

MAIN STREET MONTANA PROJECT

A BUSINESS PLAN

For Montana by Montanans

October 14, 2014

**10:00 AM-3:00 PM Board Room Montana State Fund Building, 855
Front Street, Helena Montana**

Discussion Draft

Agenda

- 10:00AM** **Welcome**
Taylor Middleton, CEO, Big Sky Resort, Rhonda Fitzgerald, Owner Garden Wall Inn, Whitefish Montana
- 10:10 AM** **Self Introduction of KIN Members, their business and one thing that the State could do to would improve their business**
- 10:35** **Overview of the Governor's Main Street Montana Program**
Jim Molloy, Governor's Office
- 10:50** **Setting the Context**

Overview of Tourism in the Montana Economy
Kara Grau, Assistant Director of Economic Analysis , Bureau of Business and Economic Research
- 11:10AM** **Today's Goals and Objectives**
Mary Craigle
- 11:20AM** **Assessing Tourism In Montana : SWOT**
Mary Craigle
- 11:45AM** **Deliver Lunch**
- 12:15PM** **The Montana Brand (Pillar IV)**
Presentation by the Department of Tourism Marketing Program and Materials.
Roundtable Discussion: Have you used it? Does it work for your business? Could it be better? Etc.



12:45 Prioritizing Issue Areas and Actions across 4 Pillars
Mary Craige

1. Train and Educate Tomorrow's Workforce Today
2. Create a Climate that Attracts, Retains and Grows Businesses
3. Build upon Montana's Economic Foundation
4. Nurture Emerging Industries and Encourage Innovation

2:40PM Where Do We Go From Here?

3:00PM Adjourn and Thank You!

