



EXPLORE LIVINGSTON'S PLAN FOR ECONOMIC RESILIENCE THROUGH COLLABORATION*

Updated as of 01.21.2026

OUTLINE WITH INTEGRATED BEST PRACTICES

I. Executive Summary

- Overview of tourism's role in Livingston's economy, culture, and community identity.
- Strategic vision developed by the Explore Livingston Coalition: Livingston Destination Management Organization (DMO), the Livingston Tourism Business Improvement District (TBID) and Downtown Livingston Business Improvement District (LBID)
- Key objectives: year-round economic resiliency, resident well-being, and long-term sustainability.
- Summary of plan priorities
 - Economic Development: Slower season product development & marketing
 - Attainable Housing: Collaboration to address housing needs
 - Funding for Rivers, Roads & Rescue: Solutions for infrastructure demands and impacts
 - Informed & Responsible Practices: Education for tourists and new residents
 - Visitor-Economy Resilience: Emergency response protocols and exploration of diversified funding mechanisms

II. Introduction

Why this plan now?

- Tourism is Park County's largest economic driver.
- Surging visitation, infrastructure and housing pressures, workforce volatility, and climate-related risks.
- Opportunity to shape tourism over the next decade+ to serve both residents and visitors.

Who is leading this plan?

Explore Livingston Coalition in collaboration with multiple regional stakeholders.

- Livingston Destination Management Organization (DMO), the Livingston Tourism Business Improvement District (TBID) and Downtown Livingston Business Improvement District (LBID) work together as the Explore Livingston Coalition, sharing resources and one executive director.
- Explore Livingston Coalition works together with the following entities on its projects and initiatives, listed in alphabetical order: Big Sky Passenger Rail Authority, BRIDGE mobile crisis response team, City of Livingston, City of Livingston Parks & Recreation, City of Livingston Public Works, Livingston Depot, Elk River Arts and Lectures, Gardiner Chamber of Commerce, HRDC, Livingston Gallery Association, Livingston Depot Center, Livingston's Historic Preservation Commission, Montana Department of Transportation, Montana Downtown Directors, Montana Freshwater Partners, Montana Main Street program, Montana Office of Tourism and Business Development, Montana Tourism Advisory Council, Montana Tourism Matters, Northern Rocky Mountain Economic Development District, Park County, Park County Community Foundation, Park County Environmental Council, Park County Housing Coalition, Park Local Development Corp., Prospera, The Shane Lalani Center, Small Business Revolution, Tourism Matters to Montana, Urban Renewal Agency, Upper Yellowstone Watershed

Group, Voices of Montana Tourism, Wild Livelihoods Business Coalition, Yellowstone Country Tourism Region, Yellowstone Gateway Business Coalition, Yellowstone Gateway Museum, and Yellowstone Safe Passages, and numerous businesses, individuals, and organizations holding events and tournaments in Livingston.

How was this plan developed?

- Grounded in a community-driven, stakeholder-informed approach, supported by rigorous data collection and integration of local and regional plans.

III. Guiding Values & Principles: Best Practices in Resilient Destination Planning

- **Community-Led and Collaborative Planning**
 - Built for and by local stakeholders and residents
 - Includes businesses, nonprofits, civic organizations
 - Strengthens cross-sector and cross-regional partnerships
- **Data-Driven and Transparent**
 - Informed by lodging tax, TBID data, road and air traffic, visitor and resident sentiments, and other available data
 - Publicly reported progress and transparent evaluation processes
- **Holistic and Integrated**
 - Considers the tourism-related challenges, impacts and opportunities facing the Livingston area including economic resiliency, housing, infrastructure, recreation and environment
 - Reflects on existing plans including the [Livingston Downtown Master Plan, 2024](#), [Livingston Trails & Active Transportation Plan, April 2022](#), [Livingston Parks Master Plan, 2025](#), [Livingston Growth Policy, Final Report, 2021](#), [2022 Park County Housing Action Plan](#), and [Yellowstone Country Regional Tourism Resilience Plan, July 2022-December 2023](#)
- **Future-Oriented and Adaptive**
 - Anticipates growth, disasters, and economic shocks
 - Acknowledges the need for climate resilience and economic diversification
- **Rooted in Place and Equity**
 - Respects Livingston's character and community values
 - Honors wilderness, wildlife, and waterways
 - Welcomes diverse populations to explore Livingston
 - Values arts and culture as a year-round tourism asset
 - Prioritizes resident quality of life

Primary plans utilized include: [Glacier Country Destination Stewardship Plan](#), [ITRR 2023 Montana Residents' Attitudes Towards Tourism](#), [Jackson Hole Sustainable Destination Management Plan](#), [Livingston Downtown Master Plan, 2024](#), [Livingston Trails & Active Transportation Plan, April 2022](#), [Livingston Growth Policy, Final Report, 2021](#), [Montana Statewide Comprehensive Outdoor Recreation Plan \(SCORP\)](#), [Montana's Resilience Framework for Communities](#), [Mountain Ideal Standard, Guiding Principles for Sustainable Destination Development](#), [Park City & Summit County Utah Sustainable Tourism Plan, Summer 2022](#), [Park County Community Foundation, We Will Reports](#), [Whitefish Montana Sustainable Tourism Management Plan, Adopted 2020](#), [Yellowstone Country Regional Tourism Resilience Plan, July 2022-December 2023](#), [Yellowstone Country Situation Assessment, June 2023](#), [Upper Yellowstone River Recreation Study, 2020-2024](#), and [Upper Yellowstone River Monitoring, 2020, ITRR](#)

IV. State of Tourism in Livingston

Explore Livingston's Existing Role / Approach

- What's already being done by Explore Livingston
- Livingston's dual role as a Yellowstone gateway + regional cultural / outdoors hub
- Visitation patterns (e.g., Yellowstone, road counts, BZN airport, lodging tax)
- TBID data, lodging tax data, cool season event funding
- Marketing data, results from existing marketing efforts
- Strengths: walkable downtown, excellence in arts, shopping, dining and events, river and trail access, public lands

Challenges / Priorities

Economic Development - Slower Season Product Development & Marketing

- Visitation patterns, crowding trends, lack of recreating responsibly
- Seasonality: busier in the summer, growing in the spring / fall, quietest in the winter

Attainable Housing - Collaboration to Address Housing Needs

- Park County Housing Coalition action items
- City of Livingston Planned Unit Development (PUD) Ordinance
- Pending information on City of Livingston code updates, addressing short-term rental regulations

Funding for Rivers, Roads, Rescue - Solutions for Infrastructure Demands & Impacts

- Funding solutions needed to reduce tourism impacts
- Opportunities to preserve and maintain integrity of natural assets

