



DESTINATION  
*Missoula*  
MONTANA

*Destination Missoula & Missoula Tourism Business Improvement District*

**FY24-25 ANNUAL REPORT**

» **TOP** *Missoula Accolades*

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**1** Missoula ranked #2 in America's best towns to visit 2025 *CNN*

**2** One of the best foodie cities in the U.S. *WalletHub*

**6** Paul's Pancake Parlour named the Best Hole-in-the-Wall Breakfast Spot in Montana *MSN*

**3** No. 8 best city in the US. for Hispanic entrepreneurs *WalletHub*

**7** Big Sky Brewing's Trout Slayer named the best beer in Montana *MSN*

**4** Tagliare Delicatessen named as the best place to get a sandwich in Montana *Yelp*

**8** Rooster Cafe included on America's Best Restaurants *Missoulian*

**5** Missoula named Montana's most underrated hidden gem city *MSN*

**9** Top 10 coolcation destinations in North America *USA Today*

**10** No. 15 best run city in America 2024 *WalletHub*

“Destination Missoula has helped open the gateway for thoughtful tourism growth in our community. Their work has boosted awareness for local events, supported small businesses, and strengthened the hospitality industry as a whole. That collaborative approach continues to elevate Missoula as both a great place to visit and a great place to live.”

- Ryan Torres, Logjam Presents



## » SHOW & TELL *Sales & Services*



### TRADE SHOWS

#### Meetings

#### Contacts Made

|                                     |    |
|-------------------------------------|----|
| Connect Marketplace – Milwaukee, WI | 9  |
| Smart Meetings – San Diego, CA      | 25 |
| Cvent Connect – San Antonio, TX     | 17 |

#### Sports

|                                |    |
|--------------------------------|----|
| Connect Sports – Milwaukee, WI | 23 |
| TEAMS – Anaheim, CA            | 20 |

#### Tour/Travel

|   |    |
|---|----|
| American Bus Association – Philadelphia, PA | 16 |
|---|----|

### GROUP SALES

#### Annual Leads – 2024/2025:

Generated **33 leads** in fiscal year 2024-25, totaling **9,782 rooms** with a potential pre-event **estimated economic impact total of \$4,805,982.**



## » COMMUNITY FOCUS

### NOTABLE PROJECTS

#### DSP

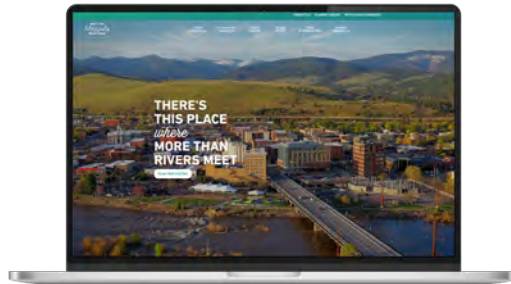
The Destination Stewardship Plan for Missoula is a 10-year strategic roadmap that includes a vision for the future of Missoula as a destination – as well as goals and strategic initiatives to help achieve that vision by 2034. It is an ongoing and living document that will be used to guide work that achieves the vision for Missoula that has been established by the stakeholders and residents in the community.

#### MEETINGS SITE

Destination Missoula’s “Meet in Missoula” webpage was recently given a refresh to help make hosting and planning easy and accessible for events and conferences of all kinds. As well as the new look, the site’s venue finder feature was updated to help compare Missoula’s wide variety of event spaces.

#### KNOW YOUR PUBLIC LANDS CAMPAIGN

This campaign is designed to create a culture of stewardship, responsible recreation, and public lands ownership and management among locals and visitors. By raising awareness for the importance of our public lands and the people who take care of them, we’re able to enjoy everything they have to offer.



Meetings Site



Know Your Public Lands Campaign

## » SPREADING THE WORD *Influencers*



**GWYN AND AMI** | @gwynandami  
 GWYNETH AND AMIANA MANSER | MAY 15-18, 2025

Representation of LGBTQ+ community, short-distance drive between Spokane and Missoula for a long weekend trip, proximity of unique outdoor experiences

**DELIVERABLES:** 1 reel, 3 story sets (1 frame each).  
**VALUE ADD:** 2 stories, 1 TikTok

*Earned Media Value:*

**\$102,823**

*Engagement:*

**3,179**

*Reach:*

**90,141**

*Instagram followers:*  
 85,234

*TikTok followers:*  
 8,193

**EYE OF TY** | @eye.of.ty  
 TY NEWCOMB | MAY 5-8, 2025

*Earned Media Value:*

**\$55,972**

*Engagement:*

**2,338**

*Reach:*

**55,569**

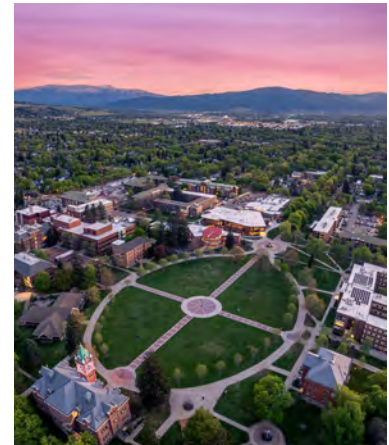
Photography of Missoula spring, direct flight between Missoula and Denver, adventure found within the city

