

Town of West Yellowstone

Tuesday, January 17, 2017

West Yellowstone Town Hall, 440 Yellowstone Avenue

TOWN COUNCIL MEETING

7:00 PM

Pledge of Allegiance

Purchase Orders

Treasurer's Report & Securities Report

Claims ∞

Consent Agenda: **January 4, 2016 Town Council Meeting** ∞

January 11, 2016 Town Council Meeting ∞

Business License Applications

Advisory Board Report(s)

Town Manager & Department Head Reports

Comment Period

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

Public Hearing: Ordinance No. 263, Golf Cart Regulations

Ordinance No. 264, Resort Tax

Ordinance No. 263, Golf Cart Regulations, 2nd Reading

Discussion/Action ∞

Ordinance No. 264, Resort Tax, 2nd Reading

Discussion/Action ∞

UNFINISHED BUSINESS

State Resort Tax Legislation

Discussion/Action

NEW BUSINESS

Marketing and Promotions Fund Award Recommendations

Discussion/Action ∞

- Snow Shoot 2018 (Held in 2017)
- West Yellowstone Snowmobile EXPO 2017, Power Sports and Race Event

Habitat for Humanity, housing project, Dave Magistrelli

Discussion

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. 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.

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TOWN OF WEST YELLOWSTONE
Claim Approval List
For the Accounting Period: 1/17

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* ... Over spent expenditure

Claim	Vendor #/Name/ Check Invoice #/Inv Date/Description	Document \$/ Line \$	Disc \$	PO #	Fund Org Acct	Object Proj	Cash Account
42734	2575 WY Tourism Business Improvement 01/01/17 December 2016 collections	5,140.11 5,140.11		TBID	2102 411800	540	101000
42735	2551 Thyssenkrupp Elevator Corp 2988181 01/01/17 elevator maint-Povah	415.50 415.50*		POVAH	1000 411255	350	101000
42737	1273 Montana Security and 50660 01/17/17 monitoring UPDL	61.50 61.50*		UPDL	1000 411252	357	101000
42738	266 Utilities Underground Location 3035278 12/31/16 excavation notifications 3035278 01/31/17 excavation notifications	6.28 6.28* 0.00		WATER SEWER	5210 430500 5310 430600	357 357	101000 101000
42740	2852 Blackfoot Communications 01/15/17 fiber optic, Town Hall	300.00 300.00		TWNHAL	1000 411250	345	101000
42741	146 Morrison-Maierle, Inc 25877 01/09/17 Town Offices online backup	65.00 65.00		FINADM	1000 410510	356	101000
42742	2546 Century Link QCC 12/23/16 long dist chg 406-646-7600	60.07 60.07		finadm	1000 410510	345	101000
42744	1089 Gallatin County Treasurer July 2015 01/29/17 Tech surcharge July 2015 01/29/17 MLEA July 2015 01/29/17 Public Defender July 2015 01/29/17 Victims Assistance	398.00 150.00 150.00 0.00 98.00		COURT COURT COURT COURT	7458 212200 7467 212200 7468 212200 7699 212200		101000 101000 101000 101000
42745	2088 Town West Yellowstone 01/01/17 utility chrgs, Chamber, 895 01/01/17 utility chrgs, UPDL, 892 01/01/17 utility chrgs, PS Shops, 884 01/01/17 utility chrgs. Povah Ctr, 887 01/01/17 utility chrgs, Police Dept, 886 01/01/17 utility chrgs, City Park, 885 01/01/17 utility chrgs, Library, 891 01/01/17 utility chrgs, Lift #1, 903 01/01/17 utility chrgs, TwN Hall, 921	662.33 34.57 57.55 26.52 54.73 34.53 317.64 27.02 11.49 98.28		BLDGS BLDGS BLDGS BLDGS BLDGS BLDGS LIBBLD SEWER TWNHAL	1000 411257 1000 411252 1000 411253 1000 411255 1000 411258 1000 411253 1000 411259 5310 430600 1000 411250	340 340 340 340 340 340 340 340 340	101000 101000 101000 101000 101000 101000 101000 101000 101000
42746	2789 WEX Bank 01/01/17 07 Ford Expedition 6-54563A 01/01/17 06 Dodge Durango 6-1374 01/01/17 10 Ford Crown Vic 6-34157A 01/01/17 08 Ford Crown Vic 6-1437 01/01/17 10 Ford Expedition 6-000046 01/01/17 11 Ford Expedition 6-21425A	8,218.77 33.41 162.69 45.74 33.47 257.19 309.36		SS PUBSER POLICE POLICE POLICE POLICE	1000 450135 1000 430200 1000 420100 1000 420100 1000 420100 1000 420100	231 231 231 231 231	101000 101000 101000 101000 101000 101000

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	01/01/17 10	JD Backhoe		72.59		STREET	1000 430200	231	101000
	01/01/17 77	Int'l Dumptruck		531.91		STREET	1000 430200	231	101000
	01/01/17 2010	JD 772 Grader		1,703.23		STREET	1000 430200	231	101000
	01/01/17	CAT 936 Loader		403.64		STREET	1000 430200	231	101000
	01/01/17 91	Ford 6-582		37.87		STREET	1000 430200	231	101000
	01/01/17 99	SS Blower		698.47		STREET	1000 430200	231	101000
	01/01/17 92	SS Blower		457.72		STREET	1000 430200	231	101000
	01/01/17 14	Water Truck		0.00		STREET	1000 430200	231	101000
	01/01/17 00	Freightliner Dump 6-60700A		311.46		STREET	1000 430200	231	101000
	01/01/17	Snowmobile		0.00		POLICE	1000 420100	231	101000
	01/01/17 02	Freightliner Dump 6-54564A		408.01		STREET	1000 430200	231	101000
	01/01/17 08	Ford Pickup 6-1450		114.06		STREET	1000 430200	231	101000
	01/01/17 08	GMC Pickup 6-1484		159.50		STREET	1000 430200	231	101000
	01/01/17 08	CAT 938H Loader		1,281.52		STREET	1000 430200	231	101000
	01/01/17 08	904B MiniLoader		148.89		STREET	1000 430200	231	101000
	01/01/17	YNP Truck #1		267.71		STREET	1000 430200	231	101000
	01/01/17	YNP Truck #2		363.86		STREET	1000 430200	231	101000
	01/01/17 08	Ford Escape (multi-use)		0.00		DISPAT	1000 420160	370	101000
	01/01/17 14	Police Interceptor		238.20		POLICE	1000 420100	231	101000
	01/01/17 15	Ford F-250		178.27		STREET	1000 430200	231	101000
42747		2853 Two Seasons Recycling		500.00					
	2015-1090	12/31/16 monthly recycling		500.00		PARKS	1000 460430	398	101000
42750		95 Energy West-Montana		2,883.30					
	01/28/17	nat gas 210361788 updl		202.84		UPDH	1000 411252	344	101000
	01/28/17	nat gas 210360293 Police		22.81		POLBLD	1000 411258	344	101000
	01/28/17	nat gas 210361746 Pub Services		684.52		STREET	1000 430200	344	101000
	01/28/17	nat gas 210361811 old firehall		187.34		PARK	1000 460430	344	101000
	01/28/17	nat gas 210363966 old bld ins		129.68		STREET	1000 430200	344	101000
	01/28/17	nat gas 210360540 library		299.02		LIBBLD	1000 411259	344	101000
	01/28/17	nat gas 210364599 Povah		568.18		POVAH	1000 411255	344	101000
	01/28/17	nat gas 210361697 Iris Lift St		30.00		PUBSVC	1000 430200	344	101000
	01/28/17	nat gas 210365425 TwN Hall		733.70		TWNHAL	1000 411250	344	101000
	01/28/17	nat gas 210361655 Mad Add Sewe		25.21		SEWER	5310 430600	344	101000
42764		2537 Balco Uniform Co., Inc.		256.80					
	45147-1	12/27/16 uniform, D Palmer		256.80		POLICE	1000 420100	226	101000
42765		3001 Montana Law Enforcement Testing		50.00					
	01/10/17	Hiring Fees for Daniel Palmer		50.00		POLICE	1000 420100	220	101000

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42766		1241 Safeguard		301.75					
	S083GC	01/05/17 account payable warrants		301.75		FINANC	1000 410510	220	101000
42767		764 General Distributing Co.		48.98					
	499207	12/31/16 gas cylinder rental		48.98		SHOP	1000 430200	220	101000
42768		1955 Dellinger & Gallagher, Inc.		3,500.00					
	144290	01/03/17 annual rpt accounting assist		3,500.00		FINANC	1000 410530	353	101000
42769		2099 Quick Print of West Yellowstone		83.50					
	9704	01/04/17 envelopes, new artwork		83.50		OFFICE	1000 410510	220	101000
42770		2264 MORNING GLORY COFFEE & TEA		37.50					
	617541	01/04/17 coffee, dispatch		37.50		DISPAT	1000 420160	220	101000
42771		171 Montana Food Bank Network		332.04					
	AOR-7439-1	01/05/17 food bank supplies		332.04		SOCSER	7010 450135	220	101000
42772		2635 Jake's Automotive and Tire		177.64					
	14194	01/04/17 vehicle fan repair		177.64		STREET	1000 430200	220	101000
42773		489 MSE ANALYTICAL LABORATORY		567.00					
	1609154	11/01/16 water testing		360.00*		WATER	5210 430500	357	101000
	1609084	10/14/16 water testing		207.00*		WATER	5210 430500	357	101000
42774		65 Machinery Power & Equipment Co		908.93					
	425441	12/06/16 machinery parts		190.92		STREET	1000 430200	369	101000
	425440	12/06/16 machinery parts		718.01		STREET	1000 430200	369	101000
42775		151 Gallatin County WY TS/Compost		151.05					
		12/31/16 waste removal		151.05		PARKS	1000 460430	534	101000
42776		2421 NAPA Auto Parts		722.79					
	1020	12/31/16 auto parts/supplies		361.40		STREET	1000 430200	220	101000
	1020	12/31/16 auto parts/repair		361.39		STREET	1000 430200	369	101000
42777		2507 Silvertip Pharmacy		128.72					
		01/04/17 Help Fund pharm vouchers		128.72		SOCSRV	7010 450135	358	101000
42778		2898 TransUnion Risk and Alternative		25.00					
		01/01/17 background check		25.00		POLICE	1000 420100	220	101000

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42779	951 Barnes & Noble 3389624 12/26/16 books	22.40 22.40		LIBRAR	2220 460100	215	101000
42780	40 Jerry's Enterprises 12/29/16 diesel fuel	265.43 265.43		STREET	1000 430200	231	101000
42781	73 Westmart Building Center 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies 12/27/16 supplies	1,564.62 110.76 595.24 12.34 18.05 96.98 2.84 318.10 386.57 23.74		BLDGS STREET WATER POLICE TWNHLL POVAH PARKS PARKS CHAMB	1000 430200 1000 430200 5210 430500 1000 420100 1000 411250 1000 411255 1000 460430 1000 460430 1000 411257	366 220 220 220 366 220 365 220 220	101000 101000 101000 101000 101000 101000 101000 101000 101000
42782	135 Food Roundup 02-196284 01/01/17 groceries 02-187185 01/01/17 gift certificates	119.74 19.74 100.00		JAIL EMPL	1000 420230 1000 410100	220 220	101000 101000
42783	533 Market Place 03-221819 12/20/16 supplies 03-221821 12/20/16 supplies 12/31/16 gift certificates	607.14 4.58 2.56 600.00		WATER SEWER EMPL	5210 430500 5310 430600 1000 410100	220 220 220	101000 101000 101000
42784	2991 West Yellowstone Star 1138 01/04/17 pub hearing, Little Rangers	64.00 64.00		ADMIN	1000 410210	327	101000
42785	2964 CITI CARDS 12/08/16 USPS, postage 12/08/16 Amazon, supplies 12/09/16 Amazon, labels 12/23/16 USPS, postage 12/29/16 Amazon, otterbox case	209.38 30.00 87.87 45.92 10.60 34.99		FINADM SOCSER FINADM FINADM PARKS	1000 410510 1000 450135 1000 410510 1000 410510 1000 460430	311 220 220 311 220	101000 101000 101000 101000 101000
42786	2673 First Bankcard 12/19/16 Alcopro, testing supplies 12/21/16 Golf Digest subscription 12/21/16 Madison Crossing, party 12/23/16 Radioshack, supplies	2,640.94 219.09 19.99 2,367.88 33.98		POLICE LIB LEGIS ADMIN	1000 420100 2220 460100 1000 410100 1000 410210	220 215 220 220	101000 101000 101000 101000

