Natural/Cultural Resources & Growth Management

Meeting	Topic	Rank	Comment
Billings	1a Sustain	H	Promote responsible recreation (outdoor)
Billings	1a Sustain	H	See it, but don't spoil it
Billings	1a Sustain	L	Market Resource Protection
Billings	1a Sustain	H	Preserve the environment
Billings	1a Sustain	H	Montana's cultural & natural resources have been preserved, protected and interpreted
Bozeman	1a Sustain	H	Montana has acheived a balance of power between growth and preservation
Bozeman	1a Sustain	H	We have maintained, and/or improved, the high quality of our natural resources (and access) to public land, and national parks; we have increased destination visitors but not degraded our natural resources
Bozeman	1a Sustain	H	Continued emphasis on the high value, low impact visitor
Bozeman	1a Sustain	H	Sustain Resource Protection
Bozeman	1a Sustain	H	Sustainable types of tourism are thriving (i.e. adventure)
Bozeman	1a Sustain	M	Continue to create tourism of low impact nature
Bozeman	1a Sustain	H	Our environment has remained pristine
Butte	1a Sustain	H	Protection of resources while recognizing all or any activity has an impact
Butte	1a Sustain	H	Increase efforts to maintain habitat for fish & wildlife
Butte	1a Sustain	H	Minimize competition between residents & tourists for recreation resources
Butte	1a Sustain	H	Keeping wide open spaces in Montana
Butte	1a Sustain	H	Environmentally preserved & sustainable
Butte	1a Sustain	H	Maximize & preserve cultural, historic & geological features
Great Falls	1a Sustain	H	Good Environment - Pristine but accessible
Great Falls	1a Sustain	H	Preserving our states resources without exploiting it through development
Great Falls	1a Sustain	H	Promoting, encouraging & expecting responsible outdoor rec practices that minimize social & resource impacts
Great Falls	1a Sustain	H	Natural resources (integrity & quality) is maintained/light on environment infrastructure
Kalispell	1a Sustain	H/M	Preservation of natural areas/open spaces
Kalispell	1a Sustain	H	More $ while maintaining resources, bringing in more tourist $ without compromising quality of life and degrading resources
Kalispell	1a Sustain	H	Protects & provides improvements to environment & infrastructure
Kalispell	1a Sustain	M	Maintain & protect the Grizzly Bear & wildlife in MT
Kalispell	1a Sustain	H	Still know for open space - Protecting viewsheds & scenic byways
Kalispell	1a Sustain	H	Preservation of natural resources while opening access to outdoor enthusiasts
Kalispell	1a Sustain	H	Maintained water quality
Kalispell	1a Sustain	H	Preservation for traditional use - Lands are still available for indigenous uses, protect what we've done here always what people are coming for, Maintained way of life & traditional customs
Kalispell	1a Sustain	H	Acquire more open space (high density development)
Kalispell	1a Sustain	H++	Protect natural assets
Kalispell	1a Sustain	H	Water Quality, wildlife & wilderness. Tourism helps maintain sense of place and authentic character of MT
Missoula	1a Sustain	H	Natural resources have been preserved and enhanced and become National attractions
Missoula	1a Sustain	M/L	Disbursement of visitors on public lands

Meeting	Topic	Rank	Comment
Missoula	1a Sustain	H	Balanced open space/wildlife/protection
Missoula	1a Sustain	H	Sustainability of resources for residents & non-residents
Missoula	1a Sustain	H	Low Impact Tourism (sensitive to aesthetics) Preserving Natural Resources
Missoula	1a Sustain	H+	Preserving natural Resources - Sustainable growth/development - maintain character
Missoula	1a Sustain	H	MT natural resources are protected from abuse and degradation - maintain high quality natural resources
Missoula	1a Sustain	H	Montana tourism and recreation is sustainable and not just focused on growth
Missoula	1a Sustain	H	Make sustainable growth for outdoor recreation
Kalispell	1b Scenic	H	Viable agricultural industry to maintain open space
Missoula	1b Scenic	H	By 2012 Landscape(s) is less cluttered than presently
Missoula	1b Scenic	H	Maintain our scenic beauty
Billings	1c Herit/Cult	H	Maintain Montana's Historic Values
Bozeman	1c Herit/Cult	M	Statewide system of showcasing Montana's history and culture; Regional cooperation; include all layers of history
Butte	1c Herit/Cult	H+	Emphasis on Scenic & historic & cultural entities rather than gambling & gaming activities (amusement parks, etc.)
Great Falls	1c Herit/Cult	H	Significant Native American involvement
Great Falls	1c Herit/Cult	M	Blend of historic character with cultural & recreational opportunities/activities for all/diversity
Kalispell	1c Herit/Cult	H	Educates accurately about the indigenous people with funding
Missoula	1c Herit/Cult	H	Develop MT to make history interactive destination -not a drive by. Architecture unique & highlight it. i.e. - Williamsburg pro-active
Missoula	1c Herit/Cult	H	Maintaining uniqueness of Montana - culturally, historically & recreationally
Missoula	1c Herit/Cult	H	Historical (preservation) -Heritage culture maintained and passed on
Missoula	1c Herit/Cult	H	Historic, cultural, Native American awareness & participation
Wolf Point	1c Herit/Cult	M	Have Montana retain and embrace their western heritage in light of new technologies
Wolf Point	1c Herit/Cult	H	More visitors are attracted to Native Culture to experience it
Billings	1d Access	L	Accessible & Quality Wildlands Landscapes & Experiences
Butte	1d Access	H	Public access to habitats, historic & natural resources being protected and education of visitors and residents
Butte	1d Access	L	Public land access maintained
Butte	1d Access	M	Providing connections between communities & public lands
Great Falls	1d Access	H	Outstanding opportunities exist for access to public & private lands including addition of 10 state parks
Kalispell	1d Access	H	Public lands are accessible to the public and tourism business (commercial use)
Missoula	1d Access	H	Open and easy access to all public lands
Missoula	1d Access	H	Access to public land
Missoula	1d Access	H+	Public access sustain
Billings	1e Trails	M	More trails & link them
Great Falls	1e Trails	M	Rails to trails corridor Great Falls to Helena
Missoula	1e Trails	H/M/L	Public facility maintenance has kept pace as well (i.e. trails)
Missoula	1e Trails	H	Biking trails, birding, art/culture trails
Wolf Point	1e Trails	H	Develop hiking and biking trails on state and federal lands
Bozeman	1f MT QOL	H	Tourism has increased, but residency has not grown execessively
Bozeman	1f MT QOL	H	We have a competitive edge in marketing without compromising our quality of life;
Bozeman	1f MT QOL	H	We have retained our uniqueness and have marketed ourselves as "what we are", and not "what others want or expect us to be"
Bozeman	1f MT QOL	H	Residents are proud to say "this is my home", and our quality of our life is visible for all to see