**DELIVERABLES:** 1 reel, 2 Instagram posts, 4 story sets (3 frames each), 20 high-quality images, 1 blog post.

**VALUE ADD:** Featured Instagram highlight, 1 TikTok, 2 blog posts, 33 images, 48 video clips

*Instagram followers:*  
 269,705

*TikTok followers:*  
 32,800



**YOUR NORTHWESTIE BESTIE** | @yournorthwestbestie  
KARA PATAJO | JUNE 2-5, 2025

*Earned Media Value:*

**\$29,336**

*Engagement:*

**514**

*Reach:*

**31,728**

Car-free weekend itinerary, direct flight between Seattle and Missoula, diverse urban and natural amenities (yoga, watercolor hike experience, bike riding on the Clark Fork, dining, shopping)

**DELIVERABLES:** 2 Instagram posts, 3 stories (3 frames each).

**VALUE ADD:** 1 Instagram post, 2 TikToks, 1 blog post

*Instagram followers:*  
24,480

*TikTok followers:*  
5,671



**DEAF JOURNEY** | @deafjourney  
LILY YU | JUNE 13-15, 2025

Representation of accessible community, weekend itinerary (whitewater rafting, Paddleheads game, dining), direct flight between LA and Missoula.

**DELIVERABLES:** 1 Instagram carousel, 3 story sets (3 frames each), 1 blog post, 3 high-quality images,  
**VALUE ADD:** 1 Instagram carousel, 2 Facebook posts, 3 high-quality images, 3 LinkedIn posts (note: LinkedIn is excluded from Klear metrics)

*Instagram followers:*  
39,634

*Facebook followers:*  
10,000

*LinkedIn followers:*  
3,073

*Earned Media Value:*

**\$9,636**

*Engagement:*

**1,115**

*Reach:*

**18,899**

# TOP 5 EARNED MEDIA WINS

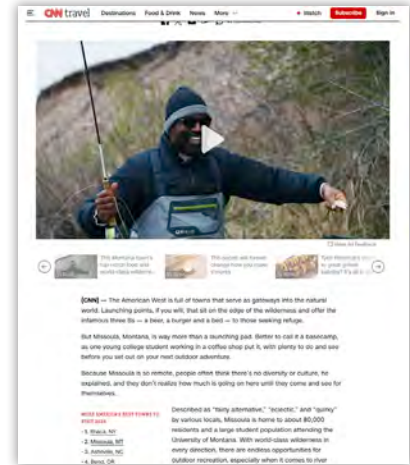
**1 CNN TRAVEL** | America's Best Towns to Visit in 2025: Missoula, Montana is far more than a gateway to world-class wilderness: America's best towns to visit 2025



SCAN FOR ARTICLE

**UVM:** 23,015,322 | **AVE:** \$212,891.73

**FOCUS:** Each year, CNN Travel selects 10 of the best towns to visit for the year. Our team worked directly with the writer and producer to help shape this story, which highlights fly fishing with Blackfoot River Outfitters, the University of Montana, outdoor recreation in the surrounding mountains and rivers, The Trailhead, the Historical Museum at Fort Missoula, KettleHouse and more. \*This story also aired on live TV (CNN national)



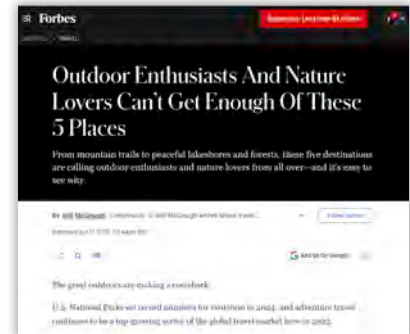
**2 FORBES** | Outdoor Enthusiasts and Nature Lovers Can't Get Enough of These 5 Places



SCAN FOR ARTICLE

**UVM:** 57,443,427 | **AVE:** \$531,351.70

**FOCUS:** Our team worked with travel writer Will McGough to help Missoula land on this list, which spotlights Missoula's outdoor recreation scene (fly fishing and mountain biking), along with its music and art scene.



3

**THE NEW YORK TIMES** | \$67 a Day for a Week of Skiing? We Put the Indy Pass to the Test. Our Frugal Traveler tries out the bargain pass at frill-free resorts in Utah, Idaho and Montana.



SCAN FOR ARTICLE

**UVM:** 145,967,548 | **AVE:** \$1,350,199.82  
**FOCUS:** Our team connected with the columnist when she was planning a trip to town and met her for dinner to share the best places to eat and stay. \*This story also ran in the print edition of the newspaper



4

**FIELD & STREAM** | 10 Top Trout Towns: The Best Trout Fishing in the U.S.



SCAN FOR ARTICLE

**UVM:** 497,485 | **AVE:** \$4,601.74  
**FOCUS:** We met the writer Sage Marshall, a Missoula resident, at Outdoor Media Summit and continued to talk about our fishing scene in Missoula.



