



Voices of Business:

WBA Listening Tour 2025

Natrona County

Tour Stop

September 23, 2025





What is the Wyoming Business Alliance?

VISION:

The WBA is the Preeminent Pro-Business Voice in Wyoming.

MISSION:

The Wyoming Business Alliance supports public policy and legislation that enhances a sound business environment and promotes economic expansion. We advocate for a growing economy by standing for business interests, connecting business leaders from across Wyoming, and partnering with key business organizations and trade associations.



Head to our website or scan the QR code to join the Wyoming Business Alliance

2025 WBA Listening Tour



**This Listening Tour Stop
is Presented in
Partnership with:**

Cheyenne 
LEADS

The Cheyenne-Laramie County Corporation
for Economic Development

**Special Thanks to
Visit Casper**

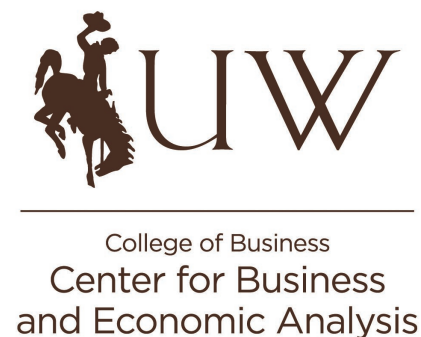
For their Commitment to Wyoming's Businesses
and Economic Development

VISIT *Casper*



Voices of Business

- 1. What is the biggest constraint to growing your business or the businesses in Natrona County?**
- 2. What successes should people hear about more in your community and across Wyoming?**
- 3. How do you define the problem facing economic growth in Wyoming?**



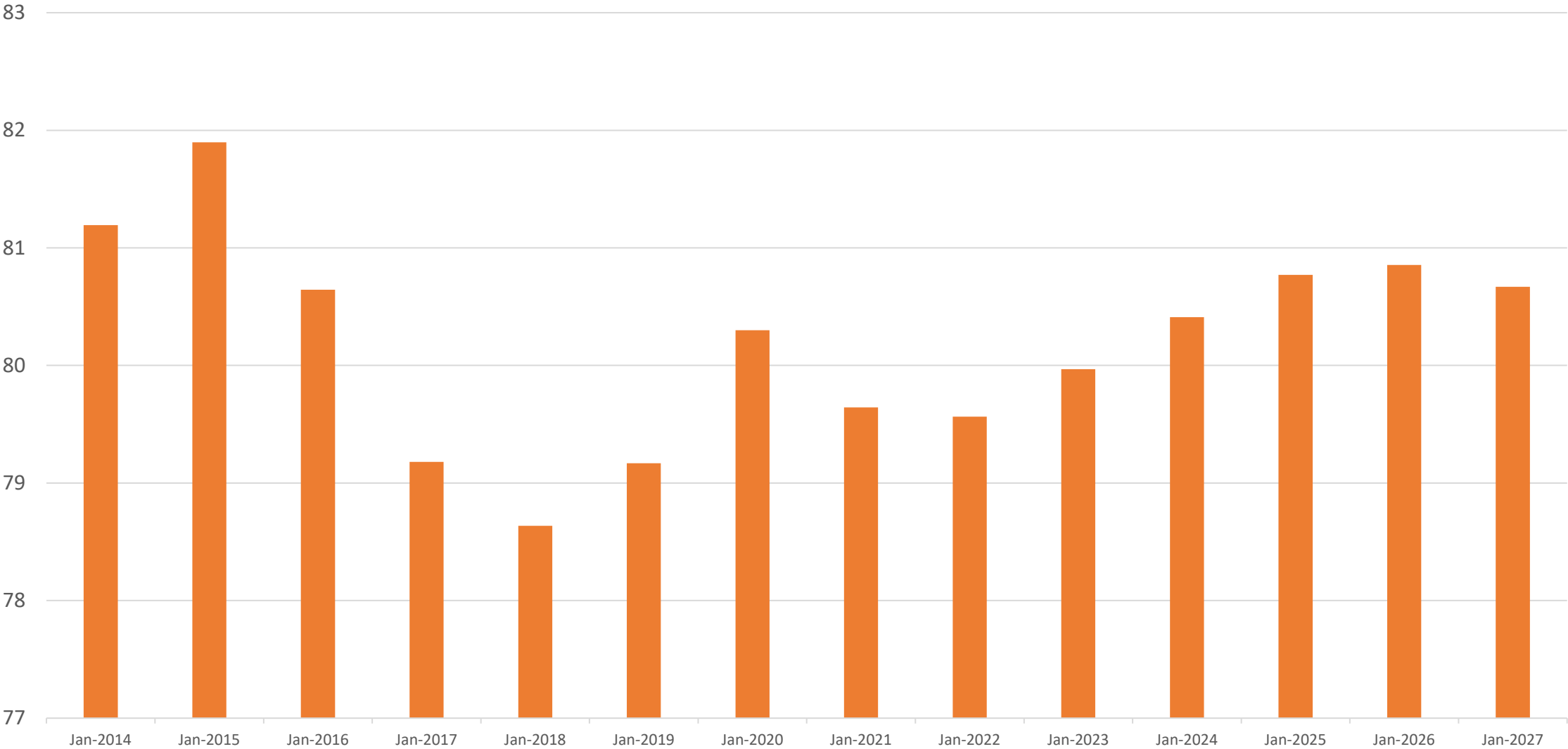
Natrona County Economic Forecast Highlights Casper Area Chamber of Commerce, July 2025

Presented by Dr. Anne Alexander
Assistant Dean, College of Business and
Director of Outreach and Engagement,
Center for Business and Economic Analysis
University of Wyoming

