

DESTINATION
Missoula

Missoula
TOURISM BUSINESS IMPROVEMENT DISTRICT

DESTINATIONMISSOULA.ORG



economic impact in Missoula County

\$294 MILLION ANNUALLY

+ The economic impact of tourism in Missoula County is over **\$294 million annually**, with most of the expenditures occurring in Missoula.

+ Tourism in Missoula also pays for \$19.7 million in state and local taxes.

INSPIRE VISITORS

by promoting Missoula as world-class destination through advertising and marketing.



BETTER ECONOMY FOR MISSOULA

plus more jobs and more funding for Missoula's TBID.

VISITORS MAKE MORE TRIPS TO MISSOULA

Turn first-time visitors into repeat visitors.

VISITORS SPEND MONEY

on hotel stays, restaurants, music shows, outdoor recreation and more throughout Missoula.

destination missoula's

REACH



1,231,004

UNIQUE WEBSITE
VISITORS



231,762

ANNUAL INQUIRIES
CALL CENTER & ONLINE



78,000

SOCIAL MEDIA
FOLLOWERS

130,000

PROJECTED SOCIAL
REACH

print

ADVERTISING

VISIT MISSOULA
A Missoula moment opens with the best of both worlds

There's the quiet Montana beauty of the mountains, the greenery of the forests, the rolling hills and a river that flows through the heart of the city. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

Missoula is a beautiful city with a rich history and a vibrant culture. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

Visit Missoula today. Call 1-800-524-9445 or visit www.visitmissoula.com for more information.

SEATTLE MAGAZINE

THERE'S THIS PLACE where OUR IMAGINATION RUNS WILD

There's a special magic in Missoula, Montana. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

Visit Missoula today. Call 1-800-524-9445 or visit www.visitmissoula.com for more information.

GOOD HOUSEKEEPING

THERE'S THIS PLACE where WE GO WITH THE FLOW

There's a special magic in Missoula, Montana. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds. It's a place where you can enjoy the best of both worlds.

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DESTINATION Missoula MONTANA

OUTSIDE MAGAZINE

digital banner

ADVERTISING

THERE'S
THIS PLACE
where
UNPLUGGING
MEANS
RECHARGING

DESTINATION
Missoula
MONTANA

TRAVEL SAFELY.
EXPLORE RESPONSIBLY.

DESTINATION
Missoula
MONTANA

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DESTINATION
Missoula
MONTANA

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EXPLORE RESPONSIBLY.

THERE'S
THIS PLACE
where
RIVERS AND
RELAXATION
MEET

DESTINATION
Missoula
MONTANA

TRAVEL SAFELY.
EXPLORE RESPONSIBLY.