5


**MISSOULIAN** | Outdoor Media Summit brings industry's leading brands, media to Missoula



SCAN FOR ARTICLE

**UVM:** 105,169 | **AVE:** \$972.81  
**FOCUS:** With one of the top outdoor media events in our backyard, we pitched this story to the local outdoors reporter who attended the event and covered the story.



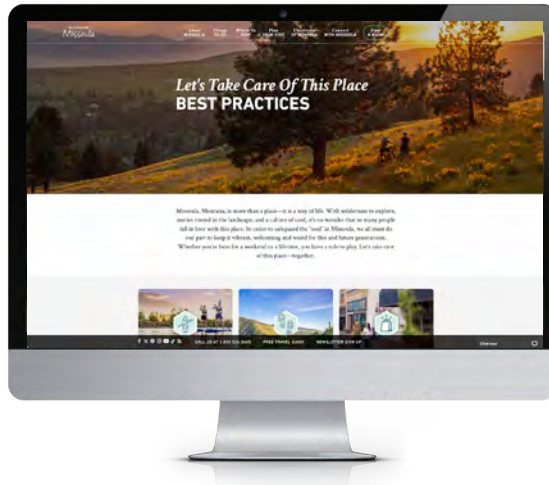


“Destination Missoula fuels the growth of Missoula’s air service by driving demand, supporting new routes, and strengthening our airport’s ability to connect travelers to Western Montana. Their leadership in securing multiple Small Community Air Service Development Grants helps ensure Missoula continues to receive the air service this region deserves.”  
- Brian Ellestad, Missoula Montana Airport

## ➤ DESTINATION STEWARDSHIP PLAN

The Destination Stewardship Plan is a 10-year strategic roadmap that includes a vision, goals and strategic initiatives. It is more than an idea — it is the result of a deep love and respect for this place by residents, businesses, the University of Montana, nonprofits and visitors who strive to keep Missoula vibrant, to inspire lasting and positive change, and to nurture Missoula as a sustainable haven in our ever-changing world. We're in the process of including DSP language across all of Destination Missoula's marketing, and working to increase awareness for the project for both visitors and locals.

Since completing the plan in 2023, we've built a strong foundation by collaborating with and listening to Missoulians. Sustainability isn't one-size-fits-all, and this plan reflects the diverse voices of our community. Looking ahead, we're launching full-scale outreach to raise awareness, promote responsible tourism, inspire everyday sustainable choices and deepen partnerships across the region. Our goal is to support long-term economic vitality while keeping Missoula wild, welcoming and wonderfully itself for generations to come.



