



GARDINER CHAMBER OF COMMERCE & CVB ANNUAL REPORT

'21

2021 Financial Report
CVB Marketing Update
Success & Next Steps



GARDINER CHAMBER OF **COMMERCE & CVB**

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Terese Petcoff

Dear Members:

In 2021 our small staff accomplished more than I ever thought possible, and I cannot express how proud I am of them. Throughout the year we introduced new tools to enhance your membership both locally and to visitors and it is important to share a few highlights from the year as we look forward to 2022.

This past year we rolled out an up-to-date dining schedule through VisitGardinerMT.com and distributed similar flyers to our members for their guests, to keep travelers informed and to mitigate the stress our area dining establishments continue to experience. We found that this worked, so we began to provide similar handouts with qr codes, for example one that lead travelers to the official Gardiner Visitor Guide, so your staff could now point travelers to a one-stop-Gardiner-shop, if you will, right in the palm of their hand, helping ease their minds and that of the visitor.

Speaking of visitors from May 2021 – October 2021 the Gardiner Visitor Information Center (VIC) welcomed 90,918 guests. While a lot of these are restroom visits, this is almost triple the amount of visitation we received in the same periods of 2019 and 2020. And to further your membership value, last year for the first time ever we offered advertising in our Public Restroom facilities, providing you with another way to display your business to thousands of travelers.

Visitation is not all that grew, I am proud to say our website VisitGardinerMT.com was up 30% in user traffic compared to 2020 and 29% in traffic compared to 2019. Regarding Visit Gardiner MT social media, in 2021, our Facebook followers grew by 9.5% to over 47,000 followers and our Instagram grew by 23% to over 8,000 followers. This growth is impressive, especially in a medium that continues to evolve daily. This year on our social media platforms we were proud to showcase the back-bone of our community workforce through our Goodness Grows in Gardiner social media campaign to further humanize our town and urge visitors to be kind during these stressful times.

Finally, an area I am most proud of was our continued commitment to Recreate Responsibly messaging. Through grant funding and messaging provided by the State of Montana we were able to purchase numerous posters, flyers, stickers, postcards, reusable utensils, and new street pole banners to help communicate the type of traveler we all need to be while visiting not just our beautiful public lands but our home as well. With the impacts that COVID 19 and growing visitation has had on our area this messaging is needed – I believe we have already begun to see it's impacts, as it sparked countless productive conversations both in our VIC and our social media channels. There is still a long way to go but now along with marketing Gardiner as a year-round destination, we will explore new and effective ways to manage Gardiner as a destination. As our goal is to continue to educate and showcase to visitors what makes Gardiner "Nature's Favorite Entrance to Yellowstone National Park" and how to keep it that way.

2022 will be an exciting year, with Yellowstone's 150th anniversary right around the corner and what is sure to be another year of high visitation remember that we are all in this together. 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

MEMBER BENEFITS & MARKETING OPPORTUNITIES

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 CVB. We work hard to develop unique and comprehensive advertising opportunities through web banner ads, annual Gardiner Travel Guide ads, annual Walking Map ads, Gardiner Community Newsletter ads, and new to 2021 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 Chamber Membership gets one vote in official Gardiner Chamber of Commerce election of Board of Directors seats 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

In 2022 we hope to offer more networking opportunities for members to meet, mingle, and share best practices. 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. We also encourage everyone to attend our monthly board meetings held on the third Thursday of every month.

MEMBER BENEFITS & MARKETING OPPOURTUNITIES

Visitor Information Center Display

The Gardiner Visitor Information Center received over 88,000 travelers last year — make sure to catch 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 comprehensive 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 Gardiner Community Newsletter. Advertising credit is nontransferable, unless used by an additional business membership under their parent membership, and can only be 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 high traffic area locations and across the country via email to over 1,500 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 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 A Sunny Slope Lodge



Photo Courtesy Frontier Mercantile



Photo Courtesy Chico Hot Springs



Photo Courtesy Big Bear Stampede

BOARD OF DIRECTORS

KELLY BURNS (OUTGOING)

Board Member

Kelly Burns is the Recruitment Marketing Specialist for Yellowstone National Park Lodges. She first came to Yellowstone in 2009 as a tourist. Nine years later, she has returned as a full-time employee residing in Mammoth Hot Springs.. Her favorite thing to do on the weekends is getting out and exploring. She is passionate about the National Parks and has a goal to visit all 400+ units managed by the National Park Service. Currently, she is two-thirds of the way there.