THERE'S
THIS PLACE
where
WE COMMUTE
BY CURRENT

DESTINATION
Missoula
MONTANA

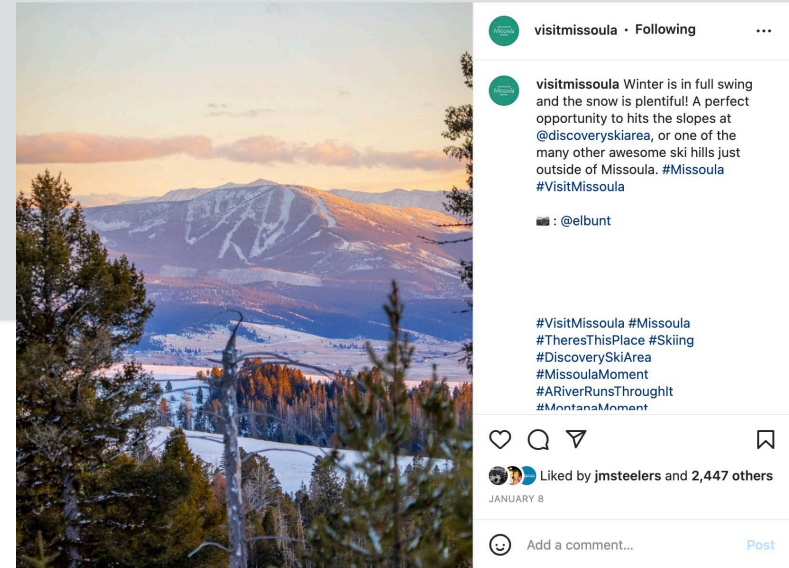
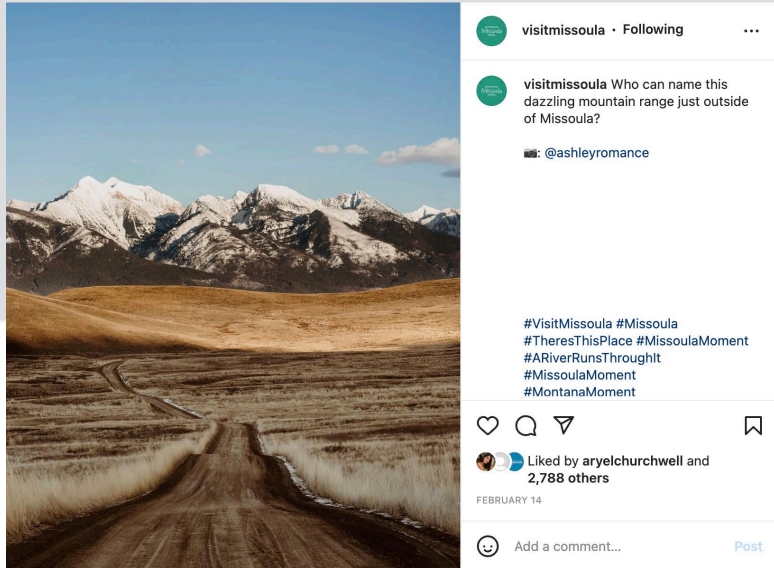
TRAVEL SAFELY.
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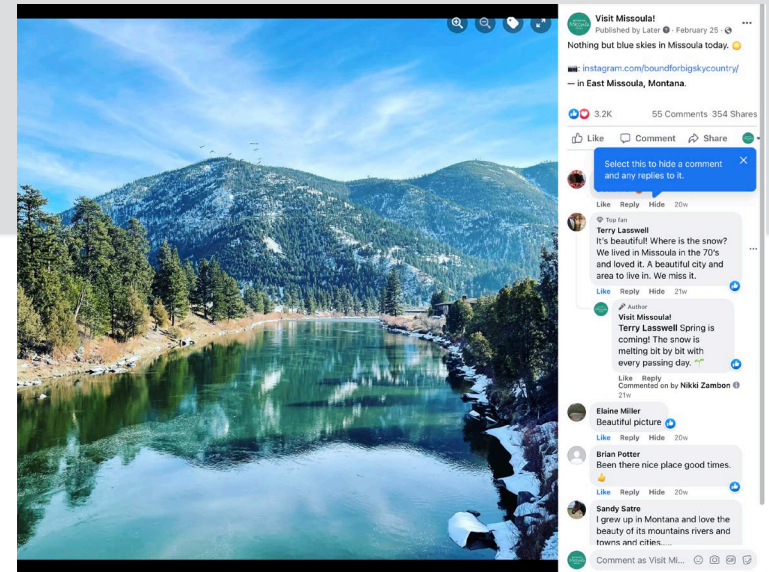
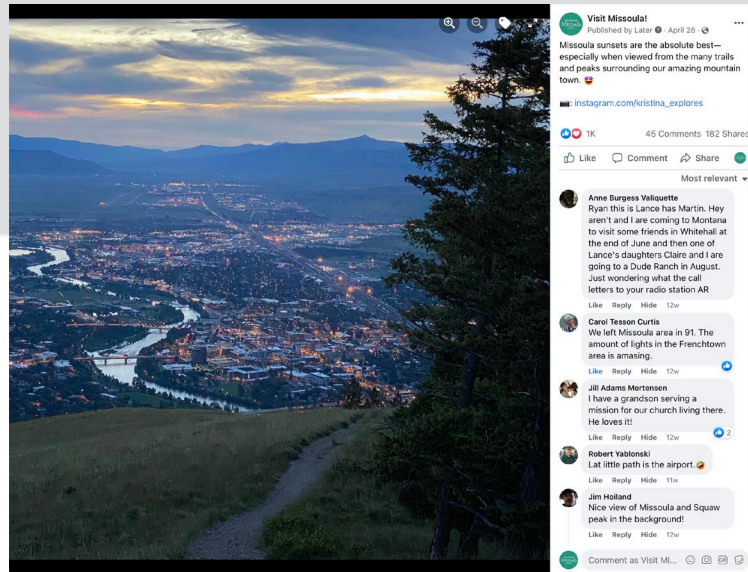
TRAVEL SAFELY.
EXPLORE RESPONSIBLY.