Meeting	Topic	Rank	Comment
Bozeman	1f MT QOL	H	Our destination attractions have not been overwhelmed by real estate development
Bozeman	1f MT QOL	H	Keep Montana, Montana
Bozeman	1f MT QOL	H	Montana retain its pride as a premiere destination
Butte	1f MT QOL	H	Retaining quality of life while still recognizing & appreciating the benefits of tourism
Butte	1f MT QOL	H	Cities & towns maintain unique character & offer services for residents and visitors
Butte	1f MT QOL	L	Standard of living not just defined by dollars
Butte	1f MT QOL	H	Maintaining uncrowded spaces/not "Disneyland" in our communities
Great Falls	1f MT QOL	H	Non-homogenization of small communities
Great Falls	1f MT QOL	H	Less big box stores
Great Falls	1f MT QOL	H	Tourism is used as a tool for MT communities to improve quality of life
Great Falls	1f MT QOL	H	Governments & residents preserve the things that make us special
Great Falls	1f MT QOL	H	Maintain Montana Character/Maintain Unique Scenery/Protect Nat. Resources/Environment
Kalispell	1f MT QOL	H	Limiting of "generica" - unique businesses
Kalispell	1f MT QOL	H	Maintain & Increase Quality of Life
Kalispell	1f MT QOL	H	A landscape without Disney World - No theme parks
Kalispell	1f MT QOL	H	Protect the niches that make Montana, Montana
Kalispell	1f MT QOL	H	Intriguingly different - non "Generica"
Kalispell	1f MT QOL	H	Towns remain distinct vs. running together in urban sprawl
Missoula	1f MT QOL	H	Tourism itself has helped preserve what we love most about MT
Missoula	1f MT QOL	H	Control development no huge sky scrapers - fit within environment
Missoula	1f MT QOL		Keeping uniqueness of our areas
Missoula	1f MT QOL	M	Montana Hospitality- Uniqueness
Missoula	1f MT QOL	M	Live in paradise - build greatness (new enterprises/job sustainable/positive contributions from newcomers)
Missoula	1f MT QOL	H	Keep ruggedness (market as positive) - but market other attractions - Diversity of attractions
Missoula	1f MT QOL	H	Opportunities for visitors to understand MT (Interpretive/cultural experiences)
Billings	1g Interp	H	Educate tourists; include Education in the visitor experience; event preservation
Billings	1g Interp	L	Integrated & enhanced interpretation
Kalispell	1g Interp	H/M	Promotion & pride of Montana heritage, providing education on how we got to where we are
Kalispell	1g Interp	HM	Strong awareness of cultural, historical sites and educational opportunities
Kalispell	1g Interp	M	Enhanced 7 sophisticated education & Interpretation of Human History/Heritage
Missoula	1g Interp	H	Focus on small communities & what they offer (Preserve them)
Missoula	1g Interp	H	Educate users on sustainable recreation
Butte	1h Growth	H	Focus on desirable growth
Butte	1h Growth	H	Statewide land use plan to reduce urban sprawl
Kalispell	1h Growth	M	Emphasis on infrastructure such as water issues, adequate housing leading to overall growth
Kalispell	1h Growth	H	Maintain safe & comfortable urban environment
Kalispell	1h Growth	HM	Side stuff complements goal of tourism amenities vs. trash (community zoning & planning)
Missoula	1h Growth	H	A strong focus on small communities balancing infrastructure and growth cost (and educate) to build acceptance of industry
Missoula	1h Growth	H	Planned development in all counties - not haphazard

Funding

Meeting	Topic	Rank	Comment
Butte	2a Bed Tax	H	Keeping the bed tax devoted to tourism
Great Falls	2a Bed Tax	H	Bed Tax revenue increased for marketing
Great Falls	2a Bed Tax	H	Obtaining the full 7% - Bed tax dollars for promotion
Great Falls	2a Bed Tax	H	Make ratio of delinquent bed tax to revenue the smallest rate in the State (improve collections)
Great Falls	2a Bed Tax	H	Less restrictions of use of bed tax (promoting in-state)
Kalispell	2a Bed Tax	HHL	Bed tax $ stays in the region that collects it
Kalispell	2a Bed Tax	H	We get our 3% back
Kalispell	2a Bed Tax	HM	All Bed tax used for tourism fully
Missoula	2a Bed Tax	H	Bed tax (all-existing and new) goes to travel Montana "New" 3% goes to tourism
Missoula	2a Bed Tax	H/M	Maintain & enhance collection of bed tax $ to increase marketing promotions to key markets
Butte	2b More $	HH	Montana has the financial means to remain competitive in marketing
Butte	2b More $	??	Tourism funding increased by 25-50%??
Great Falls	2b More $	H	Increase Funding for State tourism - balance marketing for all tourism in state
Great Falls	2b More $	H	More $ for marketing/advertise more, maintaining & growing bed tax & legislative support
Great Falls	2b More $	H	Adequate $ for interpretive centers & museums
Great Falls	2b More $	H	Additional dollars for state & region promotion
Great Falls	2b More $	H	More Marketing Money
Kalispell	2b More $	L	Spend more to get more - raise taxes if needed
Kalispell	2b More $	H	All $ needed to promote MT on state & local level to be competitive
Kalispell	2b More $	ML	More Tourism funding, include portion for infrastructure that supports tourism to make competitive
Missoula	2b More $	H	Montana has funding to market Montana effectively - Bed tax is not diluted in non-marketing areas
Bozeman	2c Sales Tax	M	Montana has a general sales tax
Butte	2c Sales Tax	H/M	State Sales Tax
Great Falls	2c Sales Tax	H	Sales Tax with a non-existent property tax
Bozeman	2d Infra $	M	Spending decisions for bed tax $$ made at the community level (local tourism commissions)
Bozeman	2d Infra $	H	Funding has increased for infrastructure
Great Falls	2d Infra $	H	Increased $ for infrastructure
Missoula	2d Infra $	M	Adequate funding secured - or alternative funding for parks and open space
Wolf Point	2d Infra $	H	Funding base expanded for tourism infrastructure and promotion; sales tax if done as residential tax relief
Great Falls	2e Tax Dist'n	H	Tourism research & marketing funded at the same rate as agriculture
Great Falls	2e Tax Dist'n	H	Tax system of Montana more competitive/conducive to living here and/or starting a business
Great Falls	2e Tax Dist'n	L	Block Mgt. for Rec/Tourism - Expand beyond hunting
Kalispell	2e Tax Dist'n	HML	Tourism supports gas tax to assist with road infrastructure (locally and/or statewide)
Kalispell	2e Tax Dist'n	M	Bed Tax dollars distributed to all cities in MT
Kalispell	2e Tax Dist'n	MH	Reallocation of Bed Tax Distribution based on collection & eliminate threshold for CVB funding
Kalispell	2e Tax Dist'n	H	Restructure bed tax distribution for more effective marketing
Missoula	2e Tax Dist'n	L	Montana marketing funds are tied to areas that can demonstrate marketing success
Wolf Point	2e Tax Dist'n	H	More state revenue sharing to raise funds for MRC
Butte	2e Tax Dist'n	H	Equitable tax base for promotion of tourism

