



# QUICK TBID SUMMARY for FY25/26

## Mission Statement

- Enhance economic vitality of Livingston by generating room nights for lodging facilities.
- Utilize effective sales and marketing strategies.
- Build collaborative partnerships to promote year-round tourism.

## Vision

- Strengthen Livingston's economy by attracting overnight guests.
- Support projects and events that enhance visitor experiences.
- Market both warm and cooler seasons to increase visitation.

## Funding Focus

- Funded by a \$2 flat fee per room night for lodging.
- Grants available for projects that promote tourism and improve visitor experiences.
- Governed by a Board of Trustees of the hoteliers who collect the TBID assessments.

## Achievements and Challenges

- Strong partnership with Explore Livingston Coalition.
- Increased collaboration with local and regional partners.
- Challenges include affordable workforce housing and inconsistent fee payments from some hotels.

## Data Collection

- Partnership with DMO to purchase Placer.AI subscription for visitor data analysis.
- Reports available to businesses for informed decision-making.

## Marketing & Outreach

- Coordinated branding and tourism information website with a 93% increase in unique visitors.
- Continued marketing campaigns to counteract federal program cuts affecting tourism.
- Distribution of over 15,000 visitor pocket guides and monthly event calendars.

## Events

- Successful events include Light Up Livingston and revived Oktoberfest.
- Significant marketing investment in holiday events and community engagement.

## Grants

- Over \$166,000 awarded in grants for various tourism-related projects and events.
- Grants support initiatives like art walks, festivals, and tourism advocacy.

## Opportunities

- New hotel openings increasing available rooms and TBID funds.
- Recognition as a film location boosting off-season hotel occupancy.
- Educational outreach on tourism benefits and convention opportunities.

## Challenges

- Workforce housing remains a significant challenge for hospitality businesses.
- Seasonal visitor fluctuations impact economic stability.
- Some hotels do not pay TBID fees, leading to revenue loss.

## Budget

- Projected income down 20% due to national policies affecting tourism.
- Total projected budget of \$145,000 for FY25/26.

## Mission Statement

Tourism Business Improvement District (TBID) Mission is to enhance the economic vitality of Livingston by generating room nights for the city’s lodging facilities through effective sales and marketing strategies, building collaborative partnerships, and promoting Livingston as a year-round visitor, convention, and event destination.

## Vision

The TBID seeks to strengthen Livingston’s year-round economy by attracting visitors and overnight guests to stay in the hotels and motels within City Limits by supporting projects and events that draw visitors and enhances their stay. We seek to inform and inspire warm season visitors, and market the cooler season to increase visitation.

## Funding and Focus

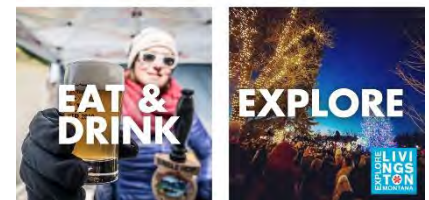
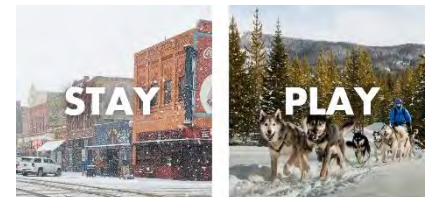
The Livingston TBID is funded by a flat fee of \$2 per room night on individuals staying at lodging facilities within the Livingston city limits. In addition to marketing; event grant and project funding is available for events, programs, and projects that promote visitation, tourism, and improve the tourist experience within Livingston as specified by the Livingston TBID Board of Directors.

## Board

TBID is governed by a Board of Trustees with each member serving a term of four years. The Livingston City Commission approves board members following recommendations by the TBID Board. Board Members must be Hotel/Motel owners (or their designees), up to date on TBID fees, strong collaborators, and we seek balanced representation from larger, midsized, and small lodging properties.

## 2025 TBID Board of Directors (board roles and alphabetically)

- Kathleen Kaul, Chair, Owner Murray Hotel
- Alex Reichert, Vice Chair, General Manager Fairfield Inn
- Melinda Zoeckler, Secretary/Treasurer, Assistant GM Fairfield Inn
- Angelika Amant, General Manager Country Motor Inn
- Deb Kowalkzek, General Manager, Home2 Suites
- Zoe Randall, Property Manager The Historic Murray Hotel



TBID’s Executive Director is overseen by and responsive to the Board. Director services, office and administration expenses are shared by the Explore Livingston Coalition.