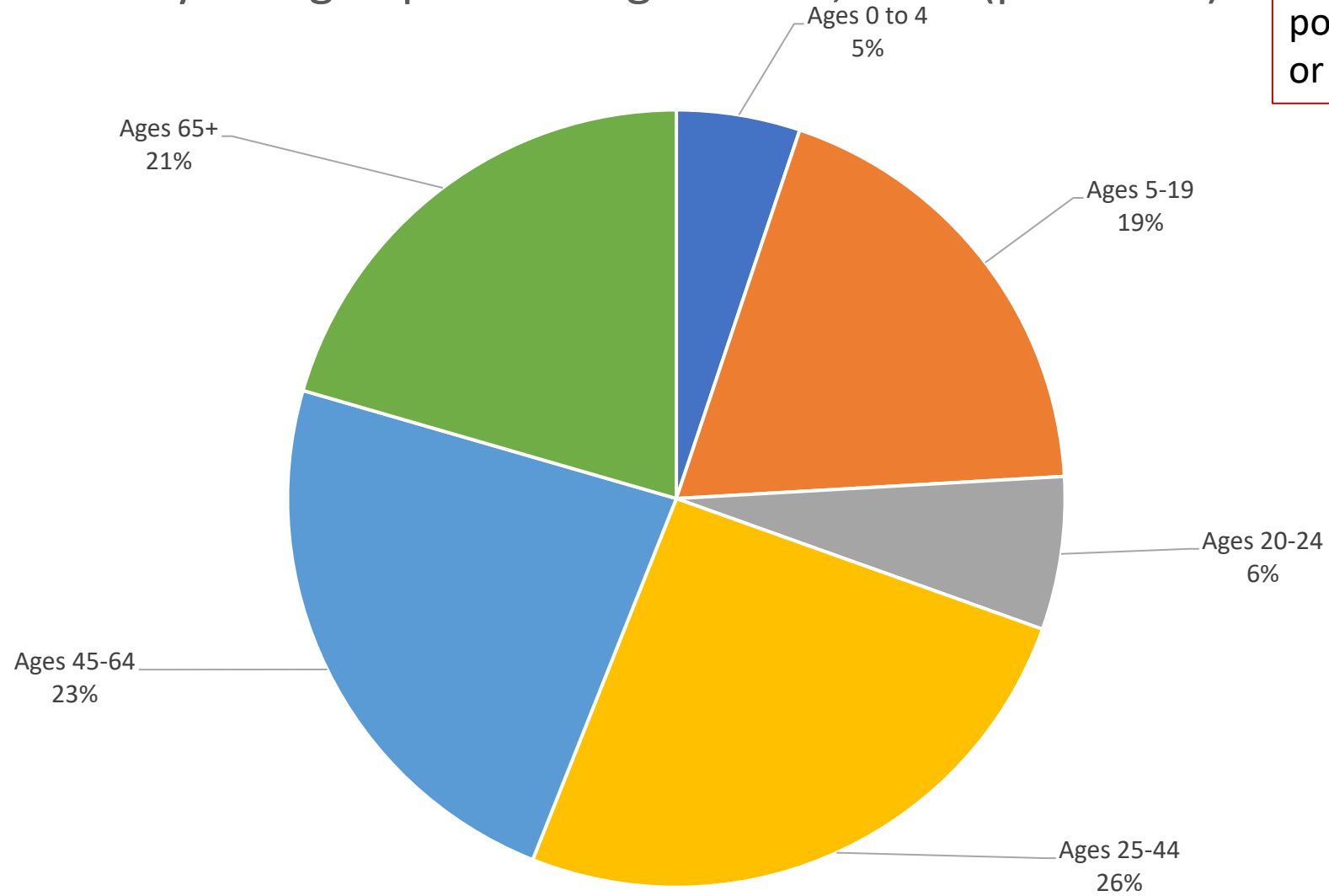


2025
WYOMING'S ECONOMIC OUTLOOK

Natrona County Total Population, Thousands of Persons, 2014-2027 (predicted)



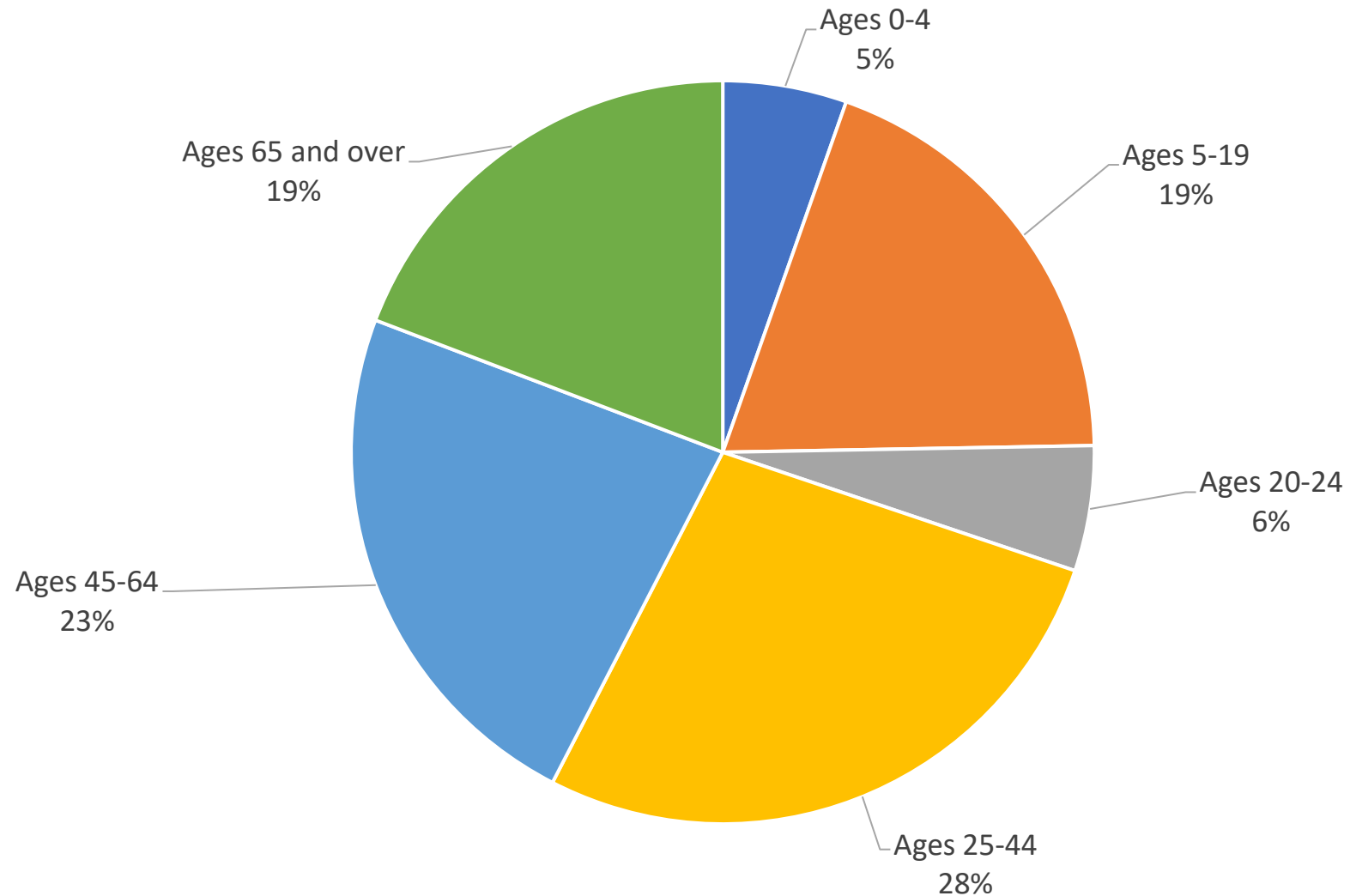
Wyoming Population Age Profile, 2025 (predicted)



56% of Wyo's population is 44 or younger.

