

Town of West Yellowstone

Tuesday, April 20, 2021

West Yellowstone Town Hall, 440 Yellowstone Avenue

The Town Council work session/meeting will be conducted virtually using ZOOM. The public may participate by connecting to zoom.us on the internet or through the Zoom Cloud Meetings app on a mobile device. Meeting ID: 893 834 1297. Members of the public are requested to identify themselves, ensure their audio is muted. The public may comment verbally when appropriate or by using the “Chat” function.

TOWN COUNCIL MEETING

7:00 PM

Comment Period

- Public Comment
- Council Comments

Treasurer’s & Securities Report

Claims ∞

Business License Applications

Consent Agenda ∞: Minutes of the April 6, 2021 Town Council Meeting

Town Manager & Staff Reports

Advisory Board Reports

Presentation: Casting Pond, Joe Moore ∞

Presentation: WY Chamber of Commerce Annual Marketing Report, FY 2022 Preview

NEW BUSINESS

430 Gibbon Sewer Connections, Herman

Discussion/Action ∞

Will Serve Letter, Yellowstone Airport

Discussion/Action ∞

Marketing and Promotions Fund Award Recommendations

Discussion/Action ∞

- Music in the Park, 2022 Season, \$15,000
- Big Sky Roundup, \$7495

Correspondence/Meeting Reminders/FYI

- Summer Recreation 2021 Brochure

If viewing the agenda electronically, click the “∞” symbol to link to the associated documentation in the Town Council Packet.



Policy No. 16 (Abbreviated)
Policy on Public Hearings and Conduct at Public Meetings

Public Hearing/Public Meeting

A public hearing is a formal opportunity for citizens to give their views to the Town Council for consideration in its decision making process on a specific issue. At a minimum, a public hearing shall provide for submission of both oral and written testimony for and against the action or matter at issue.

Oral Communication

It is the Council's goal that citizens resolve their complaints for service or regarding employees' performance at the staff level. However, it is recognized that citizens may from time to time believe it is necessary to speak to Town Council on matters of concern. Accordingly, Town Council expects any citizen to speak in a civil manner, with due respect for the decorum of the meeting, and with due respect for all persons attending.

- No member of the public shall be heard until recognized by the presiding officer.
- Public comments related to non-agenda items will only be heard during the Public Comment portion of the meeting unless the issue is a Public Hearing. Public comments specifically related to an agenda item will be heard immediately prior to the Council taking up the item for deliberation.
- Speakers must state their name for the record.
- Any citizen requesting to speak shall limit him or herself to matters of fact regarding the issue of concern.
- Comments should be limited to three (3) minutes unless prior approval by the presiding officer.
- If a representative is elected to speak for a group, the presiding officer may approve an increased time allotment.
- If a response from the Council or Board is requested by the speaker and cannot be made verbally at the Council or Board meeting, the speaker's concerns should be addressed in writing within two weeks.
- Personal attacks made publicly toward any citizen, council member, or town employees are not allowed. Citizens are encouraged to bring their complaints regarding employee performance through the supervisory chain of command.

Any member of the public interrupting Town Council proceedings, approaching the dais without permission, otherwise creating a disturbance, or failing to abide by these rules of procedure in addressing Town Council, shall be deemed to have disrupted a public meeting and, at the direction of the presiding officer, shall be removed from the meeting room by Police Department personnel or other agent designated by Town Council or Operations Manager.

General Town Council Meeting Information

- Regular Town Council meetings are held at 7:00 PM on the first and third Tuesdays of each month at the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.
- Presently, informal Town Council work sessions are held at 12 Noon on Tuesdays and occasionally on other mornings and evenings. Work sessions also take place at the Town Hall located at 440 Yellowstone Avenue.
- The schedule for Town Council meetings and work sessions is detailed on an agenda. The agenda is a list of business items to be considered at a meeting. Copies of agendas are available at the entrance to the meeting room.
- Agendas are published at least 48 hours prior to Town Council meetings and work sessions. Agendas are posted at the Town Offices and at the Post Office. In addition, agendas and packets are available online at the Town's website: www.townofwestyellowstone.com. Questions about the agenda may be directed to the Town Clerk at 646-7795.
- Official minutes of Town Council meetings are prepared and kept by the Town Clerk and are reviewed and approved by the Town Council. Copies of approved minutes are available at the Town Clerk's office or on the Town's website: www.townofwestyellowstone.com.

If viewing the agenda electronically, click the "∞" symbol to link to the associated documentation in the Town Council Packet.



04/16/21
17:15:28

TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 4/21

Page: 2 of 6
Report ID: AP100

* ... Over spent expenditure

Claim	Check	Invoice #/Inv Date/Description	Vendor #/Name/ Line \$	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
	03/15/21		EuroCafe-TC Worksession	66.93		LEGIS	1000 410100	220	101000
	03/16/21		Wildwest Pizza TC meeting	95.28		LEGIS	1000 410100	220	101000
	03/18/21		Postage	7.70		FINANC	1000 410510	311	101000
	03/22/21		Amazon-computer cable	8.97		LIBRY	2220 460100	216	101000
	03/26/21		Amazon-Kyocera toner	83.07		SOCSE	1000 450135	220	101000
	03/26/21		Amazon-Kyocera toner	144.43		SOCSE	1000 450135	220	101000
	03/28/21		Thriftbooks- books	22.45		LIBRY	2220 460100	215	101000
	03/31/21		Amazon-Sharpies	12.95		RECREA	1000 460440	220	101000
	04/01/21		Allied Valve-2.5"Kunkle SV	511.45		SEWER	5310 430600	357	101000
	04/02/21		Amazon-Rec Supples	92.75		RECREA	1000 460440	220	101000
	04/02/21		Amazon-SocSer Supplies	145.73		SOCSE	1000 450135	220	101000
	04/03/21		Amazon-Books	307.36		LIBRY	2220 460100	215	101000
	04/04/21		Amazon-Books	113.89		LIBRY	2220 460100	215	101000
	04/04/21		Amazon-Books	17.56		LIBRY	2220 460100	215	101000
47878			2952 DIS Technologies	685.00					
	7360	04/05/21	Monthly managed IT services911	685.00*		911	2850 420750	398	101000
47898			2 Forsgren Associates P.A.	132,140.50					
	121083	03/25/21	WWTP Project	132,140.50		SEWER	5320 430640	951	101001
47899			2 Forsgren Associates P.A.	3,542.60					
	121084	03/25/21	Task 6Connectionfee Analysis	1,427.60		SEWER	5310 430600	354	101000
	121084	03/25/21	Task 7-Trails	2,115.00		PARKS	4000 460430	930	101000
47900			333 Montana State Library	1,807.50					
	MSCFY21	04/02/21	Shared Catalog FY21	1,807.50		LIBRY	2220 460100	398	101000
47901			379 Energy Laboratories, Inc	434.00					
	386348	04/13/21	WW Effluent & WW Influent	434.00		SEWER	5310 430600	357	101000
47902			151 Gallatin County WY TS/Compost	225.15					
	03/31/21		Household waste	225.15		PARKS	1000 460430	534	101000
47903			1061 Lane and Associates	76.23					
	8484	04/05/21	Pre-employment Drug testDOTJB	76.23		ADMIN	1000 410210	351	101000
47904			471 Northwest Pipe Fittings, Inc.	979.85					
	7500520	04/09/21	2 1 1/2"rubber meter Gasket	6.96		WATER	5210 430500	251	101000
	7500520	04/09/21	1 1 1/2" GalPitsetflangmeter	717.20		WATER	5210 430500	251	101000
	7500520	04/09/21	1 1 1/2" brnzemeterflangkit	128.66		WATER	5210 430500	251	101000
	7500520	04/09/21	1 1 1/2" maincasegasket	3.10		WATER	5210 430500	251	101000
	7500520	04/09/21	1 1 1/2" Measuring ChmbrT-10	123.93		WATER	5210 430500	251	101000

04/16/21
17:15:28

TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 4/21

Page: 3 of 6
Report ID: AP100

* ... Over spent expenditure

Claim	Check	Invoice #/Inv Date/Description	Vendor #/Name/ Line \$	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
47905	04/11/21	1146 Madison Valley Bank Line of credit Interest		1,332.19 1,332.19		SEWER	5320 430640	951	101000
47906	04/09/21	3306 Jon Simms Moving Expenses		2,500.00 2,500.00*		ADMIN	1000 410210	870	101000
47907	04/08/21	3177 Richard L. Gibson Training-COLJ spring Conferenc		385.25 385.25		COURT	1000 410360	370	101000
47908	3005867348 04/01/21	2551 TK Elevator Oil&Grease Only PovahCtr		472.75 472.75		POVAH	1000 411255	350	101000
47909	980051 03/31/21	764 General Distributing Co. Welding supplies		57.66 57.66		STREET	1000 430200	220	101000
47910	310925247 02/23/21 310925247 03/16/21	2654 Community Health Partners Drug test AB Drug test CM		68.00 34.00 34.00		ADMIN ADMIN	1000 410210 1000 410210	351 351	101000 101000
47911	03/23/21	2541 Montana Outdoors 12 issue Subscription		20.00 20.00		LIBRY	2220 460100	215	101000
47912	11049 04/05/21	3243 Susan Swimley Land issues-Moonrise		814.00 814.00		LEGAL	1000 411100	352	101000
47913	1164 02/02/21 1172 03/01/21 1177 04/06/21	3191 Miller Law, PLLC ChangAPP&Narrative withDNRC ReviewDNRCPreImDetermination ChngAppfollowupPublicnotice		4,707.73 2,705.33 1,852.40 150.00		WATER WATER WATER	5210 430500 5210 430500 5210 430500	354 354 354	101000 101000 101000
47914	04/15/21	3182 Senior Center Donationforfood-Kandi PovahDav		5,000.00 5,000.00		SENIOR	1000 365000		101000
47915	03/11/21 03/11/21 14495 03/09/21	2099 Quick Print of West Yellowstone Boxes for shipping samples Shipping to MT Crime Lab paper fasteners Dispatch		50.41 7.49 29.92 13.00		WATER POLICE POLICE	5210 430500 1000 420100 1000 420230	357 311 220	101000 101000 101000
47916	031721-1 010121-1	40 Jerry's Enterprises Fuel Voucher Help Fund Fuel Voucher Help Fund		68.60 35.00 33.60		HELP HELP	7010 450135 7010 450135	231 231	101000 101000

04/16/21
17:15:28

TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 4/21

Page: 4 of 6
Report ID: AP100

* ... Over spent expenditure

Claim	Vendor #/Name/ Check Invoice #/Inv Date/Description	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
47917	135 Food Roundup	134.11					
	04/01/21 Gift Certificates (3)	90.00		LEGIS	1000 410100	220	101000
	03/10/21 Books/Magazines	3.42*		DSPTCH	1000 420160	220	101000
	04/01/21 snacks for TC meetings	40.69		LEGIS	1000 410100	220	101000
47918	1085 JD Speciality Services	1,822.50					
	3529 04/14/21 Repairs2001CH55F10112	1,822.50		STREET	1000 430200	220	101000
47919	2947 WSFP Missoula/Api Systems	283.00					
	R94154 04/02/21 MonitoringServiceFire5/21-5/22	283.00*		TWNHLL	1000 411250	357	101000
47920	309 PJ's Plumbing & Heating	305.00					
	99004862 04/12/21 Park bathrooms repairs	105.00		PARKS	1000 411253	340	101000
	99004834 04/08/21 Povah restroom repairs	70.00		PARKS	1000 411253	340	101000
	99004949 04/14/21 CHP Toilet repair	130.00		CHP	1000 411251	357	101000
47921	3307 Tri State Tire	162.20					
	3047 03/25/21 Repair to wheel tire	162.20		STREET	1000 430200	239	101000
47922	2852 Blackfoot Communications	2,067.49					
	04/15/21 646-5106, fax soc svc	40.53		SOCSRV	1000 450135	345	101000
	04/15/21 646-5119, police station Dispa	40.53		DISPCH	2850 420750	345	101000
	04/15/21 646-5141, sewer plant alarm	40.53		SEWER	5310 430600	345	101000
	04/15/21 646-5185, town hall alarm	40.53		TWNHAL	1000 411250	345	101000
	04/15/21 646-7311, social services	22.05		SOCSRV	1000 450135	345	101000
	04/15/21 646-7481, povah elevator	58.16		POVAH	1000 411255	345	101000
	04/15/21 646-7511, town hall fax	40.53		TWNHAL	1000 411250	345	101000
	04/15/21 646-7609, public works	35.20		PUBSVC	1000 430200	345	101000
	04/15/21 646-7650, police station fax	40.53		DISPCH	2850 420750	345	101000
	04/15/21 646-7715, povah center	24.86		POVAH	1000 411255	345	101000
	04/15/21 646-7795, town hall	253.31		TWNHAL	1000 411250	345	101000
	04/15/21 646-7845, court clerk	169.13*		COURT	1000 410360	345	101000
	04/15/21 646-9017, library	43.86*		LIBRAR	2220 460100	345	101000
	04/15/21 646-9027, sewer plant alarm	40.53		SEWER	5310 430600	345	101000
	04/15/21 ethernet, library	300.00*		LIBRAR	2220 460100	345	101000
	04/15/21 ethernet, povah center	187.26		POVAH	1000 411255	345	101000
	04/15/21 ethernet, police station	350.00		POLICE	1000 411258	345	101000
	04/15/21 ethernet, town hall	272.00		TWNHAL	1000 411250	345	101000
	04/15/21 602-4909, town hall judge	15.35*		COURT	1000 410360	345	101000
	04/15/21 602-4894 Town hall Court Clerk	1.10*		COURT	1000 410360	345	101000
	04/15/21 602-4897 town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21 602-4898 town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21 602-4900 town hall	5.25		TWNHAL	1000 411250	345	101000
	04/15/21 602-4901 town hall	5.25		TWNHAL	1000 411250	345	101000

04/16/21
17:15:28

TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 4/21

Page: 5 of 6
Report ID: AP100

* ... Over spent expenditure

Claim	Check	Invoice #/Inv Date/Description	Vendor #/Name/ Line \$	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
	04/15/21	602-4902	town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21	602-4903	town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21	602-4904	town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21	602-4905	town hall	1.10		TWNHAL	1000 411250	345	101000
	04/15/21	602-4906	Library Main desk	1.10*		LIBRY	2220 460100	345	101000
	04/15/21	602-4907	Library Director	1.10*		LIBRY	2220 460100	345	101000
	04/15/21	602-4908	Povah Ctr	11.10		POVAH	1000 411255	345	101000
	04/15/21	602-4949	Town Hall	11.10		TWNHAL	1000 411250	345	101000
	04/15/21	6024044	Soc Ser Pantry	10.00		SOCSER	1000 450135	345	101000
47923		999999	MICHAEL GADDIS	3,500.00					
	04/16/21	Exonerated Bond - DLGaddis		3,500.00		COURT	7469 212401		101000
47924		3169	Anderson Zurmuehlen & Co., P.C.	1,250.00					
	04/16/21	Final Pay for 6/30/20 contract		1,250.00		AUDIT	1000 410530	353	101000
47925		3261	Targhee Services	357.45					
	04/01/21	work on 2014 Interceptor		357.45		ROAD	1000 430200	361	101000
		# of Claims	38	Total:	230,982.11				
		Total Electronic Claims		4,470.62	Total Non-Electronic Claims		226511.49		

Fund/Account	Amount
1000 General Fund	
101000 CASH	\$77,988.50
2220 Library	
101000 CASH	\$3,148.28
2850 911 Emergency	
101000 CASH	\$766.06
4000 Capital Projects/Equipment	
101000 CASH	\$2,115.00
5210 Water Operating Fund	
101000 CASH	\$5,698.21
5310 Sewer Operating Fund	
101000 CASH	\$2,454.11
5320 Sewer Replacement Depreciation Fund	
101000 CASH	\$1,332.19
101001 Cash of Line of Credit - MVB	\$132,140.50
7010 Social Services/Help Fund	
101000 CASH	\$1,839.26
7469 City Court - Judge Gibson	
101000 CASH	\$3,500.00
Total:	\$230,982.11

WEST YELLOWSTONE TOWN COUNCIL
Town Council Meeting & Work Session
April 6, 2021

COUNCIL MEMBERS PRESENT: Jerry Johnson, Brad Schmier, Travis Watt, Brian Benike, and Jeff Mathews

OTHERS PRESENT: Finance Director Lanie Gospodarek, Fire Chief Shane Grube

The meeting is called to order by Mayor Jerry Johnson 6:00 PM in the Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.

Portions of the meeting are being recorded. Due to the worldwide pandemic caused by COVID-19, the meeting is being broadcast over the internet using a program called Zoom.

The Treasurer's Report with corresponding banking transactions is on file at the Town Offices for public review during regular business hours.

WORK SESSION

Mayor Johnson calls the meeting to order. The first item on the agenda is the FY 2020 Audit Conference with Brea Bauer of Anderson Zurmuehlen & Co., P.C. Brea Bauer is present at the meeting virtually. Bauer starts out by thanking Finance Director Lanie Gospodarek for her efforts and that of the staff to conduct the audit this year. She explains that due to the pandemic, the audit was conducted entirely by Zoom, which meant Lanie had to field a lot of extra questions. She says the audit went smoothly this year and they finished two months earlier than they have in the past. She reports that they encountered no significant difficulties or disagreements conducting the audit and complied with all state regulations. She says that they did have some repeat findings that they believe the Town should address including a policy to change passwords on devices regularly, a whistleblower policy, and requiring conflict of interest forms. Bauer also directs the Council to the Annual Financial Report, a lengthy department prepared by to report and outline the auditing procedures. Repeat findings that were detailed in the report include implementing internal controls to ensure the financial statements are complete and accurately reported. AZ recommends management implement a process as part of the year-end closing procedures to ensure accounts are completely recorded. They also noted a repeat finding that employees were allowed to accrue more vacation time than is allowed by the Town's policies and Montana Code Annotated. The recommendation is to ensure management directs staff to deduct vacation time as appropriate. The Council briefly discusses efforts they should make to ensure these policies are put into place in the next fiscal year.

The Council reviews the position profile for the Town Manager job announcement. John Hodgson of Prothman joins the meeting to discuss the details of the position profile. The group discusses minor changes to the profile. Hodgson indicates they will make the changes and get the position posted tomorrow. Applications will be accepted through May 9, 2021.

Public Comment Period

David Magistrelli of Habitat for Humanity addresses the Council. He says that HRDC has approached Habitat about purchasing the property on Washburn Circle. HRDC owns the property and the property has already been subdivided into multiple parcels for the purpose of building a tri-plex. Magistrelli requests that he and Mayor Johnson set a date to discuss the purchase. He also mentions that there have been discussions about reserving one of the units for a town employee and the other units for other civic organizations.

Council Comments

Mayor Johnson introduces Jon Simms, the new Public Services Superintendent. He also introduces Todd Richardson and his wife, Pauline, the new Chief of Police. He also asks everyone to keep Sue Knapp in their thoughts as her husband passed away approximately a week ago.

ACTION TAKEN

- 1) Motion carried to approve the claims, which total \$217,957.04. (Schmier, Watt)
- 2) Motion carried to approve the new business license application for Kenny Jones Photo, LLC to operate photo tours in Yellowstone National Park. (Watt, Mathews)
- 3) Motion carried to approve the new business license application for Firehole BBQ Express made by Julie Shults to operate a to-go restaurant at 138 Firehole Avenue. (Watt, Benike) Schmier abstains.
- 4) Motion carried to approve the request to waive the resort tax bond for Firehole BBQ Express made by Julie Shults. (Watt, Benike)
- 5) Motion carried to approve the Consent Agenda, which includes the minutes of the March 15, 2021 Town Council Work Session with Montana Department of Aeronautics, March 16, 2021 Town Council Meeting, March 24, 2021 Town Council Work Session, and April 1, 2021 Town Council Work Session. (Watt, Mathews)
- 6) Motion carried to approve Resolution No. 751, a resolution clarifying and updating the structure and responsibilities of the Health Care Services Advisory Board. (Schmier, Watt)
- 7) Motion carried to appoint Greg Forsythe, Robin Eyman and Shane Grube-Hebgen Basin Fire District Chief to the Health Care Services Advisory Board for terms of four years. (Schmier, Mathews)
- 8) Motion carried to approve the position profile as modified for the Town Manager position. (Watt, Mathews)
- 9) Motion carried to approve the Application to Maintain and Encroachment made by Westmart Building Center for the flower greenhouse to encroach 15' onto town property for a period of 90 days. (Watt, Benike)
- 10) Motion carried to appoint Brian Benike to the Parks & Recreation Advisory Board, concurrent with his term on the Town Council. (Johnson, Watt)
- 11) Motion carried to approve the location of the 911 Radio Tower as presented, between the existing Town Hall and current Yellowstone Community Foundation Building on Yellowstone Avenue. (Watt, Mathews)

DISCUSSION

- 1) Watt reports that he had inquired about the purchase order to Dunne Communications to purchase new laptops and mounts for the police department. Mathews points out that the fuel expense for one of the graders was coded to the police department and that needs to be corrected.
- 6) Council Member Schmier thanks Trish Barnes for her time and service on the Health Care Services Advisory Board.
- 7) Grube reports that for the first time since September 2020, they have no active cases of Covid-19 in West Yellowstone. They have fully vaccinated over 600 people and the vaccine is open to anyone over the age of 18 that would like to be vaccinated. He says they are specifically focusing on people that live or work in the community.