Board Meeting agendas and Minutes are noticed at <https://www.explorelivingstonmt.com/tbid>  
 Website <https://www.explorelivingstonmt.com/>  
 Facebook <https://www.facebook.com/explorelivingstonmt>  
 Instagram [https://www.instagram.com/explore\\_livingston\\_mt](https://www.instagram.com/explore_livingston_mt)  
 Hashtag #ExploreLivingstonMt

### FY24/25 Achievements and Challenges

Strong productive partnership with Explore Livingston Coalition which includes the Downtown Livingston Business Improvement District (LBID) and Livingston Destination Management Organization (DMO) with shared administration and storage costs and office at 124 South Main Street, Suite 210. Explore Livingston has invested in forging new relationships and working closely with wide-ranging collaborative local, regional, and statewide partners.

### Data Collection

In fiscal year 25/26 TBID has partnered with the DMO to purchase an annual subscription to Placer.Ai which combined cell phone pings and GPS data for endless custom reports that can be geofenced, date specific, and has compressive demographic details of visitor origin, age, income, where else they visited etc. **These reports will be available to any business or organization in Livingston at no cost by request to Explore Livingston so decisions can be made based on data, not conjecture.**

### Marketing & Outreach

Explore Livingston Coalition has completed coordinated branding, and a tourism information website with weekly updates on an event calendar and ever-changing area restaurants and hospitality related businesses and resources, itinerary, and seasonal specific blogs and eblasts.





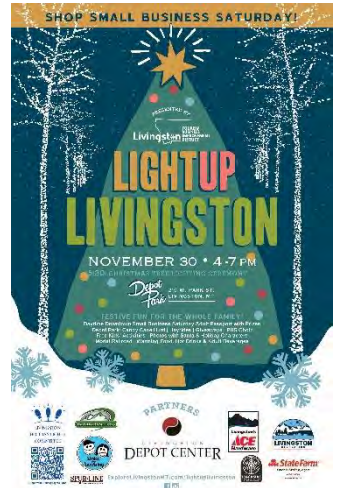
## Events

~ Light Up Livingston will be in its 5<sup>th</sup> year in 2025. This Depot Park free event celebrating the Holiday Lights of Livingston coordinates with “Small Business Saturday” and a passport promotion organized in 2024 by Downtown business Hens & Chicks. The free family activities, refreshments, holiday characters, hayrides, model rail visits attract an average of 5,000 attendees. While marketing this event, TBID invests significantly in marketing ALL holiday events (more than 2 dozen!) In addition to paid digital and print, social, and radio we did table tents, coasters, and posters last year with listings and QR codes to all events so that everywhere guests go they have easy access to info.

~ 2024 was the 2<sup>nd</sup> year of the 2<sup>nd</sup> Street Oktoberfest (revived after a 20-year dormancy) that was a rousing success. It was expanded to a 1.5 block radius, included a live band, live llamas, a stein holding contest, free kids activities, food trucks, a no alcohol mocktail station, two hot dog vendors, and long community table shared by a diverse mix of the community; we hosted elders, disabled folks, wealthy residents, unhoused people, dogs, people on bikes, kids in strollers, and dozens of people in Bavarian costume. **There were an estimated 3,000 people in 3 hours, doubling last years’ attendance.** We partnered with 2<sup>nd</sup> Street businesses, nonprofits, and food trucks and businesses throughout Downtown, not just 2<sup>nd</sup> Street, had Oktoberfest events and specials.

## Grants – To date over \$166,000 in grants have been awarded.

A spreadsheet of TBID funded events and projects is below but they include: Gallery Association ArtWalks, Livingston Songwriters Festival, LDBOBA Yellow Bus Tours, Oktoberfest, Light Up Livingston, Yellowstone Harvest Festival and ITRR tourism survey, Joy of the Journey film, Yellowstone Revealed All Nations Light-up Teepee Village and Rematriation performances, MHLA and Voices of Montana Tourism sponsorship, Electric Vehicle Charging Station Mural, Wishberry Hollow, Park County Recreation Rink, Night Owl Run, Livingston Braves American Legion Baseball, and co-paid for Google 360 photos for 20 area hospitality businesses. Several event Sponsorships included free TBID ads in the event program.