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 HAGGERTY

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.

ALEX ROBERTS (OUTGOING)

Board Member

Alex was born and raised in Gardiner. GO BRUINS! Upon moving to California for college she quickly realized that Gardiner was her true home. Since her return she has had the pleasure of managing the Raven Grille, Iron Horse, served as a previous co-owner of the Grizzly Grille and was the Food and Beverage Manager for Delaware North at the Yellowstone Mine. Alex enjoys Gardiner's eclectic community and all it has to provide for its travelers.

SABINA STRAUSS

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 couple 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.

CHAMBER STAFF

Terese Petcoff, Executive Director
Zondra Skertich, Newsletter Coordinator

COMPANY
VISION & MISSION

Gardiner Chamber of Commerce

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 Roam Yellowstone

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

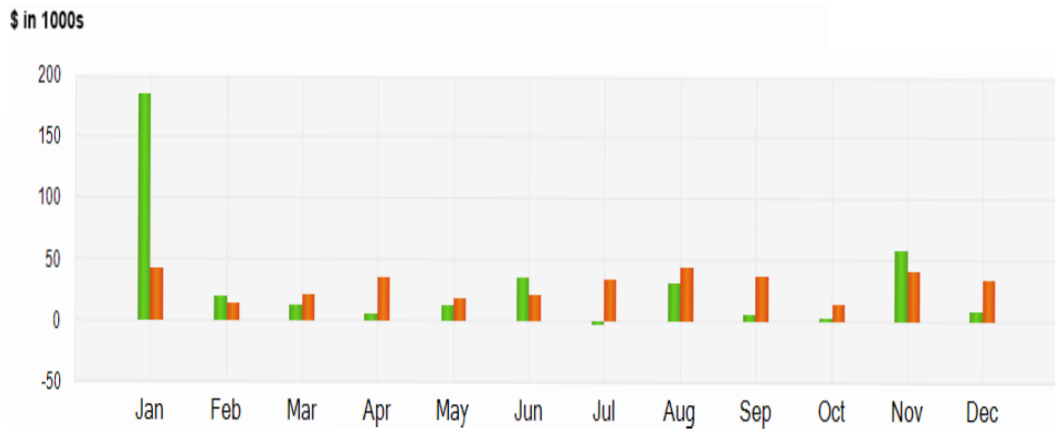
YEAR END FINANCIAL SNAPSHOT

FY21 Income Breakdown*



Total: \$374,611.13

FY21 Income and Expense Breakdown*



FY21 Expense Trend*

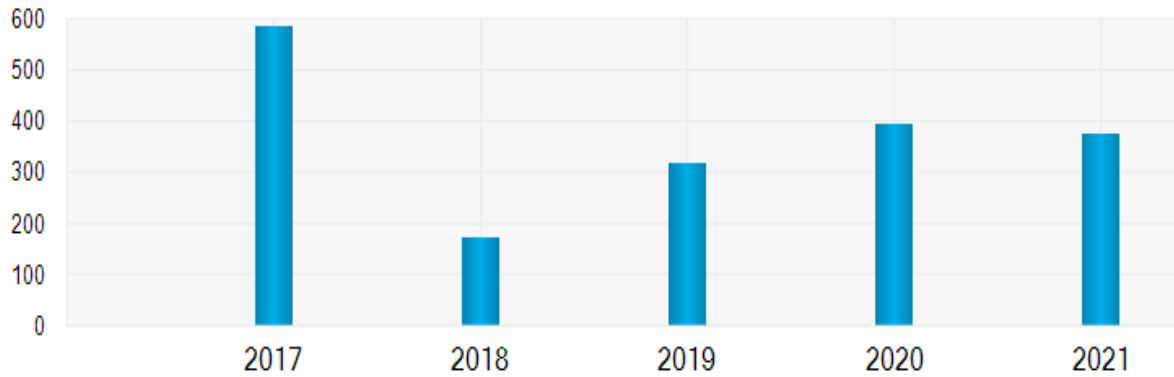


Total: \$361,455.04

YEAR END FINANCIAL SNAPSHOT

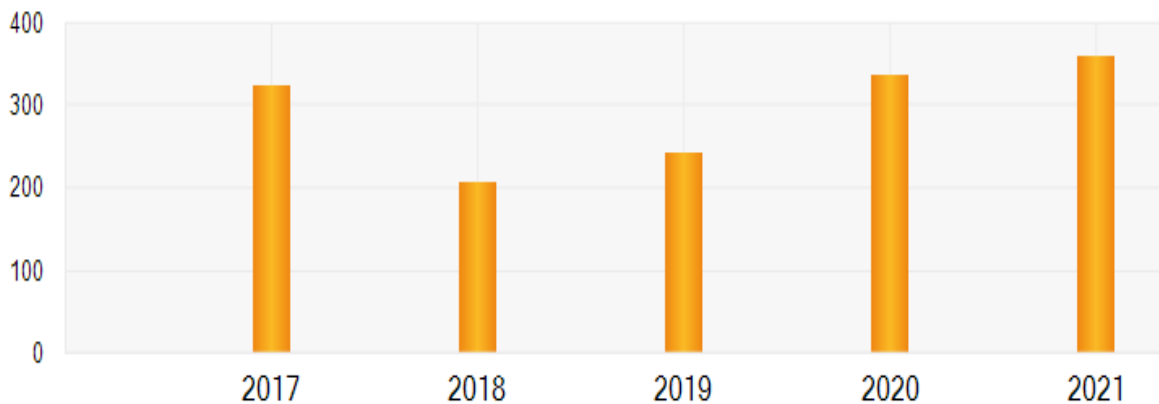
Previous Year Income Comparison

\$ in 1000s



Previous Year Expense Comparison

\$ in 1000s



Revenue**

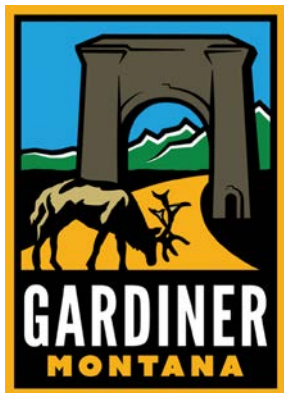
Donations.....	\$808.91
Grants, GRAD & CVB Appropriations	
.....	\$202,757.20
Marketing & Gardiner Community	
Newsletter.....	\$41,575.20
Membership.....	\$37,175.00
Property Leasing.....	\$3,122.00
Savings Account Interest.....	\$.84
Total Revenue.....	\$285,439.15

Chart of Accounts

Capital Grant.....	\$204,041.97
Main Checking.....	\$103,527.78
CVB.....	\$57,236.49
Savings.....	\$7,177.43

**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, 2021 on the fiscal year Jan - Dec.*

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



CVB MARKETING AT A GLANCE

Please note that the following represents data on Fiscal Year 2021, which runs running from July 2020 - June 2021 for the Convention & Visitors Bureau. At the time of the FY21 marketing plan development and creation the Covid-19 pandemic had just begun making predictions for bed tax collections incredibly hard to determine, being that the future state of travel was unknown.

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 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

Our overall FY21 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 the State particularly during the shoulder and winter seasons. Increase our digital presence including social media reach/engagement by 25% and website traffic by 50%. Increase our digital campaign results by 20%. Maintain our metric reporting system that has comprehensively tracked marketing and campaign success in previous years.

communities. The community also enjoys a rich history as the 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 sustainability 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 give 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, short-term rentals creating a 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. A newly anticipated challenge for FY21 will be navigating the final phase of the Gardiner Gateway Project which includes adding an additional lane and kiosk to improve traffic flow and reduce lines into the park. This phase will not be completed until end of 2021 and will cause delays for travelers entering Yellowstone through the North Gate.