social —
MEDIA



INSTAGRAM

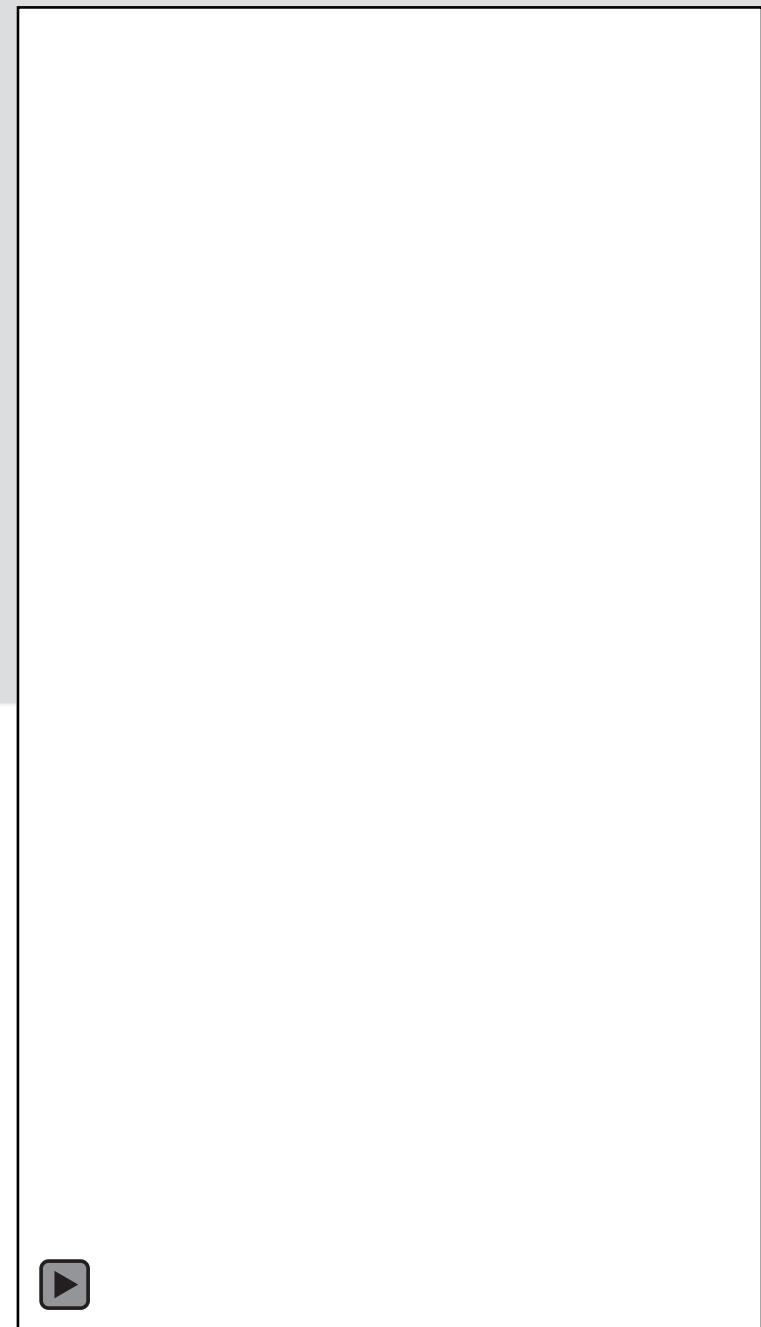
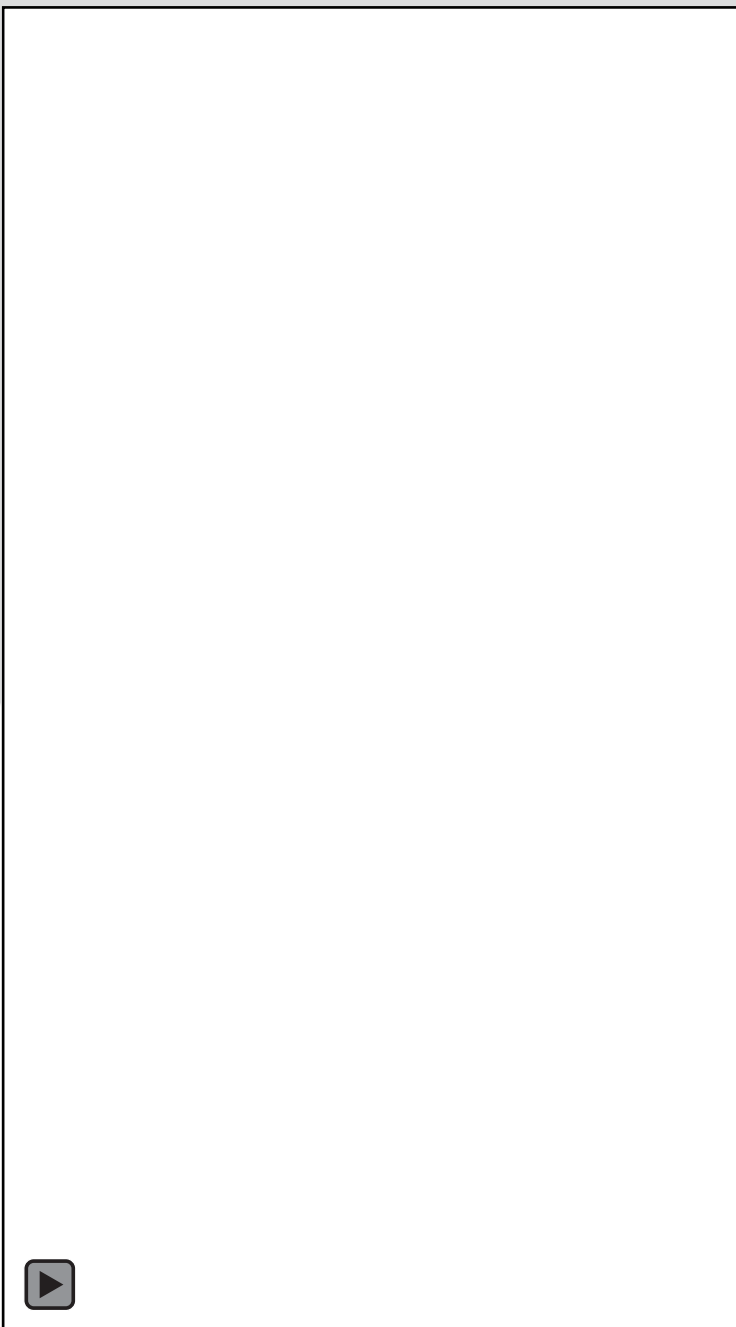
social — MEDIA