Transportation

Meeting	Topic	Rank	Comment
Bozeman	3a Air	H	Adequate (air travel) service
Butte	3a Air	H	Better air service at reasonable rates
Butte	3a Air	L	Increased air access
Butte	3a Air	H	Better communication & transportation availability
Great Falls	3a Air	L/M	Additional Non-stop Flights & Rail - Lower Prices
Great Falls	3a Air	H	Transportation - Increased inbound flights, increased transportation (buses) to & from Canada - gas prices have remained stable and have not affected tourism
Great Falls	3a Air	M	Air travel increasing into Montana/do better info/kiosks at airport
Great Falls	3a Air	H	Affordable & competitive air travel in and out of Montana
Great Falls	3a Air	H/M	Adequate air travel options for out-of-state visitors
Kalispell	3a Air	H	Affordable air fare
Kalispell	3a Air	H	Stronger transportation infrastructure - AIR
Kalispell	3a Air	H	Easier to travel to MT (cost & ease)
Kalispell	3a Air	H	Improved competitive air service
Kalispell	3a Air	M	Funding with airline industry to decrease expense to travelers (ex. - Vegas) - not via Seattle, SLC. Inter-MT travel (Missoula to Billings or Kalispell)
Kalispell	3a Air	H	Increase airline capacity to host large meetings & conventions
Kalispell	3a Air	H	Easy affordable flights & move flights - competitive air schedule CO & UT
Kalispell	3a Air	H	More Flights to area at reasonable costs (Use charters)
Missoula	3a Air	H/M/L	Transportation (all) is available and affordable
Missoula	3a Air	H/M	Have well connected airline service intrastate airlines and outside affordable
Missoula	3a Air	M	Transportation - Air costs, hard to get around, no flights to Canada
Wolf Point	3a Air	H/M	Increased travel facilities available in shoulder seasons
Great Falls	3b Roads	H	Better Roads - infrastructure
Great Falls	3b Roads	M	Improved Roads
Great Falls	3b Roads	M	3 new 24 hours ports, one in western MT, one north of Havre, one north of Malta
Kalispell	3b Roads	H/M	Highway travel safe, adequate facilities, clean restrooms - all rest areas are open
Kalispell	3b Roads	M	Transportation system is not grid lock (highways/road Transportation in State)
Kalispell	3b Roads	M	Proper traffic control to handle increase in tourism
Missoula	3b Roads	M	Roads (secondary) have been kept and improved (Hwy 93 Slogan is gone - "pray for me")
Missoula	3b Roads	H/M	MDT have a tourism component in their planning division for their long range planning (cars & public transportation)
Wolf Point	3b Roads	H	Teddy Roosevelt Expressway Development (TRED) in progress; increased transportation service & easier access & affordable & promoted; 4 for 2 or at least a class #1 Hwy
Great Falls	3c Rail	M-H	Amtrak packages with links to communities
Missoula	3c Rail	H/L	Amtrak stops in Missoula as tourism attraction
Billings	3d Transit	H	Make public transportation more available; expand creative options
Billings	3d Transit	H	Improved mass transportation for tourism
Bozeman	3d Transit	M	Public Transportation FOR tourists
Butte	3d Transit	M	Greater mass-transportation
Great Falls	3d Transit	L-M	Transit programs in any community that wants one

Meeting	Topic	Rank	Comment
Great Falls	3d Transit	L	National Parks - Transportation (Montana rail, move people better)
Kalispell	3d Transit	H	Infrastructure complete to move visitors (link to flights & shuttle system - reduce congestion on roads)
Kalispell	3d Transit	HM	Better public transportation
Kalispell	3d Transit	H	More choices for alternative transportation
Kalispell	3d Transit	L	Electric monorails between all major cities and within cities
Kalispell	3d Transit	H	GNP - Excellent shuttle system & parking lots. More public transportation to park. Still keep private vehicle traffic but offer more options.
Missoula	3d Transit	H	Alternative travel means have been developed (private aviation/light rail)
Missoula	3d Transit	M	Public Transportation - GNP
Missoula	3d Transit	H/M	Montana has developed public transportation
Missoula	3d Transit	H	Public transportation with alternative fuel (fuel from Mt. product)
Missoula	3d Transit	H	Infrastructure & tax issues

Marketing

Billings	4a More Tsm	H	Tourism is increased 10% for 5th consecutive year
Billings	4a More Tsm	H	Tourism revenues are up 20%/year for next 5 years
Bozeman	4a More Tsm	H	Montana is perceived as "attainable" by consumers (people can get here)
Bozeman	4a More Tsm	H	Local tourism average 5% growth
Bozeman	4a More Tsm	H	Vacationers referrals double in next five years
Bozeman	4a More Tsm	H	Increase in year-round visitation
Butte	4a More Tsm	H	Longer average stays
Butte	4a More Tsm	M	Increase in $$ spent rather than increase in visitor numbers
Butte	4a More Tsm	M	Focus on weeklong stays rather than weekend stays
Butte	4a More Tsm	H	Continual growth
Butte	4a More Tsm	H	Convert pass-through travelers to destination travelers
Great Falls	4a More Tsm	H	Non-resident tourism increased by 50%
Great Falls	4a More Tsm	H	Statewide wi-fi network
Great Falls	4a More Tsm	M	Complimentary integrated emergency communication system
Great Falls	4a More Tsm	H	We want to capture 10% of transfer of wealth (from Boomers to younger generation)
Great Falls	4a More Tsm	H	Profitable
Kalispell	4a More Tsm	H	Increase volume of tourists
Kalispell	4a More Tsm	H	Grow occupancy & visitation so that rates do not need to be raised to offset lack of occupancy
Kalispell	4a More Tsm	H/M	Tourism industry - stable/Dynamic - able to react - market to changing trends
Missoula	4a More Tsm	H/M	More tourism revenue over 5-years - marketing promotes "value of Montana vacation - Don't focus only as high value destination
Missoula	4a More Tsm	M	Large annual measurable increase in vacation travelers
Missoula	4a More Tsm	H/M	Significant increase in time & money spent by each individual visitor
Missoula	4a More Tsm	H	Attract more tourists to new & established ski areas (Lolo, Seeley Lake, Mt. Henry)
Wolf Point	4a More Tsm	H	More revenue/more tourism in local region
Billings	4b Promotion	H	Sell diverse cultural opportunities
Billings	4b Promotion	H	Comparable marketing budget for state in comparison to competition