55% of Wyo's population is prime working age (20-64).

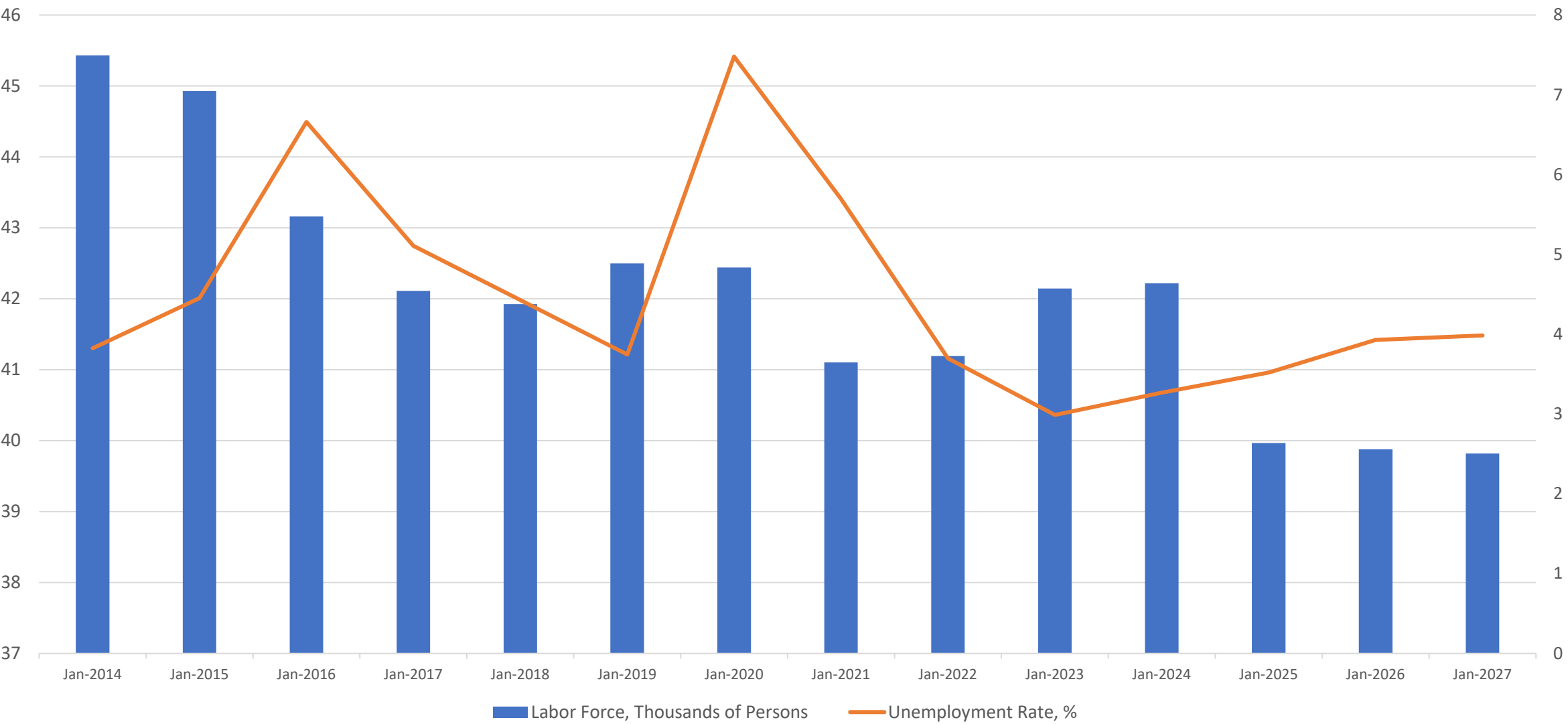
Natrona County, Population Age Profile, 2025 (predicted)



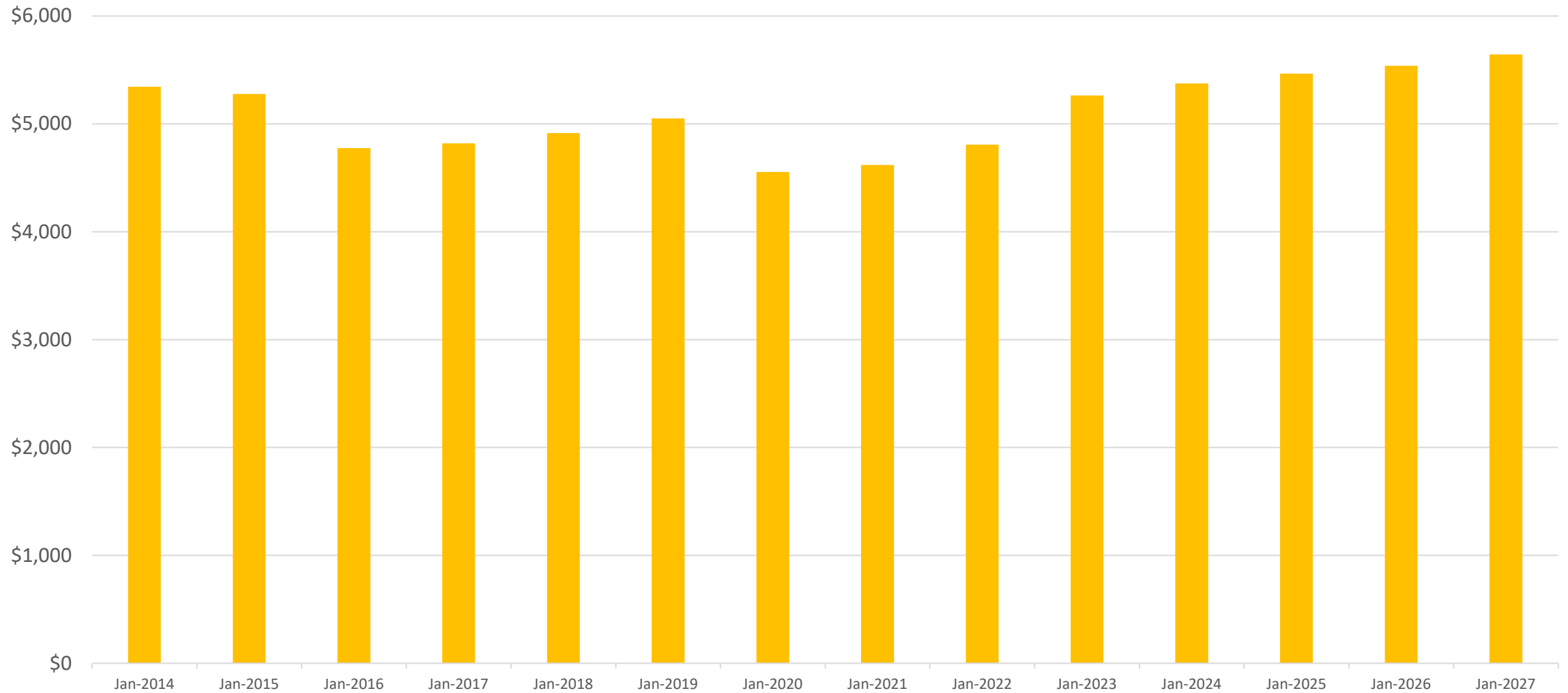
58% of Natrona County's population is 44 or younger.

