

TOURISM ADVISORY COUNCIL MEETING

JUNE 5-6, 2023

This meeting will be offered in person or via Zoom:

In person: The Sleep Inn & Suites, 520 Country Club Blvd, Great Falls, MT

Zoom: Information on joining the meeting via Zoom can be found [HERE](#).

Persons may address the Tourism Advisory Council via the Zoom virtual meeting or in-person. Persons may address the Council on any matter listed on the agenda. Matters not listed on the agenda may be addressed during the public comment period as indicated on the agenda. Further information related to each agenda item, if any, can be obtained by contacting Rachel Mullen, Tourism Outreach Coordinator, Montana Office of Tourism, Brand MT, P.O. Box 200533, Helena, MT 59620-0533, Phone 406-841-2873, Email rachel.mullen@mt.gov.

AGENDA

All committee meetings and Tourism Advisory Council meetings are open to the public.

MONDAY, June 5, 2023

11:00 **Call to order**—Alicia Harvey, Chair

Opening Ceremony

Introductions

Approval of Minutes

- February 6, 2023, TAC Meeting Minutes

Changes to the Agenda

11:05 **Public Comment**

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

11:10 **Committee Reports**

- Executive Committee—Alicia Harvey
 - Rules & Procedures Committee—Alicia Harvey
 - Montana Heritage Commission (MHC) Report—Jeff Ewelt
 - Tribal Committee—Nathan St. Goddard
 - Legislative Committee—Steve Wahrlich
 - Marketing Committee—Mike Johnson
- Action:** Consider a motion to approve audits

11:50 **Recognition of Eligibility for New DMOs**

- Anaconda
- Columbia Falls
- Havre

Action: Consider a motion to recognize DMO's

12:40 **DMO Plan/Budget Presentations from the following DMOs:**

- Yellowstone Country
- Belgrade
- Bozeman
- Gardiner

1:40 **Break**

1:50 **DMO Plan/Budget Presentations from the following DMOs:**

- Livingston
- Red Lodge
- West Yellowstone

Action: Consider a motion to approve each DMO plan/budget proposal

2:40 **DMO Plan/Budget Presentations from the following DMOs:**

- Missouri River Country

Action: Consider a motion to approve each DMO plan/budget proposal

3:00 **DMO Plan/Budget Presentations from the following DMOs:**

- Southeast Montana
- Billings
- Glendive
- Miles City

Action: Consider a motion to approve each DMO plan/budget proposal

4:10 **TAC Retreat Meeting**

5:30 **Recess**

6:00 **Fly Tying Event (hosted by Visit Great Falls)**

TUESDAY, June 6, 2023

8:00 **Call to Order**—Alicia Harvey, Chair

8:05 **DMO Plan/Budget Presentations from the following DMOs:**

- Central Montana
- Great Falls
- Havre

Action: Consider a motion to approve each DMO plan/budget proposal

8:55 **DMO Plan/Budget Presentations from the following DMOs:**

- Southwest Montana
- Anaconda
- Butte
- Dillon
- Helena

Action: Consider a motion to approve each DMO plan/budget proposal

10:15 **DMO Plan/Budget Presentations from the following DMOs:**

- Glacier Country
- Columbia Falls
- Kalispell
- Missoula
- Whitefish

Action: Consider a motion to approve each DMO plan/budget proposal

11:35 **Break**

11:50 **DMO Plan/Budget Presentations from the following DMOs:**

- Big Sky

Action: Consider a motion to approve each DMO plan/budget proposal

12:10 **Department of Commerce Updates**

- **Business MT**
 - Tribal Tourism Update & STED/TAC/MOU Discussion—Rachelle Brown and STEDC Member
- **Brand MT**
 - Marketing Discussion—Mitch Staley
 - Open Discussion—Scott Osterman

1:25 **Upcoming Meetings/Future Meeting Discussion/Speakers/Topics**

- October 2-3, 2023, Anaconda
- February 5-6, 2024, *TBD*
- June 3-4, 2024, *TBD*
- October 7-8, 2024, *TBD*

1:30 **Adjournment**

The Montana Office of Tourism makes reasonable accommodations for any known disability that may interfere with a person's ability to participate in state government. Persons needing accommodations must notify Rachel Mullen no later than May 26, 2023, to allow adequate time to make needed arrangements. You can call (406) 841-2873, fax (406) 841-2871, or write to the Montana Office of Tourism, PO Box 200533, Helena, MT, 59620 to make your request. Note: Other than the meeting starting time, any time listed is approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comments welcome on all items.

TOURISM ADVISORY COUNCIL RETREAT JUNE 5, 2023

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AGENDA

*All committee meetings and Tourism Advisory Council meetings are open to the public.
This meeting includes a working lunch for Tourism Advisory Council and Attendees.*

MONDAY, June 5, 2023

4:10 **Call to order, Introductions**—Alicia Harvey, Chair

4:15 **Public Comment**

Please state your name and where you are from. This is the time to comment on matters falling within the purview of the Tourism Advisory Council. There will also be an opportunity for public comment on each agenda item.

4:20 **Updates and Discussion from FY23 Legislative Session**

- TAC Bill (HB 143)/SB 540
- Other Bills Affecting Lodging Facility Use Tax
- Other Bills Affecting the Hospitality Industry

Other Discussion Items as Needed

- Overview of TAC Duties

5:30 **Adjournment**

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Dear Friends, Colleagues, and Partners,

June 2023

I hope this email finds your summer off to a great start! As I approach the end of my first year with ITRR, I am filled with gratitude for the support, guidance, and trust everyone has shown me. I want to express my heartfelt appreciation for the opportunity to be a part of the incredible tourism and outdoor recreation industry in Montana.