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42787	1031 Murdoch's Ranch & Home Supply	957.87					
	5525 12/25/16 employee clothing	797.91*		STREET	1000 430200	226	101000
	510468 12/25/16 extension cords	159.96		STREET	1000 430200	366	101000
42788	2800 RDO Equipment Co.	662.18					
	P29096 09/30/16 equipment parts	662.18		STREET	1000 430200	369	101000
42789	2994 Joshawa Van Leeuwen	52.25					
	2978895 11/23/16 CDL license reimbursement	52.25		STREET	1000 430200	380	101000
42790	2099 Quick Print of West Yellowstone	35.70					
	9589 12/30/16 office supplies	35.70		STREET	1000 430200	220	101000
42791	2658 Delfino Salinas	135.00					
	01/13/17 court interpretation	135.00		COURT	1000 410360	394	101000
42792	2860 Cole Parker	2,370.00					
	01/13/17 refund bond TK-2016-622	2,370.00		COURT	7469 212401		101000
42793	1282 Elizabeth Roos	385.00					
	01/13/17 refund bond TK-2016-517	385.00		COURT	7469 212401		101000
42794	999999 AARON FRANK	685.00					
	01/13/17 refund bond TK-2016-617	685.00		COURT	7469 212401		101000
42795	2143 Crimestar Corporation	900.00					
	8295 02/07/17 RMS annual renewal support	900.00		DISPAT	1000 420160	398	101000
42796	2952 DIS Technolgies	595.00					
	01/05/17 monthly managed service	595.00		DISPAT	1000 420160	398	101000
42797	40 Jerry's Enterprises	94.93					
	12/29/16 help fund fuel	94.93		HELP	7010 450135	220	101000
42798	2673 First Bankcard	756.62					
	1095336:01 12/01/16 truck equipment	175.39		STREET	1000 430200	369	101000
	1095355:01 12/01/16 harness assembly	44.54		STREET	1000 430200	369	101000
	5746978 12/01/16 screws	10.45		STREET	1000 430200	369	101000
	149315 12/01/16 flanges	3.74		STREET	1000 430200	369	101000
	064943 12/01/16 bolts, nuts, washers	12.26		STREET	1000 430200	369	101000
	P29930 12/01/16 bolt	46.20		STREET	1000 430200	369	101000
	7829053 12/03/16 lockset	42.16		STREET	1000 430200	366	101000
	12/06/16 meals	72.10		COUNCI	1000 410100	220	101000
	CZYTT5WJ0T 12/10/16 subscription	14.95*		PARKS	1000 460430	870	101000
	5794652 12/12/16 ink cartridge	95.14		PARKS	1000 460430	220	101000
	12/14/16 office supplies	24.14		PARKS	1000 460430	220	101000

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	214207	12/13/16	paint	32.75*		STREET	1000 430200	365	101000
	21536	12/19/16	bolt	130.24		STREET	1000 430200	369	101000
	CT70796	12/19/16	bolt	18.75		STREET	1000 430200	369	101000
	1179465	12/13/16	ink	33.81		PARKS	1000 460430	220	101000
42799		01/10/17	3002 Billings Clinic Occupational pre-employ test, Palmer	395.00 395.00		POLICE	1000 420100	351	101000
			# of Claims	48	Total:				39,520.76

Fund/Account	Amount
1000 General Fund	
101000 CASH	\$29,315.11
2102 TBID (Tourism Business Improvement	
101000 CASH	\$5,140.11
2220 Library	
101000 CASH	\$42.39
5210 Water Operating Fund	
101000 CASH	\$590.20
5310 Sewer Operating Fund	
101000 CASH	\$39.26
7010 Social Services/Help Fund	
101000 CASH	\$555.69
7458 Court Surcharge HB176	
101000 CASH	\$150.00
7467 MT Law Enforcement Academy (MLEA)	
101000 CASH	\$150.00
7468 Public Defender Fee	
101000 CASH	\$0.00
7469 City Court - Judge Brandis	
101000 CASH	\$3,440.00
7699 Victims Assistance Program	
101000 CASH	\$98.00
Total:	\$39,520.76

WEST YELLOWSTONE TOWN COUNCIL
Town Council Meeting
January 4, 2017

COUNCIL MEMBERS PRESENT: Mayor Jerry Johnson, Brad Schmier, Pierre Martineau, Cole Parker, Greg Forsythe

OTHERS PRESENT: Town Manager Daniel Sabolsky, Public Services Superintendent James Patterson, Chief of Police Scott Newell, Social Services Director Kathi Arnado

Helene Righenour, Gallatin County Officer Mike Gavagan, Richard & Teri Gibson, Tom Cherhoniak, Head Dispatcher Brenda Martin, Ryan Barker-Forsgren Associates, Marc Shepherd, Drew Barney, Fire Chief Shane Grube, Officers Matt Lovingier, Daniel Palmer, Sabrah Van Leeuwen, Anthony Kearney, Highway Patrol Officer Marcus Cook, Randy Wakefield-Fall River Electric, Moira Dow-WYSEF Director, Anna Callahan and Jason Brey-Custer Gallatin National Forest, Kaitlin Johnson-Yellowstone Historic Center, Jerry Schmier, Bob Patze, Frank Gaddis, Kevin Jermaine and Mike Schultz of the Big Sky Resort Tax District Board

The meeting is called to order by Mayor Jerry Johnson at 7:00 PM in the 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

- 1) Motion carried to nominate Jerry Johnson to as Mayor for the year 2017. (Schmier, Forsythe)
- 2) Motion carried to nominate Brad Schmier to serve as Deputy Mayor for 2017. (Forsythe, Martineau)
- 3) Motion carried to approve the claims, which total \$132,803.14. (Schmier, Martineau)
- 4) Motion carried to approve the Consent Agenda, which includes the minutes of the December 6, 2016 Town Council meeting and the December 21, 2016 Town Council Meeting. (Martineau, Forsythe)
- 5) Motion carried to approve the new business license application for Ranger Lodging, made by Robbie and Debra Hermanson and to waive the resort tax bond based on a satisfactory payment history for their other business. (Martineau, Parker)
- 6) Motion carried to approve the new business license application for Spirit of the North Sled Dog Adventures (Martineau, Forsythe)
- 7) Motion carried to approve the new business license application for Spirit of the North Sled Dog Adventures with the condition that the license will expire May 31, 2017 and not be renewed under the same conditions. (Martineau, Forsythe) Johnson is opposed.
- 8) Motion carried to approve the resort tax bond waiver request for Angler's Rest made by Ron and Deborah Tomasetti based on a satisfactory payment history for their other business. (Parker, Forsythe)
- 9) Motion carried to approve the resort tax bond waiver request from DNC Parks & Resorts Yellowstone Adventures, Inc. for Rendezvous Snowmobile, Big Sky Car Rentals, Randy's Auto Repair, Buffalo Bus Touring. (Parker, Forsythe)
- 10) Motion carried to approve the first reading of Ordinance No. 263, an ordinance authorizing the operation of golf carts on the streets in West Yellowstone. (Schmier, Martineau)

- 11) Motion carried to approve the request from the Yellowstone Ski Festival to not be required to remit resort tax for the 2016 Ski Festival. (Parker, Forsythe)
- 12) Motion carried to table the State Resort Tax Legislation until the January 17, 2017 Town Council meeting. (Forsythe, Parker)
- 13) Motion carried to approve the first reading of Ordinance 264, Resort Tax. (Forsythe, Parker)
- 14) Motion carried to appoint John Greve and Kimberly Howell to the Marketing and Promotions Fund Advisory Board for three year terms. (Martineau, Parker)

Public Comment Period

Kevin Jermaine of the Big Sky Resort District addresses the Town Council and also introduces Mike Schultz, also of the Big Sky Resort District. He explains that they are here tonight seeking support from the Town on a bill to present to the state legislature that would enable them to raise the resort tax by 1%. He says that the biggest issue they are facing in Big Sky is the lack of workforce housing. He says they have worked on the language in the bill they originally presented to make it a little looser to allow use of the tax to “assist in providing workforce housing.” He requests to work with members of the council and administration of the town to put together a bill that they can all support and present to the legislature.

Teri Gibson says that the Public Services department is doing a great job, she thinks they should have people working on the holidays and call people in if necessary. She says that not plowing for three days over Christmas weekend made it very difficult to get around. Patterson responds that they do not refuse to work on holidays, but he went out and checked the streets and they felt like everyone could still get around.

Council Comments

Council Member Martineau says that he would like to see an action item on the next agenda to work with Habitat for Humanity to build two new duplexes here in West Yellowstone. Council Member Schmier thanks the Public Services Department for their efforts keeping the streets clear and encourages them to work with the Police Department and communicate about current conditions.

Town Manager Daniel Sabolsky encourages everyone present to make efforts to get vehicles off the street when we have heavy snowfalls. He says it makes it much easier to plow effectively and safely if they had more cooperation.

DISCUSSION

- 6) The Council discusses the application from Spirit of the North Sled Dog Adventures. Town Manager Dan Sabolsky explains that this business operates primarily on the national forest but are starting their tours and parking their customers on the property recently purchased by the Town. He says the owners were not aware that the Town now owns that property. He recommends granting the license on a temporary basis so they can operate this season but that it is not renewed under the same conditions in the future.
- 9) The Council briefly discusses the parking impact created by these businesses on Yellowstone Avenue, specifically in front of the Town Hall. Sabolsky explains that they ordered signs today to direct traffic to leave spaces in front of the building and they have talked to the operators of the businesses about directing traffic to park at the Holiday Inn.
- 10) Sabolsky points out a minor change they need to make to the ordinance to clarify the penalties for violation of the ordinance.

- 11) Moira Dow, Director for the Yellowstone Ski Festival, explains that this event, held in November, is the primary financial support for the West Yellowstone School Nordic Ski Team, funds collected are used to maintain infrastructure of the Rendezvous Ski Trails, and entrance fees are capped by governing bodies.
- A) **Town Manager/Department Head Reports:** Town Manager Dan Sabolsky introduces Anna Callahan and Jason Brey of the Custer-Gallatin National Forest. Callahan presents the Town with the Quit Claim Deed for the purchase of the 80 acres on the west side of Town. Sabolsky also turns the time over to Fire Chief Shane Grube who briefly reports on the two house fires in West Yellowstone last week, one caused by a wood stove and the other by a gas explosion. He reports that the family members that were in the house with the gas explosion are all out of the hospital but suffered multiple injuries and severe burns, which will take a long time to recover from.

