

EXHIBIT 2  
DATE 3.15.05  
HB 771



# CLARK

*on the*

## YELLOWSTONE



NATIONAL SIGNATURE EVENT

July 22 - 25, 2006

Yellowstone County  
Lewis & Clark Bicentennial Commission

815 S. 27th Street  
Billings, MT 59101  
406-245-4111, ext. 101

[clarkontheyellowstone.org](http://clarkontheyellowstone.org)  
[clarkevents@billingschamber.com](mailto:clarkevents@billingschamber.com)



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Dear Montana Legislators,

As Montanans we should be honored to have been chosen to host two National Bicentennial Signature Events. **Explore! The Big Sky and Clark on the Yellowstone** were carefully selected by the National Lewis and Clark Bicentennial Commission based on their significance in the expedition's chronology, historical relevance, cultural diversity, tribal involvement and geographic location.

**Only fifteen events met this criteria and Montana was awarded two! Explore! The Big Sky** in Cascade and Choteau Counties where Lewis and Clark portaged around the Great Falls of the Missouri on their way west and **Clark on the Yellowstone** at Pompeys Pillar, located along the Yellowstone River where Clark's signature remains the only physical evidence of the expedition seen today as it would have been 200 years ago. **Montana is the only state with two sights of such historical significance.**

Tourists and visitors from across the United States and around the world have been following the Lewis and Clark Trail since the Bicentennial began in Monticello in 2003. **On April 29, less than two months from now, the expedition enters Montana.**

These events, while commemorating Lewis and Clark, also honor the role of the Native American tribes. Montana Native American participation will be significant at both events with Tribal activities such as Native Tribal Games, Native American Indian Fine Art Markets, Cradleboard Exhibit, Native American Encampments, Symposiums and much more. **This is a once in a lifetime opportunity for the Indian tribes in Montana to share the significance of their culture and heritage in American history with the world.**

Attendance at the previous nine signature events illustrates just how many people are following the Expedition. They have ranged from 50,000 in North Dakota in October to 500,000 in Kansas City, Missouri for a summer event. While we cannot know how many visitors will come to Montana for these two National Signature Events, we need to be prepared because **we have invited the nation.** Travel Montana has invested several million dollars in marketing and advertising to bring tourists here for these two events.

Both events have secured funding available from the National and Montana Lewis and Clark Bicentennial Commissions, the National Park Service, various in-kind donations as well as private funding.

To date Clark on the Yellowstone has received \$350,000 in pledges and \$713,000 of in kind services which includes over \$300,000 in marketing from Travel Montana and \$150,000 in marketing and advertising from the Billings Convention and Visitors Bureau. What we lack is the funds to secure programming and logistics for the events we have planned. This includes:

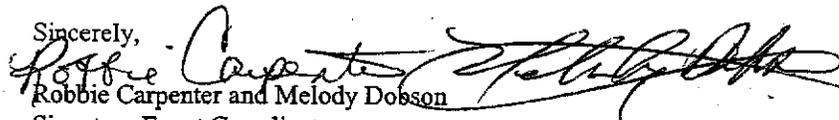
National Day of Honor	\$88,000
Living History Mall	\$30,000
Various Historical Exhibits	\$55,000
Native American Fine Art Market	\$10,000
Native American Cradleboard Exhibit	\$10,000
Native American Quilt Show	\$10,000
Youth Fair	\$10,000
Transportation needs	\$10,000
Logistics	\$280,000

(porta potties, security, fire prevention, tents, chairs, signage, informational kiosks, etc.)

If monies from the legislature do not come in we run the risk of having to cancel the above events and hold a community event—not a Signature Event worthy of the national recognition already given it.

