
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 seven-member 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), preferably up to date on TBID fees, excellent collaborators, and we seek balanced representation from larger, mid-sized, and smaller lodging properties.

2023 TBID Board of Directors (in order of board roles and alphabetically)

- Kathleen Kaul, Chair, Owner Murray Hotel
- Alex Reichert, Vice Chair, General Manager Fairfield Inn & Suites
- Melinda Zoeckler, Secretary/Treasurer, Assistant General Manager Fairfield Inn & Suites
- Doug Braham, Principal Owner Fairfield Inn & Suites, Home2 Suites under construction
- Meet Patel, Owner Country Motor Inn
- Chris Pettit, General Manager Country Motor Inn
- Zoe Randall, Property Manager The Historic Murray Hotel

TBID's Executive Director is supervised by the board her services 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

Hashtag #ExploreLivingstonMt

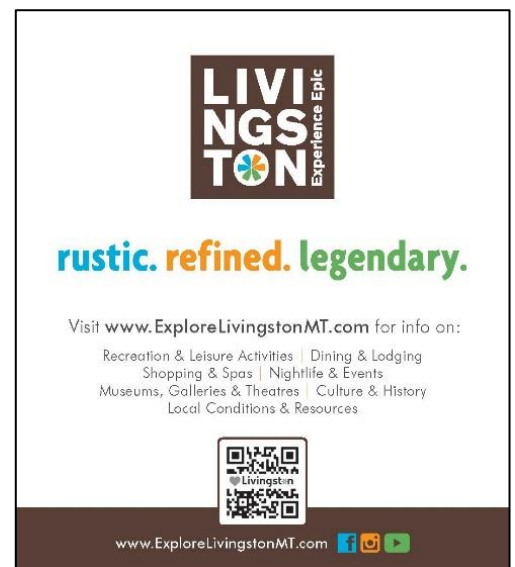
FY22/23 Achievements and Challenges

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 collaborating with wide-ranging local, regional and statewide partners.

Marketing & Outreach

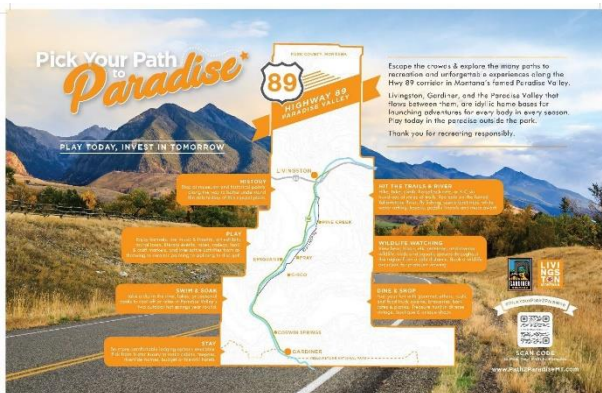
Explore Livingston Coalition has completed coordinated branding, and a tourism information website with weekly updates on an event calendar and ever-changing area restaurants and hospitality related businesses and resources. The top two pages visited are Restaurants, then Events. Take [the Paradise Pledge](#) is a recreation amenity pop-up for visitors to sign and learn more about recreating responsibly in our area. Homepage updated to include Indigenous Land Acknowledgement and All Are Welcome messaging. Active recruitment of BIPOC/LGBTQIA+ Board members and seeking BIPOC and differently abled models in marketing imagery.

TBID has created an evergreen, always up to date visitor's pocket guide (that locals can benefit from also.) Over ten thousand pocket-sized cards have been distributed to lodging and other hospitality locations for visitors with a QR code to our website with inclusive and extensive visitor amenities and resources. Demand for these has been high and it's time to do a 4th printing and distribution. Posters and digital graphics listing all area events are distributed throughout the year.



TBID benefited following the 2022 flood from a DMO flood recovery grant with a Pick Your Path to Paradise educational campaign in collaboration with the Gardiner Chamber and listed the Livingston Area Chamber, emphasizing that we are open for business and encouraging overnight visitors focusing on all the things there are to do in the Livingston to Gardiner corridor. *The shared website is still active and many posters are still up with the QR code to the site, which includes a shared landing page <https://www.path2paradisemt.com/> that focuses on Livingston, Paradise Valley and Gardiner with four shared itineraries, links to our websites, and a link to the Livingston Chamber Visitors Information Center. Explore Livingston contributed the concept, tagline “Play Today, Invest in Tomorrow”, design and logos, paid social media, radio ads, and posters. 500 posters with QR code to shared landing page were distributed. Also ran radio ads on KGLT, Missoula’s MTPR, and Gardiner ran them on has YPR. Paid ads were targeted to our neighbors to encourage visitation from the Montana Drive market; Bozeman, Helena, Billings, Missoula, Great Falls.*

