

Montana Office of Tourism
Department of Commerce



MONTANA OFFICE OF TOURISM | ANNUAL REPORT 2012-13



The MONTANA BRAND is:



More spectacular unspoiled nature than anywhere else in the lower 48.



Vibrant and charming small towns that serve as gateways to our natural wonders.



Breathtaking experiences by day and relaxing hospitality at night.

TABLE OF CONTENTS

THE MONTANA VISION

MONTANA OFFICE OF TOURISM

MONTANA'S TOURISM FUNDING

MARKETING MONTANA

ELECTRONIC MARKETING

SOCIAL MEDIA

BRANDING INITIATIVE

PUBLIC RELATIONS & PUBLICITY

PUBLICATIONS

GROUP TOURS/OVERSEAS MARKETING

VISITOR INFORMATION SERVICES

TOURISM DEVELOPMENT
& EDUCATION

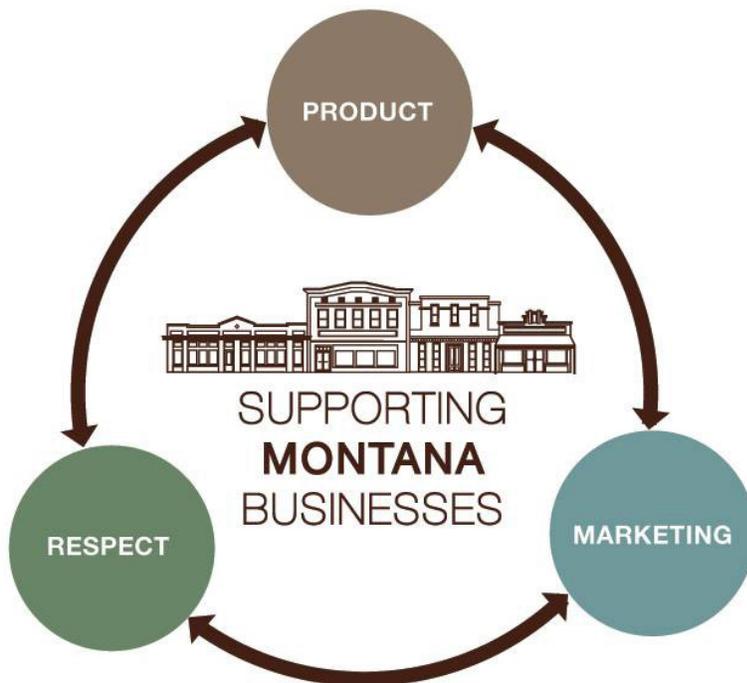
MONTANA MAIN STREET PROJECT

MONTANA FILM OFFICE

MONTANA'S TOURISM PARTNERS

THE MONTANA VISION

The Montana Vision is to increase visitation and improve the visitor experience while preserving Montana community values and protecting its unique places. The Montana Office of Tourism strives to achieve its guiding principles by focusing on the supporting pillars of Montana businesses via product, marketing, and respect.



PRODUCT

Collaborate through outreach, education, and novel value-add programs to improve the visitor experience and help our partners better deliver on the Montana Brand.

MARKETING

Differentiate the Montana experience from all other competing destinations through new consumer marketing and PR initiatives.

RESPECT

Improve awareness and build recognition for the potential of tourism as a robust economic development engine.

Jeri Duran | Administrator
Daniel Iverson | Public Information Officer
Carmen Levick | Executive Assistant

MARKETING

Susan Buhr | Marketing Coordinator
Riana Davidson | Consumer Marketing Manager
Norm Dwyer | Web Designer
Thurston Elfstrom | Digital Marketing Manager
Donnie Sexton | Public Relations/Staff Photographer
Donald Todd | Network Administrator
Jan Wirak | Web Content Specialist

SALES & CONSTITUENT SERVICES

Pam Gosink | Bureau Chief
Victor Bjornberg | Tourism Development & Education Manager
Carol Crockett | Visitor Information Services Manager
Marlee Iverson | Travel Trade Manager
Julie Walker | Graphic Designer

INDUSTRY & OPERATIONS SERVICES

Anna Marie Moe | Bureau Chief
Corrie Hahn | Digital Project Coordinator
Marchita Mays | Receptionist
Linda McClure | Business Operations Manager
Jo Morand | Fulfillment & Receptionist
Barb Sanem | Compliance Specialist
Robert Webster | Fulfillment Specialist
Carmen Whiting | Receptionist

FILM OFFICE

Deny Staggs | Montana Film Commissioner
John Ansotegui | Locations Coordinator
Rachel Gregg | Crew Liaison and Office Coordinator
Nik Griffith | Public Relations and Multimedia Coordinator

MONTANA OFFICE OF TOURISM

STAFF

ACCOMPLISHMENTS

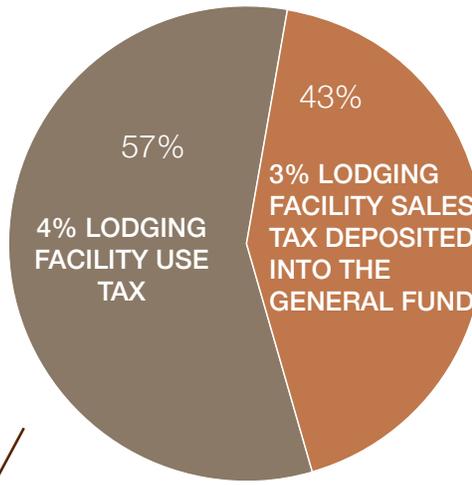
Montana hosted 10.8 million visitors in 2012, which translates to 11 new customers per Montana resident for our Main Street businesses.

Visitors to Montana spent \$3.27 billion, which is new money for Montana's economy.

Tourism and recreation businesses support 42,900 Montana jobs providing approximately \$1.1 billion in workers' salaries.