Meeting	Topic	Rank	Comment
Billings	4b Promotion	H	Increase marketing of state parks
Billings	4b Promotion	H	Top 10 attraction for international tourist
Bozeman	4b Promotion	M/H	Increased efforts to encourage visitors to stop and engage (get them out of their cars)
Bozeman	4b Promotion	H	Selling more "Made in Montana" products through promotions
Butte	4b Promotion	H	Strong marketing & PR program for Montana
Great Falls	4b Promotion	H	Exposure
Great Falls	4b Promotion	M	Clever & funky ads about Montana
Great Falls	4b Promotion	H	Information about state's attractions more available to all
Kalispell	4b Promotion	M	New events have meaning & purpose for locals/residents in addition to tourists
Missoula	4b Promotion	H	Promo of events based on environmental & cultural
Missoula	4b Promotion	H	More public relations
Missoula	4b Promotion	H	Communications/advertising
Missoula	4b Promotion	H	Daily coverage in print & broadcast media of authentic, historic & cultural and natural resource stories
Billings	4c Packaging	H	Promote more eco-tourism; driving to see landscapes
Billings	4c Packaging	H	Visitors will see more buffalo, wolves & bears (all wildlife)
Billings	4c Packaging	H	Develop positive participating activities that are directly from Montana's culture and history
Bozeman	4c Packaging	M	Packaging tourism as a group effort
Great Falls	4c Packaging	M	Increased niche group travel
Great Falls	4c Packaging	H	Arts & Entertainment are packaged & promoted
Great Falls	4c Packaging	H	Travel packages promote Indian Reservations
Great Falls	4c Packaging	H-M	Developing more statewide packages & tours
Great Falls	4c Packaging	H/M	A system of statewide packaging of Montana's tourism products
Kalispell	4c Packaging	H/M	Create total destination vacation packages for visitors to extend stay
Kalispell	4c Packaging	M	Tourism through bus system & groups
Kalispell	4c Packaging	H	More co-op marketing - travel/lodging/attractions - off-season packaging
Kalispell	4c Packaging	M	Package deals for day trips - cooperation between partners to offer packages, diverse themes to attract visitors to different attractions
Missoula	4c Packaging	M	More packages to market uniqueness
Missoula	4c Packaging	H/M	Montana offers affordable travel packages for visitors - transportation, lodging & other services
Missoula	4c Packaging	H	Cross selling between tourism businesses, RV park, lodging & restaurants
Missoula	4c Packaging	H	Family Oriented Activities - high adventure - Low Impact
Billings	4d 4-Season	H	Don't use the phrase "off-season"; instead use "open year-round"
Billings	4d 4-Season	H	Year-round markets for MT tourism resources
Bozeman	4d 4-Season	H	Four Season visitation (increases in off-peak seasons)
Butte	4d 4-Season	M	Year-round activity & promotion
Butte	4d 4-Season	H++	Year-round economic stability for tourism
Butte	4d 4-Season		Year-round family activities in tourism & recreation in Montana
Butte	4d 4-Season		All season abundant recreation opportunities with minimal impact
Great Falls	4d 4-Season	M	Shoulder seasons expanded
Great Falls	4d 4-Season	H	Facilities filled during soft season due to calendar & events
Great Falls	4d 4-Season	H/M	Elimination of the "off-season"
Kalispell	4d 4-Season	H	Promotion of year-round tourism, Promote winter & shoulder seasons, More promotion of additional activities

Meeting	Topic	Rank	Comment
Kalispell	4d 4-Season	H	GNP is open year round and a well known & popular "Montana" attraction
Kalispell	4d 4-Season	H	Increased shoulder season visitation - year round
Kalispell	4d 4-Season	H	Tourism year-long season (not seasonal)
Kalispell	4d 4-Season	M	Winters are as strong as summers
Kalispell	4d 4-Season	H	Strong shoulder seasons
Missoula	4d 4-Season	H/M/L	Promote 4-season marketing Plan - including festivals
Missoula	4d 4-Season	H	More consistent level of visitation - throughout the year
Missoula	4d 4-Season	M	year Round Activities (Winter/Spring/Fall - Promote skiing - snowboarding)
Missoula	4d 4-Season	M	Montana has a sports authority to organize & promote world class sport events year round
Missoula	4d 4-Season	H	Year round business meetings is a healthy program
Missoula	4d 4-Season	H	Year round tourism - all season - sell out winter product
Missoula	4d 4-Season	H	Sustainable around boom/bust summer/snow
Billings	4e Targets	H	Expand marketing in new regions and states
Billings	4e Targets	H	Market to "doers"
Billings	4e Targets	L	More movies made here including eastern Montana
Billings	4e Targets	M	Promote outdoor recreation (marketing & opportunities for access); skiing, hiking, fishing
Billings	4e Targets	M	Medical Visitors; Servicing (people who come to the state for other reasons are good tourists)
Bozeman	4e Targets	M	Promote in-state tourism
Butte	4e Targets	H/M	Attraction of higher-value visitors who have ability to bring high-value business to Montana
Great Falls	4e Targets	M	Significant international Tourist increase
Great Falls	4e Targets	H	Developing kid-friendly activities
Great Falls	4e Targets	H	Market to younger demo (19-35) and hoping they will stay
Great Falls	4e Targets	M/L	Increased tourism from east coast & overseas
Great Falls	4e Targets	H	More internal tourism
Great Falls	4e Targets	H	Reflect new trends in tourism x-treme sports/target minorities (Link to diverse reasons to travel to MT)
Kalispell	4e Targets	HN	More national outreach-educate consumers on Montana's attributes
Kalispell	4e Targets	HM	Provide incentives for Canadian travel/especially with new passport regulations
Kalispell	4e Targets	H	Promote to "Boomers" with expendable income
Kalispell	4e Targets	HHM	Promote tourism in Montana to Montanans
Kalispell	4e Targets	H	Enhanced opportunity for private aviation tourism (small town airstrips)
Kalispell	4e Targets	M	Tourism targets women as decision makers
Kalispell	4e Targets	HM	MT become destination market for group & meeting to bolster off-season
Kalispell	4e Targets	ML	Get more families to be active
Kalispell	4e Targets	M	More in-state travel - targeting MT residents (Shoulder season market)
Missoula	4e Targets	M	Effectively identify new markets
Missoula	4e Targets	H	Residents needs emphasis
Missoula	4e Targets	M	Significant increase in global visitor
Missoula	4e Targets	M	More diverse demographic of visitors
Missoula	4e Targets	H	Identify visitor needs & expectations
Missoula	4e Targets	L	Market to east coast
Missoula	4e Targets	H	Montana markets general aviation statewide
Missoula	4e Targets	M	Montana has public/private partners that target families and help get kids out and enjoying nature and outdoor recreation