West Yellowstone Star: The Town is still assisting the two owners in getting familiar with the community. Jeremy Weber, the editor of the Star, has left the paper for another opportunity in Poulson, MT. The new editor is Abby Dennis and I have met with her and the owners regarding an article on the Town accomplishments over the last year. Status: In-progress. **Planning, Housing, & Development:** In October, the Town entered into a contract with Land Solutions to update the Growth Policy, Zoning Code, and Subdivision regulations. This project will take up to two years to complete. In addition, the Town entered into a contract with Land Solutions to develop and implement a plan for the 80 Acres. Land Solutions has been contacting key stakeholders in the community to introduce themselves and provide a summary of the planning process. They held a “kick-off” of the planning process on December 7th at the Povah Center. Approximately 30 community stakeholders were in attendance. While in West, they have met with key stakeholders such as the Planning Advisory Board, the Chamber, and WYED. In addition, Town staff members have met with them to discuss their Departmental issues and concerns. I have met with Land Solutions to discuss their progress on the projects and they provided me a brief summary of their initial findings from the one-on-one and public meetings. Status: In-progress. **Golf Cart Legislation:** I have drafted the legislation for the use of golf carts within Town limits. There are a number of communities that already have a similar type of regulations. Therefore, I used their ordinances to draft our legislation. The draft regulations/legislation were already forwarded to our legal counsel for review. Corrections, based on comments from our legal counsel, have been made. In December, Council had a discussion regarding the content and scope of the legislation. A revised draft of the ordinance is on this week’s agenda. Status: In-progress. **Public Property Signage:** The legislation passed in September. Now the difficult part starts, the enforcement of the new regulations. Staff will be meeting after the new year to develop an action plan to implement the new regulations. Signs will be posted in front of five parking spaces on Yellowstone Ave (in front of Town Hall) designating them for “Town Hall Visitors.” This will allow residents to park and access the building from the north-side of the Town Hall. Status: In-progress. **80 Acre Property:** The Town has signed the quit claim deed for the 80 acres. On Nov. 17th, the Forest Service signed the deed for the transaction and recorded it. Therefore, the Town owns the 80 acres. However, we are still waiting for our copy of the recorded deed. The recorded deed will be presented to the Town Council at a future meeting. Status: In progress. **Winter Sports Parking Lot:** Based on encouragement of the Chamber and snow related businesses, the Town has developed a temporary winter sports parking lot on the newly acquired 80 acres. The Town has received a great deal of positive feedback from the community. It is the desire of the Forest Service, the Chamber, and Town staff to locate a permanent lot adjacent to Town. The interested parties will be meeting soon to start planning the project. Status: In progress. **Town Logo and Signs:** River Dragon Designs has developed a new logo for the Town and it was approved by council. Recently, the new signs were installed by Town staff. The address decals have been ordered and will be installed on the building in the new year. Status: In progress. **Day Care:** The Day Care group continues to meet frequently to develop a non-profit organization to operate a day care. They have established a Board and have drafted an

action plan to move the process forward. A temporary location has been approved at the Community Protestant Church. In my last meeting with Bruce McPherson, board president of the learning center group, the center will be open in mid-January. They are still exploring options for a long-term solution for day-care issue. Status: In progress.

Amphitheater: The entire group working on the amphitheater project has not met recently. The group has a completed conceptual design, but this initial design was way too costly to construct utilizing donations in conjunction with Town funds. Thus, the group will look at ways to reduce costs or utilize temporary structures to achieve the same desired venues. Status: In progress. **Television District:** Mr. Martineau has worked with a contractor to undertake some of the immediate repairs needed at the facility. In addition, Mr. Martineau has got some cost estimates for the digital upgrade of the facility. The County Commissioners and Mr. Martineau have been recruiting new Board members before undertaking any further action regarding the upgrades. I have been added to the Board so steps can be taken to upgrade the facilities. Status: On-going. **GIS:** Stahly Engineering has completed gathering data for the GIS system. They are in the process of creating the "system." Three GIS handheld units have been purchased and are ready for the software installation. In addition, they have surveyed four interior parks along Canyon Street. We have received, from ThinkOne, some drawings with tentative locations for the restrooms. These have been forwarded to James Patterson for his review. Status: In progress.

Town Related Items:

- Had a project update meeting with Land Solutions.
- Attended CD/RMS demonstrations at the Fire Station (1/2 day event).
- Met with the West Yellowstone Star and the new editor.
- Met with Day-Care Group (4).
- Met with Arnie Siegel (3).
- Conference call with MPEA Union and their legal counsel.
- Conference call with Salem Stanley.
- Met emergency crews at the trailer explosion.
- Met with Land Solutions (3).
- Attended 911 Advisory Board meeting.
- Conference call with SJ Shepard and ThinkOne.
- Met with Rob Gilmore of Northern Rocky Mountain Economic Development District.
- Worked with Think One Architects on locations and site plans for Canyon Street Restrooms.
- Met with Stahly Engineering & Associates about GIS system.
- Attended conference call with the Montana Resort Tax Communities.

Public Events Attended:

- Attended the Town Christmas Party.
- Volunteered at the Kids in Snow Event.
- Attended the Dog Sled Event.
- Attended Christmas Stroll
- Enjoyed the schools Christmas Concerts.
- Volunteered at the Saturday Open Skate.

Public Services Superintendent James Patterson reports that they have been cleaning up the corners and moving snow. He says his new crew is working together very well and they are getting ready for the snow they expect next week. Chief of **Police** Scott Newell reports on responding to the two fire scenes and all the reporting those incidents entail. He says the new pickup trucks have been delivered and are being outfitted with all the necessary equipment now. He also welcomes new officer Daniel Palmer, who will be on shift this week and then will start the Montana Police Officer training program next week. **Social Services** Director Kathi Arnado reports on the massive response from the community to assist the two families that lost their homes last week. She says it has been truly amazing to see the community rally to support these people. Mayor Johnson administers the Oath of Office for new police officer Daniel Palmer.

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Town Council Meeting
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The meeting is adjourned. (8:40 PM)

Mayor

ATTEST:

Town Clerk

WEST YELLOWSTONE TOWN COUNCIL

Work Session January 11, 2017

COUNCIL MEMBERS PRESENT: Mayor Jerry Johnson, Brad Schmier, Pierre Martineau, Greg Forsythe, Cole Parker

OTHERS PRESENT: Town Manager Dan Sabolsky, Chief of Police Scott Newell, Judge Kathleen Brandis and Town Attorney Jane Mersen are present by speakerphone

The meeting is called to order by Mayor Jerry Johnson at 7 PM in the West Yellowstone Town Hall, 440 Yellowstone Avenue, West Yellowstone, Montana

Public Comment Period

No public comment is received.

DISCUSSION

The first item of discussion for the work session is transitioning the city court to a Court of Record, which essentially means that everything this said during court proceeding is recorded and retained for a certain period of time. Attorney Jane Mersen previously prepared a memo describing the pros and cons of becoming a court of record. Judge Brandis briefly describes the benefits of making the transition as opposed to the costs. She explains that since they are not currently a court of record, anytime a ruling is appealed, the defendant is granted an entirely new trial in Gallatin County District Court. If they were to become a court of record, the proceedings of the trial that already occurred would be reviewed and an appeal would only be granted if the judge did some egregious. She says that after being the judge for nine years, they never had a case appealed until this past year when three decisions were appealed. After the most recent trial, the defense attorney pulled the appeal out of his briefcase right after the ruling. Chief Newell agrees and says it appears that trials that are held here are almost a dress rehearsal for district court, except they still cost a lot of time and money. Court Clerk Kerry Parker describes a quote they have obtained from Mark Mountaintes to install the equipment and software is \$5648.50 plus the cost of travel. Johnson asks Mersen if it appears to be a trend to appeal cases out of our court just because they are not a court of record. Mersen agrees as does Chief Newell. Chief Newell estimates that it probably costs the Town close to \$10,000 to try a case on appeal. Judge Brandis also points out that every trial has a human component including the stress and pressure on the witnesses and the jurors. She says it is unfortunate to have to disregard all those efforts and put them through it again. Schmier asks if most other courts are courts of record. Mersen says that all higher courts, such as district, justice, and federal courts are courts of record. Brandis says that municipal courts in Montana are not necessarily courts of record and there are some judges that really like the system and some that are scared of the requirements. Schmier asks if making this change will likely give more credibility to our court. Mersen agrees and Schmier says he thinks that is likely. The Council and Town Manager Dan Sabolsky ask multiple questions about the details of the transition. Johnson asks if they have budgeted this year for this or if they will have to put it in the next budget. Sabolsky says that they have budgeted for this in the current budget. Teri Gibson asks if this same system could be used to record Town Council meetings. Kerry Parker explains that they could, but they would need to also purchase some additional microphones when they install the system. In summary, Mersen and Brandis both support making the transition. Mayor Johnson thanks them for their time and indicates that they will let Mersen know if she needs to prepare the resolution to make the transition.

The next item of discussion is regarding the proposed Computer Aided Dispatch (CAD)/Records Management System (RMS). Fire Chief Shane Grube presents a power point presentation to illustrate the process they followed to review the responses they solicited for the system late last summer. Following presentations and demonstrations in December, E-Force was the vendor that was selected as the most user friendly and preferred system. They also checked references and contacted other police departments that are using the E-Force system. Chief Newell says that this system appears to be very easy to use and once it is installed, they will easily be able to map the location of all their emergency vehicles, officers, etc. He says the system integrates easily with smartphones to streamline law enforcement activities. Head Dispatcher Brenda Martin explains that they have had this system in place in Driggs, ID, for six years and have had very

good success and not had to replace any major equipment. Chief Newell says that they have over \$255,000 in the 911 Special Revenue Fund (2850). They would need to pass a budget amendment to spend that balance on this system. He says they will be approximately \$30,000 short to pay for the system in full in addition to the other expenditures they have committed to in that fund until they receive the second payment from Gallatin County for this fiscal year in June. The Council indicates that they agree with the proposal and recommend bringing the necessary budget amendment to the Council in the near future.

Town Manager Dan Sabolsky explains that they are going to meet with representatives from the Big Sky Resort District on Friday at 4 PM. Today they obtained a copy of the unofficial draft bill that Big Sky has put together and wishes to carry to the legislature. The Council reviews the proposed legislation and considers the language and probable interpretations. Sabolsky indicates he will make some calls to other resort communities to determine if they support this legislation or possible other recommendations.

The meeting is adjourned. (8:10 PM)

Mayor

ATTEST:

Town Clerk

PUBLIC HEARING

Ordinance No. 263, Golf Cart Regulations

Ordinance No. 264, Resort Tax

NOTICE IS HEREBY GIVEN that the Town Council of the Town of West Yellowstone will conduct a Public Hearing **January 17, 2017** regarding Ordinances 263 and 264. Ordinance No. 263 establishes regulations for operating golf carts on the streets of West Yellowstone. Ordinance No. 264 amends Section 3.12 of the West Yellowstone Municipal Code, Resort Tax.

Complete copies of the ordinances are available at the Town Hall, 440 Yellowstone Avenue, West Yellowstone, MT or by email at eroos@townofwestyellowstone.com. The proposed ordinances are also posted on the Town's website: www.townofwestyellowstone.com. The public hearing will be held during the regular Town Council Meeting which begins at 7:00 PM on January 17, 2017. The meeting will take place in the Town Hall, 440 Yellowstone Avenue in West Yellowstone, MT, at which time oral testimony will be taken from the public. Written testimony may be submitted until 5:00 PM on the date of the hearing to the Town Clerk at the Town Hall, by mail to P.O. Box 1570, West Yellowstone, MT 59758, or by email to eroos@townofwestyellowstone.com. For further information contact the Town Offices, 646-7795.

