

LIVINGSTON CITY COMMISSION ADDENDUM

REGULAR MEETING 08.23.2022

ADDENDUM TO ACTION ITEMS

A. AMENDED TOURISM BUSINESS IMPROVEMENT DISTRICT BUDGET AND  
LIST OF ACCOMPLISHMENTS



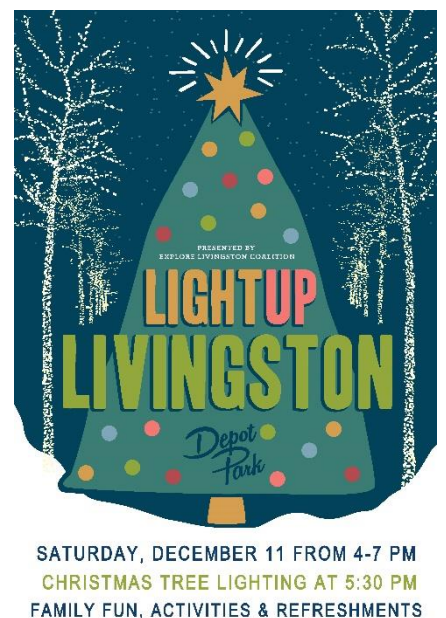
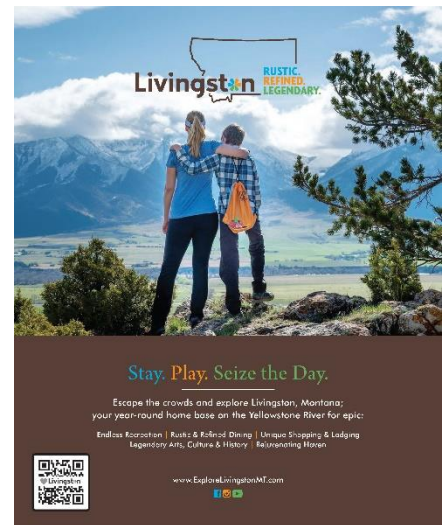
*Assessments projected at 20% less than last year due to flood.*

Note: TBID switching from calendar year to Fiscal Year July 2022 – June 2023 to coordinate with other Explore Livingston Coalition partners.

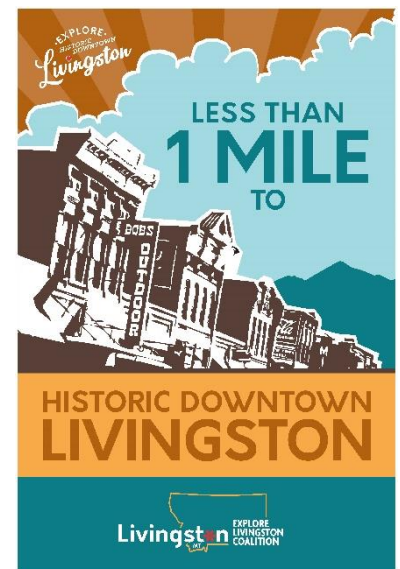
<b>FY 2022 - 2023 TBID Income/Expense Category</b>	<b>Budget</b>
<b>Income/Revenue Estimates</b>	
Quarter 1 - TBID Assessment	\$27,000
Quarter 2 - TBID Assessment Projection	\$36,000
Quarter 3 - TBID Assessment Projection	\$53,000
Quarter 4 - TBID Assessment Projection	\$34,000
Other Income	
<b>Total Income</b>	<b>\$150,000</b>
<b>Expenses</b>	
Accounting Expenses	\$3,000
Administration Expenses	\$32,000
Bank Fees & Dues	\$200
Shared Storage	\$1,200
Insurance	\$600
Post Office Box	\$100
Shared Office Expenses	\$2,000
Technology (Phone/Zoom/Web)	\$700
Grants/Local Project Support	\$50,000
Joint Projects	\$20,000
Events	\$15,200
Marketing	\$15,000
Reserve	\$10,000
<b>Total Expenses</b>	<b>\$150,000</b>