The paid social media for the Pick Your Path to Paradise campaign generated 195,804 impressions, 58,484 reach, and garnered 1,740 clicks. These ad results led to an increase of website visitors by 83% compared to the previous period (July 3, 2022 → August 4, 2022). Throughout the duration when ads were running, the website saw significant increases in traffic with 1,637 unique visitors (75% increase from the previous period) and 1,926 site sessions (78% increase from previous period). 47% of this traffic to the website came from Facebook (2,609% increase from the previous period).



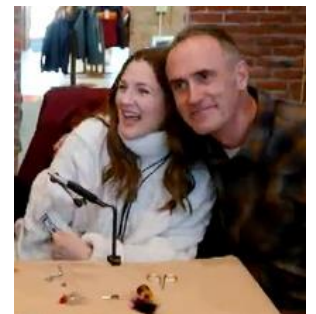
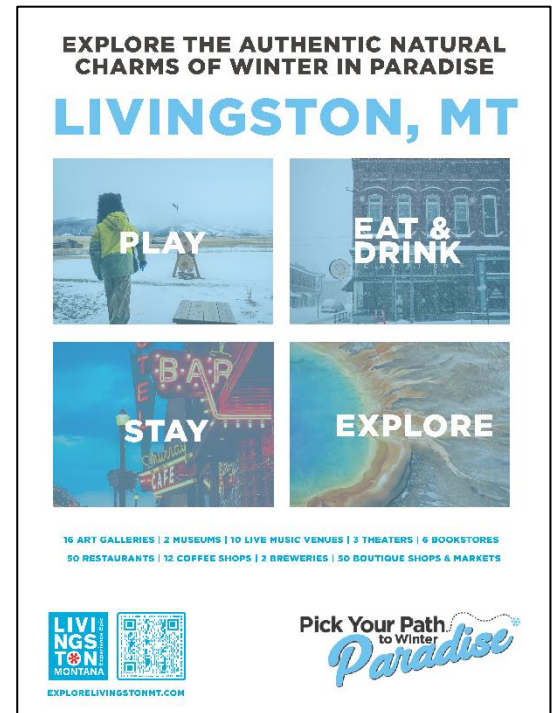
TBID continues to market our cooler/shoulder season visitation and events through multi-media marketing campaigns. Print and digital ads in: *Trip Advisor*, *Livingston Enterprise 2022 Visitors Guide*, *Travel Taste & Tours*, *Distinctly Montana Magazine*, *Edible Bozeman* and *Montana Quarterly Magazine*. Radio spots on Yellowstone Public Radio, KGLT, MPR and Townsquare Media (XL Country, KZMY, KMMS FM & AM.)

Web Updates

At explorelivingstonmt.com in the past year, Site sessions are up 297%, Unique visitors are up 278%. NEW this year, an interactive custom map www.explorelivingstonmt.com/interactive-map, new improved navigation throughout website listings and pages, blogs with seasonal features are both on the website and links in our Instagram bio through linktr.ee, and eblasts are sent to subscribers with events and features of interest with website tracking interaction.

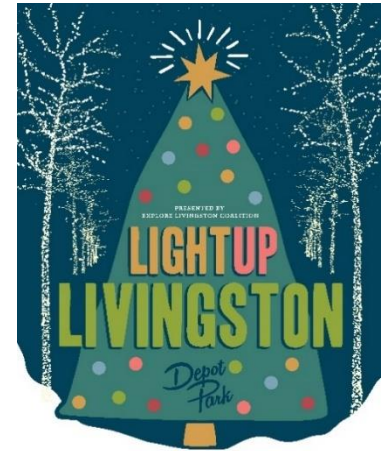
Influencers

- Montana Department of Commerce/Brand MT set up a visit from Drew Barrymore’s television show February 2022 in Livingston and she chose two local businesses to feature. Her social media gets 9 million viewers, the video clip is at <https://youtu.be/BF1gU94q3QY>
- Taryn Shorr of Chasing Trail Livingston visit, set up by Yellowstone Country, featured Livingston highlights and TBID underwrote part of her stay and amenities. It was on a range of social medias, including TikTok, blog at <https://chasingtrailblog.com/best-things-to-do-in-livingston-mt/>
- “Joy of the Journey” Dimarco Barea did a World Heritage Yellowstone Park project featuring Livingston, Paradise Valley, Gardiner, and the interior of the park with indigenous projects celebrating the Park’s 150th birthday. TBID funded the project and Livingston businesses donated hotel rooms, meals, and experiences and we coordinated interviews. Due to the floods, Dimarco carved the budget down from the original proposal of \$24,000 to less than half that and worked without compensation to support our recovery. The final edit will be done by the end of August and is being shopped to PBS and other national television media.



