

# Town of West Yellowstone

Tuesday, August 18, 2015

West Yellowstone Town Hall, 440 Yellowstone Avenue

Town Council Meeting

7:00 PM

Pledge of Allegiance

Purchase Orders

Treasurer's Report

Claims ∞

Consent Agenda:     **August 4, 2015 Town Council Meeting** ∞  
                              **August 6, 2015 Special Town Council Meeting** ∞  
                              **August 11, 2015 Work Session** ∞

Business License Applications ∞

- Squeaky Clean Montana, LLC
- Bear County Bakery & Eatery (Business License Transfer + RT Bond Waiver Request)

Advisory Board Report(s)

Operations Manager & Department Head Reports

Assignments Report

**Comment Period**

- **Public Comment**
- **Council Comments**

## **NEW BUSINESS**

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Marketing and Promotions Fund (MAP) Award Recommendations

- West Yellowstone Sled Dog Races 2015-2016, \$9600
- Kids N Snow 2015-2016, \$3000

Discussion/Action ∞

Correspondence/FYI

Meeting Reminders



**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](http://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](http://www.townofwestyellowstone.com).

\* ... Over spent expenditure

Claim	Vendor #/Name/	Document \$/	Disc \$						Cash
Check	Invoice #/Inv Date/Description	Line \$		PO #	Fund Org Acct	Object	Proj	Account	
41135	2575 WY Tourism Business Improvement	50,098.85							
08/01/15	July 2015	50,098.85		TBID	2102 411800	540		101000	
41137	266 Utilities Underground Location	38.22							
5075300	07/31/15 excavation notifications	19.11		WATER	5210 430500	357		101000	
5075300	07/31/15 excavation notifications	19.11		SEWER	5310 430600	357		101000	
41140	95 Energy West-Montana	803.73							
07/30/15	nat gas - 62211 - updh	288.66		UPDH	1000 411252	344		101000	
07/30/15	nat gas - 62017 - police sta.	22.13		POLICE	1000 411258	344		101000	
07/30/15	nat gas - 12204-pub.svcs	27.62		STREET	1000 430200	344		101000	
07/30/15	nat gas - 62214- old firehall	19.37		PARK	1000 460430	344		101000	
07/30/15	nat gas - 01603 - old bld insp	20.75		STREET	1000 430200	344		101000	
07/30/15	nat gas - 61962 - library	24.87		LIBRAR	1000 411259	344		101000	
07/30/15	nat gas - 07154 - Povah Ctr.	201.12		POVAH	1000 411255	344		101000	
07/30/15	nat gas - 62207 - pub svcs	18.00		PUBSVC	1000 430200	344		101000	
07/30/15	nat gas -17279 -Town Hall	154.96		TWNHAL	1000 411250	344		101000	
07/30/15	nat gas -17569-Sewer Lift	26.25		SEWER	5310 430600	344		101000	
41141	2558 Hebgen Basin Fire District	49,865.00							
08/15/15	July 2014	49,865.00		FIRE	1000 420400	357		101000	
41142	146 Morrison-Maierle, Inc	130.00							
21133	08/11/15 PD online backup	70.00		DISPAT	1000 420160	398		101000	
21134	08/11/15 Town Offices online backup	60.00		FINADM	1000 410510	356		101000	
41143	2546 Century Link QCC	64.92							
07/23/15	long dist chg 406-646-7600	64.92		finadm	1000 410510	345		101000	
41145	2088 Town West Yellowstone	1,785.14							
08/01/15	utility chrgs, Chamber, 895	56.26		BLDGS	1000 411257	340		101000	
08/01/15	utility chrgs, UPDL, 892	52.50		BLDGS	1000 411252	340		101000	
08/01/15	utility chrgs, PS Shops, 884	23.73		BLDGS	1000 411253	340		101000	
08/01/15	utility chrgs. Povah Ctr, 887	100.60		BLDGS	1000 411255	340		101000	
08/01/15	utility chrgs, Police Dept,886	30.82		BLDGS	1000 411258	340		101000	
08/01/15	utility chrgs, City Park, 885	1,379.03		BLDGS	1000 411253	340		101000	
08/01/15	utility chrgs, Library, 891	27.20		LIBRAR	1000 411259	340		101000	
08/01/15	utility chrgs, Lift #1, 903	10.19		SEWER	5310 430600	340		101000	
08/01/15	utility chrgs, Twn Hall, 921	104.81		TWNHAL	1000 411250	340		101000	
41147	2789 WEX Bank	2,542.12							
08/01/15	07 Ford Expedition 6-54563A	96.18		SS	1000 450135	231		101000	
08/01/15	06 Dodge Durango 6-1374	170.58		POLICE	1000 430200	231		101000	
08/01/15	10 Ford Crown Vic 6-34157A	77.63		POLICE	1000 420100	231		101000	
08/01/15	08 Ford Crown Vic 6-1437	48.11		POLICE	1000 420100	231		101000	
08/01/15	10 Ford Expedition 6-000046	319.07		POLICE	1000 420100	231		101000	

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Claim Approval List  
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Claim	Vendor #/Name/	Document \$/	Disc \$						Cash
Check	Invoice #/Inv Date/Description	Line \$		PO #	Fund Org Acct	Object	Proj	Account	
	08/01/15 11 Ford Expedition 6-21425A	217.94		POLICE	1000 420100	231		101000	
	08/01/15 10 JD Backhoe	113.97		STREET	1000 430200	231		101000	
	08/01/15 78 Chevy Dumptruck	0.00		STREET	1000 430200	231		101000	
	08/01/15 78 Autocar Dumptruck	0.00		STREET	1000 430200	231		101000	
	08/01/15 85 Ford Dumptruck	0.00		STREET	1000 430200	231		101000	
	08/01/15 140 G Grader	134.11		STREET	1000 430200	231		101000	
	08/01/15 CAT 936 Loader	0.00		STREET	1000 430200	231		101000	
	08/01/15 91 Ford 6-582	59.60		STREET	1000 430200	231		101000	
	08/01/15 95 Mobile Sweeper	0.00		STREET	1000 430200	231		101000	
	08/01/15 97 Athey Sweeper	287.00		STREET	1000 430200	231		101000	
	08/01/15 14 Water Truck	125.17		STREET	1000 430200	231		101000	
	08/01/15 00 Freightliner Dump 6-60700A	0.00		STREET	1000 430200	231		101000	
	08/01/15 Snowmobile	0.00		STREET	1000 420100	231		101000	
	08/01/15 02 Freightliner Dump 6-54564A	0.00		STREET	1000 430200	231		101000	
	08/01/15 08 Ford Pickup 6-1450	74.41		STREET	1000 430200	231		101000	
	08/01/15 08 GMC Pickup 6-1484	399.34		STREET	1000 430200	231		101000	
	08/01/15 08 CAT 938H Loader	37.95		STREET	1000 430200	231		101000	
	08/01/15 08 904B MiniLoader	38.33		STREET	1000 430200	231		101000	
	08/01/15 93 Dodge 6-2010	151.57		STREET	1000 430200	231		101000	
	08/01/15 YNP Truck #2	0.00		STREET	1000 430200	231		101000	
	08/01/15 08 Ford Escape (multi-use)	0.00		FINADM	1000 410510	370		101000	
	08/01/15 14 Police Interceptor	191.16		POLICE	1000 420100	231		101000	
41189	38 Yellowstone Track Systems	173.00							
	6515 08/03/15 sweeper repair	173.00		STREET	1000 430200	369		101000	
41190	2182 Gallatin County	2,560.00							
	080515 08/05/15 shift coverage July 2015	2,560.00*		POLICE	1000 420100	398		101000	
41191	2907 Prothman Company	9,730.56							
	2015-4964 07/28/15 OM recruitment fee	6,000.00		ADMIN	1000 410210	356		101000	
	2015-4965 07/29/15 reimbursable expenses	3,730.56		ADMIN	1000 410210	356		101000	
41192	2862 Scott Magill	1,430.80							
	225 08/05/15 plumbing, dining lodge	236.80*		UPDL	1000 411252	366		101000	
	215 08/05/15 plumbing, dining lodge	394.00*		UPDL	1000 411252	366		101000	
	32 08/05/15 plumbing, RR well	800.00*		WATER	5210 430550	369		101000	
41193	2853 Two Seasons Recycling	500.00							
	2015-771 07/31/15 monthly recycling, July 2015	500.00		PARKS	1000 460430	398		101000	
41194	2835 Corner Cenex	7.98							
	1348 07/31/15 supplies-work session	7.98		LEGIS	1000 410100	220		101000	