As we near the end of the 2022-23 fiscal year, I would also like to take a moment to express my appreciation for the ITRR social scientists, our research partners, and the Tourism Advisory Council (TAC) for their hard work and dedication in producing a great year of research! As an Institute, we are committed to conducting and disseminating valid, reliable, and objective research designed to assist public agencies, businesses, and non-profit firms that provide visitor services or manage parks, recreation areas, and other facilities used by visitors to Montana. In addition, we utilize innovative approaches to data collection and analysis while continuously working on updating our interactive data portal and assisting with individual guidance/inquiries using these tools. In 2022, ITRR surveyed 7,496 nonresidents and 11,537 residents, which produces the ongoing quarterly economic, travel, and recreation analysis. A big shout out to our surveyors across the state that makes this possible, we can't thank them enough!

It was an active year of presentations as events returned to in-person. We presented to groups like the Society of American Foresters; Tourism Advisory Council; Montana Trails, Recreation, and Parks Association Conference; Governor's Conference on Tourism and Recreation; and various state chamber events, to name a few. In addition, I presented across the state, visiting seven cities with the Bureau of Business and Economic Research (BBER) for the [2023 Outlook Seminar](#), speaking to ~5,000+ people on the value and impact of tourism and outdoor recreation in Montana. Even better, I got a true Montana winter experience traveling in whiteouts on ice-covered roads, where I learned you don't drive over 50mph when you can't see the car ahead of you.

In 2022-23, we produced [15+ Publications](#), [12 interactive data](#) visualizations, and countless presentations. In addition, we received grant dollars to conduct research for the National Park Service (NPS), which is listed below. Our exceptional research reputation offers us these opportunities, which we are proud to be a part of. Below is an abbreviated list of our work. Please visit our website for a full list and join our ITRR mailing list for updates.

LODGING FACILITY USE TAX FUNDED WORK

Nonresident Research

["The Montana Travel Industry - 2022 Summary" by Melissa Weddell \(umt.edu\)](#)

["Montana Travel Region & Counties - Economic Contribution of 2021/2022 " by Kara Grau \(umt.edu\)](#)

["2022 Estimates - Nonresident Visitation, Expenditures, and Economic Contribution" by Kara Grau \(umt.edu\)](#)

["2021 Nonresident Visitation, Expenditures, & Economic Impact Estimates" by Kara Grau \(umt.edu\)](#)

["Montana Travel Regions & Counties - Economic Contribution of 2019/2021" by Kara Grau \(umt.edu\)](#)

["Montana Travel Experience Survey - Final Summary Report" by Glenna Brown, Kara Grau et al. \(umt.edu\)](#)

Resident Research

["Montana Residents: Attitudes Towards Tourism 2022 & Resident Perception" by Carter Bermingham, Megan Schultz et al. \(umt.edu\)](#)

["Montana Trends: Montanans' Consumer Confidence & Expectations for Income, Travel, and Recreation" by Carter Bermingham, Matthew Pettigrew et al. \(umt.edu\)](#)

Fiscal Year TAC Approved Projects

["Montana Workforce Study - 2022" by Carter Bermingham, Matthew Pettigrew et al. \(umt.edu\)](#)

["Understanding Visitor Recreation Experiences on Montana's Public Lands" by Kara Grau, Megan Schultz et al. \(umt.edu\)](#)

["Snowmobile Recreation in Western Montana" by Liam Harry and Melissa Weddell \(umt.edu\)](#)

Survey Kit

["Dino Shindig 2022, Carter County Museum" by Megan Tanner Schultz \(umt.edu\)](#)

GRANT FUNDED WORK

National Park Service (Click [here](#) for more information on Socioeconomic Monitoring within the NPS)

- Visitor Use Studies (Zion NP, Guadalupe Mountains NP, Grand Teton NP, Isle Royale NP, Great Smokey Mountains NP)
- Wildland Fire Communication Study
- Interagency Park Pass Evaluation
- National Park Service Education Program Evaluation

UPCOMING 2023-24 RESEARCH WORK

Lodging Facility Use Tax - TAC Approved Projects

- Yellowstone Flood Recovery & Resiliency
- Tourists' Preferences for Stargazing in Eastern MT
- Understanding Impacts of Short-term Rentals in Montana
- Montana Agritourism & Recreation: 20 Years Later
- Recreation Access Research (Cooke City/Silver Gate)
- Understanding Eastern Montana Visitor

National Park Service (NPS) Projects funded by grants

- Visitor Use Studies (Great Basin NP, Lassen Volcanic NP, Badlands NP, Grant-Kohrs Ranch National Historic Site (Deer Lodge, MT), and Canyon de Chelly National Monument)
- Wildland Fire Communications NPS Employee Survey
- NPS Survey of Educators – Survey of Teachers
- NPS Transit Survey - Yellowstone National Park

Looking back on the year, I am proud of what we have accomplished together, and I look forward to our 2023-24 research projects. I welcome your thoughts, your ideas, and your continued support. Please know that you can contact us at 406-243-2328 or email at itrr@umontana.edu.

With gratitude,

