUPPORT KIT**

NATRONA  
COUNTY **MEANS  
BUSINESS**

## A QUICK GUIDE FOR LOCAL BUSINESS LEADERS

### A Practical Resource to Help You Start the Conversation About Natrona County's Growth and Future

Your perspective matters, to your employees, your customers, and the community that looks to business leaders for clarity. And who better to help lead this conversation about thoughtful growth than the people building Casper's economy every day? This kit is designed to help you start that conversation comfortably and confidently *right now*.

#### WHAT'S INSIDE

##### Op-Ed & Letter- to-the-Editor Guide

Simple, clear tips to help you explain why thoughtful growth matters to your business and our community.

##### Message Guide for Local Leaders

Ready-to-use talking points to help you speak openly with your team, your peers, and other community members.

##### Social Media Support Kit

Ready for you to personalize and post, or spark your own version that fits your business.

#### WHY THIS MATTERS TO YOU

**YOU ALREADY HAVE WHAT IT TAKES TO MAKE AN IMPACT:  
YOUR KNOWLEDGE, YOUR PERSPECTIVE, AND YOUR ROLE IN THE COMMUNITY.**

This guide is here to help you start the conversation about thoughtful growth right now, confidently, clearly, and effectively.

We encourage you to join the conversation with us,  
*for the future of Casper.*

## PURPOSE

Op-Eds and Letters to the Editor give businesses the opportunity to share, in their own words, why thoughtful growth matters for Natrona County. By sharing your story, you help shape public understanding and inspire pride in our community's future.

## HOW TO WRITE

### Lead with your "why."

Start by sharing why business growth in Natrona County matters to you, your employees, or your industry.

### Keep it local.

Use real examples from your experience to show how opportunity strengthens families, schools, and neighborhoods.

### Be authentic and concise.

Use clear, genuine language — 250–600 words for an Op-Ed, 150–250 for a Letter.

### Stay constructive.

Focus on solutions and optimism. Thoughtful growth is about balance, fairness, and working together.

### Close with a call to action.

Invite others to join the conversation or to learn more about the Natrona Means Business campaign by visiting: [ncmeansbusiness.com](http://ncmeansbusiness.com)

## HOW TO SUBMIT

**Oil City News:** Submit through the online contact form at <https://form.typeform.com/to/sfydtMFe?typeform-source=oilcity.news> or email [editor@oilcity.news](mailto:editor@oilcity.news)

**Casper Star-Tribune:** Send to [letters@trib.com](mailto:letters@trib.com) (Letters) or [opinion@trib.com](mailto:opinion@trib.com) (Op-Eds).

- Your full name and business name
- City and phone number (for verification)
- Word document or text pasted into the email body

**HELPFUL TALKING POINTS**

**Use these prompts to frame your story or spark ideas:**

- “Over 60 percent of people born in the Cowboy State will leave Wyoming by the time they reach their 30s—and the majority will not return. That, incidentally, is the highest percentage of any state in the nation, according to a U.S. Census survey.” – Wyoming Liberty Group
- Wyoming’s population grew just 0.4% last year, while its 65+ population rose 3.2% according to an article in Cap City News written in June of 2025. We’re aging faster than we’re growing — and that’s why starting the conversation about business opportunity matters.
- According to the WBC Statewide Polling: A Survey of Wyoming Voter Attitudes Toward Economic Growth, 79% of voters statewide favor their local community taking strong action to grow the economy and job market.
- The same survey from the Wyoming Business Council shows that voters believe local governments should prioritize attracting new businesses (36%), supporting existing local businesses (29%), and infrastructure improvements (29%).
- Supporting business growth not only means investing in schools, neighborhoods, and jobs, but also a future for generations to come. Thoughtful growth today means prosperity and possibility for future generations.
- Thoughtful growth protects what makes us unique while preparing for what’s next.
- Innovation thrives here because our community is grounded in fairness and hard work.
- Growth is made possible through communication that is open, honest, respectful, and factual.

**BUILT BY GENERATIONS, GROWING WITH OPPORTUNITY.**



# NATRONA COUNTY MEANS BUSINESS

## SPEAKING UP FOR GROWTH MESSAGE GUIDE FOR LOCAL LEADERS

### PURPOSE

Use this guide to confidently share this campaign's message of thoughtful growth with peers, employees, and your community. Your voice helps people understand that progress and tradition can grow side-by-side.

