

# PARK COUNTY COMMUNITY FOUNDATION COMMUNITY OUTREACH

**Sara Ricklefs, ISAN**



*Protect*  
**PARK COUNTY**

**billboard**  
**THE HOT 100**



AND EVERY GIRL I EVER TALKED TO TOLD ME ▶▶

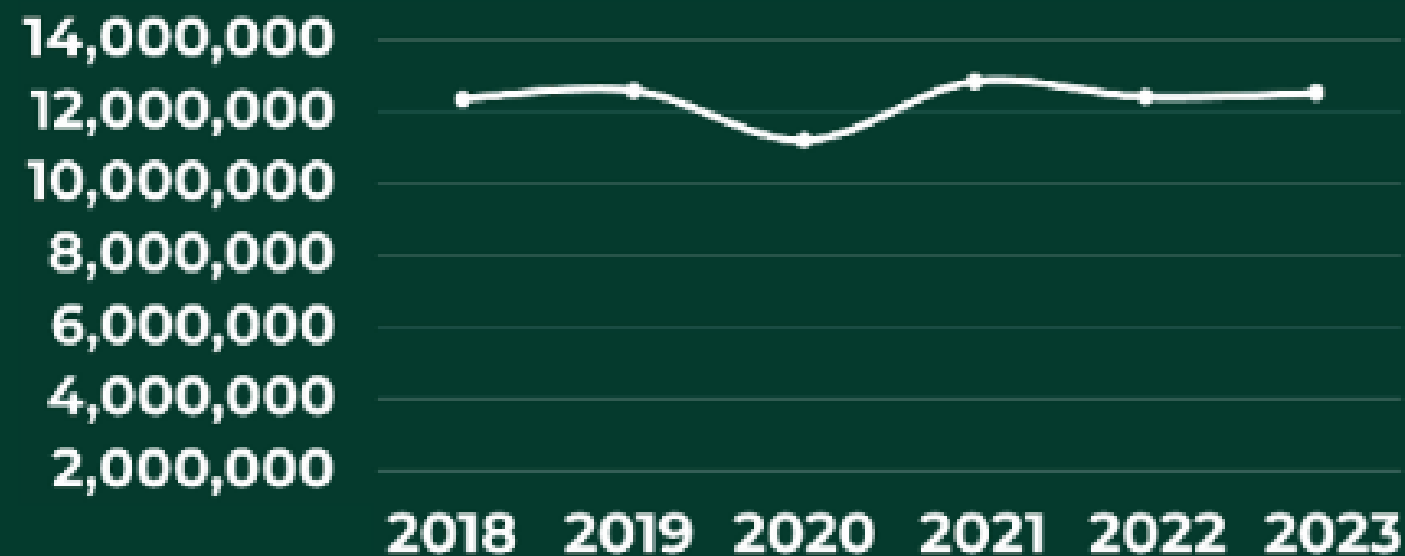
*You Were*  
**BAD,  
BAD NEWS**







# These BEAUTIFUL THINGS that I've Got

**69%** Montana residents agree that the overall benefits of tourism outweigh the negative impacts

## NUMBER OF VISITORS TO MONTANA



## TOP ACTIVITIES

-  SCENIC DRIVING (42%)
-  DAY HIKING (34%)
-  WILDLIFE WATCHING (28%)
-  NATURE PHOTOGRAPHY (26%)



The Institute for Tourism & Recreation Research (ITRR) conducts travel and recreation research in Montana, primarily focusing on the nonresident travel survey conducted throughout the state. ITRR's mission is to provide leadership, direction, and information to assist the tourism and recreation industries in making informed decisions about planning, marketing, policy, and management. [www.itrr.umt.edu](http://www.itrr.umt.edu)





*There has*

**GOT TO**

**BE A WAY**



# All I'm Asking, Baby

# PLEASE, PLEASE, PLEASE



### Recreate Responsibly

to protect Park County from invasive species.

-  Clean, Drain, Dry watercrafts & gear between launches. Always stop at inspection stations.
-  Remove all mud, seeds, & other plant materials between hikes or trail runs.
-  Don't move firewood. Buy or source it within 10 miles of your campsite.

Check out [stopais.org/PPC](http://stopais.org/PPC) for more information.

### Protect PARK COUNTY

Prevent the spread of invasive species.



Scan to learn more about responsible recreation.

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## ▶▶ HOSPITALITY

bars  
restaurants  
breweries  
hotels

## ▶▶ RETAIL

outdoor stores

## ▶▶ ORGANIZATIONAL PARTNERS

watershed non-profits



Yes, AND?

