

EXHIBIT 8
DATE 3-2-05
HB 417

REMARKS FOR HB417
HOUSE APPROPRIATIONS COMMITTEE
MARCH 2, 2005

I'm Melody Dobson, from Billings, Montana. I am the Signature Event Coordinator for Clark on the Yellowstone National Signature Event.

The Yellowstone County Lewis and Clark Bicentennial Commission has been planning and preparing for the past five years for the 13th National Lewis and Clark Bicentennial Signature Event, "Clark on the Yellowstone."

All infrastructure is now in place to host the event including volunteers, partnerships, promotions and planning. The one element lacking for success is funding to secure the programming and the logistics.

We have met the challenge of fundraising head on in Yellowstone County and have raised \$350,000 in grants and pledges, and \$713,000 of in-kind services and donations. We have applied for and been the recipient of federal and state grants. However, we still lack \$500,000 of our 1.5 million dollar budget in order to create an event worthy of the national recognition already given it and to be the caliber of previous Signature Events. Like Monticello, Illinois, Missouri, Nebraska, North Dakota, we want Montana to shine in the national spotlight.

\$500,000 for Clark on the Yellowstone would provide monies to host a National Day of Honor, a Living History Mall, Corps II, various exhibits, a Youth Fair, an Authors Tent, Native American aspects such a Fine Art Market, Cradleboard Exhibit and Encampment-aspects that only Montana with its unique history and cultural heritage can share with the rest of the nation.

Partnerships with cities, counties, businesses and tribal organizations have been created and continue to grow weekly. We have several federal partnerships. The only significant partner we do not have is the state of Montana. Of all the dollars being raised, contributed or granted for Lewis and Clark projects in Montana, little has been specifically contributed to the two Montana National Signature Events.

We ask for your support of HB417. Passage of this bill confirms the state of Montana as the proud partner of not one, but two National Signature Events.



NATIONAL SIGNATURE EVENT
July 22 - 25, 2006

Montana Lewis and Clark Bicentennial Signature Events



Montana is fortunate to have been awarded **two National Signature Events**. This is a once-in-a-lifetime opportunity to showcase the state and capitalize on the economic impact of increased tourism.

Cultural/Heritage Tourism:

- 9.7 million people visited the state last year
- Average daily expenditure per person was \$116
- 22% was spent on gas; 21% on retail; 21% on restaurant and bar
- Non-resident tourists spent almost \$2 billion in Montana in 2003.
- 81 percent of Americans taking a trip last year included a visit to a cultural heritage site. (2003 TIAA)
- Cultural tourism is one of the fastest growing segments of Montana's economy
- Pompeys Pillar National Monument with its newly completed interpretive center in 2005 will bring new monies to Montana's economy. In Washburn, ND, visitors increased 27% from the previous year after their new Lewis and Clark Interpretive Center was completed.
- Montana tourism has averaged a steady increase of 2% a year.
- In 2003 tourism increased 4% and estimates for the two years of bicentennial events are this 4% will be maintained and possibly increase.

They're Coming

- Attendance Statistics at Previous Signature Events:
 - 300,000 people—Atchison, Leavenworth, and Kansas City, July 3-4, 2003
 - 100,000 people—St Charles, Missouri, May 14 -23, 2003
 - 65,000 people—Omaha Nebraska, July 31 - August 3, 2003
 - 50,000 people—North Dakota, October 22 -31, 2004
- Attendance at Pompeys Pillar for the last three years:

2002 - 50,000	2003 - 53,500	2004 - 55,001
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- National media representatives follow all Signature Events. There is every reason to expect as much or more attention due to the significance of this location during the expedition's return.
- Hits on Travel MT website, specific to Lewis and Clark, include:
 - 774 user hits a day, averaging 8 minutes a session.
 - 20% increase in August 2004.

What will be Montana's Legacy for the Bicentennial?