- 8) The Council discusses the position profile for the Town Manager position, they visited earlier in the meeting with John Hodgson of Prothman. They recommended making some minor changes and posting the position as modified tomorrow.
- 11) Fire Chief Shane Grube reports that he met with two representatives from Gallatin County 911 yesterday to discuss the placement of the new radio tower. He says they discussed adjusting the location of the tower so it sits between the existing sewer lines or possibly replacing a portion of the clay pipe.
- A) **Town Manager & Staff Reports:** Mayor Johnson reports that they have been very busy the last couple of weeks. They have been working on correspondence between the attorneys and representatives of Moonrise. They are seeking input from the State Historic Preservation Office regarding the location of the new casting pond and the Rails to Trails project. He says that they need to address the agreement with the Yellowstone Historic Center for operating on the Town's public property. He also mentions a couple projects that are under review and they have recently hired Cade Mordaunt and Lance Steele in the Public Services Department. Garret Ostler comments that he is on the Board for the YHC and that they just need to work with SHPO to ensure the projects work together.

CORRESPONDENCE

Mayor Johnson refers to a letter he received advising that vendors are not allowed to use the sidewalks. Mathews mentions the staff report from Jon Brown and specifically cleaning the sewer lines. Johnson says that Dave Noel, in conjunction with Town Attorney Jane Mersen, are working on the will-serve letter for Montana Aeronautics to serve the airport.

The meeting is adjourned. (8:15 PM)

Mayor

ATTEST:

Town Clerk

Finance Department Report

April 3– April 15, 2021

- Attended Department meeting on 4/7/21
- Attended Executive Committee meeting for MMIA
- Worked with webpage host on updates of website to address storage issues.
- Did a short orientation with new dept. heads on the budget document.
- Consulted auditors about AAA grant match for secure food storage area at the Povah
- Attended WWTP meeting on 4/8/21.
- Worked with Rob Cromwell on DEQ grant/loan funding for DEQ application.
- Reviewed/coded legal bills.
- Reached out to LGSB regarding Management Responses to the audit.
- Reviewed RMCD AAA agreement with the Seniors with J. Johnson. Called Heather to ask for extension for the work. WF answer from builder/Sr. Center.
- Reviewed PD payroll info with Liz Roos
- Executed adjusting entries proposed by auditors.
- Reviewed 4.9.21 payroll.
- Attended MLCT/LGS Town Hall Meeting on 4/9/2021
- Started cyber security insurance application update.
- Reviewed Cash Report and Budget Queries for budget amendment requirements
- Covered BARSAA funds available with Supt. Simms
- Worked on RFP for Auditing services
- Attended Dept. Meeting on 4/14/21
- Reached out to Lisa Ledoux of NRMEDD re: EDA grant for WWTP
- No WWTP weekly meeting on April 15, 2021. Next one will be on April 22, 2021
- Preparing budget amendment resolution & hearing notice
- Met with Dave Noel & Kevin on Frontier Trail, UPDH project, WWTP funding
- Spoke with Candi Povah Davis re: Sr. Center Donation for food
- Provided budget docs to department heads

West Yellowstone Police Department: April 14, 2021

This past week has been exciting and busy. From receiving the COVID Johnson & Johnson inoculation and being ill for a few days, to reviewing all policies and procedures, evaluating all equipment, and interviewing each employee one on one. With some minor adjustments, I believe the department is poised and ready to spring forward into the busy part of this year.

First, as mentioned earlier, I have been meeting with each employee one on one which has been informative and productive as expected. I hope to see a gradual shift in morale as I begin implementing systems in place to help us do just that. We have a great team of hard-working people with a love for serving this community.

Second, while evaluating our policies and procedures, I encountered a significant issue in the approach of handling our evidence and our evidence room. If we continue this course, it will eventually put this Town and the police department in a negative light with the community, the courts, and all law enforcement agencies when our cases get dismissed from tainted evidence.

Through changes in written policy and the structure of the evidence room, this problem is being easily corrected. Bids for a chain link wall with a door have been scheduled and the policy manual has been updated to reflect the new changes in policy. Hopefully, we can take care of this within the next few weeks.

Third, we have documented aged out equipment. Police Executive Research Forum (PERF) provides national best practice standards. These standards recommend duty weapons be rotated out every five years. Our rifles and shotguns are over twenty years old. There have been several advancements in the technology since these weapons were issued out for use. This technology will significantly reduce the liability on the Town in the event of an officer involved shooting. I have been evaluating the budget to recognize some unused money to help fill the gap for this equipment in this budget year. Applying this remedy as soon as possible will provide needed protection for the Town and our officers.

Fourth, reviewing the calls over the last week, I see we have handled our average number of calls for this time of the season. Eleven 911 calls of varying nature and an assault call with an arrest. The individual bonded out. He has a significant mental health issues and has an arrest file over one inch thick. He stated that he really wants to live here, so we will most likely see him in the future. No one was injured and no property damaged.

I have included a copy of our calls over the past week for your viewing. This being my first general rundown of the week, please let me know if you would like more or less information. Please let me know what type of information you are seeking, and anything else I can do to keep you informed as to what is going on in this beautiful town.

Best

Chief Richardson

Quick Search Results

Date Range: 4/7/2021 - 4/14/2021

Page 1

Call Number	Case No	Date	Call Type	Street	How Reported
21001069		04/14/2021 21:43:05	ILLEGAL CAMPING	30 YELLOWSTONE	RADIO
21001068		04/14/2021 20:33:55	INFORMATION ONLY	SOUTH END ELECTRIC NEAR SNOWMOBILE ACCESS TRAIL	RADIO
21001067		04/14/2021 18:48:17	TRAFFIC STOP	500 BLOCK OF US HIGHWAY 20	RADIO
21001066		04/14/2021 17:17:09	PARKING	IRIS AND YELLOWSTONE	RADIO
21001065		04/14/2021 17:12:17	PARKING	IRIS AND YELLOWSTONE	RADIO
21001064		04/14/2021 15:11:07	CRIMINAL HISTORY	124 YELLOWSTONE AVE	IN PERSON
21001063		04/14/2021 14:03:00	ABANDONED/JUNK VEHICLES	RED ROCK ROAD/ HWY 20	911
21001062		04/14/2021 11:32:31	CIVIL	239 FIREHOLE AVE	PHONE
21001061		04/14/2021 10:55:16	CIVIL	523 B PARKWAY	PHONE
21001060		04/14/2021 00:26:24	PARKING	30 YELLOWSTONE AVE	RADIO
21001059		04/13/2021 21:44:46	AGENCY ASSIST	US HIGHWAY 20 WEST BOUND MM 6	911
21001058		04/13/2021 18:59:19	FINGERPRINTS	124 YELLOWSTONE AVE	IN PERSON
21001057	210062	04/13/2021 14:59:29	HIT AND RUN	209 GRIZZLY AVE	IN PERSON
21001056		04/13/2021 14:34:40	CITIZEN ASSISTANCE	530 HIGHWAY AVE	PHONE
21001055		04/13/2021 11:02:15	OUT WITH A VEHICLE	HWY 191 MM 15	RADIO
21001054		04/13/2021 10:53:20	TRAFFIC HAZARD	HWY 87 6 MILE UP TO THE BORDER	PHONE
21001053		04/13/2021 10:10:13	FINGERPRINTS	124 YELLOWSTONE AVE	IN PERSON
21001052		04/12/2021 21:42:22	CRASH	191 MM 5.5	911
21001051	210061	04/12/2021 21:34:44	THREATS	139 N CANYON ST	911
21001050		04/12/2021 16:20:42	SUSPICIOUS CIRCUMSTANCES	DUNRAVEN AND GIBBON	PHONE
21001049		04/12/2021 13:38:37	ABANDONED/JUNK VEHICLES	600 BLOCK OF PKWY B	RADIO
21001048		04/12/2021 12:25:49	LOST ARTICLE	WEST YELLOWSTONE AREA	IN PERSON
21001047		04/12/2021 10:46:02	CIVIL	500 BLOCK FIREHOLE	PHONE
21001046		04/12/2021 03:51:24	OUT WITH INDIVIDUAL(S)	PKWY A AND CANYON ST	RADIO
21001045	210060	04/11/2021 22:35:57	PFMA	618 FIREHOLE AVE	PHONE
21001044		04/11/2021 21:34:54	AMBULANCE REQUEST	629 YELLOWSTONE	911
21001043		04/11/2021 21:23:30	911 HANGUP	201 N CANYON STREET	911
21001042		04/11/2021 20:18:34	INFORMATION ONLY	US HIGHWAY 191	PHONE

Quick Search Results

Date Range: 4/7/2021 - 4/14/2021

Page 2

Call Number	Case No	Date	Call Type	Street	How Reported
21001041		04/11/2021 18:20:27	TRAFFIC STOP	US HIGHWAY 20 AND HAYDEN	RADIO
21001040		04/11/2021 16:36:51	TRAFFIC STOP	600 BLOCK OF US HIGHWAY 20	RADIO
21001039		04/11/2021 14:50:06	SEARCH AND RESCUE	RENDEZVOUS SKI TRAIL +44.648405 -111.125636	911
21001038		04/11/2021 08:40:41	MEDICAL WALK UP	10 S FAITHFUL ST	911
21001037		04/10/2021 23:37:57	NOISE NUISANCE	321 GIBBON AVE	PHONE
21001036		04/10/2021 21:30:17	TRAFFIC STOP	600 BLOCK HIGHWAY AVE	OFFICER OBSERVATION
21001035		04/10/2021 19:29:10	TRAFFIC STOP	20 / GEY	RADIO
21001034		04/10/2021 17:04:46	TRAFFIC STOP	HIGHWAY 20 / IRIST ST	RADIO
21001033		04/10/2021 14:20:13	TRAFFIC COMPLAINT	250 S CANYON ST	PHONE
21001032		04/10/2021 12:46:59	PARKING	UNIT BLOCK PARKWAY A	PHONE
21001031		04/10/2021 09:24:04	COURT ORDERED CONDITION	124 YELLOWSTONE AVE	IN PERSON
21001030		04/10/2021 08:17:23	TRAFFIC STOP	UNIT BLK CANYON ST	RADIO
21001029		04/09/2021 21:48:53	PARKING	335 HIGHWAY AVE	RADIO
21001028		04/09/2021 18:42:09	TRAFFIC COMPLAINT	HIGHWAY 20 MM-4	PHONE
21001027		04/09/2021 18:37:48	VALIDATIONS	124 YELLOWSTONE AVE	BY MAIL
21001026		04/09/2021 17:47:08	INFORMATION ONLY	GCSO	PHONE
21001025		04/09/2021 16:55:59	TRAFFIC STOP	N HIGHWAY 20 / IRIS ST	RADIO
21001024		04/09/2021 16:02:03	TRAFFIC STOP	RAINBOW POINT MM-4	RADIO
21001023		04/09/2021 10:14:23	FINGERPRINTS	124 YELLOWSTONE AVE	IN PERSON
21001022		04/09/2021 09:56:33	SLIDE OFF	HIGHWAY 191 MM-16	911
21001021		04/09/2021 04:11:07	MEDICAL WALK UP	10 FAITHFUL	PHONE
21001020		04/08/2021 23:01:38	WRECKER REQUEST		911
21001019		04/08/2021 19:11:29	TRAFFIC STOP	HIGHWAY 20	RADIO
21001018		04/08/2021 14:31:25	STRUCTURE FIRE	HIGHWAY 287 / HOLIDAY RV	911
21001017		04/08/2021 14:14:57	TRAFFIC STOP	HIGHWAY 20 / IRIS ST	RADIO
21001016		04/08/2021 12:59:22	ABANDONED/JUNK VEHICLES	251 S ELECTRIC ST	PHONE
21001015	210059	04/08/2021 11:07:21	PROPERTY DAMAGE	620 GIBBON AVE	911
21001014		04/08/2021 10:10:10	FIRE ALARM	138 FIREHOLE AVE	PHONE

Quick Search Results

Date Range: 4/7/2021 - 4/14/2021

Call Number	Case No Date	Call Type	Street	How Reported
21001013	04/08/2021 09:38:07	VEHICLE INSPECTIONS	305 N CANYON ST	PHONE
21001012	04/08/2021 05:02:24	BUSINESS ALARM	216 GRIZZLY AVE	PHONE
21001011	04/08/2021 01:46:22	SUSPICIOUS CIRCUMSTANCES	638 MADISON AVE	RADIO
21001010	04/08/2021 01:31:16	TRAFFIC STOP	600 BLOCK US HIGHWAY 20	RADIO
21001009	04/07/2021 23:38:28	ILLEGAL CAMPING	PIONEER PARK	RADIO
21001008	04/07/2021 18:24:39	TRAFFIC COMPLAINT	CANYON AND FIREHOLE	911
21001007	04/07/2021 16:36:29	CRIMINAL HISTORY	124 YELLOWSTONE AVE	IN PERSON
21001006	04/07/2021 13:59:15	FINGERPRINTS	124 YELLOWSTONE AVE	IN PERSON
21001005	04/07/2021 11:42:36	GARBAGE/TRASH	14355 HEBGEN LAKE RD	IN PERSON
21001004	04/07/2021 00:50:04	TRAFFIC STOP	ELECTRIC AND PKWY D	OFFICER OBSERVATION

Public Services Dept. Monthly Report: March- April 14, 2021

Work performed

Snow removal and cleanup. Equipment maintenance/scheduled PM services. Trash Route and litter collection, place refuse/ recycling receptacles at intersections throughout business district. Haul cardboard and recycling from town stations to Two Seasons recycling facility. Replace street signs and posts. Respond to flagpole lowering/ raising notifications. Begin running city street sweeper. Perform various locates as they come in and respond to water service shutoffs. Raise CB grate in front of the Elkhorn Inn on Gibbons Ave. Evaluate grading in alleyways, locate valve boxes and SAS manhole castings and mark accordingly. Open up cemetery road with payload, service roads to water supply wells, Whiskey Springs. Pickup road mix material from Tri-State excavating for filling in potholes throughout alleyways. Asphalt patch work. Install shelving and adjust door closers at Town Hall. Help Social Services Dept. with offloading food deliveries. Cleanup town vandalism. Resolve plumbing issues in restrooms at city parks, clinic, and Povah Center, investigate leak in basement at Povah Center. Order new HVAC limit switch and thermostat for Povah Center, change all furnace filters in basement.

Administrative

Attend bi-weekly town council meeting, rec & parks commission meeting. On-boarding orientation, review city policies, procedures, and safety protocols. Familiarize myself w/ town budget and organizational structure. FT and seasonal staffing plan for springtime. Discuss history of operations and management practices for Fir Ridge cemetery w/ Ken Davis. Meet with various town contacts, vendors, new water/ wastewater consultant Jon Brown to review integrity of current collection system. Review proposed 2023 WW treatment facility with Dave Noel. Coordinate with ESRI to have account credentials and permissions transferred/ reassigned for GIS database support.

From: [Jon Brown](#)
To: [Elizabeth Roos](#); [Jon Simms](#)
Subject: Bi-Weekly Report
Date: Thursday, April 15, 2021 9:17:57 PM
Attachments: [WW pic.docx](#)

04/05: Started working on getting bids for cleaning lift stations.
Scenicity out of Billings, MT bid is \$4760.00 both lift stations
Edstrom Construction bid is \$2940.00 to clean both lift stations and 800 feet of pipe.
I sent these bids to Greg and Jon Simms for review.

04/07: Arrived in late afternoon and inspected lift stations, water wells, flow meter building, lagoons and blower building. I found in the small blower building that blower #3 was starting to leave brass filings underneath the blower. I notified Greg of this issue.

04/08: I attended Zoom meeting with Forsgren Engineering. We discussed washdown water for W3 water again, we reviewed 4 building design layouts for the sludge pump and polymer system in the building. We decided on design #2. I commented it would be extremely important to have a hot water wash on the polymer system. Also the Pin Valley sludge pumps and piping need the capability of being flushed out.

04/09: I arrived for an introduction meeting with Jon Simms at 1:30pm. After meeting I did water and wastewater rounds. I found that blower #3 had more filing and making more noise.

04/10: I arrived in the morning to do water and wastewater rounds. At the Madison station I adjusted the packing on the small Cornell wastewater pump due to excessive leaking. I washed and cleaned the pump assembly.
I arrived at the small blower building and found #3 blower was not working properly. There were burnt belts due to blower failure. I turned the blower off, locked and tagged it out. I proceeded to remove #3 blower.

On #2 blower I finished the assembly by putting on belts, pulleys, oiled and services so it was in working condition. I installed #2 blower in place and have placed back in operation.

On #1 blower I tightened and adjusted belts and services the blower.

I found another blower outside but it has been sitting in the weather without being protected. #3 blower and the blower outside need to be sent out to be rebuilt. (I have attached pictures of the filings and blower removal).

I removed the broken hour meter out of #1 electrical MCC panel. I am finding a new replacement.

04/11: I arrived and made rounds for water and wastewater.

04/14: I went to Forsgren and worked with Rob to collect some of the mapping information Forsgren has in order to find water and sewer lines. I am working on obtaining bids for cleaning and camering A & B lines to the Iris street lift station.
I arrived in the late afternoon and made water and wastewater round. I also checked the blowers to make sure they were running properly.

The 04/15 Zoom meeting with Forsgren was cancelled.

I have been sending information to Elizabeth and Peggy to have new accounts sent up with companies that will be helpful in the future. This also includes IAS Labs for sampling.

I have research prices for a new pH and DO meter. We must take the pH and DO reading within 15 minutes of collecting samples. These can not be sent to a lab and must be done in house. This information is vital for quality control of water and wastewater. This information is also needed for the design of the new wastewater facility and helps with quality control on the water side. I have discussed this with Dave Noel and notified Jon Simms of what purchase was needed. I received a purchase order from Laynie and was given authorization to purchase the meter. AquaPro has the best price for \$375.51 which includes shipping. I have ordered the meter.

If you have any questions, please feel free to contact me.

Thank you and have a great day,
Jon



Filings from #3 blower.



#3 blower before removal



Removal of #3 blower



#3 blower removed.



Extra blower that was sitting outside in weather. Needs to be rebuilt before installation.

RECREATION DEPARTMENT

April 20, 2021

- UNEMPLOYMENT
- RESERVATIONS FOR THE POVAH AND PAVILION
- INTERVIEW SUMMER REC COUNSELORS
- SET UP FOR THE WEST YELLOWSTONE SCHOOL ART CLASS
- HELPED WITH VACCINES
- MEDICAID
- TUTORIAL WITH SPORTSMAN
- TRANSLATING
- HELP WITH VACCINE REGISTRATION
- SENIOR LUNCH

VELY VAZQUEZ

West Yellowstone Social Service Office

Summary – April 1 – 14 2021

-  8 Clients using the Computers
-  3 Clients needing assistance with Unemployment Claims
-  2 Clients needing assistance with Medicaid Applications
-  6 Clients needing help with SNAP -Food Assistant Program
-  3 Food Boxes given to Clients
-  4 Clients needing clothes from Clothing Bank
-  7 Inquiries about Housing in West Yellowstone
-  2 trips to Bozeman to pick up food from Montana Food Bank
-  Delivered 36 Kid Packs to the school
-  2 Voucher for Gasoline to stranded tourist
-  1 Police Assistance call
-  1 Senior Food
-  Diaper Depot
-  Donated Produce/Lettuce/Dressing/Buns to Senior Lunch Program
-  Updating the Job Board with current listings
-  Continuing assisting with Job Interviews for city positions
-  Preparing for Red Cross Babysitting Class – April 21 & 28 at Library
-  Follow up reporting for Dennis & Phyllis Washington Grant
-  Various donations of Food and Household items
-  4 Summer workers – Food Box

Dianna Hansen

Debbi Paisley

P:\West Yellowstone\01-19-0046 West Yellowstone Engineering\300-0007 Casting Pond Design\CAD\Sheets\03\Civil\Casting Pond\300-0007 C-100 SITE PLAN.dwg - 12/14/2020 10:58 AM

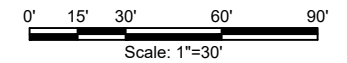


CONSTRUCTION NOTES

- # KEYED NOTES:
- CONTRACTOR TO REMOVE EXISTING CASTING POND, AND BOARD DECKING.
 - CONTRACTOR TO INSTALL CONCRETE DRIVEWAY APPROACH PER MDT STANDARD DRAWING 608-05.
 - CONTRACTOR TO INSTALL 55' x 150' CASTING POND (8250 SQ.FT.) FILLED WITH SAND, 9 INCH WATER DEPTH.
 - CONTRACTOR TO INSTALL 6' WIDE CONCRETE SIDEWALK, PER DETAIL 9/C003
 - LIGHTING ALONG SIDEWALK AND CASTING POND BY OTHERS.
 - 15' OFFSET FROM POND EDGE.
 - 110' OFFSET FROM POND EDGE.
 - 120' OFFSET FROM POND EDGE.
 - CONTRACTOR TO INSTALL SPRINKLER SYSTEM AND SOD AREA, AS GREEN. SPACE FREE OF ABOVE GROUND OBSTRUCTION.
 - PROTECT EXISTING LIGHT AND POWER POLES IN-PLACE.
 - CONTRACTOR TO PLACE PICNIC TABLES LOCATION VARIES.
 - CONTRACTOR TO INSTALL 12'X10' STORAGE SHED.
 - CONTRACTOR TO INSTALL (2) 4 FOOT GATES TO ACCESS STORAGE SHED.
 - CONTRACTOR TO PROTECT EXISTING 6"Ø WATER LINE IN-PLACE.
 - CONTRACTOR TO INSTALL 810 L.F OF FENCING. FENCING TO BE SELECTED BY OWNER



GRAPHIC SCALE



ATTENTION
LINE IS 2 INCHES
AT FULL SIZE
(IF NOT 2" SCALE ACCORDINGLY)

PRELIMINARY

NO.	REVISIONS	BY	DATE

PROJECT NO. 01-19-0046
DRAWN S. JACOBSON
DESIGNED D. NOEL
APPROVED D. NOEL
CHECKED D. NOEL

PRELIMINARY DRAWING NOT FOR CONSTRUCTION

FORSGREN Associates Inc.
350 NORTH 2ND EAST, REXBURG, ID 83440
PH: 208.356.9201 FAX: 208.356.9206
This document or any part thereof in detail or design is the property of Forsgren Associates, Inc. and shall not be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the written authorization of Forsgren Associates, Inc.