Elizabeth Roos
Town Clerk

ORDINANCE No. 263

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE AMENDING THE WEST YELLOWSTONE TOWN CODE TO ALLOW FOR THE USE AND OPERATION OF GOLF CARTS ON PUBLIC STREETS UNDER CERTAIN CONDITIONS

WHEREAS, the Town Council of the Town of West Yellowstone believes that allowing for limited and restricted use of golf cars on the streets located within the boundaries of the Town is in the best interests of the health, safety and welfare of the citizens of West Yellowstone;

NOW THEREFORE, BE IT ORDAINED by the Town Council of the Town of West Yellowstone that the following amendment be made to the municipal code of the Town of West Yellowstone, effectively as follows:

Section 1:

Definitions.

- A) Golf Cart: "Golf Cart" means a motor vehicle that is designed for the use on a golf course to carry a person or persons and golf equipment and that has an average speed of less than fifteen (15) per hour.
- B) Person: "Person" means an individual, corporation, partnership, association, firm, or other legal entity.
- C) Driver: "Driver" means the operator of a motor vehicle, golf cart, snowmobile, ATV, or any other motorized or non-motorized mode of transportation.

Golf Carts Generally Prohibited.

Pursuant to § 61-8-391, MCA, a person may not operate a golf cart on a public street or highway open to the public unless the operation is specifically authorized by the Town of West Yellowstone pursuant to the process and procedure established in this Chapter.

Golf Carts Permitted by Exemption:

Golf carts may be specifically authorized by the Town Council in limited areas on public streets within the Town limits under the following terms and conditions:

- A) Operating Requirements:
 - 1. A person operating a golf cart on a public street shall have a valid driver's license or valid low speed restricted driver's license.
 - 2. A golf cart may not be operated on a public street unless it is equipped with:
 - a. Two headlamps, but no more than two headlamps;
 - b. Two tail lamps, but no more than two tail lamps;

- c. At least one reflector;
 - d. Stop lamps;
 - e. Seatbelts for the driver and all passengers;
 - f. A horn;
 - g. A rearview mirror that reflects to the driver a view of the roadway behind the cart; and
 - h. Turn signals.
 3. Prior to operation on a public street, the golf cart must be appropriately registered with the Montana Motor Vehicle Division per MCA 61-3-321. The registration decal must be displayed visibly on the golf cart at all times of operation.
 4. The owner of a golf cart that is registered and operated on a public street by the owner or with the owner's permission shall continuously provide insurance against loss resulting from liability imposed by law for bodily injury or death or damage to property suffered by a person caused by the usage of a golf cart in amount not less than required by MCA 61-6-103.
- B) Time and Place of Operation:
1. No golf cart may be driven, operated, or controlled on public streets or highways:
 - a. Without the use of lights as equipped;
 - b. Contrary to any traffic law of the Town or the State of Montana;
 - c. With more people than seats and seat belts within the vehicle;
 - d. On any Federal Highways within the Town limits;
 - e. In any area where motor vehicle traffic is prohibited, blockaded or presents hazardous travel, including but limited to non-motorized paths or sidewalks.
 2. Golf carts are specifically prohibited from operating on public streets for which the posted speed limit exceeds twenty-five (25) miles per hour.

Violation – Penalty:

Violation of this Chapter shall be considered a municipal infraction and shall be punished by a fine of not more than three hundred dollars (\$300) for the first offense and five hundred dollars (\$500) for subsequent offenses. Incarceration shall not be a penalty for violating this Chapter.

Effective Date:

This ordinance shall be effective thirty (30) days after adoption and passage.

Section 2: REPEALER: All ordinances and parts of ordinances in conflict with provisions of this ordinance, except as provided above, are hereby amended or repealed.

Section 3: EFFECTIVE DATE: This ordinance shall be in full force and effect thirty (30) days after final adoption by the Town Council of the Town of West Yellowstone.

Section 4: SEVERABILITY: If any portion of this ordinance or the application

therefore to any person or circumstance is held invalid, such invalidity shall not affect other provisions of this ordinance which may be given effect without the invalid provisions or application and, to this end, the provisions of this ordinance are declared to be severable.

PASSED BY the Town Council and approved by the Mayor of the Town of West Yellowstone, Montana, this ____ day of _____, 2017.

Mayor

Council Member

Council Member

—

Council Member

Council Member

ATTEST:

Town Clerk

ORDINANCE No. 264

AN ORDINANCE OF THE TOWN COUNCIL OF THE TOWN OF WEST YELLOWSTONE, MONTANA REVISING THE WEST YELLOWSTONE MUNICIPAL CODE TO REVISE THE RESORT TAX ORDINANCE AMENDING SECTION 3.12.

WHEREAS, the Town Council of the Town of West Yellowstone has enacted a Resort Tax Ordinance pursuant to §7-6-1502 et. seq, MCA; and

WHEREAS, the Town Council of the Town of West Yellowstone believes that changes and updates to that ordinance are in order for the benefit and well-being of the citizens of the Town of West Yellowstone; and

WHEREAS, the Town Council has considered the proposed amendments to the Town Code at a public meeting on December 6, 2016, January 4, 2017 and at a public hearing on January 17, 2017, and allowed for public comment at both; and

WHEREAS, after due consideration, the Town Council of the Town of West Yellowstone desires to adopt the changes proposed and discussed:

NOW THEREFORE, BE IT ORDAINED by the Town Council of the Town of West Yellowstone that the amendments that are set out on the attached Exhibit A, which effectively amend the municipal code of the Town of West Yellowstone, more specifically Sections 3.12.010 through 3.12.190 as set out on the attached exhibit:

Section 1: **See attached Exhibit A**

Section 2: **REPEALER:** All ordinances and parts of ordinances in conflict with provisions of this ordinance, except as provided above, are hereby amended or repealed.

Section 3: **EFFECTIVE DATE:** This ordinance shall be in full force and effect thirty (30) days after final adoption by the Town Council of the Town of West Yellowstone.

Section 4: **SEVERABILITY:** If any portion of this ordinance or the application therefore to any person or circumstance is held invalid, such invalidity shall not affect other provisions of this ordinance which may be given effect without the invalid provisions or application and, to this end, the provisions of this ordinance are declared to be severable.

PASSED BY the Town Council and approved by the Mayor of the Town of West
Yellowstone, Montana, this ____ day of _____, 2017.

Mayor

Council Member

Council Member

Council Member

Council Member

ATTEST:

Town Clerk

EXHIBIT A

3.12.010 Created--General provisions--Imposed.

The financial impact of tourism far outweighs the ability of the Town residents to meet the demand for services expected by tourists solely on the revenue generated by property tax. Therefore, the residents of the Town of West Yellowstone voted to institute a Resort Tax in 1986. Once passing the Montana Legislature, the Town undertook substantial infrastructural improvements and expansion of services that would benefit both visitors and residents. Since a bulk of services provided by the Town are consumed by the tourists; it is the intent of the Town to collect resort taxes on "luxury" items (See 3.12.040 below for definition) purchased and tourist-related entertainments provided by businesses which operate within the Town.

A. A resort tax is imposed on the retail value of all goods and services sold or provided by businesses, groups or organizations located within the town, regardless of the method or manner of the transaction, by the following:

1. Hotels, motels, condominiums, vacation rentals, cabins and any other nightly or weekly lodging or camping facilities;
2. Restaurants, fast food stores, convenience stores, and other food service establishments;
3. Taverns, bars, nightclubs, lounges and other public establishments that serve beer, wine, liquor or other alcoholic beverages by the drink;
4. Groups, organizations, or temporary vendors, with or without tax exempt status;
5. Any business that sells luxuries as defined in Section 3.12.040.

Businesses or organizations that sell luxuries must collect a tax on such luxuries. (Ord. 258 §1 (Exhibit A), 2015: Ord. 211 §1, 2003; Ord. 112 §1, 1985)

3.12.020 Definitions.

A. The terms "luxuries," "medical supplies," and "medicine" shall be defined as set forth in MCA Section 7-6-1501, and as set forth in more detail below.

B. All references to the "resort tax" and "tax" in this chapter shall refer to the resort tax passed by the electorate of West Yellowstone and as enacted by the ordinance codified in this chapter. (Ord. 258 §1 (Exhibit A), 2015: Ord. 211 §2, 2003; Ord. 113 §1, 1985; Ord. 112 §2, 1985)

3.12.030 Imposed.

There is imposed a duty on each operator of any of the establishments mentioned in this chapter to collect, upon sale, the tax imposed as set forth in this chapter on all customers, regardless of state or federal tax

status, with the only exceptions being those set out in Section 3.12.130. (Ord. 258 §1 (Exhibit A), 2015: Ord. 113 §2, 1985)

3.12.040 Luxuries tax.

Each business, group or organization subject to the tax shall collect the same on the retail value of all goods and services sold within the town by the establishments set forth in Section 3.12.010. All luxuries shall be taxed.

"Luxuries" shall include but not be limited to:

- A. Any gift item, luxury item or service, or other item, or other item normally sold to the public or to transient visitors or tourists; but the term does not include unprepared food, medicine, medical supplies and services, or any necessities of life.
- B. Sporting goods or the rental thereof.
- C. Rentals on or for the following recreational equipment: including but not limited to snowmobiles, automobiles, all-terrain vehicles, motorcycles, bicycles, skis, ice skates, snowshoes, boats, campers, and boat motors.
- D. Recreational lessons and recreational services, including but not limited to float trips, guided trips, skiing, fishing trips, hunting trips, backcountry dining trips, other outfitter trips; horseback riding; golfing, snowshoeing, rock climbing, cycling, rafting, canoeing, kayaking, dog sledding and ballooning, tours and other attractions.
- E. All souvenir and localized items such as imprinted hats and T-shirts and curios; all nonfood items such as housewares (other than household appliances), automotive supplies and parts; ice; retail liquor, beer and wine, except that sold at state stores.
- F. All attractions such as arcades, bowling centers, concerts, movie/theater tickets and all concessions; event and entertainment tickets (regardless of the method or location of purchase), cover charges, rodeo tickets, voluntary recreational activities such as golfing, swimming, skiing, tanning beds, and other voluntary recreational daily tickets and season passes.
- G. Any other goods or services not exempt by Section 3.12.130. (Ord. 258 §1 (Exhibit A), 2015: Ord. 211 §3, 2003; Ord. 113 §12, 1985)

3.12.050 Rate--Duration.

- A. The exact rate of the resort tax is three (3) percent.

B. The duration of the original resort tax as approved by the voters on November 5, 1985, was twenty years from its effective date. The effective date of the resort tax was January 1, 1986.