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41195	999999 BRADLEY MYERS 08/11/15 reimb travel, OM candidate	1,000.00 1,000.00		ADMIN	1000 410210	370	101000
41196	999999 JEFFREY TRINKER 08/11/15 reimb travel, OM candidate	1,000.00 1,000.00		ADMIN	1000 410210	370	101000
41197	999999 REBECCA BIRD 08/11/15 reimb travel, OM candidate	313.97 313.97		ADMIN	1000 410210	370	101000
41198	1089 Gallatin County Treasurer 08/11/15 Tech surcharge 08/11/15 MLEA 08/11/15 Public Defender 08/11/15 Victims Assistance	1,997.00 560.00 550.00 250.00 637.00*		COURT COURT COURT COURT	7458 212200 7467 212200 7468 212200 2917 450131	   350	101000 101000 101000 101000
41199	135 Food Roundup 08/01/15 supplies 08/01/15 supplies	26.16 18.96 7.20		LEGIS STREET	1000 410100 1000 430200	220 220	101000 101000
41200	135 Food Roundup 08/01/15 Help Fund supplies	15.96 15.96		HELP	7010 450135	220	101000
41201	999999 BRIAN OR ERIN BENIKE 08/10/15 driveway bond refund	350.00 350.00		DRIVE	1000 214100		101000
41202	2507 Silvertip Pharmacy 07/02/15 RX	25.00 25.00		HELP	7010 450135	358	101000
41203	151 Gallatin County WY TS/Compost 07/31/15 transfer station charges	1,221.75 1,221.75		PARKS	1000 460430	534	101000
41204	2421 NAPA Auto Parts 07/31/15 supplies	164.02 164.02		STREET	1000 430200	220	101000
41205	2586 Waxie Sanitary Supply 75411327 07/28/15 janitorial supplies 06/23/15 returns	139.46 1,147.61 -1,008.15		PARKS PARKS	1000 460430 1000 460430	220 220	101000 101000
41206	789 Justice Court pass-through 08/11/15 Schow, Jeffrey Cit #63197	685.00 685.00		COURT	7469 213000		101000

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41207	764 General Distributing Co.	43.71							
354102	07/31/15 compressed O2	43.71		STREET	1000 430200	220	101000		
41208	65 Machinery Power & Equipment Co	425.33							
	07/06/15 parts	263.32		STREET	1000 430200	369	101000		
42CS0418240									
	07/13/15 parts	-62.99		STREET	1000 430200	369	101000		
42CR0384224									
	07/15/15 parts	119.21		STREET	1000 430200	369	101000		
42CS0418413									
	07/28/15 parts	105.79		STREET	1000 430200	369	101000		
42CS0418590									
41209	1331 West Yellowstone Foundation	110.00							
08/07/15	11 bus vouchers, Help Fund	110.00		HELP	7010 450135	220	101000		
41210	1454 Bozeman Chronicle/Big Sky	900.06							
1311081	07/03/15 Display Ad, Fireworks	178.78		ADMIN	1000 410210	327	101000		
1321064	07/17/15 Display Ad, Comm Open House	63.75		ADMIN	1000 410210	327	101000		
1316893	07/31/15 Police Patrol Ad	364.43		ADMIN	1000 410210	327	101000		
1316903	07/31/15 SS Assist Ad	197.10		ADMIN	1000 410210	327	101000		
1318807	07/29/15 Pub Hear, LGSC	96.00		ADMIN	1000 411870	220	101000		
41211	999999 KIM WAKEFIELD	80.00							
08/05/15	refund 1 week of Sum Rec	80.00		SUMREC	1000 346051		101000		
41212	2818 Avtec, Inc. (Scoutcare)	1,500.00							
2249	06/10/15 annual ScoutCare maint agree	1,500.00		DISPAT	2850 420750	362	101000		
41213	533 Market Place	85.57							
	07/31/15 supplies-work session	61.96		LEGIS	1000 410100	220	101000		
	07/31/15 supplies	23.61		SUMREC	1000 460449	220	101000		
41214	1311 Teton Communications	155.00							
128335	08/12/15 surveillance kit	155.00		POLICE	1000 420100	362	101000		
41215	2654 Community Health Partners	40.00							
060415/02	06/04/15 Help Fund Visit	10.00		HELP	7010 450135	220	101000		
052215/01	06/04/15 Help Fund Visit	10.00		HELP	7010 450135	220	101000		
060515/01	06/05/15 Help Fund Visit	10.00		HELP	7010 450135	220	101000		
071015/01	07/10/15 Help Fund Visit	10.00		HELP	7010 450135	220	101000		

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41216	2260 Think One 1505-02 08/04/15 Housing PAR	8,789.60 8,789.60		CDBG	2392 470320	357	101000
41217	999999 JASON BREY 08/02/15 refund Povah deposit	350.00 350.00		POVAH	2210 214001		101000
41218	999999 SARA HARDER 08/03/15 refund Povah deposit	350.00 350.00		POVAH	2210 214001		101000
41219	2898 TransUnion Risk and Alternative 08/01/15 background check	36.75 36.75		POLICE	1000 420100	220	101000
41220	40 Jerry's Enterprises 07/31/15 fuel 07/31/15 supplies	68.45 15.47 52.98		STREET DISPAT	1000 430200 1000 420160	231 220	101000 101000
41221	2916 Pioneer Equipment & Supply Co. 118785 07/30/15 brooms	1,763.90 1,763.90		STREET	1000 430200	220	101000
41222	2901 Pump Excellence 31 07/28/15 service call, well pump	600.00 600.00*		WATER	5210 430550	369	101000
41223	73 Westmart Building Center 07/31/15 supplies 07/31/15 supplies	5,517.27 468.14 2,504.58 13.94 181.23 53.65 66.05 418.81 45.32 1,389.76 15.16 226.34 134.29		STREET STREET SEWER WATER POLICE UPDL TWNHAL POVAH PARKS SOCSER WATER CHAMB	1000 430200 1000 430200 5310 430600 5210 430500 1000 420100 1000 411252 1000 411250 1000 411255 1000 460430 1000 450135 5210 430500 1000 411257	366 220 220 220 220 220 366 220 365 220 220 220	101000 101000 101000 101000 101000 101000 101000 101000 101000 101000 101000 101000 101000
41224	999999 SCOTT OR CORI HARRISON 07/31/15 refund H20 overpayment	0.92 0.92		WATER	5210 430570	359	101000
41225	2673 First Bankcard 06/30/15 USPS stamps 06/30/15 USPS stamps 06/30/15 USPS stamps 06/30/15 USPS stamps 07/02/15 iJump-entrance fees 07/08/15 IF Zoo, entrance fees	1,757.69 49.00 49.00 49.00 49.00 328.81 198.12		FINADM COURT POLICE SOCSER SUMREC SUMREC	1000 410510 1000 410360 1000 420110 1000 450135 1000 460449 1000 460449	311 311 311 311 871 871	101000 101000 101000 101000 101000 101000

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Check	Invoice #/Inv Date/Description	Line \$		PO #	Fund Org	Acct	Object	Proj	Account
	07/13/15 Constant Contact, email	15.00		REC	1000	460440	327		101000
	07/14/15 Amazon, toner	314.99		FINADM	1000	410510	220		101000
	07/14/15 Pete's Pizza, supplies	75.71		LEGIS	1000	410100	220		101000
	07/14/15 Dairy Queen, supplies	35.92		SUMREC	1000	460449	220		101000
	07/16/15 Rexburg Rapids, entrance fees	234.25		SUMREC	1000	460449	871		101000
	07/16/15 Rexburg Rapids, entrance fees	3.00		SUMREC	1000	460449	871		101000
	07/16/15 Constant Contact, email	126.00		REC	1000	460440	327		101000
	07/20/15 MT Gov, water fee	70.00		WATER	5210	430500	380		101000
	07/20/15 Yellowstone T Shirt, uniform	126.90		SUMREC	1000	460449	226		101000
	07/21/15 USPS, postage	1.20		WATER	5210	430500	311		101000
	07/21/15 Send It Home, shipping	31.79		WATER	5210	430500	311		101000
41226	2673 First Bankcard	1,208.48							
	06/30/15 Feguson Ent	24.06		PARKS	1000	460430	365		101000
	06/30/15 Kenyon Noble, control station	288.13		PARKS	1000	460430	365		101000
	06/29/15 Home Depot, supplies	20.31		PARKS	1000	460430	220		101000
	07/08/15 Running Bear, supplies	68.89		LEGIS	1000	410100	220		101000
	07/08/15 Book Peddler, supplies	36.05		LEGIS	1000	410100	220		101000
	07/08/15 Power Equip, pump	229.99		POLICE	1000	411258	366		101000
	07/13/15 MT Gov, pesticide license	88.08		WATER	5210	430500	380		101000
	07/20/15 Home Depot, supplies	16.72		PARKS	1000	460430	220		101000
	07/23/15 Book Peddler, supplies	48.47		LEGIS	1000	410100	220		101000
	07/23/15 Barco Products, pet bags	387.78		PARKS	1000	460430	220		101000
41227	2908 Frontline Ag Solutions, LLC	69.46							
	284803 08/12/15 supplies	69.46		STREET	1000	430200	369		101000
41228	2671 Gallatin Valley Food Bank	311.68							
	WEST7.24.1 07/24/15 commodities	311.68		HELP	7010	450135	220		101000
41229	162 House of Clean	8.08							
	146292-00 08/12/15 supplies	113.08		PARKS	1000	460430	220		101000
	146322-00 08/12/15 credit	-105.00		PARKS	1000	460430	220		101000
41230	999999 GAYLE ARCHER	350.00							
	08/13/15 refund driveway bond	350.00		DRIVE	1000	214100			101000
41231	1163 CS Construction	1,050.00							
	08/13/15 refund driveway bond x 3	1,050.00		DRIVE	1000	214100			101000
41232	999999 RICHARD CARLSON	350.00							
	08/13/15 refund driveway bond	350.00		DRIVE	1000	214100			101000

