



MONTANA  
CHAMBER OF  
COMMERCE

WE MEAN BUSINESS



Established in 1983, **National Travel & Tourism Week** is an annual tradition when the industry comes together to celebrate the power of travel as an economic driver for the U.S. economy.

This year's event marks its 40th anniversary.



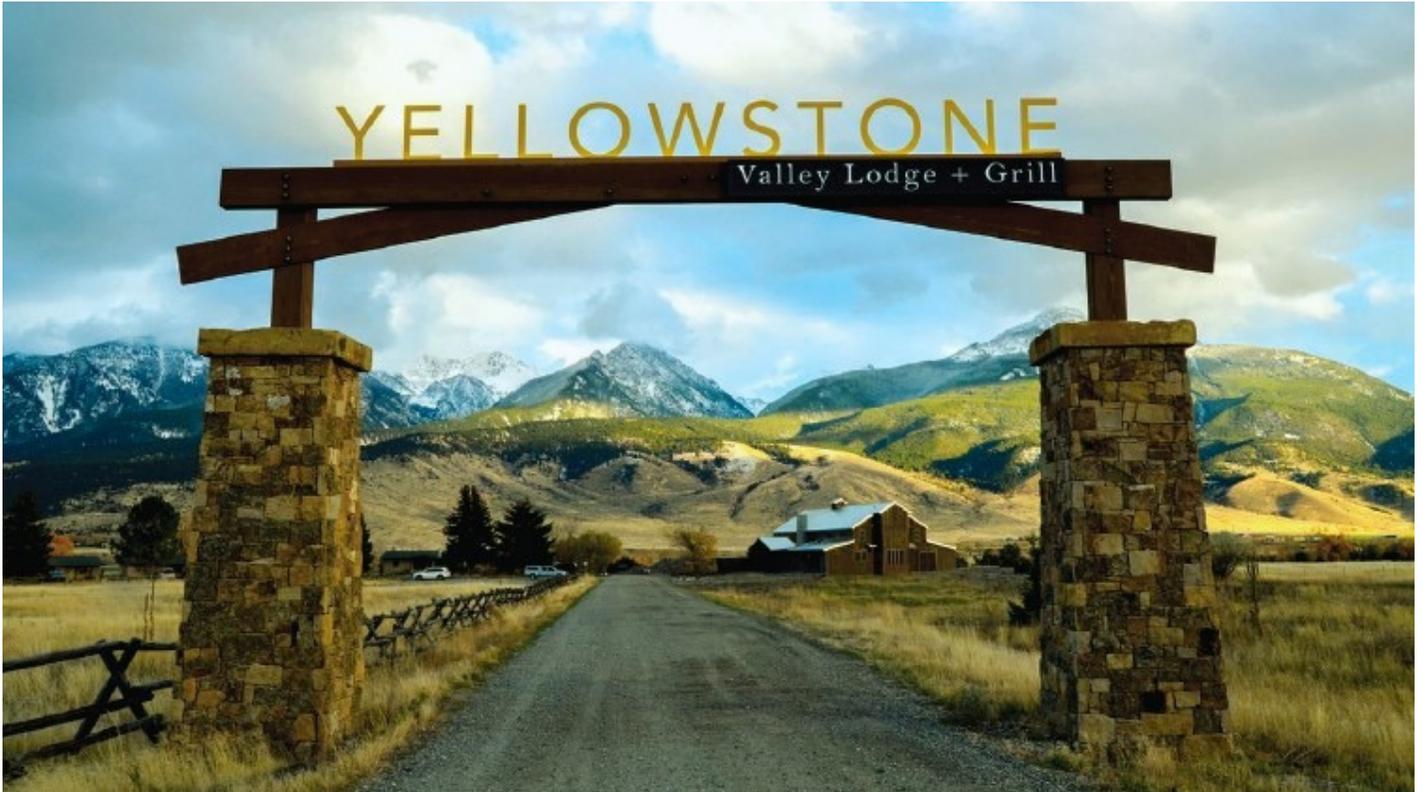
This year's theme is moving **#travelforward** whereby we are spotlighting travel's essential role in stimulating economic growth, cultivating diverse communities, creating fresh job opportunities, inspiring new businesses, and uniting millions of Americans in a fundamental connection—travel.



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# INAUGURAL CONVERGENCE

**Wed-Fri, May 10-12, 2023**



To recognize one of our state’s leading industries, the Montana Chamber of Commerce will not only celebrate #NTTW, but also tourism’s intersection with the film and outdoor recreation industries as vehicles to harness the power of place, #TheLastBestPlace, as an economic driver at our Inaugural ‘Convergence” event on Thursday, May 11, 2023. It is our intention for this to become an annual celebration to be held each year in a different location.