C. The duration of the resort tax renewal as approved by the voters on November 5, 2002, is twenty years from its effective date. The effective date of the resort tax renewal is January 1, 2006. (Ord. 258 §1 (Exhibit A), 2015: Ord. 211 §4, 2003; Ord. 112 §§3, 4, 5, 1985)

3.12.060 Resort tax payment.

The resort taxes collected by a business in any month are to be paid to the Town on or before the twentieth day of the following month, or if such day falls on a Saturday, Sunday or holiday, then on the next business day. Resort tax payments sent by mail or private courier must be received by the Town on or before the twentieth day of each month, or if such day falls on a Saturday, Sunday or holiday, then on the next business day. (Ord. 258 §1 (Exhibit A), 2015: Ord. 224 §1, 2007: Ord. 219 §1, 2006: Ord. 113 §3, 1985)

3.12.070 Collection duties and responsibilities.

A. The office responsible for receiving and accounting for the resort tax receipts is the Finance Department.

B. The Town manager and his/her agents shall be responsible for enforcing the collection of resort taxes and shall be responsible for overseeing the methods and procedures to be used in enforcing the collection of the resort taxes. (Ord. 258 §1 (Exhibit A), 2015: Ord. 172 §1, 1995: Ord. 113 §§4, 5, 1985)

3.12.080 Resort tax collection fee.

Each collecting merchant shall be entitled to withhold two and one-half percent of the resort taxes collected to defray costs for collecting the resort tax, providing that resort tax payments are made timely in accordance with Section 3.12.060. The resort tax collection fee may be withheld by the business at the time of paying the tax to the town. Failure to withhold the fee shall constitute waiver and forfeiture of the same. (Ord. 258 §1 (Exhibit A), 2015: Ord. 222 §1, 2007: Ord. 219 §2, 2006: Ord. 113 §7, 1985)

3.12.090 Records and forms.

The Town shall provide each business that is required to collect resort tax with the proper forms for reporting and making payments. Resort tax payments to the Town shall be tabulated and accounted for on forms prescribed and furnished to the business by the Town. The records and forms held by the Town shall be confidential, and shall not be open to inspection by the public unless so ordered by a court of competent jurisdiction. Each business that is required to collect resort tax must maintain adequate accounting records and pay the resort tax to the Town on the forms provided by the twentieth day of the following month. The accounting records maintained must be accurate, verifiable, and provide a reasonable audit trail. Failure to

maintain adequate accounting records constitutes a violation of this chapter. (Ord. 258 §1 (Exhibit A), 2015: Ord. 219 §3, 2006: Ord. 201 §1, 1999: Ord. 119 §1, 1986; Ord. 113 §8, 1985)

3.12.100 Preservation of records.

Every business required to collect and pay resort tax shall keep and preserve for a period of not less than three years all records necessary to determine the accuracy of the taxes paid, and shall make these records available for audit or inspection on its business premises at all reasonable times. Any audit or inspection shall be conducted in West Yellowstone on the premises of the business or establishment collecting the resort tax or at such other location as the town may determine. (Ord. 258 §1 (Exhibit A), 2015: Ord. 219 §4, 2006: Ord. 201 §2, 1999: Ord. 113 §10, 1985)

3.12.110 Random audit.

Periodic random audits shall be conducted under the direction of the mayor, town manager or a designated representative and all business operators shall cooperate in all respects in the conduct of the audits. Any random audit shall be for the previous calendar year, and shall be conducted in West Yellowstone on the premises of the business or establishment collecting the resort tax or at such other location as the town may determine. If the audit determines a deficiency, it will be at the discretion of the Town to audit the previous two years and require a follow up audit on the next reporting year. Payments and/or arrangements for payment of the amount determined as outstanding resort tax owed shall be paid or arranged within thirty (30) days of the date of the notification of the audit results. Failure to cooperate in any audit or inspection of records, including the failure to make the appropriate records available within fourteen (14) calendar days of the auditor's scheduled audits in West Yellowstone, may result in an automatic nonrenewal of the business license for the subsequent business license year and shall constitute a violation of the provisions of this chapter. (Ord. 258 §1 (Exhibit A), 2015: Ord. 201 §3, 1999: Ord. 113 §9, 1985)

3.12.120 Appeals.

Any organization may appeal to the Town council any assessment of penalty or interest; provided, that notice of appeal in writing is filed with the Town clerk within thirty (30) days of the serving or mailing of the determination of the amount of penalty and interest due. The Town council shall on the next immediate regular town council meeting fix the time and place for hearing the appeal and the Town clerk shall cause notice in writing to be personally served by a peace officer upon the operator. The findings and decision of the Town council shall be final and conclusive and shall be served upon the appellant in the manner prescribed for service of notice of hearing or by certified mail directed to the business operator's last known address. Any amount found to be due shall be immediately payable upon service of the findings and decision. (Ord. 258 §1 (Exhibit A), 2015: Ord. 113 §11, 1985)

3.12.130 Exemptions.

Notwithstanding Section 3.12.040, however, the following goods and services shall be exempt from the tax:

- A. Utilities and utility services;
- B. Medical supply services and medicine;
- C. Wholesale merchandise for resale at retail or used in the purchaser's business as supplies;
- D. Gasoline and other motor vehicle fuel;
- E. Liquor sold at state liquor stores;
- F. Propane and similar home fuels;
- G. Sales of automobiles, trucks, snowmobiles, motorcycles, all-terrain vehicles, bicycles, skis, boats, outboard motors and chain saws;
- H. Labor on automobiles, trucks, snowmobiles, motorcycles, all-terrain vehicles, bicycles, boats, outboard motors and chain saws;
- I. All non-recreational labor, services and non-recreational state licensed professions and trades;
- J. All payroll and business and labor costs;
- K. Lumber, building supplies and tools, and other tools;
- L. Household appliances;
- M. Any hotel, motel, campground or other lodging facility occupancy, with respect to any person or persons who occupy a room or a space for a period longer than thirty (30) consecutive calendar days; provided, that such person certifies prior to occupancy that the occupancy will exceed thirty (30) consecutive calendar days and does in fact exceed thirty consecutive calendar days;
- N. All sales of goods from businesses via the Internet, catalog or telephone that are shipped out of town and the purchaser never enters the boundaries of the Town shall be exempt. Any goods, services or luxuries that are sold by any means and that will either be obtained, consumed, or enjoyed within the town are not exempt. Further, the services described in Section 3.12.040 and sold by a business located within the Town but consumed or enjoyed outside the boundaries of the town are not exempt, regardless of the method of payment. (Ord. 258 §1 (Exhibit. A), 2015; Ord. 117 §§2, 3, 1986; Ord. 113 §13, 1985)

O. Events may be provided by Administrative Order of the Town Manager or his/her designee, relief from the collection of Resort, Tax if **three** of the following criteria are met:

- The activity is for a local school or church fundraiser.
- The appealing entity can establish that all net profits are donated to the local community or school, in kind or monetarily.
- Monies collected are a donation.
- Fees are stipulated by a sanctioning body.
- The entity hosting the event is not required to have a business or expo license.
- If the event's resort tax collections are anticipated to be less than \$50.00.
- The entity conducting the event must have a physical address within the 59758 zip code.

P. The Town provides an appeal process, through Town Council, where an entity may appeal the decision of the Town Manager.

3.12.140 Use of tax moneys.

A. The tax moneys derived from the resort tax may be appropriated by the Town council for any activity, undertaking, or administrative service that the municipality is authorized by law to perform, including costs resulting from the imposition of the tax.

B. There is established a marketing and promotion (MAP) fund for the town. Two and one-half percent of the three percent resort tax collected by the collecting merchant shall be dedicated exclusively to the MAP fund, which fund shall be used solely for the marketing and promotion of West Yellowstone and the surrounding area, as well as the associated costs of administering the fund. The Town council may appropriate additional resort tax receipts to the MAP fund.

C. The Town council shall by resolution establish a board of not less than three or more than seven qualified persons to oversee the MAP fund. At least one member of this board shall be a sitting member of the Town council or the council's designee. The board shall establish policies and procedures for its operation and the general management of the fund in accordance with the council's resolution establishing the board. The board shall also select individual marketing and promotion projects and approve expenditure of funds for such projects, subject to approval by the Town council. (Ord. 258 §1 (Exhibit A), 2015: Ord. 222 §2, 2007: Ord. 112 §6, 1985)

3.12.150 Reduction of property tax levy.

Annually anticipated receipts from the resort tax must be applied to reduce the municipal property tax levy for the fiscal year in an amount equal to five percent of the resort tax revenues derived during the preceding fiscal year. (Ord. 258 §1 (Exhibit A), 2015; Ord. 112 §7, 1985)

3.12.160 Property tax relief fund.

In the event the Town receives more resort tax revenues than had been included in the annual municipal budget, it shall establish a municipal property tax relief fund, and all resort tax revenues received in excess of the budget amount must be placed in the fund. The entire fund must be used to replace municipal property taxes in the ensuing fiscal year. (Ord. 258 §1 (Exhibit A), 2015; Ord. 112 §8, 1985)

3.12.170 Resort tax administration.

The Town shall administer resort tax collections according to the following rules:

- A. Resort tax payments shall be made to the Town finance office by the established deadline.
- B. Failure to report or make resort tax payments by the payment deadline shall result in forfeiture of the resort tax collection fee for the month in which the payment is due.
- C. Failure to pay resort tax before the end of the month in which the payment is due shall result in an administrative fee of either: (1) twenty-five dollars for businesses with gross sales of one thousand five hundred dollars or less for the reported month; or (2) fifty dollars for businesses with gross sales in excess of one thousand five hundred dollars for the reported month, which shall be in addition to any civil penalties awarded to the town in a suit for collection of resort tax.
- D. At the end of each subsequent month after the original payment is due, the Town will assess interest at the rate of three percent of any delinquent resort tax, which shall be assessed on the first business day of the subsequent month and on the first day of each month thereafter until the total amount due, including the administrative fee, is paid in full. This and all administrative fees shall be assessed in addition to any civil penalties awarded to the town in a suit for collection of resort tax.
- E. The Town may revoke the business license of any person or business that violates any provision of this chapter. The Town may revoke a violator's business license either through the administrative procedure described in Chapter 5.04 or through a court order or judgment in accordance with Section 3.12.180. (Ord. 258 §1 (Exhibit A), 2015; Ord. 250 §1, 2010; Ord. 219 §5, 2006; Ord. 211 §5, 2003; Ord. 112 §9, 1985)

3.12.180 Violation--Civil penalties.

For failure to report taxes when due, failure to pay taxes when due, and other violations of this chapter, the town may seek the following penalties or remedies:

- A. A court judgement in the amount of all unpaid resort taxes, including any unpaid administrative fees assessed under Section 3.12.170 and any resort tax collection fees forfeited in accordance with Section 3.12.080;
- B. Interest at the rate of ten percent per annum on unpaid resort taxes or administrative fees from the due date or assessment date until paid;
- C. A civil penalty in the amount of fifty percent of the unpaid resort taxes, which includes forfeited resort tax collection fees, plus all costs and attorney's fees incurred by the town in any court action;
- D. An order requiring the delinquent business to undergo a financial audit by the Town or its representatives to determine the proper amount of resort taxes due, including payment by the business of all audit costs and expenses incurred by the Town or its representatives;
- E. Revocation of the violator's Town business license, either through judicial order or the administrative procedure described in Chapter 5.04;
- F. Any other penalty, remedy or judicial relief to which the Town is entitled. (Ord. 258 §1 (Exhibit A), 2015: Ord. 219 §6, 2006: Ord. 207 §3, 2000: Ord. 113 §6, 1985)

3.12.190 Violation--Criminal penalties.

A person or business violating any provision of this chapter is guilty of a misdemeanor and subject to a fine not to exceed one thousand dollars for each violation, or imprisonment not to exceed six (6) months for each violation, or both. (Ord. 258 §1 (Exhibit A), 2015: Ord. 219 §7, 2006)

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

Event or Project Applicant: W. Yell. C of C Snowmobile Events Comm.

