



Wells Fargo's signature stagecoach carries drivers and extras along Casper's East 2nd Street Monday night, as a production crew records a television commercial for the bank. Wyoming Business Report photo/Tim Monroe

Lights, camera, action ... snow!

It's Xmas in June as Wells Fargo shoots commercial in downtown Casper

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It was all bright lights and excitement as downtown Casper was transformed into a large sound stage Monday night for the production of a national television commercial for Wells Fargo Bank.

East Second and Wolcott Streets were closed from early evening to about 5 a.m. Tuesday so crews could set up a vast array of equipment. The process will be repeated this evening.

About 175 people are involved, from extras to professional actors and about 100 members of the production crew, according to Brooke Johnson of Colorado Film Locations in Denver. He and his company assembled the technical crew needed to complete the video shoot. Casper was selected after Park City, Utah, was too busy to accommodate the production.

The theme centers on a little girl and her magic snow globe. The marquee at the Rialto Theater will feature the title "Small Town Snow Globe," as extras appear to be shopping and preparing for Christmas on 2nd Street. Adults and youngsters waited patiently along the street dressed in winter garb. As extras most were paid \$450, the Screen Actors Guild-American Federation of Television and Radio Artists union scale. The scale went up for the professional actors.

The team of horses that pulled the Wells Fargo [stagecoach](#) are from Dubois, Wyo. They are trained by Robin and Kate [Wiltshire](#), who also train the Budweiser Clydesdales. The team pulled the wagon from 1st Street to Center Street, then to East 2nd, where the main action was shot. A huge boom-mounted camera and other cameras recorded the action as the wagon rolled along the pavement. A crane held a large translucent "balloon" aloft that contained lighting equipment. Other lights were placed at the intersection of David and 2nd streets.

The television commercial will portray contemporary times with no period costumes being used. Some of the scenes will be shot on the 2nd floor of the Lou Taubert Ranch Outfitters store. Johnson said the place is fabulous because it has antique furniture and the setting looks over 2nd street.

Special equipment will make it "snow along 2nd street." Johnson said the material to be used to make snow is biodegradable and will be cleaned up at the end of shooting. Christmas lights were hung on trees along the street. One scene will involve the Rialto Barber shop on Center Street. The actor portraying a barber will look outside as the wagon rolls by with the wagon being reflected in the shop's mirrors.

Businesses along 2nd street were compensated for potential losses because of the street closure. And, off-duty Casper police officers were hired to direct traffic and provide security for the production. No estimate of the total cost of the production was available. Johnson said the production crew's wages range from \$200 to \$700 for the shoot.

Surprisingly, not many spectators turned out to view the production. It will begin again tonight, just before dusk, and the streets will likely be cleared by 6:30 Wednesday morning.