Meeting	Topic	Rank	Comment
Missoula	4e Targets	H	Montana is family friendly destination with lots to see and do … packaged and easily accessible outdoors
Missoula	4e Targets	M	Montana markets adventures and coordinates & voluntourism
Missoula	4e Targets	H	Montana is know as a great meeting/convention location
Missoula	4e Targets	M	Montana is partners with national and international tourism groups to help market the states and its communities
Missoula	4e Targets	H	National parks wildlife, hiking, camping enthusiast to promote
Missoula	4e Targets	H	Bring major companies interested in meetings
Missoula	4e Targets	H	Focus on 50+ visitor with money & interest. Also Bring meetings that would attract 50+ in years so they come back to visit
Missoula	4e Targets	H	Health promotion
Billings	4f Branding	H	Create a more diverse "Branding" image of Montana
Billings	4f Branding	M	Be a top 5 U.S. destination
Billings	4f Branding	M	National attraction without crowds
Billings	4f Branding	H	Clear Brand identity for the state
Bozeman	4f Branding	M	Community-centered Tourism
Bozeman	4f Branding	H	State character (Brand) held in equal regard as natural beauty
Bozeman	4f Branding	H	Continued (positive) branding of Montana
Bozeman	4f Branding	H	Montana is competitive in the national arena
Butte	4f Branding		Outdoor educational experiences top tourism offering
Great Falls	4f Branding	H	Recreational themes that reflect real Montana
Great Falls	4f Branding	H	Montana enjoys an expanding global reputation as a "Must See" destination reflecting the rural American West
Kalispell	4f Branding	H	Unified, consistent, message to media & service providers (i.e. fire, flood, disaster, …)
Kalispell	4f Branding	M	Marketing efforts are focused on 2 keystone tourism attractions GNP- & YNP
Kalispell	4f Branding	H/M	Move awareness of arts & culture as well as our great outdoors
Kalispell	4f Branding	H	Montana is known as an international destination for families to reconnect with nature (Nature deficit solutions)
Kalispell	4f Branding	H	Solidified MT brand & messaging
Kalispell	4f Branding	M	Not exclusive - affordable for all to come and have a good time
Kalispell	4f Branding	H	MT is "top of mind" world wide
Kalispell	4f Branding	H+	More top of mind awareness of MT/Branding, Statewide marketing promotes "sense of place"/authentic experience , Natural & cultural (not fabricated w/ family focus)
Missoula	4f Branding	H	Travel Montana promotes "main draws" - Natural Resources
Missoula	4f Branding	H	National press doesn't print a "Montana is on fire" image
Missoula	4f Branding	M	Correction of outsider perceptions of Montana
Missoula	4f Branding	H	Glaciers in GNP - melting due to Global Warming
Missoula	4f Branding	H	Market western lifestyle - ranching, farming
Missoula	4f Branding	H	Montana would be recognized as a "top-20" destination within next 5 years
Missoula	4f Branding	H/M/L	Promote family & extended family options in Montana
Missoula	4f Branding	H	Montana is the premier destination state
Missoula	4f Branding	H	Montana effectively markets heritage tourism… more than just scenery
Missoula	4f Branding	H	Everybody around the country would know Montana & want to come here
Missoula	4f Branding	H	Montana is the renewable energy state - Green Montana
Wolf Point	4f Branding	M	Eastern Montana is recognized as a travel destination nationally
Billings	4g All of MT	H	Market more of the unique opportunities in rural communities
Billings	4g All of MT	L	Improved Tourism distribution throughout the state

Meeting	Topic	Rank	Comment
Bozeman	4g All of MT	M	Major destinations distributed throughout the state (more equity of tourism activity)
Bozeman	4g All of MT	H	Spread the wealth to all regions
Bozeman	4g All of MT	M	Get more tourists off I-90
Bozeman	4g All of MT	H	Smaller communities don't "fall through the cracks"
Great Falls	4g All of MT	H	Shift in Montana tourism to east side of state
Great Falls	4g All of MT	H/M	Viable communities to attract visitors/Benefits all areas & communities of Montana - spread the benefits statewide
Great Falls	4g All of MT	M	Rural Areas Benefit from Tourism/Businesses seek value-added Opportunities - Multiple Specialties
Kalispell	4g All of MT	HM	Good balance distribution of tourism so entire state benefits
Kalispell	4g All of MT	M	Promote smaller communities - increase visitors
Kalispell	4g All of MT	M	Whole state sharing philosophy of show them a good time & send them our way - Informed across the state to "cross market"
Missoula	4g All of MT	M	Appropriate disbursement of attractions - How to get tourists out to many locations and not a few major attractions
Missoula	4g All of MT	H	Montana promotion covers & promotes the entire state so all can benefit
Missoula	4g All of MT	H	Rural highlights, customer service needs being met in the small businesses. Highlight the small, rural areas
Wolf Point	4g All of MT	H	Montana promoted as "all of state" including NE Montana
Bozeman	4h Tech	H	Increased attention to, and resources for, use of Web for promotion, reservations, etc.
Great Falls	4h Tech	M	Combine nature & technology for positive outcome
Great Falls	4h Tech	H	Better awareness of technology services
Missoula	4h Tech	H	Use new technology - talking books/DVDs/GPS in vehicles
Wolf Point	4h Tech	H	Increased use of technology for marketing & promoting Montana
	4h Tech	H+	Tourism maximizes technology (mkt + service)
Missoula	4i Materials	M	Directory of events statewide
Wolf Point	4i Materials	M	Floaters Guide for Missouri River
Bozeman	4k Mktg Plan	H	Montana's marketing is cost effective
Kalispell	4k Mktg Plan	HML	Committee of hospitality leaders (i.e. partners; business people) to provide input on Tourism Marketing plan. Representation based on bed tax collection formula; specifically providing input on consumer marketing efforts
Kalispell	4k Mktg Plan	HM	Annual consumer marketing plan to partners by Sept. of previous year in writing including specific Internet, ad buys, promotion, PR, etc.
Kalispell	4k Mktg Plan	M	Travel Montana develops a marketing plan that leads the way for other tourism entities to capitalize on
Kalispell	4k Mktg Plan	HH	State marketing plan provide lead & support to local CVB /regions - including on-line marketing support (streamlined)
Missoula	4k Mktg Plan	M	continual evaluation of marketing plan

