

# LOCAL IMPACT



# BARBARA NEILAN EXECUTIVE DIRECTOR

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Destination Missoula, a nonprofit 501(c)(6) organization, is the officially recognized destination marketing organization for Missoula, MT.





# THE PIVOT

- Destination marketing organizations (DMOs) across the State meeting weekly.
- Re-evaluated our role for our visitor and community.
- Missoula goals:
  - Message of unity and strength for our community – calm, uplifting and inspirational.
  - Industry/small business resource to up-to-date health, safety and grant funding information.
  - Resource for safe ways for community to support small businesses.
  - Inspire future travel – daydream, plan, share.
- Collaborate with Missoula Leadership Team to create a strategic communications plan across all sectors.



# SMART. SAFE. READY.



## COMMUNITY SAFETY CAMPAIGN

Campaign to:

Encourage community members to practice and model health safety protocol – wear masks, social distance, wash hands.

Provide resources for businesses – posters, window clings, coasters, etc., for reopening.

Set clear expectations for visitors coming to our community.

Reminder to treat everyone with kindness and respect.



# IMPACTS

## COMMUNITY



Missoula's vibrant tourism industry is made up of small businesses which encompass not only the reasons people visit our community, but the reasons we live here.

This economy is driven by unparalleled recreation right outside your door, an eclectic and thriving arts, culinary, events and music scene, diverse and welcoming accommodations. Overnight that was shuttered. Some, such as outdoor recreation businesses, have fared better than most. Others, such as hotels, restaurants, art galleries, museums, music venues, sports venues, retailers, and those that depend directly or indirectly on them, have suffered and many may not make it through the year.

DMO budgets in Montana are directly tied to occupancy in our accommodations, either through bed tax or tourism business improvement districts. DMO budgets have been decimated: Missoula (fiscal year July-June)

- 2019-20 Budgets reduced 32%
- 2020-21 Budgets reduced 49%

We are thankful for the grants we have been able to receive through the State, but tourism DMO's, (501(c)(6) organizations, were not included in Federal aid, such as PPP grants.



## DMO MARKETING BUDGETS



# FUTURE

## LOOKING FORWARD FOR INDUSTRY



### Uncertainty:

- With the loss of Grizzly athletics, especially football, concerts, conferences and meetings, large events, and with the continued spread of COVID19, we are uncertain what business we will be able to generate this fall, winter and spring.
- As an organization we will continue our efforts to remain top of mind with planners and influencers, to market to Montanan's and our regional drive markets until restrictions are lifted.
- Need to stabilize funding so in crises we are not disabled and can be a strong building block to recovery.
- Our organization will start a Tourism Master Plan process, engaging our residents, as well as our visitors, to guide sustainable tourism growth over the next 5-10 years.

Airlines believe in Montana/Missoula – new flights to San Francisco, San Diego, and San Jose, and a second daily flight to Dallas.

As a result of film credits provided through the 2019 MEDIA Act and direct Los Angeles flights:

- Filming of the tv series Yellowstone. Full production moved Utah to Missoula. July-December
- Filming of new movie – Slant Streets. Nov.-Dec.
- New \$19 million, 120,000 sq. ft. film & tv studio to be built in Missoula. This studio will generate millions through construction, new job creation, support of arts, entertainment, and main street businesses – helping to stabilize the Missoula economy on a year-round basis.



## BRIGHT SPOTS



# THANK YOU!

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