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41233	999999 FILEMON SOSA 08/13/15 refund driveway bond	350.00 350.00		DRIVE	1000 214100		101000
41234	951 Barnes & Noble 3072641 08/01/15 books 3065048 07/19/15 books 3065093 07/19/15 books	650.50 76.57 336.93 237.00		LIB LIB LIB	2220 460100 2220 460100 2220 460100	215 215	101000 101000 101000
41235	999999 RAY OVERMAN 08/13/15 refund driveway bond	350.00 350.00		DRIVE	1000 214100		101000
41236	42 Fall River Electric 08/13/15 refund street bond	400.00 400.00		BONDS	1000 214100		101000
41237	999999 MIKE CANTALUPO 08/13/15 refund driveway bond	350.00 350.00		DRIVE	1000 214100		101000
41238	999999 SOUTH PAW CONSTRUCTION 08/13/15 refund driveway bond	350.00 350.00		DRIVE	1000 214100		101000
41239	1461 OCLC, INC 409809 07/31/15 group services contract	775.00 775.00		LIB	2220 460100	398	101000
41240	29 Terrell's Office Machines Inc 305583 08/01/15 contract + overage July 15	53.70 53.70		LIB	2220 460100	398	101000
41241	2845 Kasting, Kauffman & Mersen, PC 08/06/15 legal services 08/06/15 postage/copies 08/06/15 phone/fax 08/06/15 travel	9,226.72 9,010.00 15.12 0.00 201.60		LEGAL LEGAL LEGAL LEGAL	1000 411100 1000 411100 1000 411100 1000 411100	352 870 345 373	101000 101000 101000 101000
41242	2099 Quick Print of West Yellowstone 7096 07/06/15 ink 7186 07/21/15 business cards, D. Arnado 7228 07/28/15 supplies 7239 07/29/15 supplies 7257 07/31/15 supplies	374.01 19.99 52.00* 50.75* 127.52 123.75		REC BLDINS BLDINS SEWER COURT	1000 460440 1000 420531 1000 420531 5310 430600 1000 410360	220 220 220 220 321	101000 101000 101000 101000 101000
41243	999999 MICHAEL SCOTT EAVES 08/14/15 restitution, TK-2014-128	650.00 650.00		COURT	7469 212401		101000

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Check	Invoice #/Inv Date/Description	Line \$		PO #	Fund Org Acct	Object	Proj	Account	
41244	2291 American Express	640.81							
	07/29/15 Billings Hotel, refund!!!	-93.56		FINADM	1000 410510	370		101000	
	07/09/15 Amazon, bike grips	7.99		WATER	5210 430500	220		101000	
	07/09/15 Amazon, supplies	12.52		ADMIN	1000 410210	220		101000	
	07/09/15 USPS, postage	18.45		POLICE	1000 420110	311		101000	
	07/10/15 Amazon, name plates	28.93		LEGIS	1000 410100	220		101000	
	07/11/15 Norton anti-virus, COP??	59.99		POLICE	1000 420100	220		101000	
	07/23/15 Holiday Inn, interview supplie	164.76		ADMIN	1000 410210	220		101000	
	07/23/15 USPS, postage	2.74		POLICE	1000 420110	311		101000	
	08/06/15 Patterson office supplies	26.00		COURT	1000 410360	220		101000	
	08/07/15 Gall's, uniform	412.99		POLICE	1000 420100	226		101000	
	# of Claims	64	Total:					166,761.33	



WEST YELLOWSTONE TOWN COUNCIL  
**Town Council Meeting & Work Session**  
**August 4, 2015**

COUNCIL MEMBERS PRESENT: Mayor Brad Schmier, Jerry Johnson, John Costello, Cole Parker, Greg Forsythe

OTHERS PRESENT: Finance Director Lanie Gospodarek, Public Services Superintendent James Patterson, Chief of Police Scott Newell, Social Services Director Kathi Arnado, Assistant Public Services Director David Arnado, Head Dispatcher Brenda, Martin, Ryan Barker, Tom Cherhoniak, Richard & Teri Gibson, Randy Wakefield

The meeting is called to order by Mayor Brad Schmier at 7:00 PM in the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana.

Portions of the meeting are being recorded.

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

**ACTION TAKEN**

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- 1) Motion carried to approve the June 2015 Treasurer's Report and Securities Report dated 7/29/15. (Forsythe, Johnson)
- 2) Motion carried to approve the claims which total \$178,807.37. (Forsythe, Parker)
- 3) Motion carried to approve the Consent Agenda, which includes the minutes from the July 21, 2015 Town Council Meeting and the July 28, 2015 Work Session. (Johnson, Parker)
- 4) Motion carried to approve the letter to Anna Callahan, US Forest Service Realty Specialist, and authorize the Mayor to sign. (Parker, Costello)
- 5) Motion carried to confirm the appointments of Bob Logar and Michael Hansen as supervisors of the Gallatin Conservation District for three year terms. (Costello, Forsythe)
- 6) Motion carried to appoint Jennifer Jordan to the Health Care Services Advisory Board for a three year term. (Johnson, Forsythe)
- 7) Motion carried to approve the request from the Holiday Inn to section off a portion of the north parking lot of the interior park of Block 25 to provide a safe parking area for the Rod Run participants. (Parker, Costello)

**Public Comment Period**

No public comment is received.

**Council Comments**

John Costello mentions that he, Patterson, Tom Cherhoniak, and multiple other community members met with the Montana Department of Transportation this afternoon to discuss making the highways more bicycle friendly.

**DISCUSSION**

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- 3) Forsythe asks about the statement in the previous meeting indicating that Community Health Partners is supposed to recommend an individual to serve on the Health Care Services Advisory Board. Mayor Schmier explains that they reviewed CHP's agreement and the resolution that established the board and that was not actually true.

- 4) Mayor Schmier explains that the Forest Service has requested another letter acknowledging some final changes to the road reservations in the 80 acres. Mayor Schmier reads the letter aloud, which indicates that the changes are acceptable to the Town.
  - 5) Mayor Schmier explains that it was recently determined that the Town was a part of the Gallatin Conservation District. Town Clerk Liz Roos explains that the Clerk & Recorder recently established that since this district was established in the early 1960s, before West Yellowstone incorporated in 1966, then West Yellowstone is by default part of the district and a portion of our property tax supports the district. The clerk for the board has requested that the Town Council confirm the appointments of Bob Logar and Michael Hansen as supervisors on the district board.
- A) **Advisory Board Reports:** Public Services Superintendent James Patterson reports that the Planning Board met last night and is working on the Growth Policy. They will meet twice a month for the next couple months so they are prepared to have it adopted by the end of the year. He also reports that the Parks & Recreation Board met last week and their primary discussion was about the trail around Town, improvements that are scheduled for Pioneer Park, and building a small gazebo that was discussed a couple years ago.
- B) **Operations Manager/Department Head Reports:** Mayor and Acting Operations Manager Brad Schmier thanks the staff for their extra efforts recently. Schmier reports that the Council's candidate of choice was made an offer of employment last week but that individual declined to accept the position. They will be meeting with the Prothman Company to decide where to go from here. Public Services Superintendent James Patterson reports on various maintenance activities of his department including well maintenance and repairing all the water shut off valves throughout Town. They also rebuilt part of the street sweeper in the last week and changed the pump on the railroad well. Schmier asks what the Town's involvement will be in the Rod Run. Patterson explains that he will have additional staff on this weekend and briefly describes the routes the cars will follow to enter the park on Saturday. He says they will do their best to open up the highways as quickly as possible after the parade. Chief of Police Scott Newell explains that the main computer in dispatch went down last week which necessitated a quick trip to Billings by Head Dispatcher Brenda Martin. They are back up and running but expecting Morrison-Mairele to come down next week to figure out how to set up a server in dispatch so this does not happen again. He says the application period for patrol officers closed on Friday. They received multiple applications but none that are Montana Post Certified. Newell describes some recent calls they have handled through the Police Department and the problem they are having with the perceived turn lane from Canyon/Highway 191 onto Highway 20. Finance Director Lanie Gospodarek reports that she is still working on finishing up the Capital Improvement Plan. They have had a lot of meetings to schedule and attend recently as well. Social Services Director Kathi Arnado received six applications for the assistant position and are hoping to conduct interviews on Thursday of this week. She mentions that food donations from the Bozeman Food bank are down and Habitat for Humanity has been in touch about reaching out to the Hispanic population.

7:45 PM – The Council adjourns into Executive Session at the request of the Public Services Superintendent to discuss a personnel issue. No action is taken.

The meeting is adjourned. (8:15 PM)

ATTEST:

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Mayor

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Town Clerk

WEST YELLOWSTONE TOWN COUNCIL  
**Special Town Council Meeting**  
**March 17, 2015**

COUNCIL MEMBERS PRESENT: Mayor Brad Schmier, Jerry Johnson, John Costello, Cole Parker, Greg Forsythe

OTHERS PRESENT: Finance Director Lanie Gospodarek, Public Services Superintendent James Patterson, Mike Moore-West Yellowstone News, David Arnado-Deputy Public Services Superintendent, Social Services Director Kathi Arnado, Tom Cherhoniak, John Hodgson by speakerphone of the Prothman Company

The meeting is called to order by Mayor Brad Schmier at 2:00 PM in the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana

**Public Comment Period & Council Comments**

No comments are received.