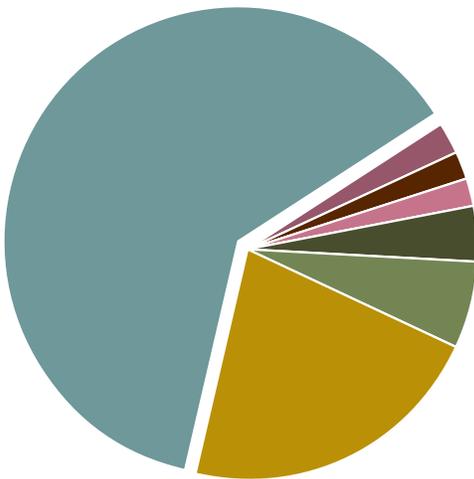
Visitor spending generated \$305.6 million in state and local tax revenue in 2012.

HOW THE 7% LODGING FACILITY TAX IS DISTRIBUTED

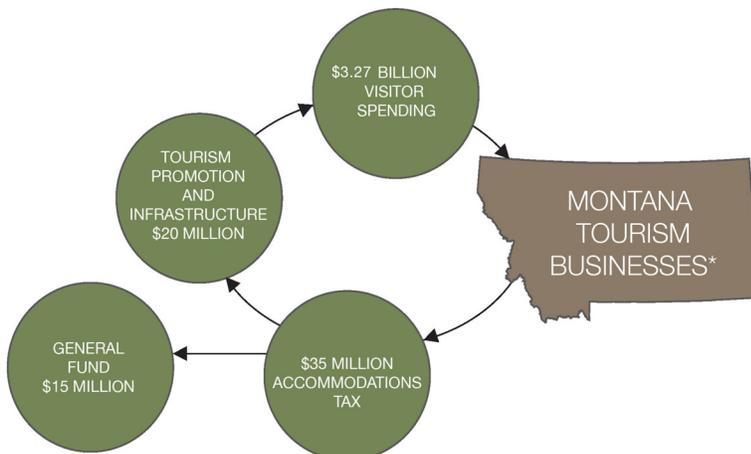


- 43% | 3% Lodging Facility Sales Tax Deposited Into General Fund
- 57% | 4% Lodging Facility Use Tax

HOW THE 4% LODGING FACILITY USE TAX IS DISTRIBUTED



- 62% MT Department of Commerce/MT Office of Tourism
- 22% Tourism Regions/CVBs
- 6% MT Fish Wildlife & Parks
- 4% MT Historical Society
- 2% MT Heritage Preservation & Development Commission
- 2% MT Department of Revenue
- 2% University of MT/ITRR



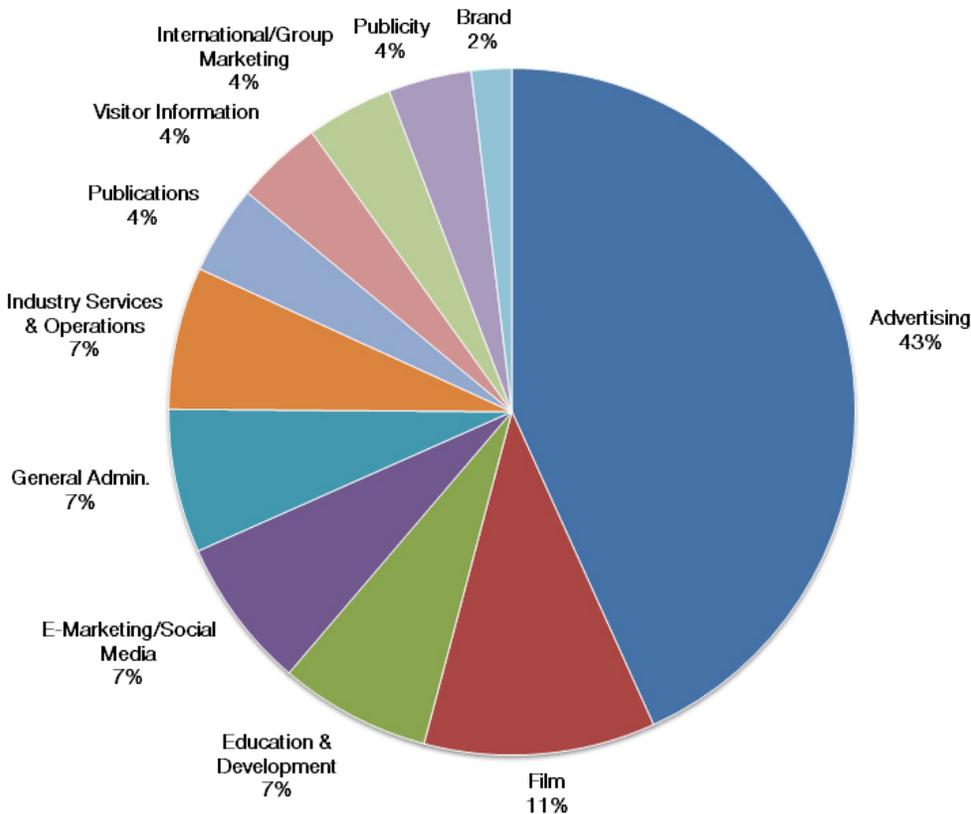
MONTANA'S TOURISM FUNDING

Funding for tourism promotion comes from a 4% Lodging Facility Use Tax, commonly known as the "Bed Tax." Enacted by the 1987 legislature, the tax is collected from guests of hotels, motels, bed and breakfasts, guest ranches, resorts, and campgrounds. These funds are divided among the entities shown in the pie chart to the left.

It should be noted that no additional money for tourism funding comes from Montana's General Fund. In fact, tourism helps support the General Fund due to the additional 3% Lodging Facility Sales Tax that was added in 2003 to the original 4%. This additional 3% accounted for \$16.7 million deposited directly into the General Fund in FY13 due to the success of Montana's tourism industry.