57% of Natrona County's population is prime working age (20-64 years old)

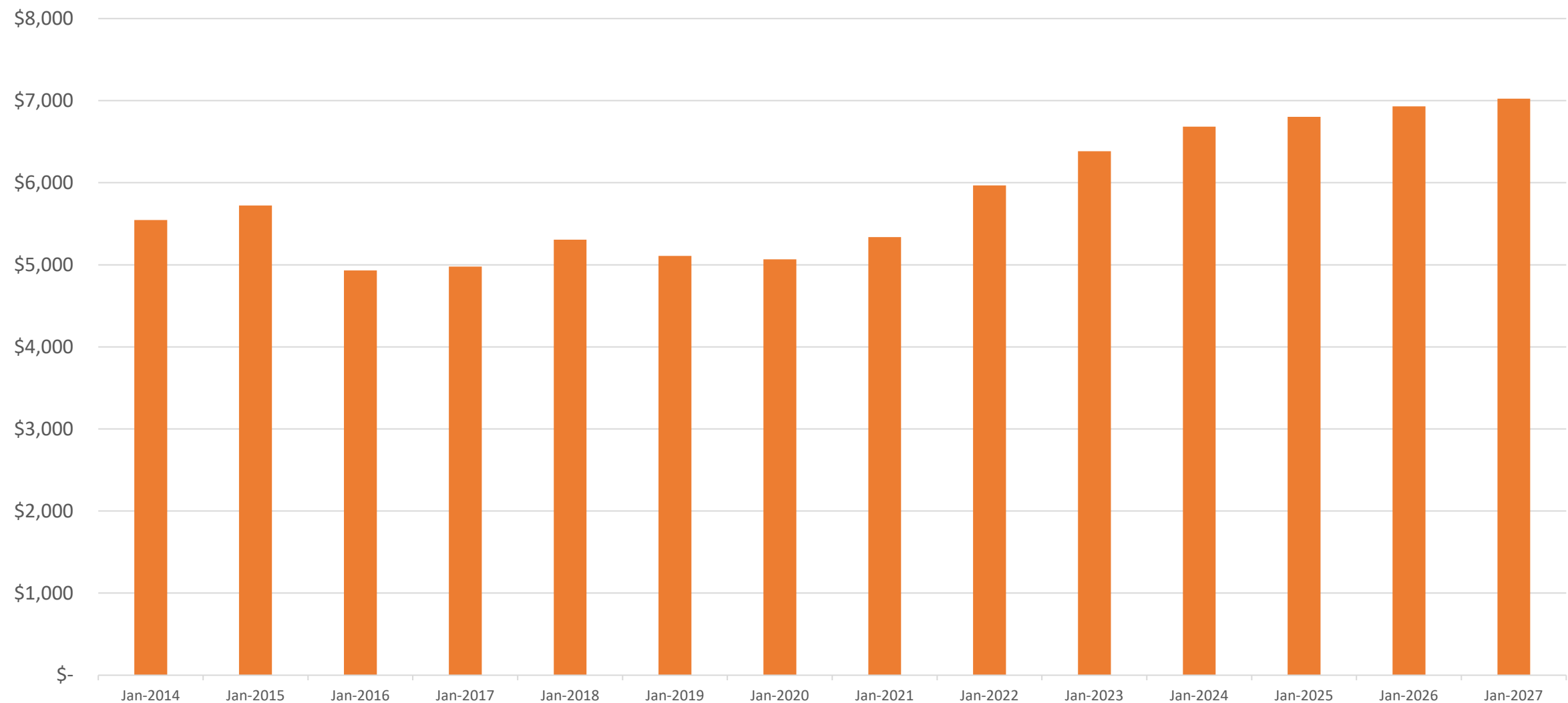
Natrona County Labor Force and Unemployment Rate, 2014-2027 (predicted)



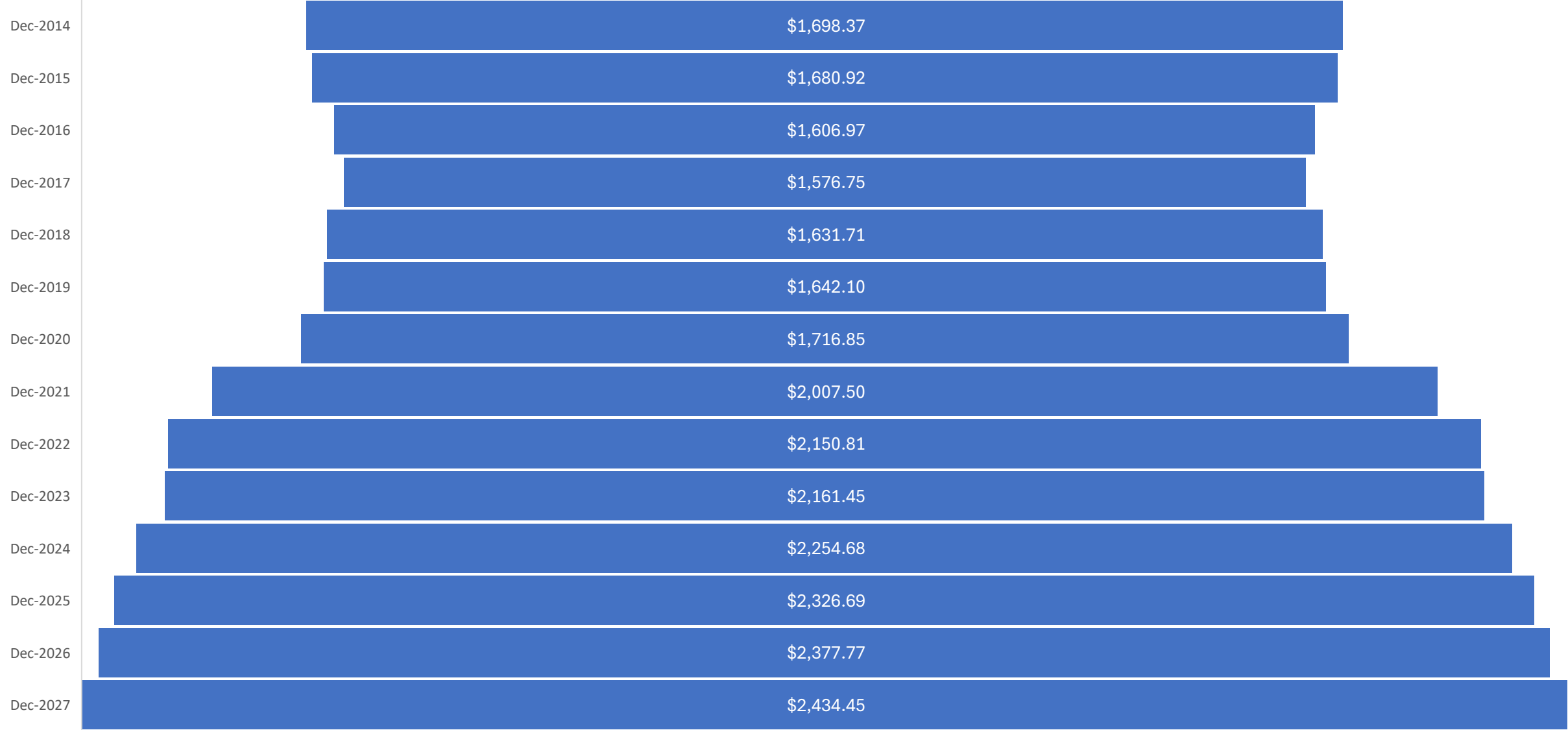
Natrona County Inflation Adjusted Gross County Product, Millions of \$, 2014-2027 (predicted)