Event or Project Name: W. Yell. Snowmobile Expo 2017, Power Sports, Race Event

Date Submitted: 12.10.16

Date Approved by MAP Fund Advisory Board: 1.12.17

Requested Amount: \$16,000

Approved Amount: \$16,000

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 Snowmobile Events Committee

Event or Project Contact Person: Brad Delaney, and Marge Wanner Co- Event Coordinators

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

Phone: 406.539.7895

Fax: 406-646-9691

Email:

Application Submission Date: 12/10/2016

Event or Project Information

Event or Project Name: West Yellowstone Snowmobile EXPO 2017, Power Sports and Race Event

Location of Event or Project: "Old Airport" located adjacent to Iris Street

Date(s) of Event or Project: March 10, 11, 12, 2017

Estimated Total Event or Project Cost:

MAP Fund Amount Requested: \$16,000.00

Submitted by
Marge Wanner

12/22/16

SECTION ONE: PROJECT SUMMARY

The 27th Annual Snowmobile EXPO event finale of the winter season will take place on Friday through Sunday, March 10, 11, 12, 2017

EXPO 2017 IS RELOCATING BACK TO ITS ORIGINAL ROOTS... EVENT SITE!!

Due increasing site costs of tent, quick changing marketing personnel, their new budget decisions and marketing trends today, it became too costly to continue with the same venue. We appreciate the many years the Holiday Inn has gone out of their way to accommodate the event and keep the cost as low as possible.

2017 event will again feature the unveiling and exhibition of **YEAR 2018 snowmobile and all terrain** models from the Snowmobile Manufactures. All four companies, **-ARCTIC CAT, SKIDOO, POLARIS, and YAMAHA have been invited to showcase their product**—which will be displayed along with aftermarket products at the Race track Exhibition area.

The modified SnoCross track, which showcases the infamous 120 cc racers, and expanded vintage racing brought a record number of participants and caught the multi-generational nation-wide attention from vintage clubs and racers. We will continue to build this vintage market by once again hosting the WSVSA (Western States Vintage National Snowmobile Association) National Vintage Snowmobile Show”

There will again be Vintage Oval Racing with additional classes to include amateurs taking the stage in two sessions on both Friday and Saturday.

Snow Bike Competition was added at 2016 event and will again be a featured “Wow” event on Sunday morning.

Swoop Productions will bring bigger and more exciting events as part of their “Daredevil Day” on Saturday. The Swoop stunt motorcycle team will perform again, plus a new trials bike showcase, and a new event to the weekend showcasing the Polaris RZR “Back Flip” exhibition at the race track on Saturday night under lights, as well as UTV races.

The goals of this event are: Maintain the production of a world-class event by cooperative efforts which, multi-generation interests.

- 1) Sustain winter business as we continue to discover a new winter identity for our community.
- 2) Ensure attendance by our existing customer base
- 3) Attract new attendees based on new “WOW” family events and enhanced marketing
- 4) Highlight Yellowstone National Park as an additional component to Expo extending the length of visitor stays
- 5) Leverage the awareness of West Yellowstone and winter in Yellowstone Park of marketing campaigns already in progress from the Chamber, TBID, MAP and private businesses.

Snowmobile Events: EXPO 2017 MAP Application

The Committee is also always working on ways to reduce costs or operate the event more cost effectively. "Casino Night" is scheduled for Friday night as an event opener to encourage vendors and early arrivals to participate. EXPO is considering a financial contribution toward a "Tribute Band" following Casino Night at the Holiday Inn to increase room nights.

Exhibitors and Attendees have asked to combine races and exhibits at one location

We are synergizing our marketing, purchasing, and logistics resources to maximize the promotion and minimize costs across all events.

SECTION TWO: TIMELINE

Here is an outline that covers the scope of work and deliverables schedule for the event.

Post- EXPO - June 30 or whenever completed:

- Organize tear-down and 1st cleanup of race track
- Airport Final clean-up by June 15.
- Verify all invoices to be paid- ongoing into June or farther
- Collect outstanding accounts receivable until all is collected – ongoing sometimes into July
- Update budget to actual
- Send thank you to sponsors, partners
- Set dates for next year events
- Compile event reports to partners and submit

July, August, November

- Answer phone and email questions about next EXPO, booths, other events.
- Take names of booth inquiries
- Investigate additional "Wow" events that enhance the EXPO event
- Solicit Corporate sponsors
- Commit to Fall marketing snowmobile shows
- Solicit Fall show partners for fall marketing snowmobile shows.

September- January

- Send prior year vendor invitations for next EXPO.
- Attend key Fall Snowmobile Shows paid by lodging partners for an EXPO presence and exposure to market the EXPO. Meet with manufactures, organizations for EXPO concern /discussions
- Constant contact with manufactures marketing and race directors
- Answer EXPO date and booth questions and inquiries from April to day of EXPO.
- Solicit additional vendors and make booth space reservations
- Solicit additional partnership ex: TBID, MAP, YC, ACCOM tax, TBL, etc.
- Negotiate contracts with individual event organizations sanctioning/administrating the race or exhibition
- Assist with marketing EXPO event
- Consider building event program with SnoWest, gather information, letters, maps of shuttle and event sites
- Order, mail to snowmobile dealers in surrounding states, distributes event flyers in town and within 200 miles of Montana and Idaho.

February

- Finish Event Program for distribution
- Order Corporate & Manufacture banners for track



Snowmobile Events: EXPO 2017 MAP Application

- All permit applications- Forest Service & City
- Apply for event insurance using correct terminology, additionally insured and signatures of sanction organizations responsible
- Meet with race organizations prior to event to verify their needs, contracts, donated rooms etc.
- Organize donated rooms for race officials 15-20 rooms Order electricity, bathrooms, waste containers,
- Order fence materials needed
- Line up fence setup volunteers
- Order office supplies needed for admissions, counting
- Order trophies accordingly
- Make sure tickets, wristbands stamps are ordered by admission chairman/event accounting person
- Meet with event site builder/groomer of race tracks, bleachers, racer parking
- Contact or support lead groomer in soliciting assistance from city, state in kind or equipment
- Contract concessions businesses for EXPO Central and Race site for on site
- Work with vendors, event convention services company for placement and needs of vendors prior to event and during.
- Line up security for EXPO Central
- Assist with contacting volunteers for various locations
- Line up Old airport site mobile office
- Distribute Event program locally
- Make Old Airport venue site maps
- Line up volunteers snowmobiles, trailers etc for fencing
- Lineup supervisors for each venue or responsibility (admissions, casino night, Calcutta, fencing,
- Contact sponsors for announcer ads at track
- Pick up Sponsor banners for track

Week of EXPO & during event

- Setup Coordinators office, collect donations, prizes,
- Meet with media
- Checks written for race organizations, payouts, prizes etc.
- Order lunches for track officials and volunteers and distribute
- Assist vendors into their respective booths and assist to their needs
- Make Old Airport venue site maps
- Distribute race lineup copies to airport info admissions locations
- Shuttle signs where needed
- Cover no parking signs in south Grizzly Park
- Gather all EXPO information, community interests handouts, etc and distribute to admissions locations
- Call for trash pickup and bathroom cleaning and pumping during event as needed
- On call 24/7 for whatever someone needs

Year around ongoing

- Solicit funding thru partners, sponsors etc.
- Look for new ideas for event enhancement
- Attend all post and pre-meetings regarding Expo and Snowmobile Events to be aware of what is discussed and decided what I need to do to accomplish those decisions.
- Read snowmobile magazines both hard copy and online, monitor web sites for trends, discussions events etc.
- Check for mail, income, bills to pay, booth income and contracts
- Assist with marketing
- Keep within budget established
- Keep community and the outside world informed about EXPO dates, activities

SECTION THREE: BUDGET

Please refer to the proposed Budget 2017 attachment. This budget was recently approved by the Chamber of Commerce Board of Directors. Resort tax collections have been added as a line item in both revenue and expense.

We are asking for MAP funding in the amount of \$16,000 to cover costs of the majority of advertising, both in the immediate area and surrounding region.

Marketing funds from TBID for \$2500 have been approved, as well as \$2300 from The Chamber State Accommodations budget. These funds, combined with the grant from MAP will allow us to saturate the region, and even some national outlets January prior to the Event. Some initial marketing like "save the date" and online calendars have already started via State Accommodations.

Addendum: Detailed Marketing Breakout (including MAP, TBID & State Accomm.)

SECTION FOUR: PUBLICITY, PROMOTION, MARKETING

The ongoing challenge of Expo is in marketing and publicizing this event to retain large numbers of attendees. Traditionally, there is a core group of annual attendees numbering in the thousands who need to be kept up to date and encouraged. And, as in all previous years of EXPO we continuously seek new avenues to attract new visitors through marketing and specialty sub-events.

For 2017, we are excited for the addition of the UTV races and the new RZR flip on Saturday night. Moving Casino night to Friday with live all in one location makes it more accessible to event attendees, participants and the public. We are removing the tent and moving vendors, manufacturers and demos to the track, so the entire event is outside. This change has been well received by vendors at the fall shows.

With such a wide range of activities at EXPO, our marketing demographics are vast. Through a multi-media campaign consisting of print (newspaper and magazine), online banners on regional and national websites, social media, cross promotions with Snow bike and SWOOP producers, and PR we are able to target certain geographic locations, as well as age groups and interests.

In 2016, we successfully tapped into a new market segment of power sports enthusiasts through selectively choosing to promote in markets including Rexburg, Idaho Falls, and Pocatello, ID and Billings and Butte, Montana and Utah. We were successful in receiving significant editorial and televised media coverage. We had articles resulting from press releases sent to regional newspapers and websites.

The challenge is that the overall marketing plan is dependent on the amount of funding. We will use existing marketing tools including our website, www.snowmobileexpo.com, as well as Twitter, Facebook and Instagram for social media promotion. We have also already begun promoting EXPO 2017 by attending fall snowmobile events and shows including Hay Days (Minnesota) which is the largest and first snowmobile show of the season, the Western Washington Snowmobile Show, and the SnoWest Snowmobile Show

(Sandy, Utah). Local businesses have also taken information on EXPO to consumer shows throughout the U.S. this past fall. Coordinators attending these shows, representing EXPO, heard positive comments about returning to exhibit and attend. The most repeated comment coordinator hears at snowmobile marketing shows from the public is "Oh West Yellowstone is still open".

The 2016/2017 WY Chamber Marketing Plan funded by Accommodations collections began promoting the EXPO and West Yellowstone snowmobiling with ads in regional and national snowmobile publications. Updates to the website have been done with some TBID grant funds and will continue through the event.

We would like to continue to expand our marketing reach further into Utah and the NW, as well as the Dakotas and Wyoming.

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?

We believe that EXPO has had a long history of bringing business to West Yellowstone in March that positively impacts many aspects of the local community including lodging, eateries, attractions, and retail shops and services. Additionally, by promoting "come early before EXPO to take advantage of the last winter weekend/week to enjoy Yellowstone by an over snow tour" could also benefit snowmobile rental, Yellowstone snowcoach and snowmobile tour properties.

This project has a direct benefit on West Yellowstone businesses during a traditionally slow weekend without a major event. However, it also benefits those who work in the businesses by providing greater employment opportunities

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

The entire intent of this campaign is to attract local and regional visitors, as well as snowmobile, power sport enthusiasts, and winter-activity market consumers. The marketing plan described above outlines our multi-media and PR approach to specific geographic areas and specific activity segments.

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?