- 
- 1) Motion carried to approve Resolution No. 668, a resolution exempting Pioneer Park from the open container prohibition during the Yellowstone Rod Run Event on August 8, 2015. (Parker, Forsythe)
  - 1) The group discusses whether the hours that are noted in the resolution are sufficient and there is brief discussion about extending the hours until later. Johnson says in the past there has been discussion about charging a fee to call a special meeting. He says that they don't call special meetings very often but it can be very inconvenient even though this is a valid event.
  - A) The Council discusses the recruitment process for a new Operations Manager. Interviews were conducted two weeks ago and the selected candidate turned down the job. The Council discusses aspects of how the recruitment has gone so far and what their options are now. John Hodgson of the Prothman Company is present by speakerphone at the meeting. Hodgson summarizes some options going forward including: hiring an interim Operations Manager and repeating the recruitment, which likely will require reviewing the salary and benefits package. Hodgson describes the process they use to place an interim Town Manager, usually a retired City Manager that doesn't want to work full-time, year round. He also describes the timeline for going through the reopening process. He says that if they can agree on a salary/benefits package they could post the position again by next week. The process to advertise and review applications would take four to five weeks. Costello asks about the difference in the quality of candidates they would be considering if they increase the salary. Hodgson responds that increasing the salary at least \$10,000 will encourage people that are already city managers in other municipalities. He says that even the people that applied this time around had not been city managers very long. He points out that West Yellowstone is a very unique and is not really a community of 1200 people. Hodgson also recommends that they consider offering more vacation time to a new manager that would commensurate with their years of experience in the field or in government. Hodgson and the Council discuss multiple factors that affect hiring a new manager. Hodgson suggests that he send out a new job profile with recommended changes to the salary and benefits page to the Council to review by early next week. After further discussion, the Council decides to end the call and discuss the details and then call Hodgson back tomorrow. The Council takes a short break.

When the Council reconvenes, Costello says that it takes so long to train a new person that he does not think bringing in an interim manager is worth their time. The Council discusses the suggestions from the Prothman Company and increasing the salary and benefits package and what direction they want to go with the recruitment process. The Council agrees to not hire an interim manager, review the revised profile that Hodgson is going to prepare, and investigate the real cost to relocate.

The meeting is adjourned. (3:45 PM)

August 6, 2015  
Town Council Special Meeting  
Minutes, Page 2

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Mayor

ATTEST:

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Town Clerk

## WEST YELLOWSTONE TOWN COUNCIL

### **Work Session August 11, 2015**

COUNCIL MEMBERS PRESENT: Mayor Brad Schmier, Jerry Johnson, Greg Forsythe, Cole Parker, John Costello

OTHERS PRESENT: Finance Director Lanie Gospodarek, Public Services Superintendent James Patterson, Social Services Director Kathi Arnado, Chief of Police Scott Newell, Jeremy Weber-West Yellowstone News, Pierre Martineau, Marc Shepherd, Mary Davis, Corinne Fagerburg, Drew Barney, Jennifer Jordan, Marysue Costello, Doug Edgerton, Melissa Butler

The meeting is called to order by Mayor Brad Schmier at 6:00 PM in the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana

#### **Public Comment Period**

Pierre Martineau credits the Police Department and Public Services Department with all their efforts over the weekend during the annual Yellowstone Rod Run. He says there were people everywhere and they handled it very well.

#### **Council Comments**

Council Member Parker says that they have an extensive knapweed problem in Town. He says that there are properties all over town that are infested and strongly recommends that they do something about it. He asks if they have a law that requires people to take care of it on their private property, but there is not.

#### **DISCUSSION**

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Mayor Schmier calls the meeting to order and explains that the first topic of discussion is the resort tax ordinance and they are here at the request of West Yellowstone Ski Education Foundation (WYSEF). Drew Barney addresses the Council and questions why the ordinance was updated this spring and why their events are now subject to the tax. Mayor Schmier explains that they spent considerable time this spring reviewing the ordinance to make it fair to all. Barney questions why, after nearly 30 years, they are requiring non-profits to collect the tax. Council Member Johnson explains that the discussion started initially with the Chamber and the entrance fees for the World Snowmobile Expo each year. Barney challenges that non-profits have never had to pay resort tax, but Johnson points out that the Grizzly & Wolf Discovery Center and the Yellowstone Historic Center pay resort tax, both are non-profit entities. There is extensive discussion between the Council and Barney about the applicability of the resort tax ordinance to non-profit events. Doug Edgerton says they have been compared to other businesses, but WYSEF has one paid employee. The only way they could collect the tax is to deduct 3% from their gross sales and remit it to the Town. Parker asks if there is a limit to how much they can charge for entrance fees for a race. Director Moira Down explains that their governing body limits participation fees to \$35. Dow questions why they are subject to the tax just because her office is in Town. Marysue Costello, Executive Director for the Chamber of Commerce, asks the Council to consider exempting organizations that reinvest a certain amount into the community. She points out that the ski trails and snowmobile trails are vital to the winter economy. Council Member Costello says that earlier this year, they spent many hours working on the current ordinance and he questions whether they want to start over. Edgerton suggests that they just allow WYSEF to petition the Town to be added to the exemptions in the ordinance. Johnson says that they spent countless hours trying to determine how and what kind of organizations should and should not be subject to collecting the tax. Shepherd argues that there probably are no other organizations in the community that gives back to the community on the same scale. The issue is debated at length. Barney points out that Councils change and says that if they have to start collecting the tax, they will eventually have to come before the Council to ask for funding to support their organization. Finance Director Lanie Gospodarek explains that they recently confirmed with the Town attorney that a policy cannot override an ordinance. Schmier explains that they believe that the people that come to Town expect certain services such as police, fire, and ambulance, services that are provided through resort tax, and they think it is reasonable to expect those participants to pay a little bit to support those services. Barney emphasizes that collecting the tax will take away from the programs they already provide. The Council agrees to schedule a meeting in the near future where they will discuss exempting

specific entities through the ordinance and they will make sure the representatives of WYSEF are aware of the meeting. Council member Greg Forsythe states that he donates money to multiple organizations in Town, including the ski foundation. He says that when the cost of lumber goes up, what he charges at his store goes up. He says that at some point, they are going to have to reevaluate how they run their organization. He asks them to consider working with the Town and helping them support everything they provide.

Mayor Schmier explains the next item of discussion is the recruitment of a new Operations Manager. John Hodgson of the Prothman Company has revised the position profile and made suggested changes. The most significant suggested change is increasing the salary to a range of \$95,000 to \$120,000. Costello says that it boils down to either increasing the salary or reducing the qualifications. The Council discusses at length what approach they want to take considering that they were not able to hire a qualified candidate the first time through the process. Parker suggests reviewing all of the original applicants and considering some of the lesser qualified applicants that show potential. Johnson says that if they're going to consider paying someone \$120,000, they should definitely expect someone that is worth that salary. Patterson points out that its not all about the salary and they really don't know what a person is like until they hire them. Costello says that he thinks they should reduce the suggested salary, open the recruitment up again, but then review all of the applicants. After discussion, the Council agrees to raise the salary range to \$80,000 to \$100,000, include a deferred compensation option, move up the closing date, advertise more actively in the region-specifically regional newspapers and the Montana League of Cities and Towns. The Council agrees to play a more active role when it comes to reviewing the applicants from the beginning.

The meeting is adjourned. (8:15 PM)

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Mayor

ATTEST:

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Town Clerk

# Town of West Yellowstone Business License Application

Business Name: Squeaky Clean Montana, LLC  
Applicant: Brandi Kadlec  
Contact Person: Brandi Kadlec  
Mailing Address: 120 Aspen loop Rd  
Physical Address of Business: N/A  
Phone Number: (406) 640-0243 Fax Number: N/A  
Email Address: Brandi.Kadlec@gmail.com Website: SqueakyCleanMontana.com  
Signature of Property Owner of Record: NA

Subdivision: \_\_\_\_\_  
Block: \_\_\_\_\_ Lot: \_\_\_\_\_

Zoning District, please mark one: NA

- B-3 Central Business District (Old Town)       PUD Planned Unit Development (Grizzly Park)  
 B-4 Expanded Business District (Grizzly Park)       Residential Districts, Home Occupations Only (Mad Add)  
 E-2 Entertainment District (Grizzly Park)  
 New Business       Transfer of Ownership  
 Change of Location       Name Change

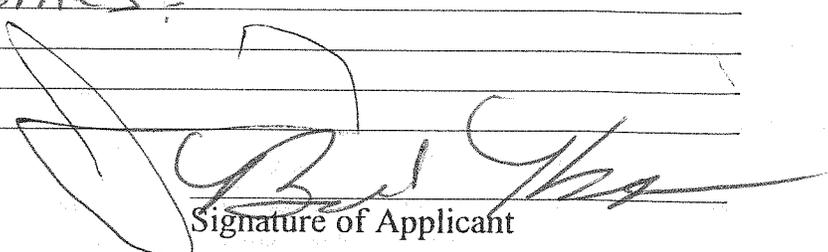
- Is this business licensed by the State of Montana?  Yes  No
- Appropriate City/County/Health Dept approvals (if applicable)  Yes  No (please attach)
- If this business is located in Grizzly Park, has the business been approved by the Grizzly Park Architectural Committee (GPAC)?  Yes  No

**Type of Business** Please explain in detail the following: number of units, seating capacity, etc. Contractors should list trailers and equipment and where these items will be stored.