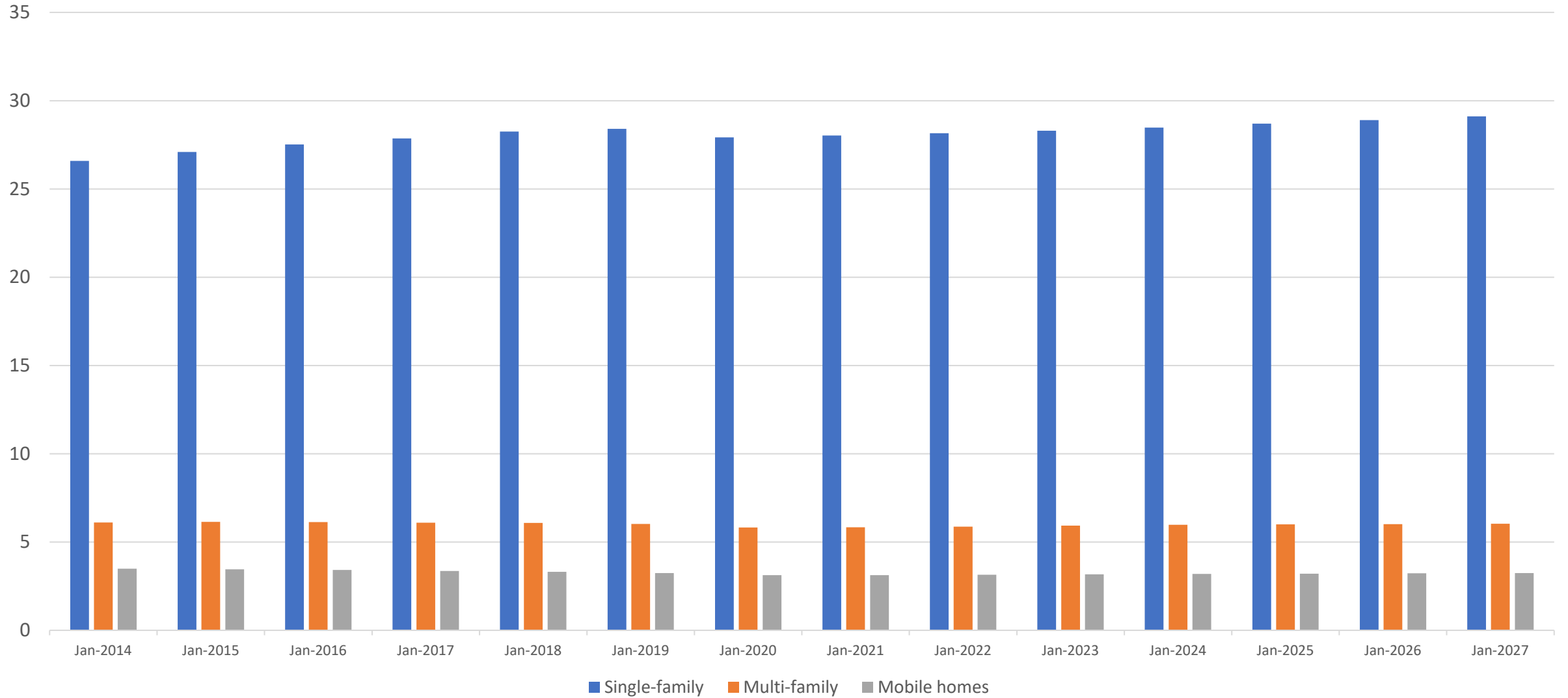
Natrona County Total Inflation Adjusted Personal Income, Millions of \$,
2014-2027 (predicted)



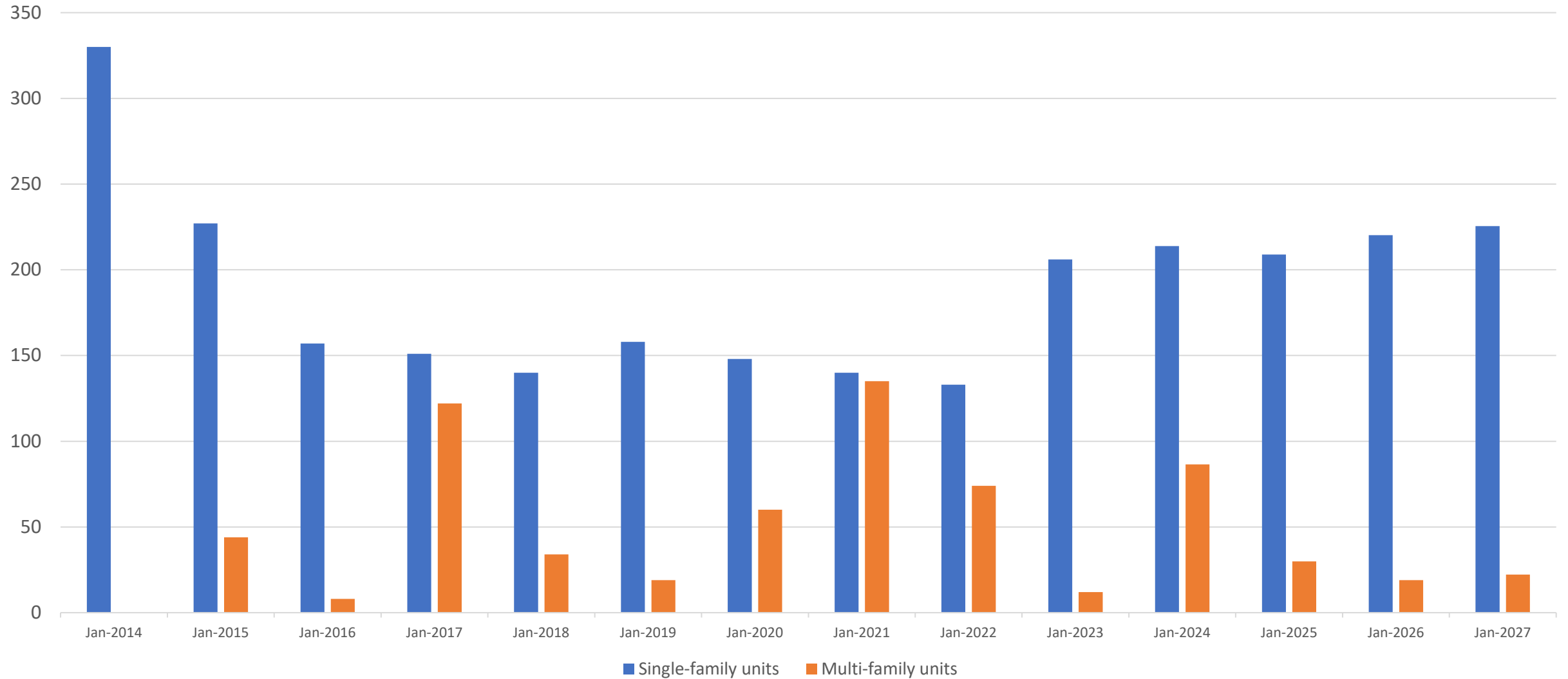
Natrona County Total Retail Sales, Millions of \$, 2014-2027 (predicted)