Informed & Responsible Practices - Education for Tourists and New Residents

- Recreate responsibly - Explore Livingston Like A Local
- New resident handbook - Yellowstone Country
- Tourism benefits and informing locals on initiatives to address challenges

Visitor-Economy Resilience - Looking to the Future

- Emergency response protocols
- Diversified funding mechanisms (grants, local option taxes, resilience funds)

V. Integration of Existing Plans and Data

- [List of Sources](#)
- Unified around five priority areas:
 - Economic Development
 - Attainable Housing
 - Infrastructure Strain
 - Informed & Responsible Practices
 - Visitor-Economy Resilience

VI. Local Sentiments and Priorities

- Resident sentiment: rising concern about crowding, housing, traffic, increase in businesses catering to visitors (galleries, high-end western wear, gift shops, outfitters, wedding venues)
- Resident support for the economic value of tourism, tempered by calls for balance and stewardship
- Findings from public engagement: emphasis on protecting character, affordability, and quality of life
- Stakeholder themes: need for year-round viability, attainable housing, infrastructure upgrades, responsible visitor education

VII. Vision Statement

A thriving Livingston where the visitor-based economy enhances local quality of life, supports resilient businesses year-round, and safeguards the natural amenities, historical landmarks, and cultural resources that define the region.

VIII. Goals, Priorities & Key Actions

Overall Goal: Champion Initiatives that Enhance Resident Quality of Life

Priority 1: Economic Development

Goal 1: Support Opportunities to Build Year-Round Economic Resiliency

Key Actions:

- Expand on the successful development of winter/shoulder-season events and itineraries
- Continue to highlight a diverse mix of visitor activities (cooler season, arts & culture, events, low-impact recreation) in response to weather unreliability impacting outdoor recreation
- Continue to promote small local businesses

Priorities 2 & 3: Attainable Housing & Infrastructure Strain

Goal 2: Collaborate to Align Tourism and Economic Development

Key Actions:

- Support efforts to expand attainable workforce housing - e.g., implementation of community-supported tools from the 2022 Park County Housing Action Plan, the preservation and creation of housing that is affordable to our workforce, and efforts to explore the creation of a flexible, resilient source of funding to support this work
- Work with others to explore options to address infrastructure impacts
- Encourage sustainable business practices and investment

Priority 4: Informed & Responsible Practices

Goal 3: Encourage the Stewardship of Natural Amenities, Historical Landmarks, and Cultural Resources

Key Actions:

- Educate visitors and new residents on Leave No Trace, Recreate Responsibly, local etiquette, river use
- Collaborate with others supporting the area's natural amenities, historical landmarks, and cultural resources that define the region
- Support partnerships addressing environmental impacts and best practices - e.g., Give Back to the Yellowstone Stewardship and Ambassador Program and its initiatives, the recommendations from the Upper Yellowstone River Recreation Use Study, and the [Hunter-Landowner Stewardship Program](#)

Priority 5: Visitor-Economy Resilience

Goal 4: Strengthen Resilience to Future Shocks

Key Actions:

- Highlight disaster preparedness and outline emergency response protocols
- Explore diversified funding mechanisms (grants, local option taxes, resilience funds)
- Monitor, measure, and adjust strategies over time

IX. Priorities & Collaborations

Overall Approach: Collaborate with Others to Enhance Resident Quality of Life

Priority Area	Key Collaborations**
Economic Development Champion slower season product development & marketing	Economic Development Collaborators Bozeman Yellowstone International Airport, Gallatin College , Leadership 49, Livingston Downtown Business Improvement District (LBID) , Livingston Hotel Tourism Business Improvement District (TBID) , Livingston Wellness Center (opening Spring 2027), Main Street Montana, Montana Department of Commerce, Northern Rocky Economic Development District, Park Local Development Corporation , Prospera, Yellowstone Country Tourism Region , Yellowstone Gateway Business Coalition
Attainable Housing Collaborate to address housing needs	Attainable Housing Collaborators Attainable housing funding initiatives, City of Livingston, Montana state legislators, Park County, Park County Housing Coalition , regional businesses, regional housing developers
Funding for Rivers, Roads & Rescue Support solutions that address infrastructure demands	Funding for Rivers, Roads & Rescue Collaborators City of Livingston , Montana Department of Transportation, Montana Fish, Wildlife & Parks, Montana Freshwater Partners, Montana state legislators , Park County , Park County Environmental Council, Park County Search & Rescue, Tourism businesses , Upper Yellowstone Watershed Group, Wild Livelihoods, Yellowstone Gateway Business Coalition
Informed & Responsible Practices Develop and support initiatives to educate tourists (Explore Livingston Like A Local) and new residents (new resident handbook, tourism benefits and informing locals on initiatives to address challenges, Give Back to the Yellowstone , Hunter-Landowner Stewardship Program) including recommendations outlined by the Upper Yellowstone Watershed Group	Informed & Responsible Practices Collaborators ITRR , Montana Freshwater Partners , Montana Department of Commerce , Montana Fish, Wildlife & Parks , Park County Community Foundation, Upper Yellowstone Watershed Group , Wild Livelihoods , Yellowstone Country Tourism Region , Yellowstone Forever, Yellowstone Gateway Business Coalition, Yellowstone National Park
Visitor-Economy Resilience Highlight disaster preparedness and outline emergency response protocols; explore diversified funding mechanisms	Visitor-Economy Resilience Collaborators BNSF, Bozeman Yellowstone International Airport, City of Livingston , Livingston Fire & Rescue, Livingston Food Resource Center, Livingston HealthCare, Livingston Police Department, Mission Field, Montana Department of Commerce , Montana state legislators , Northern Rocky Economic Development District, Park County , Park County Community Foundation, Park County Environmental Council, Park County Health Department, Park County Search & Rescue, Park County Sheriff's Office, United Way, Yellowstone Country Tourism Region

X. Implementation Timeline

Overall Goal: Champion Initiatives that Enhance Resident Quality of Life

Overall Approach: Collaborate with Others to Enhance Resident Quality of Life

Overall Implementation Timeline: Review and assess annually

XI. Metrics and Evaluation Framework

- **Economic Development**
 - Lodging tax trends (November - April)
 - TBID Hotel Visitation
 - Additional data sources - i.e., Placer.Ai, Zardico, etc.
- **Attainable Housing**
 - Availability, short-term rental data from the Park County Housing Coalition
 - Number of housing and infrastructure initiatives supported
 - Additional data sources to be determined
- **Funding for Rivers, Roads & Rescue**
 - Development of to-be-determined initiatives
- **Informed & Responsible Practices**
 - Explore Livingston Tourism Survey 2022 and future survey(s)
 - Park County - We Will Park County Community Annual Survey
 - Wild Livelihoods Business Survey
 - ITRR insights and data
- **Visitor-Economy Resilience**
 - Sharing updated disaster preparedness and emergency response protocols
 - Number of diversified funding mechanisms explored with collaborators

For additional information and a list of sources used to develop this plan, scan the QR code below or click [here](#). [Include a [hyperlink](#) and QR CODE to the list of known sources.]