FACEBOOK

social —
MEDIA

INSTAGRAM REELS





destination missoula & **TAKE FLIGHT**

- + DM/TBID funds are currently the only support for Missoula's air service guaranty fund.
- + To date, DM/TBID have contributed over \$200,000.
- + In addition, DM/TBID budget \$50,000/year to support flight guaranties. Currently there is a fund balance of \$100,000.
- + Funds are used as incentive for new airlines to come to the market and for existing airlines to expand direct service into new markets.
- + In 2019, the Missoula Montana Airport served a record 907,777 passengers. This year it is anticipated over 850,000 passengers will use our new airport facilities.



BUSINESS IMPROVEMENT DISTRICT

- + The Accommodations Tax (Bed Tax) in Montana is 8%
- + 4% of that goes toward tourism promotion
- + 3% of that goes directly into the General Fund to help pay for essential services in our state
- + 1% goes into a special revenue fund to build the Montana Heritage Center in Helena and for historic preservation across the State.
- + Car rentals are also taxed at 4% - 3% goes directly into the General Fund to help pay for essential services in our state. 1% goes into a special revenue fund to credit senior citizens and persons with disabilities transportation services.
- + None of that money goes back into the industry



missoula tourism

BUSINESS IMPROVEMENT DISTRICT

- + Destination Missoula officially manages the bed tax funding and also Tourism Business Improvement funds
- + TBID is a \$2/occupied room night fee
- + These funds are used for tourism promotion, research and directly benefit our community



BUSINESS IMPROVEMENT DISTRICT

- + Since its inception in 2010, the Missoula TBID Grant Fund has awarded \$440,000 resulting in an economic impact of over \$28 million to the Missoula economy.
- + In 2020-21, 5 events received a total of \$36,000 in grant funding producing \$919,468.000 economic impact.
- + We also help to directly sponsor numerous community events that don't qualify for grant funding but are important to the vitality of our community.



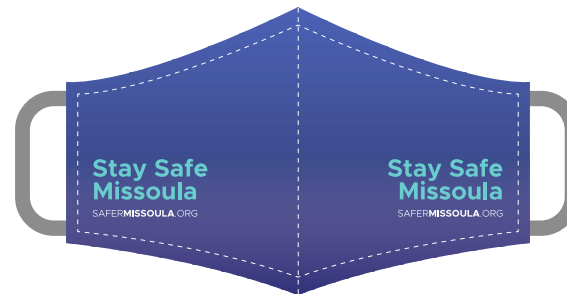
strategic

COMMUNITY PARTNERSHIPS

- + UM
- + MDP
- + Chamber
- + MEP
- + FWP
- + Clark Fork Coalition
- + River Ambassadors
- + Missoula County Fairgrounds
- + Bitterroot Trail
- + Missoula Midtown Association
- + United Way
- + Missoula County Health Department
- + Missoula Gay Health Task Force
- + Mountain Line Zero Fare
- + City of Missoula
- + County of Missoula
- + Southgate Mall
- + Glacier Country Regional Tourism
- + Glacier Ice Rink
- + Montana High School Association
- + Local schools' athletic events
- + The Historical Museum at Fort Missoula
- + Missoula Montana Airport
- + Missoula Parks and Rec