Best Practices Landing Page



Best Practices Icons

## Tourism is a leading industry in Montana.

*State of Montana*

**\$5.82 billion**

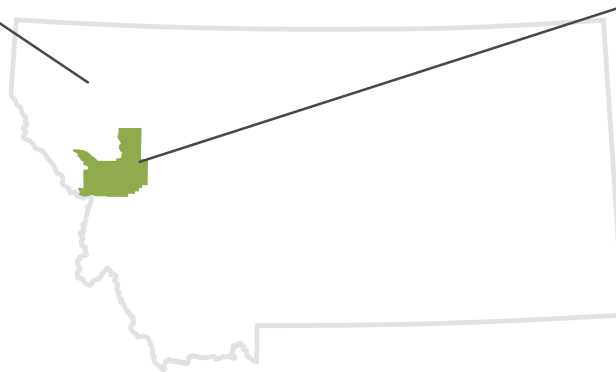
*economic impact*

**38,240**

*Montana jobs*

**\$308 million**

*in state and local taxes*



*Missoula County*

**\$501.7 million**

*economic impact*

**5,028**

*Missoula jobs*

**\$35.8 million**

*in state and local taxes*

MONTANA:  
**13.7 million**  
*visitors annually*

MISSOULA:  
**1,021,055**  
*visitors spent one or more nights*

**\$680.00**

in Montana Resident taxes saved annually\*

\*PER AVERAGE HOUSEHOLD



**ENPLANED PASSENGERS**

2024 **1,021,356**

2023 **913,198**

2022 **844,012**

2021 **766,054**

DATA FROM ITRR UNIVERSITY OF MONTANA

## CALL CENTER NUMBERS

**237,615**

Inquiries for FY25

**227,939**

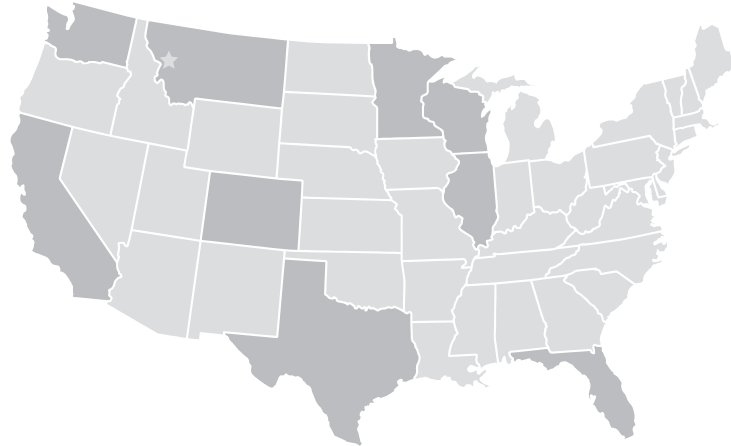
Inquiries for FY24

**225,093**

Inquiries for FY23

### TOP 10 STATES

1. California
2. Texas
3. Washington
4. Montana
5. Illinois
6. Wisconsin
7. Minnesota
8. Michigan
9. Colorado
10. Florida



### STR REPORT: 2024

| Occupancy | Avg. Daily Rate | RevPar  | Supply    | Demand  | Revenue       |
|-----------|-----------------|---------|-----------|---------|---------------|
| 59.9%     | \$158.34        | \$94.80 | 1,216,776 | 728,513 | \$115,353,617 |

### TOP 10 WAYS VISITORS FIND US

1. Google CPC & SEO
2. Glacier Country COOP
3. *Yellowstone Journal* Magazine, Email - Digital Ads
4. *Midwest Living* Magazine All Sources
5. *Better Homes and Gardens* All Sources
6. Visitor IQ Audience Campaign
7. Meet Me in Missoula Campaign
8. Publicity Strategies
9. General DM.org Website Guestbook Entries
10. Summer FY 25 Bonus Campaigns

### VISITOR INFORMATION CENTER

#### Top States

1. California
2. Texas
3. Washington
4. Georgia
5. North Carolina
6. Florida & Montana (tie)

#### Top Countries

1. US
2. Canada
3. Germany
4. France
5. Australia
6. UK

*total visitors* **4,672**



» EXPANDING OUR REACH *Marketing & Communications*

TOTAL AUDIENCE: **106,831**  
+3.6%

NET AUDIENCE GROWTH:  
+3,385

**TOTAL FOLLOWERS**  
(Comparing growth from FY24 to FY25):

*Facebook followers*  
**f 69,140**  
+1,239 FOLLOWERS

*Instagram followers*  
**📷 30,561**  
+1,737 FOLLOWERS

*X followers*  
**X 7,112**  
+859 FOLLOWERS



**TOP PERFORMING REEL:**

*Instagram:*  
Burgers of Missoula  
**63,315**  
impressions

**4,399**  
engagements

**1,326**  
shares



“Destination Missoula has been an invaluable partner to ZACC, helping amplify the roles that the arts play in shaping Missoula’s identity. The ZACC is often highlighted in events and happenings around Missoula on their website, which helps to bring in foot traffic. Their support brings new audiences into our Historic Studebaker Building, which strengthens cultural tourism. Destination Missoula works hard to ensure that local artists, arts businesses, and community programs remain visible, accessible, and deeply connected to the broader Missoula community. Thank you for all that you do to make Missoula shine!”  
- Sarah Justice, Zootown Arts Community Center (ZACC)



## » EXPANDING OUR REACH *Marketing & Communications*

2025 DESTINATIONMISSOULA.ORG UNIQUE VISITORS

# 1,454,910 NEW RECORD

FY24 1,353,410    FY23 1,325,404



### DESKTOP

FY25 687,291  
FY23 700,208  
FY22 720,011



### SMARTPHONE

FY25 761,996  
FY23 577,096  
FY22 538,990



### TABLET/OTHER

FY25 44,823  
FY23 48,103  
FY22 46,103

### TOP 10 STATES

|              |
|--------------|
| California   |
| Texas        |
| Montana      |
| Washington   |
| Illinois     |
| Colorado     |
| Oregon       |
| Arizona      |
| Pennsylvania |
| New York     |

### TOP COUNTRIES

|             |
|-------------|
| Canada      |
| UK          |
| Germany     |
| France      |
| Australia   |
| Japan       |
| Spain       |
| Netherlands |
| Mexico      |
| Ireland     |

### MOST READ BLOGS

1. Monthly Guides Blog Updates
2. Ultimate Guide to Craft Beverage in Missoula
3. Cold Drinks to Enjoy This Summer in Missoula
4. Our Famous Farmers Markets Finds
5. 10 Date Ideas in Missoula
6. 5 Photos That Will Make You Want to Go Tubing in Missoula
7. Things to Look Forward to This Fall in Missoula
8. Classic Must See Missoula Attractions
9. Family Friendly Fall Activities in Missoula
10. Missoula Spring 2023 – New Restaurants

## ➤ EXPANDING OUR OUTREACH *Marketing and Communications*

### VISION STATEMENT

A vibrant and inclusive quality of life, place and experience for our community and visitors.

### MISSION STATEMENT

Promoting responsible and sustainable year-round tourism in Missoula and the surrounding areas.