Events

TBID’s signature winter event “Light Up Livingston” in the Depot Park celebrating the Holiday Lights of Livingston in its 2nd year coordinated with “Small Business Saturday” 11/26/22 to promote small business shopping and had a Small Business Saturday Scavenger Hunt which gave away thousands of dollars in merchandise and gift cards to participants. The free family activities, events, TBID funded giveaways, refreshments, and activities inside the Depot where a hit with an estimated 3,000 attendees (up from 1,000). TBID invests significantly in marketing this event but leverages their marketing dollars by also marketing ALL holiday events in Livingston on radio, print, and digital advertising. The visitation to the events page Nov-December saw a significant spike.



A spreadsheet of TBID funded events and projects is below but they include: Voices of Montana Tourism sponsorship, 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, 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.



Group	Project/Event	Grant date
Ferry Landing Arts, Recreation & Events	Yellowstone Harvest Fest event	4/20/2023
Wishberry Hollow	Pixie Community Installation	7/28/2023
Yellowstone Gateway Museum	Yellowstone Art Exhibit	6/24/2023
Tap Into Mt	Brew Fest	6/24/2023
Joy of the Journey	Finishing edit of Livingston to YNP film	3/21/2023

Park County Recreation Rink	Free Skating Sponsorship	2/1/2023
Ferry Landing Arts, Recreation & Events	Windrider Transit to Yellowstone Harvest Festival	9/24/2022
Ferry Landing Arts, Recreation & Events	Yellowstone Harvest Fest event infrastructure (tent, tables etc.)	9/24/2022
Night Owl Run	14th Annual Fun Run	9/9/2022
Windrider Transit	Downtown Summer Shuttle	9/1/2022
Mountain Time Arts	All Nations Teepee Village in Gardiner	8/23/2022
Joy of the Journey	Livingston to YNP film	8/23/2022
Livingston Parks & Recreation	Night Owl Run	8/22/2022
Wishberry Hollow	Pixie Community Installation	7/29/2022
Shane Center	2023 Production of 2 Musicals	7/15/2022
Voices of Montana Tourism	2022 Legislative session	7/7/2022
Creek to Peak	Soap Box Derby	5/21/2022
Park County Recreation Rink	Free Skating Sponsorship	1/1/2022
Park County Rec Dept.	Chamber fee waiver to shut down street for the Stroll	11/2/2021
Creek to Peak	Soap Box Derby	10/15/2021
Livingston Braves	American Legion Baseball	7/2/2021
Livingston Area Chamber	July Parade Port-a-potties	6/9/2021
Creek to Peak	Soap Box Derby	4/18/2020

Projects

Initiated and funded new Livingston mural on the wall of Neptune's Eatery and Taphouse facing the vehicle charging stations that is both a selfie photo spot and will include calls to action: Stay. Shop. Dine. Play. with a QR code to Explore Livingston's website. It's the first interactive mural at charging stations in the State and will be used as a model for other Montana towns.