Cleaning Private homes!  
Business

Business License Fee: \$ 50.00  
Resort Tax Bond: \$ \_\_\_\_\_

Total Amount Due: \$ 50.00



Signature of Applicant

Signature of Applicant

Date 8/11/15

### FOR OFFICE USE ONLY

Date Approved by Town Council: \_\_\_\_\_  
Date 8/11/15 Check # 1179 Amount \$ 50.00 License # \_\_\_\_\_  
SCN \_\_\_\_\_ BLP \_\_\_\_\_ STX \_\_\_\_\_ BLC \_\_\_\_\_ RDX \_\_\_\_\_

# Town of West Yellowstone Business License Application

Business Name: BEAR COUNTRY BAKERY & CATERY

Applicant: TRICIA ELLSTON & SHELLY THIERER

Contact Person: BEAR

Mailing Address: Box 290 - W. YELLOWSTONE, MT 59758

Physical Address of Business: 29 N. CANYON ST. - W. YELLOWSTONE, MT 59758

Phone Number: 406/640-3010 Fax Number: N/A

Email Address: N/A Website: N/A

Signature of Property Owner of Record: John Turock

Subdivision: Old Town

Block: 28 Lot: 6

Zoning District, please mark one:

- B-3 Central Business District (Old Town)  PUD Planned Unit Development (Grizzly Park)  
 B-4 Expanded Business District (Grizzly Park)  Residential Districts, Home Occupations Only (Mad Add)  
 E-2 Entertainment District (Grizzly Park)

- New Business  Transfer of Ownership  
 Change of Location  Name Change

- Is this business licensed by the State of Montana?  Yes  No
- Appropriate City/County/Health Dept approvals (if applicable)  Yes  No (please attach)
- If this business is located in Grizzly Park, has the business been approved by the Grizzly Park Architectural Committee (GPAC)?  Yes  No

Type of Business Please explain in detail the following: number of units, seating capacity, etc. Contractors should list trailers and equipment and where these items will be stored.

1 UNIT, SEATING CAP. 20

Business License Fee: \$ 50.00/10

Resort Tax Bond: \$ \_\_\_\_\_

Total Amount Due: \$ \_\_\_\_\_

Tricia Ellston  
Signature of Applicant

SHELLY THIERER  
Signature of Applicant

12 AUGUST 2015  
Date

FOR OFFICE USE ONLY				
Date Approved by Town Council:	_____			
Date <u>8/13/15</u>	Check # <u>3025</u>	Amount \$ <u>50.00</u>	License # _____	
SCN _____	BLP _____	STX _____	BLC _____	RDX _____

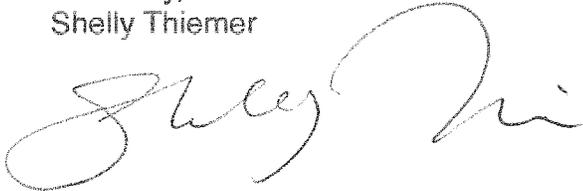
## BOND WAIVER REQUEST

I, Shelly Thiemer, have an existing business, located at: 136 N. Canyon Street — West Yellowstone, MT 59758. I have purchased a second existing business located at: 29 N. Canyon Street — West Yellowstone, MT 59758.

As the new owner of this existing business, I am requesting that the Bond be waived, as I have already paid the Bond fee for my initial business.

Thank you for your consideration.

Sincerely,  
Shelly Thiemer

A handwritten signature in cursive script, appearing to read "Shelly Thiemer". The signature is written in black ink and is positioned below the typed name.

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

Event or Project Applicant: W. Yell. Chamber of Commerce Marketing Comm.

Event or Project Name: Kids 'N' Snow Event Series

Date Submitted: 8.6.15

Date Approved by MAP Fund Advisory Board: 8.13.15

Requested Amount: \$3,000

Approved Amount: \$3,000

Exceptions: None

Comments: None

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:* West Yellowstone Chamber of Commerce Marketing Committee

*Event or Project Contact Person:* Wendy Swenson or Debbie Griffin

*Address:* West Yellowstone Chamber, PO Box 458, West Yellowstone, MT 59758

*Phone:* 406-570-2417 *Fax:* 406-646-9691 *Email:* marketing@destinationyellowstone.com

*Application Submission Date:* August 6, 2015

## **Event or Project Information**

*Event or Project Name:* Kids'N'Snow event series

*Location of Event or Project:* West Yellowstone Visitor Center & various locations in and around West Yellowstone

*Date(s) of Event or Project:* December 17, 2015-March 7, 2016

*Estimated Total Event or Project Cost:* \$37,095.00

*MAP Fund Amount Requested:* \$3,000.00

August 1, 2015

### Certification

Applicant Individual or Organization: *West Yellowstone Chamber of Commerce Marketing Committee*

Event or Project Name: *Kids'N'Snow Event Series*

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: *Marketing Director* Date: *August 3, 2015*  
*WYCCA*

#### For Office Use Only

This application has been approved by MAPFAB  Date: \_\_\_\_\_

This application has not been approved by MAPFAB  Date: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



## SECTION ONE: PROJECT SUMMARY

The goal of the Kids'N'Snow Program is to offer a sustainable, repeatable weekend offered throughout the winter, raising the awareness of West Yellowstone as a family-friendly destination, bringing winter destination families to West Yellowstone, and creating a memorable experience to bring those same visitors back again and again. In doing so, we meet community and organizational objectives of increasing room nights and attracting visitors to West Yellowstone consistent with our long-term vision of West Yellowstone as a vacation destination.

After four years, the program has expanded to 1000+ participants spanning more than ten states and several countries over the four weekends each winter. In 2012, the program received the "Tourism Event of the Year" from the Montana Office of Tourism and in 2014, we were awarded an AZA Nature Grant, recognizing us as an AZA Nature Play Site.

Marketing will be directed towards our winter drive markets in Idaho, Wyoming, Utah, and Montana. The website, Facebook, and Twitter pages are Internet-based and we are working to increase their visibility and followers on a regional and national level. Additionally, news releases, event calendars, the website, and social media markets generate publicity.

On a local level, businesses, organizations and sponsors help support Kids'N'Snow through their own advertising and promotional efforts. We will again be working with media partners for matching advertising programs, editorial and no-charge publicity across multiple media streams including radio, television, magazines, and web.

We continued to partner with other events to share ad space and stretch our advertising dollars. This includes the West Yellowstone Sled Dog races, the NAIFC Ice Fishing Tournament, and Ski Festivals.

*Please see the schedule and details of activities on the next page.*

Kids'N'Snow MAP Application

August 1, 2015

	Chamber & Other Local Events	USFS - Hebgen Lake District	Yellowstone National Park	Other organizations and businesses:
November 27, 2015	S'mores at the Trailhead, a S'mores evening in conjunction with the Yellowstone Ski Festival and WYSEF			Yellowstone Ski Festival
December 17-20, 2015	Christmas Stroll (17th); West Yellowstone Annual Dog Sled Races; Meet the Musers (17th) S'mores, Skating & Sledding	Snowshoe hike with a ranger, winter games, build a snowman	Snowshoe hike with a ranger; Junior ranger snow program	SPAM Cup, Christmas for the Critters, Christmas Bird Count, Sled Dog Rides; "Yellowstone" Giant Screen Movie; M120 Snowmobile Demo Rides, "Animal Tracks" & "Owl Pellets" GWDC
January 16-17, 2016	NAIFC Kid's Ice Fishing Camp (free clinic & fishing rod); S'mores, Skating & More	Snowshoe hike with a ranger, winter games, build a snowman	Snowshoe hike with a ranger; Junior ranger snow program; Yellowstone Ranger Talks	Sled Dog Rides; "Yellowstone" Giant Screen Movie; M120 Snowmobile Demo Rides, "Animal Tracks" & "Owl Pellets" GWDC, Snow games; Learn to Ski
February 6-7, 2016	S'mores, Skating & More	Snowshoe hike with a ranger, winter games, build a snowman	Snowshoe hike with a ranger; Junior ranger snow program; Yellowstone Ranger Talks	Sled Dog Rides; "Yellowstone" Giant Screen Movie; M120 Snowmobile Demo Rides, "Animal Tracks" & "Owl Pellets" GWDC; Kirkwood Ice Fishing Camp; Snow games; Learn to Ski
March 6-7, 2016	Youth XC Ski Festival; S'mores, Skating & More	Snowshoe hike with a ranger, winter games, build a snowman	Snowshoe hike with a ranger; Junior ranger snow program; Yellowstone Ranger Talks	Sled Dog Rides; "Yellowstone" Giant Screen Movie; M120 Snowmobile Demo Rides, "Animal Tracks" & "Owl Pellets" GWDC ; Kirkwood Ice Fishing Camp; Snow games; Learn to Ski

Kids'N'Snow MAP Application

August 1, 2015

SECTION TWO: TIMELINE

Here is the timeline for specific tasks:

October 2015:	November 2015:	December 2015:
Grant applications (including web-based fund raising and corporate programs)	Grant applications (including web-based fund raising and corporate programs)	Finalize and publicize December event schedule
Finalize programs	Finalize marketing budget	December advertising & publicity
Meetings with strategic partners	Outline press/media plan	January advertising placement & creative
Load on web-based calendar of events	December advertising placement & creative	January media & publicity
Website updates	December media & publicity	Create & print signage
Twitter & Facebook focus	Creative & produce print pieces	Update & print passports
	Website updates	Create & setup Kids Headquarters
	Twitter & Facebook focus	Schedules for paid and volunteer participants
	Set-up Kids'N'Snow Patrol	Event management
		Survey of attendee's
		Website updates
		Twitter & Facebook updates
		Administrative (billing, communications)
January 2016:	February 2016:	March 2016:
Finalize and publicize January event schedule	Finalize and publicize February event schedule	Setup Kids Headquarters & signage
January advertising & publicity	February advertising & publicity	Coordination with schedules & partners
February advertising placement & creative	March advertising placement & creative	Event management
February media & publicity	March media & publicity	Administrative (billing, communications, final reports)
Update & print passports	Setup Kids Headquarters & signage	
Setup Kids Headquarters & signage	Coordination with schedules & partners	
Coordination with schedules & partners	Event management	
Event management	Update & print passports	
Survey of attendee's	Survey of attendee's	
Website updates	Website updates	
Twitter & Facebook updates	Twitter & Facebook updates	
Administrative (billing, communications)	Administrative (billing, communications)	

August 1, 2015

**SECTION THREE: BUDGET**

The most significant cost is promoting the different weekends through the winter, as well as expenditures associated with putting on so many activities over the two days. Fortunately, we have partners and businesses that have committed labor, supplies, and cash to the program. The West Yellowstone Chamber Accommodations Marketing Budget has allocated up to \$7,500 to the project, and we have a reserve of unrestricted funds of approximately \$3,500 from fundraisers and sponsorships.

Requests will also be made to the TBID grant program, and out-of-community grants have been submitted to a variety of organizations and programs including Keen Footwear, LL Bean and Subaru. We are recruiting additional cash sponsorships from area businesses/organizations.

In-kind contributors (food, equipment, utilities, plowing, supplies) are anticipated from businesses who have participated in the past including, but not limited to Walmart, Costco, SYSCO, Nichlas and Westmart. Additionally, we will team with our strategic learning partners to again provide resources including the Grizzly & Wolf Discovery Center, Yellowstone National Park, Hebgen Lake District of the Forest Service, GFNAC, Freeheel and Wheel, and WYSEF.

We will again be working with media partners for matching advertising programs, editorial and no-charge publicity across multiple media streams including radio, television, magazines, and web. On a local level, we plan to ask local businesses to help support Kids'N'Snow through their own advertising and promotional efforts.

*Please see the estimated budget on the next page.*

**Funding Sources - 2015/16**

<b>Committed: Accommodations</b>	<b>\$7,500.00</b>	
<b>Committed: Sponsorships /Private</b>	<b>\$00</b>	In process
<b>Remaining from 2014/15 (Unrestricted)</b>	<b>\$3,200.00</b>	*****
<b>TBID</b>	<b>\$2,500.00</b>	grant application in process
<b>MAP</b>	<b>\$3,000.00</b>	grant application in process
	<b>\$16,200.00</b>	

**Additional funding sources:**

Fundraisers, sponsors, national grant programs including Keen, LL Bean, Subaru

Kids'N'Snow MAP Application

August 1, 2015

**2015-16 Prelim.**

**Budget:**

<b>Marketing</b>	Print/Online/Social Media	\$12,400.00
	Print: posters, Passports	\$500.00
	Website Updates	\$400.00
<b>Staffing</b>	Marketing & Project Management	\$3,500.00**
<b>**</b>	Visitor Center Staff support for Saturday & Sunday	\$600.00**
	Volunteer Organize/supervise individual activities (XC ski games, snowshoe hikes, XC trails ,ice skating, etc)	\$7,200.00*
	Event Coordinator	\$4,000.00
<b>Event supplies, equipment, insurance, etc.</b>	Event signage	\$200.00
	Giveaway, event supplies (2 yr supply)	\$00
	Snow Patrol (hats/prize)	\$200.00
	S'mores supplies	\$500.00*
	Supplies for Activities (games/art wall)	\$150.00
	Insurance (\$250.00 per event x 4)	\$1,000.00
	Event Permit -City (\$25 per event x 4)	\$125.00
	Music for S'mores (\$80.00 x 4)	\$320.00
	Activities (sled dog, snowcoach, snowshoe, etc)	\$10,000.00*
	<b>Total</b>	<b>\$37,095.00</b>
	<b>In-Kind</b>	<b>- \$21,800.00</b>
	<b>Remaining Marketing &amp; Operating Budget</b>	<b>\$15,295.00</b>

\* Costs are covered by in-kind donations

\*\* Chamber & Accommodations also cover partial Marketing/Project Mgmt and VIC Staff costs

We are asking for MAP funding in the amount of \$3,000.00 to cover part of the costs of the following items:

<b>Idaho Falls Post Register: Print Ads Main Paper &amp; FR, Online Ads Dec, Jan, Feb</b>	<b>\$1,050.00</b>
<b>Signage (Posters, passports, flyers, banners): Quick Print</b>	<b>\$500.00</b>
<b>Website Updates Monthly: Quick Print</b>	<b>\$350.00</b>
<b>Island Park Journal (ID &amp; Utah): ¼ pg print monthly</b>	<b>\$400.00</b>
<b>Big Sky Publishing Print: Lone Peak Lookout &amp; W. Yell. News: 1/4 pg monthly</b>	<b>\$500.00</b>
<b>Creative</b>	<b>\$200.00</b>
<b>Total</b>	<b>\$3,000.00</b>

A COMPLETE MARKETING BREAKDOWN IS ATTACHED IN ADDENDUM ONE.

August 1, 2015

#### SECTION FOUR: PUBLICITY, PROMOTION, MARKETING

Marketing will be directed towards our winter drive markets in Idaho, Wyoming, Utah, and Montana. The website, Facebook, and Twitter pages are Internet-based and we are working to increase their visibility and followers on a regional and national level. Each season, we strive to reach new markets. This year we plan to start campaigns in Great Falls and ND.

On a local level, we plan to ask businesses to help support Kids'N'Snow through their own advertising and promotional efforts. We will again be working with media partners for matching advertising programs, editorial and no-charge publicity across multiple media streams including radio, television, magazines, and web. We are partnering with other events to share ad space and stretch our advertising dollars. This includes the West Yellowstone Sled Dog races, the NAIFC Ice Fishing Tournament, and Youth Ski Festival.

We will use as many mediums as possible including, but not limited to, press releases, print and web advertising, and radio. This synergistic campaign will mesh various media types to increase the probability of response. The number of partners we are able to include will determine the final depth of the campaign. We also want to broaden the scope of media coverage to portray West Yellowstone as a *complete winter destination with a full range of activities for anyone of any ability.*

#### SECTION FIVE: APPLICATION REVIEW CRITERIA

**1. 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?**

Keeping winter lively in West Yellowstone is important to all. Guests have a better experience when more businesses can be open. Our residents have employment opportunities and enjoy better services when more businesses can prosper. Kids'N'Snow will directly benefit the entire gamut of business in West Yellowstone: lodging, restaurants, activities, attractions, retail stores, service businesses, gas station operators, etc.

We have designed Kids'N'Snow to be a multi-day event encouraging families to spend one or more nights. We work with local lodging properties to include this information on their websites and in their own promotion efforts, as well as offer packages or specials that would encourage an overnight stay.

The social benefits of Kids'N'Snow will be both immediate and long-term. It will immediately raise awareness of kids and winter activities as well as provide an immediate opportunity for local kids to do something at little or no cost. Many national organizations have recognized the importance of responsible outdoor recreation and education for our youth, much like that of AZA/Disney in 2014. We are hopeful that these organizations will award our program with grants this year that will allow us to continue to develop Kids'N'Snow into the future.

August 1, 2015

Indirectly, the publicity leading up and following this campaign will benefit the entire West Yellowstone winter community. Future winter visitors will become aware, or more informed, about the family-friendly nature of our community in the winter and the wealth of activities for all ages and abilities. AZA was excited by our 2014 reports and would like to feature our program in an upcoming publication for outdoor educators.

**2. How does the event or project reach potential visitors outside West Yellowstone?**

Any funding received from the Chamber Marketing Accommodations budget is designated for out-of-area advertising. Additional funding from grants, and potentially MAP and TBID will help support these campaigns. The website, Facebook, and Twitter pages are Internet-based, with over 40,000 followers, significantly increasing visibility on a regional and national level.

Word of mouth is also a powerful marketing tool. In visiting with participants, we found a family from Utah that comes each winter and brings a new family with them each time to experience the program. We heard a similar story from a family from Kalispell. We had families from across the state in for various events that spent an extra day to participate. One of the professional ice fisherman who came for the January tournament brought his grandson who prefers to play video games indoors. After the ice fishing camp, the boy took his free rod back onto the lake and caught a fish! His grandfather was ecstatic that the program had gotten his grandson excited about being outdoors. That photo was posted to the NAIFC social media pages and shared many times.

**3. How does the event or project have the potential to increase the number of visitors to West Yellowstone or to extend the visitor stays?**

We have designed Kids'N'Snow to be a multi-day event encouraging families to spend one or more nights. Most weekends were planned around times when other events are happening like the Christmas Stoll, Sled Dog Races, Ski Races, and NAIFC Ice Fishing Tournament. We work with local lodging properties to include this information on their websites and in their own promotion efforts, as well as offer packages or specials that would encourage an overnight stay. The event series is printed on our winter Comeback Calendar which is distributed to summer visitors and at national ski and snowmobile shows attended by our partners and local businesses.