**This plan and its implementation are brought to you by local tourism dollars.*

***Organizations noted in italics are primary collaborators.*

Appendix – Outreach and Education Initiatives from the Upper Yellowstone River Recreation Use Study, 2020-2024

Note: Direct excerpts from the existing Upper Yellowstone River Recreational Use Study, 2020-2024.

1. Develop a proactive plan to ensure quality recreation experience and prevent/mitigate user conflicts.

The following principles are synthesized from existing literature and practice, including adaptation from Adapted from Roger L. Moore, "Conflicts on Multiple Use Trails, Synthesis of the literature and state of the practice.

- Provide Adequate River Opportunities. Maintain all existing river access sites in good operating condition and provide opportunities for a variety of on-water experiences. This will help reduce congestion and allow users to select the conditions that best suit their desired experiences.
- Disperse use and provide additional ramps and/or dedicated hand launch sites, as necessary and practicable, after careful consideration of any further environmental impact and lost opportunities for positive interactions this may cause.
- Involve Users Early and Often. Existing and developing conflicts must be addressed promptly and with the participation of those directly affected.
- Understand User Needs. Continue to survey users to determine the motivations, desired experiences, norms, setting preferences, and other needs of the present and likely future rivers. This "customer" information is critical for anticipating and managing conflicts.
- Promote River Etiquette. Actively and aggressively promote responsible river behavior. Utilize existing educational materials and adapt them to better address local needs. Engage a broad range of partners to develop, modify, and disseminate these educational efforts, and present it in interesting and understandable ways.
- Encourage Positive Interaction Among Different Users. River users are usually not as different from one another as they might perceive. Providing positive interactions both on and off the water helps break down barriers and stereotypes, and build understanding, goodwill, and cooperation. This can be accomplished through various strategies, such as sponsoring river cleanups and other community events.
- Plan and Act Locally. Address issues regarding recreational use of the Upper Yellowstone River at the local level. This allows greater sensitivity to local needs and provides better flexibility for addressing complex problems on a case-by-case basis. Local action also facilitates involvement of the people who will be most affected by the decisions and most able to assist in their successful implementation.
- Monitor Progress. Monitor the ongoing effectiveness of the decisions made and programs implemented. Conscious, deliberate. Monitoring is the only way to determine if conflicts are indeed being reduced and what changes in programs might be needed.

2. Develop and deploy a comprehensive river etiquette campaign, developed and implemented by multiple cooperative agencies and organizations. For example: Create basic river etiquette collateral (one-pagers, video clips, etc.) and post to river access points, river-related businesses, and partners' websites and social media platforms.

3. Promote greater respect and cooperation between recreating public and private landowners.

The study's interactions with riparian landowners provided several recommendations, many of which

were reinforced by other river interests:

- Increase education at river access sites and in outreach campaigns on:
 - Location of ordinary high-water mark (and why that's important for preserving public access)
 - Private property/trespassing
 - Fire risk and mitigation
 - Proper waste disposal
- Better enforcement of existing rules/increased presence.
- Continue monitoring and communications.

4. FWP and Park County Sheriff need to track and appropriately report to the public on river-related accidents, user/user and user/landowner conflicts as a benchmark for levels of cooperation/conflict and to address emerging issues.

Appendix – Background on Explore Livingston

Note: Direct excerpt from the existing [Explore Livingston FY26 Destination Management Plan](#).

Overview of Tourism’s Role in Livingston’s Economy, Culture, and Community Identity

Livingston, Montana is an historic train town, the year-round gateway to Yellowstone National Park, and a laidback home base for vibrant arts, epic recreation and an array of unexpectedly sophisticated dining, lodging, shopping and cultural experiences. Livingston is looking to attract travelers who appreciate the welcoming, small-town vibe of a less populated Montana town, and who will recreate responsibly and relish Livingston as if it was their own.

The City of Livingston is more than the traditional gateway to Yellowstone National Park. It is a unique and desirable destination for international and national travelers, plus drive market visitors, with a wide range of interests that go beyond Yellowstone.

Livingston mixes casual small-town charm and world-class amenities with a twist of historic quirkiness and offers an impressive array of arts, culture, history, culinary, events, and recreation adventure amenities.

Livingston is the county seat of Park County and is situated in the middle of four stunning mountain ranges (Absaroka Beartooth Mountains, Crazy Mountains, Bangtail Mountains, and the Bridger Mountains) and is nestled along the Yellowstone River - the longest, free-flowing river in the lower 48 states.

We are interested in attracting high-value, low-impact visitors who appreciate all that Livingston has to offer, throughout all months of the year, but especially the cool weather season, including those visitors who live in Montana. As of April 2025, it’s unclear how recent changes in U.S. federal government policies will impact tourism in Livingston and Yellowstone National Park, but we will continue to promote what we offer to our intended target audiences.

In addition to offering an incredible array of ways to “Stay. Play. Eat & Drink. Explore.” Livingston has preserved one of Montana’s most visually appealing and historic downtowns. Livingston is the original and year-round entrance into Yellowstone National Park, offering year-round appeal, and is conveniently located 30 minutes from booming Bozeman and its international airport and less than two hours from Billings, Montana’s largest city. We continually attract out-of-state and in-state visitors.

Our town of just over 8,000 residents has richly layered distinctive cultures: railroad and pioneer history; gateway to Yellowstone; fly fishing mecca; recreation hub; historically preserved downtown; rustic and luxury destination lodging and dining; more movies were filmed in our area than anywhere in Montana in 2023 and the nearby Yellowstone Film Ranch offers tours as well as a popular filming location; we’re home to more artists and writers per capita than anywhere in the state; thriving theatre, arts, culinary, and nightlife scenes for a town of its size; and in addition to tourists, Livingston attracts and serves a wide range of demographics from ranchers, travel influencers, eco-conscious outdoor enthusiasts, retirees and young families, to movie stars, renowned writers, artists, and music icons.

Our Strengths

Strong Collaborations, Communications, and Partnerships: Livingston DMO, the Livingston Tourism Business Improvement District and Downtown Livingston Business Improvement District work together as the Explore Livingston Coalition, sharing resources and one Executive Director. We consistently partner with Yellowstone Country Tourism Region, City of Livingston, Park County, Montana Downtown Directors, Montana Tourism Matters, Voices of Montana Tourism, Montana Department of Transportation, Montana Office of Tourism, the Tourism Advisory Council, Livingston’s Historic Preservation Commission, Gallery Association, Park County Parks and Trails, Urban Renewal District, Park Local Development Corp., Prospera, and a wide

range of local organizations addressing everything from disaster response and recovery, passenger rail, public arts, local festivals, and museum exhibits. We also participate in the Park County Housing Coalition, Livingston Growth Policy, Upper Yellowstone Watershed Group, Yellowstone Gateway Business Coalition, Wild Livelihoods Coalition, Yellowstone Safe Passages, and Livingston's designation in the Montana Main Street Program and Downtown Master Plan, among others.