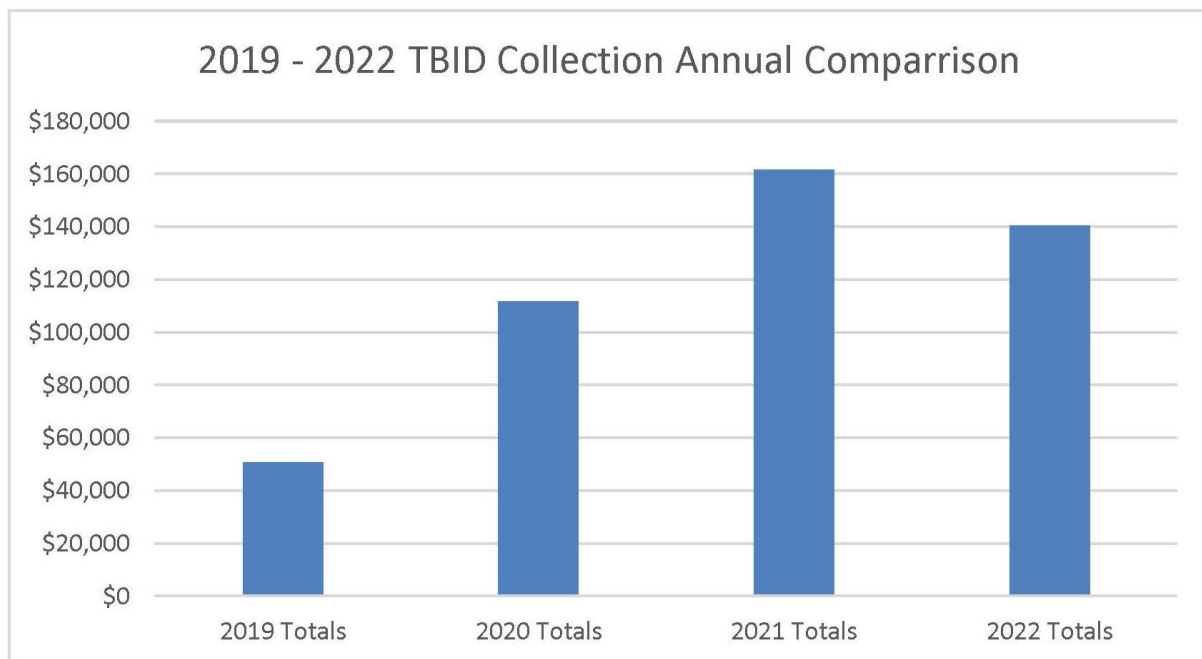
Initiated and funded a pilot Hotel to Downtown evening shuttle with Windrider Transit Friday and Saturday evenings in Summer 2022, ridership for the evening shuttle was low and ridership from hotels is overall low.



Challenges

- Six of the nine hotel/motels in Livingston have changed hands in the past year and are now owned by out of area groups. These sales have been followed by turnover in management and those who qualify to serve on the TBID Board, so board membership turnover has been high. It has also led to many outdated lodging listings. We are proud to have run positive, professional, and productive Board Meetings, despite having often-changing board members. We have also had turnover, including from death, of our accountants and it takes a long time to get everything with our complicated three linked groups back on track.
- 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.
- Tough 22/23 Legislative Session required many hours of educating, testifying, and communicating with State Legislators who make decisions, many negatively impacting the tourism economy.
- Several TBID hotels/motels chronically do not pay their fees, leading to increased admin time reminding them, and lost revenue. Threats of late fees have not helped and they will no longer be included in marketing.
- The Summer 2022 Yellowstone area flooding led to cancellations and low occupancy during Livingston's busiest season and negative national press about Yellowstone access was prevalent. The lasting financial impact was about a 20% drop in TBID collections and lodging occupancy.

As the next year unfolds, occupancy remains unpredictable and inconsistent among lodging; the past Winter was higher largely due to area filming and Spring was softer than the previous two years. Industry predictions are that 2019/2020 should be our benchmark for 'normal' rather than the dramatic highs and lows of 2021-2022, during the pandemic and flooding. *Note: the Fairfield Inn's opening in 2020 greatly increased the base of annual collections, thus the jump after 2019.*