SAFER MISSOULA CAMPAIGN

- + Covid Response
- + Destination Missoula spearheaded the Safer Missoula campaign Smart. Safe. Ready.
- + In partnership with Missoula County Health Department, United Way of Missoula, Missoula Economic Partnership
- + Destination Missoula used as a gateway to keep the public informed



Smart. Safe. Ready.

Everyone has a part to play. Let's be kind, respect others, and work together for a **safer Missoula**.

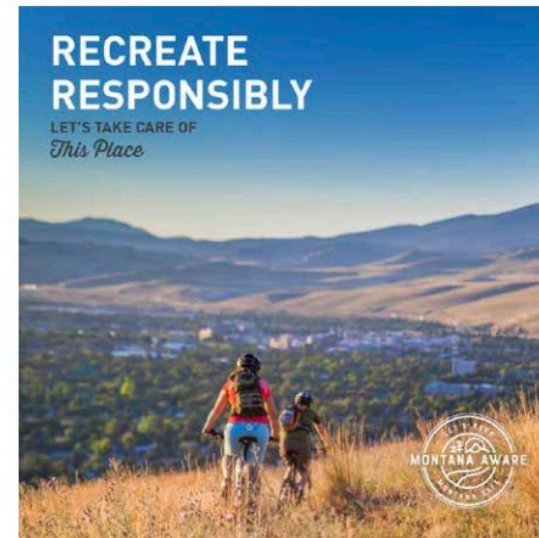
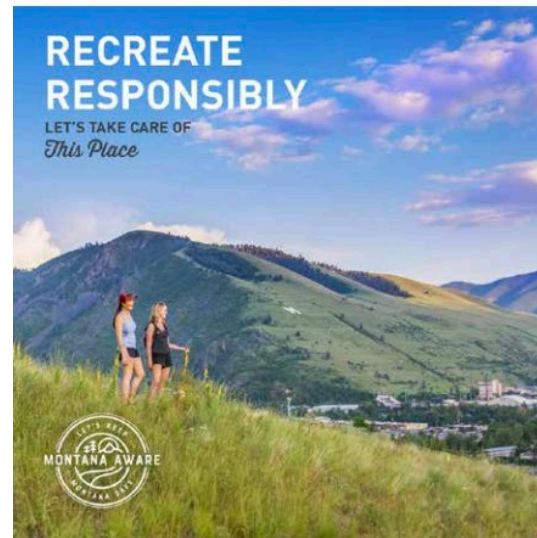
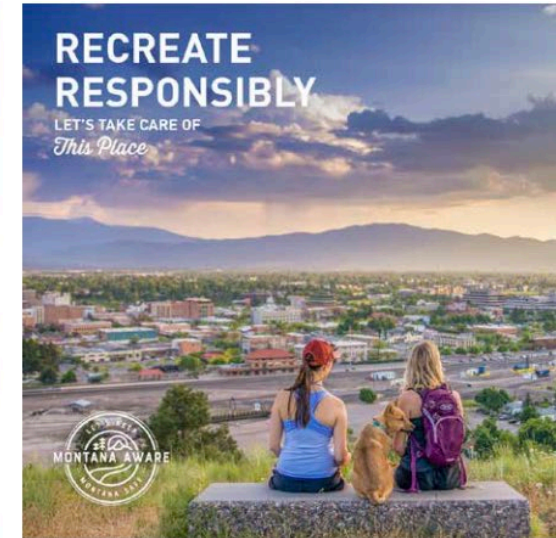
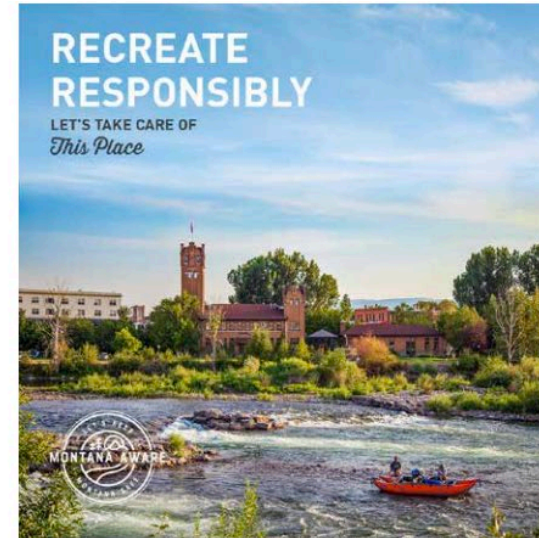
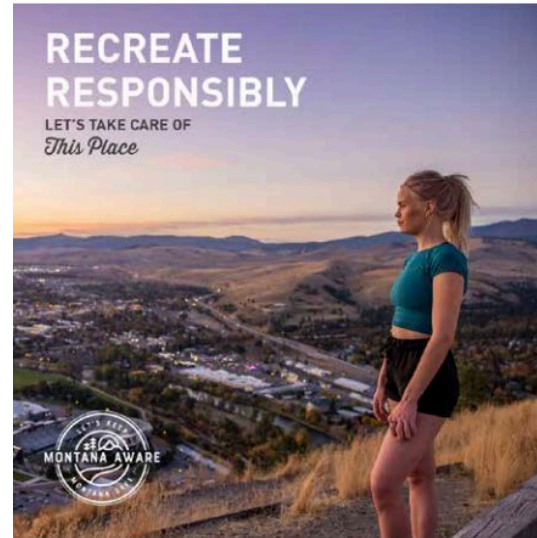
In order to keep our community as safe as possible, please follow these guidelines:

- 1 Stay home**
if you feel sick or have been in recent contact with a sick person.
- 2 Wash your hands**
often with soap and water for at least 20 seconds.
- 3 Avoid touching**
your eyes, nose and mouth.
- 4 Wear a protective face covering**
in public.
- 5 Maintain a 6-foot distance**
from others.
- 6 Limit contact**
with others as much as possible.
- 7 Avoid congregating**
in public areas.
- 8 Stay on trails**
except to let people pass (and maintain 6-foot distance).

SAFERMISSOULA.ORG

RECREATE RESPONSIBLY

- + A campaign that aims to promote responsible tourism in Missoula and throughout the state
- + Exploring the great outdoors is part of our culture in Missoula, with that comes great responsibility to care for our resources.
- + Encouraging recreating responsibly, we can minimize the impact from visitor and resident use.



missoula --- BUSINESS SUPPORT

- + Missoula Montana Airport – Sole supporting organization
- + Heroes of Hospitality – Hospitality workforce support
- + Missoula Dining Guide – Restaurant industry support
- + Downtown River Map



THREE RIVERS COLLABORATIVE

MISSOULA RIVER GUIDE & MAP

CLARK FORK RIVER
Milltown State Park to Downtown Missoula

DESTINATIONMISSOULA.ORG/DOWNTOWN_RIVER_MAP

CLARK FORK RIVER: MILLTOWN STATE PARK TO DOWNTOWN MISSOULA

OUR RIVERS

Rivers provide tremendous natural, recreational and economic benefits to Missoula. They sustain life for fish and wildlife while keeping us close to nature. Whether you are visiting for a day or are a lifelong resident, we all play a role in caring for Missoula's rivers. Thank you for keeping our rivers healthy and safe for all!

KEEP THE RIVER CLEAN & HEALTHY

- Pack out all trash. Grab a free mesh river bag at a grocery or hardware store to collect your trash.
- Use designated restrooms.
- Observe wildlife from a distance.
- Never bring glass containers on or near the river.

BE FRIENDLY

Remember, you're sharing the river with others.

- Put in and take out at designated locations.
- Do not block roads or access to the launch area, be thoughtful of others.
- Prepare outside the boat launch.
- Be prepared to encounter and yield to other river users.
- Profanity and obscene behavior are inappropriate and offensive.
- Respect private property and neighboring landowners; do not trespass.
- Outside of public access areas, stay below the ordinary high-water mark.

BE SAFE

Rivers are powerful natural systems that should be respected.

- Life jackets improve safety on the water.
- Boating under the influence of alcohol or drugs is dangerous—be responsible when drinking alcohol on and around the river.

TRANSPORTATION

Because parking is limited at all sites, consider:

- SHRE IT: www.shreit.com
- ZERO-FARE MOUNTAIN LINE: Route 4 to the river (Tamarack Road or Milltown State Park)
- UNIVERSITY OF MONTANA LIQUOR: www.umt.edu/transportation/bus
- CARPOOL: Missoula is Mad's Carpool Finder
- MONTANA ADVENTURE SHUTTLE, LLC: 406-493-2345, www.mshuttle.com
- CLARK FORK NIGHT CLUB: www.clarkforknightclub.com
- RIDESHARE: Uber, Lyft, Green Cab, Yellow Taxi

PARKING

Parking congestion creates challenges for neighbors, land managers, and public safety. Consider carpooling, transit or shuttle services, and ride-share options. Park only in designated areas. Do not park on Tamarack Road/Jumper Drive from the junction of Highway 200 to the entrance of the Confluence Area of Milltown State Park.