### CORE MESSAGES

We're redefining what it means to do business in Natrona County, guided by fairness, grounded in hard work, and inspired by innovation.

Supporting thoughtful growth strengthens our economy while preserving what makes Natrona County home.

Growth here isn't about change for change's sake, it's about stability, opportunity, and the Wyoming way of life enduring for generations.

### WHY THIS MATTERS

- Business leaders are trusted community voices; your words carry weight.
- Conversations rooted in facts and fairness help turn uncertainty into understanding.
- Each conversation plants a seed for future success.
- Business leaders shape the business climate. What you say—and how you say it—matters.

### CONVERSATION STARTERS TO BREAK THE ICE

- "When we talk about growth, we're really talking about stability, for our families and our future."
- "Thoughtful development helps keep our youth here and builds a future worth staying for."
- "We can stay true to our roots while still welcoming new ideas and opportunities."



## A THRIVING COMMUNITY WELCOMES BUSINESS.



# SOCIAL MEDIA SUPPORT KIT

## PURPOSE

Share your support publicly with easy, ready-to-post messages and visuals.

## SAMPLE POSTS



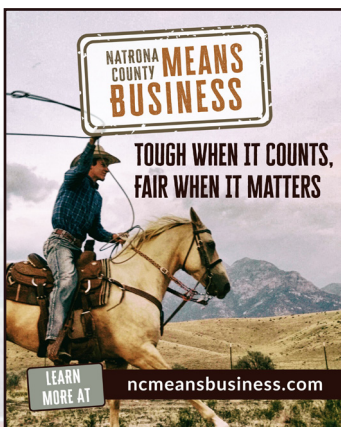
### Post 1:

Proud to be part of a community built by generations and growing with opportunity. Together, we're building a Natrona County that lasts. Join the conversation. Build the future of Casper. [Business Name] means business or [We/I] mean business.



### Post 2:

Supporting thoughtful growth means investing in our future, from our schools to our small businesses. When Natrona County thrives, we all do. Join the conversation with us. Build the future of Casper. [Business Name] means business or [We/I] mean business.



### Post 3:

Every strong community starts with an honest conversation. Let's keep talking about how thoughtful growth and opportunity can shape Natrona County's future. Tough. Fair. Forward. Join the conversation with us. Build the future of Casper. [Business Name] means business or [We/I] mean business.



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OTHER WAYS YOU CAN  
SUPPORT THOUGHTFUL GROWTH



## WE KNOW YOU'RE BUSY RUNNING A BUSINESS

That's why these are quick, realistic ways you can stay involved and support the conversation around the clock about thoughtful growth for the Casper community.



### EASY ACTIONS YOU CAN TAKE

- **Share information with your team.** A short email, staff meeting mention, or internal newsletter is an easy way to keep employees informed.
- **Send a staff survey.** Gather input from your employees to understand their perspectives: what they're comfortable sharing, what questions they have, and what information would help them participate in conversations about thoughtful growth.
- **Connect with other business owners.** If you know another local business that wants to support thoughtful growth, share the campaign sign-up link with them. It's a brief [Google form](#) asking for permission to display their logo and information on the website, showing their support publicly.
- **Become a member of Advance Casper.** Connect with Business leaders, get insider access to what's ahead, and help drive the narrative of growth in Casper. With quarterly events to build relationships and opportunities to learn and gain business insight, it's a great way to invest in the future of Casper. Learn more at <https://advancecasper.com/members/>.
- **Consider serving on the Advance Casper Board.** A hands-on role is a powerful way to help shape Casper's economic future.
- **Join the Casper Chamber of Commerce.** Stay plugged into business-focused conversations that influence local policy and opportunity.
- **Start conversations in your circle.** Whether it's with employees, customers, or your friends and family, your voice helps build understanding and momentum.
- **Don't miss an opportunity to start or join the conversation.** As a business leader, your voice carries weight because you live and work in this community every day. People listen to those they know and trust, and that includes you. Use your position to support thoughtful growth, shaping a stronger future for your business, your employees, and the generations to come.



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