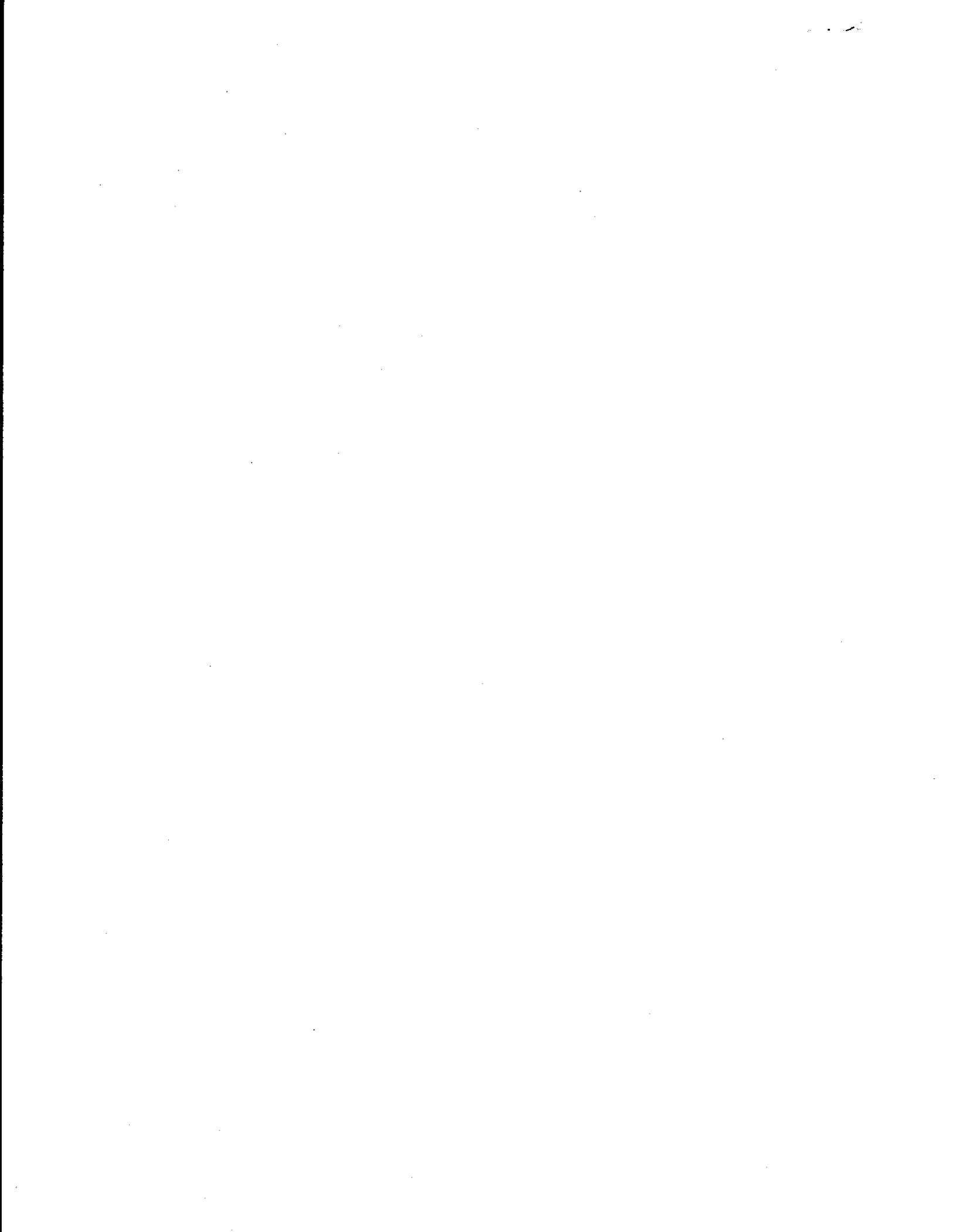
For several years many people have worked diligently to secure partnerships with Montana cities, counties, Tribal associations and federal agencies in order to properly organize and implement these two Signature Events Let's be proud of our state's role in the commemoration of this landmark expedition by supporting and passing HB 417. Thank you.

Sincerely,

  
Robbie Carpenter and Melody Dobson  
Signature Event Coordinators  
"Clark on the Yellowstone"

**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	\$25,607	\$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	
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			\$1,480					
Train Ride				\$13,325			\$13,325	
Banners				\$3,225				
Other			\$818	\$156			\$974	
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			\$8,963	\$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
<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>\$25,607</b>	<b>\$113,651</b>	<b>\$151,651</b>	<b>-\$612,349</b>		



# Memorandum

**To:** Representative Monica Lindeen  
**CC:** Robbie Carpenter, Melody Dobson, Clint Blackwood  
Great Falls Delegation

**From:** Peggy Bourne

**Date:** 3/4/2005

**Re:** Testimony regarding HB417 and its impact on Explore! The Big Sky

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First of all I would like to express our sincere appreciation to you for sponsoring this bill. Your work and understanding regarding these projects is encouraging and we are proud to work with you and provide you with the information you may need as we enter the next phase of this bill.