Communication/Management

Billings	5a Tsm Plan	H	Tourism as higher value industry
Butte	5b Outreach	M	Educating locals & non-residents about all activities in the state
Butte	5b Outreach	H	Tourism has the rightful respect of Montanans for the positive contributions it makes to the state
Butte	5b Outreach	HH	Recognition of tourism as a valuable industry
Butte	5b Outreach	H	Maintain friendliness in Montana/encourage better attitudes of residents toward tourists
Great Falls	5b Outreach	H	Tourism recognized as leading industry in state
Great Falls	5b Outreach	H	Educate volunteers - everyone in Community needs good info
Great Falls	5b Outreach	H/M	Good Support of Local Communities (marketing, etc…)

Meeting	Topic	Rank	Comment
Great Falls	5b Outreach	H/M	Locals are prepared and interested in their state (which all Montana appreciates)
Great Falls	5b Outreach	H	All Montanans appreciate & support tourism/Education of Economic Impact of tourism & conventions
Great Falls	5b Outreach	H	Residents familiar with tourism in area & in state - Superhost training - Montanans enjoy Montana
Kalispell	5b Outreach	HM	By 2012 have significant "buy in" of industry by citizens and government officials
Kalispell	5b Outreach	MH	Businesses are educated on importance of tourism
Kalispell	5b Outreach	MH	Populace supports Tourism
Missoula	5b Outreach	H	Montana tourism efforts are supported and "bought into" by all levels of government & community
Missoula	5b Outreach	H	Montana tourism & recreation is appreciated as a high value/low cost provider of tourism services
Bozeman	5c Partners	M	Regional cooperation is happening effectively
Butte	5c Partners	M	Elimination of "my own activity only" attitude
Butte	5c Partners	H	Unified cohesive partnership between all those involved
Butte	5c Partners	H	A strong partnership with MT FWP in supporting & implementing Montana Wildlife Action Plan
Butte	5c Partners	L	Ag & tourism partnerships
Butte	5c Partners	H	Tourism industry is united & not fragemented
Butte	5c Partners	M	Natural resource jobs are protected & appreciated by incorporating into tours
Great Falls	5c Partners	M	Partnerships will exist between communities/cities
Great Falls	5c Partners	H	Cooperation by & between state/fed/tribal and private sector
Great Falls	5c Partners	H	More groups working together & supporting each other
Great Falls	5c Partners	H	Acknowledgement at all levels of tourism industry that an environment and natural resources are our chief economic assets
Great Falls	5c Partners	M	Govt. & Forest Service more co-operative to tourism industry & activities
Great Falls	5c Partners	M/L	Breakdown of internal walls between communities
Great Falls	5c Partners	M	Get Youth more involved - market to young adults
Kalispell	5c Partners	H/M/L	Improved Montanan's perception of themselves
Kalispell	5c Partners	H/M	Better coordination of region wide, & local events. Chambers CVBs assist with partner communication
Kalispell	5c Partners	M	Statewide (or region wide) central reservations
Kalispell	5c Partners	M	Statewide Tourism Networking System (MEDA)
Kalispell	5c Partners	H	Includes tribal community involvement & opportunity
Kalispell	5c Partners	M	Improved collaboration at Federal Government, USFS, USFWS, BLM, NPS
Kalispell	5c Partners	M	Coordination of booking between businesses - Cooperation between businesses with same target customers - packaging your MT Experience
Kalispell	5c Partners	HM	All tourism biz working together (larger groups - restaurants/bars/retail/lodging/gas)
Kalispell	5c Partners	H	More statewide networking
Kalispell	5c Partners	HM	More collaborate efforts between arts/culture tourism
Kalispell	5c Partners	ML	More communication between agencies (less overlap)
Kalispell	5c Partners	H	Hotels selling MT first (not just their properties)
Kalispell	5c Partners	H	More collaboration and communication between attractions, locations, events … Cross promotion within MT
Missoula	5c Partners	H	Promoters have to work with land managers
Missoula	5c Partners	H/M	Montana has great communication between resource management agencies and the private sector and public
Missoula	5c Partners	H	Not working in partnership with other businesses
Kalispell	5d Tracking	H/M	Create trust and respect within tourism partners to record statistics such as occupancy, rate, marketing efforts
Kalispell	5d Tracking	H	Active and accountable PR efforts in times of challenge such as crisis (i.e. flu)
Missoula	5d Tracking	H/L	Resource Education - Lodging owners sharing info such as bookings

Meeting	Topic	Rank	Comment
Great Falls	5e Policy	L-M	Don't over-regulate wilderness opportunities
Kalispell	5e Policy	H	More respect for tourism industry; cabinet position in governors office for better representation
Kalispell	5e Policy	ML	Address issues of global warming
Kalispell	5e Policy	HM	Simplified Canadian access
Kalispell	5e Policy	HM	Legislature establish assumed risk & liability rules & regulations (like WY) (Lower insurance costs, more outfitters)
Kalispell	5e Policy	M	Vision = Canadian border crossing not an issue
Kalispell	5e Policy	M+	Support development for business to offer MT goods (Made in Montana program)
Missoula	5e Policy	H/M	Legislation & public agency regulations have enhanced Montana vacation experience
Billings	5f TM-Region	H	Well funded state & local tourism organizations working autonomously, but as partners
Billings	5f TM-Region	H	Connect Yellowstone & Glacier national parks through regions
Bozeman	5f TM-Region	M/L	Travel Montana lets go of countries structure to access whole state
Butte	5f TM-Region	M	Regionalize & network communities shopping, dining, lodging
Kalispell	5f TM-Region	M	Localized reps in Travel Montana to assist CVBs with group & convention marketing
Kalispell	5f TM-Region	M+	MT expands regional cooperation between ads, states, provinces & Indian Nations (longer length of stay - shoulder season market)
Billings	5g Econ Devt	H	Montana tourism contributes to business recruitment for Montana; attract young business
Bozeman	5g Econ Devt	H	Montana artisans & craftsman, ag suppliers are thriving by selling to tourists
Butte	5g Econ Devt	HH	Increase the positive economic impact of tourism while not sacrificing in the name of those impacts (i.e. longer stays, expenditures in shoulder season, high value)
Kalispell	5g Econ Devt	M	MT has a diverse economy to help enhance tourism
Kalispell	5g Econ Devt	H	Tourism investment must provide balanced economic development i.e. ski towns
Kalispell	5g Econ Devt	L	Tourism effective Financial resource for arts
Missoula	5g Econ Devt	H/M	By 2012 broadened the # of broader types of businesses that benefit from tourism
Missoula	5g Econ Devt	H	Tourism as equal partners with other businesses as economic development. Generate higher paying jobs.
Wolf Point	5g Econ Devt	H	Rural communities have increased population, attractions, infrastructure & amenities with new small businesses opening