## Tourism Business Improvement District (TBID) Partial list of Accomplishments July 2020 - 2022:

- Strong productive partnership with Explore Livingston Coalition which includes the Downtown Livingston Business Improvement District (LBID) and Livingston Convention & Visitors Bureau (Destination Management Organization – CVB/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. Currently supporting post-flood recovery messaging and marketing campaigns.
- 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. Take [the Paradise Pledge](#) is the pop-up on the homepage 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. Facebook and Instagram accounts created, near daily posts, 2K+ followers.  
<https://www.explorelivingstonmt.com/>  
<https://www.facebook.com/explorelivingstonmt>  
[https://www.instagram.com/explore\\_livingston\\_mt](https://www.instagram.com/explore_livingston_mt)
- Promoting cooler/shoulder season visitation and events to the drive market through multi-media marketing campaigns. Print and digital ads in: *Trip Advisor, Livingston Enterprise 2022 Visitors Guide, Travel Taste & Tours, Destination Yellowstone Guide, Destination Big Sky Guide, Big Sky Arts Council, 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.)
- Nearly 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 3<sup>rd</sup> printing and distribution.
- Creation of new winter event "Light Up Livingston" in the Depot Park celebrating existing light project, which drew over 1,000 guests despite 60+ mph winds in its first year with expectations to grow in coming years.
- Partnership with the Livingston Holiday Lights Committee, including storing equipment, and partnership with both Livingston Holiday Lights Committee and LBID in purchasing 40 additional light up snowflakes hung downtown.



- Funded events and projects include: Voices of Montana Tourism sponsorship, Light Up Livingston, Windrider Transit and Hotels to Downtown Windrider Shuttle, Yellowstone Harvest Festival and ITRR tourism survey, Joy of the Journey film of Livingston to Gardiner (releasing Fall 2022 with national PBS distribution), 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, Co-paid for Google 360 photos for 20 area hospitality businesses, Livingston Area Chamber’s July 2, 2021 Parade Portapotties, and the Creek to Peak Soap Box Derby.
- Initiated and funded the new pilot Hotel to Downtown evening shuttle with Windrider Transit Friday and Saturday evenings in Summer 2022.
- 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 soon 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.
- Giving back to the community: Halloween giveaway of 40 pounds of candy, clip on lights, and free hot drinks and metal tumbler mugs on Yellowstone Street to trick or treaters.
- Partnering with the Downtown Business Improvement District on new Downtown wayfinding banners to be hung on light posts on Park Street between N Street and 8<sup>th</sup> Street.
- Partnering with the URA and Livingston Gallery Association on new wraps with art by local artists on junction boxes, to be installed in the coming months.
- Partnering with the City of Livingston to fund any fee waivers for events that draw visitors.
- Active recruitment of BIPOC/LGBTQIA+ Board members and seeking BIPOC and differently abled models in marketing imagery.
- Covid-era campaigns included Montana Aware and Recreate Responsibly with deliverables including four informational videos, digital campaigns, table tents with Montana Aware messaging and the Explore Livingston website QR code – placed in a large percentage of all lodging rooms in Livingston – and distribution of posters, hand sanitizer stations, informative window clings, and hundreds of scenic “Wish You Were Here” postcards with Covid-safety messaging in four designs given out at hotels.



## Challenges:

- Six of the nine hotel/motels in Livingston changed hands in a little over a year and are now owned by out of area groups. These sales have been followed by high turnover in management and those who qualify to serve on the TBID Board. We are proud to have run positive, professional, and productive Board Meetings, despite having often-changing board members, for two years and achieved the above-mentioned accomplishments.
- The Summer 2022 Yellowstone area flooding led to cancellations and low occupancy during Livingston’s busiest season and negative national press about Yellowstone access is prevalent. The lasting financial impact is emerging; visitation has been unpredictable and inconsistent. Cool season occupancy is a concern.
- Affordable workforce housing, and therefor workforce, remains hospitality businesses’ greatest challenge.
- Disproportionately busy summers, when historically there are few vacancies, and fewer visitors and destination events during the Fall to Spring season undermines the economic stability of lodging properties.
- Many print and website listings are out of date or do not include all hotels/motels and do not include all Livingston hospitality assets like restaurants, venues, events, and recreation opportunities.

## Future goals and projects:

- Clean up and new landscaping of meridians near Exit 333.
- Update of deteriorating billboard series with “Livingston Where Artists & Bull Riders Meet” etc. messaging.
- Wayfinding sign expansion.
- More murals.
- Postcard of Charging Station mural and map of all Livingston murals to give away to tourists.
- More shoulder season destination events.
- All Are Welcome business signage project.
- Actively participating in the Downtown Master Plan, Park County Housing Coalition, and Sustainable Tourism Strategic Planning which all impact the tourism industry in Livingston. Our initial tourism sentiment survey has been completed, next steps to begin this Fall.
- Expanding our messaging as a BIPOC/LGBTQIA+ welcoming travel destination.