At this point, we do not know the continued effects of recession and continuing changes to Yellowstone access on winter tourism. We do plan on offering the same array of events that attracted new EXPO attendees last year and diligently continue to look at snowmobile events new trends to sustain and enhance our event and therefore the winter economy. By including information and advertising focused on a wide variety of activities especially the chance to visit Yellowstone; we would hope to extend some visitors' stays.

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

Your financial support is essential to sustain a historical annual destination event an important foundation to the winter economy in West Yellowstone. The health of our overall winter season will enable businesses to support and enhance our winter events by being

open and by being sponsors. As well, maintaining or increasing the number of attendees or the length of their visit supports local business and subsequently, Resort Tax collections.

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

EXPO is now in its 27th year as an annual event. The business community thru discussions and financial support wants to see this event continue to keep the economy and exposure intact. The event is planned by the Snowmobile Events Committee, has its own Event Manager, and an experienced base of volunteers dedicated to making this project a success.

- 5. 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 Snowmobile Events Committee has received the following MAP funding for this project for the past seven years. All vendors associated with these projects have been paid. Final reports for all of these projects have been submitted.

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

Yes, the event can proceed, however the majority of advertising and promotions, as well as website and internet presence, is reliant on supplementary funding sources. Without approval, we will eliminate specific geographies from our advertising campaigns including Billings, Helena, Great Falls, and Missoula, Montana (print and television), the regional drive markets in western and southwestern Montana, and the ability to remedy our website challenges.

- 7. 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 will work with the MAP Board regarding this as well as what can be given to West Yellowstone businesses demonstrating their support.

ADDENDUM ONE: 2017EVENT BUDGET

Note: This budget is still under revision. The Marketing Grants section will also be updated pending the decision of the MAP application and possible other accommodations spending.

See attached: *Snowmobile and Power Sport EXPO 2107*

EXPO Master

Destination (Pub or Website)	Specs	Coverage	Cost
SnoWest (ACC & MAP)	e-blasts 3x	National	\$500.00
W. Yell Star	mid Feb to early Mch		\$400.00
Regional Print/Online - Ennis, Bzn	print & online		\$750.00
MT Television (TBID & MAP)	MT TV Commercials to Air on the Local CBS TV Stations in Each Market: Missoula, 35x :30 ROS-6am-mid rotator 35X :30 Bonus Non-profit match Great Falls, 31x-:30 ROS 6am-mid rotators 31X-30 Bonus Non-profit match; Helena:,40x :30 ROS 6am-mid 40x-:30 Bonus Non-profit match; Butte,: 50x-:30 ROS 6am-mid 50x-:30 bonus non-profit match; Banner ad: Missoula-\$100 Great Falls-, Butte,	Butte, Helena & Great Falls	\$1,170.00
ID Television (MAP)	Local Affiliates - CBS	Idaho Falls & E Idaho	\$1,000.00
Idaho Newspapers	Teton Valley, Magic Valley, Standard Journal		\$1,500.00
Bismanonline.com		ND	\$1,000.00
Lee Enterprises Online	300x250 - 2 weeks, 100,000 impressions	Butte, Helena, Miss, Billings	\$900.00
Butte Montana Standard; Helena Independent Record Mini Nickel Billings Thrifty Nickel Great Falls Consumer Press	3X7 Feb. 24 3X7 Feb. 24 3X7 Feb 24 3X7 Feb 24 3X7 Feb 24	MT Print	\$1,200.00
SaltLakeTrib.com/UtahOnline (Wendt)	online & mobile	Northern UT	\$2,750.00
Thrifty Nickel	print and online	E & Central ID	\$1,100.00
BDC - Snomotion (MAP)	print ad + content	SW MT	\$1,225.00
Facebook (MAP)	dealers, associations, men 21-55, ATV/OHV/MX	regional	\$255.00
Website Updates (MAP)	Costs to update website information, tickets, links to ticket purchase sites, sponsors, vendors		\$600.00
Print	Media Pass exchange program; posters; snowmobile clubs & power sports dealers letters, event information , passes, and postage; promotion/information sheets for local businesses		\$900.00
Creative			\$750.00

\$16,000.00

**West Yellowstone Snowmobile and Powersports EXPO and Races
 Snowbikes, 120's, transition, vintage ovals and Vintage National Show
 Swoop streetbikes, trials bike, UTV races and backflip**

**This is a revised budget submitted for approval to the BOD by the SM Events committee on Dec. 13, 2017.*

March 10, 11 & 12, 2017

Roll over funds from previous years balance 5650 (not included in budget below)

Income:

Admissions	12500	500X\$10, 500X\$15,
Manufacturer Booths	11000	2000X3OEMs, 250X 20
Display/Retail Booths	1000	\$500 each 2 Demos
Fall Marketing	5600	(was approved for \$4,000, actual at \$5600)
Casino Night/Concert	3000	\$3000 casino night , no concert but bigger band
Calcutta (net)	1000	calcutta net
Community Support	15000	20 @\$250, 10 @ \$500, 5@\$1000
Corporate Sponsorships	10000	4 @ \$2500 each
Community Grants/Acc. Funds	20000	TBID(2500), AccTax(2500), MAP(15000)
Fencing Rental	200	
Entry Fees (vintage and 120's)	7000	

Other:

Budgeted Income: 86300

Expense:

Exhibition	2000	set up beyond grooming, lights
Security	600	3 nights, \$200 per night
Storage Unit	1920	
Marketing	8000	fall shows (\$5000) and marketing
Reimbursed Marketing	20000	reimbursed
Concert/Casino Night	3000	1000 casino night, 2000 band
Coordinators Salary	7000	\$5,000 Brad, \$2000 Marge
Fencing Costs/Track Setup	1500	pay for help
Sound System	2000	Glenn, 2 days
Grooming	5000	
Insurance	1000	
Permits	530	
Sanction Fees	10000	Snowbikes-5000, MWR-5000
Sanction Rooms	3000	rooms at reduced rate, not free
Trophies/Paybacks	2000	
Bathrooms	2000	
Trash Removal	0	donated sponsorship
Supplies	250	
Bank Charges/Fees	400	
Resort Tax Expense	705	
CoC Office Support/Accounting	1000	
Volunteer Expense	500	
Swoop	10000	Swoop is on!
WOW event, concert support from sponsorships	0	included in casino night expense under music

Budgeted Expense: 82405

Net Income/(Loss) from Event: \$ 3,895

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

Event or Project Applicant: W. Yell. C of C Snowmobile Events Comm.

Event or Project Name: Snow Shoot 2018 (Held in 2017)

Date Submitted: 12.20.16

Date Approved by MAP Fund Advisory Board: 1.12.17

Requested Amount: \$7500

Approved Amount: \$7500

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 Snowmobile
Events Committee

Event or Project Contact Person: Marge Wanner, Event Coordinator

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

Phone: 406-539-7895 *Fax:* 406-646-9691 *Email:* events@wyellowstone.com

Application Submission Date: 12/20/2016

Event or Project Information

Event or Project Name: Snow Shoot 2018 (held in 2017)

Location of Event or Project: West Yellowstone Airport & Forest Service land

Date(s) of Event or Project: February 15- March 6, 2017

Estimated Total Event or Project Cost: \$ 96,000

MAP Fund Amount Requested: \$ 7500.00

Submitted by Marge Wanner

12/22/16

Project Name: Snow Shoot 2018 (Held in 2017)

**Project Sponsor: West Yellowstone Snowmobile Events Committee
West Yellowstone Chamber of Commerce**

Each year the four major snowmobile manufacturers (Arctic Cat, Polaris, Skidoo, and Yamaha) host an annual event called "*Snow Shoot*" where they invite all the snowmobile media to come to *Ride, Test and Write* about their snowmobiles for the next year. This is the most significant media event of the year for these manufacturers.

In preparation for the event, the manufacturers arrive several days ahead of the media with engineers and other support staff to prepare for the event, ride snowmobile trails, set-up their headquarters, and prepare a media center. Then, two separate groups of media arrive and are hosted by the manufacturers and the location hosting the event. The media represents snowmobiling and winter sports publications, websites, and social media from both the United States and Europe.

Year 2000, West Yellowstone, Montana hosted this event for two years. At that time, the community came together and prepared the necessary infrastructure needed to put on "*Snow Shoot*." Fall River Electric and Qwest invested over \$23,000.00 in phone and power lines at the West Yellowstone Airport to support the power and communications needed for this event.

Since then, "*Snow Shoot*" has traveled to different venues in Canada and the United States. Since *July 2010, annually*, West Yellowstone, Montana was awarded the venue for their "*Snow Shoot*" which occurs 3-4 weeks from mid February through early March. This is a rare occurrence and now they will return in 2017 for the 7th consecutive year.

We have been awarded this bid because of our existing infrastructure and experience with the event, great snow and groomed trails, security management, and because of our ability to host the event not just this year, but in future years.

The Snowmobile Manufacture coordination group, for "*Snow Shoot*" has been seeking a venue that can manage this event on a multiple-year basis (3+ years) instead of moving to a new location each year. At the final days of Snow Shoot in 2012 a meeting was held with the Snow Shoot manufactures, local dealers, City Council, Chamber and TBID representation. A discussion and invitation was extended to the decision makers of the event. The results after additional input from the media attending, "*Snow Shoot*" coordinators have chosen West Yellowstone annually for the past 7 years.

The OEM representatives again along with overwhelming positive comments of the media have chosen West Yellowstone as the home of "Snow Shoot 2018" again to return in 2017.

That was a big decision by the manufactures in 2013, and for West Yellowstone, as it changed a long history of moving the event to other communities.

The positive impact to West Yellowstone is both immediate and long-term. In a struggling winter economy, this event will bring over 1400 rooms night to West Yellowstone in February and March. Attendees and participants will be eating all of their meals in West Yellowstone, renting cars from a local business, spending over \$100,000.00 on lodging, meals, rental cars, , shopping retail stores, copying and shipping services in addition to the events site services and meals catered.

The captive media audience that is covering the new manufacturer models will also be profiling West Yellowstone. They will be seeking supplemental stories on our great location, snowmobile trails, local lodging and eating establishments, profiling Yellowstone Park in winter, and other human interest stories. Positive publicity about our community appearing in these publications and their respective web stories will have a ripple effect. The amount and extent of this publicity is something that we could never afford to buy through existing marketing funds.

We again need MAP's assistance for 2017 to put on this important event. We are requesting \$7,500.00 in assistance to repeat West Yellowstone respected hosting responsibilities for this unique opportunity as outlined in the following pages at this time.

Section II: Proposed Timeline

Planning is already underway for this important event. The manufactures crew will start to arrive around February 15, 2017. The media will be scheduled to arrive February 24 and be in two groups national and international, until their scheduled departure March 7, 2017

The manufacturers and media choose and reserve their own rooms. Lists of lodging properties open for the winter and rates will be collected and will be forwarded before they are in the process of booking rooms. Manufactures like to have all their staff in one location and would like access to a private suite or meeting room for their staff gatherings, media tech privacy, and a place they can call home for 3 weeks. They are responsible for their own expenses. *Note:* The type of lodging can range from vacation rentals to small motels to larger hotels.

Section III: Budget

The Snowmobile Events committee has a few financial obligations to meet and they include; temporary restrooms, one public relations temporary office trailer on site for gathering and lunch, trash removal, gas tanks, and two "Meet and Greet" casual receptions. These expenses total approximately \$17,000.00. Additionally, the manufacturers collectively, will pay more than \$70,000.00 for logistical costs such as temporary rental office trailers, lunch trailer, gasoline, utilities, grooming of special use areas, forest service permits, security, propane, vehicle washing, and airport lease. That is in addition to their lodging, meals, and personal expenses for approximately 3 weeks.