Distribution of Montana Office of Tourism Funds FY13

MONTANA'S TOURISM FUNDING (CONT'D)



2012 Non-Resident Traveler Expenditures

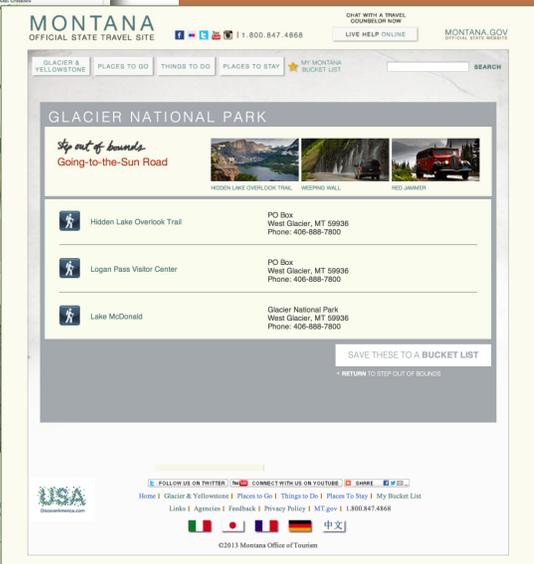
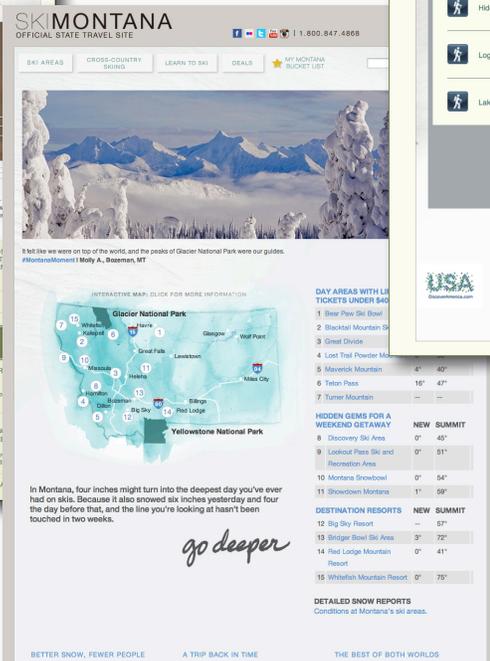
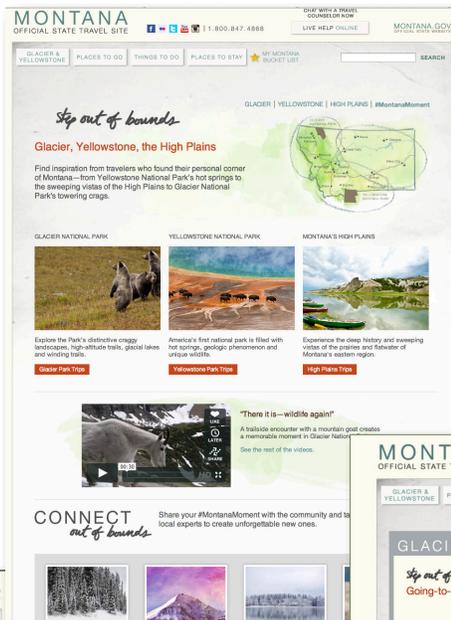
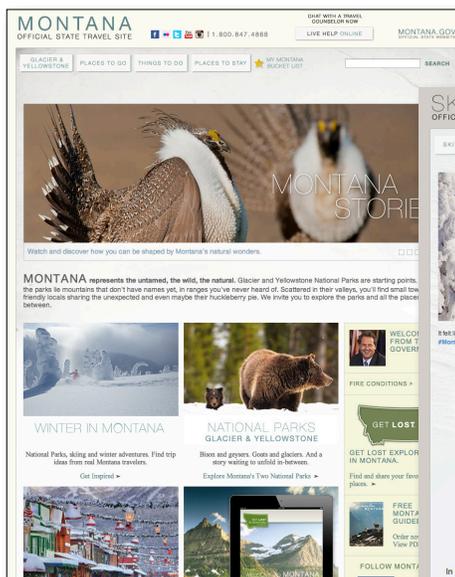
Gasoline.....	\$ 1,152,610,000
Restaurant, Bar.....	\$ 595,070,000
Retail sales.....	\$ 589,330,000
Hotel, Motel.....	\$ 338,660,000
Groceries, Snacks.....	\$ 258,490,000
Outfitter, Guide.....	\$ 103,520,000
Licenses, Entrance Fees.....	\$ 70,640,000
Auto Rental.....	\$ 62,360,000
Rental cabin, Condo.....	\$ 44,470,000
Campground, RV Park.....	\$ 21,260,000
Misc. Services.....	\$ 11,340,000
Vehicle Repairs.....	\$ 10,600,000
Farmers Market.....	\$ 4,870,000
Gambling.....	\$ 4,410,000
Transportation Fares.....	\$ 1,070,000
Total	\$3,268,700,000

ACCOMPLISHMENTS

Enhanced the functionality and usability of VisitMT.com, SkiMT.com, and WinterMT.com. These efforts included consolidating content; simplifying and updating the user interfaces of all sites; and bringing new tools to each site, such as the Bucket List, which allows users to bookmark places to go or things to do on the VisitMT.com, SkiMT.com and WinterMT.com websites.

Focused on building and incorporating inspirational user-generated content to reflect the Step Out of Bounds warm season campaign. This included the use of short-form narrative, photos and pre-populated Bucket List trip ideas on VisitMT.com and StepOutOfBounds.com. The curated #MontanaMoment content from MontanaMoment.tumblr.com was also leveraged on VisitMT.com and StepOutOfBounds.com to support the Step Out of Bounds campaign.