RIVER ACCESS AT MILLTOWN STATE PARK

The Confluence Area of Milltown State Park offers rafters hand-carry access to the river. There is no parking along the interior park road, but there is room for 80 vehicles in the parking area. Please be aware that out-of-state vehicles are subject to an \$8 nonresident entry fee. The gate is closed and locked nightly and re-opened from 7 AM - 7 PM May through August, in September through October it closes earlier, at 7 PM for overnight parking allowed. Outside the park, there is additional parking along the road at the end of Jumper Drive. The gated outdoor storage leads pedestrians to the parking area and river. The park's walk-in hours are sunrise to sunset.

LEARN MORE

- Fish, Wildlife & Parks: www.fwp.mt.gov
- Montana State Parks, Milltown State Park: www.stategparks.org/gov/milltown

JOIN US!

This project was spearheaded by the Three Rivers Collaborative, a group of community members working together for the benefit of Missoula-area rivers and the people who value them. If you have questions or want to join us, reach out to info@clarkfork.org.

RECYCLE RESPONSIBLY!

MAP AND BROCHURE DESIGNED BY BRINDALL, INC. WWW.MILLTOWNVAL.COM

destination _____

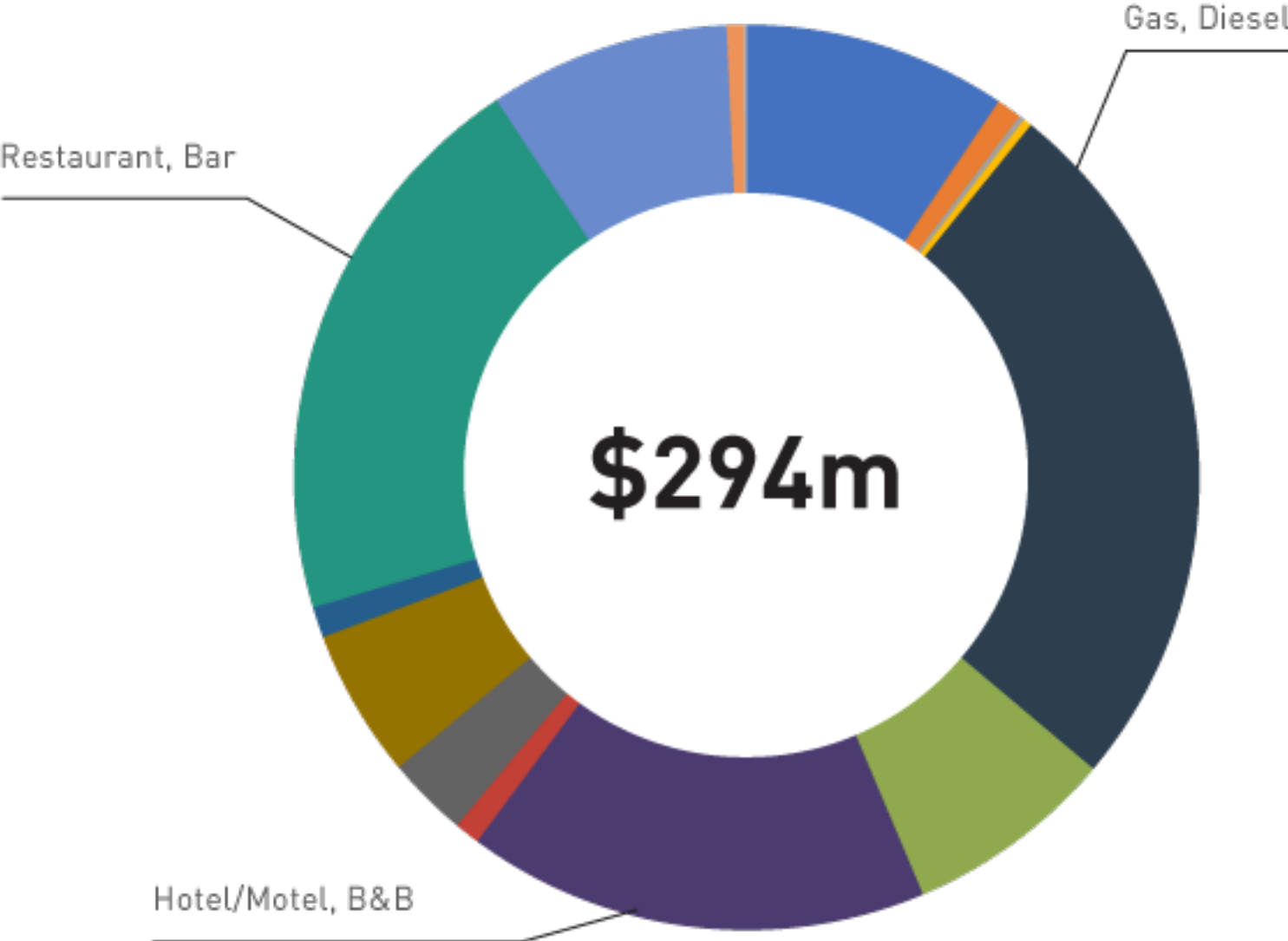
STEWARDSHIP PLAN

- + The vision is to create a Destination Stewardship Master Plan (DSMP) for Missoula and the surrounding five valleys setting out a 10-year development plan providing an organized and structured framework for value-based, sustainable tourism development and promotion that helps preserve quality of life for our residents.