CITY OF WEST
YELLOWSTONE

Bob Jacklin Casting Pond
OVER ALL SITE PLAN

SHEET NO:
C100
DATE:
APRIL 2020
PAGE NO:
4 OF 10

Item	Description	Unit	Quantity	Estimated Price
1	Provide all Mobilization, Staging, Bonds, Insurance, Demobilization, Other Incidentals, and Cleanup Necessary to Perform the Work	LS	1	\$ 22,600.00
2	Provide Storm Water and Erosion Control (Self Perform)	LS	1	\$ -
3	Fill in Existing Casting Pond (Self perform)	LS	1	\$ -
4	Excavate and Final Subgrading for Proposed Casting Pond (Self Perform)	CY	625	\$ -
5	Supply Pond Liner (Donated by Casting Group)			\$ -
6	Install Pond Liner	LS	1	\$ 2,000.00
7	Install 3'x3' Concrete Vault	LS	1	\$ 500.00
8	Install 4" Perforated Drainage Pipe	LF	175	\$ 4,000.00
9	Install 4'x4' Concrete Vault	LS	1	\$ 500.00
10	Install 4" Gate Valve	LS	1	\$ 1,000.00
11	Supply and Place Sand to Final Grade in Casting Pond	CY	175	\$ 2,000.00
12A	Install Slab on Grade Concrete Decking (4" with #4 @ 18" O.C.E.W; 6" overhang edge of pond)	SF	3400	\$ 30,000.00
13	Install Concrete Sidewalk (6' wide, 4" no reinforcing)	LF	235	\$ 10,000.00
21	Electrical to algae control, and parimeter loop	LS	1	\$ 6,000.00
22	Install algae control unit (Self Perform)	LS	1	\$ -
23	Supply Algae Control Unit (Self Perform)	LS	1	\$ -
24	Temporary Toilet (UPDL Building)	LS	1	\$ -
25	Install Temporary Fencing (Self Perform)	LS	1	\$ -
Total Base Bid				\$ 78,600.00

Big Sky. Big Land. Big History.
Montana
Historical Society

April 13, 2021

Ms. Kaitlin Johnson
Executive Director
Yellowstone Historic Center
P.O. Box 1299
West Yellowstone, MT 59758

*Historic Preservation
Museum
Outreach & Interpretation
Publications
Research Center*

Ref: Consultation related to the proposed Bob Jacklin Casting Pond

Dear Ms. Johnson,

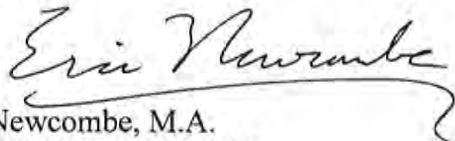
Thank you for consulting with the Montana State Historic Preservation Office (SHPO) regarding the proposed creation of the Bob Jacklin Casting Pond which would be constructed within the boundaries of the Union Pacific Dining Lodge Preservation Easement (Easement). As discussed previously, the boundary of the Easement is delineated in Exhibit A. The Easement and a visual of the boundary described in Exhibit A has been attached to this letter for future consultation purposes.

After a review of your consultation package and of the provided drawings, SHPO agrees that the proposed actions will meet the Secretary of the Interior's *Standards for the Treatment of Historic Properties* and, therefore, will have *no adverse effect* upon the Union Pacific Dining Lodge given the following condition:

- I. Design of the fencing surrounding the casting pond must receive approval from SHPO prior to construction. It is SHPO's current understanding that the fencing will be constructed in the second phase of this project and that design of the fencing is still in flux. Please provide SHPO with drawings and specifications related to the fencing prior to going out to bid for construction.
 - a. SHPO recommends that fencing be as visually unobstructive as possible and that major elements of the fencing reference the Union Pacific Dining Lodge so that it will fit in with the overall historic character of the setting. This could include elements like square rock columns, half-log fence posts or the incorporation of relevant materials or stylistic elements.

Thank you for the complete and thorough nature of your consultation package. Please feel free to contact me if you have any questions or if I can be of any assistance. I can be reached at 406.444.7717 or at eric.newcombe@mt.gov.

Sincerely,



Eric Newcombe, M.A.
Historic Architecture Specialist
State Historic Preservation Office
P.O. Box 201202/1301 E. Lockey Avenue
Helena, MT 59602
(406) 444-7717

RECEIVED
AUG 12 2008

PRESERVATION EASEMENT
For a Save America's Treasures Grant to a Historic Subject Property
The Union Pacific Dining Lodge
West Yellowstone, MT

BY: SHPO

This conservation easement agreement is made the 5th day of August, 2008, between *Town of West Yellowstone*, as GRANTOR of a conservation easement (hereafter referred to as the "Grantor"), and the *State Historic Preservation Office*, as GRANTEE of the conservation easement (hereafter referred to as the "Grantee"). This conservation easement agreement is entered for the purpose of preserving the *Union Pacific Dining Lodge*, a building that is important culturally, historically, and/or architecturally.

1. This agreement creates a conservation easement in real estate legally described in Exhibit A. The Subject Property is the site of the *Union Pacific Dining Lodge*, located at 134 Yellowstone Ave., West Yellowstone, Gallatin County, MT hereafter referred to as the "Subject Property").
2. In consideration of the sum of \$394,443.00 received in grant-in-aid financial assistance from the National Park Service of the United States Department of the Interior, the Grantor hereby grants to the Grantee a conservation easement in the Subject Property for the purpose of assuring preservation of the *Union Pacific Dining Lodge*.
3. This conservation easement is granted as a condition of the eligibility of the Grantor for the financial assistance from the National Park Service of the United States Department of the Interior appropriated from the Historic Preservation Fund for the Save America's Treasures Grant Program.

4. Conditions of easement:

- a. *Duration.* This conservation easement is granted for a period of fifty (50) years commencing on the date when it is filed with the Gallatin County Recorder, in the State of Montana, in the United States of America.
- b. Documentation of condition of the *Union Pacific Dining Lodge* at time of grant of this easement. In order to make more certain the full extent of Grantor's obligations and the restrictions on the Subject Property, and in order to document the nature and condition of the Subject Property, including significant interior elements in spatial context, a list of character-defining materials, features, and spaces is incorporated as Exhibit "B" at the end of this agreement. The Grantor has provided to the Grantee architectural drawings of the Subject Property. To complement Exhibit "B", Grantee and/or the Grantor personnel have compiled a photographic record, including photographer's affidavit, black and white photographs and negatives, or electronic image files saved as high resolution images, photograph logs, and a keyed location map. The Grantor agrees that the nature and condition of the Subject Property on the date of execution of this easement is accurately documented by the architectural drawings and photographic record, which shall be maintained for the life of this easement in the Grantee's conservation easement file for the Subject Property.
- c. Duty to maintain the Subject Property. The Grantor agrees to assume the cost of continued maintenance and repair of the Subject Property so as to preserve the architectural, historical, and/or archeological integrity of the Subject Property and its materials to protect those qualities that made the Subject Property eligible for listing in the National Register of Historic Places (or a Subject Property contributing to the significance of a National Register listed Historic District) throughout the effective date of this Easement.
- d. *Restrictions on activities that would affect historically significant components of the Subject Property.* The Grantor agrees that no demolition, construction, alteration, remodeling, or any other activity shall be undertaken or permitted to be undertaken on the Subject Property which would affect historically significant exterior features or interior spaces identified as significant in Exhibit "B." Exterior construction materials, architectural details, form, fenestration, scale, and mass should not be adversely affected nor the structural soundness or setting altered without prior written permission of the Grantee affirming that such reconstruction, repair, refinishing, rehabilitation, preservation, or restoration will meet The Secretary of the Interior's *Standards for the Treatment of Historic Properties* (hereinafter referred to as the "Standards").

- e. *Restrictions on activities that would affect archeological resources.* The Grantor agrees that no ground disturbing activity shall be undertaken or permitted to be undertaken on the Subject Property which would affect historically significant archeological resources identified in Exhibit "A" without prior written permission of the Grantee affirming that such work will meet The Secretary of the Interior's applicable "*Standards for Archeology and Historic Preservation*".
- f. *Maintenance of recovered materials.* The Grantor agrees to ensure that any data and material recovered will be placed in a repository that will care for the data in the manner prescribed in the applicable *Standards for Archeology and Historic Preservation* or will comply with the requirements of the Native American Graves Protection and Repatriation Act, and with 36 CFR 79 and 43 CFR 10.
- g. *Public access.* The Grantor agrees to provide public access to view the grant-assisted work or features no less than 12 days a year on an equitably spaced basis. The dates and times when the Subject Property will be open to the public must be annually published and provided to the Grantee. At the option of the Grantor, the relevant portions of the Subject Property may also be open at other times in addition to the scheduled 12 days a year. Nothing in this agreement will prohibit a reasonably nondiscriminatory admission fee, comparable to fees charged at similar facilities in the area.
- h. *Right to inspect.* The Grantor agrees that the Grantee, its employees, agents and designees shall have the right to inspect the Subject Property at all reasonable times, with twenty-four hours written notice, in order to ascertain whether the conditions of this conservation easement agreement are being observed. However, in the case of any natural or man-made disaster or imminent endangerment to the Subject Property the easement holder shall be granted access to the Subject Property with no prior notice.
- i. *Anti-discrimination.* The Grantor agrees to comply with Title VI of the Civil Rights Act of 1964 (42 U.S.C. 2000d), the Americans with Disabilities Act (42 U.S.C. 12204), and with Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. 794). These laws prohibit discrimination on the basis of race, religion, national origin, or disability. In implementing public access, reasonable accommodation to qualified disabled persons shall be made in consultation with the Grantee (or State Historic Preservation Office if another organization is holding the easement).
- j. *Easement shall run with the land; conditions on conveyance.* This conservation easement shall run with the land and be binding on the Grantor, its successors, and assigns. The Grantor agrees to insert an appropriate reference to this easement agreement in any deed or other legal instrument by which it divests itself in part or in whole of either the fee simple title or other lesser estate in the Subject Property, the Subject Property, or any part thereof.
- k. *Casualty Damage or Destruction.* In the event that the Subject Property or any part of it shall be damaged or destroyed by fire, flood, windstorm, earth movement, or other casualty, the Grantor shall notify the Grantee in writing within 14 calendar days of the damage or destruction, such notification including what, if any, emergency work has already been completed. No repairs or reconstruction of any type, other than temporary emergency work to prevent further damage to the Subject Property and to protect public safety, shall be undertaken by the Grantor without the Grantee's prior written approval indicating that the proposed work will meet the Standards. The Grantee shall give its written approval, if any, of any proposed work within 60 days of receiving the request from the Grantor. If after reviewing the condition of the Subject Property, the Grantee determines that the features, materials, appearance, workmanship, and environment (or setting) which made the Subject Property eligible for listing in the National Register of Historic Places have been lost or so damaged that its continued National Register listing is in question, the Grantee will notify the Keeper of the National Register in writing of the loss. The Keeper of the National Register will evaluate the findings and notify the Grantee in writing of any decision to remove the Subject Property from the National Register. If the Subject Property is removed, the Grantee will then notify the Grantor that the agreement is null and void. If the damage or destruction that warrants the properties removal from the National Register is deliberately caused by the gross negligence or other actions of the Grantor or successor owner, then the Grantee will initiate requisite legal action to recover, at a minimum, the Federal grant funds applied to the Subject Property which will then be returned to the U.S. Government.

- l. *Enforcement.* The Grantee shall have the right to prevent and correct violations of the terms of this conservation easement. If the Grantee, upon inspection of the Subject Property, finds what appears to be a violation, it may exercise its discretion to seek injunctive relief in a court having jurisdiction. Except when an ongoing or imminent violation will irreversibly diminish or impair the cultural, historical and/or architectural importance of the Subject Property, the Grantee shall give the Grantor written notice of the violation and allow thirty (30) calendar days to correct the violation before taking any formal action, including, but not limited to, legal action. If a court, having jurisdiction, determines that a violation exists or has occurred, the Grantee may seek to obtain an injunction to stop the violation, temporarily or permanently. A court may also issue a mandatory injunction requiring the Grantor to restore the Subject Property to a condition that would be consistent with preservation purposes of the grant from the National Park Service. In any case where a court finds that a violation has occurred, the court may require the Subject Property to reimburse the Grantee and the Montana Attorney General for all the State's expenses incurred in stopping, preventing, and/or correcting the violation, including, but not limited, to reasonable attorney's fees. The failure of the Grantee to discover a violation or to take immediate action to correct a violation shall not bar it from doing so at a later time.

- m. *Effective date; severability.* This conservation easement shall become effective when filed by the Grantor in the Office of the Recorder of Gallatin County, Montana, with a copy of the recorded instrument provided to the Grantee for its conservation easement file. If any part of this conservation easement agreement is held to be illegal by a court, the validity of the remaining parts shall not be affected, and the rights and obligations of the parties shall be construed and enforced as if the conservation agreement does not contain the particular part held to be invalid.

- n. *Amendments.* The parties may by mutual written agreement jointly amend this conservation easement, provided the amendment shall be consistent with preservation purpose of this conservation easement and shall not reduce the regulatory controls listed in the conditions of this conservation easement. Any such amendment shall not be effective unless it is executed in the same manner as this easement, refers expressly to this easement, and is filed with the Gallatin County Recorder.

This instrument reflects the entire agreement of Grantor and Grantee regarding the subject easement. Any prior or simultaneous correspondence, understandings, agreements, and representations are null and void upon execution of this agreement, unless set out in this instrument.

In witness whereof, Grantor and Grantee have set their hands under seal on the days and year set forth below.

GRANTOR: Town of West Yellowstone

By: [Signature] OPERATIONS MANAGER
 Name and Title

STATE OF Montana, Gallatin COUNTY, ss: On this 5 day of August, 2008, before me the undersigned, a Notary Public for said State, personally appeared Jamie Greene, to me personally known, who stated that he is Operations Manager for Town of West Yellowstone, that no seal has been procured by said corporation, and that the foregoing instrument was signed on behalf of said corporation by authority of its Board of Directors, and that as such officer, he acknowledged that he executed the foregoing instrument as his voluntary act and the voluntary act of the corporation.



[Signature]
 NOTARY PUBLIC Elizabeth Roos
 Residing in West Yellowstone
 Aug. 9, 2011, Commission Expires

GRANTEE: MONTANA STATE HISTORIC PRESERVATION OFFICE

By: Mark Baumler
Mark Baumler, Montana SHPO

STATE OF ~~MONTANA~~ LEWIS & CLARK COUNTY, ss: On the 14th day of AUGUST, 2008, before me, a Notary Public for said State, personally appeared **Mark Baumler** who stated that he is the duly appointed and actively serving **Montana State Historic Preservation Officer** and that he executed the foregoing conservation easement agreement as his voluntary act and as the voluntary act of the State ~~Department of Cultural Affairs~~ HISTORIC PRESERVATION OFFICE.

Elizabeth A. Bergstrom
NOTARY PUBLIC

EXHIBIT A TO THE CONSERVATION AGREEMENT

Legal description of the Subject Property Tract in SE4 Sec 34 13S 5E 8.3 AC across from BLK 26 & 27 of
Yellowstone Ave. Geocode 06006234131010000; Film #6 Page 1001

EXHIBIT B TO CONSERVATION EASEMENT AGREEMENT

Union Pacific Dining Lodge, West Yellowstone, Montana

To remain eligible for listing on the National Register of Historic Places, a Subject Property must be able to convey its significance. The following character-defining materials, spaces, and features have been identified as those that help convey the significance of Union Pacific Dining Lodge. Also current photo documentation and the narrative of the National Register nomination must be attached to the baseline documentation.

Significant Character Defining Interior Spaces and Features

Significant, character-defining interior features of the building include the following:

- Extant building plan and function of rooms (no change)
- Fireside room wall floor and ceiling finishes:
 - No work to floor finishes
 - Wall materials removed and replaced in-kind for work of project
 - Ceiling materials removed and replace in-kind for work of project
- Stone fire places and all associated stone finish and details (not a part of the scope of this project)
- Room to room relites (not a part of the scope of this project)
- Exposed log structural systems:
 - Extant logwork required structural upgrade to meet building code conditions (a significant goal of this project)

The Work of this project included, but was not limited to all labor and materials necessary for the following:

- Remove and install a new south entrance log railing to match in-kind to existing.
- Removal and in-kind replacement of deteriorated log roof rafters, brackets, and outriggers.
- Replacement of extant wood shingle roof finish, installation of structural and electrical work, and new roof finish to match in-kind to existing.
- Removal and replacement/reinstallation of interior ½ log wall finishes in conjunction with structural and electrical work.
- Demolition and installation of designated mechanical / electrical closet from space removed from restrooms (non-historic areas and finishes).
- Removal and replacement of extant electrical including non-code compliant panels, conductors, receptacles, and non-historic infra-red heaters including removal of half-log interior finishes to conceal installation of electrical conductors and reinstallation of half-log finishes.
- Restoration of historic log-light fixtures of the Mammoth Room.
- Installation of temporary forced-air heating units to Mammoth Room.

Significant Character Defining Exterior Spaces and Features

Significant, character-defining exterior features of the Union Pacific Dining Lodge (Oregon Shortline Dining Lodge) include the following:

- Railroad tracks right-of-way, concrete platforms, extant historic concrete sidewalks surrounding the building, lawn area and historic plantings. None of these features were affected by the work of this project.
- Additional exterior architectural elements include specific exterior building features and finishes including:
 - stone masonry including columns, wainscot, and chimneys (not a part of the scope of this project)
 - Wood shingle roof finish (replaced in-kind in this project)
 - Half-log wall finishes (not a part of the scope of this project)
 - Windows and doors (not a part of the scope of this project)

EXHIBIT C TO CONSERVATION EASEMENT AGREEMENT

Written Documentation of the Signatories Authority to Sign for and Legally Bind their Organization

Resolution No. 534

**RESOLUTION OF THE Town Council
of the Town of West Yellowstone**

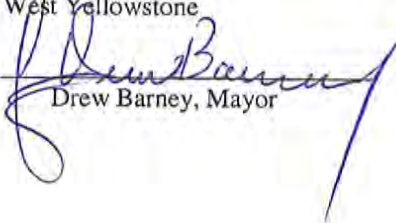
RESOLVED, that Town of West Yellowstone, a Montana non-profit corporation (the "Grantor") shall execute a conservation easement with SHPO, the Montana State Historic Preservation Office (the "Grantee"). This conservation easement will be entered for the purpose of preserving the Union Pacific Dining Lodge, a building that is important culturally, historically, and architecturally.

RESOLVED, that Jamie Greene, Operations Manager of the Town of West Yellowstone is authorized, directed, and empowered to take such action and execute and deliver such document in such form as he or she deems to be in the best interests of the Town of West Yellowstone, including without limitation the execution and delivery of a conservation easement.

I, Drew Barney, Mayor of the Town of West Yellowstone, do hereby certify that the foregoing is a full, true and correct copy of the resolution of the Town Council of said Corporation, duly and regularly passed by the Board of Directors of said Corporation in all respects as required by law, and by the By-Laws of said Corporation, on the 5 day of Aug 2008, at which time a majority of the Board of Directors of said Corporation was present and voted in favor of said resolution.