Relaunched the mobile version of VisitMT.com with more trip planning tools, including the Bucket List functionality, so users can bookmark things to do in the inspiration and planning phase of the travel purchase funnel and then refer back to those things to do via the Bucket List on their smartphone when they are in market.



ELECTRONIC MARKETING

Electronic Marketing works closely with Consumer Marketing and Social Media to strategically deliver compelling content that is consistent and builds across all channels.

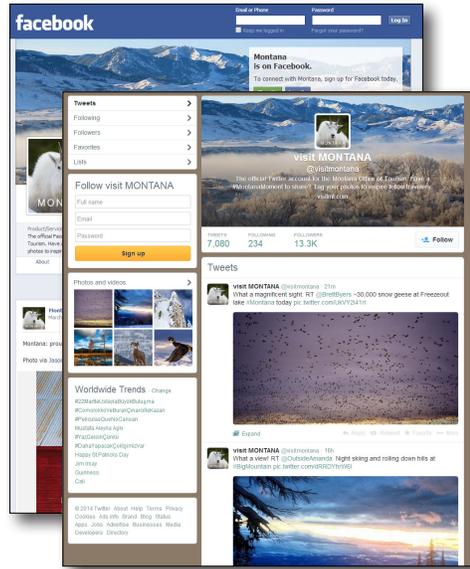
Through the use of emerging technologies, as well as trends in content marketing, MTOT develops websites and apps that inspire potential Montana travelers, help them facilitate their trip planning, and even allows them to share their travel experience.

One of the keys to MTOT's electronic marketing is the extensive database of places and business important to Montana's visitors. MTOT works closely with our communities and business partners to gather this information and keep it as up to date as possible.

ACCOMPLISHMENTS

#MontanaMoment Campaign Highlights

- MTOT launched its first social media campaign this past summer, encouraging visitors to share their #MontanaMoment via Tumblr, Twitter, or Instagram for a chance to win a trip to Montana.
- MTOT surpassed Tumblr visitation goal of 8,244 by 58% with 13,009 visits.
- Above goal on Tumblr content engagement with a goal of 5,477, surpassed by 21% with 6,652 engagements.
- Surpassed hashtag mentions by 27% with a total of 5,386 #MontanaMoment uploaded from June to August.



SOCIAL MEDIA

MTOT continues to leverage social media to have an interactive dialogue with past and potential visitors to Montana while inspiring travel to Montana. MTOT is on the following channels: Facebook with a total of 181,206 fans and Twitter with 13,200. Tumblr was introduced in April to serve as a content aggregator for our #MontanaMoment social campaign. MTOT has 400 followers.

ACCOMPLISHMENTS

The Branding Initiative continues to guide the efforts of the Montana Office of Tourism advertising, marketing, outreach, publication, and web programs.

MTOT has developed a tourism and brand workshop titled “Coming Together to Expand Montana’s Tourism Story” as an outreach effort to assist businesses throughout Montana in bolstering their ability to attract and retain visitors to their area. The workshop is a full day session and is free to participants.

The program is also designed to help business owners learn about the Montana Main Street program, social media sites and best practices, and developing an effective website. Ten workshops were conducted in FY13.

Prior to each workshop, a three-day road trip of the area was conducted to visit businesses and attractions that are representative of the brand pillars. Images and posts are then shared on Facebook and Twitter to emphasize the impact of social media and how it effectively contributes to marketing efforts.

BRANDING INITIATIVE

The brand development program is responsible for implementing and promoting a consistent positive brand image for Montana as a vacation destination. The program works to not only ensure consistency with the brand platform and brand principles but also to develop and administer brand outreach and services to encourage cooperation and support of the Montana Office of Tourism brand strategy.

To find out more information on the brand initiative and workshops, or to view Brand Books 1, 2, and 3, visit travelmontana.org/branding.

ACCOMPLISHMENTS

Public relations efforts in FY13 delivered Montana's key messages in nearly 600 editorial pieces via print, online, and broadcast coverage in North America.

MTOT supported international publicity efforts and collateral efforts with regional constituents, hosting 47 journalists (both domestic and international) on individual or group press trip visits with customized, story-specific itineraries. When appropriate, we escort these journalists to maximize their Montana experience(s).

MTOT hosted and provided financial assistance with four group press trips and a Hands-On Explorer Challenge project with National Geographic, partnering with in-state tourism constituents and private tourism businesses including lodging properties, outfitters, restaurants, museums, and others.

In addition, the state coordinated and assisted three TV production crews on multi-day shoots. The logistics of hosting broadcast media is particularly intensive yet yields high return on investment.

MTOT's public relations team provided hundreds of journalists with researched information, recommendations, contacts, photographs, and all of the elements necessary to develop editorial stories on travel and vacationing in Montana.

Expanded story idea content and photos are regularly updated on MTOT's pressroom website. Story ideas offer detailed information on seasonal and event-specific pitches sent to a targeted list of media

throughout the year. This media-specific web presence and outreach increased the number of inquiries and PR opportunities.
www.MontanaPressroom.com

The PR database includes 1,800 active contacts, which are updated daily. The database grows as we add influential travel journalists, bloggers, and broadcast contacts annually.

MTOT continues to provide information to the industry via montanaturismnews.org and accompanying e-newsletter to illustrate timely, relevant news and resources to our tourism partners.

Media coverage of Montana's tourism and film industry was cultivated through 38 in-state and out-of-state press interviews.



PUBLIC RELATIONS & PUBLICITY

Our public relations program enables us to tell Montana's abundant tourism stories, leveraging the editorial credibility of journalism.

Working closely with journalists, editors, photographers, and videographers, our public relations team garners placement in all media channels: print, web, broadcast, and social, to increase awareness of the state's vast range of destinations and unique travel opportunities.

We serve as both a clearinghouse of Montana information and also a concierge service to travel media, providing logistical and vetted financial assistance to media-producing articles and/or programming on Montana.