Close Proximity to Year-Round National Park Entrance: Historic gateway to Yellowstone National Park and 55 miles away to the year-round entrance that offers year-round recreation and visiting opportunities.

Easily Accessible Location: Conveniently located at the intersection of Interstate Highway 90 and Highway 89 to Yellowstone National Park, 30 minutes east of booming Bozeman and its international airport and less than two hours west of Billings, Montana's largest city. Also conveniently located between Paradise Valley to the south and Shields River Valley to the north.

Destination Lodging, Weddings, Retreats, and Hot Springs: In addition to rustic, historic, and family-friending lodging in Livingston, Park County is home to a wide range of unique short-term rentals, Sage Lodge, Chico Hot Springs, Mountain Sky Guest Ranch, Yellowstone Hot Springs, and numerous smaller dude ranches. These and other lodging options throughout Livingston and the greater area attract destination weddings, honeymooners, family reunions, corporate retreats, and other group travelers.

Historic Downtown: Preserved buildings and an Old West movie set aesthetic including many vintage neon signs and 'ghost signs' historic ads painted on brick buildings; attracting visitor photography and social media posts, and film scouts. We also actively promote our public art sculptures, murals, ghost and neon signs.

Small Town Shopping: Downtown has no chain stores and a wealth of unique and boutique shops; handicrafts, records, books, art center and galleries, photography and ceramic studios, new-age boutiques, home goods, kitchen store, souvenirs, gifts, toys, antiques, resale and thrift stores, vintage fashion, outdoor gear, and western wear. We are home to multiple independently-owned bookstores and a dozen independently-owned coffee shops and kiosks and participate in the #SipLocalCoffee campaign. Visitors enjoy small-town, friendly service; often the owner of the business will wait on customers. Every stop is an opportunity to connect with locals and score unique goods and experiences.

Exit 333 Infrastructure: The majority of national chain hotels and fast food are at this exit to Yellowstone National Park, but it also boasts: a large grocery store with pharmacy and sushi counter, a laundromat (with adjacent horse boarding), local meat shop and two ethnic eateries, gas stations, car wash, veterinarian, dog boarding, urgent care center, physical therapist, liquor store, smoke shop, casino, and bus stops for both free Livingston transport and an events bus to Paradise Valley music venues.

Our Opportunities

Still Small Town Feel and Easily Accessible: Although we've seen increased visitation, we're still less populated and less visited than some other parts of Montana and ideal for those who want to experience casual small-town charm and world-class amenities.

Cooler Season Recreation Hub: Hundreds of miles of trails for cross-country and backcountry skiing. Hiking and biking are accessible during much of the cool season. Livingston now has an indoor ice skating rink that is free, with free skate rental, and skating on the Lagoon when cold enough. Bridger Bowl is 30 miles away, plus access to eight state parks and several dozen trailheads are all under an hour drive from Livingston.

Warm Season Recreation Hub: On the banks of the Yellowstone River with blue-ribbon fishing, whitewater rafting, scenic floating, kayaking, tour boats, and paddleboarding. Hundreds of miles of trails for hiking at all skill levels, camping, rock climbing, and mountain biking. Access fourteen fishing access sites, eight state

parks, several dozen trailheads; all under an hour drive from Livingston. There is also a golf course, bowling alley, splash park, swimming pool, shooting range, and horseback riding dude ranches.

Year-Round Recreation Infrastructure: Strong recreation amenity infrastructure with robust rental and guide services: rent bikes, e-bikes, snowshoes, cross country and backcountry skis, kayaks, rafts, and stand-up paddleboards and book guides for fly fishing, white water rafting, horseback riding, and hunting.

Year-Round Foodie Paradise: We have over 50 eateries and specialty markets including vegan, fine dining, ethnic foods, rustic steakhouses, sushi and seafood, vintage burger joints, traditional and breakfast cafés, European style bakeries, numerous quirky coffee shops, diverse bars, two breweries, and gourmet wine shop. Come hungry, and thirsty!

Year-Round Arts and Culture Hub: Home to two live theatres, a community art center, three museums with history, train, and art exhibits, over a dozen art galleries, a vintage movie house, a dozen live music venues, and literary events at several of our four bookstores.

Year-Round Events: Catering to a wide range of interests and tastes; musical and dramatic theatre, arts festivals, art walks, music, beer, and film festivals, fun runs, holiday festivals, soapbox derby, western dance parties, rodeos, parades, auto show, and more.

Breadth of Other High-Value, Low-Impact Experiences

Agritourism: Access farm-to-table fare at restaurants, the farm-to-table hospital cafeteria, our warm season Farmer's Market has been voted Best in Montana, local food markets and caterers, local aquaponic growers, and farms and ranches.

Destination Weddings: Offering a range of scenic wedding venues, caterers, lodging, photographers and videographers, and florists.

Film Location: Downtown Livingston's intact historic visage has attracted commercials, television and movies for decades, the Yellowstone Film Ranch has extensive sets, Paradise Valley and various Park County vistas are scenic year-round, and Livingston is home to many set scouts, set designers, makeup artists, set photographers, actors, musicians and prop resources. Livingston has hosted more films in recent years than nearly any other community in Montana and has been named Film Community of the Year by the Department of Commerce three times, most recently in 2024.

Family-Friendly Amenities: Playgrounds, outdoor pool, splash park, tennis courts, Dino Dig Park, bowling alley, skating rink, skateboard park, ceramic painting studio, youth activities at museums and art centers, book readings, free public transport, golf course, winter indoor skating rink, dog parks, and trails and parks throughout town. In the summer, visitors can also enjoy 3 different weekly historic walking tours and Livingston Downtown Historic Bus Tours.

Our Challenges

Economic Resilience Challenges: Livingston is experiencing increasing and unsustainable tourism, housing, workforce, small business, development, and recreation pressures. Demands outpace current capacity and without a robust plan, our celebrated community character, historic architecture, and fragile recreational and environmental assets are all imperiled. To retain our irreplaceable historic assets and build a sustainable economy we are in a narrow time window to create a strategic foundational plan to forge an achievable, resilient, and sustainable future.

Seasonality of Tourism: Overcrowding in the warm season months (May through October) and less tourist traffic in the cooler season months (November through April) makes keeping businesses open and staff employed year-round a challenge.