### THERE'S THIS PLACE CAMPAIGN

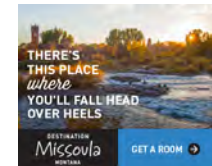
There's This Place alright. This campaign immediately evokes the nostalgia we were going for, mimicking the way someone returning from a trip might tell stories of their epic vacation. It ties the uniqueness and charm of this place with all the best activities and opportunities it has to offer. This creative tagline has been an overwhelming success, providing endless tagline extensions to identify the various unique recreational, historical and natural resources that make Missoula worth experiencing for yourself. The versatility of There's This Place has allowed us to promote meetings, sports, film, responsible recreation, art and culture and so much more under one consistent, recognizable brand campaign.

### NEW MARKETING PLAN

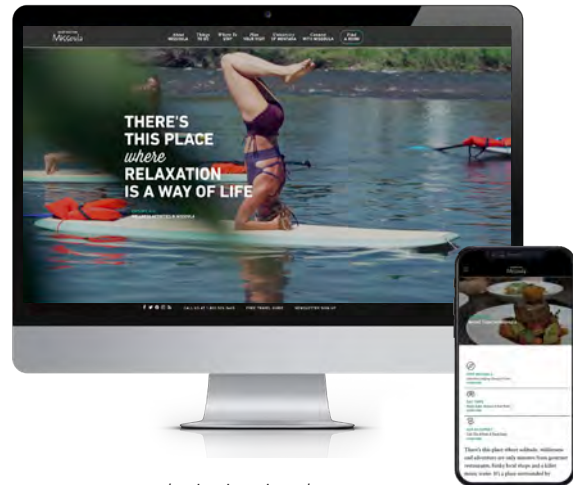
Destination Missoula's FY 25-26 Plan is complete, with a strong focus on destination stewardship and community alignment.



Midwest Living Magazine



Banner Ads



destinationmissoula.com

## MUSIC SPONSORSHIP

This summer, Destination Missoula and Western Montana’s Glacier Country partnered to head three major giveaways for the most anticipated music events of the season, offering prize packages for Zootown Festival, Shania Twain and the Pixies. Packages included premium seating at each event, hotel accommodations, Missoula Downtown Association gift cards and more.

The giveaway campaigns featured broad exposure, securing nearly one million impressions on StackAdapt, and over 700,000 impressions on Meta, with all three campaigns performing well across multiple platforms.

## MEET ME IN MISSOULA

There’s more to Missoula than summer river floats and winter powder days. Meet Me in Missoula is a campaign specifically designed to encourage shoulder season travel by diving into the community of arts and culture that never hibernates. A weekend getaway contest drives traffic to the website and social media channels, where we continuously highlight and update local events. Winter 2024 brought in 140 entries, Spring 2025 brought in 1,411, while Winter 2025 brought in 345 entries.

## RIVER SAFETY

The River Safety Campaign has created videos for social media that share tips on how to properly access and recreate on the river during the warm season, allowing visitors and locals insider tips on how to recreate responsibly. The social media toolkit provides a framework for shareholders to help guide their messaging and promote recreating on the river consciously and intentionally.



WATCH RIVER SAFETY VIDEO

**Meet Me in Missoula**  
WEEKEND GIVEAWAY I MAY 2-4

Meet Me in Missoula weekend is an unforgettable time of year when friends from near and far come together to celebrate springtime in our charming mountain town. Missoula in the spring is vibrant—color paints the mountains and green hillsides play home to wildflowers, wildlife, and wild adventures. Rejuvenate with a weekend of local craft brews, tax-free (and guilt-free) shopping, delicious dining, fresh air and fun events for the whole family. What more are you waiting for? Enter to win today! We cannot wait to see you in Missoula.

Enter to win the Meet Me in Missoula Spring Giveaway. The prize package includes a 2-night stay at the Wren, 2 tickets to Cinderella by Missoula Children's Theatre, 2 tickets to Garden City Brewfest and a Downtown Missoula Gift Card.

ENTER TO WIN BY APRIL 22  
DESTINATIONMISSOULA.ORG/SPO  
1.800.526.3445

DESTINATION  
**Missoula**  
MONTANA

Man! I Feel Like a Winner Giveaway  
Win floor tickets, hotel, gift cards & more!

*Shania TWAIN*  
LIVE IN CONCERT

July 2 | Washington Grizzly Stadium in Missoula, Montana

Enter to Win

Music Sponsorship Banner Ads

The Ultimate Zootown Music Festival Giveaway  
Win floor tickets, hotel, gift cards & more!

**ZOOTOWN**  
MISSOULA, MONTANA  
2024-2025

WIN VIP PASSES, HOTEL, GIFT CARDS & MORE!

Enter to Win

Rock the Mountains Giveaway  
Win tickets, hotel, gift cards & more!

