

OICED Tribal Tourism Update

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State-Tribal Relations Legislative

Interim Committee Meeting

January 11, 2024

Helena, MT



OICED Tribal Tourism Program

- Objectives for Indian Country Tribal Tourism 2024-2026
- Production Assistant Training Scholarships, AccelerateMT
- SB540; BUDGET for Tribal Tourism FY24-25
- STEDC Tribal Tourism Grant (TTG)
- Upcoming Events
- How we measure success



Objectives for Indian Country Tribal Tourism 2024-2026

Expand & Elevate Montana's tribal tourism industry into measurable economic benefits for Indian Country

Expand opportunities

- Identifying assets and resources
- Investment and partnership opportunities
- Targeted sponsorships and grants
- Promotion of experiences, events, locations and businesses

Elevate brand recognition

- Publications
- Marketing
- Content creation and advertising



Production Assistant Training Scholarships with AccelerateMT

- Round 3 Cycle open now, 12/15/2023 closes 2/15/2024
- 61 scholarships remaining
- 40 available in Round 3

Awards remaining per Tribe:

Assiniboine & Gros Ventre Tribes of Fort Belknap 10	Assiniboine & Sioux Tribes of Fort Peck 5	Blackfeet Nation 8	Chippewa Cree Tribes of Rocky Boy's 8
Confederated Salish, Kootenai & Pend d'Oreille Tribes of Flathead 6	Crow Tribe 7	Little Shell Tribe of Chippewa Indians 9	Northern Cheyenne Tribe 8

Photo credit: Les Belcourt, August 2023



Within 22.5% OF SB540; BUDGET for Tribal Tourism FY2024-FY2025

PROJECT OR ACTIVITY	FY2024 (November 2023 to June 2024)	FY2025 (July 2024 to June 2025)
Tribal Tourism Forums (8) \$12,500 ea.	\$50,000, Hosted at Tribal Nations	\$50,000, Hosted at Tribal Nations
New Indian Country Guidebook design	\$50,000, informed by TT Forums	\$50,000, informed by TT Forums
TT Short Films for VisitMT.com, shared with Tribes for their websites & Ads	\$240,000 (\$30K ea. X 8 Tribal Nations)	Hiring PAs & Indigenous Producers
IEF TT sister-cycle 2025 (up to \$10K ea., 24 awards, 3 per Tribe average)		\$240,000
Great Western IRU Conference scholarships	\$1,825 One TT Business Operator ready to book international customers	\$3,650 Two TT Business Operator to book international customers
NAMIM Tradeshow & GovCon on Tourism scholarships	\$5,300 to support TT participants	\$5,300 to support TT participants
BUDGET SUBTOTAL	\$347,125	\$348,950
OVERHEAD & OUTREACH	<u>+\$107,885</u>	<u>+\$105,070</u>
APPROXIMATE TOTAL	~\$455,010	~\$454,020



Tribal Tourism Grant (TTG)

\$120,000 annually, \$50,000 max award

50% match, for MT Tribal Nations only

STEDC 0.5% Bed Tax funded SB309 2017

Applicants may choose from one of two eligible “shovel-ready” long-lasting project categories:

- Destination development & infrastructure upgrades
- Product development & technology systems



Upcoming Events & Opportunities

- Made in Montana (MIM) Tradeshow, March 8-9, 2024 & NAMIM Pavilion (4 Exhibitor Scholarships for NAMIM Pavilion)
- GovCon24 on Tourism, April 14-15, 2024 at Garden Inn, Missoula, MT Celebrating 50 years of Tourism & Film (Call for Speakers closed 10/31/23)
- Great American West IRU (International Roundup), April 19-22, 2024, Casper, WY (Tribal Tourism Business ready for International Booking Agencies: Sun Tours, LLC sponsored for FY24. 2 Sponsorships will be available for 2025)



Measuring Success

***Year-over-year (YOY) comparisons**

***Zartico:** Geofencing for mobile device data & card spend

***Google Analytics:** VisitMT.com Indian Country pages, Department of Commerce OICED page visits

***Indian Country Guidebook** orders, downloads, and distribution

***ITRR** survey results and research

***Certified tribal PAs** securing positions in the media production industry

***Destination Analytics** market research, travel trends, survey results

***Advertising, marketing campaigns** performance metrics across social media, impressions, engagement

***AIANTA** data sharing