ACCOMPLISHMENTS

Incorporated the Step Out of Bounds creative on to the year-round Montana Guidebook cover, carrying creative efforts across multiple programs for a cohesive and integrated view. This ad-free guide markets Montana across all seasons, utilizing itineraries and regional information to maintain the authenticity and credibility of the Guidebook's content.

Updated and distributed the Montana Highway Map, utilizing the revised design created in 2012. A Quick Response (QR) code scanned by smartphones gives access to 321 Montana city maps.

Published the iPad magazine app, Get Lost in Montana - The Magazine, with stories and snapshots of Montana's real flavor begging visitors to get off the beaten path and...Get Lost in Montana.



PUBLICATIONS

The Montana Office of Tourism publications provide coverage of Montana's year-round recreation and attractions to visitors of all ages in print, digital, and app format.

These free guides and magazine are packed full of gorgeous photos, itinerary suggestions, and easy-to-read information helping our visitors further their sense of discovery for planning their trip or while in Montana.

They give the local story with depth and perspective, portraying Montana at its best.

The guides have been designed to be used in conjunction with the Montana Office of Tourism's website, VisitMT.com. Consumers can use the printed guides, supplemented by VisitMT.com and WinterMT.com, to create fun-filled itineraries on where to go, how to get there, where to stay, and what to do, for a very personal experience.

ACCOMPLISHMENTS

Coordinated group market advertising in major trade publications, which also includes an online presence.

Attended American Bus Association convention.

Hosted several domestic tour operators on individual familiarization tours across Montana.

Thirty-three European, Scandinavian, and Australian tour operators met with 11 Montana suppliers at the Rocky Mountain International Roundup in Boise, ID.

Hosted numerous European, Scandinavian, and Australian tour operators on individual familiarization tours throughout Montana. Also partnered in a Brand USA familiarization tour that came through West Yellowstone.

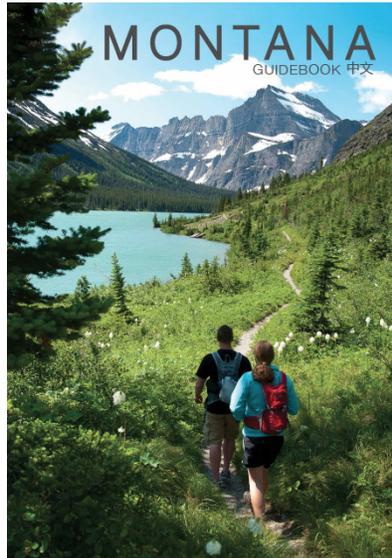
MTOT participated in TTGIcontri in Italy, World Travel Market in the United Kingdom, Scandinavian Mission, Australian Mission, ITB in Berlin, and French Mission.

Montana was also represented at consumer shows in our European markets.

Met with 49 tour companies at US Travel Associations, IPW.

Montana saw a slight decrease of 1% in overnights offered by tour operators. This is partially due to the economic downturn in the European countries as well as several large companies merging together.

Created a 20-page guidebook that is available in five languages: German, French, Italian, Chinese, and Japanese.



GROUP TOURS

The Group Travel program provides tour operators with the tools to build a successful group tour product. Group tours can bring a substantial amount of money to our state.

For example, on average, an individual touring on a motorcoach will spend \$183 per day, and a full capacity motorcoach contributes \$5,000 to \$7,000 per day to the local economy.

OVERSEAS MARKETING

The Montana Office of Tourism continues marketing in Europe, Scandinavia, and Australia, as well as Japan and Taiwan. We continue to see increased overnights offered in each market.



ACCOMPLISHMENTS

VISITOR INFORMATION CENTERS (VICs)

Provided customized training for staff of 30 VICs that included:

- Overview of MTOT's advertising campaigns

- Hands-on instruction in the use of the state's consumer travel websites

- Presentations by the state's six Tourism Regions

- Roundtable discussions on VIC best practices

Partnered with the Montana Department of Transportation to install electronic visitor information kiosk in new Conrad Rest Area.

Partnered with the Montana Department of Transportation to develop and install kiosk panels in rest areas around the state that featured top attractions.

VIC GRANT PROGRAM

Provided \$5,000 in staff funding assistance and up to \$350 in matching funds for electronic mobile equipment to 19 VICs:

- Beaverhead Chamber of Commerce, Dillon

- Billings CVB

- Big Horn County Historical Museum, Hardin

- Big Sky Chamber of Commerce

- Cooke City Chamber of Commerce

- Cut Bank Chamber of Commerce

- Ennis Chamber of Commerce

- Fort Benton Chamber of Commerce

- Gardiner Chamber of Commerce

- Helena Chamber of Commerce

- Kalispell CVB

- Laurel Chamber of Commerce

- Livingston Chamber of Commerce

- Missoula CVB

- Powder River Chamber, Broadus

- Shelby Area Chamber of Commerce

- Three Forks Chamber of Commerce

- West Yellowstone Chamber of Commerce

- Whitefish Chamber of Commerce

VISITOR INFORMATION SERVICES

The Visitor Information Services (VIS) Program is a component of an integrated and comprehensive tourism marketing strategy. Upon arriving in and traveling through Montana via highway, air, or rail, travelers need an integrated, strategic system of information from a variety of sources for a successful vacation experience.