*PIXIES*  
MILK

August 31 | KettleHouse Amphitheater in Missoula, Montana

Enter to Win

Meet Me in Missoula Print Ad

» CONNECTIONS *Strategic Alliances*

PARTNERSHIPS

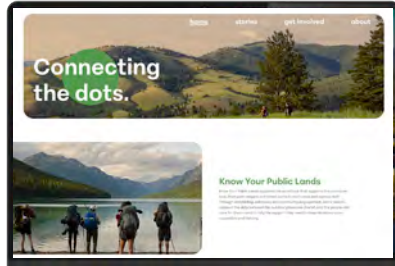
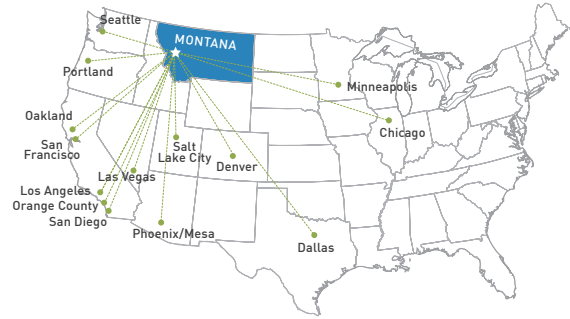




TAKE FLIGHT  
MISSOULA

### Destination Missoula and TBID are Take Flight Missoula’s biggest sponsor.

Take Flight Missoula is a community-led effort to expand air service in Missoula. Increased air service will drive ticket prices down, attract more visitors, benefit economic development and make travel more convenient through increased connectivity. Destination Missoula/TBID contributed \$250,000 towards the air guaranty with American Airlines for a year-round direct flight to Chicago O’Hare International Airport (ORD) that was announced on June 25, 2025. This route will open the door to improved access from key east coast and southeast destinations, making it easier than ever for travelers to experience Missoula. The route’s service began on Dec 18th 2025.



### KNOW YOUR PUBLIC LANDS CAMPAIGN

This campaign is designed to create a culture of stewardship, responsible recreation and public lands ownership and management among locals and visitors. By raising awareness for the importance of our public lands and the people who take care of them, we’re able to enjoy everything they have to offer.

### TRAVEL GUIDE

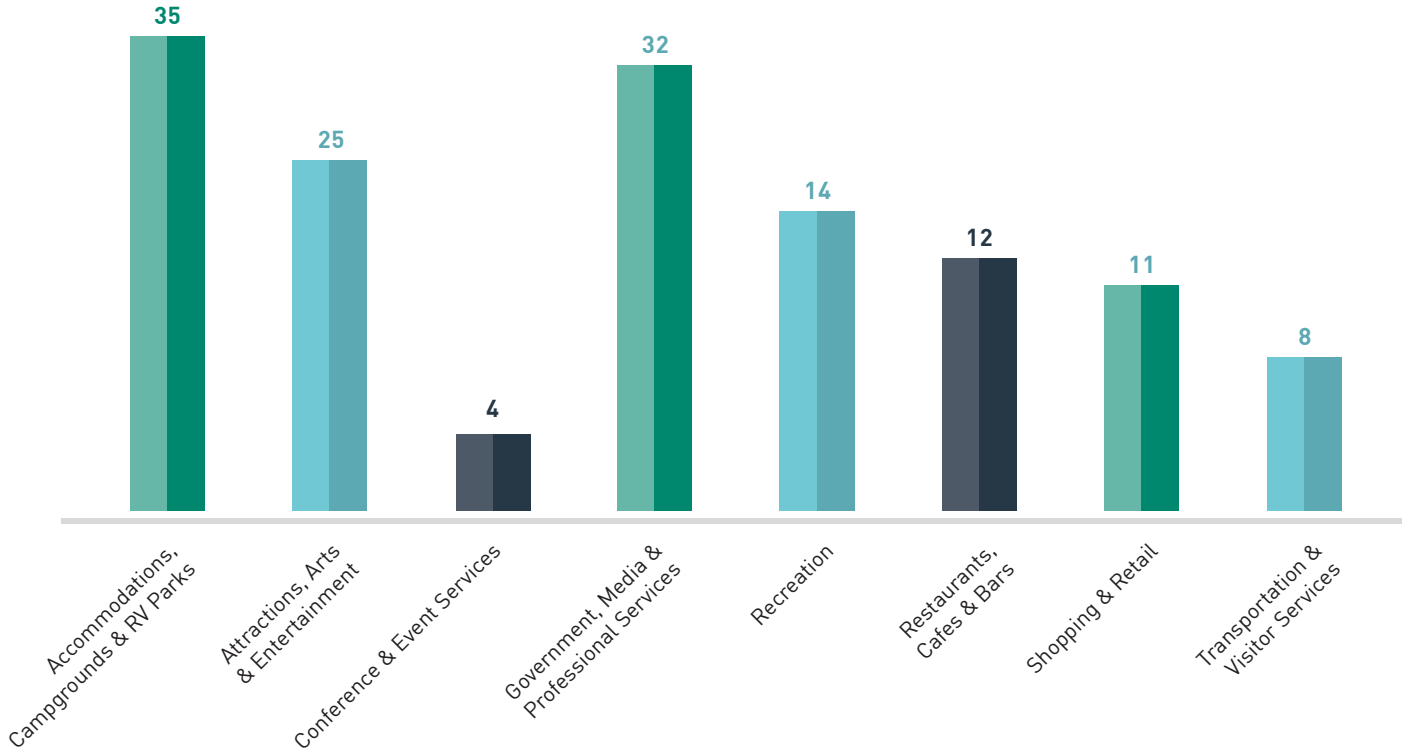
# 100,000 COPIES

of the Missoula Area Visitor Guide was distributed nationally and internationally through the call center, at key partner locations and in racks from Glacier to Yellowstone and in Spokane. An interactive guide is viewable online as well.



