

EXHIBIT 1  
DATE 2-1-03  
HB 417

TESTIMONY IN SUPPORT OF HOUSE BILL 417

By

J. Jeffrey Dietz

As we meet today, our Nation is commemorating the bicentennial of the Louisiana Purchase and the Lewis and Clark Expedition. Beginning in April of this year, this two-hundred year old journey enters Montana. It returns again in June of 2006, and departs for the last time on August 3rd. What remains within our borders are the adventures, the landmarks, the mysteries and the documentation of this historic journey that is the envy of the Nation. No state has a greater mandate to commemorate the journey of the Corps of Discovery than does Montana.

Many of us in large and small communities across Montana have been preparing to commemorate the Lewis and Clark Bicentennial for over three years. Two communities, Billings and Great Falls have been honored by having their commemorative events designated as National Signature Events by the National Council of the Lewis and Clark Bicentennial. I am here today to ask you to join us as partners in these two national events.

Both of Montana's signature events, Explore the Big Sky in Great Falls-Fort Benton, and Clark on the Yellowstone in Billings and at Pompeys Pillar National Monument, have well planned schedules of events. Both communities are offering programming worthy of National merit. In both communities, thousands of volunteer hours have been invested. Each community has secured significant financial and in-kind contributions. Both communities, however, require an investment of \$500,000, in order for these events to be successful.

I believe the \$1 million dollars requested in House Bill 417 is an opportunity for the Montana Legislature to make an investment with far reaching benefits. I would like to highlight several such benefits for your consideration.

The first benefit is cultural tourism. As you may know, cultural tourism is one of the fastest growing segments of the travel industry. Attendance at previously held signature events has ranged from 50,000 to 167,000 visitors, and in almost all cases, exceeded expectations of the host communities. The dollars bicentennial visitors will bring to Montana during the next two years and beyond should not be overlooked. Applying conservative industry standards, your investment of \$1 million dollars will translate into a minimum of 100,000 non-resident bicentennial visitors which results in an infusion of over \$53 million dollars to Montana's economy<sup>(1)</sup>. This benefit will be shared by both large and small communities across our state.

A second benefit of your partnership with our two signature events is the opportunity to promote an improved awareness and understanding of our Native cultures. Montana's Indian Nations, through the Montana Tribal Tourism Alliance, are full partners in the planning and implementation of our two signature events. The Lewis & Clark Bicentennial presents us with the opportunity to review two hundred years of history with our Nations' first people, and promote mutually beneficial alliances for the next two hundred years. Venues have been incorporated within the Explore the Big Sky and Clark on the Yellowstone events which are designed to benefit our tribal communities economically. I also expect nonresident visitation to Montana's tribal communities to increase significantly over the next two years.

A third benefit of your partnership in these two national events is by sharing in the stewardship of Montana's portion of the Lewis and Clark Trail. Both signature events offer programming which helps visitors and residents recognize and appreciate the treasures Montana has to offer. Our land, our rivers, and our unique Montana lifestyle resonate with people around the world. Again, this two hundred year anniversary is an opportunity to reflect on what Montana is today, and what we want it to become. Montana's signature events will stimulate a dialogue which will help guide us into the next century.

The Lewis and Clark Trail in Montana is a living history classroom. Young people, especially those of grade school age, are captivated by the Lewis and Clark story. Our two signature events are providing Montana's young people both with a sense of place as well as a sense of history. The educational spin offs created by the Lewis and Clark Bicentennial are only limited by one's imagination, and if you are ten years old, there are no limits. Your partnership will help fuel this imagination.

Together we have a once-in-a-lifetime opportunity to commemorate the two hundredth anniversary of an event that continues to shape our lives on a daily basis. Without partnerships, our national signature events will not achieve the stature the people of Montana and the Nation expect and deserve. We find ourselves in the unique position of playing host to thousands from around the world who want to explore this unique chapter in our Nation's history. Help us keep the "doors of discovery" open by becoming one of our partners.

Thank you for your consideration and support.

I have for you a copy of my testimony as well as a copy of the projected budget for the Clark on the Yellowstone signature event.

- (1) Calculation based upon 4.6 nonresident nights spent in Montana, spending \$116.00 per day multiplied by 100,000 estimated nonresident visitors. Information was extrapolated from data published by the Institute for Tourism & Recreation Research, at The University of Montana – Missoula.

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

	2001	2002	2003	2004	2005	2006	TOTAL	
<b>Beginning Year Balance</b>	\$0	\$0	\$2,492	\$25,608	\$113,651	\$151,651		
<b>INCOME</b>								
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	
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			\$8,833	\$924			\$9,757	
Train Ride				\$13,325			\$13,325	
Other			\$818	\$3,381			\$4,199	
Vendor Fees						\$30,000	\$30,000	
<b>TOTAL INCOME</b>	<b>\$2,500</b>	<b>\$5,077</b>	<b>\$89,733</b>	<b>\$171,660</b>	<b>\$143,000</b>	<b>\$105,000</b>	<b>\$516,970</b>	
<b>EXPENSES</b>								<b>In-Kind Expenses</b>
YCLCBC								
Clark Days			\$8,983	\$4,842	\$5,000		\$18,825	
Train Ride				\$8,306			\$8,306	
Administration	\$2,500	\$2,585	\$11,804	\$17,343	\$25,000	\$30,000	\$89,232	
Signs			\$33,331				\$33,331	
Coordinators			\$12,500	\$53,125	\$75,000	\$56,000	\$196,625	
Secretary						\$14,000	\$14,000	
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
							\$0	
<b>TOTAL EXPENSES</b>	<b>\$2,500</b>	<b>\$2,585</b>	<b>\$66,618</b>	<b>\$83,616</b>	<b>\$105,000</b>	<b>\$869,000</b>	<b>\$1,129,319</b>	<b>\$713,000</b>
<b>Year End Balance</b>	<b>\$0</b>	<b>\$2,492</b>	<b>\$25,608</b>	<b>\$113,651</b>	<b>\$151,651</b>	<b>-\$612,349</b>		