Opportunities: The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. According to National Park Service vehicle gate counts for 2019, October through May only contribute to approximately 20% of total North Entrance visitation. The primary goal of our long-term marketing efforts continues to be focused on attracting more visitors during that time through a comprehensive marketing plan.

Brand Pillars: Gardiner aligns perfectly with the state's brand pillars. Located at the heart of the Greater Yellowstone Ecosystem, Gardiner is surrounded by unspoiled nature with beautiful vistas and landscapes home to some of the most abundant and diverse wildlife in Montana. Gardiner prides itself as the historic gateway to Montana's natural wonders. Our messaging focuses on the area's abundant wildlife, authentic and local hospitality, and year-round recreational activities as the only year-round entrance to Yellowstone National Park.

CVB MARKETING SEGMENTS

Highlights From Fiscal Year 2021

Photo & Video Library: In FY21 The GCVB was able to have the opening graphic of our four promo videos updated to say "Plan your trip to Gardiner & Yellowstone today!" from the previous graphics that either stated "The four seasons of Gardiner" or "Gardiner Montana." Creating a call to action in the opening moments of our videos needed to be done for our digital campaigns as for the first time in the GCVB utilized Youtube Video advertising and having a call to action with in the first 5 seconds helps retain engagement.

Joint Ventures: In collaboration with Yellowstone Country Tourism, we participated in several joint ventures including an ad feature in Cross Country Skier magazine, Powder Magazine, Distinctly Montana Winter issue, and Ski Magazine. Then thorough a different partnership with Yellowstone Country Toursim the GCVB had a series of banner ads through the Lee MT Newspaper sites.

Website Development: Using our media agency TDG, we responded to routine maintenance needs, updated some stylistic features, and added new landing pages, including "What to expect when Visiting Gardiner", throughout the website - www.VisitGardinerMT.com

Social Media: The Visit Gardiner MT digital platforms continued to be a useful tool in FY21, 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, highlight Gardiner as a safe destination to travel to during the Covid-19 pandemic, and provide much needed camping information to interested parties searching for a site. Funds were used for three different digital campaigns, one highlighting the wildlife and activities of the Spring shoulder season; another marketing safe summer travel and activities in the midst of uncertain travel related to the pandemic; finally, 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. Each campaign preformed better than its predecessor and we were extremely happy with the results.

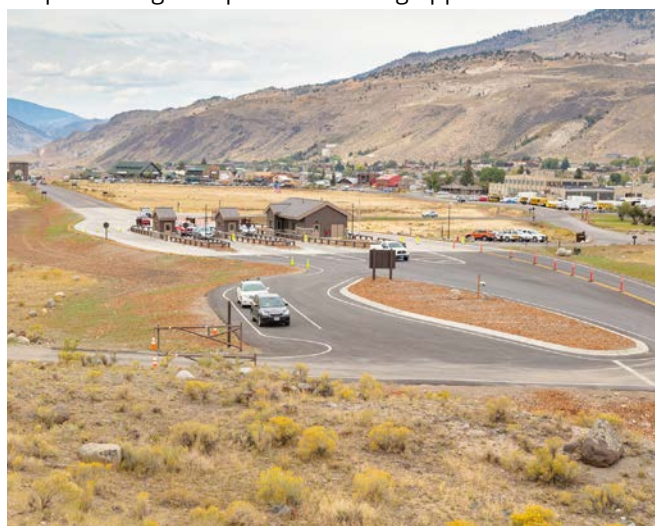
Crisis Management: The GCVB was able to purchase four educational "No Camping" signs to be placed on Jardine Road, with the permission of the US Forest Service. This is an area that saw a dramatic increase of negligent camping behavior during the Covid-19 pandemic and we hope that these signs will help negate unwarranted stress to the land and residents.

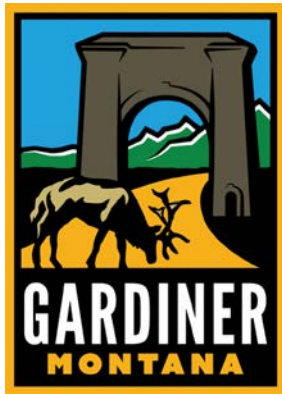
Print Advertising: A limited amount of funding was allocated to participate in regional print advertising opportunities including the West Yellowstone Visitor Guide and the *Livingston Enterprise*.