Date: 08-05-08

By: Town of West Yellowstone

By: 
Drew Barney, Mayor

Choose Parcel Search Criteria:

By Owner
By Geocode

Geocode:
06006234131010000
SEARCH

Choose Owner Name...
TOWN OF WEST YELLOWSTONE

By Assessment
By Certificate of Survey
By Address
By Subdivision

Property Record Card
Tax Year 2020
[Print](#)

Summary

Primary Information

Property Category: RP **Subcategory:** Government Property
Geocode: 06-0062-34-1-31-01-0000 **Assessment Code:** 00RRG44586
Primary Owner: TOWN OF WEST YELLOWSTONE **PropertyAddress:** 220 YELLOWSTONE AVE
 PO BOX 569 WEST YELLOWSTONE, MT 59758
 W YELLOWSTONE, MT 59758-0569 **COS Parcel:**
NOTE: See the Owner tab for all owner information
Certificate of Survey:
Subdivision: WEST YELLOWSTONE ORIGINAL PLAT
Legal Description:
 WEST YELLOWSTONE ORIGINAL PLAT, S34, T13 S, R05 E, ACRES 8.362, ACROSS FR BLK 26 & 27
Last Modified: 10/13/2020 11:31:49 AM

General Property Information

Neighborhood: 206.114.A **Property Type:** EP - Exempt Property
Living Units: 0 **Levy District:** 06-037350-69C 50
Zoning: **Ownership %:** 100
Linked Property: No linked properties exist for this property
Exemptions: No exemptions exist for this property
Condo Ownership:
General: 0 **Limited:** 0

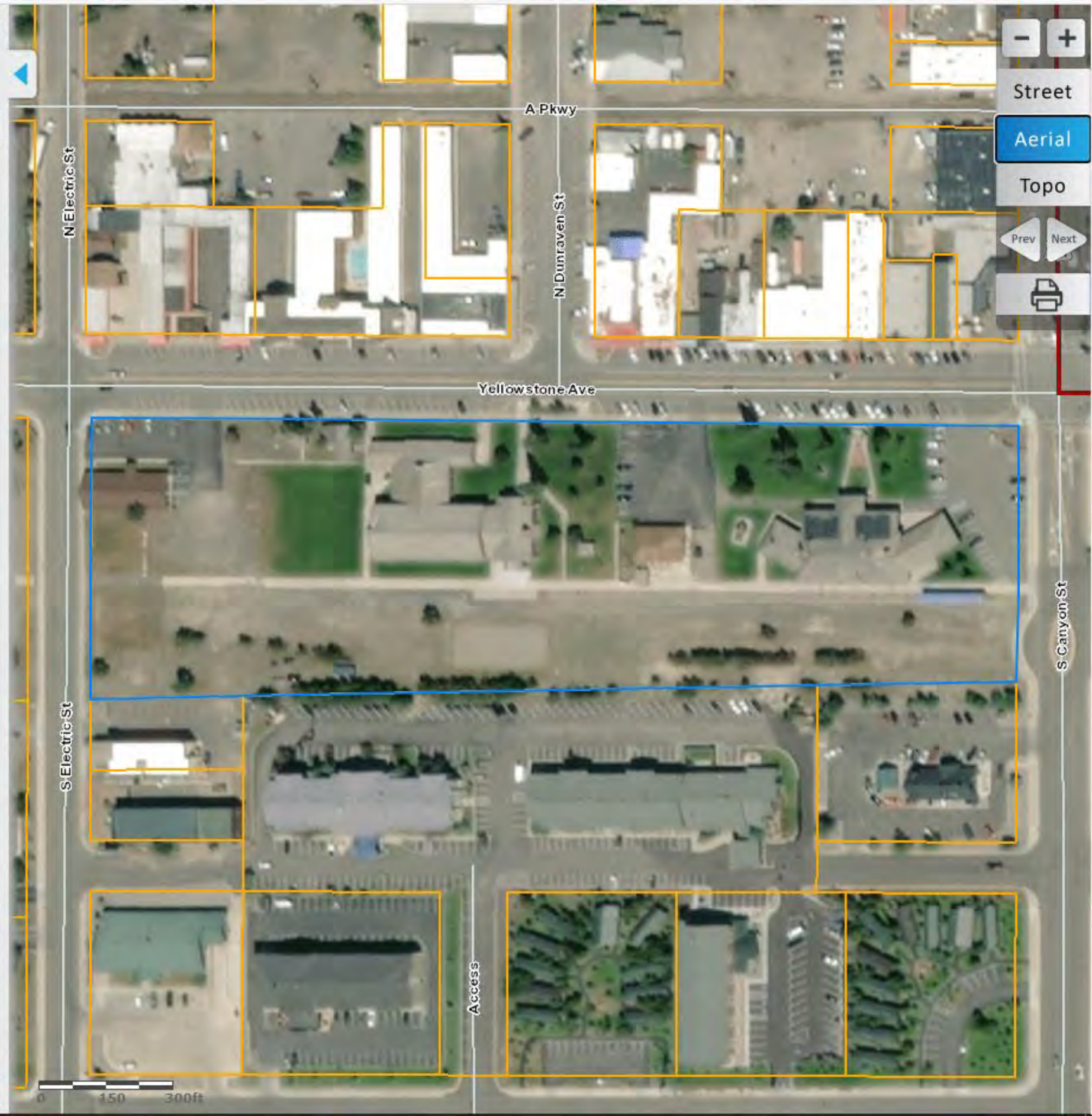
Property Factors

Topography: **Fronting:**
Utilities: **Parking Type:**
Access: **Parking Quantity:**
Location: **Parking Proximity:**

Land Summary

Land Type	Acres	Value
Grazing	0.000	00.00
Fallow	0.000	00.00
Irrigated	0.000	00.00
Continuous Crop	0.000	00.00
Wild Hay	0.000	00.00

Owners
Appraisals
Market Land Info
Dwellings
Other Buildings/Improvements
Commercial
Ag/Forest Land



The of Amazing Adventure



FY21 MARKETING PLAN YTD REPORT & FY22 PREVIEW

Destination Yellowstone

+1 406 646 7701

www.DestinationYellowstone.com

marketing@destinationyellowstone.com

Social Media

[Facebook.com/WestYellowstoneChamber](https://www.facebook.com/WestYellowstoneChamber)

[Twitter.com/WYYellowstoneMT](https://twitter.com/WYYellowstoneMT)

[Instagram/westyellowstonemt](https://www.instagram.com/westyellowstonemt)

WEST YELLOWSTONE • MONTANA



DESTINATION YELLOWSTONE (WEST YELLOWSTONE CVB) LODGING FACILITIES USE TAX COLLECTIONS = MARKETING

Program was established in 1988 through legislature.

Communities must meet requirement of minimum collections to qualify. (Only 18 in the state)

About the Chamber Marketing Committee:

- Funded by Montana Lodging Facilities Use Tax (8%) which requires following all MOTBD rules & regulations
- Create and implement annual marketing plan & budget
- Assess and adjust as needed throughout the year
- President/CEO, Marketing Director, and Marketing Assistant are local residents
- Interacts with other committees, organizations and directly with TBID



Strategic Goals:

- Attract visitors by communicating an image consistent with our long-term vision as a vacation destination and one that places high value on existing assets, amenities, and natural resources of the region.
- Continue to expand our marketing effectiveness by joining our efforts with those of marketing partners. Incorporate the Montana brand pillars and initiatives whenever possible.
- Continue to target our market as accurately as possible to assure funding is used to reach an audience that asks for information, travels to West Yellowstone, and spends significant dollars.

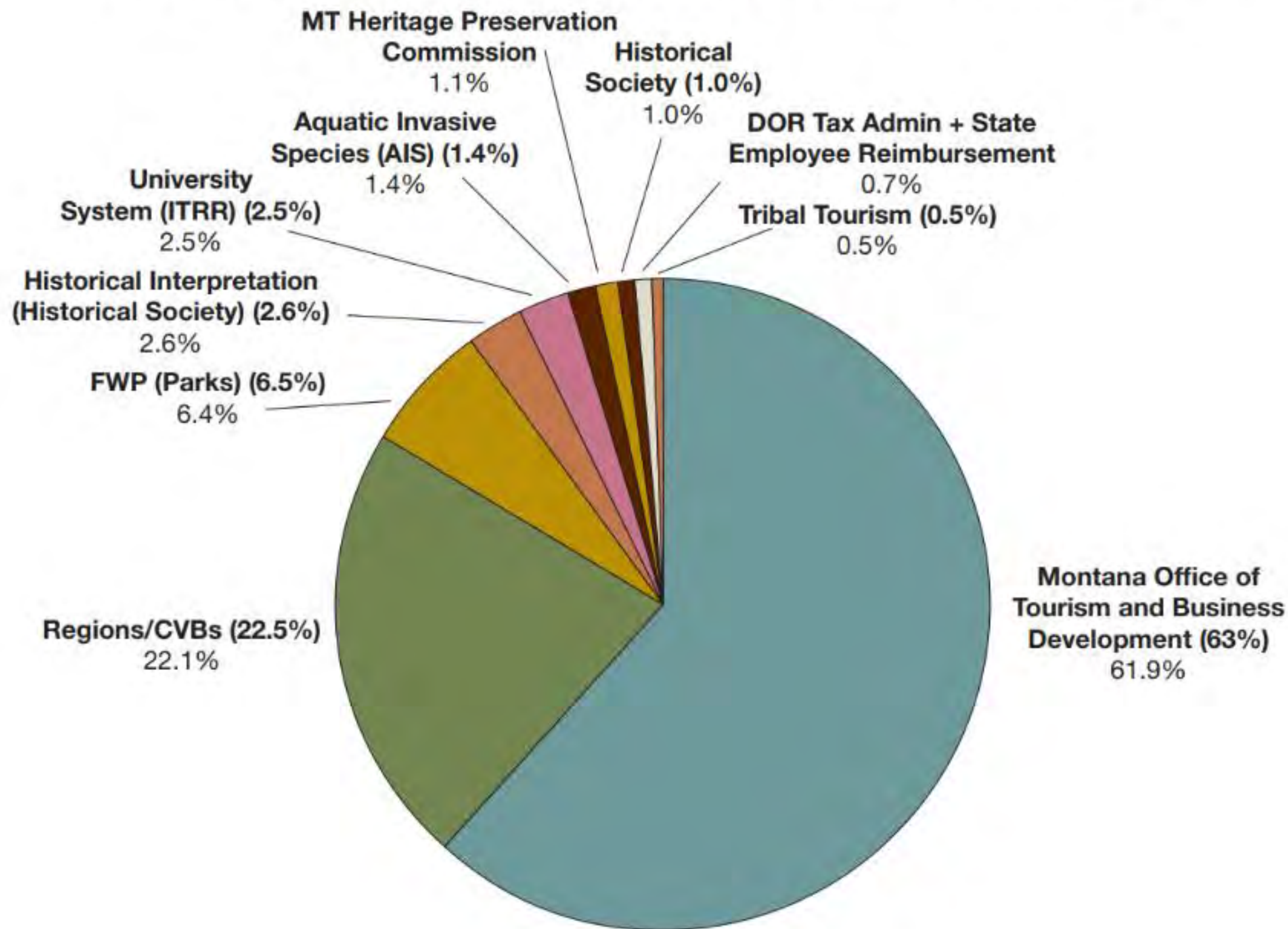




HOW THE LODGING TAX AMOUNT IS DETERMINED

- 8% Collected
- 3% Goes into the General Fund; 1% to Historical Society/Museum

DISTRIBUTION OF 4% LODGING FACILITY USE TAX*



FY20 Total West Yellowstone Lodging Tax
1/01/2019 – 12/31/2019 = **\$2,520,486**

2019 Collections:

1/1 - 3/31 = \$160,705 (+18%)
 4/1 - 6/30 = \$861,173 (+9%)
 7/1 - 9/30 = \$1,420,432 (+0%)
 10/1 - 12/31 = \$172,165 (-12%)

Total: \$2,520,486 (+3%)

**FY20 funds collected (returned to CVB for marketing) = \$291,075.48
11.5%**

Top 5 in collections statewide.



YEAR IN REVIEW - METRICS

General Measurables/Objectives:

- 3% increase in West Yellowstone Resort Tax Collections over the previous fiscal year.
 - **-6.57% At time of report**
- 1% increase Lodging Facilities Use Tax Collections (bed tax).
 - **-28% At time of report**
- 2% increase in airline arrivals to the West Yellowstone Airport.
 - **-67% At time of report**

Website

- 10% increase over the previous fiscal year for online campaign landing page as entry point.
 - **+16% At time of report**
- 5% increase in mobile traffic over the previous fiscal year.
 - **+23% At time of report**

Social Media

- 8% increase in social media followers over the previous fiscal year.
 - **+7% At time of report**
- 12% increase in social engagements over the previous fiscal year.
 - **-39% At time of report**

Email

- Increase email subscribers by 15%.
 - **+16% At time of report**
- Local emails (B2B): Increasing open rates to 35%, CTR to 18%.
 - **27.5% Open Rate, 12% CTR At time of report**
- General/niche emails (B2C): Increasing open rates to 20%, CTR to 7.5%.
 - **17% Open Rate, 6% CTR At time of report**





MONTANA AWARE CAMPAIGN

CARES Funding through MOTBD = \$286,955

MARKETING:

The overall results of the campaign were significant.

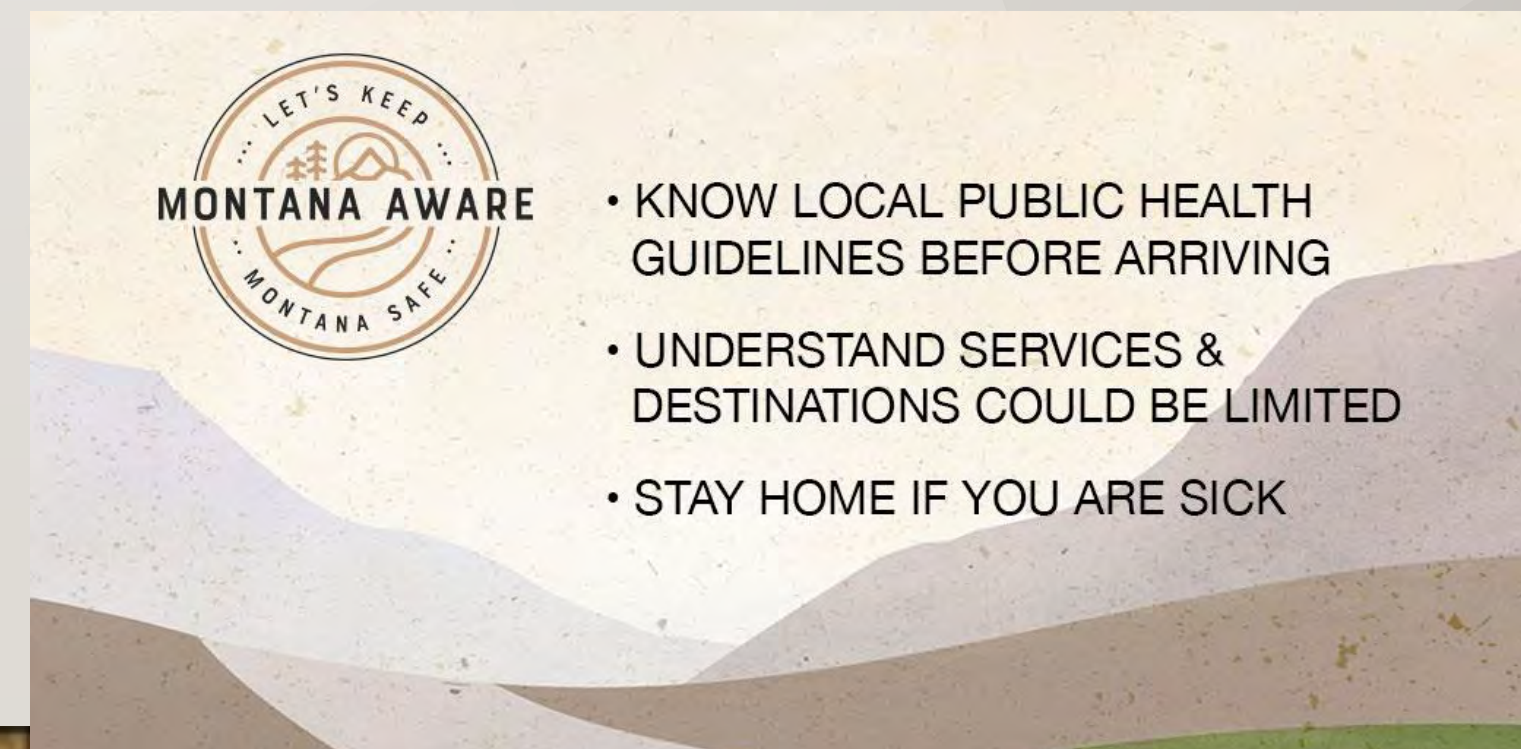
- **Amplified** (native, PPC, social, Youtube, digital display, email): 3,227,605 impressions; 6.57% CTR
 - Emails had up to 17.46% CTR
 - Youtube view thru 45.7% (nearly double industry avg)
- **Matador** (branded native content, social, email): o Native: 1,44,020 impressions; 2.45% CTR; social engagement .48%
 - Email: 123,000 sent; 21.24% open rate; .75% CTR
- **Pandora** (digital banner and audio spots): 1,834,560 impressions; .34% CTR
- **Covid-19 webpage:** since its creation, the landing page has received 62,162 pageviews (#2 behind homepage).

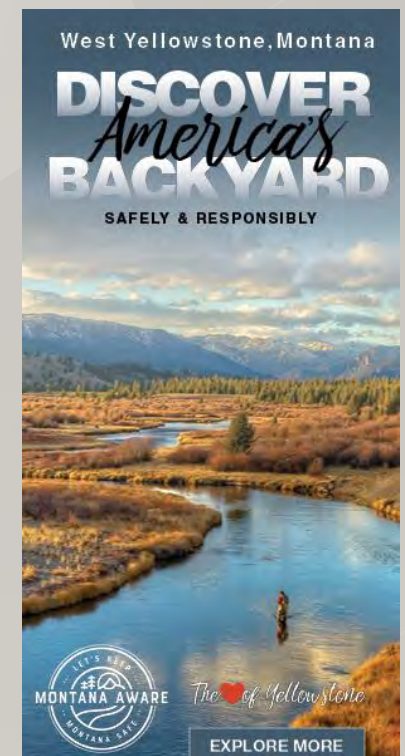
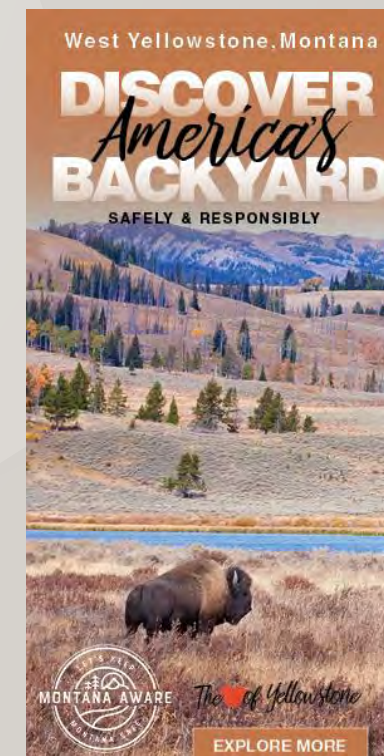
INFORMATION DISTRIBUTION/PROJECTS:

- Over 250 posters and flyers were distributed to local businesses.
- Printed half page flyers to give to all visitors at the Visitor Information Center and inserted 8.5x11 flyers into all of our vacation planners distributed. In total, 13,499 pieces were printed/copied from August 1-Dec. 30, 2020.
- Stickers were also placed on the front cover of all planners and the outside of all boxes shipped.
- A postcard was created with safety messaging in both English and Spanish and direct mailed to all PO Boxes in West Yellowstone. Number mailed: 1,200

GOODS/OFFICE SUPPLIES/STAFFING:

- 10,000 Disposable masks were made available to all local businesses on a first-come basis.
- We placed 6 hand sanitizing stations in high traffic locations including the post office, grocery stores, library and lobby of a dining & shopping area.
- Purchased 40 light pole banners and brackets, wrap 3 electrical boxes at high traffic intersections, and wrap 12 bear resistant trash containers that will be placed in high traffic areas.
- We had two video/photo shoots – one fall, one winter to add safety, outdoor recreation and amenity images and footage to our library.
- Covered partial expenses for annual subscriptions for software
- Purchased new computers and equipment and maintenance
- Covered % of payroll Aug-Dec.
- Offset CVB operating budget by approx. \$50,000 + \$160,000 in advertising





COVID 19 | CORONAVIRUS
PREVENCIÓN 2020/PREVENCIÓN 2020

Wear a mask / Use mascarilla
Social distance yourself / Mantenga su distancia
Wash and sanitize your hands / Lave y desinfecte sus manos
Cover coughs & sneezes / Cubra su boca cuando tosa o estornude

STAY HOME IF YOU ARE SICK
SI ESTÁ ENFERMO QUÉDESE EN CASA

Messaging courtesy of Destination Yellowstone (West Yellowstone Chamber/CVB) & the State of Montana.
Mensaje cortés del Destación Yellowstone (West Yellowstone Cámara de Comercio/CVB) y el Estado de Montana.