Tourism is the leading service export for the Treasure State. In 2021, Montana played host to 12.5 million non-resident visitors who spent \$5.15B. This contributed \$387 million in state and local taxes according to the UM Institute for Tourism and Recreation Research, which supported approximately 47,800 jobs, the study estimates, a figure associated with \$1.3B in direct labor income.

This year we wish to honor the resilience of the Greater Yellowstone, its Gateway Communities - Livingston and Gardiner in the Paradise Valley, Cooke City/Silver Gate, and West Yellowstone which experienced a 500-year historic flooding event in early June 2022. So join us at The Yellowstone Valley Lodge & Grill and Owl’s Rest Event Barn nestled in Paradise Valley on the banks of the Yellowstone River, with the Absaroka Mountains, Yellowstone Film Ranch, Sage Lodge, and Yellowstone National Park, all providing a breathtaking backdrop, as we kick off the 2023 summer tourism season.

## PRESENTING SPONSORS



# Harnessing the power of place as an economic driver: Tourism's intersection with the Film and Outdoor Recreation industries

## TOURISM IN MONTANA

Tourism is the leading service export for the Treasure State. In 2021, Montana played host to 12.5 million non-resident visitors who spent \$5.15B. This contributed roughly \$387 million in state and local taxes according to the UM Institute for Tourism and Recreation Research (ITRR). Additionally, those travelers directly supported 47,800 jobs, the study estimates, a figure associated with \$1.3B in direct labor income. The Montana Chamber will lend its voice to promoting this industry along with the Department of Commerce | Brand MT, Montana Travel Association, Voices of Montana Tourism, Montana Lodging & Hospitality Association and the state's Tourism Regions and local Chambers/CVBs.



## MONTANA'S FILM INDUSTRY

The filming of 'Yellowstone' in Montana has sparked the interest of a worldwide audience, bringing an estimated 2.1 million visitors and \$730 million from the combination of visitor spending and film production spending associated with the production, according to a new UM study. "Film is an economic driver of tourism, and the 'Yellowstone' TV show has demonstrated the power of Montana's American West image to influence people to visit the state," said Melissa Weddell, the ITRR director. To better support this burgeoning sector, the Montana Chamber is working with the Media Coalition of Montana to help stand up some of the infrastructure needed to propel the industry forward.

## OUTDOOR RECREATION

Montana's outdoor recreation heritage and brand are vital to tourism, both leisure and business travel, and to film production. It's draw for visitors and new residents, as well as its part in business attraction is undeniable. Outdoor recreation makes up a substantial component of Montana's economy, generating \$2.5 billion of annual gross domestic product (GDP) and accounting for 4.4% of total GDP in 2021. Only Hawaii has a greater concentration of outdoor recreation. The sector employs over 27,000 Montanans, translating to 5.4% of all employment in the state.

# EVENT SCHEDULE



YELLOWSTONE

Valley Lodge & Grill

## WEDNESDAY, May 10, 2023

### VIP RECEPTION @ YELLOWSTONE VALLEY LODGE & GRILL

#### 5:30 - 7:30 PM

- 5:30-7:30 PM VIP Networking Reception for Montana Chamber Board, Staff, Event Sponsors and Invited Guests
- 6:30 PM Montana Chamber Welcome and Remarks from Networking Reception Sponsor
- 7:30 PM Event concludes



MONTANA'S  
**YELLOWSTONE**  
COUNTRY

## THURSDAY, May 11, 2023

### #NTTW LUNCHEON @ OWL'S REST EVENT BARN | 11:30 AM - 2:00 PM

- 11:00 AM Registration Opens
- 11:30 AM Networking
- 12:15 PM Montana Chamber Welcome and Family-style served Lunch
- 1:00 PM Moderated Fireside Chat with Tourism, Film and Outdoor Recreation Industry Representatives, Q&A
- 2:00 PM Luncheon Concludes

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by



For Sponsors/Reserved Seat Ticket Holders, prepare to head out to tour Yellowstone Film Ranch and hear a talk about the Montana MEDIA film tax credit, with a reception to follow at Sage Lodge.



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# EVENT SCHEDULE



**THURSDAY, May 11, 2023 - continued**  
**TOUR & TALK OF YELLOWSTONE FILM RANCH**  
**3:30 - 5:00 PM**



**YELLOWSTONE FILM RANCH**

From July 2020-June 2022, the total economic impact in Montana from productions that have filmed during this time period is estimated to be approximately \$153.9 million, supporting 839 FTE jobs with \$41.5 million in employee compensation in Montana.