This intent of this memo is to provide you with information regarding the impact this bill will have on the success of our Nation's next National Lewis and Clark Bicentennial Signature Event- Explore! The Big Sky. As you know, Montana was selected to host two of the fifteen national Lewis and Clark Signature Events. The definition used by the National Council for the Lewis and Clark Bicentennial when weighing the many signature events proposals was: *A signature event is: A highly focused event capable of an extraordinary level of public awareness and (inter)national attention by virtue of its geography, historical significance, national media coverage and the capacity of the involved parties to develop funding and implement a strong, focused program of national stature.*

**Financial Impact:** Planners for Explore! The Big Sky worked hard over the past three years to live up to the spirit and intent of this definition. As we draw within three months of the event, the financial status of it is marginal. There are four financial variables that, if they don't come in at the levels we need them to, will force us to scale back the event – one with national significance – to one that is more local in nature. This would be tragic as not only have we marketed this event on a national and international scale, but so has Travel Montana and the National Council of the Lewis and Clark Bicentennial.

Please allow me to explain the financial variables. The overall budget can be summarized as follows:

<b>Revenue</b>	
Cash Received (including Grants/donations)	\$ 462,000
*Additional Grants (apps completed awaiting word)	\$ 332,500
*Additional Sponsors Needed	\$ 200,000
In-Kind	\$ 127,547

March 4, 2005

Participation Fees	\$ 165,000
Merchandising	\$ 25,000
*2000 for \$200	\$ 75,000
*Ticket Sales	\$1,409,977
<b>Total</b>	<b>\$2,796,024</b>

**Expenses:**

Admin	\$ 941,122
Tribal (Games, Art Market, Coolidge Concert, Encampments, Powwow)	\$ 644,317
Museum Exhibits	\$ 264,578
Academia Lectures	\$ 156,416
Musical Opportunities	\$ 287,793
Community Celebrations	\$ 315,298
Reenactments	\$ 15,380
Tours	\$ 80,687
VIP Events	\$ 86,487
<b>Total:</b>	<b>\$2,796,024</b>

Those revenue items marked with an asterisk represent the financial variables. If we are not successful in bringing in this revenue, then we will have to reduce the event budget by over \$500,000 (\$507,500 to be exact). This reduction equates to approximately 33 percent of the event budget. The impact with a forced reduction of this nature would reduce this event from one of a national stature to one that would be more local in character.

Let's examine this impact more thoroughly – what exactly does it mean?

- The traditional games will be reduced from a competition to a demonstration.
- Instead of 50 national speakers at the Symposium, we'll reduce it to primarily regional based speakers. Currently, Billy Mills and Ben Nighthorse Campbell are slated to speak along with many national speakers.
- The encampment representing all Montana Tribes will be reduced from 30 – 40 lodges to 8 lodges.
- The shuttle buses to transport our guests to the events will be reduced resulting in longer lines and missed events.
- The community celebrations (buffalo feasts, parades and fireworks) will be scaled back. For example: instead of an Olympic type fireworks display, it'll remain the same community type display we've had in years past.

**NOTE:** The admin budget could not be reduced much as most of it (\$500,000) has been spent on marketing.

**Credibility:** I've personally been interviewed by LA Times Traveler, NY Times Traveler, SkyWest Magazine, Horizon/Alaska Airline Magazine, and Newsweek Magazine (article to appear in March 2005) who have (or will) run articles promoting Explore! The Big Sky. People are expecting an event of a national caliber. If we are forced to reduce our budget by

March 4, 2005

33 percent, Montana's credibility is on the line. We've been marketing an event and promising certain activities that may have to be eliminated if the finances don't materialize.

**Importance of Partnering:** HB417 gives Explore! The Big Sky a leg-up on event planning. While we would continue to work on sponsorships and fundraising, we would also be able to focus most of our energies on the successful execution of hosting a national event. Currently, our time is spent fundraising rather than event planning. This partnership with the State of Montana would enable the shift in focus.

Over 280 volunteers are working on Explore! The Big Sky. Over the past three years, we have experienced the power of synergy – positive energy that is created when groups come together that in turn generate other opportunities and other partners. The one partner that has been missing from the equation is the State's partnership. Right now we have County's working with County's; City's working with City's; Tribes working with Tribes; Museum's working with Museum's, to pull this event together. One partnership has led to many others. We ask that the State to join in by providing the element that will put us over the top and ensure that the event we have promised the world materializes.

Thanks Monica for this opportunity – thanks for your leadership.