WEST YELLOWSTONE RECOVERY CAMPAIGN - MAP

Starting budget \$30k from MAP

Placements:

- **Amplified Digital/Lee Enterprises – multi-media (\$21,050)**
 - Running June-Sept.
- **Utah Media (\$5,390)**
 - Enewsletters – June, July & August
 - 1 million impressions on SLTrib.com (seen by UT and surrounding states)
 - 500,000 impressions Utah network websites
- **Explore Big Sky (\$1,000)**
 - Top 10 Drive Destinations Pkg
 - Native story, Digital & Social
- **Be Kind Campaign**

Focused on drive markets: MT, ID, UT, NV, AZ, CO, CA, WY, SD

Ran summer and fall creative – extended through June 2021

OPEN
**YOUR WORLD
TO ADVENTURE**

WEST YELLOWSTONE, MONTANA
YEAR-ROUND FUN FOR THE WHOLE FAMILY

EAT. PLAY. STAY.
PLAN YOUR NEXT ADVENTURE AT
DESTINATIONYELLOWSTONE.COM
YELLOWSTONEDESTINATION.COM

The of Yellowstone

SUPPORT
West Yellowstone
Businesses

WEST YELLOWSTONE RECOVERY CAMPAIGN - MAP

Utah Media Final Report Summary

Digital Programmatic:

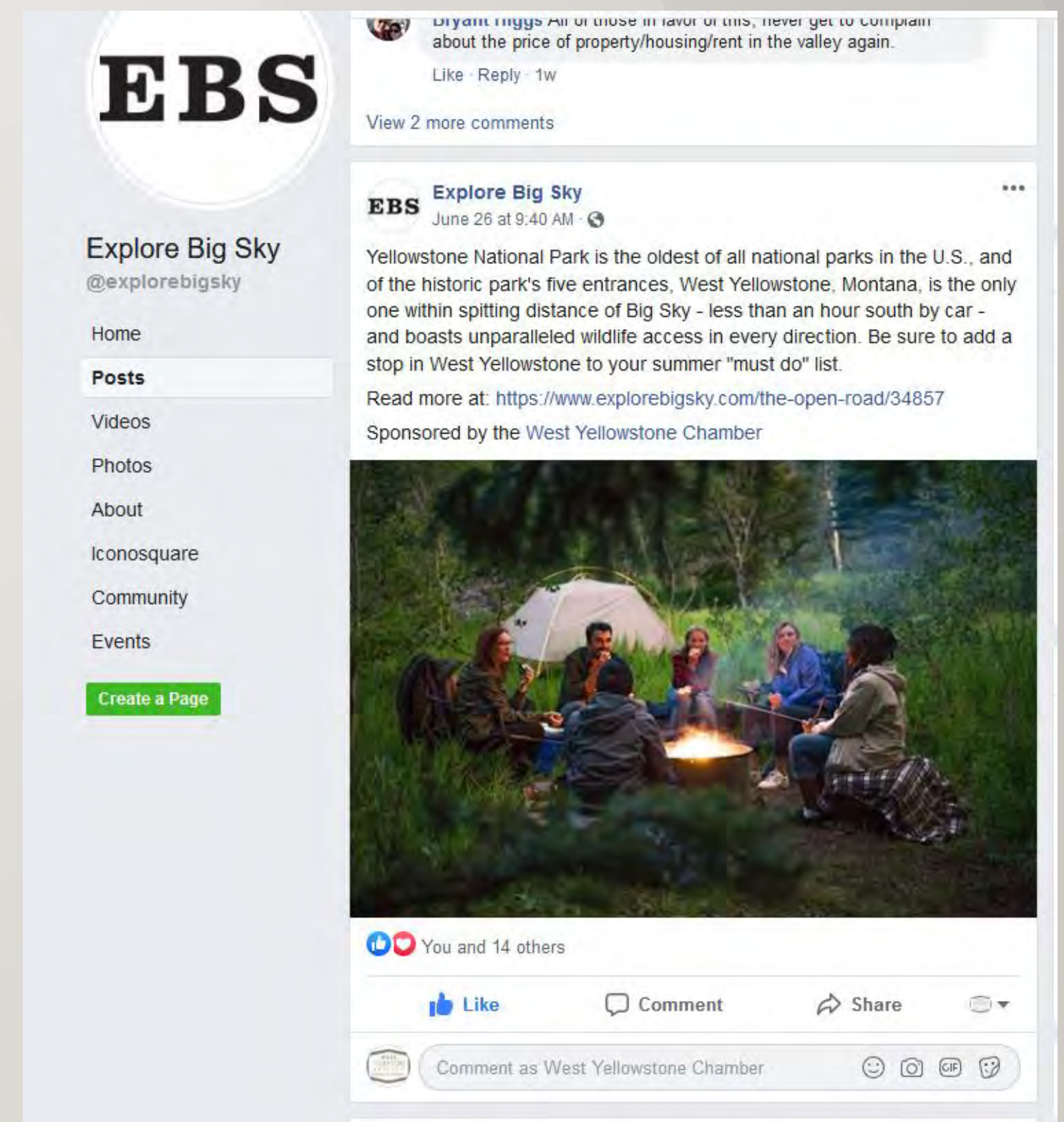
- Network Impressions June: 259,999 (overdelivered), CTR: 0.060%
- SLTrib.com Impressions July: 1,000,062 / CTR: .13%
- Network Impressions August: 259,998 (overdelivered), CTR: 0.058%

Email inclusion:

- June 22-26: 46,458 unique opens – 19.2% open rate, 101 clicks to the websites
- July 27-31: 28,475 unique opens – 18.2% open rate, 86 clicks to the websites
- August 24-28: 30,138 unique opens – 18.8% open rate, 104 clicks to the websites

Big Sky Final Report

- Digital Banner on Newsletters - 155 clicks, reach of 95,000
- 1,115 reach and 36 post clicks - Facebook on June 26
- 118 clicks (from one single newsletter!) on Destination Yellowstone's content posted in June 26 Town Crier
- The native article had 1,525 pageviews with 2:43 avg time on page



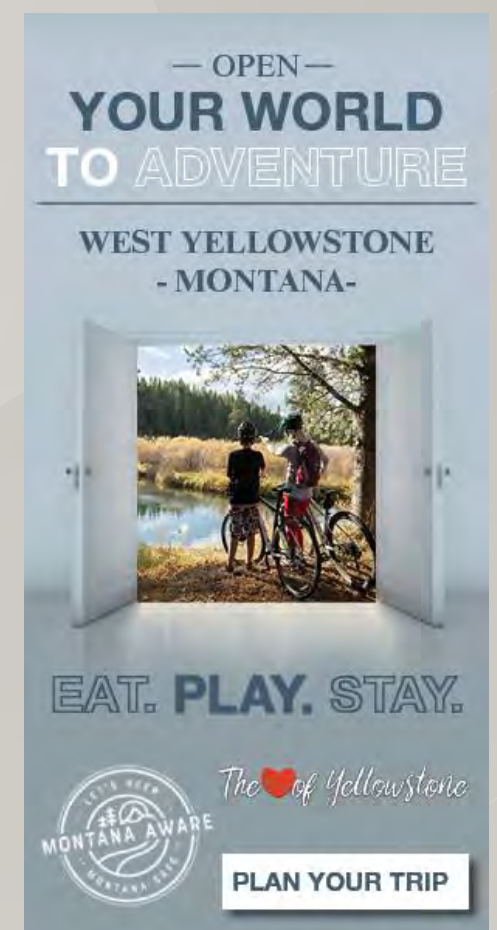
WEST YELLOWSTONE RELAUNCH/ADVENTURE CAMPAIGN

(PARTNERSHIP WITH TBID & MAP – (\$60K - \$30K WARM SEASON, \$30K WINTER & SPRING))

Amplified Summary

- June 10-April 13, 2021
- During the performance period outlined, more than 2.7M impressions have been delivered across channels, resulting of engagement of more than 46,472 clicks to the websites. The cumulative click thru rate for all tactics is 8.67%.
- All tactics performed above industry average
- Highest performing tactic for engagement = Email marketing
- Lowest performing tactic for engagement = Hyperlocal Geofence

Tactic	CURRENT REPORT PERIOD			Industry Avg CTR%	Notes
	Total Impressions current report	Clicks	CTR%		
Remarketing display	378,165	369	0.10%	0.90%	stopped tactic
Pay-Per-Click SEM	260,102	25470	9.79%	9.87%	
Social marketing	704,969	13609	1.93%	0.90%	
Geofenced hyperlocal display	996,864	1082	0.11%	0.07%	
Programmatic Native	91,473	98	0.11%	0.07%	new tactic for Feb
Email marketing - 6/10	13,365	1823	13.64%	1.60%	
Email marketing - 8/11	16,611	2091	12.59%	1.60%	
Email marketing - 9/22	9,602	1930	20.10%	1.60%	
Email marketing - 11/24	6,015	1181	19.63%	1.60%	
TOTALS	2,471,151	46,472	8.67%		





OTHER PLACEMENTS/CAMPAIGNS

These were additional placements with CVB & TBID Funding

Outdoors NW (Fall 2020)

- Eblast & Social postponed from early spring

Rediscover MT (2020)

- Print & Digital (Joint with TBID):
Running June-Sept.
- Digital stats thru Aug 31: Over 175k impressions with .21% CTR

NW Travel (Winter 2020-21)

- Recovery Package (Joint with TBID):
FP Ad in Fall Issue, Sept. Eblast,
Facebook Live, Youtube, Social & Enewsletter (winter)

National Park Trips (2021)

- Print Ads in Summer and Winter Planners
- Content on NPT Website
- Eblast (spring)

Joint Ventures with Yellowstone Country Region (2021)

- Snowmobiler TV segment
- Warm Season Digital

The  of Yellowstone

OPEN SPACES · FRESH AIR · ENDLESS RECREATION


Experience the natural wonders that have been fascinating people for centuries. Enjoy open spaces, clean air, endless recreation, and charming hospitality, and the magic of West Yellowstone, Montana.

yellowstonedestination.com   destinationyellowstone.com


NEW BUSINESS LISTINGS ON WEBSITE WITH MAP

SLEEP PLAY **DESTINATION YELLOWSTONE** EAT PLAN
WEST YELLOWSTONE, MONTANA


Search Activity Category ▾ Months Open ▾ **MAP VIEW**




Back Country Adventures
<http://www.backcountry-adventures.com>
(406) 646-9317
[Read More >](#)




Big Sky Anglers
<http://www.bigskyanglers.com>
(406) 646-7801
[Read More >](#)




Blue Ribbon Flies Inc.
<http://blue-ribbon-flies.com>
(406) 646-7642
[Read More >](#)




Buffalo Spirit Trading Post
<http://buffalospirittradingpost.com>
(406) 646-5128
[Read More >](#)




Dry Ridge Outfitters/Harriman State Park
<https://www.dryridge.com/>




Fox Den Images
<http://carolynfoxphotos.com>
(816) 665-9025
[Read More >](#)



Free Heel & Wheel
<http://freeheelandwheel.com>
(406) 646-7744
[Read More >](#)

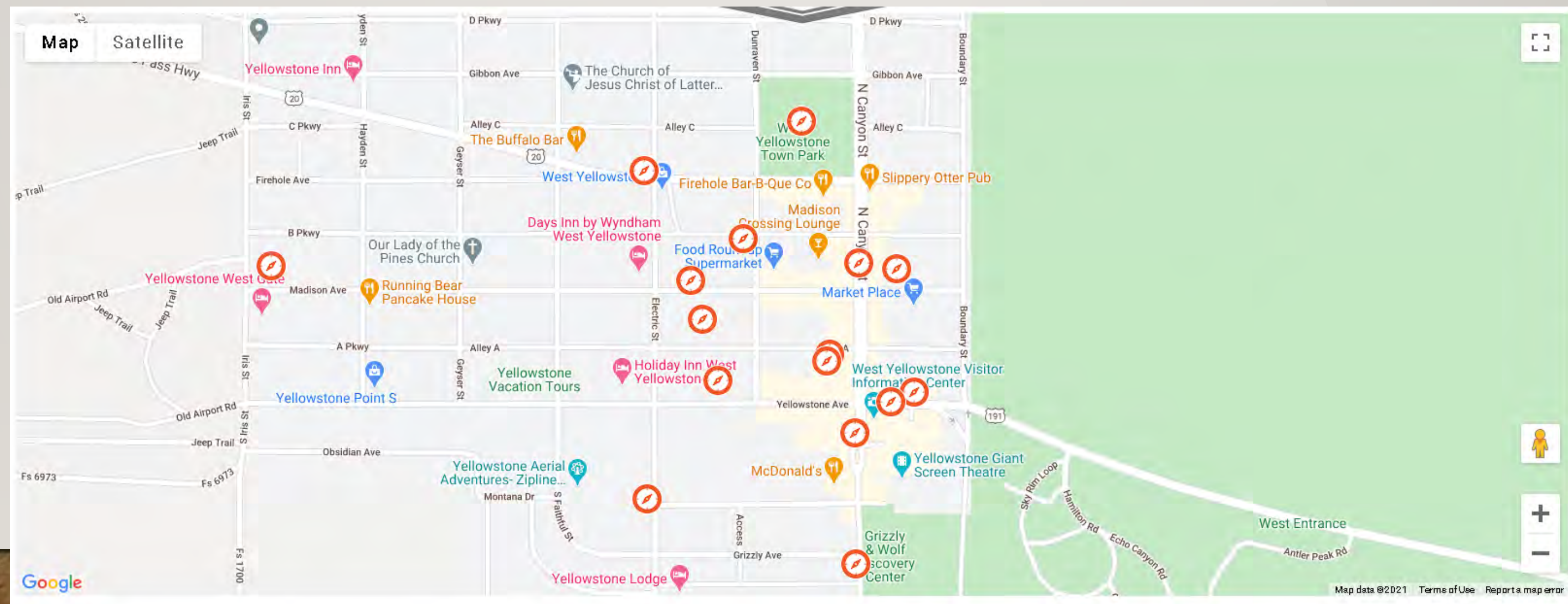
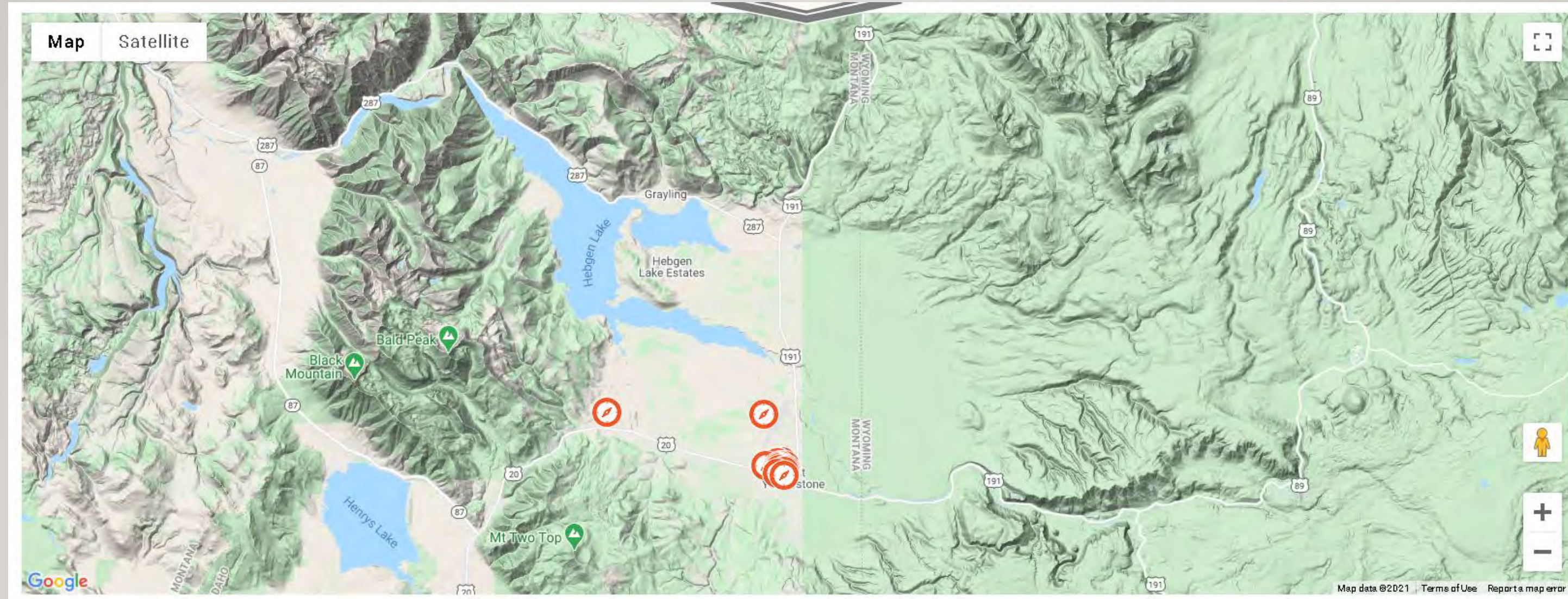


Gaperguide, Inc.
<http://gaperguide.com>
(307) 733-4626
[Read More >](#)

↑ 

Destination Yellowstone | www.DestinationYellowstone.com

INTERACTIVE MAP FROM NEW BUSINESS LISTINGS





2020-21 BUDGET DETAIL (YTD)

FY21 Income	
95% Projected Earnings	\$216,000.00
Rollover from FY19	\$81,323.46
Additional Earnings	\$2,382.40
Total	\$299,705.86

Additional revenue and unspent funds from FY20 were added after annual audit.



Line Item/Method	Budget	Expenses YTD
Administration (up to 20% of estimated new revenue)	\$43,200.00	\$10,543.00
MARKETING SUPPORT		
TAC Meetings/Gov. Conf/Partner Meetings	\$1,000.00	\$0.00
Marketing/PR Position (includes training and travel)	\$55,000.00	-\$3,244.53
Fullfillment: Guide Distribution	\$2,500.00	\$297.05
VIC Staffing/Support	\$16,000.00	\$11,596.17
Educational Outreach (i.e. workshops)	\$100.00	\$0.00
Research	\$2,500.00	\$2,499.50
Crisis Communication	\$100.00	\$0.00
CONSUMER MARKETING		
Website (WYCC & Subsites)	\$45,000.00	\$27,903.84
Joint Ventures (MTOTBD, YC and Community)	\$5,000.00	\$4,250.00
Print Advertising – Newspaper, Magazine, Specialty Publications	\$35,000.00	\$12,056.25
Online Advertising – Mobile, Websites, SEM, Adwords	\$55,000.00	\$6,825.25
Social Media – Contest, Paid Ads, Development	\$15,000.00	\$1,038.92
Electronic Advertising – Eblasts, Enewsletters	\$12,000.00	\$0.00
Radio/TV	\$100.00	\$0.00
Printed Materials – Maps, Calendars, Posters, Flyers	\$2,000.00	\$0.00
Publicity (FAM/Press Tours)	\$5,000.00	\$0.00
Photo/Video Library – Paid, Contest	\$4,000.00	\$2,118.00
Opportunity Marketing (up to 10% of estimated new revenue)	\$1,105.86	\$0.00
Consumer Shows	\$100.00	\$0.00
TOTAL	\$299,705.86	\$75,883.45



2021-22 PRELIMINARY BUDGET

Projected FY22 Income	
95% Projected Earnings	\$298,793.00
Rollover from FY21	\$100,000.00
Additional Earnings	\$0.00
Total	\$398,793.00

Additional revenue and any unspent funds from FY21 are added after annual audit in August.



Line Item/Method	Budget
Administration (up to 20% of estimated new revenue)	\$45,000.00
Research	\$25,000.00
MARKETING SUPPORT	
TAC Meetings/Gov. Conf/Partner Meetings	\$3,000.00
Marketing/PR Position (includes training and travel)	\$83,000.00
Fullfillment: Guide Distribution	\$3,500.00
VIC Staffing/Support	\$20,000.00
Educational Outreach (i.e. workshops)	\$500.00
Crisis Communication	\$100.00
CONSUMER MARKETING	
Website (WYCC & Subsites)	\$40,000.00
Joint Ventures (MTOTBD, YC and Community)	\$5,000.00
Multi-Media – packages of several platforms	\$115,000.00
Print Advertising – Newspaper, Magazine, Specialty Publications	\$5,000.00
Online Advertising – Mobile, Websites, SEM, Adwords	\$5,000.00
Social Media – Contest, Paid Ads, Development	\$5,000.00
Electronic Advertising – Eblasts, Enewsletters	\$5,000.00
Radio/TV	\$1,000.00
Printed Materials – Maps, Calendars, Posters, Flyers	\$3,000.00
Publicity (FAM/Press Tours)	\$5,000.00
Photo/Video Library – Paid, Contest	\$22,000.00
Opportunity Marketing (up to 10% of estimated new revenue)	\$170.00
Consumer Shows	\$7,523.00
TOTAL	\$398,793.00



LOOKING TO OUR FUTURE

What direction are we taking as a DMO and Marketing of the Community?

FY22 Considerations:

- **Destination Development Assoc. Assessment / Strategic Planning**
 - Increasing community and stakeholder buy-in and education
 - Creating a future plan for tourism, marketing and sustainable growth
- What is our focus as travel continues to change and return
 - Markets, demographics
 - Channels and platforms
- Add new geographic markets with the increased Direct Flights while maintaining current markets
- Shows
- Influencers



The of Yellowstone

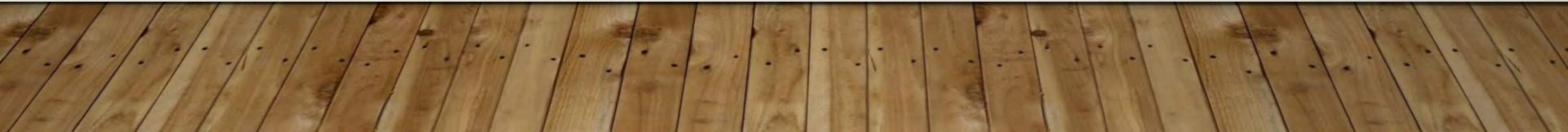


**Destination
Yellowstone**

+1 406 646 7701

www.DestinationYellowstone.com
marketing@destinationyellowstone.com

-  Facebook.com/WestYellowstoneChamber
-  Twitter.com/WYellowstoneMT
-  Instagram/westyellowstonemt



Dear Town of West Yellowstone Council Members,

I am Sandi Pepler of Wild West Real Estate. Representing the Herman Family who own the listed property at 430 Gibbon Avenue. 2 cabins and 3 RV sites. Property was once part of Wagon Wheel Campground.

They are requesting the use of existing 3 RV sites, billing of 3 existing RV sites to resume and are happy to pay the 6 month retroactive payment if requested.

1. October 2019, A client had contacted me after receiving information from the Town of West Yellowstone offices, stating the 3 RV sites were no longer available for use. They had been reallocated for non-use. This is the 1st that we had heard RV sites could not be used. Conversations ensued. January 2021 discussed They were not reallocated but the Herman's were not being billed for them. I asked why weren't they being billed, can you bill them and receive use. Town office was looking into. Weren't sure why they weren't being billed.
2. February 2021 Spoke with Town Manager. Lengthy back and forth. RV sites did not exist. I suggested they come over and see that they are very real and was turned down. The Town Manager would not do anything further unless we could provide documentation that they exist. Herman family provided a response "...They have paid for years and years on the water and sewer and feel that they paid for RV sites at both locations. If they haven't paid enough the city can charge them for the RV sites, but those RV sites have been there...they never installed them, they have always, always, been there. Documentation is the bills. Those paid for everything on the properties...Never questioned what is was or breakdown. Assumed and always assumed they paid for everything."
3. Updated the Sewer Inventory from the Town of West Yellowstone and requested billing to be updated. Received email "Completing a new sewer inventory form and requesting to add these connections to the billing is not a legal means to create connections. Therefore, this request will not be honored. (Please read the Sewer Inventory Letter provided for the intent of the Sewer Inventory Letter)

We are not Creating new connections, but protecting Existing connections from being taken away.

We have tried repeatedly to request billing of RV Sites that were not being billed.

We came forward when discrepancy existed. The Herman's were not aware they were not being charged. We have asked repeatedly "What will it take?" to Keep the existing connections.

We are respectfully requesting the Council's help in this matter.

Please take action and Vote on

- 1) Allowing the use of the 3 existing RV sites.
- 2) Allowing the billing to resume for the 3 existing RV sites.
- 3) If requested, to pay retroactive payment of 6 months set by Town ordinance.