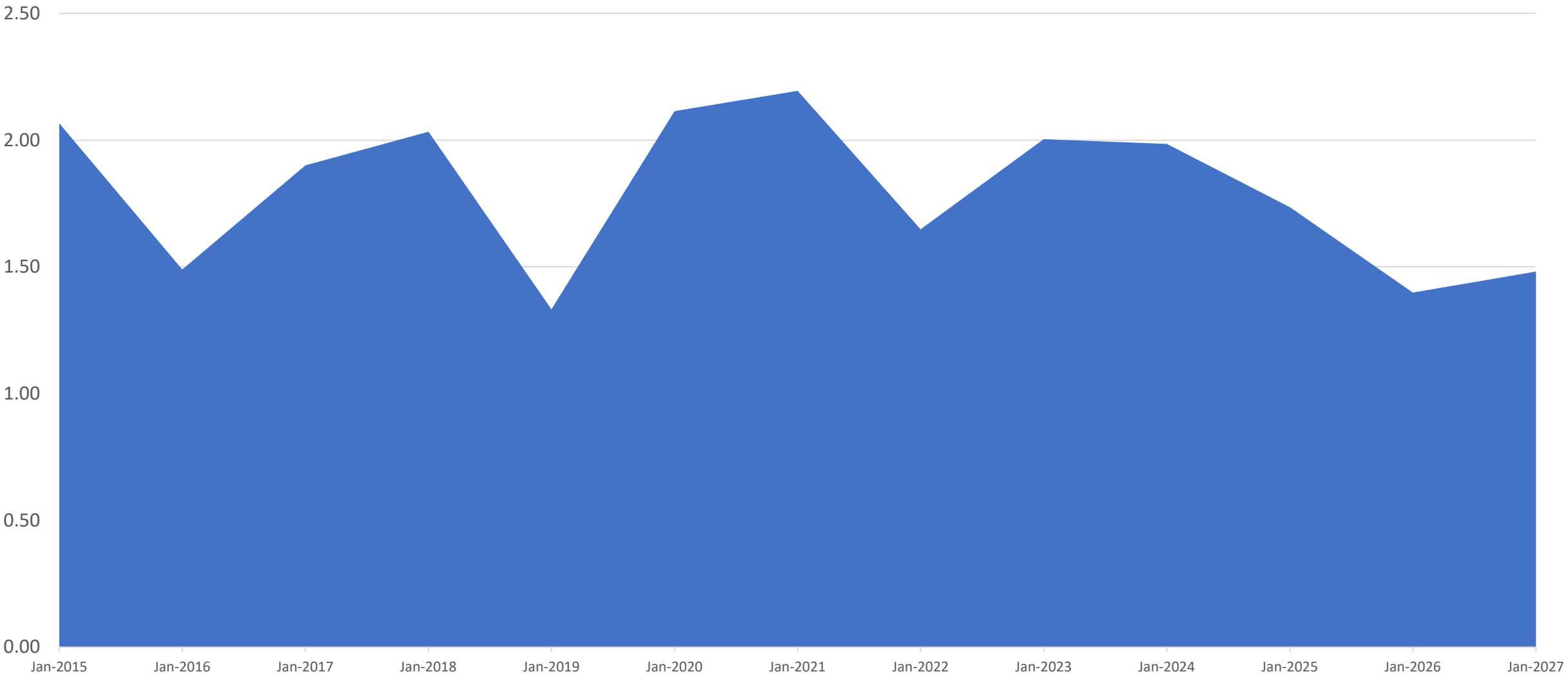
Natrona County Housing Stock, Thousands of Units, Seasonally Adjusted, 2014-2027 (predicted)