SPECIAL EVENTS GRANT PROGRAM (SEGP)

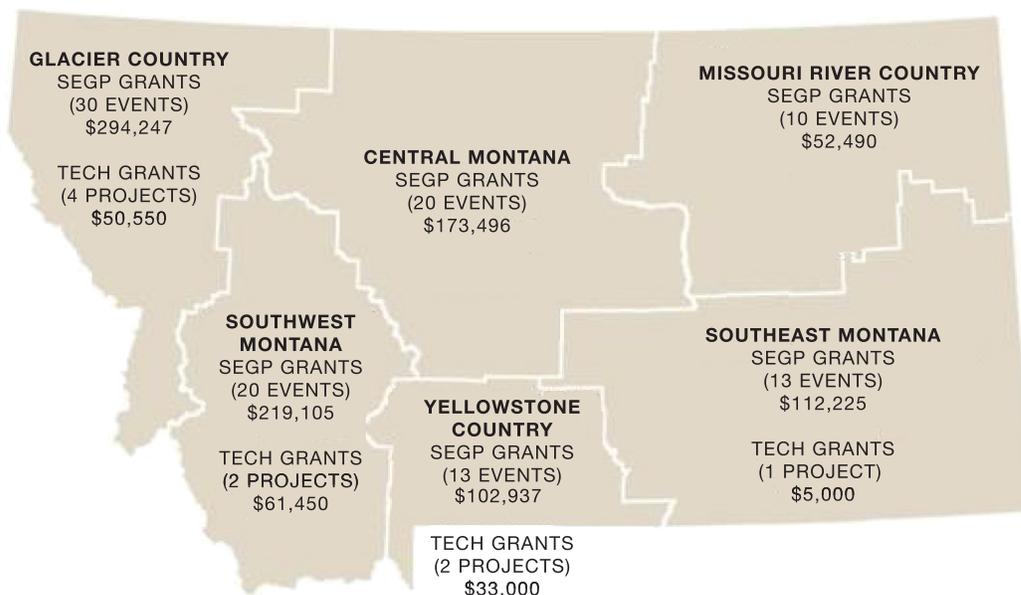
SEGP provided \$200,000 for 17 annual events in 12 Montana communities:

- Big Sky** – Big Sky Classical Music Festival
- Chinook** – Sugarbeet Festival
- Ekalaka** – The Ekalaka Shindig
- Glasgow** – Montana Governor’s Cup Walleye Tournament
- Great Falls** – The Russell and Montana State Fair & Big Sky Pro Rodeo Roundup
- Hamilton** – Big Sky Classic
- Hardin** – Will James Roundup
- Helena** – Running Amok for Scholarship Bucks
- Kalispell** – Montana Dragon Boat Festival, Pond Hockey Border Showdown, and Glacier Jazz Stampede
- Missoula** – International Choral Festival and Celtic Festival
- Polson** – Flathead Cherry Festival
- Virginia City** – Madison Duathlon, Marathon & Triathlon and “A Step Back in Time” Grand Ball

TOURISM e-MARKETING TECHNOLOGY GRANT (Tech Grant)

Tech Grant provided \$150,000 for nine projects in eight Montana communities:

- Big Sky** – e-Launch of Warren Miller Performing Arts Center
- Deer Lodge** – Smartphone self-guided tour app
- Gardiner** – Northern Range Promotional Cooperative
- Helena** – Southwest Montana E-Tourism Project
- Kalispell** – Discovery on Every Device
- Missoula** – e-Guidebook and Social Media & Social Networking Campaign
- Terry** – Visit Terry Website
- Whitefish** – Responsive Web Design & Trip Planner



VISITOR INFORMATION SERVICES (CONT'D)

ACCOMPLISHMENTS

2013 Montana Governor's Conference on Tourism & Recreation provided tourism education and training for 386 attendees.

More than 30 public meetings were held statewide as part of the outreach and input process that resulted in the 2013–17 Montana Tourism & Recreation Strategic Plan.

Montana Superhost Program provided customer service training to 1088 individuals through community and high school sessions and online training at montanasuperhost.com.

TOURISM INFRASTRUCTURE INVESTMENT PROGRAM (TIIP)

Tourism Infrastructure Investment Program (TIIP) Grants invested \$550,000 into twelve projects resulting in \$1.24 million in tourism facility improvements (\$2.26/\$1 leverage).

- Billings** – ZooMontana
- Bitterroot Valley** – Chief Joseph Pass Cross Country Ski Area
- Charlo** – Ninepipes Museum of Early Montana
- Cooke City** – Cooke City Montana Museum
- Hamilton** – Daly Mansion
- Helena** – Myrna Loy Center
- Lewistown** – Lewistown Art Center
- Polson** – Polson Fairgrounds
- Shelby** – Champions Park
- Terry** – Evelyn Cameron Heritage Center
- West Yellowstone** – National Smokejumpers Center
- Whitehall** – Whitehall Rodeo Grounds

TOURISM DEVELOPMENT & EDUCATION

The TD&E program focuses on providing technical, financial, and marketing assistance for tourism-related projects. Assistance is provided through education services including workshops, an annual conference, a recurring statewide strategic planning process, and a customer service training program.



ACCOMPLISHMENTS

Montana Main Street invested \$38,000 in FY13 into six community projects

Deer Lodge – Downtown Public Improvement Project – Completion of bench restoration and refurbishment to complement larger effort to revitalize the downtown.

Glendive – Growth Policy Update – Updating Growth Policy to accurately include recent significant regional economic growth. The project focuses on the preservation and revitalization of the downtown.

Helena – Downtown Property Tax Analysis – Conducting a property tax analysis and revenue mapping project to better understand the value of downtown development and investments made in the downtown commercial district.

Shelby – Heritage Tourism Walking Tour – Creation of a historical walking tour in the Main Street business district and adjacent historic neighborhoods. The project is part of a larger effort to identify and list historic properties, promote tourism in the community, and connect the downtown business district to the Shelby heritage tourism plan.

Terry – Growth Policy Update – Continuation and completion of Growth Policy started in FY12 to promote regional economic development in coordination with a strong downtown district.

Whitehall – Urban Renewal TIF District – Creation of an urban renewal tax increment finance district to remove blight, create investment in streetscape beautification, and generate a funding source for infrastructure improvement.