Thank you,

Sandi Pepler

Wild West Real Estate, 435-669-9969

From: [Daniel Sabolsky](#)
To: [Sandi Pepler](#)
Cc: [Jerry Johnson](#); [Travis Watt](#); [Greg Forsythe](#); [Brad Schmier](#); [Jeff Mathews](#); [Lisa Johnson](#); [Elizabeth Roos](#); [Lanie Gospodarek](#); [Peggy Russell](#)
Subject: Herman properties 430 Gibbon and 635 Hwy Avenue
Date: Thursday, February 18, 2021 9:47:07 AM

Ms. Pepler,

Thank you for all the information you have provided regarding the sewer connections at 430 Gibbon Avenue. I understand that you are working hard for your client, the Herman Family, and seeking what is in their best interest. In 2017, at the request of the property owner, Dorit Herman, Public Services Superintendent James Patterson physically inspected the property specifically to determine existing sewer connections. Mr. Patterson determined there were only two connections on the property. The results of this inspections were entered into the Town's utility billing system, Black Mountain Software. At the time, it was also determined that due to the sale and separation from the adjacent lots, the lot at 430 Gibbon had been over-billed. A correction was made and a refund was posted to the account in the amount of \$1125.00. Completing a new sewer inventory form and requesting to add these connections to the billing is not a legal means to create connections. Therefore, this request will not be honored.

The Town of West Yellowstone has very limited sewer capacity. The growth and development of the last decade has pushed our system to the brink. Fortunately, the citizens of West Yellowstone approved a 1% increase to the resort tax that will be dedicated exclusively to infrastructure needs. The design of a new mechanical sewer plant, estimated to cost \$15 million dollars, is underway. We anticipate this plant will be online by the end of 2023 and we will be able to allow new connections without restriction. At this time, we also have limited water capacity available which will also be addressed during this timeframe. Please share this information to any interested buyers that you have contact with.

Daniel Sabolsky
Town Manager

From: Sandi Pepler <movetoyellowstone@gmail.com>
Sent: Friday, February 12, 2021 4:20 PM
To: Daniel Sabolsky <dsabolsky@townofwestyellowstone.com>
Cc: Jerry Johnson <jjohnson@townofwestyellowstone.com>; Brad Schmier <bschmier@townofwestyellowstone.com>; Jeff Mathews <jmathews@townofwestyellowstone.com>; Greg Forsythe <gforsythe@townofwestyellowstone.com>; Travis Watt <twatt@townofwestyellowstone.com>; Ken Herman <keninthepines@gmail.com>; Elizabeth Roos <eroos@townofwestyellowstone.com>
Subject: Herman properties 430 Gibbon and 635 Hwy Avenue

Good afternoon,

The Herman Family would like me to share with you their thoughts as to the RV sites on their properties.

TOWN OF WEST YELLOWSTONE

931-00 HERMAN TOM
2280 BLOOMINGTON HILLS DR UNIT 7
SAINT GEORGE UT 84790-6803

November 3, 2020

West Yellowstone Sewer Service Customer,

The Town of West Yellowstone started to conduct a sewer inventory in 2014. If you are in receipt of this letter, you are either a new owner or we did not receive an inventory sheet for your property. To assist us with completing this inventory and confirm or correct what is on file in the Town's records, we are asking you to fill out the reverse side of this letter with what our sewer system is currently servicing on your property.

Please indicate whether your property is vacant or has a structure(s) on it and fill out any information about the residential and/or commercial uses of those structures in the applicable sections. If you have a single family residence that is being employed as a nightly rental, please use the commercial section to provide that information.

Please mail, email or bring this form to the Town Offices by December 15th, 2020. As time allows, Town personnel will arrange to visit your property for a physical inventory. The Town will make any necessary billing adjustments that result from this project to your utility account.

Your cooperation in this matter is greatly appreciated. If you have questions, please contact the Utility Clerk, Peggy Russell or Lanie Gospodarek at the town offices at (406) 646-7795 or info@townofwestyellowstone.com

West Yellowstone Utility Department
440 Yellowstone Avenue
PO Box 1570
West Yellowstone, MT 59758



Sewer Inventory

Please complete all questions that pertain to your property

Block 10 Lot(s) 4

Service Address(es) 635 Hwy. Ave + 430 Gibbon
BLK 08 LOT 5A

Account # 931-00
193-00

Property Owner(s) Thomas & Dorit Herman

If Residential:

Single Family Residence (yes/no) 1

Multi-Family Residence (i.e. Duplex or Four-Plex) 0 # of Units 0

Apartment Complex 0 # of Units 0

of Rooms with bathrooms 2

of Rooms with kitchen facilities and/or laundry facilities 1

If Commercial:

Business Type 2 Cabins - 430 Gibbon *

Number of Hotel/Motel rooms 2

Rooms with kitchen facilities and/or laundry facilities 2

Number of Homes/Cabins/Nightly Rentals 2

Number of RV sites 2

Laundromat, Number of Washers 0

Bath House/Shower Facility 0

Form completed by [Signature] Phone # 406-640-0219 Date Nov 13 2020

TOWN OF WEST YELLOWSTONE

April 20, 2021

Mr. Eickman,

This correspondence provides a commitment to the Yellowstone Airport from the Town of West Yellowstone to provide water and wastewater utility services. Conditions of this commitment are as follows:

Capacity:

Water – The Town of West Yellowstone will provide water availability in the amount of 20 gpm for peak hour demand and fire flow up to 1500 gpm for 2 hours. It is the responsibility of the Yellowstone airport to provide all infrastructure including but not limited to piping, metering, design, and construction necessary to connect to the Town of West Yellowstone's water distribution system in a location approved by the Town of West Yellowstone.

Wastewater – The Town of West Yellowstone will accept domestic wastewater discharge from the Yellowstone airport at a rate not to exceed 150 gpm, a maximum day not to exceed 3,700 gallons, and a peak season average not to exceed 2,700 gallons per day. Peak season is defined as the months of June, July, and August. It is the responsibility of the Yellowstone airport to provide all infrastructure including but not limited to piping, metering, design, and construction necessary to connect to the Town of West Yellowstone wastewater collection system in a location approved by the Town of West Yellowstone.

Schedule: To provide the requested water service to the Yellowstone Airport, the Town of West Yellowstone anticipates the need for design and construction of an outer loop line. The Town is working in good faith toward completion of the line by the end of 2024. The design and construction of this line is subject to state approvals and funding availability that is not under the authority of West Yellowstone. Although the Town is working in good faith to complete the outer loop line, the Town can not guaranty its completion by the end of 2024 and accepts no liability for delays stemming from state approvals and or funding availability.

Similarly, the Town is working in good faith to complete the necessary upgrades to the Wastewater treatment facilities. The proposed wastewater demands have been included in the sizing of the new wastewater expansion effort. The Town is scheduled to complete the construction of the new wastewater facilities by the end of 2023 but the design and construction is subject to state approvals and funding availability that is not under the authority of West Yellowstone. Although the Town is working in good faith to complete the wastewater facility expansion, the Town cannot guaranty its completion by the end of 2023 and accepts no liability for delays stemming from state approvals and or funding availability.

Expiration: The Town is extending this commitment for the sole use by the Yellowstone Airport, this commitment is not transferable and expires on December 31, 2025.



Town of West Yellowstone
Marketing and Promotion Fund Advisory Board (MAPFAB)
Recommendation to Town Council for Award Approval

Event or Project Applicant: Black Mountain Productions
Event or Project Name: Music in the Park Event Series
Date Submitted: 3.25.21
Date Approved by MAPFAB: 4.8.21
Requested Funding Amount: \$15,000
Approved Funding Amount: \$15,000
Comments: \$5,000 for marketing and \$10,000 for the bands

Recommendation submitted by: John M. Greve, MAPFAB Secretary

- This MAP Fund Award Recommendation is approved by the Town Council
- This MAP Fund Award Recommendation is not approved by the Town Council

Date: _____

Comments:

Copy 1 – Town Clerk
Copy 2 – Town Council
Copy 3 – MAP Fund Advisory Board

MARKETING AND PROMOTION (MAP) FUND

APPLICATION COVER PAGE

Applicant Information

Applicant Individual or Organization: Black Mountain Productions

Event or Project Contact Person: Wendy Swenson, Doug Schmier

Address: PO Box 1313, West Yellowstone MT, 59758

Phone: 406-570-2417

Email: wswenson01@gmail.com; jdschmier.wyyellowstone@gmail.com

Application Submission Date: March 25, 2021

Event or Project Information

Event or Project Name: "Music in the Park" Series

Location of Event or Project: Pioneer Park

Date(s) of Event or Project: July – Sept., 2021

Estimated Total Event or Project Cost: \$34,400.00

MAP Fund Amount Requested: \$15,000.00

Section 1 Proposed Event or Project Summary

Black Mountain Productions is a non-profit 501(c)(3) organization whose goal is to bring family oriented live entertainment to West Yellowstone. Black Mountain Products owns its own equipment, stage and extensive sound system. Our main focus has been live music in the City Park. We organize other social functions within West Yellowstone and provide our equipment for other events.

The "Music in the Park" series began in the summer of 2006 through the efforts of Black Mountain Productions and local support. The positive response from local and summer residents, visitors, employees, and businesses continues to reinforce the value of this event.

The Town of West Yellowstone and West Yellowstone Foundation worked with Black Mountain Productions in 2017 to purchase a mobile stage. A committee was formed to assist with planning, logistics, and financing productions in hopes of increasing this on-going event and making it an even more popular destination event, eventually extending into our shoulder seasons.

We are asking for a total of \$15,000.00 for assistance with: \$5,000.00 for marketing and advertising promotion (see detail under Marketing section), and \$10,000.00 for assistance with securing and payment of the bands/entertainment.

Section 2 Proposed Timeline

This year, we are planning four quality events, starting with the Annual July 4th concert, and additional productions tentatively scheduled for August 7th and September 5th. The 4th of July adds to existing events and is the most highly attended event. The Aug. 7th concert will also happen in conjunction with Rod Run weekend, with a goal of attracting more attendance for all activities.

At this point, we are still finalizing and negotiating with the bands. This schedule is subject to change. We work hard to get the best pricing possible when booking bands by looking for bands that are already on tour going through our area or attending regional festivals, or simply want to visit Yellowstone and Montana and are willing to fit us in at a reasonable rate. Our **current** bookings include:

July 4th: Local Opener, Headliner: Paige & The People's Band (MT)
@ approximately \$4,000 + \$500 for openers

Paige And The People's Band are a new act from Bozeman, MT, hitting the stage in 2016! Soul, Rock, Jazz, Folk, and Pop music played by some very talented people for the people.

Members of Paige and The People's Band have been, charming, captivating and blowing the collective minds of audiences throughout the U.S. and Europe for many years. Sharing the stage with such musical legends as BB King, John Hiatt, Willie Nelson, The Doobie Brothers, Lyle Lovett, Pat Benatar, Kenny Loggins and that's enough name dropping.



An eclectic mix of Funk, Soul, Rhythm and Blues, Jazz, Folk and Pop music from some of the best known and least known artists! Including, Aretha Franklin, Sia, Earth Wind and Fire, Lake Street Dive and some lesser known acts such as, Snarky Puppy, Rubblebucket, Zaz, Quantic Soul Orchestra and their own original works. Paige And The Peoples Band enjoy mixing it up, keeping their performances fresh and different. They keep the dance floor popping and not just with the same tired hits. Their high energy act mixed with technical skill and a whole lot of Soul, make them a band to remember and definitely not to miss!

August 7th: Ronnie Riptide & the Riptones

**@ approximately \$8,500 + \$500 for openers
(cost being shared with Rod Run)**

This group of entertainers and musicians have been around for over 40 years. Constantly evolving musically and offering audiences of all ages an eye and ear full of entertainment. In the early 1970's they were a group of college friends playing music at frat parties and school dances. As they became popular, they branched out into the nightclub scene and earned a reputation that landed them into the Nevada showrooms and venues around the USA and in many countries. It wasn't all about the music of the 50's and 60's, it was about putting on a show that was engaging and current with the times and places that their audiences loved. Of course, it had to be danceable, it had to be visual, it had to be filled with sing along moments and it had to be memorable. As we approach the 20's (2020) the band has once more redefined themselves and the music that speaks to several generations. Of course, we mean the music that is categorized as Tropical Rock, Surf and Soul music.



Remaining Dates:

- Aug. 7th: Ronnie Riptide & The Riptones (50-60s) in conjunction with Rod Run
- September 4th: In negotiation

Pre-Event Planning:

April - May - June

- Determine band availability and efficiencies such as which bands can stop here on their way to another venue to reduce cost.
- Fund raising, grant writing, and marketing strategies.
- Working with Town of West Yellowstone on venue and organizations on insurance, co-promotion, and food/beverage booths.

- Contact local businesses for financial assistance

June

- Finalize schedules, bands, equipment, insurance, permits, and volunteers for set-up.
- Initial publicity and promotion.
- Determine advertising schedules, creative, and placement.
- Work with bands on co-promotion.

July-August

- Logistics for each show
- Each show takes a minimum of eight people working for 18 to 20 hours per event. Man hours include setup and tear down of stage equipment, canopies, and clean-up of venue grounds and concessions areas.
- We also provide our own security to alleviate the added duties of our local police. All "Music in the Park" events will take place at Pioneer Park, more commonly known as the City Park. Setup generally begins around 8:00 AM the morning of the show. Music will start between 6:00-7:00 PM and will be completed by 10:00 PM. The stage & equipment is removed by 12:00 noon the following day, unless needed for another event the following night.
- We work closely with the Town of West Yellowstone Public Works Department to coordinate these logistics.
- Advertising and promotion underway
- Work with organizations involved with the events

Section 3 Proposed Budget

Please refer to the budget detail in Addendum One.

We are working hard to increase revenues and reduce expenditures. The collaboration with the Town of West Yellowstone for rental of the portable stage, designated funds can be used in the future for maintenance and logistics. A free event as an added amenity to visitors is the real draw, as it is in other communities like Big Sky and Bozeman. As the series evolves and grows in attendance, recognition, and vendors, we hope other avenues of funding will become available.

Please note:

- We are again planning to use our volunteer laborers for stage setup, event security, book keeping, and marketing assistance. We do pay for professional services as required and some volunteer lunches.
- We are working with a supplier to get our lighting at cost.
- In the past we were able to receive donated rooms for the bands from lodging properties. We will ask again this summer, but with the high occupancy this may be difficult to obtain.

- We will be going directly to businesses that have not been involved in the past asking for their help with volunteers or financial or in-kind contributions.

Section 4: Publicity, Promotion, Marketing

- **Posters:**

We would like to produce a printed (and electronic version) of the "Music in the Park" series poster with a full season schedule and information on the various music groups. These posters would be distributed around West Yellowstone and the surrounding area, including Island Park, Big Sky, and Belgrade/Bozeman.

- **Flyer/information sheet:**

We would create a one-page, easy-to-read information flyer that would be distributed to employees at local businesses, and could be used for reference throughout the entire summer.

- **Event listings and ads:**

We would list our schedule on free calendar of events including the West Yellowstone Chamber events calendar, community online calendars, social media, etc. We would also place ads with the full summer schedule in local and area newspapers (West Yellowstone News, Big Sky Weekly, Island Park Journal, and Madisonian). The final placement budget will be determined by grant awards and contributions from local businesses.

- By publishing the entire series schedule, we would be able to push the entire series and encourage repeat visitors, as well as raise local awareness.
- With this grant funding, we would also take out digital ads (banners and on-line event listings) on regional websites with a strong music following where their readers choose a travel destination based on concerts. We would also provide information for editorial features.

- **Social Media:**

We will promote our events on Facebook through our own page, "Free Music in the Park BMP," and working with the West Yellowstone Chamber and TBID to provide materials for posts on their Facebook and other social media platforms. We will work with local businesses to cross promote the series on their social media sites by providing a series of pre-made Facebook posts, Twitter tweets, and photographs.

Additionally, we will work with the bands to promote the events and West Yellowstone. By posting dates and information on their Facebook, Twitter, and Instagram pages we can reach their followers, broaden our reach throughout Montana and neighboring states, without any additional cost.

News releases and editorial content: We will submit news releases about the series and about individual events to regional newspapers. We are asking the West Yellowstone Chamber to help promote the series with "news stories" on their website and inclusion in any news releases they create about summer events and distributed information for summer visitors.

- **Websites:**

We will work with the West Yellowstone Chamber Marketing Director to add event listings, special news stories, and other content to that website.

- We will also ask each band to post information on their respective websites including links back to West Yellowstone websites for lodging and West Yellowstone information.

See the detailed marketing breakout attached.

Section 5 Application Review Criteria

• *What are the economic, cultural, social and/or aesthetic impacts and benefits of your event or project on visitors, residents, businesses, organizations or other interests in the community and surrounding area?*

It is no longer enough just to be a "community on the border of Yellowstone Park," we need to offer something more to make Yellowstone-bound and repeat visitors choose West Yellowstone over Cody, Jackson Hole, Bozeman, Livingston, Island Park, Cooke City, and/or Red Lodge. A recent study found that the more tourists are aware of festivals (or other music events), the more likely they are to consider these festivals/dates as an important factor in their destination choice. The level of satisfaction from attending the festivals was directly proportional to the level of overall satisfaction of the destination. Satisfied visitors mean return visitors to West Yellowstone.

Our events offer our visitors and locals a unique and fun experience in the heart of West Yellowstone. It prolongs the amount of time a visitor spends in West Yellowstone which increases revenues from food, beverage, gas, and retail. And, promotes overnight stays for available rooms. By leveraging existing events at the same time or location, we build an even larger audience of visitors and positive social media experiences.

• *If not answered in the previous question, then please list the methods and estimates by which you'll determine or measure the success of your event or project, i.e. increased, additional, new or different attendance, admissions, registrations, hotel stays, marketing, website hits, partnerships and sponsorships, fund raising, aesthetic appeal etc.*

The number of attendees is the best way we can measure event success. We will be counting attendee's and working on possible ways to gather information about the individual's length of stay, lodging, and if they ate, shopped, or bought gas while here.

We will also monitor our followers and engagement on our Facebook page.

While summer visitation has increased significantly over the last 5 years, we feel that added events like Music in the Park contribute to visitors' potential to stay an extra night. Using this, we can also use Resort Tax and TBID collections as a measurement of success, even though reports are not broken out by event or weeks.

We feel that we can increase attendance for all productions and help to promote all events/activities taking place on West Yellowstone.

• *Has your organization received MAP funding in the past? If so, how many times and for what event(s) or project(s)? Have all vendors and expenses been paid associated with the event(s) or project(s)?*

Yes, we received MAP grants in the past. All vendors were paid and documentation submitted.

- 2008 for \$4,545.69
- 2009 for \$500.00
- 2011 for \$6,610.62
- 2014 for \$7,500.00

- 2015 for \$11,500.00
- 2016 for \$15,900.00
- 2017 for \$15,500.00
- 2018 for \$17,500.00
- 2019 for \$17,000.00
- 2020 for \$15,000.00 (season cancelled due to C19. Funds not utilized)

• ***Can your event or project proceed without MAP funds?***

Yes, the event could proceed without MAP funds, however, it will reduce the number of bands or event dates in the series. It would also impact the out-of-area promotion and advertising reach.

• ***If your event or project is approved for funding, how will you acknowledge the receipt of MAP funds as a funding source? Because the MAP Fund consists of Resort Tax funds paid by town businesses, acknowledgements need to indicate, "Supported by West Yellowstone Businesses"***

We will use the MAP logo and wording (West Yellowstone Montana) on all signage, advertising, promotional materials and publicity.

Section 6 Application Supporting Documentation

Final report and expenditures on file with admin.

Certification

Applicant Individual or Organization: Black Mountain Productions

Event or Project Name: Music in the Park

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature: *Wendy Swenson*

Name (printed): Wendy Swenson

Title: Committee Member, Marketing

Date: 3/25/21

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____

Budget - Music in the Park 2020 (Black Mountain Productions) as of 3/22/21

Starting Balance	Estimated \$11,500.00	
Income		
Est. Direct Public Support (Individuals & Business)	\$10,000.00	
W. Yell. Foundation	\$2,000.00	In progress
MAP Grant Request	\$15,000.00	In progress
Yellowstone Country Grant Request	\$5,000.00	In progress
Total Income	\$32,000.00	
Expense		
Advertising	\$7,500.00	
Bands	\$17,500.00	
Audio/Lighting/Equipment	\$3,750.00	
Business License	\$75.00	
Sound Technician/Engineer	\$3,750.00	
Insurance - liability	\$800.00	
Event Permit	\$25.00	
Storage	\$1,000.00	
Total Expense	\$34,400.00	

Marketing Breakout:

Design & Print - Posters, Ads, Banners	\$1,500
Digital Online Ad Banners & Paid Social Media	\$3,000
- Lee Enterprises (MT News websites)	
Social Media	500
Newspaper Print Ads	\$2,500
- Big Sky, Ennis, Island Park	
- Eastern Idaho	
	\$7,500

Additional digital promotions will be added if funds allow.

Town of West Yellowstone
Marketing and Promotion Fund Advisory Board (MAPFAB)
Recommendation to Town Council for Award Approval

Event or Project Applicant: Wyoming Desperados Mounted Shooters

Event or Project Name: Big Sky Roundup at the Diamond P

Date Submitted: 3.24.21

Date Approved by MAPFAB: 4.8.21

Requested Funding Amount: \$9,795

Approved Funding Amount: \$7,495

Approved Funding Expenses: \$2,325 Concert musician Dave Stamey

\$ 420 Radio ads

\$ 250 Newspaper ads

\$4,500 Prize awards for shooters and cook off winners

The 3 additional expenses requested by the Applicant totaling \$2,300 are administrative expenses and were not approved by the Board at this time. 2021 revised and updated information and documents, including allowable admin expenses, have been completed by the Board and are awaiting placement on the Council's future meeting agenda for review and consideration of approval. If approved by the Council, the 2021 revised and updated info and docs will replace the current MAP Fund info and docs on the town's website, and the Board will make a second recommendation to the Council at that time to approve the Applicant's request of \$2,300 for admin expenses.