Organized by Hens & Chicks and sponsored by the historic Livingston Coalition





## Annual Report & Budget FY25/26

### GRANTS by date starting with most recent

group	project	date	amount
Wishberry Hollow	Pixie Community Installation	4/15/2025	\$3,500
Rocky Mountain Songwriter Festivals Inc.	Livingston Songwriters Festival	3/18/2025	\$18,000
Livingston Depot Foundation, Inc.	Livingston Arts Week	3/18/2025	\$8,000
City of Livingston	Chamber Stroll	1/21/2025	\$625
Livingston Youth Soccer Association	Soccer Season	1/21/2025	\$10,000
Montana Hospitality & Lodging Association	Tourism Advocacy	1/21/2025	\$250
Park County Recreation Rink	Ice Skating Rink	1/21/2025	\$1,000
Tourism Matters to Montana	Tourism Advocacy	1/21/2025	\$1,000
Voices of Montana Tourism	Tourism Advocacy	1/21/2025	\$1,000
Holiday Lights of Livingston	installing new electrical outlets for lights	10/23/2024	\$10,000
Montana Media Coalition	Promoting Film Industry	10/21/2024	\$5,500
Livingston Downtown Business Owners and Building Association	Yellowstone Bus Tours	5/21/2024	\$4,000
Livingston Gallery Association	Annual ArtWalks	5/21/2024	\$1,000
Rocky Mountain Songwriter Festivals Inc.	Livingston Songwriters Festival	5/21/2024	\$5,000
Wishberry Hollow	Pixie Community Installation	4/5/2024	\$3,000
Shane Center	2024 season	1/30/2024	\$2,500
Voices of Montana Tourism	Legislative session	1/30/2024	\$1,000
Montana Hospitality and Lodging	annual membership	1/2/2024	\$250
Night Owl Run	15th Annual Fun Run	9/9/2023	\$1,000
Wishberry Hollow	Pixie Community Installation	7/28/2023	\$3,000
Tap Into Mt	Brew Fest	6/24/2023	\$3,000
Yellowstone Gateway Museum	Yellowstone Art Exhibit	6/24/2023	\$7,500
Ferry Landing Arts, Recreation & Events	Yellowstone Harvest Fest event	4/20/2023	\$10,000
Joy of the Journey	Finishing edit of Livingston to YNP film	3/21/2023	\$3,500
Park County Recreation Rink	Free Skating Sponsorship	2/1/2023	\$400
Ferry Landing Arts, Recreation & Events	Windrider Transit to Yellowstone Harvest Festival	9/24/2022	\$1,000
Ferry Landing Arts, Recreation & Events	Yellowstone Harvest Fest event infrastructure (tent, tables etc.)	9/24/2022	\$5,000
Night Owl Run	14th Annual Fun Run	9/9/2022	\$1,000
Joy of the Journey	Livingston to YNP film	8/23/2022	\$6,000

Mountain Time Arts	All Nations Teepee Village in Gardiner	8/23/2022	\$5,000
Wishberry Hollow	Pixie Community Installation	7/29/2022	\$4,500
Shane Center	2023 Production of 2 Musicals	7/15/2022	\$5,000
Voices of Montana Tourism	2022 Legislative session	7/7/2022	\$1,000
Yellowstone Revealed	All Nations Light-up Teepee Village	7/5/2022	\$5,000
Windrider Transit	Downtown Summer Eve Hotel Shuttle	6/2/2022	\$7,500
Park County Recreation Rink	Free Skating Sponsorship	1/1/2022	\$600
Park County Rec Dept.	Chamber fee waiver to shut down street for the Stroll	11/2/2021	\$500
Creek to Peak	Soap Box Derby	10/15/2021	\$6,412
Livingston Braves	American Legion Baseball	7/1/2021	\$7,685
Livingston Area Chamber	July 2nd Parade portapotties	5/22/2021	\$850
Creek to Peak	Soap Box Derby	4/18/2020	\$5,000
		<b>TOTAL</b>	<b>\$166,072</b>

**Opportunities**

+ Home2Suites opened June 2024, increasing our city’s available hotel rooms by 90, to a total of 470 (that does not include the Yellowstone Park Inn which is under construction.) This will also increase TBID funds, which are invested back in the economy.

+ Film location – Livingston was named by the Department of Commerce as the Film Community of the Year in 2024 and more movies were filmed in our region that anywhere else in the state in 2023. Film crews increase hotel occupancy, especially in the cool season when it is needed the most. **The recent Legislative session retained the Film Tax Credit program but did not increase the amount, so future filmmaking may be hard hit, we will continue to work closely with the newly formed Montana Media Coalition, a TBID grantee, in support of the industry.** Curious about movies filmed here? Check out our movie page, which includes City contact info, at <https://www.explorelivingstonmt.com/movies-filming> it has been the #1 webpage visited on our website in March and April, 2025.