Today, 37 states, Washington, D.C., Puerto Rico, and the U.S. Virgin Islands offer tax incentives for film production, effectively making a tax incentive program a necessity if non-Hollywood locations wish to attract productions to their state. Montana's current cap is \$12 million, which places the state 41st nationwide. States with no credit cap or a higher cap see greatly increased media manufacturing and film production investment in the state. Multiple bills are moving through the 68th Legislature to address this. Come hear about the outcome and how available incentives would position Montana to be more competitive with other potential filming locations, and help to cultivate the foundation needed to ensure a sustainable film industry.

**RECEPTION TO FOLLOW @ SAGE LODGE**  
**5:30 - 7:00 PM**



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# EVENT SCHEDULE

**FRIDAY, May 12, 2023**

**YNP TOUR & TALK w/ SUPERINTENDENT CAM SHOLLY, MIKE TRANEL-DEPUTY SUPERINTENDENT, AND DUANE BUBAC-CHIEF OF FACILITY MGT & OPS**

Facilitated by Mike Skelton, Gardiner Chamber Board Chair, Yellowstone Forever & Xanterra

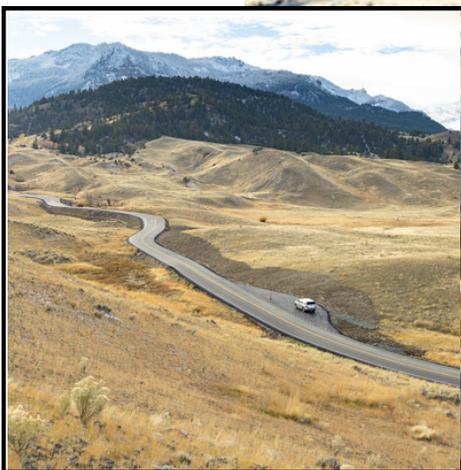
**10:00 AM - 4:00 PM (TALK STARTS @ 12:00 PM)**

**PURCHASE TICKETS: \$20/pp covers transportation and lunch**

Depart in Yellowstone Forever shuttles from the Gardiner Chamber Offices adjacent to the Roosevelt Arch in Gardiner to get a detailed account of the 500-year historic flooding event that occurred in June 2022 which led to the complete closure of YNP for eight days, destruction of the road between Gardiner and Mammoth Hot Springs, and a nearly full season closure of the North and Northeast Entrances. It is a compelling story of recovery and resiliency in the Greater Yellowstone for its Gateway Communities from Livingston to Gardiner and the greater Paradise Valley, to Cooke City/Silver Gate and West Yellowstone. The talk will be hosted at Mammoth Hot Springs Hotel Conference Area at 12:00 p.m.; Lunch will be provided.



**YELLOWSTONE**  
NATIONAL PARK LODGES  
XANTERRA TRAVEL COLLECTION



*(Aerial photo courtesy of Brand MT)*



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# PRESENTING SPONSORSHIP OPPORTUNITY

## VIP RECEPTION SPONSOR (EXCLUSIVE - 2) will receive the following:

- ONE (1) NIGHT'S LODGING - (Either Wed, May 10-Thurs, May 11) at Yellowstone Valley Lodge depending on which reception you sponsor
- TWO (2) Tickets to the VIP Reception with Sponsor Recognition at the event
- Opportunity to address the audience at the Reception
- Logo inclusion in all event materials (see below)
- TWO (2) Reserved Seats for company representatives to The Convergence luncheon

**VIP RECEPTION on Wednesday, May 10 at YVLG**

**VIP RECEPTION on Thursday, May 11 at Sage Lodge**

**RECEPTION SPONSORS' NET INVESTMENT: \$2,500 / EACH**

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## PRESENTING SPONSORS (LIMITED NUMBER) will receive the following WHICH INCLUDES 2 NIGHTS LODGING:

- Opportunity to invest in the Montana Chamber, representing more than 2,000-member businesses and their thousands of employees as well as to support the Treasure State's tourism, film and outdoor recreation industries
- TWO (2) NIGHTS LODGING (Wed, May 10-Thurs, May 11) at Yellowstone Valley Lodge
- **Participation in event program with the opportunity for a company representative to represent the tourism/film/outdoor recreation industry in the moderated Fireside Chat**
- TWO (2) Reserved Seats at the head table for company representatives
- Reserved Half Table for FOUR (4) event attendees at a table of eight
- EXCLUSIVE SPONSOR-ONLY OPPORTUNITY to attend a pre-event VIP Reception on Wednesday, May 10 from 5:30-7:30 PM for up to (4) guests with Montana Chamber Board and Staff, other Sponsor representatives, and Invited Guests at the Yellowstone Valley Lodge & Grill
- Includes Talk & Tour of Yellowstone Film Ranch for up to (4) guests immediately following the event followed by a Reception at Sage Lodge
- "PRESENTING SPONSOR" recognition in all marketing/pr efforts to promote the event
  - PRINT: Logo inclusion in event advertising
  - DIGITAL/SOCIAL: Recognition via logo inclusion in the following:
    - MontanaChamber.com event detail
    - Feb-May - Regular Inclusion in Weekly 'Montana Business Brief' e-newsletters
    - Beginning mid-April - Weekly digital announcements about the event to attendees
    - Facebook / LinkedIn posts from Montana Chamber including event pages
  - PUBLIC RELATIONS: Recognition in press release with quote from company representative
  - ON-SITE PRESENCE:
    - Recognition in the presentation running throughout the afternoon and from the podium during the program
    - Logo inclusion on event signage and collateral