As mentioned previously, word of mouth and social media are our best marketing tools and by providing the best all-around winter experience to those who come, we increase the chances of them returning, staying longer and bringing other families with them.

**4. How does the event or project complement or enhance existing events or projects?**

As described previously, the Kids'N'Snow weekends incorporate new and existing winter events. We will include information about these in the Kids'N'Snow website, social media, printed passport, and news releases. We will also encourage media coverage of these events.

August 1, 2015

Klondike Dreams participates by providing free sled dog rides, helping to promote her winter business and getting information out about the race series West Yellowstone hosts.

Teaching kids the basics of skiing gives them the confidence to pursue the sport and get more involved through the school programs.

Our "Snow Patrol" program through the West Yellowstone school, gives the students an opportunity to earn community service hours for scholarship applications, as well as teaching them great life skills while interacting with our other volunteers and the public. We have also seen this program build self-esteem and self-worth in some students that don't always fit in or participate in the usual clubs and sports at school.

**5. How does previous experience support this type of event or project as viable?**

The West Yellowstone Chamber and the other organizations involved with this program (WYSEF, Yellowstone Park ranger programs, USFS snowshoe hikes) have a history of putting on success events. The Kids'N'Snow Program continues to evolve and grow. A final report on last year's results was turned into MAP and we would be glad to furnish that again.

We plan to use a number of metrics for evaluating the Kids'N'Snow project and continuing improvements:

- We can use monthly resort tax and TBID collections in a year-over-year comparison. However, this data is not isolated to a particular week or day(s) and so we would not be able to separate the impact of a specific weekend. We will ask lodging properties to offer Kids'N'Snow weekend family packages and report any bookings.
- We plan to continue the registration process initiated with the pilot program. We are asking each child/family to register and receive a *Kids'N'Snow Passport* at the Kids Headquarters located in the Visitor Center. This registration process gathers information regarding numbers of family groups and lodging nights.
- We have an email address which will be used in all marketing efforts. This will allow us to track the number and type of requests. We use analytics from the [www.kidsnsnow.org](http://www.kidsnsnow.org) website to track the number of visitors. We will continue to offer a pre-event on-line registration through the website, which often fills within a week of posting.
- We will also track resulting articles and media coverage, and any direct inquiries from publicity efforts.

**6. 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 been paid associate with the event(s) or project(s)?**

The Chamber Marketing Committee has received the following MAP funding in the past:

- \$3,3830.00 for Kids'N'Snow (2010 – pilot program with limited activities)
- \$1,550.00 for Earth Day (April 2011)

August 1, 2015

- \$7,299.00 Kids'N'Snow (Nov 2011)
- \$5,985.00 Kids'N'Snow (Nov 2012)
- \$5,000.00 Kids'N'Snow (Nov 2013)
- \$5,000.00 Kids'N'Snow (Oct 2014)

All vendors associated with these projects have been paid. Final reports for all of these projects have been submitted.

**7. Can this event or project proceed without MAP Funds?**

Kids'N'Snow can proceed without MAP Funds. However, it would reduce the amount of marketing and publicity locally (signage), near-by communities, and destination family markets. We would reduce the event, marketing, or promotion as needed to compensate.

**8. How will you acknowledge the receipt of MAP funds as a funding source for the event or project?**

We will include the appropriate verbiage and image on all event signage, advertising, promotional, and publicity efforts. We have made it a point to include West Yellowstone Montana on all promotional materials and encourage all organizations to do the same for community branding.

**Addendum #1 - Budget Breakout**

**Accommodations - KidsNSnow Advertising 2015-16**

<b>Website/Publication</b>	<b>Cost</b>
<b>Idaho Falls Post Register</b>	
- Holiday Happenings Winter Guide	\$251.25
<b>Teton Valley News (Driggs)</b>	
- online banner - Dec, Jan, Feb	\$700.00
- Get Out Winter Edition FP	\$150.00
- 1/4 pg Print Dec, Jan, Feb - bw	\$540.00
<b>Madisonian (Ennis)</b>	
- FP - Winter Times w/editorial	\$157.50
- Monthly Ad (Dec-Mch)	\$520.15
<b>Idaho Standard Journal (Rexburg)</b>	
- 6x2 print banner + 1 day online (Jan/Feb/Mch)	\$600.00
- online pencil ad (Jan/Feb/Mch)	\$375.00
<b>Great Falls Tribune</b>	
- web banners	\$750.00
<b>Big Sky Publishing Online Pkg Dec-Feb</b>	\$1,200.00
- 300x250 & 728.90	
<b>Cross Country Skier</b>	
- 2 1/2 pg print (split with ski/SD)	\$375.00
<b>ID State Journal - Online Banner</b>	\$275.00
<b>Daily Interlake/Snow &amp; Ice</b>	\$450.00
<b>Quick Print - Creative</b>	\$500.00
<b>Quick Print - website updates</b>	\$250.00

**\$7,093.90**

<b>KidsNSnow MAP Grant (\$3,000)</b>	<b>Budgeted</b>
<b>Idaho Falls Post Register</b>	
- Print Ads Main Paper & FR	<b>\$1,050.00</b>
- Online Ads Dec, Jan, Feb	
<b>Signage (Posters, passports, flyers, banners)</b>	<b>\$500.00</b>
- Quick Print	
<b>Website Updates Monthly</b>	<b>\$350.00</b>
- Quick Print	
<b>Island Park Journal (ID &amp; Utah)</b>	<b>\$400.00</b>
- 1/4 pg print - 4x	
<b>Big Sky Publishing Print - Dec, Jan, Feb</b>	<b>\$500.00</b>
- Lone Peak Lookout: 1/4 pg	
- West Yellowstone News: 1/4 pg	
<b>Creative</b>	<b>\$200.00</b>
	<b>\$3,000.00</b>

<b>TBID (\$2,500.00)</b>	<b>Budgeted</b>
<b>Magic Valley Twin Fall, ID</b>	<b>\$1,050.00</b>
- 1/4 pg color - Monthly - 4x	
- Online Ads Dec, Jan, Feb	
<b>Lee Papers Online Pkg - Dec, Jan, Feb - 728x90 ROS 1 week</b>	<b>\$1,250.00</b>
- Helena - 5k per run = 15k impressions	
- Missoula - 12k, 12k, 11k = 35,000 impressions	
- Billings - 23k, 23k, 24k = 70,000 impressions	
<b>Creative</b>	<b>\$200.00</b>
	<b>\$2,500.00</b>

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

Event or Project Applicant: West Yellowstone Sled Dog Races

Event or Project Name: West Yellowstone Sled Dog Races

Date Submitted: 7.21.15

Date Approved by MAP Fund Advisory Board: 8.13.15

Requested Amount: \$9,600

Approved Amount: \$9,600

Exceptions: None

Comments: None

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: West Yellowstone Sled Dog Races

Event or Project Contact Person: Charlotte Mooney

Address: PO Box 1374 West Yellowstone

Phone: 406-646-4988 Fax:

Email: info@klondikedreams.com

Application Submission Date: 7-21-15

## Event or Project Information

Event or Project Name: West Yellowstone Sled Dog Races - Fun Run & Yellowstone Special

Location of Event or Project: various trailheads in West Yellowstone

Date(s) of Event or Project: Fun Run Jun 17-19  
Yellowstone Special Feb 29 - Mar 4

Estimated Total Event or Project Cost: \$24,000.

MAP Fund Amount Requested: \$9,600.

# Certification

Applicant Individual or Organization:

Event or Project Name:

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: \_\_\_\_\_ Name (printed):

Title: \_\_\_\_\_ Date:

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For Office Use Only

This application has been approved by MAPFAB  Date: \_\_\_\_\_

This application has not been approved by MAPFAB  Date: \_\_\_\_\_

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Section 1 Proposed Event or Project Summary

West Yellowstone Sled Dog Races will hold 3 races during the 2015-2016 season.

The Rodeo Run – December 17-19, 2015. The Rodeo Run is a two day race with skijor, 4, 6, 8, & 12 dog classes. This race is scheduled to coincide with Christmas Stroll and mushers are required to participate in the Parade of Lights and a Meet the Mushers session on Canyon St. following the parade.

The Fun Run – January 15-17, 2016. The Fun Run is a two day race with a 6 dog and Open classes. This race is a “fun run” for mushers in town training for the International Pedigree Stage Stop Sled Dog Race and a chance for regional and local teams to compete against professional level racers.

Yellowstone Special – February 29 – March 4, 2016. We are adding a day to the 2016 Yellowstone Special, making it a 4 day stage race running Monday through Friday including pre-race sign-in and a post-race awards ceremony. This race will start at a different trailhead in or near West Yellowstone each day.

