

WHO DOES WHAT IN TOURISM SUMMARY SHEET

LIVINGSTON MONTANA AREA



Explore Livingston / Destination Management Organization (DMO)

Overview: The Livingston DMO (Mt Department of Commerce changed the name of Convention Visitors Bureaus/CVBs to DMOs) operates as part of the Explore Livingston Coalition under the nonprofit status of the Livingston Business Improvement District (LBID) and is part of the Yellowstone Country

Tourism Region. Explore Livingston's three groups each has its own board, mission, and funding source but share an office and administration resources, overlapping missions, and one full-time Executive Director overseeing several project-specific part-time contractors. Together, their goal is to support a resilient year-round economy that preserves quality of place for locals and quality of experience for visitors. The DMO is governed by a seven-member Board of Directors who own tourism-related businesses and the Montana Tourism Advisory Council (TAC) which approves the allocation of the bed tax funds. Additionally, all board member appointments, annual marketing plans, and budgets are reviewed by the Livingston City Commission.

Mission: Inform, inspire and educate visitors about exploring the Livingston area, promote stewardship of the destination, and strengthen the year-round local economy and cultural assets.

Funding: The Livingston DMO is funded through a percentage of the Lodging Facility Use Tax (bed tax) and Lodging Facility Sales Tax to support the promotion of Montana's tourism and recreation industry with a projected budget of \$72,141 for the upcoming fiscal year 2025/2026.

Primary Projects: During the cooler season months, the DMO markets the Livingston area to "high value, low impact" visitors as an arts and culture and recreation destination. During warm season months, the DMO focuses on improving the visitor and resident experience through destination management and stewardship, developing a multi-stakeholder approach to educate visitors and to maintain the cultural, environmental, economic and aesthetic integrity of the community. Explore Livingston's annual campaigns include print, digital, video and billboard advertising and their website listings include all tourism-related businesses and assets at no cost to those businesses. In the coming fiscal year, they are partnering with the Tourism Business Improvement District to purchase [Placer.AI](#) data for geofenced visitor data and reports.

Connect: explorelivingstonmt.com | info@explorelivingstonmt.com
instagram.com/explore_livingston_mt | facebook.com/explorelivingstonmt #ExploreLivingstonMT



Livingston Tourism Business Improvement District (TBID)

Overview: The Livingston TBID also operates as part of Explore Livingston Coalition under the nonprofit status of the Livingston Business Improvement District (LBID), following Montana State Statute TBID regulations. The TBID is

governed by a Board of Directors who are hoteliers within the City of Livingston that collect TBID assessments and make quarterly payments and occupancy reports to the Livingston TBID. As with the DMO and LBID, all board member appointments, annual marketing plans, and budgets are reviewed by the Livingston City Commission.

Mission: Enhance the economic vitality of Livingston by generating room nights for the city's lodging facilities through effective sales and marketing strategies, building collaborative partnerships and promoting Livingston as a year-round visitor, convention, and event destination.

Funding: TBID is funded by a flat fee of \$2 per room night on individuals staying at lodging facilities within the Livingston city limits by nine hotel/motels in good standing with a projected income of \$145,000 for the upcoming fiscal year 2025/2026.

Primary projects: TBID's goal is to support events, conventions, festivals, tournaments and sporting events that make Livingston a desired destination, and fund projects that enhance Livingston's cultural assets and economy to enrich and extend the visitor experience. TBID collaborates and expands on DMO marketing strategies and digital and video campaigns on social media and Google search ads. Last year they ran additional print and digital ads in 16 International, national and local publications and ads on 7 radio stations to attract visitors to stay in hotels in the cool season when bookings aren't as strong as the warm season. They have distributed 15,000 pocket visitor guides and print and distribute over 1,200 monthly event calendars annually. Their signature events include Oktoberfest, Light Up Livingston and they have awarded grants to 34 additional events and projects.

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[instagram.com/explore_livingston_mt](https://www.instagram.com/explore_livingston_mt) | [facebook.com/explorelivingstonmt](https://www.facebook.com/explorelivingstonmt)



Downtown Livingston Business Improvement District (LBID)

Overview: The nonprofit Downtown Livingston Business Improvement District (LBID) was formed in 2011 and operates under Montana Code and Livingston City Commission Resolutions, submitting Board Member applications, budget

and annual plans to the Livingston City Commission for review. The LBID is governed by a seven-member Board of Trustees that are business or building owners in the Downtown District. LBID became the nonprofit overseer of the Explore Livingston Coalition in collaboration with Livingston DMO and TBID through an open Request for Proposals (RFP) process voted on by a committee of community leaders independent of the City in July, 2020.

Mission: Enhance the vitality of downtown Livingston by facilitating commerce, enhancing streetscapes, conducting maintenance, and improving security and safety.

Vision: LBID seeks to be one of the motivating forces behind a successful business district which preserves our historic downtown, enriches our culture and continues to improve and maintain the physical appearance and aesthetics of the District to continue to attract long-term and viable businesses, invigorate community activity and enhance visitor experiences.

Funding: LBID is funded through an assessment of the property owners (building, not business owners) in the District with a budget of \$44,000 that does not increase as building values increase, and is renewed every 10 years. The current assessment levels will not be updated until 2031 district renewal.

Primary projects: Marketing Downtown Livingston as a vibrant destination, advocating for District businesses, emptying Downtown District sidewalk garbage receptacles, maintaining Downtown light post banners for local nonprofits and community events, snowflake light decor, and the all new low-water flower baskets.

Connect: www.downtownlivingston.org | info@downtownlivingston.org |
[instagram.com/downtown_livingston](https://www.instagram.com/downtown_livingston) | [facebook.com/DowntownLivingstonMontana](https://www.facebook.com/DowntownLivingstonMontana)
#LifeisDowntown #DowntownLivingstonMT #ExploreLivingstonMt



Yellowstone Country Montana Inc. (YCMI)

Mission: The mission of Yellowstone Country Montana Inc. (YCMI), a designated state tourism region, is to promote the five-county area as a preferred destination to travelers.

Tourism projects/scope of work: Destination marketing, management, product development, stewardship. These categories encompass everything we do and can include such things as paid advertising campaigns, outreach & education, working to create destination assets, and addressing sustainability/resilience issues.

Budget: FY 26 estimated combined budget will be \$4,125,485. Funding sources are the Lodging Facility Use Tax (bed tax) and new in FY 26, some funds from the Lodging Facility Sales Tax.

Connect: Montana's Yellowstone Country visityellowstonecountry.com

Robin Hoover | Executive Director | robin@yellowstonecountry.net

Kali Gillette | Assistant Director | kali.gillette@gmail.com



City of Livingston

Overview: The City of Livingston provides a full range of services including police and fire protection; city court; the construction and maintenance of streets and infrastructure; recreational activities; cultural events; planning and zoning; water, wastewater and solid waste utilities; and general administrative services.

Tourism projects: The City's tourism-related work includes hosting third-party events in public spaces; delivery of Emergency Services to visitors; maintenance of public spaces used by visitors; delivery of information to visitors; presence at Farmers Market and other visitor events.

Budget: Tourism-related budget is difficult to deduce due to the costs involved with the delivery of Emergency Services and the maintenance of public spaces as those are used by visitors and residents alike. Revenue sources from tourism equal basically zero (event fees offset costs).

Connect: LivingstonMontana.org | CityManager@LivingstonMontana.org



Livingston Area Chamber of Commerce and Visitor Information Center (LAC)

Overview: The Livingston Chamber of Commerce is the oldest non-profit in Park County and has been supporting the business community for 116 years. They became a chamber and fulfilled the need for an information center prior to becoming the Chamber in April, 1909.

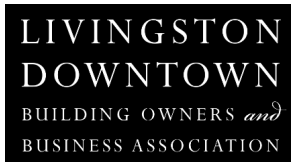
Mission: The Livingston Area Chamber of Commerce, representing its membership, actively promotes a positive business and economic climate for Livingston and Park County and beyond. Members are from Park County, Bozeman, Big Timber, and the Montana State Chamber. Leslie Feigel-Deckard is the CEO and runs a small staff during the tourism season for the Visitor Center, April to October but is open year-round.

Budget: The Chamber puts on events funded by sponsors and is a non-profit 501(C)6. The annual budget is approximately \$123,000 for staffing, the building and marketing, event logistics, trophies, and Christmas stocking items. If additional income is raised it is used to market the Visitor Center. The Chamber's warm season Visitor Center has received \$15,000 annually from the bed tax-funded Yellowstone Country Montana Inc. Region.

Tourism projects: June Car Show, July 2nd Parade, Christmas Stroll, and Ribbon cuttings for new business openings. The Chamber markets members in the greater Livingston area with Social and Digital Media and through news mediums, and Chamber members are listed on their visitor website.

Connect: info@livingston-chamber.com | livingston-chamber.com | Visitor Sites with chamber member listings: www.DiscoverLivingston.com | www.VisitLivingston.com | Contact 406-222-0850

Facebook @Livingstonareachamber @visitlivingstonmt | #discoverlivingstonmt #VisitLivingstonmt



Livingston Downtown Building and Business and Owners Association (LDBOBA)

Overview: The purpose of the LDBOBA is to encourage, promote, and engage in such activities and projects as will contribute to the preservation of the buildings, well-being, growth, and vitality of the urban renewal district of downtown Livingston, Montana. The LDBOBA is an organization, nonprofit status pending, that has been

active downtown for the last 18 years. They are mostly known as the organization who has given the Yellowstone Bus Tours of Livingston's Four Historic District for sixteen of the last eighteen years as well as the developer and printer of a walking tour, now in its 22nd year of publication.

Budget: Funding historically has come from money made with the Yellowstone Bus Tours, mail-outs, grants, and donations but annual budgets have not been made public.

Tourism Strategic Plan Objectives and Future Goals (partial list): Yellowstone Bus Tours of Historic District, Three Highway Signs for Exit 337, Blue Business Signs for Exit 337, Support Downtown Businesses, Conventions and Tournaments, Yellowstone Gateway Business Coalition Membership, Livingston and Yellowstone Hotels History in Documentary and more.

Connect: www.livingstondowntown.org | thegrabow@gmail.com



Wild Livelihoods

Organization/Mission: Wild Livelihoods is a business coalition made up of hundreds of tourism businesses, including guides, ranchers, gas stations, lodges, restaurants, in the Greater Yellowstone Ecosystem. These businesses represent the largest economy in Park County, tourism, which generates \$500 million dollars to the state of Montana annually. Wild Livelihoods' steering committee is composed of business owners who volunteer their time to represent the economic interest of healthy landscapes and wildlife by protecting the

product in which they sell.

Budget: Wild Livelihoods is not a money holding entity, as of now.

Tourism-related projects: Wild Livelihoods is run by volunteer business owners who lead passion projects and bring them to the steering committee to group-think. 2024-2025 projects include:

- *Worked with Commissioner Susan Kirby Brooke to revert Wolf Management Unit 313 to the historical boundaries of WMU 313 and WMU 316 with a harvest quota of 3 in each unit.

- *Bear Awareness Gardiner – expanding this program to bear proof Park County and beyond.

- *Park County Tourism Business Survey – wildlivelihoods.com/business-survey-results

- *2025 Montana State Legislative Session Wolf Advocacy

- *Film screening and Panel Discussion Events in Livingston, Gardiner, and Cooke City

- *Mountain Lion Hunting Quota reduction public comment

Connect: www.wildlivelihoods.com | wildlivelihoodscoalition@gmail.com



Montana Freshwater Partners

Overview: Montana Freshwater Partners is working to protect and restore the Yellowstone River, to keep it healthy and vibrant - for people who live and are drawn here to enjoy.

Mission: To restore, enhance, and protect Montana's rivers, streams, and wetlands through science-based and innovative solutions that benefit people, communities, and our shared natural environment.

Budget: Grants, fundraising and program revenue was \$835,810 through October 2024. Program, operations and fundraising expenses were \$690,058 through October 2024, per their annual 2024 report.

Tourism-related projects: Through the Give Back to the Yellowstone Program, Montana Freshwater Partners is working in the Upper Yellowstone with 3 approaches: River restoration (to keep the river clean, cool, connected and complex), flood, drought and wildfire hazard mitigation (for improved community resiliency), and education and outreach to protect the Yellowstone River and our natural resources. These natural amenities draw tourists to our area and keep them coming back. A few examples include: actively working on addressing recreational pressures by bringing improved river signage to fishing access points, organizing river clean ups, and remapping the channel migration zone on the Yellowstone following the 2022 flood.

Connect: www.freshwaterpartners.org | wweaver@freshwaterpartners.org



PARK COUNTY
ENVIRONMENTAL
— COUNCIL —

Park County Environmental Council (PCEC)

Mission: Park County Environmental Council works with the community to safeguard the land, water, wildlife and people of Yellowstone's Northern gateway through grassroots organizing and community advocacy.

Budget: Grants and fundraising budget of \$953,522 in 2023, with 350 annual donors, more than 4,000 supporters and 7 full time staff members.

Tourism-related projects: PCEC recent work within the tourism space includes creation of the Paradise Pledge, participation in Yellowstone Country's Resiliency Committee, participating on the Gardiner Chamber of Commerce Board, partnering with the Upper Yellowstone Watershed group on a river recreation study, the passage of the Yellowstone Gateway Protection Act, work on wildlife crossing and conflicts, supporting wildlife coexistence programs and advocating for the wildlife, lands, water and people of Yellowstone's Gateway.

Connect: www.pcecmt.org | info@pcecmt.org



Yellowstone Gateway Business Coalition

Overview: Yellowstone Gateway Business Coalition is a pro-business, pro-property rights, pro-conservation group representing thousands of hardworking employees and their families. Neighbor to Neighbor and

Business to Business, the group is committed to sustaining robust community and commerce on the doorstep of Yellowstone's gateway. In a place where economics and environment are interlaced, our greatest resource is the landscape that provides our way of life.

Vision: Support one another by providing economic tools, organizational efforts, and a community foundation for conserving our greatest natural resources— the land, water, wildlife and people who call Yellowstone country home.

Connect: www.yellowstonegatewaybusiness.org | yellowstonegatewaybusiness@gmail.com



Yellowstone Safe Passages

Overview/Mission: Support collaborative solutions that address and resolve wildlife-vehicle conflict on Highway 89. Envision the Upper Yellowstone to be a place where visitors and locals can travel the highway without wildlife-related accidents, and where the highway doesn't act as a barrier to annual and seasonal movement of

Yellowstone's wildlife populations. The intended results will be increased public awareness, advanced partnerships between local and regional stakeholders, and reduced wildlife-vehicle conflicts.

Connect: www.yellowstonesafepassages.org | [instagram.com/yellowstonesafepassages](https://www.instagram.com/yellowstonesafepassages)

This info sheet is a draft and will be updated and made available to these organizations and the public.