**PRESENTING SPONSORS' NET INVESTMENT: \$7,500 / EACH**



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# UNDERWRITING SPONSORSHIPS, RESERVED SEATS & OPEN SEATING TICKETS

## UNDERWRITING SPONSORS - \$1,500

- Reserved Half Table for FOUR (4) event attendees at a table of eight
- EXCLUSIVE SPONSOR-ONLY OPPORTUNITY to attend a pre-event VIP Reception on Wednesday, May 10 from 5:30-7:30 PM for up to (4) guests with Montana Chamber Board and Staff, other Sponsor representatives, and Invited Guests at the Yellowstone Valley Lodge & Grill
- "UNDERWRITING SPONSOR" recognition in all marketing/pr efforts to promote the event
  - PRINT: Recognition in event advertising
  - DIGITAL/SOCIAL: Recognition in the following:
    - MontanaChamber.com event detail
    - Feb-May - Regular Inclusion in Weekly 'Montana Business Brief' e-newsletters
    - Beginning mid-April - Weekly digital announcements about the event to attendees
    - Facebook / LinkedIn posts from Montana Chamber including event pages
  - ON-SITE PRESENCE:
    - Recognition in the presentation running throughout the afternoon and from the podium during the program
    - Logo inclusion on event signage and collateral
- Includes Tour& Talk at Yellowstone Film Ranch for up to (4) guests immediately following the event followed by a Reception at Sage Lodge

## RESERVED SEATING TICKETS (LUNCHEON, YFR TOUR & RECEPTION) - \$150/pp

- Opportunity to engage with the business community from throughout the state, Montana Chamber Board and Staff, Sponsors and Invited Guests
- Includes tour of Yellowstone Film Ranch immediately following the event followed by a Reception at Sage Lodge

## OPEN SEATING TICKETS (LUNCHEON ONLY) - First-come, first-serve

ANY Local Chamber Member     \$75/pp  
Non-Members                             \$125/pp

## YELLOWSTONE NATIONAL PARK TOUR - \$20/pp covers transportation / lunch

FOR SPONSORSHIPS, CONTACT: Candace Carr Strauss  
(m) 406.640.1331 | [candace@montanachamber.com](mailto:candace@montanachamber.com)

TO PURCHASE RESERVED OR OPEN SEATING TICKETS,  
GO TO: [MontanaChamber.com/Events](http://MontanaChamber.com/Events)

## PRESENTING SPONSORS



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# 2023 INAUGURAL CONVERGENCE SPONSORS

## PRESENTING SPONSORS



## VIP RECEPTION SPONSORS



## UNDERWRITING SPONSORS



## EVENT PARTNERS



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# LODGING

LODGING IS VERY LIMITED / RESERVED FOR SPONSORS  
CONTACT: Candace Carr Strauss - (m) 406.640.1331 |  
candace@montanachamber.com



## YELLOWSTONE Valley Lodge & Grill

### Our Cabins

Yellowstone Valley Lodge offers 22 cabins banks of the Yellowstone River. All cabins include TV, cable, high-speed internet, and a semi-private patio with riverfront views of the Absaroka Mountains. A deluxe continental breakfast is complimentary with your stay. *Maximum occupancy of all cabins: 104*

### Cozy Cabins

These Cozy Riverside Cabins promote a casual atmosphere with universal appeal. Each has two queen-sized beds, a small sitting area, mini-fridge, microwave, and a semi-private patio. *Maximum occupancy of each: 4*

### Bridger King Cabins

Our Bridger King Cabins include a king-size bed, full bath, kitchenette, living area with sofa bed, and a semi-private patio overlooking the River and Mountains. *Maximum occupancy of each: 4*

### Absaroka Deluxe Cabins

The two-story Absaroka Deluxe Cabins include; one king-size bed downstairs, two twin beds upstairs, two full bathrooms (one on each level), a kitchenette, a small living and dining area, with pull-out sofa, dining area, and a semi-private patio overlooking the Yellowstone River and Absaroka Mountains. *Maximum occupancy of each: 6*

ON-SITE  
RIVERSIDE  
LODGING



## Yellowstone Valley Lodge, Ascend Hotel Collection

📍 3840 Highway 89 South, Livingston, MT, 59047, US 📞 (406) 946-5781

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by