Section 2 Proposed Timeline

May thru October – Fundraising, Sled Banner Sales, Banner Sales

- Complete and turn in grant applications to MAP, TBID

- Update website to accept race entries online

- Recruit volunteers

- Make regular Facebook updates

- Meet with West Yellowstone Marketing Director to discuss race advertising

August – Place Sled Dog Central ad for potential participants

November – Obtain Forest Service Permit/town event & amplification permits

- Obtain state road closure permit Rodeo Run

- Start advertising after Thanksgiving –print, online, posters

- Obtain insurance

- Arrange Radio Live Broadcast

- Contact WY Public Works & Trail Groomers

December, January, February – Set up trail and start areas as needed for each race

## 2014-2015 West Yellowstone Sled Dog Races

<u>Expenses</u>	<u>Budgeted</u>
Plow parking or starting areas	\$0.00
Fuel for snowmobiles to mark trail,transport	\$200.00
Snowmobile Rentals	\$250.00
Portable Toilets	\$750.00
Garbage Disposal - cans, liners, and dumping	\$0.00
Insurance	\$1,250.00
Permit - Gallatin National Forest	\$70.00
- Additional Forest Service Fees	\$400.00
Town of West Yellowstone Special Event Permit	\$50.00
Snow Fence Rental	\$200.00
Misc. Administrative (copies, postage, envelopes, printing etc.)	\$100.00
Signage - Trail Markers, Directional Signs	\$200.00
Race Bibs	\$1,000.00 -----MAP - \$1,000
Race Banners	
Sled Banners	\$650.00
Fundraising Letters, Brochures	\$200.00
Advertising	
- KWYS Community Calendar	
- KWYS Live Broadcast	\$400.00 -----MAP-\$400
- Montana Public Radio - Public Service Announcement	
- Jackson Hole News	\$500.00 -----TBID
- West Yellowstone News - full page	\$500.00 -----TBID
- Bozeman Chronicle web ad	
- Helena Independent Record web ad	
- Carve, publication of Bozeman Chronicle	
- Missoula Independent web ad	
- Island Park News	
- Idaho Falls Post Register - Farm & Ranch	
- Lone Peak Lookout	\$500.00 -----TBID
- Belgrade News	
- Times News Twin Falls (Magic Valley) web ad	
- Rexburg Standard Journal web ad	
- Get Out Magazine, publication of Bozeman Chronicle	
- Idaho State Journal web ad	
- Montana Parent Magazine print and web ad	
- Get Out Magazine (Bozeman) print ad	
- Carve Magazine (Bozeman) print ad	
- The Madisonian (Ennis) print ad	
- Island Park Journal print ad	
- Montana Standard web ad	
- Sled Dog Central Ad	
Posters	\$200.00 -----MAP - \$200
Web Site Update	\$1,000.00 -----TBID \$1,000
Trophies/Certificates - Juniors Only	\$50.00
Race Purse Rodeo Run	\$2,500.00
Race Purse Fun Run	\$3,000.00 -----MAP - \$2,000
Race Purse Yellowstone Special	\$10,000.00 -----MAP - \$6,000

	<b>Total Expenses</b>	<u>\$23,970.00</u>
<u>Income</u>		
Entry Fees Rodeo Run		\$2,500.00
Entry Fees Fun Run		\$1,250.00
Entry Fees Yellowstone Special		\$3,500.00
Donations/Sponsorships		\$4,650.00
TBID Grant		\$2,500.00
MAP Funds		<u>\$9,600.00</u>
	<b>Total Income</b>	<u>\$24,000.00</u>

Section 4      Publicity, Promotion, Marketing

Participants – An ad and a free race listing will be placed on Sled Dog Central’s race calendar. This is the most used site for race listings and information.

Residents – Posters will be placed around town in the post office, banks, and other willing private businesses. Print ads will also be placed in the WY News.

Visitors – This year we are working with the Chamber Marketing Committee to coordinate all advertising for the races. One of our goals is to create an online presence to attract followers who may eventually want to visit West Yellowstone and experience the races in person. This season the marketing committee is seeking funds to purchase GPS Spot Trackers and set up a website interface where spectators can watch live race progress.

The Marketing Committee has budgeted the following:

Print Ads	\$1,500
Online Ads	\$2,500
Social Media	\$1,000
E-Blast	\$750
Website	\$1,250

The Marketing Committee has allocated \$7,000 to be used for marketing and we are applying for \$2,500 in TBID funds. TBID funds will be used to update the race website and to advertise locally. Marketing Committee funds will cover regional print and online ads, but not local ads, in compliance with state rules. The marketing committee will also provide regular Facebook and Twitter updates. We will follow all marketing recommendations made by Jan Stoddard of TBID and Wendy Swenson of the Marketing Committee.

## Section 5 Application Review Criteria

- The sled dog races provide free events for locals and to help attract potential visitors to the area. Race participants spend money at local businesses such as hotels, restaurants, gas stations, the hardware store, the mechanic shop, etc.
- The sled dog races reaches potential visitors outside West Yellowstone by placing both online and print ads in regional markets such as Utah, Idaho, Wyoming, and Montana. The races also attract television news coverage from markets such as Bozeman, Billings, and Butte.
- The sled dog races can attract potential visitors to the area by providing a free event that is normally associated with Alaska. If you live in the lower 48, you don't have to go all the way to Alaska to experience sled dog racing. In addition, some visitors who initially plan their visit mainly to see Yellowstone will plan their trip around the races, staying an extra day to attend, and possibly staying to participate in the free dogsled rides as part of the Kids N Snow events. Several people surveyed last season came to town specifically for the sled dog races and Kids N Snow combined weekends. Others came to town specifically to photograph the races. Others came to see Yellowstone, but planned their trips to also see the races.
- The sled dog races are combined with Kids N Snow events when possible since both tend to attract families with children looking for affordable entertainment, with the combination of events keeping people in town through the weekend. The Rodeo Run is coordinated with the West Yellowstone Christmas Stroll. All race entrants are required to participate in the Parade of Lights and a Meet the Musers session following the parade.
- This is the 8<sup>th</sup> year for the West Yellowstone Sled Dog Races. The races have grown each year to include new events within each race and to add new races to the schedule. Each year the races attract more spectators and are proving successful overall.
- The sled dog races have received MAP funding in the past.  
Rodeo Run – Funding in 2009, 2011, and 2012  
Fun Run – Funding in 2013 and 2014  
IPSSDR – Funding in 2012, 2013, and 2014  
Yellowstone Special – Funding in 2014  
All vendors and expenses have been paid.
- The sled dog races can proceed without MAP funds. The Rodeo Run is self-sufficient and will not use any MAP funds. The Fun Run can also proceed with an entry fee only purse. The Yellowstone Special is in its second year and we would like to see it turn into a weeklong event in the next couple of seasons with the help of MAP funding.
- MAP will be acknowledged on the race website and on all print and online ads in any way the MAP board prefers. Agata at Quickprint is in charge of designing all ads and stays up to date on all MAP, TBID and Forest Service acknowledgement requirements.

## **SLED DOG ADVERTISING 2014-15**

### **TBID:**

- West Yellowstone News – Print Ads – Dec – March
- Lone Peak Lookout - Print Ads – Dec – March
- Jackson Hole Daily News & Guide – Print and Online Ads Dec-March

### **WYCC Accommodations (\$7,500 budget):**

#### **Print:**

- Idaho Falls Post Register – Winter Guide (destination a with all winter segments)
- Teton Valley News (Driggs) – Get Out Winter Edition (destination a with all winter segments)
- Madisonian (Ennis) – Winter Times (destination a with all winter segments)
- Cross Country Skier – Nov & Jan issues (destination a with all winter segments)
- Prairie Post – Canada (destination a with all winter segments)
- Kalispell Daily Interlake Winter Guide (destination a with all winter segments)
- Pocatello Winter Guide (destination a with all winter segments)
- Island Park News
- Island Park Journal
- Belgrade News

#### **Online Advertising (banners and mobile):**

- KSL.com/Deseretnews.com (UT) - (destination a with all winter segments)
- Lee Newspapers (Butte, Missoula, Helena, Billings, MT) - (destination a with all winter segments)
- Outdoors NW Group (WA, OR, ID, CO, MT) - (destination a with all winter segments)
- Bozeman Daily Chronicle
- Sleddogcentral.com
- Idaho State Journal

#### **Print & Online Packages:**

- Teton Valley News (ID)
- Magic Valley News (ID)
- Idaho Falls Post Register
- Rexburg Standard Journal

## **Summary of 2014-15 Advertising**

Print ads were run for each of the four races. Many of the ads ran in conjunction with other events happening the same dates to add dimension and increase exposure. The cost could be split, allowing more runs or larger ads. Additional destination ads where all winter segments ran in several regional and national publications, stretching the budgets, allowing additional exposure. While it is hard to track the return of print ads, including sled dog to destination ads provides another layer of unique experiences West Yellowstone has to offer winter visitors, creating the possibility of more lodging nights.

Online Ads (especially mobile ads) resulted in above average click thru rates in all markets. Mobile ads returned average .32% CTR and online as averaged .2% CTR. This winter segment returned higher click thru rates than any other winter advertising. While sleddogcentral.com was musher specific, other online campaigns were event and destination driven.

For next season, we are exploring additional marketing to the musher niche to increase race participation even further. We are also exploring technology that will increase spectator numbers both online and physically.

The races garnered local and regional media coverage, including print and tv.

Because the mushing community is so active online through social media, we created a Twitter page and posted more frequently on Facebook. Social media engagement was phenomenal, with posts reaching thousands of followers and over 50% engagement (likes and shares). In December the Facebook page gained 99 likes in one week.

### **Notes:**

Emphasize the increase of teams for the Dec. races.

Also, include info that even though we battled low snow conditions that we still had snow while other areas didn't. This group of athletes embraced the extension of the racing season, coming even with low snow in March.