➤ **STRENGTH IN NUMBERS** *Memberships*

**PARTNERSHIP INDUSTRY BREAKDOWN FY24-25**



**DESTINATION MISSOULA PARTNERSHIPS**

FY 20/21: 147

FY 21/22: 147

FY 22/23: 142

FY 24/25: 141

## » A WINNING COMBINATION *DM & TBID Grants, Sponsorships and Bids Awarded*

### COMMUNITY SPONSORSHIP

| Organization                       | TBID Budget | DM Budget | Project  |
|------------------------------------|-------------|-----------|--|
| Big Sky Film Institute             | \$5,000     | \$5,000   | BSDFF Opening Night Sponsor                          |
| Missoula Downtown Foundation       | \$2,500     | \$2,500   | Downtown Riverside Arts Wall                         |
| Western MT LGBTQ+ Community Center | \$5,000     | \$5,000   | Missoula Pride Sponsorship                           |
| Warrior Movement                   | \$7,000     | \$0       | Summer Native American Classic Basketball Tournament |

### TBID GRANTS

| Event   | \$ Granted | Estimated Attendance | Estimated Economic Impact |
|---|------------|----------------------|---------------------------|
| National Association for Interpretation - Heartland Regional Conference | \$9,000    | 200                  | \$167,175                 |
| 2025 Forest Service Retiree Reunion                                     | \$10,000   | 400                  | \$265,625                 |
| 2026 MT DECA State Career Development Conference                        | \$10,000   | 850                  | \$311,396                 |

### BIDS AWARDED

| Event   | Date         |
|---|--------------|
| Montana High School Association All State Cross Country | October 2024 |
| Montana High School Association State B Basketball      | March 2025   |
| Montana High School Association State B/C Track & Field | May 2025     |
| Montana High School Association State B/C Tennis        | May 2025     |



Big Sky Documentary Film Fest

“The DRAW project has been very fortunate to not only receive a donation from the Destination Missoula and Tourism BID Boards, but to also receive financial and professional support by providing Windfall to help film and document the project, art and artists.

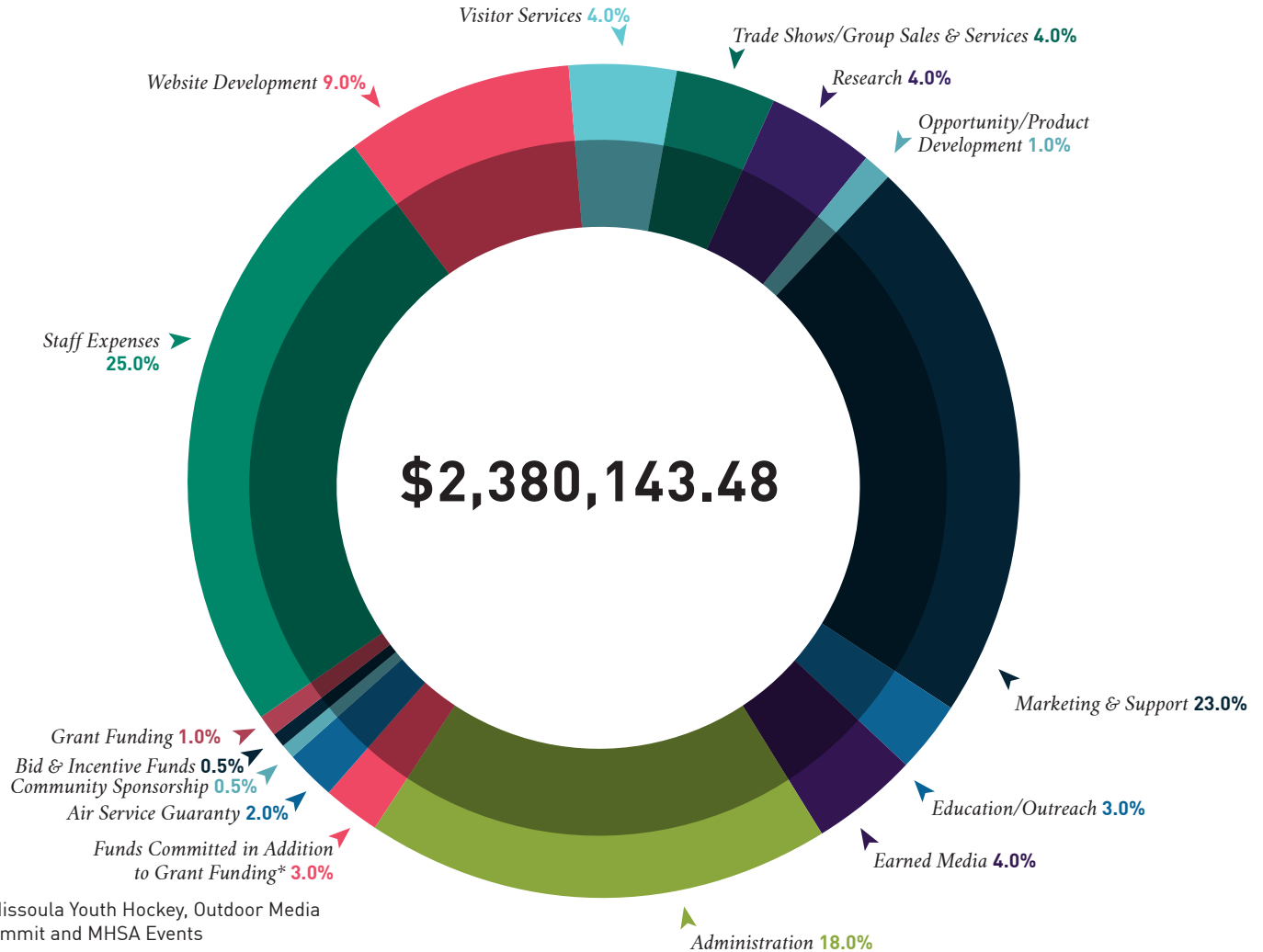
When Destination Missoula found out we wanted to create a short film about the project, they jumped at the opportunity to help us realize this goal. We are looking forward to completing the project and having a short film to help celebrate and promote the participating Montana Indigenous artists and their art, language and history.”