Recommendation submitted by: John M. Greve, MAPFAB Secretary

- This MAP Fund Award Recommendation is approved by the Town Council
- This MAP Fund Award Recommendation is not approved by the Town Council

Date: _____

Comments:

Copy 1 – Town Clerk
Copy 2 – Town Council
Copy 3 – MAP Fund Advisory Board

MARKETING AND PROMOTION (MAP) FUND APPLICATION COVER PAGE

Applicant Information

Applicant Individual or Organization: Wyoming Desperados Mounted Shooters

Event or Project Contact Person: Lisa Grimsley

Address: 2108 Dry Creek Road, Afton, WY 83110

Phone: 307 880 6649 (cell)

Email: grimsley.lisa327@gmail.com

Application Submission Date: March 24, 2021

Event or Project Information

Event or Project Name: Big Sky Roundup at the Diamond P

Location of Event or Project: Diamond P Ranch, 2865 Targhee Pass Hwy, West Yellowstone, MT 59758

Date(s) of Event or Project: August 6 - 8, 2021

Estimated Total Event or Project Cost: \$14120

MAP Fund Amount Requested: \$9,795

MARKETING AND PROMOTION (MAP) FUND APPLICATION

Preface

- Complete the Cover Page, each of the Sections 1-6 in order, followed by the Certification Page. The name of your event or project should appear at the top of each page of Sections 1-6 of your application.
- Email a copy of your completed application to the town offices: info@townofwestyellowstone.com, drop it off in person or mail it to: Marketing and Promotion Fund Advisory Board Town of West Yellowstone PO Box 1570 W. Yellowstone, MT 59758
- Applications are available on the town's website. www.townofwestyellowstone.com
- Applications must be submitted by the 25th day of the month to be considered for review by MAPFAB at a Board meeting scheduled around the 10th day of the following month.
- MAP funds are limited and the application review, recommendation and approval process may take up to 30 days. Thus, applications should be submitted as far in advance of the event or project as possible. At the very minimum, applications must be submitted at least 45 days prior to the first expense that will be paid for by MAP funds.

Example: A media marketing expense for an event needs to be paid for by May 20. An application needs to be submitted at least 45 days prior to that date, which is April 5. However, to be considered for review by the Board in the month of April, the application needs to be submitted by March 25th.

- If funds are not available to fund the requests of all applicants at any given monthly review, the Board will consider funding the applications on an earliest date submitted basis. Also, the Board may choose to recommend partial funding for multiple events or projects. Finally, if an application is denied because of lack of funding, an applicant may resubmit an application as soon as funding is available again.
- If MAPFAB does not have any applications to review or other issues that need to be addressed within a particular month, then MAPFAB will not schedule a meeting during that month.
- MAPFAB will consider for approval an event or project that supports its goals and meets the additional criteria listed on the application.
- If MAPFAB approves an application, they will forward their recommendation for final approval to the town council. All MAP funding is subject to final approval by the town council. If the town council gives final approval, then MAPFAB will notify the applicant by email within 3 days.
- If MAPFAB decides not to recommend an application for approval to the town council, they will have made their decision at their meeting with the applicant present or will notify the applicant of their decision by email within 3 days.
- Applicants are responsible for obtaining all required contracts, permits, licenses, insurance, approvals, etc. from federal, state, county, town, public and private agencies and paying applicable fees and bonds before the event or project takes place. Events or projects may be subject to collecting and remitting West Yellowstone's 3% resort tax. Resort taxes will be paid at the conclusion of the event or project by the date listed in the town's Exposition License Application. Approval of this application by MAPFAB and the town council for the event or project does not waive these requirements.

Revised 10.2016

Guidelines for Working with MAP Fund Awards

Introduction

- MAP Fund monies are generated from the collection of resort taxes. Please collect resort taxes for your event or project when applicable. Also, check with the town offices to determine if your event or project will be subject to remitting resort taxes.
- If your event or project is being held outside of town limits, then you will need to explain to the MAP Fund Advisory Board the ways in which your event or project will generate resort taxes.
- If you are approved for a MAP Fund award, a MAP Fund Advisory Board member will be assigned to oversee your event or project. This event or project manager will be the primary contact for your award throughout the entire process. Do not submit anything directly to the Town of West Yellowstone staff. Your assigned event or project manager will review what you are submitting against the criteria and guidelines and approve any request or documentation. This includes 1) advance funds requests using the appropriate "Advance Funding Request" form, 2) invoice statements and required documentation and 3) the final Outcome Report.
- As part of your application, you will submit a detailed budget with specific expenditures. During your event or project, make sure to keep documentation for each expenditure, including the bill/invoice, proof that the bill was paid, and any other necessary documentation. It's important to track bills and payments as they occur in order to receive the timeliest reimbursement. Proof of payment can include:
 - ✓ A copy of both sides of a check proving it was issued and then cashed for payment of services
 - ✓ A copy of a credit card statement showing the specific payment accompanied with additional detail and description
 - ✓ If a cash payment was made, an invoice or bill with a signed receipt from the vendor
 - ✓ If cash was paid to an individual for a participant prize, purse or winnings, you will need to keep a list of recipients including an individual's printed name, signature, address, phone number and social security number. Also, if you pay out more than \$600 to any one individual, then you'll need to issue an IRS 1099 to that individual.

Reimbursements

- If you receive advance funds, you will need to first submit the documentation showing how the advance amount was spent. Once documentation for the total advance amount has been submitted, then you can submit additional expense reimbursement requests in the minimum amount of \$1,000.00.
- Note: the reimbursement check will be payable to the organization/business/individual who requested the funds, not to specific suppliers or vendors.
- A sample of a summary of invoices follows. The summary of invoices should contain the following info:
 - ✓ Name and address of the organization/business/individual to whom and to which the reimbursement check should be written and mailed
 - ✓ Total amount of funds awarded, amount submitted for reimbursement and amount remaining to be reimbursed
 - ✓ If more than one invoice/bill is submitted for reimbursement, then provide detail on each invoice
 - ✓ Indicate if this is reimbursement for advance funds or above the advance funds amount
- Clearly indicate the total amount due for reimbursement.



Cowboy Mounted Shooting

Afton County Fair Grounds
Afton, Wyoming
August 28 & 29, 2020

Sponsored in conjunction with the
Lincoln County Tourism Board

You Are Invited!!!!

Saturday, March 7, 2020
11 am – 2 pm
2108 Dry Creek Road
Afton, WY 83110

Bring snow shoes or skis, tennis ball(s) and a golf club. We are going to be golfing in the snow on a course of 5 holes. Proceeds will go to the Wyoming Desperados Mounted Shooters to pay for the SV FFA club who is doing the balloon setting at the event on Aug 28-29 at the Lincoln County Fairgrounds. Lunch will be served. Please bring nonperishable food items to be donated to the Afton Food Pantry.

This will be a fun family-oriented fundraiser. Come prepared for any weather and to have a good time doing something unique for worthy causes. Cost: \$20/Person.

Items to Bring:

Tennis Balls
Golf Club
Skis or snowshoes
Lawn Chair
Beverage of choice



NO DOGS!!

For more information call Lisa at 307 880 6649
or Willie at 307 880 0109

EARLY EFFORTS TO SECURE FUNDING:

We raised \$340 to help pay for the balloon setters.

We had 3 people come in from out of state (CA and NV) that stayed in a local hotel. (Colters Lodge)

We collected food for the Afton Food Pantry during this fundraiser.



**WELCOME
COWBOY MOUNTED SHOOTERS
AND FANS**

**WYOMING
DESPERADOS
MOUNTED SHOOTERS**

cmsa
cowboy mounted shooting association

EGG TOSS

August 27 @ 7 pm was the Egg Toss and social hour.

Rick Johnson and Alex Winder (both from UT) were the winners.



Star Valley Shoot

**August
28-29,
2020**



**Lincoln Co.
Fairgrounds
Afton, WY**

Hosted by



Friday:

- 9 am Mandatory Riders Meeting
- National Anthem
- Main Match Stages 1
- Eliminator

Saturday:

- 9 am Lincoln County Fair and Rodeo Royalty Presentation and National Anthem
- Main Match Stages 4-5
- Shotgun
- Wrangler Ground Shooting
- Awards

General Information:

- \$1700 ADDED MONEY
- Free to the Public
- Donations being taken to support the Afton Food Pantry
- SV FFA are the Balloon Setters
- For more information contact Lisa 307-880-6649, www.cmsaevents.com

Thank You Sponsors!



Bridger Animal Hospital



THE EVENT

- 49 Main match riders
- 3 Limited Wranglers
- Rifle - 4 Riders
- Shotgun - 15 Riders
- Eliminator - 16 Riders
- Clean Shooter - 42 (Paid \$47/rider)

Riders From 7 States:

WY, UT, ID, AZ, MT, CO, WA

There were 3 people from WA State and they drove 721 miles (11 hrs) to participate in the shoot.

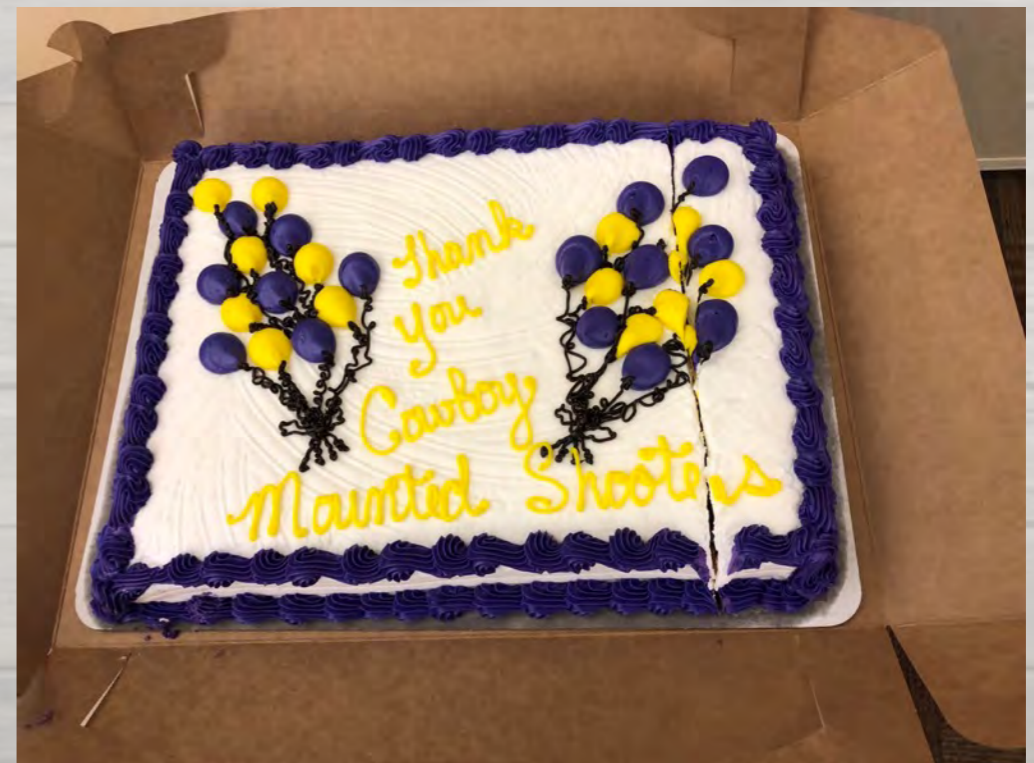
We had \$1,700 in added money, paid back 50% on entry fees per class, rifle, shotgun and eliminator paid back 50% of entry fees.



OUR SUPPORT TOWARDS LOCAL BUSINESSES

- Afton/Lincoln County Civic Center - \$72
- Outlaw T's (2 Banners) - \$168
- Outlaw T's (Leather patches for saddle pads & bamboo cutting boards) - \$361.20
- Weaver Leather (16 Saddle Pads) - \$3,423.84
- Desktop Design (Flyers) - \$50
- Lincoln County Fair-board \$3,390
- Tractor Supply (Shavings) - \$268.87
- Broulins (cake & rib dinner) at the Cervic Center - \$27

Total = \$7,760.91





THE TOURISM BOARD'S APPROVED EXPENSES PROVIDED:

Weaver Leather - Synergy Natural Fit Performance Pad (Black/Red Clay)

- Cost per pad: \$220
- # Needed: 16
- Leather corner pads added to each side of pad: \$256
- SVI Media: \$320
- Desktop Design: \$50
- Total Cost = \$4,246.00

DONATIONS RECEIVED AT THE SHOOT FOR THE AFTON FOOD PANTRY:

\$475.00 cash

87 cans of food which equals
about \$125.00 worth of food.

Total = \$600

WANTED
MOST NEEDED ITEMS
TO HELP THE AFTON FOOD PANTRY

CEREAL
OATMEAL
PASTA
CANNED FRUIT
HAMBURGER HELPER

PEANUT BUTTER
JELLY
SOUPS
CANNED VEGETABLES
CRACKERS

AFTON FOOD PANTRY
IS A 501 (C)(3) NON- PROFIT ORGANIZATION
COMMITTED TO SERVING ALL LOCAL RESIDENTS IN
NEED OF FOOD ASSISTANCE AT NO COST.
FOR MORE INFORMATION CALL 887-3663 OR VISIT
OUR WEBSITE WWW.AFTONFOODPANTRY.COM OR
BE SURE TO CHECK OUT OUR FACEBOOK PAGE

A BIG THANK YOU!

SV FFA for being our balloon setters (\$500)

Chamber of Commerce for the goodie bags at check in for all riders.

2020 Lincoln County Fair and Rodeo Royalty for the flag presentation. (Saturday only)



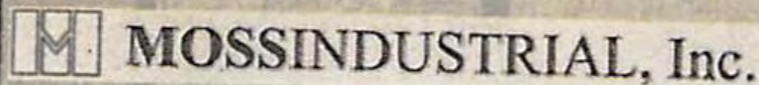
Star Valley Shoot

wants to thank all of our amazing sponsors!

Bruce & Lanette Peterson • Mick & Renee Bergquist
Scott & Linda Lawrence • Mike and Sandra Moore
Mike & Penny Welch • Brian & Collette Perry • Peggy Barritt
Darrylynn Shattig • Carol Jackson • Jeff Jones • Wendy Ohnstad



Bridger Animal Hospital







WE ARE LOOKING FORWARD TO NEXT YEAR!



BIG SKY ROUND UP AT THE DIAMOND P RANCH

Diamond P Ranch || 2865 Targhee Pass Hwy, West Yellowstone, MT 59758

Friday, August 6th:

Check in for rider 3:00 - 7:00 pm

Dave Stamey Concert

Cowboy Entertainer of the Year
and Musical Artist

Concert starts at 5 pm - 7 pm
Tickets sold at gate; \$20/person

Chuckwagon Dinner 5 pm - 7 pm | \$20/person

100% of the profits from the concert will be
donated to the Heart of the Horse.

****Bring a lawn chair****



Saturday, August 7th:

Registration open 8:00 - 9:00 am

CMSA Shoot starts at 10:30 am

Mandatory riders meeting begins at 10:30 am

National Anthem and Grand Entry

Main Match Stages 1-3

Rifle 2 stages

Wrangler Ground shooting following Rifle

Dutch Oven Cook Off 11 am - 3 pm | Awards at 4 pm

Dutch Oven and BBQ Fundraising Dinner 5 pm - 8 pm

Sunday, August 8th:

CMSA Shoot starts at 9:00 am

Main Match Stages 4-5

Shotgun 2 Stages (Gender split divisionally if
there are 5 or more women in each division)

Awards 1 hour after last shot.

**The Madison Hotel is offering a 20% if you enter the code: diamondp*

Madison Hotel Phone Number: 406 - 646 - 7745

Rodeo 361 Photography will be on site capturing the action through the lens!

Rodeo 316 Photography is also sponsoring a clean shot buckle

We will be collecting food for the Food Pantry

Please contact Lisa with any questions. 307 - 880 - 6649

MADISON



Big Sky Roundup at the Diamond P Ranch

August 6 -8, 2021

Expenses

Friday, Aug 6

	Cost
Dave Stamey Concert	\$1,900
Hotel for Dave Stamey	\$425
Chuckwagon Dinner	\$1,000
Radio/Newspaper Ads	\$670
Table/Chairs rental	\$300
Porta Potties	\$1,400
Hand Washing Stations	\$300
Insurance	\$300
Garbage	\$200
Printing	\$75
	\$6,570

Saturday, Aug 7 - Sunday, Aug 8

		Cost
Dutch Oven Cook Off	Sat only	\$800
Prizes		\$4,500
Balloons		\$250
Ammo		\$750
Balloon Setters		\$1,000
Balloon Setters lunch		\$250
		\$7,550

Branded RTIC hard sided 45 quart coolers. Coolers will be awarded to the winners in the Dutch Oven Cook Off and level winners in the main match.

Local Businesses Supported

Madison Hotel

Food Roundup Supermarket

KEZQ Radio

Garrett Ostler- Table/chairs rental

Spiffy Biffy Portables

The CMSA certifies ammo providers and only those providers ammo is to be used at an event. The ammo is certified loads of black powder which has a range of 15'-20'. The heat and the gas is what breaks the balloon. If a target is missed there is a 5 second time penalty.

Every rider is entered in the main match and there are auxiliary classes in rifle and shotgun. In both of these classes the riders shoot a revolver at the first five targets and then pull the rifle or shotgun from the scabbard and shoot the rundown targets.

During our event we will be hosting a double world point qualifying shoot. Any CMSA member in good standing is welcome to participate. Registration opens on the CMSA website on April 1. Last year we had 70 riders and they came from 7 different states,

To kick off our event we are having a Dave Stamey concert on Friday, Aug 6 from 5 – 7 pm. There will be a chuck wagon dinner on site too. Participants purchase a ticket at the gate. Tickets are \$20 for the concert and \$20/plate for the chuckwagon dinner. The events on Friday night are open to the public.

Saturday, Aug 7 we are starting our mounted shooting competition at 10:30. We will run 3 main match stages followed by 2 rifle stages. The Dutch Oven Cook Off begins at 11 am with judging about 3 pm. Starting at 5 pm there will be chuck wagon dinner served until 8 pm. Tickets will be sold for the cook off and the dinner throughout the day. Awards for the cook off will begin approximately 4 pm.

Sunday, Aug 8 is the final day of the competition. There will be 2 stages of the main match followed by 2 stages of shotgun. After shotgun the Wranglers (kids under 12 years of age) will be doing ground shooting with a parent or guardian. One hour after the last shot in shotgun competitors will gather for the awards ceremony. Riders will be awarded cash prizes and possibly branded RTIC coolers for level winners.

Official times per stage and overall times will be recorded and sent to the CMSA on Monday, August 9 by noon.

Section 2: Proposed Timeline

In November 2020 the event was posted on the CMSA website. At the beginning of the year we comprised a small group of people who were critical to the success of this event. We had regular planning meetings via Zoom where we agreed on a master plan, decided who would be responsible for each aspect of hosting this event, and scheduled regular follow up meetings. Securing sponsorship before July 15 has been an ongoing process. Sponsors are asked to have their donations, banners, and logo submitted by July 15, 2021. On July 16 the new flyer will be created to include the sponsors and the flyers will be distributed throughout the local communities, submitted to the Chamber of Commerce, updated on social media sites and websites.

All necessary equipment such as balloons and ammo have been ordered and delivered as of Feb 1, 2020.

We started early to get a comprehensive list of tasks. Below is a brief list of the tasks and the dates they have been accomplished:

1. Submit to the CMSA for approval – Nov 2020
2. Create flyer – Feb 2021
3. Secure sponsorship list – Jan 2021
4. Reach out to potential sponsors Jan – July 2021

Wyoming Desperados Mounted Shooters
Big Sky round up at the Diamond P
August 6 – 8, 2021

5. Contact Gallatin County Health Dept – Feb 2021
6. Secure necessary permit from health dept – July 2021
7. Contact fire department to determine if a permit is required – March 2021
8. Submit flyer and shoot info on Shootpony website – Feb 2021
9. Post on social media sites – March 2021
10. Schedule Dave Stamey – Jan 2021
11. Reserve block of hotel rooms – Jan 2021
12. Contact local radio stations, TV stations and newspapers to get pricing – Feb 2021
13. Reserve hand washing stations, porta potties and additional garbage bins – Feb 2021
14. Contact MT PBS to invite them to cover the event – Feb 2021
15. Secure balloon setters – Jan 2021
16. Find and reserve tables and chairs – Jan 2021
17. Order balloons – Jan 2021
18. Order ammo – Jan 2021
19. Create updated flyer – July 2021
20. Distribute updated flyer – July 2021

On Thursday, Aug 5 our team is meeting in the morning to make introductions and assign roles. Rex Portmann the arena owner has friends that come to help and we want everyone to know one another and what they are specifically responsible for during the event.

From Thurs – Sunday there are hundreds of tasks to be assigned here are a few:

1. Check riders and cooks in
2. Assign stalls and RV sites
3. Drag arena
4. Assemble arbitration committee
5. Set up courses
6. Set up balloon setter area
7. Set up ammo table
8. Register riders
9. Hang sponsor banners in arena
10. Assemble awards
11. Write award checks

Section 3: Proposed Budget

Attached is a budget outlining anticipated expenses. On average it costs the club about \$30 per rider. The club has to pay \$250 annually to the CMSA to be a club and have insurance, balloons are about .5/ea, a round is .30/ea for pistol and .35/ea for rifle. We pay for the balloon setters and for their lunch and refreshments. Clubs pay the CMSA for the rider's points and this is a double point event so each rider costs \$10.