Administration: This included salary for staff who worked on CVB projects as well as postage to send Gardiner travel packs.

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 1,065 leads of travelers who specifically requested information about visiting Gardiner and the Northern Range in winter.

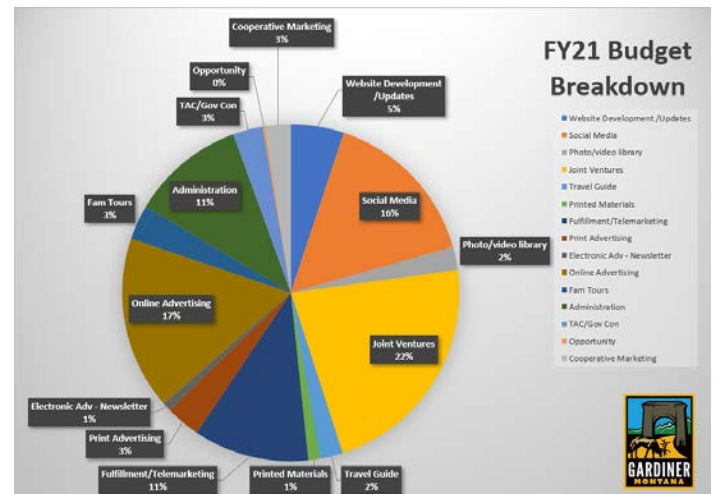
Fullfilment: Funds were set aside in order to send our comprehensive travel guide to various locations directly from the printer rather than our physical location. With this funding we were able to drop ship 195 boxes, 11,700 guides, to 71 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota.





CVB MARKETING BUDGET

From CVB Fiscal Year 2021



2021 Initial Bed Tax Allocated Budget Pie Chart

Allocation of Funding

Project	2020 Bed Tax Allocated Budget	2021 Initial Bed Tax Allocated Budget	2021 Final Bed Tax Allocated Budget
Website Development	\$4,000.00	\$2,300.00	\$4,300.00
Social Media	\$13,000.00	\$7,000.00	\$11,500.00
Photo/Video Library	\$2,000.00	\$1,000.00	\$1,000.00
Joint Ventures	\$12,000.00	\$10,000.00	\$8,276.26
Travel Guide	\$3,500.00	\$1,000.00	\$1,000.00
Printed Material	\$2,000.00	\$500.00	\$6,500.00
Print Advertising	\$2,000.00	\$1,500.00	\$3,628.00
Electronic Adv. - E Newsletter	\$375.00	\$375.00	\$2,175.00
Administration	\$10,800.00	\$4,926.00	\$10,198.00
Conferences	\$1,500.00	\$1,300.00	\$1,300.00
Opportunity Marketing	\$3,639.00	\$100.00	\$279.06
Fulfillment	\$10,500.00	\$5,000.00	\$5,000.00
Cooperative Marketing	\$750.00	\$1,100.00	\$1,100.00
Press Trips	\$4,000.00	\$1,500.00	\$1,500.00
Online Advertising	\$9,250.00	\$7,500.00	\$23,500.00
Crisis Management	-	-	\$3,700.00
	\$79,314.00	\$45,101.00	\$84,956.32

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 annually in June. The 2021 Initial Bed Tax Allocated Budget was created at the beginning of the COVID-19 pandemic when travel restrictions and forecasted bed tax collections were extremely unpredictable. The 2021 Final Bed Tax Budget was approved by the Tourism Advisory Council on March 10, 2021 and reflects an accurate depiction of FY21 bed tax collections.