+ Educating the public about the benefits of the tourism economy. **We have a new Explore Livingston Coalition brochure and are working with the Livingston Destination Management Organization on educational outreach including an upcoming “Who Does What in Tourism” public meeting and a Resilient Tourism Economy Strategic Plan that includes a dozen partner organizations, surveys, and stakeholder and community feedback.** *Park County Community Journal* also published an article explaining how each of Explore Livingston’s three partnering nonprofits work together in December of 2024.

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## + Conventions, Weddings, Meetings & Gatherings

In the coming fiscal year we will add new pages to our website highlighting the opportunities and resources to plan conventions, weddings, larger meetings, and family gatherings in the Livingston area. We are partnering with a range of venues and partners on content. **Livingston is finally being discovered as a desirable convention destination despite not having a convention center.** Our Downtown Business Improvement District for the first time co-hosted the statewide Montana Main Street and Downtown Convention, Montana Economic Developers Association held their recent annual convention here and the Big Sky Rail Authority will hold their annual meeting in Livingston this fall.

+ The first ever all-TBID Statewide meeting was productive – each TBID in the state has a different structure; some are stand-alone, some are with the Destination Management Organizations, and some with a Chamber, although a minority of TBIDs statewide are Chamber-affiliated. Montana TBIDs plan to share resources, create a website, work with attorneys who specialize in TBID issues, and work together during the State Legislative session when local hotelier control of TBID funds is often threatened. **We worked closely with our peers and Tourism education organizations to address and defeat six proposed state bills in the 2025 State Legislative Session that would have drastically undermined the tourism industry and each community's ability to determine what our specific communities need.**

TBID is in a unique position in that they collect funds directly from visitors not locals, spending decisions are entirely in the hands of local hoteliers and **without asking locals for funds, they underwrite events and projects that benefit locals; from marketing the cool season when visitation is desired (and not marketing summer when it's already busy), create or fund new events in the cool season that locals can enjoy** including Oktoberfest, Light Up Livingston and new in 2024 Livingston Songwriters Festival, spending funds to promote all area events (not just those with TBID grants), **offering grants to offset event expenses like the City's Street Closure fees, and educating visitors about recreating responsibly (the goal is to keep City and County funds from having to be used to rescue visitors) and not advertising already popular and over-accessed amenities like fishing the Yellowstone River or sold-out rodeos and concerts, to preserve as much local's access to these amenities as possible.**

## Challenges

- Affordable workforce housing, thus workforce, remains hospitality businesses' greatest challenge.
- Disproportionately busy summers, when historically there are few vacancies, and fewer visitors and destination events during the cool season undermines the economic stability of lodging properties.
- Several TBID hotels/motels chronically do not pay their fees, leading to increased admin time reminding them, and lost revenue. **We remain interested in the City collecting TBID assessments so they can put a lien on delinquent properties, we do not have any regulatory way to force payment.**



## Annual Report & Budget FY25/26

FY 25/26 Budget TO BE REVIEWED by the TBID Board at their 5/20/2025 meeting below. Projected income is down 20% due to National Policies and impact on Tourism. Followed by year-to-year assessment comparison. Profit and Loss for Fiscal Year to Date also attached.

FY24/25 Income/Expense Category & Budget	Budget
<b>Income/Revenue Estimates</b>	
Quarter 1 - TBID Assessment	\$20,000
Quarter 2 - TBID Assessment	\$40,000
Quarter 3 - TBID Assessment	\$60,000
Quarter 4 - TBID Assessment	\$25,000
<i>3 years outstanding from Yellowstone Park Inn &amp; Suites</i>	<i>(\$75,000)</i>
<b>Total Income</b>	<b>\$145,000</b>
Plus reserve, CD earning interest	\$23,590
<b>Expenses Projected</b>	
Accounting Expenses, Bank Fees, Dues	\$4,000
General Admin (office, rental, tech, insurance, supplies)	\$14,000
Payroll & staffing	\$36,000
Consultant/Contractor, including Design	\$5,000
Events, Grants & Sponsorships	\$66,000
Marketing, Print & Digital Advertising (State, National, Intn'l)	\$20,000
<b>Total Expenses</b>	<b>\$ 145,000</b>