This is a huge opportunity for West Yellowstone economically and exposure to the snowmobile media. Since 2013, as social media has grown, attending media was posting comments and pictures on social media sites of the great snow conditions in West Yellowstone at that time. Because this is not a public event to the general public, it does not have a funding resource attached to it. Consequently, this event is being funded and supported in multiple ways; including:

1. **Funding Commitment from the Business Community** – In order to help fund this event the Snowmobile Events Committee asked for support from the business community. We asked for a 10% commission from the lodging properties for each “Snow Shoot” attendee room nights. We also require 10% commission on all lunches delivered to the event site throughout the event.
2. **Contributions from other organizations:** We have applied to TBID and been awarded \$2,500.00 toward operational costs of infrastructure logistics such as office trailer, portable bathrooms, trash receptacles and pickup, and marketing tools.
3. **Operations Support** – In 2014, the OEM representatives asked for a “*Casino Night/Receptions*” to provide increased inter-action amongst the staff and media. This started out as a huge challenge for the Food & Beverage locations with the fear of the “unknown” logistics due to attendee numbers, size of business available space, and commitment of closing to the public for 5 hours.

In 2016 a RFP was sent by postal mail, to all Food and Beverage licensed businesses. We had 2 responses. In 2016, The Snowmobile Event Committee created and hosted the two receptions at the Buffalo Bar. The manufactures and the media were extremely happy with these two receptions and the welcome they received from the community and their support. They look forward to the “*Meet and Greet*” receptions to meet the community leaders and appreciate the *thank you* they receive during the networking event.

Recently at Haydays (Snowmobile Show) the Event Coordinator again heard positive comments from both US and International media about how happy they are to be returning to West Yellowstone in 2017. They comments included, even the low snow did not hinder their testing and photography experience, they do not have to go to some unknown place early and scout where they want to shoot, and the slight shifts of snow fall over night covered previous tracks for photography.

The Chamber Accommodations budget does not have any funds allocated or available to this project. However, the Chamber is providing support including copying, faxing, book keeping. Marge Wanner, Event Coordinator is paid a minimal fee by Snowmobile Manufacture companies for organizing event operations, infrastructure, setup, meals, “Meet & Greet” social events, Marge’s previous experience and knowledge was a critical factor in being awarded the event. Weekly phone calls and on-site preparation are underway.

4. **Volunteer Support** - The Snowmobile Events Committee and is volunteering considerable time to organize and assist coordinate this event.
5. **Inter Agency Support** – We are working with the **U.S. Forest Service** for trail access permits; **Montana Department of Aeronautics** for use of the West Yellowstone Airport, And **Nevada Automotive Test Center (NATC)** the winter lease company of airport tarmac.

Section IV: Publicity, Promotion, Marketing

The requested \$7,500.00 in MAP funding would be used to assist in hosting two "Casino Style Meet and Greet" casual receptions required as part of our hosting location responsibilities. The OEM's are committed to the balance of the cost of these two enhanced receptions.

Two media receptions are required because the two different media groups will here on different dates. Local businesses will have the opportunity to bid on hosting one or both of these receptions for 2016. The receptions will be for the snowmobile manufacturers marketing staff, support engineer staffs, international media representatives, and limited local contacts (approximately 100-140 per reception). Each reception is hosted as a welcome mixer amongst attendees by our community for the manufactures and media the night before each group starts their working schedule the following day. At this time we are unable to finalize reception costs due to the bidding process not completed at this time.

2016, West Yellowstone MAP Fund committed \$7500.00 and the enhanced event cost balance was paid by the snowmobile manufactures.

Section 5: Application Review Criteria

1. What do you expect the economic and social benefits of the event or project to be for the community and surrounding area?

As stated above, the positive impact to West Yellowstone is both immediate and long-term. In a struggling winter economy, this event will bring over 1,300 rooms night to West Yellowstone in February and March. Attendees and participants will be eating all of their meals in West Yellowstone, renting cars from a local business, buying gas, consuming power and phone services, shopping retail stores, and using local laundry, dry cleaning, copying and shipping services. The manufacturers collectively, will also spend over \$96,000 in operations costs. We have the potential to continue to host this event annually if we are great hosts.

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

The articles, web blogs, and photos of West Yellowstone, surrounding scenery and snowmobile trails, and Yellowstone in winter will reach millions of readers around the world.

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

Again--the median articles, web blogs, and photos of West Yellowstone, surrounding scenery and snowmobile trails, and Yellowstone in winter will reach millions of readers around the world.

At this point, we do not know the continued effects of recession on winter tourism.. By including information in media packets focused on a wide variety of activities especially the chance to visit Yellowstone; we would hope to extend some visitors' stays.

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

The health of our overall winter season will enable businesses to support and enhance our winter events by being open and by being sponsors. As well, maintaining or the length of their visit supports local business and subsequently, employment, Resort Tax, MAP & TBID collections.

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

As stated above, there has already been an investment by local companies in the utility infrastructure for this event. West Yellowstone has hosted this event successfully in the past. We have knowledgeable and proactive resources that the manufacturers have trust and confidence in West Yellowstone putting on this event.

Again—Marge Wanner, Event Coordinator is well known and respected by the manufactures as their “GO TO PERSON” and has numerous years of experience hosting this event in West Yellowstone as well as attending other Snow Shoot event sites as a guest of the manufactures and media.

6. How does the event or project enhance the aesthetics of the Town for the benefit of the traveling public and Town residents?

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. Having visitors in town, makes for positive attitudes of employee and owners.

7. How does this event or project economically benefit a number of diverse town interests?

As listed above, this event benefit the entire gamut of business in West Yellowstone: lodging, catering, restaurants, bars, attractions, retail stores, service businesses, gas station operators, rental car businesses, utility providers etc.

8. Can this event or project proceed without MAP Funds?

Maybe— the event can proceed. The snowmobile Event Committee has limited funding sources from this event to meet all expenses. And these receptions are an important part and opportunity of the event, and a requirement of the bid process. Therefore, we would have to find additional funding sources for the receptions through local businesses. MAP funds represent all forms of local businesses.

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

Since this does not involve specific ads or promotions, we will be noting the Town of West Yellowstone support on signs at the receptions and in any printed materials distributed to event coordinators. We need to adhere to the security restrictions for this event that would preclude news or press releases.

Section 6: Supporting Documentation.

We would be happy to furnish any additional information needed upon request.

Section 7: Event or Project Outcome

1. Economic Impact

We will track resort tax collections and sewer totals for this period over the previous year although both are lumped together on a monthly basis. We have implemented a better attendee number base through registrations since 2014 event and will continue to use this procedure in 2017.

2. Marketing Efforts

We will also track resulting articles and media coverage, and any direct inquiries that result from this publicity. These results will take longer to track. While there will be some immediate publicity on the web, most printed articles will not appear until late 201 and into 2018 winter season year.

3. Attendance

We will report how many attendees came to each reception and any feedback (anecdotal). At this time we do a fairly accurate list of media attending.

4. Inquiries

We can track email and phone inquiries to the Chamber; however, we do know that it is likely that the vast majority will wind up directly with our private sector. TBID office staff is also in contact with attendees to assist in lodging options.

5. New Developments

While West Yellowstone previously hosted this event a decade ago, and again since 2010, thru 2016, a successful, well-executed event could bring "Snow Shoot" back here for a long term and there is discussion amongst the manufactures right now to make West Yellowstone the home of Snow Shoot. Airport authority has offered the Chamber of Commerce a 5 year option lease to host this event.

6. Partnerships

We are currently partnering with local businesses, TBID, the U.S. Forest Service, Montana Aeronautics Division, NATC and the West Yellowstone Chamber.

7. Aesthetic or other Beneficial Enhancements

We will measure this by a comments received from West Yellowstone businesses and on our social networking and web sites.

8. Other: Attachments: 2017 Event Approved by Chamber Board of Directors, Budget.

2017 Snowshoot proposed budget

updated 12/10/2016

<u>Income:</u>	<u>Chamber</u>	<u>OEM</u>	<u>Grand Total</u>		<u>Arctic Cat</u>		<u>Polaris</u>		<u>Ski-Doo</u>		<u>Yamaha</u>
Manufacturers Pre- Event Deposit		70,000.00			15,000.00		21,500.00		16,000.00		17,500.00
Income rollover from 2015		5,677.34			3,054.62				1,831.17		791.55
Community Investment/Commissions	3,000.00										
Lunches collected on site	5,790.00										
Fuel	800.00										
TBID In Kind Assistance	3,000.00										
TBID (2500) / MAP (7500)	10,000.00										
Total Income:	22,590.00										
Expenses:											
Permit - DOT Airport lease		4,055.00	\$ 4,055.00		1,013.75		1,013.75		1,013.75		1,013.75
Packets, signs, and help (TBID in kind)	3,000.00	0.00	\$ 3,000.00								
OEM Office & Food Trailer, tables, chairs, rugs		16,200.00	\$ 16,200.00		4,050.00		4,050.00		4,050.00		4,050.00
Restrooms (800.00 +150.00)	1,200.00	0.00	\$ 1,200.00								
Welcome Receptions (MAP/OEM)	7,500.00	15,154.08	\$ 22,654.08		3,788.52		3,788.52		3,788.52		3,788.52
Waste receptables / recycling	551.18	0.00	\$ 551.18								
Coordinator Fees - Marge		5,000.00	\$ 5,000.00		1,250.00		1,250.00		1,250.00		1,250.00
Supplies	292.77	0.00	\$ 292.77								
Trailer washing		850.00	\$ 850.00		300.00		200.00		200.00		150.00
Phone/DSL/fax	575.64	1,535.12	\$ 2,110.76				767.56		575.67		191.89
Power Materials & usage		3,403.15	\$ 3,403.15		850.42		1,027.18		568.41		957.14
Propane		1,910.04	\$ 1,910.04		0.00		627.85		254.00		1,028.19
Grooming & Setup		1,522.52	\$ 1,522.52		380.63		380.63		380.63		380.63
Gas tanks & materials, pumps	697.00	0.00	\$ 697.00								
Fuel - 87 Octane		638.28	\$ 638.28	97 gal	209.52					198.5 gal	428.76
Fuel - 91 Premium		13,472.00	\$ 13,472.00	1204.9 gal	3048.40	1842.5 gal	4661.53	1354.1 gal	3425.87	923.4 gal	2,336.20
SM Permits - Idaho 32.50		3,022.50	\$ 3,022.50	0		46	1,495.00	26	845.00	21	682.50
SM Permits - Montana 25.00		2,176.00	\$ 2,176.00	0		41	1,025.00	26	626.00	21	525.00
Forest Service Use Permits (operating plan)		2,800.00	\$ 2,800.00		700.00		700.00		700.00		700.00
Tech Meals (we supported ISMA lunch)	260.00	2,990.00	\$ 3,250.00		747.50		747.50		747.50		747.50
Meals	5,425.44	2,115.00	\$ 7,540.44		960.00						1,155.00
CC/bank fees	166.34	0.00	\$ 166.34								
Misc/ CoC Staffing Acctg & Help (TBID-997)	1,500.00	0.00	\$ 1,500.00								
Total Expenses:	\$ 21,168.37	\$ 76,843.69	\$ 98,012.06		17,298.74		21,734.52		18,425.35		19,385.08
Net Income/Loss	1,421.63	-1,166.35	255.28								

Total due to/from Manufacturers: