

# GARDINER CHAMBER OF COMMERCE & CVB ANNUAL REPORT

'22

2022 Financial Report  
CVB Marketing Reflection  
Success & Next Steps









# GARDINER CHAMBER OF **COMMERCE & CVB**

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## MESSAGE FROM THE EXECUTIVE DIRECTOR

*Terese Petcoff*

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Dear Members:

As we come out of what many community members consider to be one of their hardest years to date, it is important to reflect not just the hardships but the successes felt along the way.

This past year our incredibly small staff was able to accomplish more than I ever dreamed possible. We installed new public bear proof garbage receptacles in response to increased visitation impacts. We made countless improvements to VisitGardinerMT.com including a new Tourism Directory lay out and home page design. We responded to the most frequently asked visitor questions by creating the new Gardiner Community Resource flyer. We strategized how to best serve our small community and its travelers expecting another record breaking year. Then June 13th came and everything changed.

To say our community was blindsided by this flood is an understatement. Not even what we experienced in 2020 with a global pandemic could have prepared us for this disaster. While the flood and its continued impacts do not bring many happy memories it did showcase the strength within the Gardiner community. Proving to me why I moved here almost a decade ago.

The support I have felt from this organization, the Board of Directors, Yellowstone National Park Service, the state of Montana, and travelers from across the globe has been nothing short of astonishing.

2022 has left me extremely humbled and I eagerly look forward to advocating for our area and promoting its offerings in 2023. To all our 160 members, please know that my door is always open – your support and feedback mean more than anything so please don't be shy and come say hello!

With gratitude,  
Terese Petcoff  
Executive Director

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## MEMBER BENEFITS & MARKETING OPPORTUNITIES

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### **Visit Gardiner MT Website Listing**

Each member receives a complimentary customizable listing at VisitGardinerMT.com, our consumer facing website, utilizing the Gardiner brand. Our mobile friendly website is a first stop for trip planning to the Gardiner area. Every membership web listing includes contact information, business description, and an image gallery. Google Analytics tracking, SEO and digital marketing through the Gardiner Convention & Visitors Bureau (CVB) pushes the potential visitor to explore VisitGardinerMT.com and see all we have to offer. Thousands of people navigate the website each month in search of trip planning, tourism, community, and relocation information. Members also have the exclusive option to purchase banner ads to directly target visitors planning their Gardiner vacation.

### **Marketing Opportunities**

Chamber Members automatically reap the benefits of the Gardiner CVB. The goal of the CVB is to market Gardiner as a year round destination in itself. By marketing the Gardiner area, your business receives collateral publicity as Gardiner continues to gain recognition as a desired travel destination. Members have full access to all marketing materials created with CVB funds — including videos, photos, and web content — and are included in any publications that are funded through the Chamber or CVB. We work hard to develop unique and comprehensive advertising opportunities through web banner ads, annual Gardiner Travel Guide ads, annual Gardiner Walking Map ads, Gardiner Community Newsletter ads and public restroom advertising.

### **Referrals**

The Gardiner Visitor Information Center is open year round, and in the summer of 2021 over 88,000 visitors traveled through our doors, from May - September alone. In person, on the phone, and via email we receive thousands of requests for recommendations on dining, goods, services, activities, and lodging. As a Chamber Member your business is referred to visitors through the in depth information we provide on tourism, trip planning, and relocation.

### **Voting Rights**

Each Membership gets one vote in official Gardiner Chamber of Commerce election of Board of Directors and proposed changes to the Articles of Incorporation. Members must be present at the Annual Meeting of the Members to vote on Board of Directors seats.

### **You're Invited**

Each January we hold the Annual Meeting of the Members, one of our favorite events of the year. This is your opportunity to participate in the election of new Board members and make your voice heard. Then through out the year the Chamber holds seasonal open houses, so that members can meet, mingle, and share best practices. We also encourage everyone to attend our monthly board meetings held on the third Thursday of every month.

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## MEMBER BENEFITS & MARKETING OPPOURTUNITIES

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### **Visitor Information Center Display**

The Gardiner Visitor Information Center received over 88,000 travelers in 2021. Make sure your business catches the eye of travelers! Members can hang a poster or canvas print (max. 36" X 24"), display their business's merchandise, and place printed copies of your brochure, rack card, or business card at the Gardiner Visitor Information Center to put your company in front of visitors.

### **Annual Gardiner Travel Guide & Walking Map**

The Gardiner Chamber publishes the annual Gardiner Travel Guide. All business members receive a complimentary listing in the guide's directories as well as first opportunity to advertise in the annual guide. The Chamber also produces the Gardiner Walking Map; all members receive a complimentary listing in the directory and first opportunity to advertise on the map itself. All members who fall within the parameters of the map are represented with a bubble for their location.

### **Advertising Credit**

Each membership is entitled to an annual amount of advertising credit that can be used towards either weekly advertising in our public restroom facility or published in the Gardiner Community Newsletter. Advertising credit is nontransferable, unless used by an additional business membership under their parent membership, and can only be used during the 12 month membership cycle. Credit does not rollover, meaning any unused credit will expire at the end of the membership year.

### **Public Restroom Advertising**

*Can I use your restroom?* This is the number one question asked by the over 88,000 visitors to the Gardiner Visitor Information Center. Put your business on display to these travelers by advertising in the only public multi-stall restroom facility in Gardiner — open 20 hours per day, 365 days a year. With your membership you are entitled to advertising credit that can be used toward public restroom advertising throughout the year. See membership levels and advertising credit for more details.

### **Gardiner Community Newsletter Advertising**

The Chamber publishes the weekly Gardiner Community Newsletter which is delivered locally at hightraffic area locations and across the country via email to over 2,200 subscribers. Members can apply their advertising credits to display or line ads throughout the year, take advantage of discounted pricing for extended ad placement, and receive free display ad design with each membership. See membership levels and advertising credit for more details.



## BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

#### MIKE SKELTON

##### President

Mike and his wife Ann and have been full time Gardiner residents since 2015 after relocating here from the Dallas, TX area. He established Yellowstone Wonders LLC, based here in Gardiner, in 2018 to offer private tours of Yellowstone National Park. Mike was the President and CEO of a privately held corporation involved in the office equipment business in the Dallas area from 1994-2018.

#### SARAH ONDRUS

##### Vice President

With over twenty years of tourism industry experience Sara enjoys co-owning & operating Paradise Adventure Company and Yellowstone Rafting Company alongside her husband Patrick. She first came to Yellowstone in 2000 and spent four summers working at the Roosevelt Corrals and Lodge. Since then, she met her husband, started a family, and made Gardiner her year-round home. She is thankful to serve our vibrant community and embrace its tourism industry.

#### MIKE KELLER

##### Treasurer

Mike Keller is the General Manager for Xanterra Parks and Resorts in Yellowstone National Park, WY. He has lived and worked in Yellowstone for over 30 years, starting as a volunteer at Norris Geyser Basin in the summer of 1984. Mike began his career with the Park concessioner in the winter of 1987-1988 as a room attendant. He currently lives in Mammoth Hot Springs with his wife and two children.



Photo Courtesy All Things Wild



Photo Courtesy Yellowstone Dreamin Camp



Photo Courtesy Be Our Guest



Photo Courtesy Big Sky-E Bikes

## BOARD OF DIRECTORS

### CHELSEA DEWEESE

#### Board Member

Chelsea is a born-and-raised Gardiner area resident who holds a BA in print journalism from the University of Montana- Missoula. Chelsea held a career as a print reporter until 2008 and worked for a variety of newspapers—including the Arizona Daily Sun, Missoulian, and Dow Jones (Wall Street Journal)--before she transitioned into a career as a Colorado River guide in Grand Canyon during summer and a ski and wildlife guide in Yellowstone during winter. Chelsea currently lives full time in Gardiner, where she helps operate her family's business, The Yellowstone River Motel. She brings knowledge of area organizations, individuals, and businesses and can pair new developments in the community with existing strongholds.

### AMANDA HAGERTY

#### Board Member

Native to southwest Montana (Whitehall), Amanda and her family, partner Nathan and son Parker, have resided in Gardiner for almost three years. Amanda currently spearheads the education division for Yellowstone Forever, where she is the Institute Program Manager, based in Gardiner. Prior to YF, she has worked in the field of environmental education and management for 15+ years at the Montana Wilderness Association, Carroll College, National Park Service, and Montana State Parks. Amanda loves being a part of the Gardiner community and tries to give back whenever she is able. Amanda has a deep love for Yellowstone National Park, in addition to a strong passion for connecting with and bringing community together - she hopes to call Gardiner home for decades to come.

### DEBBIE MACKEY

#### Board Member

Debbie came to Gardiner in 1993 to manage the Best Western in Gardiner and has since stayed and raised her daughters. She loves Gardiner for having a great school and a vibrant community you would never find in any other corner of this State. She has served in the hospitality industry for over 25 years; and additionally worked successfully with the National Park Service, Fish, Wildlife & Game, and other government departments. She successfully marketed the Best Western - increasing the Winter & Shoulder business year after year.

### TRINA SMITH

#### Board Member

Originally from Mississippi, Trina came to Yellowstone National Park in the summer of 1998 to complete her college internship. Upon graduation later that fall she knew she must return to experience winter. From then on she never looked back and feels fortunate to call this special place home. After working many seasons in Yellowstone, Trina now oversees the guest operations at B Bar Ranch, an organic cattle ranch just north of Gardiner. Trina is very passionate about sharing her love of the great outdoors and the abundant wildlife that call it home with the many visitors to the area. In her free time she enjoys exploring the area while hiking with her dog or while riding her favorite horse.

### SABINA STRAUSS (OUTGOING)

#### Board Member

Sabina and her husband moved to Gardiner on seasonal basis in spring of 2004 when they purchased the Yellowstone Basin Inn. They made Gardiner their permanent home a couple of years later upon purchasing their first house in Gardiner. They sold the Yellowstone Basin Inn in 2018, reinvested the money into a commercial property, bought a RV, got a dog, and partially retired.

Since moving to Gardiner Sabina has made an effort to learn about the community and pitch in whenever and wherever she can. Either through her business or as an individual, she has been a member of the Gardiner Chamber since 2004. In addition to serving at the Chamber she has worked on the Resort Tax Committee, and serves on the Successful Gardiner Group.

### BILLIE TAYLOR

#### Board Member

Billie Taylor worked as a wrangler and corral manager in Yellowstone National Park for a decade and has been actively involved in the Gardiner community since 2006. After seasonal jobs in the horseback realm took her all over the Rocky Mountains and Pacific Northwest, she was drawn back to the heart of Montana and the wildness of Yellowstone National Park. Purchasing and operating Yellowstone Roughriders was her calling, fitting together the puzzle pieces of her passions for people, horses, and business together.

## CHAMBER STAFF

**Terese Petcoff, Executive Director**  
**Zondra Skertich, Newsletter Coordinator**



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COMPANY  
**VISION & MISSION**

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*Gardiner Chamber of Commerce*

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**MISSION**

The Gardiner Chamber of Commerce serves our community through developing local tourism while endorsing the stewardship of the Yellowstone Ecosystem.

**VISION**

Gardiner, Montana is a year-round gateway community.



*Photo Courtesy Yellowstone River Outfitters*

## STRATEGIC PLAN 2018-2023

### Strategy 1:

**Expand board recruitment and develop an organizational succession plan.**

- \* Set expectation of all board members to attend all meetings.
- \* Develop a Gardiner School Student Board Representative to encourage youth involvement and further engage the community

### Strategy 2:

**Establish Gardiner as a year-round destination through innovative marketing campaigns to grow a more sustainable economy.**

- \*Increase visitation 10% in the shoulder and winter seasons (October-April), using 2018 as a baseline year for visitation
- \*Collaborate with CVB to create annual Marketing Plan

### Strategy 3:

**Exercise stewardship of Gardiner/Chamber properties for community benefit.**

- \*Establish a utilization plan for the Rodeo Grounds facility.

### Strategy 4:

**Enhance our value to chamber members.**

- \* Develop website to integrate billing and account services for members
- \* Encourage membership engagement through the development of awards programs, business development workshops, and increased emphasis on face to face interactions with staff.
- \* Maintain current membership with an annual retention rate of 90%

### Strategy 5:

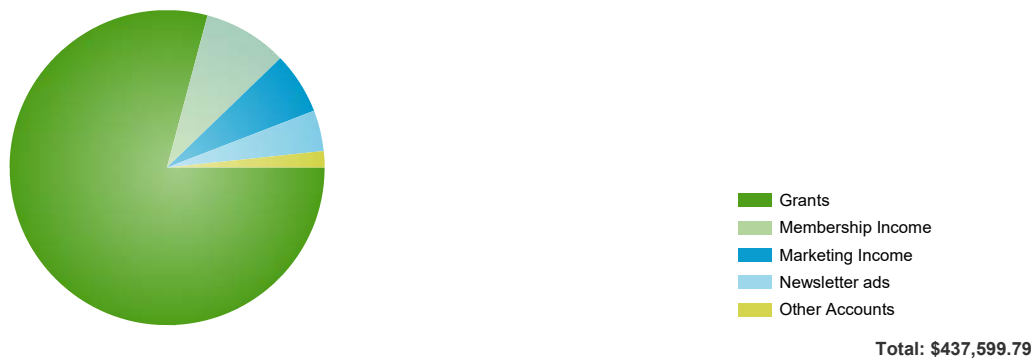
**Leverage local events to promote year-round visitation to Gardiner.**

- \*Focus effort to prepare for and capitalize on the 2022 Yellowstone National Park Sesquicentennial

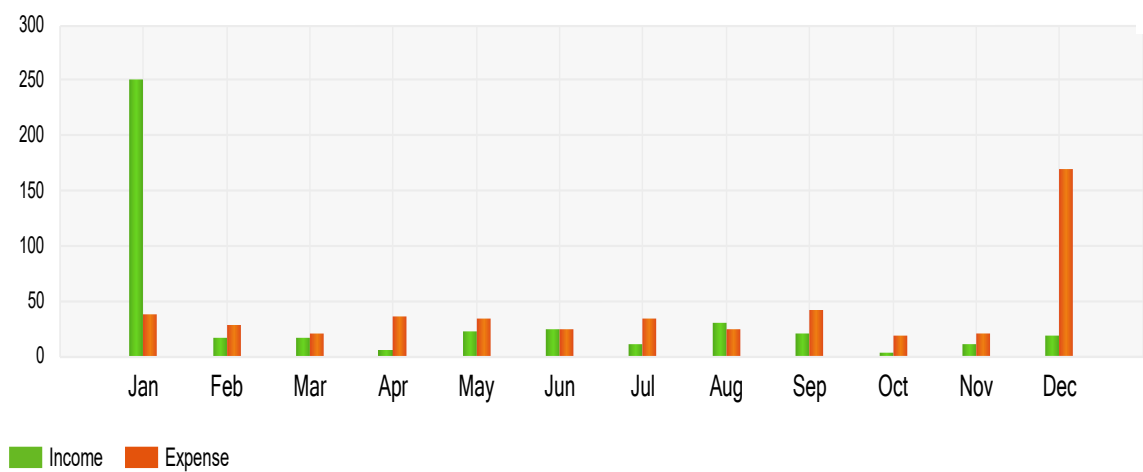


# YEAR END FINANCIAL SNAPSHOT

FY22 Income Breakdown\*



FY22 Income and Expense Breakdown\*

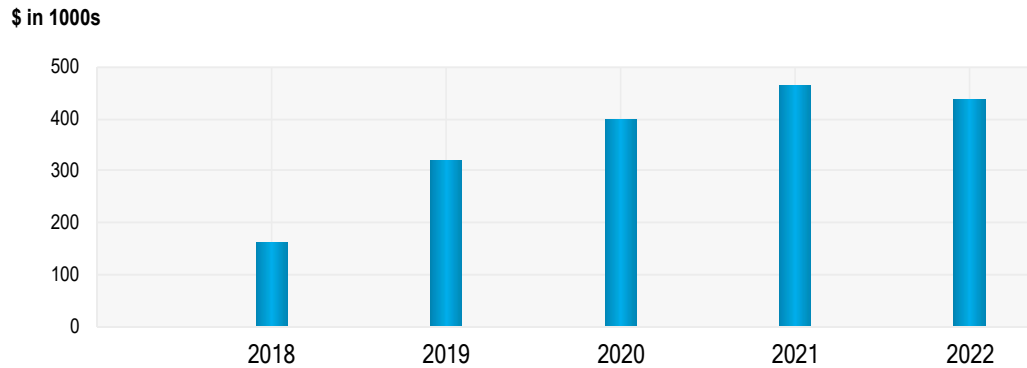


FY22 Expense Trend\*

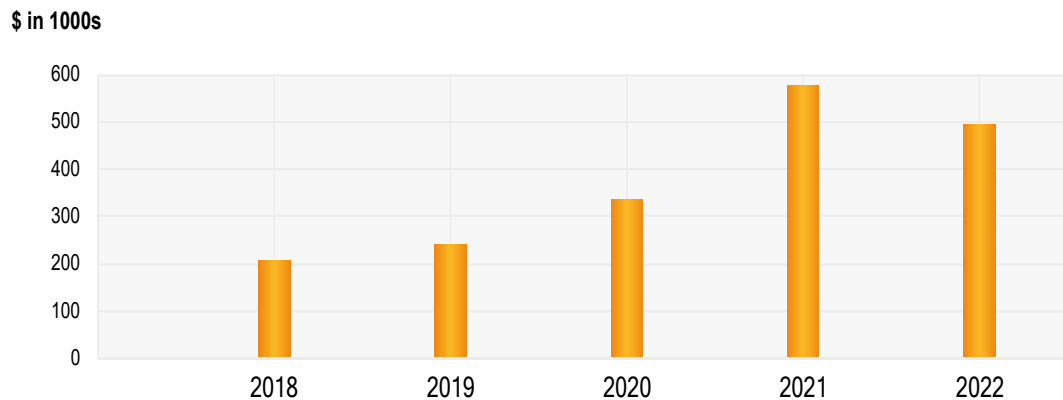


## 2022 YEAR END FINANCIAL SNAPSHOT

### Previous Year Income Comparison



### Previous Year Expense Comparison



## Revenue\*\*

Donations.....	\$847.43
Grants, GRAD & CVB Appropriations .....	
.....	\$267,153.36
Marketing & Gardiner Community	
Newsletter.....	\$45,852.80
Membership.....	\$37,845.00
Property Leasing.....	\$910.00
Savings Account Interest.....	\$3.49
<b>Total Revenue.....</b>	<b>\$285,439.15</b>

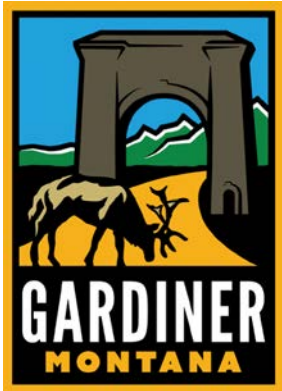
## Chart of Accounts

Capital Grant.....	\$117,623.11
Main Checking.....	\$132,674.65
CVB.....	\$55,802.71
Certified Deposits .....	\$155,943.97

*\*Notes: The Gardiner CVB is financed by the state lodging bed tax and runs on the Montana state fiscal year (July - June) . This is different from the Gardiner Chamber of Commerce fiscal year which runs from Jan - Dec. Financial snapshot shows funding as of December 31, 2022 on the fiscal year Jan - Dec.*

*\*\*Revenue reflects only the Gardiner Chamber of Commerce and not Gardiner CVB.*





## CVB MARKETING AT A GLANCE

*Please note that the following represents data on Fiscal Year 2022, which runs from July 2021 - June 2022 for the Convention & Visitors Bureau.*

The small hamlet of Gardiner is located in southwest Montana at the North Entrance to Yellowstone National Park. Nestled between the Absaroka-Beartooth and the Gallatin Mountain Ranges, Gardiner lays claim to approximately 10 million acres of public lands. The community also enjoys Montana's Yellowstone River—the longest free flowing river in the lower 48 states. In the early 1880's, Gardiner's northern boundary was established by Yellowstone concessionaire James McCartney. Since then, Gardiner has served as the original entrance to Yellowstone and is graced by the historic Roosevelt Arch, dedicated by President Theodore Roosevelt in 1903.

Our community's small-town Montana charm, natural splendor, and abundant wildlife truly make it a unique "home on the range" for our nearly 900 residents. Year-round access to Yellowstone's Northern Range, known as the Serengeti of North America, truly differentiates Gardiner from other Yellowstone gateway communities. The community also enjoys a rich history as the

*Our overall FY22 goals are: Promote the Gardiner destination in a way that we can anticipate exceeding the forecasted bed tax collections. Increase visitor travel to the Gardiner area in the winter and shoulder seasons. Increase visitation to Montana particularly during the shoulder and winter seasons. Increase our digital presence over FY21 including website traffic by 15% and social media followers by 20%.*

original entrance to Yellowstone National Park, which has left a flavor of Old West heritage evidenced by historic buildings and the Roosevelt Arch.

**Strengths:** Our charming small town offers relaxing hospitality while providing full service amenities. Many Gardiner restaurants offer local and sustainably grown produce and Montana raised

beef. A diverse selection of accommodations including modern hotels and inns, rustic cabins, quaint cottages, relaxing B&B's, and vacation rentals. Our all-inclusive guest ranches offer the visitors horseback riding and fishing by day, cowboy cookouts and campfires by night.

Year-round access to Yellowstone National Park and easy access to Forest Service and BLM lands provide visitors with an array of recreation opportunities. These include whitewater rafting, ziplining, cross-country skiing and snowshoeing, photography, wildlife watching, hiking, fishing, and soaking in hot springs.



**Challenges:** Challenges include residential housing shortages, lack of affordable housing, public/private wildlife controversies, and lack of year-round staffing. In the winter and shoulder seasons, the lack of year-round staffing and a much lower visitation rate make it difficult for businesses to remain open—resulting in a shortage of accessible visitor amenities. Gardiner's remote location also presents issues for visitor access and awareness. When all park roads are open, some visitors may choose to bypass Gardiner on their way to Yellowstone National Park.

**Opportunities:** The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. While 2020 visitation exceeded expectations set by the pandemic, according to National Park Service vehicle gate counts for 2020, October through March only contribute to approximately 26% of total North Entrance visitation. The primary goal of our long-term marketing efforts will continue to be focused on attracting more visitors from October through May in addition to adding an element of education and management to ensure that our landscape remains intact for future visitors to enjoy.

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## CVB MARKETING METHODS

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*Highlights From Fiscal Year 2022*

**Joint Ventures:** In collaboration with Yellowstone Country Tourism, we participated in several joint ventures including an ad feature in Free Skier magazine and banner ads through the Lee Montana Newspaper Network. Through the Montana Office of Tourism we ran banner ads through the On the Snow web platform as well as display and native ads through the Sojern, a travel marketing platform. In a different partnership with the MT Office of Tourism the GCVB was featured in a special edition of Parents magazine.

**Website Development:** Using our media agency TDG, we responded to routine maintenance needs, updated some stylistic features, and added new landing pages, including a "Camping" landing page in effort to mitigate the negative impacts we our community was experiencing from novice campers, throughout the website - [www.VisitGardinerMT.com](http://www.VisitGardinerMT.com). We additionally added a dining guide to reflect current hours of operations for our Chamber member dining establishments, this proved extremely successful as compared to FY21 visits to the dining landing page were up 70% .

**Social Media:** The Visit Gardiner MT digital platforms continued to be a useful tool in FY22, providing us a way to expand our reach to both targeted audiences through paid promotional posts and to broader audience through organic post reach and user generated content. Facebook and Instagram continue to be useful in promoting our brand as well as from an educational standpoint, encouraging and presenting to visitors and locals alike responsible recreation and destination management practices

**Online Digital Advertising:** In order to further establish Gardiner as a year-round destination, funds were used for two different digital campaigns, one highlighting the wildlife and activities of the Spring shoulder season; another focusing on winter activities. We additionally ran a Google keywords Camping campaign used to target individuals that were in the Gardiner and Greater Yellowstone Ecosystem and were interested in this outdoor activity. All campaigns utilized the Google ads network to serve our target audience, and a combination of advertising tactics, including remarketing to individuals who are compelled to visit [www.VisitGardinerMT.com](http://www.VisitGardinerMT.com). The GCVB also sponsored two Tour of the Week features with Outside Bozeman in both the winter and spring exposing Gardiner to their large audience base via email and social media.

**Print Advertising:** A limited amount of funding was allocated to participate in regional print advertising opportunities including the West Yellowstone Visitor Guide, the *Livingston Enterprise*, and the *Outside Bozeman Summer Edition*.

**Familiarization Trips:** The GCVB was able to assist a travel writer on experiences. In return our area was featured in two wide-reaching publications with international European audiences, Wanderlust magazine and BBC Wildlife. Additionally, area activities were featured on her social media platforms.

**Electronic Advertising:** The GCVB was able to communicate via e-blasts trip planning materials to travelers interested in our area with leads acquired through National Park Trips. The GCVB was able to maintain metrics well above industry standard; holding a 98% subscriber base, had an average open rate of 27%, and an average click rate of 6.3% on our campaigns.

**Cooperative Marketing:** Funds were used towards a winter Northern Range campaign with National Parks Trip Media in collaboration with Cooke City, Montana. The campaign included a full-page ad and 2-page advertorial on the Yellowstone Northern Range, which appeared in the Yellowstone Grand Teton Winter Trip Planner. The campaign also included traveler leads. We were pleased with the results of this campaign, which resulted in 1,182 downloads of the Yellowstone Winter digital guide and 682 leads of travelers specifically requested information about visiting Gardiner and the Northern Range in winter.

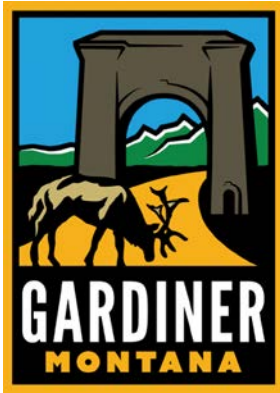
**Fulfillment:** Funds were set aside in order to send our comprehensive travel guide to various locations directly from the printer rather than our physical location. With this funding we were able to drop ship 192 boxes, 11,520 guides, to 71 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota.



*Photo Courtesy Yellowstone Tipis*

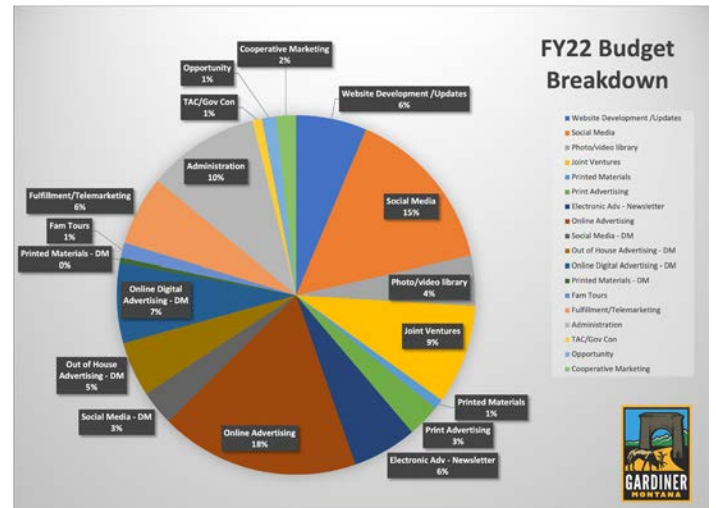


## OVERVIEW



## CVB MARKETING BUDGET

From CVB Fiscal Year 2022



2022 Initial Bed Tax Allocated Budget Pie Chart

METHOD	2021 Final Bed Tax Allocated Budget	2022 Initial Bed Tax Allocated Budget	2022 Final Bed Tax Allocated Budget
Website Development	\$4,300.00	\$7,100.00	\$7,100.00
Social Media	\$11,500.00	\$16,800.00	\$16,800.00
Photo/Video Library	\$1,000.00	\$5,000.00	\$4,000.00
Joint Ventures	\$8,276.26	\$10,000.00	\$13,000.00
Travel Guide	\$1,000.00	-	-
Printed Material	\$6,500.00	\$1,000.00	\$1,000.00
Print Advertising	\$3,628.00	\$3,300.00	\$3,300.00
Electronic Adv. - E Newsletter	\$2,175.00	\$6,500.00	\$6,500.00
DM* - Social Media		\$3,500.00	\$2,000.00
DM* - Billboards		\$5,500.00	\$4,500.00
DM* - Online Advertising		\$8,000.00	\$8,000.00
DM* - Printed Material		\$500.00	\$500.00
Administration	\$10,198.00	\$11,266.00	\$15,804.18
Conferences	\$1,300.00	\$950.00	\$950.00
Opportunity Marketing	\$279.06	\$1,417.00	\$1,417.00
Fulfillment	\$5,000.00	\$7,000.00	\$5,000.00
Cooperative Marketing	\$1,100.00	\$2,000.00	\$2,000.00
Familiarization Trips	\$1,500.00	\$1,500.00	\$1,500.00
Marketing Personnel	-	-	\$9,116.58
Online Advertising	\$22,000.00	\$20,000.00	\$26,000.00
Crisis Management	\$3,700.00	-	-
	<b>\$84,956.32</b>	<b>\$111,333.00</b>	<b>\$134,023.90</b>

\*DM is Destination Management

Note: The Gardiner CVB is financed by the state lodging bed tax, runs on Montana state fiscal year (July - June), and is approved by the Montana Tourism Advisory Council (TAC) annually in June. The 2022 Initial Bed Tax Allocated Budget was created prior to the record breaking visitation experienced during 2021. Due to this increased visitation the GCVB 2022 budget was increased to accurately reflect larger than anticipated bed tax collections. The 2022 Final Bed Tax Budget was approved by the TAC on January 10, 2022 and reflects an accurate depiction of FY22 bed tax collections.

## JUNE 2022

# FLOOD RESPONSE & RECOVERY

**Initial Response:** As felt in 2020 with the pandemic and historic Park Street fire, when disaster hits the Gardiner Chamber of Commerce (GCoC) is one of the first organizations residents and travelers come to for guidance and resources. With in the first few days following June 13th the GCoC became the headquarters for the Gardiner Incident Command Team (IC Team), in which both the Executive Director Terese Petcoff and Board President Mike Skelton served on, accompanied by representatives from organizations such as the Park County Sheriff Department, US Forest Service, Park County Emergency Services, and community resident volunteers. The IC Team was responsible for disseminating up to date information to residents and visitors. This was done through various platforms including:

- **Gardiner Community Newsletter:** Beginning with the first edition published post flood (June 15, 2022) and for six weeks following the flood the GCoC dedicated as much space as needed to communicate flood related resources, meetings, grants, help wanted, fundraisers, and more. Past the six week mark the Gardiner Community Newsletter still ran related press releases, resources, and relevant events regarding flood recovery.
- **E-Blasts:** Via email blasts the Executive Director was able to communicate in real time to Gardiner businesses resources, recovery efforts, funding opportunities, surveys, and more. In effort to best assist the community the Executive Director gathered contact information from Gardiner businesses that were not members and included them in any flood communications as well.
- **VisitGardinerMT.com & Social Media:** In the hours following the flood the homepage of VisitGardinerMT.com was transformed, allowing real time updates to be posted in a fluid manner that was also visually appealing to the user. These updates were also communicated on the Visit Gardiner MT social platforms of Facebook and Instagram.

**Continued Recovery:** Gardiner is a town in which tourism is almost our sole economic driver, with hardly any semblance of tourism in 2022 to say that our community is stressed is an understatement. The GCoC knows that the recovery does not happen overnight - there is still a road ahead. The GCoC continues to advocate and promote our area, its residents, and our businesses. Since the flood our staff and board have kept in consistent contact with Montana senators, state representatives, federal agencies including FEMA, the SBA, the EDA, the National Park Service, and the Federal Reserve. We have worked with Baylor University, the Northern Rocky Mountain Economic Development District, Montana State University, Park County, Montana Office of Tourism, and more to communicate on a national level what our community is experiencing, highlighting the need for assistance. We will continue to speak with the press and market Gardiner as a year-round destination on a national and regional scale. We will continue to share data and survey results that clearly show the economic distress the June flood caused. Through these avenues we know that our area will come back stronger than ever.



Photo Courtesy Yellowstone National Park Service



Photo Courtesy Yellowstone National Park Service



## 2022 SUCCESSES & 2023 EXPANSION

### ENHANCE VALUE

#### *VisitGardinerMT.com*

In 2023 we look forward enhancing VisitGardinerMT.com. With the positive user traffic relating to the new Dining Guide and Tourism Directory our staff will stay in close communication with our web team. Staying abreast of innovate opportunities and user friendly updates that we can make to our website to showcase your business. We are excited to explore expanding advertising opportunities through this platform as well.

### INFRASTRUCTURE

#### *Gardiner Community Upgrades*

In 2022 with funds provided through the Gardiner Area Resort Tax District four new public use bear proof garbage receptacles were purchased and placed throughout the community in high traffic areas. We look forward to a year of increased visitation in which we can appropriately gauge the community impact these canisters will have.

### YEAR ROUND DESTINATION

#### *Sustaining the Future*

Though recovery is still ahead, with the trials of 2022 in the rear view, in 2023 Gardiner should anticipate visitation similar to the record breaking years of 2020 and 2021. The increased visitation the potential impacts will continentally be addressed by the GCVB. With a focus on destination management and area education we are excited to move into the new year and connect with visitors new and returning. Providing them with the information they need to have the best trip possible to our area and recommending Chamber member experiences.

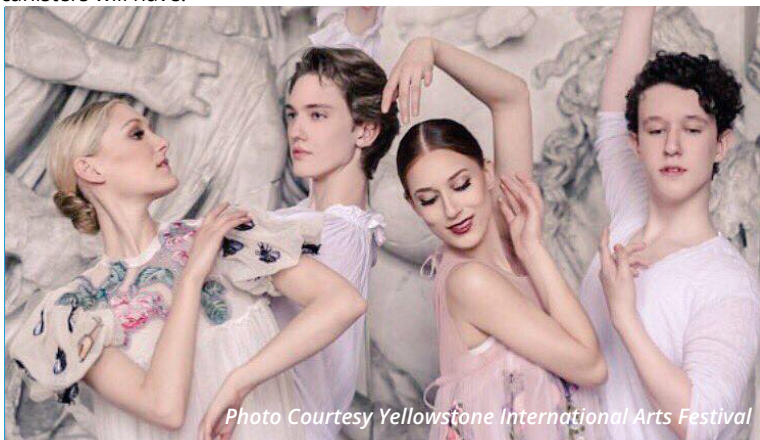






Photo Courtesy The Antler Lodge



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## 2023 STRATEGY

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### *Looking Forward*

*In 2023 in addition to continued economic flood recovery and marketing efforts we will move forward on the path we had intended for 2022 - updating the Visitor information Center with new signage to reflect our branding, assessing the effects of heightened visitation and what tools are needed to negate negative impacts to our small town, and a emphasizing visitor education in our messaging. We are excited to begin the strategic planning process for the next five years of our organization and look forward to on membership's input throughout the process. We are eager to start the new year and serve the community and membership we are so happy to be a part of!*



A photograph of purple flowers in the foreground with a blurred building in the background. The flowers are in sharp focus, while the building and sky are out of focus. The building has a sign that is partially visible and blurry.

# '22

## GARDINER CHAMBER OF COMMERCE

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[info@gardinerchamber.com](mailto:info@gardinerchamber.com)