Housing and Affordability Issues: Increasing use of local housing as short-term rental, lack of inventory, and the recent spike in home sales due to telecommuters has made affordable workforce housing the biggest challenge for Park County's service and tourism industries. We will be participating with our partners on a "Housing Heroes" campaign celebrating local efforts to offer workforce housing through ADU units and turning VRBO/AirBnB back into rental units for local workers.

Anticipating the Next Crisis: During the summer of 2022, our greater community was hit with significant flooding and the subsequent impacts that flooding had on tourism and the overall economic health of this area. More than ever, we need to consider and implement continued plans to be prepared for future crises, whether it be flooding, fires, global pandemics and more.

The lack of snowfall during the 2023-2024 winter led to a 70% decrease in ski sales at local shops, decrease in cross country skiing and dog sled visitors. Winters with low snowfalls contribute to wildfires and low river levels during the warm season months.

Perception of Only a Pass-Through Location: The perception that Livingston is a pass-through into Yellowstone National Park and not a destination in itself to explore.

Wayfinding Signs: Livingston lacks comprehensive wayfinding signs throughout our community including arriving in-town as well as in-town wayfinding signs.

Popularity of Yellowstone Series: The popular Yellowstone series is fictionally set in Paradise Valley, increasing interest in the area by a more general audience who may have false expectations of what the area's experience may be based on what's been portrayed in the series.

National and World Events: Including fluctuating gas prices, inflation, war, terrorism, infectious diseases, climate change (affecting water temps on our much loved and over-fished Yellowstone River) and natural disasters (floods and wildfires) all impact tourism.

Recent changes in U.S. government policies are also expected to impact Livingston and the surrounding areas as travelers start to modify their behaviors as a result of the tariffs and firings of federal workers.

Negative Perceptions: Recent Montana State legislative initiatives have led to negative national press and perception of Montana as an undesirable destination due to legislation impacting our trans citizens, women, county health departments and public health, and expansion of open carry laws. We have received direct communications from travelers who have canceled their visits to Montana due to legislative actions, and we are concerned that our "All Are Welcome" message may be increasingly inaccurate. This is difficult to measure, but is exacerbated by white supremacy and anti-LGBTQ activity in Livingston.

Impacts to Infrastructure and Resources: Managing greater numbers of visitors and traffic flow negatively impacts County and City infrastructure. There is not a current direct way for tourism dollars to mitigate the impacts of tourism on local resources.

Public Transportation Options: Lack of public transportation to and through Yellowstone National Park and increased tourist traffic to and from the park's entrance limit tourism and levy added burdens on local resources.

The WIND and Its Impacts: The average wind speed as measured at the airport is 15.2 mph, making it among the windiest towns in Montana. Livingston's severe crosswinds frequently shut down Interstate 90, rerouting interstate traffic through town on Park Street, and semis and train cars have blown over.

Livingston Exemplifies the Montana Brand

More spectacular unspoiled nature: Livingston's location among four mountain ranges, alongside the Yellowstone River and adjacent to Paradise Valley and the north entrance to Yellowstone National Park as well as easy access to state parks, hundreds of miles of trails, and Yellowstone River fishing access sites, make it an ideal getaway for lovers of outdoor experience year-round.

Vibrant and charming small town: Livingston's famous downtown is among the most vibrant and charming in Montana. The preserved historic businesses with vintage neon and "ghost signs" on historic buildings make it an attraction to film crews, photographers, and visitors. In the summer our Yellowstone Gateway Museum increases their Downtown historic tours and is currently developing a self-tour app. Livingston is developing a growing "Mural Trail" and actively increasing the number of murals to enhance the experience of both visitors and locals. Our niche and boutique shops, restaurants, museum and arts destinations, breweries, and bars offer a mix of traditional and contemporary products and experiences. Our popular Farmer's Market on the banks of the Yellowstone River includes live music, food, and beer vendors in addition to local agriculture products, arts and crafts, and is one of the many annual events that both attract visitors and improve the quality of life for locals.

Breathtaking experiences by day, relaxing hospitality at night: In Livingston, we have multiple types of breathtaking experiences during the daytime hours - from inspiring museums to extensive recreational pursuits. Livingston has three museums featuring art, train and regional history, and over a dozen local art galleries. We are home to more writers per capita than anywhere in the state with multiple bookstores; two of which host year-round literary events most weeks. Downtown art walks attract visitors throughout the warm season, and over a dozen art galleries are open year-round. Bars host trivia, bingo, karaoke, open mic, and live music events weekly throughout the year but these community-building events are strongest in the cool season when there is less live music and outdoor events. Livingston also offers unique and boutique shopping with everything from handicrafts to records, local honey, gifts, vintage fashion, antiques, western wear, and regional books.

Livingston is also a home base for river sports, hiking, hunting, rock climbing, skiing, horseback riding, and guided outdoor experiences. Visitors can also take a break to paint pottery with the kids, indulge in a spa treatment, or enjoy a local yoga class. Livingston has free public transport, historic walking tours, bikes for rent, a swimming pool, golf course, bowling alley, skate park, ice skating rink, playgrounds, trails, and parks throughout town.

At night, there are culinary options for every taste, live indoor and outdoor music venues, a vibrant theatre scene, movie theatre, hot springs to star-watch from, two breweries, and casual or raucous bars as memorialized in the Jimmy Buffet song "Livingston Saturday Night." We also host evening music, movie, theatre, and holiday lights festivals.

Our Role as a Destination Marketing Organization: During the cooler season months, November through April, we are focused on marketing the Livingston area as an arts and culture and recreation destination and increasing the number of overnight visitors to our area - including those who live in Montana. Our focus is "high value, low impact" visitors who enjoy non-motorized winter recreation, spending at local small shops and restaurants, taking advantage of our arts and culture, and are informed and respectful of local culture and wild habitats. These visitors include fellow Montanans, as we've been investing in marketing to our neighbors and seeing those marketing efforts result in increased visitation from in-state residents.

Our Destination Management and Stewardship Role: During warm season months, May through October, we are focused on improving the visitor and resident experience through destination management and stewardship. Our hospitality business community is often at capacity during these months, and we are looking

to develop a multi-stakeholder approach to educate visitors and to maintain the cultural, environmental, economic and aesthetic integrity of our community.

Findings from FY23 and FY24 Campaigns and Analytics: Demographic and Geographic Insights Our successful FY23, FY24 and FY25 marketing campaigns have not only significantly increased traffic to our website, but they've also helped us to better understand who was interested in Livingston as a tourism destination and where they lived. For the FY25 cool season campaign, we specifically targeted three groups: singles (ages 25-34); families (ages 35-54) and empty nesters (ages 55+). Results showed that we were most successful in reaching singles and empty nesters (see attachment). Those who visited our website during the cool season months were most frequently from the following locations: Denver, Phoenix, Seattle, Billings, Salt Lake City and Minneapolis.