Product

Bozeman	6a Infrastruc	H	We have managed our infrastructure to keep pace with the number of visitors
Bozeman	6a Infrastruc	H	More than adequate tourism infrastructure for residents and Non-residents
Butte	6a Infrastruc	H	Infrastructure is sound & plentiful
Butte	6a Infrastruc	H	10 new state parks
Butte	6a Infrastruc	H	Tourism facilities for aging & non-english speaking folks
Great Falls	6a Infrastruc	M	Bike trail expanded statewide
Great Falls	6a Infrastruc	H	FWP/national parks have needed to take care of facilities -upkeep - maintenance-repair, staffing (adequate)
Great Falls	6a Infrastruc	H	Great Falls Wi-Fi to help promote economic development & tourism
Great Falls	6a Infrastruc	H	Supply meets demand (Montana has adequate infrastructure to sustain tourism demand - rest areas/restrooms/signage)
Kalispell	6a Infrastruc		Infrastructure implementation
Kalispell	6a Infrastruc	H	Infrastructure is in place to support the level of tourism
Kalispell	6a Infrastruc	HM	Infrastructure supports - Intimate lodging, interesting restaurants, alternate transportation all over the state to support, sustainable living etc.

Meeting	Topic	Rank	Comment
Kalispell	6a Infrastruc	H	Infrastructure to support tourism strategies + alternative transportation (signage, roads, etc + hours of operation i.e. chambers/VIC's
Missoula	6a Infrastruc	M	All facility construction has kept pace with demand
Missoula	6a Infrastruc	H	Providing services needed by tourists
Missoula	6a Infrastruc	M	More consistency in level of services that people expect across the state
Missoula	6a Infrastruc	H	Keep the challenges - diversity of experiences-provide full range of experience
Missoula	6a Infrastruc	H	Improvement of tourism infrastructure
Missoula	6a Infrastruc	H	Handicap Accessible
Billings	6b Amenities	L	Lodging prices to meet all income levels
Bozeman	6b Amenities	M	Upscale properties
Butte	6b Amenities	M	Good balance of convention/hotel availability
Great Falls	6b Amenities	H	Create a unique shopping experience
Great Falls	6b Amenities	M	Plenty of clean affordable camping facilities
Great Falls	6b Amenities	H	Lots of good food in lots of places
Great Falls	6b Amenities	H	Lodging has a Montana feel
Great Falls	6b Amenities	H	Tourism promotes & makes available Montana-made & Grown products
Great Falls	6b Amenities	M/L	More, and better shopping options
Great Falls	6b Amenities	L	More Upscale Lodging & Dining
Kalispell	6b Amenities	H	Keeping rates affordable
Missoula	6b Amenities	L	Increase higher value visitor amenities
Missoula	6b Amenities	L	Become competitive with neighboring states for shopping
Wolf Point	6b Amenities	H	Full service campgrounds; need more
Wolf Point	6b Amenities	M	Spa in local area
Wolf Point	6b Amenities	H	Quality accomodations including fractionalized ownership (time share)
Billings	6c Meetings	M	More medium-sized meeting spaces & more in smaller communities
Bozeman	6c Meetings	M	Which Montana markets are best set-up for meetings and conventions?
Great Falls	6c Meetings	H/M	Fully developed meeting & convention infrastructure
Great Falls	6c Meetings	M	Increase Convention & Events
Kalispell	6c Meetings	HM	Building more resources for attracting group & businesses travel
Kalispell	6c Meetings	M	Viable convention business with a strong family visit market - families come with!
Kalispell	6c Meetings	M	Flathead Convention Center Development
Missoula	6c Meetings	H	Destination - convention-conference market (several different)
Missoula	6c Meetings	M	Bring meeting facilities here
Wolf Point	6c Meetings	H	Have more motels for meetings and conventions (i.e. at Pioneer Town in Scoby)
Billings	6d Attractns	H	Increase Montana "destinations"; Expand tourism beyond big ticket items; stress authenticity
Billings	6d Attractns	L	Dinosaur Trail as one of the state's TOP attractions
Billings	6d Attractns	H	Birdwatching more developed
Billings	6d Attractns	H	Development & promotion of destination attractions throughout the state
Great Falls	6d Attractns	H	Local products available/MT owned business that owns operates
Great Falls	6d Attractns	L	Well-mannered tourist traps (i.e. Wall Drug)
Great Falls	6d Attractns	M	Reputation & quality hunting 7 fishing locations

Meeting	Topic	Rank	Comment
Great Falls	6d Attractns	M	Increase trail themes/Loops (Arts trail/dinosaur Trail/Birding Trail/Golf Trail …)
Great Falls	6d Attractns	L	More State Parks & Mini-Parks
Great Falls	6d Attractns	H	Diverse Reasons to travel to MT (Shopping/ski …) - Year Round - Increase Ent./Art /Cowboy/Indian Cultural Activities
Kalispell	6d Attractns	M	Significant increase in diverse entertainment & recreation
Kalispell	6d Attractns	H	State has approved feasible & reasonable Scenic Byways Program
Kalispell	6d Attractns	H	Parks/Natural assets fully utilized
Missoula	6d Attractns	L	Maybe new "wild west" attractions
Missoula	6d Attractns	M	Continued development of attractions
Missoula	6d Attractns	L	That we have several thriving destination ski areas
Missoula	6d Attractns	H	Montana has implemented the scenic by-way program
Wolf Point	6d Attractns	H	Montana Cowboy Hall of Fame is established
Wolf Point	6d Attractns	H	A National Park and 3 State Parks are in the MRC area
Wolf Point	6d Attractns	H	Make the area more attractive for families/groups (trails for families & groups; sled lifts/water park(s))
Wolf Point	6d Attractns	H/M/L	More water in Ft. Peck Lake; more fishing and water activities; start a boat rental business
Wolf Point	6d Attractns	H	New Museum & Cowboy Hall of Fame in Wolf Point
Wolf Point	6d Attractns	M	Birding opportunities expanded
Great Falls	6e Events	H	Co-operative community to community event that could cover the state
Missoula	6e Events	M/L	Western Montana has venues that allow it to host large events
Missoula	6e Events	H	Develop Festivals by season, fall colors, tulip festival
Wolf Point	6e Events	M	" Montana in Concert"; tie Eastern Montana with Western Montana for musical concerts
Wolf Point	6e Events	H/M	Cross-state bike tour relay/race: Hwy 200 "500"
Bozeman	6f Gaming	H	Experience of a lifetime
Great Falls	6f Gaming	H	Diminishing casino presence
Great Falls	6f Gaming	H	Appearance of casinos & gambling diminished
Missoula	6f Gaming	L	All bars do not have casinos
Butte	6g Signs	M	Improvement of signage in smaller communities
Kalispell	6g Signs	HM	No billboards
Kalispell	6g Signs	H	Better signage
Missoula	6g Signs	H	Better signage - directional - Points of Interest better marked on highway maps
Missoula	6g Signs	H	Montana is easy to navigate - signage international symbols, multi-language menus & info - world visitor friendly
Missoula	6g Signs	H/M/L	By 2012 Montana does not have billboards and flashing lights/signs
Billings	6h Rest Area	H+	More combined & year-round rest stops and VIC's
Butte	6h Rest Area	H	Rest areas open year-round
Kalispell	6h Rest Area	H	Great rest area/facilities off interstates - welcome centers. Partner with MDT
Missoula	6h Rest Area	M	Re-open "closed" rest areas in Montana
Missoula	6h Rest Area	H	Poor rest areas - Open Year Round/Kiosks/hosts
Billings	6i VICs	H/M	Attractive Visitor Centers
Butte	6i VICs	H	All visitor centers connected with most up to date technologies
Great Falls	6i VICs	H	Don't overbuild info centers - do well with what we have
Missoula	6i VICs	H	All Montana VIC & Interpretive (centers are networked together viewed and managed as a resource to benefit the state)
Missoula	6i VICs	H	Improve information as drive through visitors go through state & get them to stop & stay
Wolf Point	6i VICs		Better & easier access to Fort Union (loop); accessible VIC