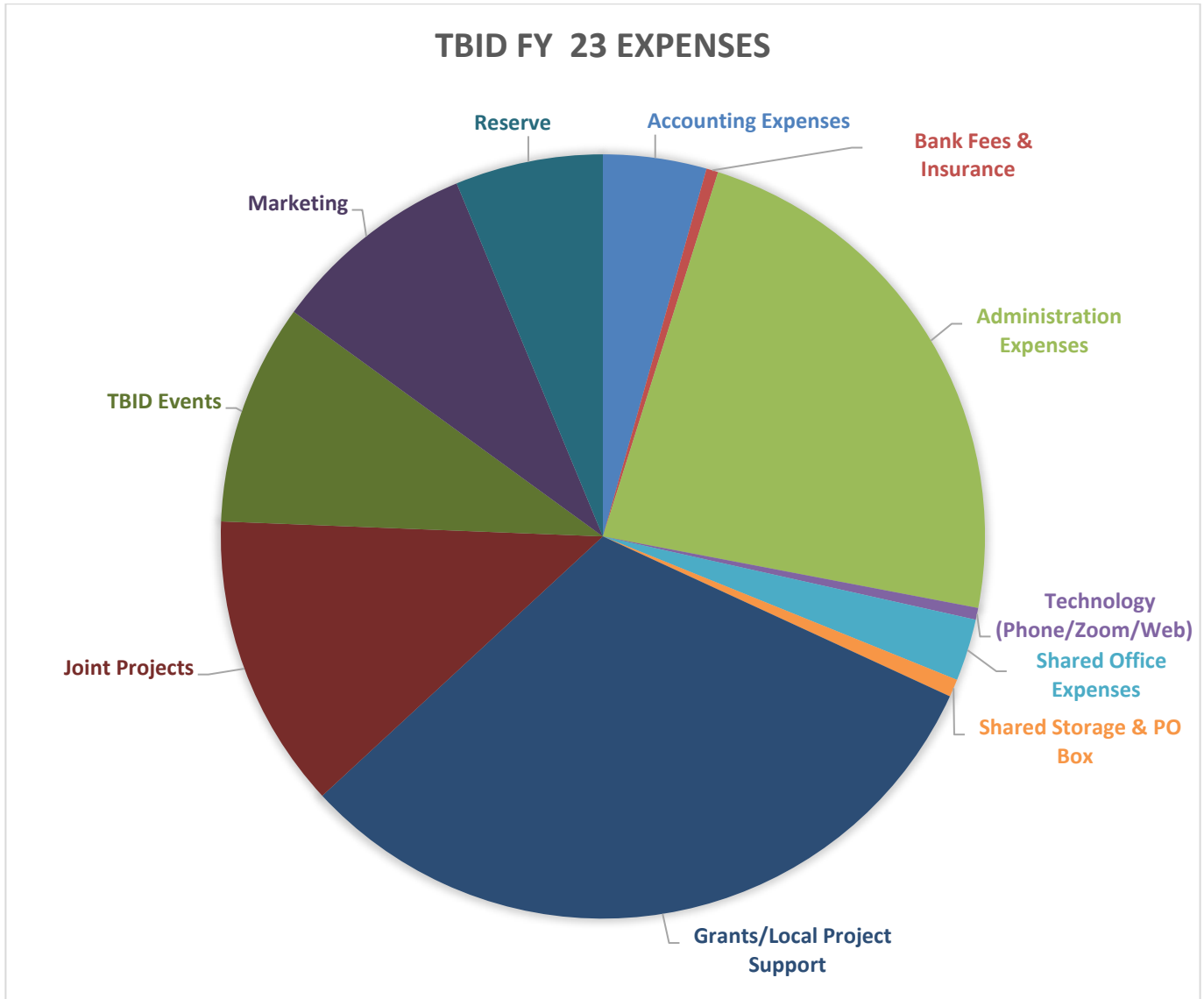


Future goals and projects:

- Clean up and new landscaping of medians near Exit 333
- Strengthen inter-hotel dynamics and communication
- Update of deteriorating old billboard series with "Livingston Where Artists & Bull Riders Meet" messaging
- Wayfinding sign expansion
- More murals
- More shoulder season destination events
- Increase cool season occupancy year over year
- Decrease in drama, increase in joy!



FY 22/23 Expenses as below, Profit and Loss statements year to year comparisons also attached.





Annual Report & Budget FY23/24

2023 Income/Expense Category & Budget	Budget
Income/Revenue Estimates	
Quarter 1 - TBID Assessment	\$27,000
Quarter 2 - TBID Assessment	\$43,000
Quarter 3 - TBID Assessment	\$55,000
Quarter 4 - TBID Assessment	\$35,000
<i>(4 QTRs still outstanding from Yellowstone Park Inn & Suites)</i>	<i>(\$27,990)</i>
Total Income	\$160,000
Reserve, CD earning interest	
Reserve, CD earning interest	\$22,060
Expenses Projected	
Accounting Expenses	\$7,000
Administration Expenses	\$37,000
Bank Fees & Dues	\$200
Shared Storage	\$1,100
Insurance	\$600
Post Office Box	\$100
Shared Office Expenses	\$4,200
Technology (Phone/Zoom/Web)	\$800
Grants/Local Project Support	\$50,000
Joint Projects	\$20,000
TBID Events	\$15,000
Marketing	\$14,000
Reserve	\$10,000
Total Expenses	\$ 160,000