Destination Marketing Audience: High-Value, Low-Impact Cooler Season Visitors

Given our destination marketing organization's goal of attracting high-value, low-impact winter/cooler month visitors to the Livingston area, we are focused on "Experience Seekers," as outlined in the Montana Winter Brand, "Defining the Montana Winter Experience" and confirmed by Destination Analysts, "Montana Profile & Study of the Winter Enthusiast".

As Montana communities become busier, more populated, or are not thriving, Experience Seekers - whether they are out-of-state or in-state residents - long for an authentic experience where they will experience both nature plus access to modern and erudite amenities. Livingston is that rare place. Repeat and regional visitors are more likely to visit in shoulder seasons, return to favorite shops, eateries, and hotels and form connections and relationships in the area, creating a more stable income stream for Livingston and Park County year-round.

Below are characteristics of the Experience Seekers, based on the Montana Winter Brand audience and the Montana Winter Enthusiast as outlined by Destination Analysts, ITRR data from 2017 through 2022 during Q1 and Q4, plus Livingston's FY23, FY24 and FY25 marketing campaign results, plus our Placer.ai data and Zartico Location Data for Park County, and our overall attributes as a vibrant, small-town destination for arts, culture, events, history, food and recreation.

DEMOGRAPHIC

- + Age: 25-75+ (sweet spots of ages 25-34 and 55+)
- + HHI: \$50K-\$100K or more
- + Couples (both younger and older)
- + Bachelor's degree or higher
- + Has taken 2+ domestic vacations in the past 12 months and was active on these trips

GEOGRAPHIC

- + Out-of-State: Colorado (Denver), Washington (Spokane, Seattle), Utah (Salt Lake City), Minnesota (Minneapolis), North Dakota (Bismarck), Idaho (Boise), Wyoming
- + In-State: Billings, Missoula, Helena, Great Falls.
- + International: We don't focus on marketing to Foreign Independent Travelers (FIT) because we don't have an extensive budget to effectively target them. However, we do see indicators (largely reporting from individual hospitality businesses) that FITs visit our area and we welcome an increase in visitation from these demographics and will be interested to see if recent U.S. federal government policies will impact their numbers.

PSYCHOGRAPHICS

Our visitors may often seek one specific outdoor activity but their trip is about much more than one activity. They are unlikely to choose a place that doesn't have good recreational opportunities - skiing, hiking, etc. - but what will excite them about a place is what else they can experience - i.e., hot springs, arts, culture, good food.

This should not be mistaken for them wanting to pack in a little of everything; they don't. For each trip they want to do a few big things and they want to experience them fully. They also don't want to be around crowds.

- + Seeks balance between action and reflection
- + Motivated by outdoor recreation—but keeps in mind that outdoor recreation is only one of many activities they enjoy (e.g., wildlife viewing, history, culture, arts, events, food, hot springs)
- + Wants to do multiple activities and experience them fully
- + Feels a unique connection to the natural world that only the cooler season can bring
- + Seeks the authenticity of people and places
- + Doesn't want to be in booming (and more expensive) Bozeman but appreciates the convenience of it and its airport being nearby

Destination Management Audience: Warm Season Visitors

As a destination management organization, our goal is to work collaboratively with other Livingston area entities to educate warm season visitors to encourage high-value/low impact behavior. Although we aren't planning on marketing Livingston as a destination to this audience, it is helpful to understand who they are as we determine how to best educate them. According to ITRR data from 2017 through 2022, and confirmed by our website and social media analytics, plus our Pick Your Path to Paradise 2022 summer campaign results, overnight, out-of-state visitors to Livingston during Q2 and Q3 have the following characteristics.

DEMOGRAPHIC

- + Age: 25-75+ (sweet spot of ages 55-65+)
- + HHI: \$50K-\$200K or more
- + Couples and families (focused on women taking the lead in interactions with our marketing)

GEOGRAPHIC

- + Out-of-State: Minnesota, Wyoming, Washington, Idaho, Colorado, Oregon, California, New York, Florida, Texas, Arizona, Illinois

PSYCHOGRAPHICS

- + Wanting to experience national parks with Visiting Yellowstone National Park with some also making it Glacier National Park
- + Interested in spending time doing outdoor-related activities including: day hiking, camping, fishing, watching wildlife, visiting farmer's markets, biking and visiting hot springs, plus hiring an outfitter

Destination Stewardship Audience: Livingston Area Organizations

Livingston Tourism Business Improvement District (TBID), Downtown Livingston Business Improvement District (LBID), Yellowstone Country, City of Livingston, Park County Montana, Big Sky Passenger Rail Authority, Urban Renewal Agency, Yellowstone Gateway Museum, Livingston Depot Center, Livingston Gallery Association, Elk River Arts and Lectures, Park County Housing Coalition, HRDC, Park Local Development Corp, Northern Rocky Mountain Economic Development District, Prospera, Park County Community Foundation, Park County Environmental Council, Upper Yellowstone Watershed Group, Yellowstone Gateway Business Coalition, Wild Livelihoods Business Coalition, Take the Paradise Pledge, Yellowstone Safe Passages, and a wide range of other local organizations we interact with weekly.

Other key resources and partners include: Montana Downtown Directors, Montana Tourism Matters, Montana Department of Transportation, Montana Office of Tourism and Business Development, and the Montana Tourism Advisory Council. We are also looking to other DMOs who have seen success increasing visitation during shoulder seasons.

Appendix – Who Does What in Tourism Summary

Note: Pulled from <https://docs.google.com/document/d/1t-pN1DXg5eqSTwDEpjVpqyN-dmwUPGsF/edit>

WHO DOES WHAT IN TOURISM SUMMARY SHEET LIVINGSTON MONTANA AREA



Explore Livingston / Destination Management Organization (DMO)

Overview: The Livingston DMO (Mt Department of Commerce changed the name of Convention Visitors Bureaus/CVBs to DMOs) operates as part of the Explore Livingston Coalition under the nonprofit status of the Livingston Business Improvement District (LBID) and is part of the Yellowstone Country

Tourism Region. Explore Livingston's three groups each has its own board, mission, and funding source but share an office and administration resources, overlapping missions, and one full-time Executive Director overseeing several project-specific part-time contractors. Together, their goal is to support a resilient year-round economy that preserves quality of place for locals and quality of experience for visitors. The DMO is governed by a seven-member Board of Directors who own tourism-related businesses and the Montana Tourism Advisory Council (TAC) which approves the allocation of the bed tax funds. Additionally, all board member appointments, annual marketing plans, and budgets are reviewed by the Livingston City Commission.

Mission: Inform, inspire and educate visitors about exploring the Livingston area, promote stewardship of the destination, and strengthen the year-round local economy and cultural assets.