Meeting	Topic	Rank	Comment
Bozeman	6j Cmty Devt	H	Preserving historic downtowns & historic areas
Butte	6j Cmty Devt	H	Improving visual appearance
Butte	6j Cmty Devt	L	Clean & well kept corridors into cities
Great Falls	6j Cmty Devt	H	More controls for outdoor signage/clean-up gateways & city clutter
Kalispell	6j Cmty Devt	H	Montana Pride of Community Preservation - "Main Street Montana"
	6j Cmty Devt		beautification (clean up) in small towns especially along Hi-Line
Billings	6k Agri-Tsm	M	Ag tourism is increased
Bozeman	6k Agri-Tsm	H	Montana-grown fuels, food, and arts make our state the most attractive & least polluted in the nation; fueling our healthy economy
Great Falls	6k Agri-Tsm	M	More agri-tourism - value added
Great Falls	6k Agri-Tsm	H	Development of alternate fuel sources
Great Falls	6k Agri-Tsm	M	Energy Tours
Great Falls	6k Agri-Tsm	H	Ag Tourism
Kalispell	6k Agri-Tsm	H	Montana is the leader in environmental preservation (Green development, reducing global warming)
Kalispell	6k Agri-Tsm	HM	Expand Eco-Tourism Opportunities
Kalispell	6k Agri-Tsm	H	Known as worldwide leader in sustainable living, surrounded by a pure environment - green development with small vibrant communities
Kalispell	6k Agri-Tsm	H	Strengthened eco-tourism
Butte	6l Experience	H	People who visit Montana want to come back
Great Falls	6l Experience	M	Visitors will return more than once
Kalispell	6l Experience	H	Quality of experience/what we offer - maintaining not just quantity
Kalispell	6l Experience	HM	Tourists stay another day
Kalispell	6l Experience	H	Repeat visitors say MT experience is as good or better than ever (This is the outcome of all other strategies combined)

Work Force

Bozeman	7a Available	H	Adequate labor force
Kalispell	7a Available	H	Quality workforce to support industry
Kalispell	7a Available	H	Workforce is in place to support tourism
Kalispell	7a Available	H	Viable workforce - population supports tourism
Billings	7b Training	H	Create broad partnerships; train frontline staff (these are the first contacts the visitor will experience); teach value
Bozeman	7b Training	H	Educate small business on local events, service and history
Butte	7b Training	M	Customer services at all touch points
Butte	7b Training	H	People - experience friendliness
Butte	7b Training	M	More graduate opportunities for education in tourism
Butte	7b Training	L	More customer service training
Great Falls	7b Training	H	Superhost Training
Kalispell	7b Training	H	Customer service is consistently excellent
Kalispell	7b Training	H	Emphasis on guest experience/customer service
Kalispell	7b Training	H	Quality customer service top priority throughout MT
Kalispell	7b Training	M	Culture of tourism signage, interpersonal communication all focused on welcoming everybody on the team, All front line staff are knowledgeable & energized

Meeting	Topic	Rank	Comment
Kalispell	7b Training	H	Local Ambassadors to help tourists get around - MT residents are well informed about what is available - Training for businesses, FAM Tours for residents
Missoula	7b Training	H	Education of front line staff - statewide and backyard
Missoula	7b Training	H	More than superhost. Accommodations & surrounding area - be knowledgeable of what there is to see & do to get visitors to stay longer & spend more money. Talk to the visitor & make them feel important
Wolf Point	7b Training	M	Tourism development and educational opportunities are offered through various higher education options
Wolf Point	7b Training	H/M	Friendly, cordial, front line people & local tour guides;
Bozeman	7c Wage/Hsg	H	Communities remain affordable for residents and workers, while maintaining a positive economic development curve
Bozeman	7c Wage/Hsg	H	Good wages & housing for employees
Butte	7c Wage/Hsg	H/M	Higher paying jobs & benefits in tourism businesses
Butte	7c Wage/Hsg	H	Everyone well paid in tourism & recreation industries
Butte	7c Wage/Hsg	L	Salaries of service sector jobs has risen
Butte	7c Wage/Hsg	H	Employee availability with affordable housing
Great Falls	7c Wage/Hsg	H	Change the misconception that tourism jobs don't pay well
Great Falls	7c Wage/Hsg	L	Federal government will be funding health & retirement for retirees
Kalispell	7c Wage/Hsg	HM	Affordable housing for workers
Kalispell	7c Wage/Hsg	H	Employing local residents with a livable income
Missoula	7c Wage/Hsg	M	Quality of jobs-employ Montana's (link to build greatness) good wages
Missoula	7c Wage/Hsg	H	Montana tourism & recreation industry provides & is perceived as providing a living wage
Missoula	7c Wage/Hsg	M	Work force/housing
Billings	7d Jobs	L	More tourism jobs
Butte	7d Jobs	L	More job opportunities
Butte	7d Jobs	L	Keep young people here after college
Great Falls	7d Jobs	H	Provide quality challenging jobs - sustainable employment beyond the minimum wage
Kalispell	7d Jobs	HM	New graduates stay in MT/no brain drain