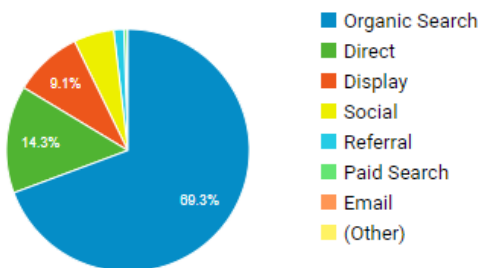
Gardiner Chamber/CVB FY21 Digital Communications Report

VisitGardinerMT.com Website Traffic July 1, 2020 - June 30, 2021

FY21 Website Users (+25.22%)



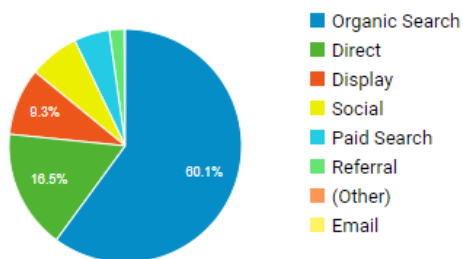
FY21 Web Traffic Acquisition



FY20 Website Users



FY20 Web Traffic Acquisition



Source: Google Analytics

Social Media

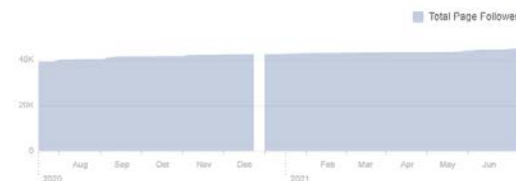
July 1, 2020- June 30, 2021

Facebook Followers : 39,139 to 44,806 (+14.5%)

Total Page Followers: 39,139



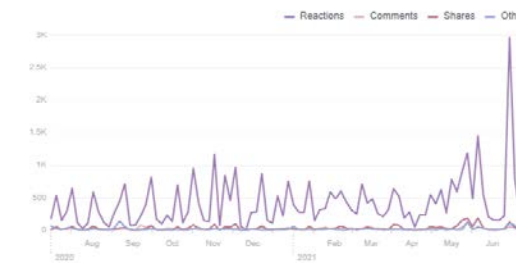
Total Page Followers: 44,806



Facebook Engagement FY21
Reactions, Comments, Shares & More

Reactions, Comments, Shares and More

These actions will help you reach more people.



Source: Facebook Insights

Instagram Followers: 4,750 to 7,553 (+59%)





Photo Courtesy Bears Brew

2021 SUCCESSES & 2022 EXPANSION

ENHANCE VALUE

Advertising

In 2021 we offered advertising in our Public Restroom Facility. For the first time ever, your business had the opportunity to showcase your offerings to over 90,000 travelers. In 2022 we are happy to announce that included in your membership, you now have advertising credits. Credits can be used towards placement of advertising in our restroom facilities or in the weekly Gardiner Community Newsletter.

INFRASTRUCTURE

Property & Facility Upgrades

In 2021 the roof of the Gardiner Chamber of Commerce was replaced due to wind damage. In 2022 we look forward to adding more bear proof garbage receptacles throughout Gardiner with funds provided through the Gardiner Resort Tax District. This request was made by the Chamber on behalf of the community and feedback that this is an ongoing issue.

YEAR ROUND DESTINATION

Sustaining the Future

It is safe to say with the record breaking visitation of 2021, seeing a 30% growth in user traffic on VisitGardinerMT.com, and averaging over 16% growth across social media platforms shows that we are making the right strides to increase destination awareness. Now we need to sustain our success and manage potential impacts of visitation. As an organization we understand the pivotal role destination management can play in Gardiner's future and are excited to explore new ways to utilize CVB funding towards visitor education and management.



Photo Courtesy Little Peoples Learning Center



2022 STRATEGY

Looking Forward

In 2022 in addition to continuing our marketing efforts, showcasing Gardiner as a year-round destination, we will expand into managing Gardiner as a destination - assessing the effects of heightened visitation and what tools are needed to negate negative impacts to our small town. We are excited for the sesquicentennial of Yellowstone National Park and collaborating Yellowstone National Park Service, regional and local partners, and the community on events and to celebrate this milestone. We look forward to installing more public bear proof garbage receptacles in Gardiner, made possible through Resort Tax Funding, bring more of a much-needed resource to the community. Finally, we look forward to providing our traditional offerings and developing our organization, we are eager to start the new year and serve the community and membership we are so happy to be a part of!



'21

**GARDINER
CHAMBER OF COMMERCE**
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