The Montana Main Street Program experienced significant success in FY13, including:

- MMS welcomed Deer Lodge, Miles City, and Helena into the state program to advance total membership to 21 communities; 2 designated and 19 affiliate.
- MMS provided 23 communities with onsite training and technical assistance and assisted 21 member communities and 19 non-member communities via phone and email.
- Supported the Montana Downtown Conference in Great Falls with content related to the common denominators of successful downtowns, taxation and development in downtowns, and fundraising fundamentals for special events.
- Developed program guidelines, membership application, project grant application, and website to reflect a wider scope of projects, encourage a comprehensive approach to Montana community downtown planning, and guide members toward success in the program.

MONTANA MAIN STREET PROGRAM

The Montana Main Street Program is a collaborative effort between the Community Development Division and the Montana Office of Tourism at the Department of Commerce. The program helps communities strengthen and preserve their historic downtown commercial districts by focusing on economic development, downtown revitalization, historic preservation, and tourism through proactive long-range planning, organization, design, and promotion. In FY14 and FY15, the Montana Main Street Program will be funded through the Montana Office of Tourism using bed tax dollars.

Since 1974, the Montana Film Office has actively promoted Montana as a production location to attract multi-million dollar projects to the state and provided a one-stop-shop for expert assistance on all aspects of moving picture production in the state. The MFO staff has expert and intimate knowledge of the best filming locations in-state and the experience required to appeal to the top decision-makers in the production industry.

MAJOR RESPONSIBILITIES

As part of the Montana Promotion Division, the Montana Film Office:

Promotes Montana locations to the media industry as attractive, cost-effective choices for moving picture productions that bring new business and jobs to Montanans.

Acts as the government liaison between on-the-ground productions and the appropriate regulatory agencies for all relevant permitting, labor, and filming practices.

Develops and supports workforce training initiatives geared toward expanding job opportunities for residents and reinforcing infrastructure growth within Montana.

Maintains an up-to-date comprehensive workforce database that provides for employment opportunities for local residents and service companies with all incoming and statewide production companies.

Engages top-level media and production industry decision-makers through familiarization (FAM) trips and hosted location scouts for future productions.

Grows Montana's Bed Tax revenues by leveraging the moving image assets through marketing partnerships and social and traditional media outlets. Up to 10% of visitors are making travel decisions based on moving pictures (movie, TV show, or video) they have seen. Since 2006, that contributed between \$66-\$100 million to the state's tourism revenue.

Assesses and reports the yearly economic impact that new media, film, and TV production has within Montana. The total economic impact of film and production in Montana since 2006 is over \$158 million.

Administers Montana production incentives, including the Big Sky Film Grant and the Big Sky on the Big Screen Act.



Film Office Staff

Deny Staggs

With a Masters in Filmmaking and two decades of experience producing and teaching TV & Film, Deny oversees and directs all MFO efforts as the **Montana Film Commissioner**.

John Ansotegui

A seasoned film location scout and filmmaker himself, John's 10 years of experience enhances the location and production assistance offered to instate production as the **Locations Coordinator**.

Nik Griffith

As the **Public Relations and Multimedia Coordinator**, Nik focuses his in-depth knowledge of new wave media and branding public services towards keeping MFO relevant and on message.

Rachel Gregg

With a Masters in Communication from the University of Montana and experience in live entertainment, **Crew Liaison and Office Coordinator** Rachel keeps MFO connected with productions and Montana crew.

ACCOMPLISHMENTS

Assisted in bringing more than fifty-four productions to Montana for an estimated direct economic impact of \$10.1 million and over 224,000 job hours created.

Promoted and administered both the Big Sky on the Big Screen Act and the Big Sky Film Grant as part of the Montana Production Incentive Package.

Certified 7 productions for the Big Sky on the Big Screen Act and granted 42 projects through the Big Sky Film Grant, including: "All the Labor" by High Plains Films, Helio Collective's "Spirit Canoe", and Corrie Francis Parks' "A Tangled Tale."

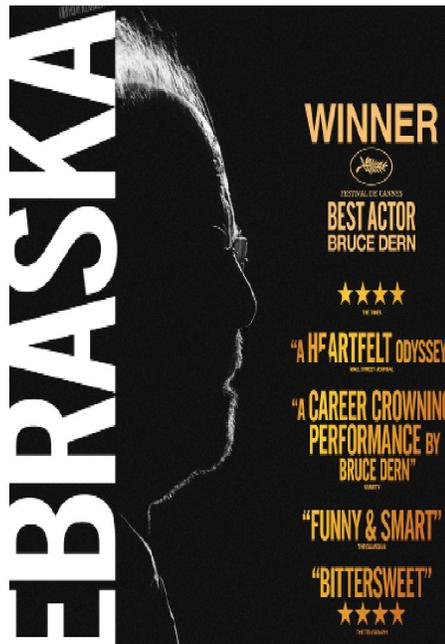
Hosted 53,827 user sessions and 131,447 page views on montanafilm.com, which lists more than 479 Montana crew members and 825 businessWes that provide services to the industry.

Garnered over 2,393 followers on Facebook and 3,545 followers on Twitter. Visitors to the Montana Film Office Youtube Channel viewed over 526 hours of Montana location, promotion, and film-centric videos.

Prepared the Youtube channel for a major overhaul and re-launch.

Fielded 182 project inquiries, with a 34% conversion rate to on-the-ground productions.

Saw Montana featured on notable television shows such as Food Network's "Restaurant Impossible", Travel Channel's "Trip Flip", Motor Trend's "Epic Drives", and HGTV's "House Hunters."



Worked with the SyFy Channel to produce a SyFy Channel original picture in the Paradise Valley and saw multiple independent films shot in the spring and summer seasons.

Facilitated production on national commercial campaigns for Patagonia, Vans, and Chevy. Saw a Dodge Ram Super Bowl commercial shot in Montana become one of the most viral videos of the year reaching over 100 million people.