Wyoming Desperados Mounted Shooters
Big Sky round up at the Diamond P
August 6 – 8, 2021

We are seeking sponsorship to help create an outstanding “customer experience” for our riders so they leave with high payouts and useful prizes.

The specific request for MAP funding is for the costs of hosting the event. The specific request for the coverage of known expenses are:

Dave Stamey \$1900
Hotel for Dave Stamey \$425
Radio Ads \$420
Porta Potties and hand washing stations \$1700
Additional Insurance \$300
Table/Chair rental \$300
Newspaper Ads \$250
20 – Branded RTIC 45 Quart Hard Sided Coolers \$4500

Total \$9,795

Section 4: Publicity, Promotion, Marketing

Early efforts have been made to promote this event. In the first quarter we have been reaching out to secure pricing for newspaper ads and radio ads.

In Feb we invited the Montana PBS to come to this event and cover all 3 days of competition, concert and cook offs. Commitment has not been received at this time.

Notifications have been published on Facebook and social media sites, listed on Shootpony.com, CMSA website, radio ads will be playing 4 times a day for the 2 weeks prior to the event, flyers have/will be distributed throughout the local communities, listed on the Chamber of Commerce Events webpage, sponsor banners will be displayed in the arena, newspaper ads will run one week prior to event, and sponsor logos will be on the live feed. There will be signage along the road inviting spectators. The International Dutch Oven Society (IDOS) has this event listed on their website.

Should the request be granted for the RTIC coolers we will secure the necessary logo file and have your name/logo on the top of the coolers. Coolers will be awarded to the Dutch Oven cook winners and level winners of the mounted shooting competition.

Section 5: Application Review Criteria

- We have partnered with the West Yellowstone Food Pantry and have invited them to attend our shoot
- Riders are asked to donate 10 nonperishable food items during the event
- The Clean Shot Jackpot fee will be waived for all riders donating 10 or more items
- To encourage participation in the clean shot jackpot there will be one of a kind belt buckle awarded to the fastest rider in the clean shot jackpot

- Wyoming Desperados Mounted Shooters
- Big Sky round up at the Diamond P
- August 6 – 8, 2021

- The food pantry rep will attend the awards ceremony on Sun afternoon and collect all donated food
- The Diamond P Ranch will be collecting camping and stall fees for all participants
- Rooms have been blocked at the Super 8 and the Madison Hotel to accommodate riders, cooks and guests
- Should MT PBS decide to attend there are many other events happening in town that weekend and we have made them aware so they can encourage attendance
- Visitors to the West Yellowstone area will have the ability to attend and participate in a unique western experience
- The food for the cook off will be purchased at the Food Roundup Supermarket
- Lunch for the balloon setters will be purchased at a local restaurant

This will be our clubs 2nd year hosting this event and we are anticipating attendance to increase. Success of this event will be determined by the # of riders, attendance at the concert and chuckwagon dinners, tickets sold for the concert and dinners will be tracked, total number of sponsors and sponsorship dollars, number of hotel rooms reserved/rented. We kept detailed records from last year and although this event has many more components there are some factors that remain the same that are trackable. After the event I will follow up with sponsors and civic organizations to get their feedback so that we can make adjustments for next year. We will total the number of donated nonperishable food items and/or cash donations.

Our club has not sought any MAPS funding in the past for this event.

As a proud member of the CMSA for nearly two decades I am passionate about the success of our sport and this event. In the past I have personally covered the cost of some of the expenses. This event will continue to be hosted by our club regardless of MAP funding.

Every single effort will be made to acknowledge the support provided to the Wyoming Desperados from the MAP Fund. We will gladly and proudly honor all requests for “Supported by West Yellowstone Businesses” in our promotional efforts. Your logo can go on the RTIC coolers, flyers, radio ads, newspaper ads and on the live feed.

Section 6: Application Supporting Documentation

To have full transparency I live in Afton, WY and attending a meeting in person presents some challenges. I do promise to create a power point presentation and present (via Zoom if possible) all of the statics to summarize our event. I know that your support is imperative to a successful event and we want to provide all of the invoices and receipts that your finding helped pay for.

In Aug 2020 we hosted an event in Afton, WY that was supported by the Lincoln County Tourism Board. Early in the year I presented a proposal, they accepted, and after the event I attended a meeting and provided a summary of the event in a power point presentation. At that event they provided funding

Wyoming Desperados Mounted Shooters
Big Sky round up at the Diamond P
August 6 – 8, 2021

for several things but the main thing was Synergy saddle pads by Weaver. I had leather corner panels made that said the name, location and date of event. The pads were awarded to the riders. I have attached the power point from that proposal. You can fully expect something similar after the West Yellowstone event.

If it is possible to secure advance funding for the cost of the following:

Dave Stamey \$1900

Hotel for Dave Stamey \$425

Prizes \$4500

Radio and newspaper ads \$670

Total \$7495

These expenses need to be paid up front and/or in advance. If we are awarded the funding for the RTIC coolers that order must be placed 6 weeks in advance of the event.

On behalf of the Wyoming Desperados I want to thank you in advance for providing this possible funding to help us host a well-organized and well executed event that recognizes and appreciate the western lifestyle. My personal promise to you is that you will be incredibly proud of your decision to support this family friendly event.

We plan on hosting this event for many years and we want to build a partnership with local organizations and businesses. Our success is a direct result of your support.

Certification

Applicant Individual or Organization:

Event or Project Name: *Big Sky Roundup at the Diamond P*

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature: *Lisa Grimsley* Name (printed): *Lisa Grimsley*

Title: *Wyoming Superados Secretary* Date: *March 24, 2021*

For Office Use Only

- Application approved by MAPFAB for total requested amount of _____ Date: _____
- Application approved by MAPFAB for only _____ of total requested amount Date: _____
- Application not approved by MAPFAB Date: _____

Reason:

Town of West Yellowstone
MAP Fund Advisory Board Meeting Minutes
3.11.21 at 12:00pm at the Povah Center

Present: John, Steve, Janna, Kim, Wendy

Prior to the meeting, all Board members were emailed copies of the Agenda, the 2.25 Meeting Minutes and all final versions of the revised MAP Fund documents

Agenda:

1. Public Comment
2. Approve 2.25.21 Meeting Minutes
3. Confirm final revised Fund docs
4. Discuss process for the creation of a new multi-day event
5. Next proposed meeting date: Thurs. 4.8.21

Meeting called to order 12:05pm **Action items in red**

Public Comment

1. Janna- Gallatin County Health Board to raise group meeting max attendance numbers tomorrow.
2. Wendy- SB355 and HB2 are coming before the Senate and House in the next two weeks for votes.
 - The bills will eliminate millions of dollars for tourism marketing and defund the CVB by 7/1/21.
 - 11% to regional marketing and 11% to CVB (\$298,000) will be eliminated- Marketing for West, Chamber and VIC staff salaries and funds for the Destination Yellowstone website may be gone

Approved 2.25.21 Meeting Minutes (Wendy, Janna) **John will email approved Minutes to Liz.**

Review and Approve Financials

1. **Janna will meet w/ Marysue and Lanie by early April to discuss the discrepancy between the running balance of the Fund listed on our Financials and the Fund total on the town's books.**
2. Wendy mentioned apps from Music in the Park and Mounted Shootout may be submitted in the near future. Rod Run hasn't drawn any of their \$15K Oct. 2020 approved funds for their August event.
3. \$130, 288.04 balance available. Approved. (Wendy, Steve)

Confirm final revised Fund docs

1. John emailed all final revised Fund docs to Liz and Board members on 3.9.21.
2. **John asked Liz to confirm that the town council would need to approve all the docs, and to hopefully add them to the town's website by 3.31.21.**
3. **Even though the new docs w/ new info about events being assigned Tracking #s to track them throughout the expense reimbursement process haven't been officially added to the town's website yet, John will notify Marge that her Snow Shoot event will have the Tracking # 21-01 assigned to it. This # is to go on all documents of reimbursement submitted by Marge to the MAPFAB member overseeing her event (Steve) and to the town offices for tracking her event throughout the Fund reimbursement process.**

Discuss process for the creation of a new multi-day event

1. We reviewed the info on the Great Falls new event funding given to us last year by Marysue.

2. Wendy will contact Rebecca in Great Falls to ask her how they intended to distribute funds- directly to the applicant through grant funding or expense submission and reimbursement.
3. We budgeted \$30K for this new event funding and \$5K for marketing. Our Application info currently allows for an applicant to submit up to 35% of their event or project budget expenses for possible funding or \$40K max. In the end, that means that an applicant can submit an expense budget of approx.. \$114,500 for possible funding and possibly receive \$40K in funding.
4. Janna made the good suggestion that we don't need to market solely for a new event. **We should just market the MAP Fund in general w/ the emphasis on our search to fund new events. (Max \$40K)**
 - Wendy will put together an initial marketing plan w/ possible marketing sources,- email, social media, digital, printed, etc.- content, time periods, costs, etc. for discussion at the next meeting.
 - Discussion suggested we should create a MAP Fund page on the town's website or a stand alone Fund website to market the Fund and target inquiries on event or project funding more directly. John will ask Liz about this topic. Eventually, we'll require approval from the town council on our marketing plan.

Next meeting: Thurs. 4.8.21 from 3:30pm-5:00pm at the Povah Center. John will notify Liz, reserve room w/ Vely.

Adjourned 1:25pm

Meeting Minutes approved on 4.8.21 as submitted by John Greve, MAPFAB Secretary

Parent/Guardian Signature

Date

PLEASE CIRCLE THE DAY OR ENTIRE WEEK THAT YOUR

CHILD WILL ATTEND CAMP:

Week 1 – SAFETY WEEK	June 14-18	M T W TH F	\$ _____
Week 2 – LET’S ALL MOVE	June 21-25	M T W TH F	\$ _____
Week 3 – PICTURE THIS	June 28-July 2	M T W TH F	\$ _____
Week 4 – STAR SPANGLED	July 5-9	M T W TH F	\$ _____
Week 5 – FUNKY FOODS	July 12-16	M T W TH F	\$ _____
Week 6 – WATER WARS	July 19-23	M T W TH F	\$ _____
Week 7 – GOING GREEN	July 26-30	M T W TH F	\$ _____
Week 8 – MAD SCIENTISTS	August 2-6	M T W TH F	\$ _____
Week 9 – SUPER HERO	August 9-13	M T W TH F	\$ _____
Week 10 - INTO THE OUT	August 16-20	M T W TH F	\$ _____
	Total		\$ _____
	Balance		\$ _____

Payment Schedule: Due to the number of participants wishing to take part in the summer recreation program, reservations will only be made with a deposit and/or payment. A \$25 per week or \$5 per day deposit is required. Full payments must be made prior to attendance. All payments MUST be made at the Town offices.

Refunds: Cancellation notices must be in writing, and must be received one week in advance of cancellation date(s) in order to receive a refund.

Scholarships: Full or matching fund scholarships are available to those who meet the financial guidelines. All applications will be considered. **Only one scholarship per financially eligible participant.**

_____ Please check if you would like to be considered for a scholarship from the West Yellowstone Foundation.

I, _____, have read the 2018 payment and policy plan as stated above.

Print Name

SMOKEY WATERS Day Camp 2021



406-640-1676

TOWN OF WEST YELLOWSTONE PARKS AND RECREATION AGREEMENT TO PARTICIPATE AND RELEASE FORM

_____ has permission to participate in the **2021 Smokey Waters Day Camp.**

Agreement to Participate Statement

I, as a parent or guardian, am aware that participating in the above program can be a dangerous activity involving **RISK OF INJURY**, including but not limited to: **Sprains, strain, fractures and broken bones, bumps, bruises, contusions, burns, insect bites, and weather related injuries.**

Because of the possible risk of participating in this program, I, as a parent or guardian recognize the importance of following the instructors' instructions regarding techniques, rules, and precautions. The above listed child hereby agrees to follow and/or reinforce those instructions. As a parent or guardian, I hereby voluntarily and expressly assume all risks of the child listed participating in the Smokey Waters Day Camp and agree to exonerate and hold harmless the Town of West Yellowstone, its volunteers, employees, and trip leaders from any and all liability, claims, causes of action or demands of any kind and nature whatsoever which may arise by or in connection to participation in the above program.

The terms of this agreement shall serve as a release and my assumption of the risk shall be binding on my heirs, estate, executor, administrator, assigns and all of my family members.

The laws of the State of Montana shall govern this agreement and any matter in any way related to participation in the above program.

Date

Participant's Printed Name

Parent/Guardian Signature

As a parent or guardian, I authorize the treatment by a qualified and licensed medical professional of the above listed participant in the event of a medical emergency which, in the opinion of the attending medical professional, may endanger his or her life, or cause disfigurement, physical impairment, or undue discomfort if delayed. The authority is granted only after a reasonable effort has been made to contact me or the emergency contact listed below.

This release form was completed and signed of my own free will with the sole purpose of authorizing medical treatment for the above listed participant under emergency circumstances in my absence.

Dates when release is valid: _____

Parent/Guardian

Date

Physical Address: _____

Mailing Address: _____

Home #: _____ Cell #: _____ Work #: _____

Email Address: _____

Please list another emergency contact below:

Name: _____ Relationship: _____

Home #: _____ Cell #: _____ Work #: _____

Presently under the following medication _____

My child is covered under medical insurance Yes _____ No _____

Please list any physical impairments and/or allergies including FOOD allergies that the participant has:

Age: _____ Date of Birth: _____

2021 CAMP DATES

Week 1 – Safety Week AA. <i>Blast Off</i>	<i>June 14</i>	June 14-18
Week 2 – Lets All Move AA. <i>Gravity Factory</i>	<i>June 21</i>	June 21-25
Week 3 – Simple Machines AA <i>Rexburg Rapids</i>	<i>June 28</i>	June 28-July 2
Week 4 – Star Spangled Celebration AA <i>Squealers Fun Park</i>	<i>July 5</i>	July 5-9
Week 5 – Funky Foods AA. <i>Idaho Falls Zoo</i>	<i>July 12</i>	July 12-16
Week 6 – Water Wars AA. <i>Heise Hot Springs</i>	<i>July 19</i>	July 19-23
Week 7 – Going Green AA. <i>Swiss Precision Nursery</i>	<i>July 26</i>	July 26-30
Week 8 – Mad Scientists AA. <i>The Rock Gym</i>	<i>August 2</i>	August 2-6
Week 9 – Super Hero AA. <i>Whitewater Rafting</i>	<i>August 9</i>	August 9-13
Week 10 – Into the Out AA. <i>Romsett Beach</i>	<i>August 16</i>	August 16-20

Date: June 14 - August 20, 2021

Location: Povah Community Center

Rates: \$25/DAY

Late Pick-up \$10 plus \$1 per minute

Time: 8:00am – 4:00pm M, T, W, TH & Fridays 8:00-4:30

Age: 5-12 yrs

Maximum # of Participants: 40 per day

ENROLLMENT: Will be on a first come first serve basis. Payment IN FULL must be made in ADVANCE of participation.

REGISTRATION: Registration forms must be submitted at the Town Offices along with payment for participation PRIOR to participants' arrival to camp.

REFUNDS: In order to receive a refund for your deposit or payment you must give a week written notice of cancellation.

For additional information, please contact Vely at 406-640-1676 or email ivazquez@townofwestyellowstone.com

ALL CAMPERS MUST WEAR THEIR CAMP SHIRTS ON FRIDAY AWESOME ADVENTURE DAYS.

TYPICAL WEEKLY SCHEDULE

DROP OFF & PICK UP: Parents/guardians must sign participants in with a counselor. If your child needs to leave early or is leaving with someone other than a parent/guardian, please provide a signed note to the counselor, explaining the situation and whom they will be leaving with.

SWIMMING: Swim day will be every **Tuesday**. All campers **MUST** bring their own towels, swim suits, and life jackets. Floatation devices do not replace a life jacket. Your child must pass a swim test to be able to swim without a lifejacket.

AWESOME ADVENTURES: Field trips will be on **Friday**. **We will leave at 8:30am and return as close to 4:30pm as possible.** You will be notified by phone/text of any cancellation or changes to the proposed schedule. All children must be dressed in clothing appropriate to field trip. **All campers must wear their camp shirt on field trips.** Personal game devices and movies are not allowed on Awesome Adventures. The Town is not responsible for any lost or stolen items!

BIKE RIDES: Please make sure that your child's bike has been checked by a qualified bike technician. Please utilize one of our local bike shops for your service and repair needs. All participants must wear a bicycle helmet.

Freeheel and Wheel 646-7744

WHAT TO BRING DAILY:

- LUNCH, Snacks
- Water Bottle
- Closed Toe Shoes
- Sunscreen
- Light Jacket (PREFERABLY WATER PROOF)
- Swim Suit and Towel (on swim days)

5-8 year olds

Monday: Exercises, Arts and Crafts, Outdoor Sports & Play Time

Tuesday: Camp Theme Activities, Swimming & Reading Time

Wednesday: Bike Ride & Sports

Thursday: Team Building Group Games & Nature Program

Friday: Awesome Adventure Field Trip

9-12 year olds

Monday: Exercises, Arts and Crafts, Outdoor Sports & Play Time

Tuesday: Camp Theme Activities, Swimming & Reading Time

Wednesday: Bike Ride & Sports

Thursday: Exercise and Stretch & Nature Program

Friday: Awesome Adventure Field Trip



Mad Scientists!



WEEK 8: August 2-6: This week will be all about Science. We will be making potions, performing science experiments, and learning observing nature as scientists do on a hike. We will be and learn about how the planet functions and how earthquakes occur. Join us as we discover and learn! *Anticipated field trip: The Rock Gym (Rexburg, ID)*



Super Hero!



WEEK 9: August 9-13 Campers to the Rescue! We will be learning about Police Officers, Firefighters, Emergency Medical Responders and more. Campers will dress as their favorite Superhero. This week will be filled with lots of adventurous games, crafts and heroic activities. They will make slimy-gooey kryptonite and create their own comic books. *Anticipated field trip: White Water Rafting (Big Sky, MT)*



Into the Out!



WEEK 10: August 16-20: Step into the out with us as we do things **backwards**, **upside down**, and **inside out** this week! Will it be as simple as going through the lunch line backwards, or will your counselor put you in charge for the day as you reverse roles? Who will be invited to come into the out? Join us to find out! *Anticipated field trip: Romsett Beach, (West Yellowstone, MT)*

2021 WEEKLY THEMES

Each week includes age-appropriate themed activities along with special classes in art, science, active games, and outdoor education. Water activities and fitness are part of everyday camp adventures!



WEEK 1: June 14-18: We officially welcome everyone back to camp this week for the 2021 season. Catch up with old friends, and meet new ones too, all while learning about safety together *Anticipated field trip: Blast Off (Idaho Falls, ID)*



Let's All Move!



WEEK 2: June 21-25: This week includes all kind of fun-fitness activities. Each day is dedicated to a sport. Join us for a discovery of movement, nutrition, and all things fitness- whether it's dancing, dribbling, relay races, or cooperative challenges and games, we will be in perpetual motion all week long! *Anticipated field trip: Gravity Factory (Rexburg, ID)*



Simple Machines!



WEEK 3: June 28- July2: Simple machines are basic mechanical devices that have been used for thousands of years. They can be used alone or in combinations to do work and build complex structures. Learn how levers, pulleys, screws, and other simple machines are used in science and construction even today. *Anticipated field trip: Rexburg Rapids (Rexburg, ID)*



Star-Spangled Celebration!



WEEK 4: July 5-9: Join us this week and help us celebrate America’s 245th birthday. We will show our American pride and rejoice for our freedom as we celebrate the home of the brave! *Anticipated field trip: Squealers fun park (Rigby, ID.)*



Into the Wild!



WEEK 5: July 12-16: Unleash the Beast! This week is a time to get wild like your favorite animal. We will be learning about different animals and their unique adaptations for survival. What makes each animal best suited for its role in its habitat and what threats do they face? *Anticipated field trip: Idaho Falls Zoo (Idaho Falls, ID)*



Water Wars!



WEEK 6: July 19-23: A true camp tradition and favorite not to be missed! This week we will do all things water! Be ready for a wet one! Campers will spend the week competing in water activities such as water balloon toss, bowl pass, and much more. Swimming and water games are only the beginning, not to mention the infamous Smokey Waters WATER WARS!! *Anticipated field trip: Heise Hot Springs (Ririe, ID)*



Going Green!



WEEK 7: July 26-30: Join us for a week of discovering how we can be “greener” inhabitants of our beautiful planet. We will learn how things are recycled and the 3 R’s (reduce, reuse, recycle) and even do some upcycling of our own! Campers will engage in various activities that will leave them with an entirely new love and understanding of the place we call home! There are so many ways to go green, which will your group explore? *Anticipated field trip: Swiss Precision Nursery (Ashton, ID)*



**TOWN OF WEST YELLOWSTONE
SMOKEY WATERS DAY CAMP
LATE PICK-UP FORM**

Late Pick-up Policy: Smokey Waters Day Camp closes at 4:00 p.m. (unless notification is provided). Parents picking up their children after 4:10 will be charged \$10.00 plus \$1.00 per minute until pick-up occurs. If late pick-up practices continue, the child(ren) may be removed from the program.

Time of pick-up: _____ Date: _____

I understand that after 4:00 p.m. Smokey Waters Day Camp began charging a late fee of \$10.00 plus \$1.00 per minute. I further understand this fee must be paid within five business days.

Child(ren)'s name: _____

Parent/Guardian Signature: _____ Printed Name: _____

Counselor's Signature: _____