Funding: The Livingston DMO is funded through a percentage of the Lodging Facility Use Tax (bed tax) and Lodging Facility Sales Tax to support the promotion of Montana's tourism and recreation industry with a projected budget of \$62,141 for the upcoming fiscal year 2025/2026.

Primary Projects: During the cooler season months, the DMO markets the Livingston area to "high value, low impact" visitors as an arts and culture and recreation destination. During warm season months, the DMO focuses on improving the visitor and resident experience through destination management and stewardship, developing a multi-stakeholder approach to educate visitors and to maintain the cultural, environmental, economic and aesthetic integrity of the community. Explore Livingston's annual campaigns include print, digital, video and billboard advertising and their website listings include all tourism-related businesses and assets at no cost to those businesses. In the coming fiscal year, they are partnering with the Tourism Business Improvement District to purchase [Placer.Ai](https://www.placer.ai/) data for geofenced visitor data and reports.

Connect: explorelivingstonmt.com | info@explorelivingstonmt.com
[instagram.com/explore_livingston_mt](https://www.instagram.com/explore_livingston_mt) | [facebook.com/explorelivingstonmt](https://www.facebook.com/explorelivingstonmt) #ExploreLivingstonMT



Livingston Tourism Business Improvement District (TBID)

Overview: The Livingston TBID also operates as part of Explore Livingston Coalition under the nonprofit status of the Livingston Business Improvement District (LBID), following Montana State Statute TBID regulations. The TBID is

governed by a Board of Directors who are hoteliers within the City of Livingston that collect TBID assessments and make quarterly payments and occupancy reports to the Livingston TBID. As with the DMO and LBID, all board member appointments, annual marketing plans, and budgets are reviewed by the Livingston City Commission.

Mission: 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.

Funding: TBID is funded by a flat fee of \$2 per room night on individuals staying at lodging facilities within the Livingston city limits by nine hotel/motels in good standing with a projected income of \$145,000 for the upcoming fiscal year 2025/2026.

Primary projects: TBID's goal is to support events, conventions, festivals, tournaments and sporting events that make Livingston a desired destination, and fund projects that enhance Livingston's cultural assets and economy to enrich and extend the visitor experience. TBID collaborates and expands on DMO marketing strategies and digital and video campaigns on social media and Google search ads. Last year they ran additional print and digital ads in 16 International, national and local publications and ads on 7 radio stations to attract visitors to stay in hotels in the cool season when bookings aren't as strong as the warm season. They have distributed 15,000 pocket visitor guides and print and distribute over 1,200 monthly event calendars annually. Their signature events include Oktoberfest, Light Up Livingston and they have awarded grants to 34 additional events and projects.

Connect: explorelivingstonmt.com | info@explorelivingstonmt.com
instagram.com/explore_livingston_mt | facebook.com/explorelivingstonmt



Downtown Livingston Business Improvement District (LBID)

Overview: The nonprofit Downtown Livingston Business Improvement District (LBID) was formed in 2011 and operates under Montana Code and Livingston City Commission Resolutions, submitting Board Member applications, budget

and annual plans to the Livingston City Commission for review. The LBID is governed by a seven-member Board of Trustees that are business or building owners in the Downtown District. LBID became the nonprofit overseer of the Explore Livingston Coalition in collaboration with Livingston DMO and TBID through an open Request for Proposals (RFP) process voted on by a committee of community leaders independent of the City in July, 2020.

Mission: Enhance the vitality of downtown Livingston by facilitating commerce, enhancing streetscapes, conducting maintenance, and improving security and safety.

Vision: LBID seeks to be one of the motivating forces behind a successful business district which preserves our historic downtown, enriches our culture and continues to improve and maintain the physical appearance and aesthetics of the District to continue to attract long-term and viable businesses, invigorate community activity and enhance visitor experiences.

Funding: LBID is funded through an assessment of the property owners (building, not business owners) in the District with a budget of \$44,000 that does not increase as building values increase, and is renewed every 10 years. The current assessment levels will not be updated until 2031 district renewal.

Primary projects: Marketing Downtown Livingston as a vibrant destination, advocating for District businesses, emptying Downtown District sidewalk garbage receptacles, maintaining Downtown light post banners for local nonprofits and community events, snowflake light decor, and the all new low-water flower baskets.

Connect: www.downtownlivingston.org | info@downtownlivingston.org |
instagram.com/downtown_livingston | facebook.com/DowntownLivingstonMontana
#LifeisDowntown #DowntownLivingstonMT #ExploreLivingstonMt



Yellowstone Country Montana Inc. (YCMII)

Mission: The mission of Yellowstone Country Montana Inc. (YCMII), a designated state tourism region, is to promote the five-county area as a preferred destination to travelers.

Tourism projects/scope of work: Destination marketing, management, product development, stewardship. These categories encompass everything we do and can include such things as paid advertising campaigns, outreach & education, working to create destination assets, and addressing sustainability/resilience issues.

Budget: FY 26 estimated combined budget will be \$4,125,485. Funding sources are the Lodging Facility Use Tax (bed tax) and new in FY 26, some funds from the Lodging Facility Sales Tax.

Connect: Montana's Yellowstone Country visityellowstonecountry.com

Robin Hoover | Executive Director | robin@yellowstonecountry.net

Kali Gillette | Assistant Director | kali.gillette@gmail.com



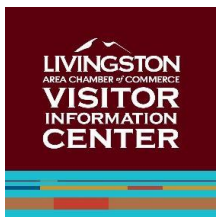
City of Livingston

Overview: The City of Livingston provides a full range of services including police and fire protection; city court; the construction and maintenance of streets and infrastructure; recreational activities; cultural events; planning and zoning; water, wastewater and solid waste utilities; and general administrative services.

Tourism projects: The City's tourism-related work includes hosting third-party events in public spaces; delivery of Emergency Services to visitors; maintenance of public spaces used by visitors; delivery of information to visitors; presence at Farmers Market and other visitor events.

Budget: Tourism-related budget is difficult to deduce due to the costs involved with the delivery of Emergency Services and the maintenance of public spaces as those are used by visitors and residents alike. Revenue sources from tourism equal basically zero (event fees offset costs).

Connect: LivingstonMontana.org | CityManager@LivingstonMontana.org



Livingston Area Chamber of Commerce and Visitor Information Center (LAC)

Overview: The Livingston Chamber of Commerce is the oldest non-profit in Park County and has been supporting the business community for 116 years. They became a chamber and fulfilled the need for an information center prior to becoming the Chamber in April, 1909.

Mission: The Livingston Area Chamber of Commerce, representing its membership, actively promotes a positive business and economic climate for Livingston and Park County and beyond. Members are from Park County, Bozeman, Big Timber, and the Montana State Chamber. Leslie Feigel-Deckard is the CEO and runs a small staff during the tourism season for the Visitor Center, April to October but is open year-round.