- All infrastructure is in place to host the two signature events—volunteers, partnerships, marketing, planning, and programming.
- The single element lacking for success is funding.
- With \$1 million dollars from the Montana Legislature, Clark on the Yellowstone™ would receive \$500,000 and "Explore! The Big Sky" would receive \$500,000 ensuring the two Montana Signature Events worthy of the National recognition and promotion already given them.
- Budgets: \$1.5 Million for "Clark on the Yellowstone" and \$3 Million for Explore! The Big Sky
- These funds would accommodate an anticipated minimum attendance of fifty thousand visitors over the four day event for Clark on the Yellowstone and for 140,000 for Great Falls thirty-four day event.

**Yellowstone County Lewis and Clark Bicentennial
Budget 2001 - 2006**

	2001	2002	2003	2004	2005	2006	TOTAL	
Beginning Year Balance	\$0	\$0	\$2,492	\$25,607	\$113,651	\$151,651		
INCOME								
MT L&C Commission	\$2,500	\$2,000	\$14,400	\$37,000	\$80,000		\$135,900	
NPS			\$60,000	\$50,000	\$50,000	\$50,000	\$210,000	
BLM			\$3,300	\$25,000			\$28,300	
FWP			\$300				\$300	
Yellowstone County		\$3,077		\$5,000	\$7,500	\$10,000	\$25,577	
City Of Billings						\$10,000	\$10,000	
National Council				\$10,000			\$10,000	
Custer Country						\$5,000	\$5,000	
Montana Legislature							\$0	
Donations								
Misc			\$2,082	\$2,030			\$4,112	
Qwest				\$25,000			\$25,000	
ExxonMobil					\$500		\$500	
Party Time Plus					\$5,000		\$5,000	
YCLCBC								
Clark Days			\$7,373	\$924			\$8,297	
Depot Breakfast			\$1,460					
Train Ride				\$13,325			\$13,325	
Banners				\$3,225				
Other			\$818	\$156			\$974	
Vendor Fees						\$30,000	\$30,000	
TOTAL INCOME	\$2,500	\$5,077	\$89,733	\$171,660	\$143,000	\$105,000	\$516,970	
EXPENSES								In-Kind Expenses
YCLCBC								
Clark Days			\$8,963	\$4,842	\$5,000		\$18,805	
Depot Breakfast			\$2,271				\$2,271	
Signs			\$33,331				\$33,331	
Train Ride				\$8,306			\$8,306	
Coordinators			\$12,500	\$53,125	\$75,000	\$56,000	\$196,625	
Secretary						\$14,000	\$14,000	
Administration					\$25,000	\$30,000	\$55,000	
Web Design/Maint				\$5,316			\$5,316	
Banners			\$119	\$1,540			\$1,659	
Office Sup/Serv	\$1,199	\$217	\$2,305	\$4,419			\$8,140	
Travel	\$404	\$1,896	\$886	\$1,674			\$4,860	
Outreach/Comm	\$263	\$172	\$5,194	\$2,802			\$8,431	
Misc	\$634	\$300	\$1,049	\$1,592			\$3,575	
Signature Event								
National Day of Honor						\$88,000	\$88,000	\$15,000
Living History Mall						\$30,000	\$30,000	
Exhibits-Pillar						\$15,000	\$15,000	\$23,000
Exhibits-Billings						\$40,000	\$40,000	
Programming						\$145,000	\$145,000	\$20,000
Youth Fair						\$10,000	\$10,000	\$25,000
Authors Tent						\$5,000	\$5,000	
Volunteers								\$200,000
Transportation						\$10,000	\$10,000	\$30,000
Logistics						\$280,500	\$280,500	\$150,000
Hospitality						\$75,000	\$75,000	
VIP Reception						\$25,000	\$25,000	
Marketing						\$45,500	\$45,500	\$250,000
TOTAL EXPENSES	\$2,500	\$2,585	\$66,618	\$83,616	\$105,000	\$869,000	\$1,129,319	\$713,000
Year End Balance	\$0	\$2,492	\$25,607	\$113,651	\$151,651	-\$612,349		