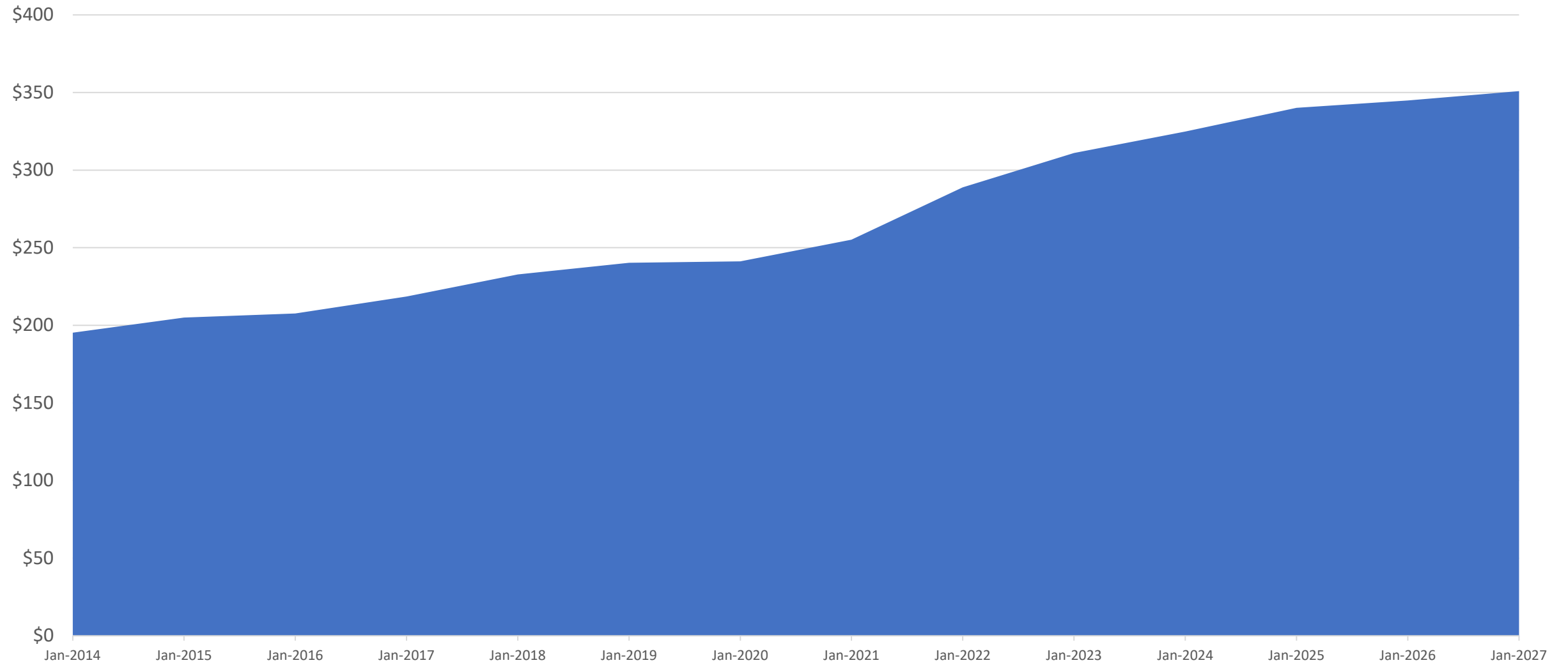
Natrona County Housing Permits, #, 2014-2027 (predicted)



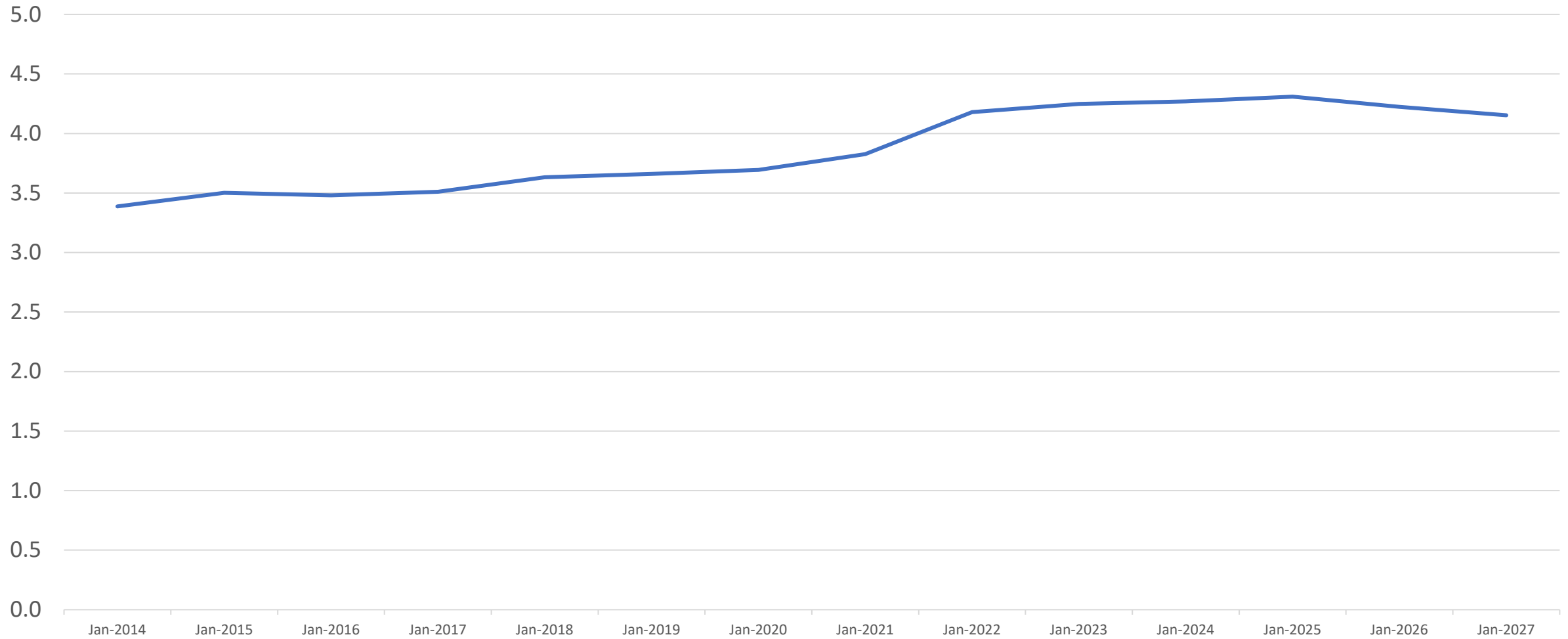
Natrona County Existing Single-family Home Sales, Thousands of Units,
2014-2027 (predicted)