Budget: The Chamber puts on events funded by sponsors and is a non-profit 501(C)6. The annual budget is approximately \$123,000 for staffing, the building and marketing, event logistics, trophies, and Christmas stocking items. If additional income is raised it is used to market the Visitor Center. The Chamber's warm season Visitor Center has received \$15,000 annually from the bed tax-funded Yellowstone Country Montana Inc. Region.

Tourism projects: June Car Show, July 2nd Parade, Christmas Stroll, and Ribbon cuttings for new business openings. The Chamber markets members in the greater Livingston area with Social and Digital Media and through news mediums, and Chamber members are listed on their visitor website.

Connect: info@livingston-chamber.com | livingston-chamber.com | Visitor Sites with chamber member listings: www.DiscoverLivingston.com | www.VisitLivingston.com | Contact 406-222-0850

Facebook @Livingstonareachamber @visitlivingstonmt | #discoverlivingstonmt #VisitLivingstonmt



Livingston Downtown Building and Business and Owners Association (LDBOBA)

Overview: The purpose of the LDBOBA is to encourage, promote, and engage in such activities and projects as will contribute to the preservation of the buildings, well-being, growth, and vitality of the urban renewal district of downtown Livingston, Montana. The LDBOBA is an organization, nonprofit status pending, that has been

active downtown for the last 18 years. They are mostly known as the organization who has given the Yellowstone Bus Tours of Livingston's Four Historic District for sixteen of the last eighteen years as well as the developer and printer of a walking tour, now in its 22nd year of publication.

Budget: Funding historically has come from money made with the Yellowstone Bus Tours, mail-outs, grants, and donations but annual budgets have not been made public. **Tourism Strategic Plan Objectives and Future Goals (partial list):** Yellowstone Bus Tours of Historic District, Livingston and Yellowstone Hotels History and more.

Connect: www.livingstondowntown.org | thegrabow@gmail.com



Wild Livelihoods

Organization/Mission: Wild Livelihoods is a business coalition made up of hundreds of tourism businesses, including guides, ranchers, gas stations, lodges, restaurants, in the Greater Yellowstone Ecosystem. These businesses represent the largest economy in Park County, tourism, which generates \$500 million dollars to the state of Montana annually. Wild Livelihoods' steering committee is composed of business owners who volunteer their time to represent the economic interest of healthy landscapes and wildlife by protecting

the product in which they sell.

Budget: Wild Livelihoods is not a money holding entity, as of now.

Tourism-related projects: Wild Livelihoods is run by volunteer business owners who lead passion projects and bring them to the steering committee to group-think. 2024-2025 projects include:

- *Worked with Commissioner Susan Kirby Brooke to revert Wolf Management Unit 313 to the historical boundaries of WMU 313 and WMU 316 with a harvest quota of 3 in each unit.

- *Bear Awareness Gardiner – expanding this program to bear proof Park County and beyond.

- *Park County Tourism Business Survey – wildlivelihoods.com/business-survey-results

- *2025 Montana State Legislative Session Wolf Advocacy

- *Film screening and Panel Discussion Events in Livingston, Gardiner, and Cooke City

- *Mountain Lion Hunting Quota reduction public comment

Connect: www.wildlivelihoods.com | wildlivelihoodscoalition@gmail.com



Montana Freshwater Partners

Overview: Montana Freshwater Partners is working to protect and restore the Yellowstone River, to keep it healthy and vibrant - for people who live and are drawn here to enjoy.

Mission: To restore, enhance, and protect Montana's rivers, streams, and wetlands through science-based and innovative solutions that benefit people, communities, and our shared natural environment.

Budget: Grants, fundraising and program revenue was \$835,810 through October 2024. Program, operations and fundraising expenses were \$690,058 through October 2024, per their annual 2024 report.

Tourism-related projects: Through the Give Back to the Yellowstone Program, Montana Freshwater Partners is working in the Upper Yellowstone with 3 approaches: River restoration (to keep the river clean, cool, connected and complex), flood, drought and wildfire hazard mitigation (for improved community resiliency), and education and outreach to protect the Yellowstone River and our natural resources. These natural amenities draw tourists to our area and keep them coming back. A few examples include: actively working on

addressing recreational pressures by bringing improved river signage to fishing access points, organizing river clean ups, and remapping the channel migration zone on the Yellowstone following the 2022 flood.

Connect: www.freshwaterpartners.org | wweaver@freshwaterpartners.org



Park County Environmental Council (PCEC)

Mission: Park County Environmental Council works with the community to safeguard the land, water, wildlife and people of Yellowstone's Northern gateway through grassroots organizing and community advocacy.

Budget: Grants and fundraising budget of \$953,522 in 2023, with 350 annual donors, more than 4,000 supporters and 7 full time staff members.

Tourism-related projects: PCEC recent work within the tourism space includes creation of the Paradise Pledge, participation in Yellowstone Country's Resiliency Committee, participating on the Gardiner Chamber of Commerce Board, partnering with the Upper Yellowstone Watershed group on a river recreation study, the passage of the Yellowstone Gateway Protection Act, work on wildlife crossing and conflicts, supporting wildlife coexistence programs and advocating for the wildlife, lands, water and people of Yellowstone's Gateway.

Connect: www.pcecmt.org | info@pcecmt.org



Yellowstone Gateway Business Coalition

Overview: Yellowstone Gateway Business Coalition is a pro-business, pro-property rights, pro-conservation group representing thousands of hardworking employees and their families. Neighbor to Neighbor and

Business to Business, the group is committed to sustaining robust community and commerce on the doorstep of Yellowstone's gateway. In a place where economics and environment are interlaced, our greatest resource is the landscape that provides our way of life.

Vision: Support one another by providing economic tools, organizational efforts, and a community foundation for conserving our greatest natural resources— the land, water, wildlife and people who call Yellowstone country home.

Connect: www.yellowstonegatewaybusiness.org | yellowstonegatewaybusiness@gmail.com



Yellowstone Safe Passages

Overview/Mission: Support collaborative solutions that address and resolve wildlife-vehicle conflict on Highway 89. Envision the Upper Yellowstone to be a place where visitors and locals can travel the highway without wildlife-related accidents, and where the highway doesn't act as a barrier to annual and seasonal movement of Yellowstone's wildlife populations. The intended results will be increased public awareness, advanced partnerships between local and regional stakeholders, and reduced wildlife-vehicle conflicts.

Connect: www.yellowstonesafepassages.org | [instagram.com/yellowstonesafepassages](https://www.instagram.com/yellowstonesafepassages)

This info sheet is a draft and will be updated and made available to these organizations and the public.