Premiered "Winter in the Blood" by Montanans Alex and Andrew Smith at the Los Angeles Film Festival, screened "All the Labor" at SXSW, and saw the Montana-filmed "Nebraska" and "Jimmy P." named Official Selections of the Cannes International Film Festival

Promoted Montana as a production center at numerous world-class film festivals including Sundance, South by South West (SXSW), Cannes, the Los Angeles Film Festival, and the Film Independent Forum.

MONTANA FILM OFFICE

The Montana Film Office markets the state to the film, television, and new media industries for the purposes of promoting job opportunities, employment, and economic growth.
www.montanafilm.com



Winter in the Blood, the 2012 film by Montanans Alex and Andrew Smith and starring Chaske Spencer premiered at The Los Angeles Film Festival this year

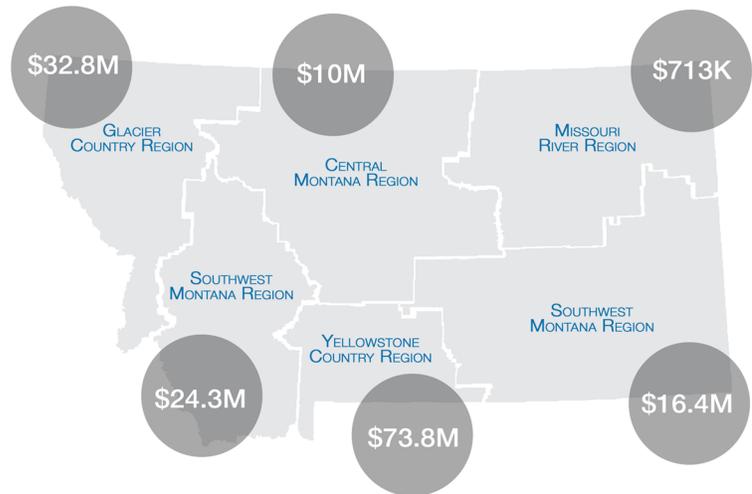
MONTANA
FILM OFFICE



MONTANA FILM

By The Numbers

The Montana Film Office has commissioned an Economic Impact Study to assess the economic benefits brought to the state by moving picture production. Set to be published later this year, the numbers are beginning to show just how influential the industry is in Montana communities. The map below shows the combined economic impact of production and film tourism for each Montana tourism region.



ECONOMIC IMPACT OF FILM IN MONTANA

Year	Direct Spend	Induced Impact	Job Hours
2006	\$6,448,500	\$9,672,750	310,651
2007	\$7,265,000	\$10,897,500	237,323
2008	\$4,978,500	\$7,467,750	162,631
2009	\$2,732,500	\$4,098,750	89,261
2010	\$4,111,500	\$6,167,250	134,309
2011	\$4,988,000	\$7,482,000	162,941
2012	\$7,100,200	\$10,650,300	231,939
2013*	\$5,360,000	\$8,040,000	175,093

*2013 figures are preliminary

In the years 2006 through 2012 the combined benefits of film production expenditures and tourist related travel influenced by moving pictures produced

\$158 million

in economic impacts and provided over

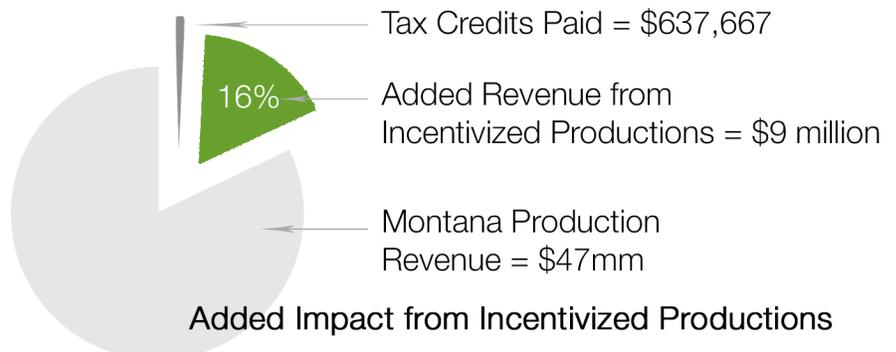
1.3mm job hours

benefitting an estimated 1,050 Montana jobs.

Over the life of the program, 15% of productions shot in Montana filed for tax credits under the Big Sky on the Big Screen Act. Productions made possible by the tax incentive increased Montana production industry revenue by an estimated 16%.



'Far and Away' | Billings MT



MONTANA'S TOURISM PARTNERS

Montana's tourism industry is composed of a multitude of entities working tirelessly to promote Montana and enhance our visitors' travel experience. It is because of the dedication and active participation of our tourism partners throughout the state that Montana continues to be a valued and treasured travel destination.

TOURISM ADVISORY COUNCIL



***Amber Wood-Jensen** (2014)
Chair
Butte, MT
amberw-j@townpump.com

***Bill McGladdery** (2016)
Vice-Chair
Butte, MT
billm@townpump.com

Philip Aaberg (2014)
Chester, MT
phil@sweetgrassmusic.com

Mark Anderlik (2016)
Missoula, MT
manderlik@igc.org

***Cyndy Andrus** (2015)
Bozeman, MT
cyndy.andrus@gmail.com

***Dan Austin** (2016)
Laurel, MT
dan@austinlehman.com

Matt Ellis (2014)
Missoula, MT
mellis@missoulaosprey.com

***Rhonda Fitzgerald** (2016)
Whitefish, MT
rhonda@gardenwallinn.com

Beverly Harbaugh (2015)
Jordan, MT
sndcrkclyds@gmail.com

Kim Holzer (2015)
Stanford, MT
info@papermoonmarketing.com

Glenniss Indreland (2014)
Big Sky, MT
gindreland@bigskyresort.com

***Stan Ozark** (2016)
Glasgow, MT
ozarkstan@hotmail.com

Lark Paz (2015)
Crow Agency, MT
lrealbirdpaz@yahoo.com

Gail Richardson (2014)
Bozeman, MT
envirogail@q.com

*Executive Committee