- + We want to develop a shared vision to reimagine the future of tourism and recreation in Missoula. It needs to balance residents' quality of life with quality visitor experiences, define our ideal visitor who appreciates and helps to preserve what makes this place special.
- + Create strategies for responsible growth and management of the industry and destination development planning through collaboration.

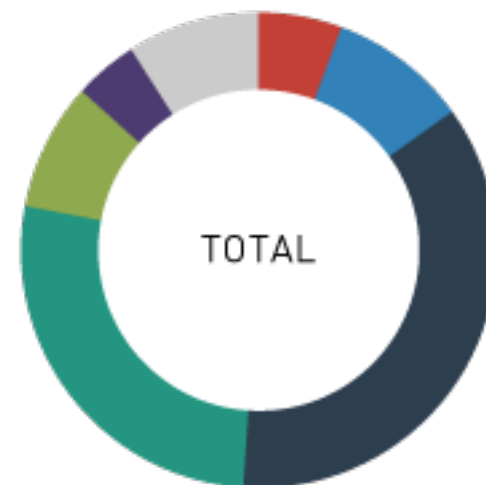
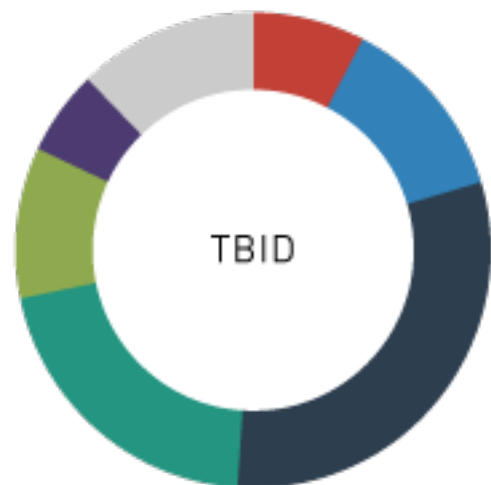


WHERE VISITORS SPEND MONEY

- Auto Rental, Repair
- Rental Cabin
- Gambling
- Service
- Hotel/Motel, B&B
- Farmers Market
- Outfitter, Guide
- Grocery, Snacks
- Retail
- Made In Montana
- Campground
- Restaurant, Bar
- Gas, Diesel
- Transportation Fares
- License, Fees



destination missoula
BUDGET



**FY 2022-23 DESTINATION MISSOULA
 JOINT MARKETING & PR EXPENSES**

	TBID	TBID %	BED TAX	BED TAX %	TOTAL	TOTAL %
EARNED MEDIA	\$66,501.00	8%	\$100.00	0%	\$66,601.08	6%
GROUPS SALES & SERVICES	\$110,720.00	13%	\$0.00	0%	\$110,720.13	9%
MARKETING SUPPORT	\$266,575.00	31%	\$154,700.00	51%	\$421,275.82	36%
PAID MEDIA	\$179,750.00	21%	\$136,131.00	45%	\$315,881.66	27%
RESEARCH	\$89,250.00	10%	\$12,500.00	4%	\$101,750.14	9%
GRANT FUNDING/COMMUNITY SPONSORSHIP	\$50,000.00	6%	\$0.00	0%	\$50,000.06	4%
ADDITIONAL COMMUNITY FUNDING	\$106,000.00	12%	\$0.00	0%	\$106,000.12	9%
TOTAL EXPENSE	\$868,796.00		\$303,431.00		\$1,172,227.00	

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Missoula

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