- Karren Sippy, Downtown Riverside Art Walls (DRAW) Project



# » COMBINED FUNDING 2024-2025 Budget

BED TAX, TBID, PRIVATE



\*Missoula Youth Hockey, Outdoor Media Summit and MHSa Events

“Destination Missoula has been a cornerstone of what makes events like Zootown Festival possible. Their work attracting visitors, supporting local tourism infrastructure, and championing Missoula as a world-class destination creates the foundation our festival is built on. When 15,000 people a day show up to celebrate music in this valley, that doesn’t happen in a vacuum; it happens because organizations like Destination Missoula have spent years telling Missoula’s story to the world.”

- Scott Osburn, ZooTown Music Festival



## » OUR TEAM *Board & Staff*

Barbara Neilan  
*Executive Director*

Sage Grendahl  
*Director of Operations*

Kara Bartlett  
*Group Sales Manager*

### STAFF

Emily Rolston  
*Group Sales Manager*

Mary Holmes  
*TBID & Partnership Development Manager*

Courtney Brockman  
*Visitor Services & Administrative Coordinator*

Liliana Silver  
Cayden Cook  
Katherine Bratches  
Roger Semler  
*Seasonal Staff*

### FY24-25 TBID BOARD OF DIRECTORS

Daniel Monahan | President  
*Doubletree by Hilton Missoula Edgewater*

Larry Lambert | Secretary/Treasurer  
*Days Inn & Suites-Downtown University*

Tim Giesler  
*Homewood Suites*

Mimi Gustafson | Vice President  
*Holiday Inn Missoula Downtown*

Whitney Bergmann  
*Best Western Plus Grant Creek Inn*

Keyvin Pollington  
*City Center Motel*

### FY24-25 DM BOARD OF DIRECTORS

#### EXECUTIVE COMMITTEE

Molly Stockdale  
*President*  
*Travelers' Rest Connection*

David Herrera  
*Past President*  
*Gay Health Task Force*

Jessica DeMarois  
*Council*  
*JDMT Law*

*Vice President*  
*Run Wild Missoula*

Matthew 'Raz' Schneider  
*President Elect*  
*Individual*

Sharon Rhodes  
*Treasurer*  
*JCCS*

Terri Raugland  
*Vice President & Secretary*  
*Blackfoot River Outfitters*  
Trisha Drobeck

Tucker Sargent  
*Vice President*  
*Missoula Broadcasting,*  
*Ink Realty, Griz Hockey*  
*and Lacrosse*

Randy Arnold  
*Missoula County Lands,*  
*Culture & Rec. Dept*

Quentin Incao  
*Q Hospitality Management*

Kim Sawyer  
*Fairfield Inn & Suites Missoula*  
*Stephen Simpson | Individual*

Mimi Gustafson  
*Holiday Inn Missoula Downtown*

Chuck Maes  
*University of Montana*  
*Grizzly Athletics*

Stephen Simpson  
*Esseffess LLC*

Laura Henning  
*Glacier Ice Rink*

Ryan Martin  
*U of M President's Off. Events & Planning*

Heidi Wallace  
*EmpowerMT*

DESTINATION  
*Missoula*  
MONTANA



DESTINATIONMISSOULA.ORG