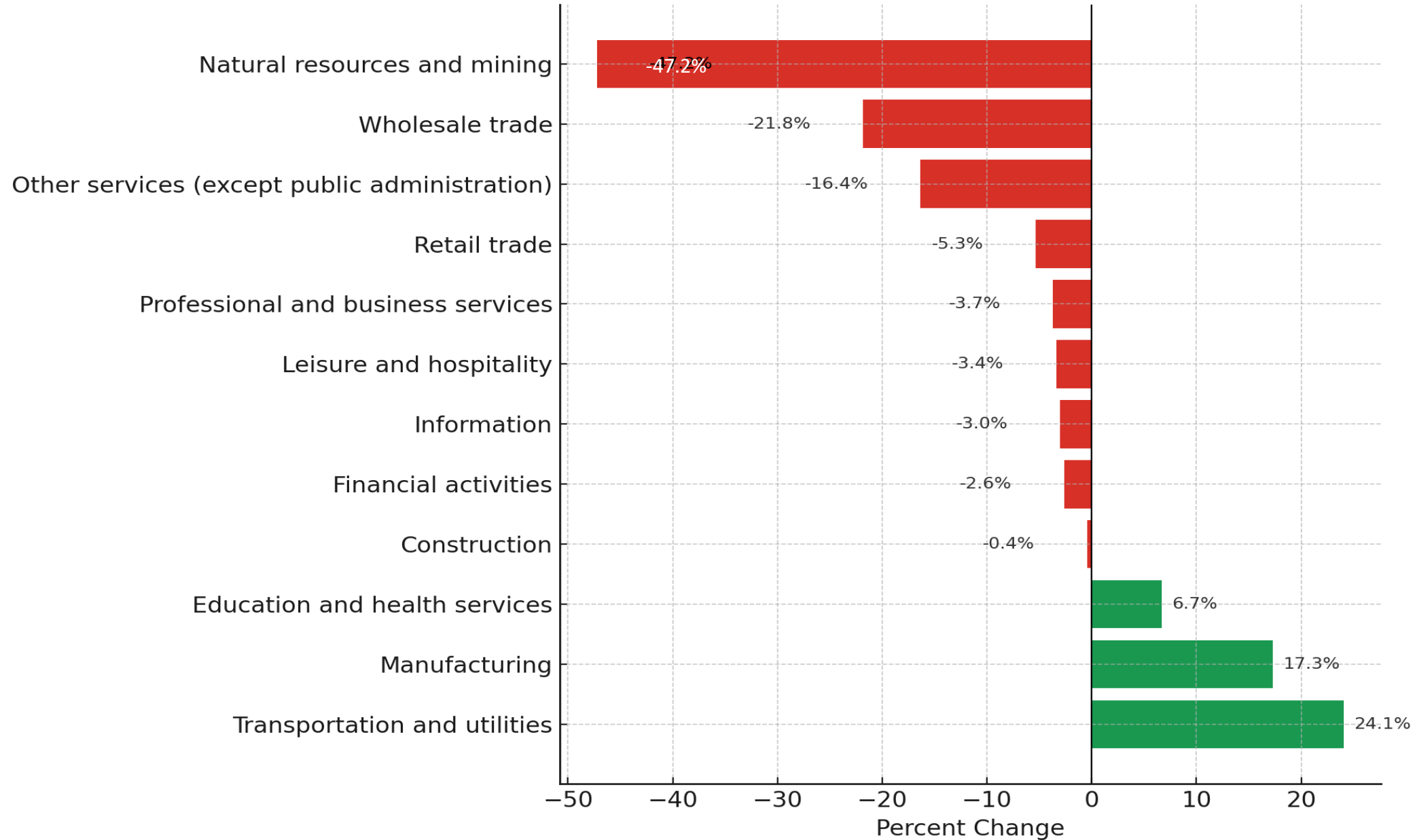
Natrona County Median Sales Price for Existing Single-Family Homes, Thousands of \$, 2014-2027 (predicted)



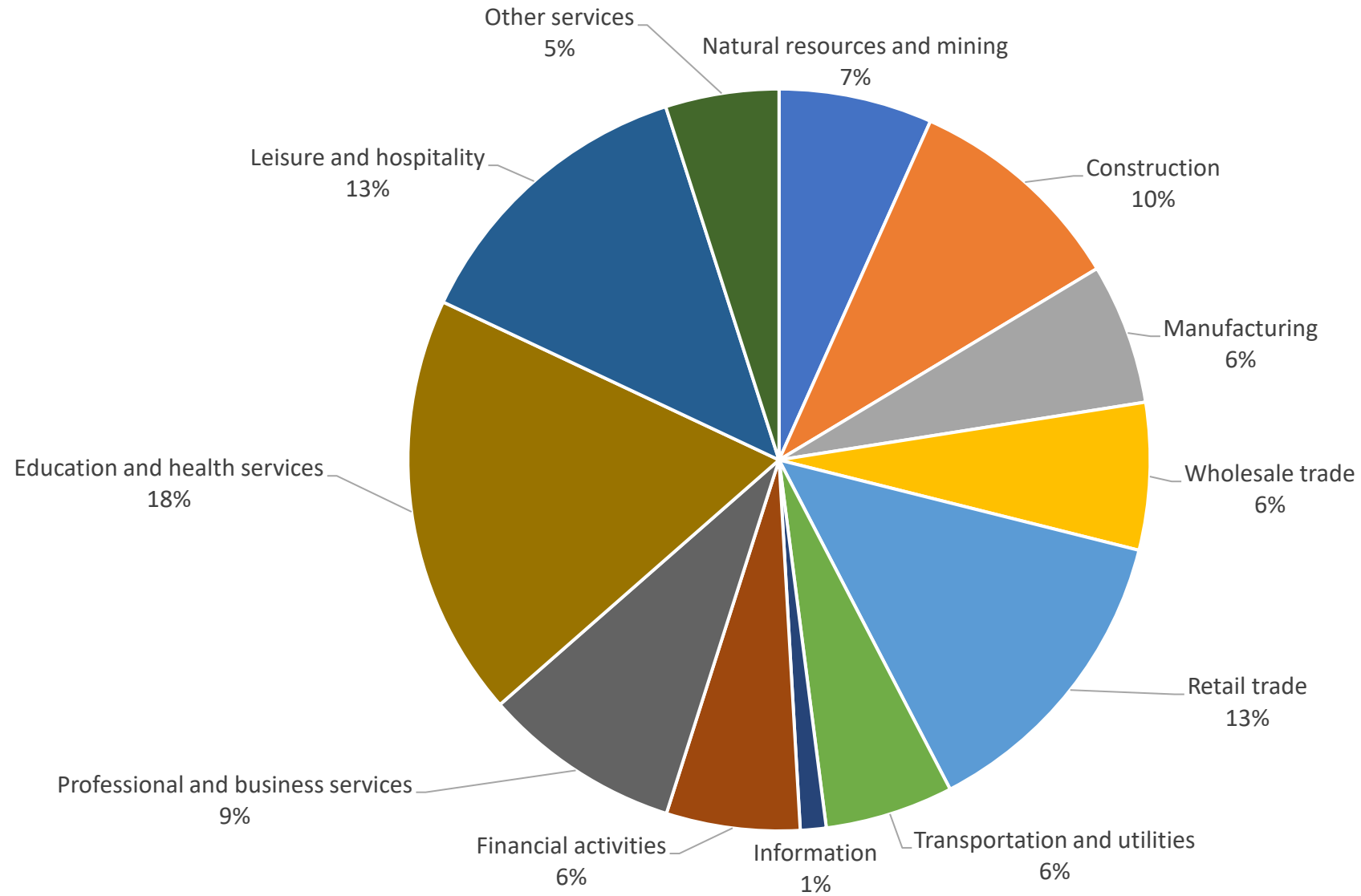
Natrona County Ratio of Median SFH Sales Price to Median Household Income, 2014-2027 (predicted)



Employment Change by Industry in Natrona County, WY (2014-2025)



Natrona County, Private Nonfarm Employment by Industry, 2025 (predicted)





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Together We Are Stronger

How to Join the WBA

Renny MacKay



President,
Wyoming Business Alliance
rmackay@wyoba.com

Head to our website or scan the QR code to join the Wyoming Business Alliance: wyomingbusinessalliance.com/join



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