



Shelby Area Chamber of Commerce
Office Hours: Monday- Friday 9 a.m. to Noon
Phone: (406)-434-7184 Fax: (406)-424-7234
100 Montana Avenue P.O. Box 865
Shelby, MT 59474
shelbycoc@3rivers.net www.shelbymtchamber.org

SHELBY AREA CHAMBER OF COMMERCE

January 4, 2019

Dear City of Shelby,

The Shelby Area Chamber of Commerce would like to thank City of Shelby for your continued commitment to the Chamber. Your 2019 membership serves to support Chamber efforts; promote our business community; and ultimately strengthen Shelby and Toole County. The Chamber looks forward to working with you to improve our business climate and our community.

The Chamber website lists the location for our Monday Member Meetings and the office always emails a Friday and Monday reminder to all Chamber Members of the meeting time and location. Our meetings include sharing of community activities, but if you can't make the meetings you can still stay informed through the minutes which are emailed to the Chamber membership.

Your Chamber membership ensures your listing on the Chamber Directory; and entitles you to participate in our Coupon Bonus Book, be added to the Welcome Packets for new residents, be a part of our advertisement on the Shelby page in the Central Montana Tourism Planner, and host a Chamber After Hours event. Your business will also be listed on the Chamber Website, and your special events will be added to the Chamber Facebook page if you notify us.

I have enclosed a 2019 date tag for your membership plaque. Thank you again for your commitment to the Chamber. It is greatly appreciated.

Sincerely,

Doreen Mckelvey
Executive Director
Shelby Area Chamber of Commerce



The Shelby Area Chamber of Commerce serves to promote a positive business environment as a voice and resource in partnership with business, education, agriculture, civic and community organizations throughout Shelby and Toole County.

Jade Goroski

From: Pam Forsman <pforsman@mmia.net>
Sent: Friday, January 04, 2019 8:56 AM
To: Jade Goroski
Subject: Member Accounting Statements
Attachments: SHELBY.pdf; SHELBY.pdf

For your information only – no action is required.

The attached reports are being provided to you for your records, showing your city/towns net position in the MMIA Liability Program and Workers' Compensation Program as of June 30, 2018.

MMIA through its auditing contractor, Amatics CPA Group, provides these reports to each city/town in the programs showing the member the balance in your respective individual member accounts per program. These represent each member entity's share of assessments, plus investment earnings, less claims, judgments, administrative costs and other expenses, which have been made against the programs.

Again, no action is needed. These are for your records only.

Pam Forsman, Administrative Assistant
Montana Municipal Interlocal Authority (MMIA) | Montana League of Cities and Towns (MLCT)
Ph: (406) 443-0907, Ext 113 (800) 635-3089
FAX: (406) 449-7440
Direct Line: (406) 495-7008
Email pforsman@mmia.net
Please visit the MMIA website at www.mmia.net

MONTANA MUNICIPAL INTERLOCAL AUTHORITY
LIABILITY PROGRAM
MEMBER'S STATEMENT OF CHANGES IN NET POSITION
June 30, 2018

AMATICS CPA GROUP



220 West Lamme St Ste 3A
Bozeman, MT 59715

P. O. Box 1207
Bozeman, MT 59771

P 406.404.1925
F 406.404.1926

INDEPENDENT ACCOUNTANTS' REPORT

Board of Directors
Montana Municipal Interlocal Authority – Liability Program
Helena, Montana

We have examined management's assertion that the accompanying member's statement of changes in net position of the Montana Municipal Interlocal Authority (Liability Program) for the year ended June 30, 2018 is presented in accordance with the criteria set forth in Note 1. Montana Municipal Interlocal Authority's management is responsible for the assertion. Our responsibility is to express an opinion on the accompanying member's statement of changes in net position of the Montana Municipal Interlocal Authority (Liability Program) based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants and the Government Auditing Standards, issued by the Controller General of the United States. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the member's statement of changes in net position is presented in accordance with the criteria, in all material respects. An examination involves performing procedures to obtain evidence about the member's statement of changes in net position. The nature, timing, and extent of the procedures selected depend on our judgment including an assessment of the risks of material misstatement of the member's statement of changes in net position, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

In our opinion, the member's statement of changes in net position is presented in accordance with the criteria set forth in Note 1, in all material respects.

Amatics CPA Group

Bozeman, Montana
September 6, 2018



AmaticsCPA.com

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY - LIABILITY PROGRAM
MEMBER'S STATEMENT OF CHANGES IN NET POSITION
YEAR ENDED JUNE 30, 2018**

CITY / TOWN - SHELBY

REVENUE	
Risk premiums - net of reinsurance	\$ 39,290
Investment income (loss)	2,751
	42,041
EXPENSE	
Claims paid	41,468
Administration and operating expense	7,180
	48,648
NET INCOME (LOSS) AVAILABLE FOR UNPAID CLAIM LIABILITY ADJUSTMENTS	(6,607)
UNPAID CLAIM LIABILITY EXPENSE (INCOME) ADJUSTMENTS FOR:	
Estimated claims reported but unpaid	(53,585)
Estimated claims incurred but not reported and loss development	(8,157)
Estimated unallocated claim adjustment expense	(1,237)
	(62,979)
NET INCOME (LOSS) ALLOCATED TO MEMBER	56,373
Member's net position (deficit) beginning of year-unrestricted	-
Member's net position (deficit) beginning of year-restricted	309,164
Less distributions declared and payable	(22,795)
TOTAL MEMBER'S NET POSITION (DEFICIT) END OF YEAR	\$ 342,742
MEMBER'S NET POSITION (DEFICIT) END OF YEAR ALLOCATED AS FOLLOWS:	
Member's net position (deficit) end of year-unrestricted	-
Member's net position (deficit) end of year-restricted	342,742
TOTAL MEMBER'S NET POSITION (DEFICIT) ALLOCATED	\$ 342,742

**SEE THE ACCOMPANYING INDEPENDENT ACCOUNTANTS' REPORT AND THE NOTES
TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION**

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
LIABILITY PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

1. MEASUREMENT AND DISCLOSURE CRITERIA

The accompanying member's statement of changes in net position is the allocation of the total Montana Municipal Interlocal Authority's (Liability Program) revenue, expense and changes in unpaid claims liabilities for the year ended June 30, 2018. The change in net position is added (subtracted) from the beginning member's net position from previous years' calculations to arrive at the member's ending net position. The basic purpose of this allocation, as set forth in the Liability Program Agreement, is to provide member cities with a pre-determined equitable formula for the allocation of any net income (change in net position) experienced by the Liability Program in each year. The member's statement of changes in net position is prepared each year for accounting allocation purposes even if the Liability Program has not experienced a profit.

2. PREMIUMS AND START UP FEES

Premiums and start up fees represent actual premiums accrued per member and member's initial start up fees if the member joined during the year ended June 30, 2018.

3. INVESTMENT INCOME

Investment income consisting of interest income is allocated to each member with a net positive member position as of June 30, 2017. Net decrease in fair value of investments for the year ended June 30, 2018 is allocated to each member based upon premiums received net of reinsurance paid.

4. CLAIMS PAID

Claims paid represent actual claims allocated to each member by the claim administration department, including claim legal defense.

5. ADMINISTRATION AND OPERATING EXPENSE

Administration and operating expense is allocated to each member based upon actual member accrued premiums.

6. ESTIMATED CLAIMS REPORTED BUT UNPAID

The liability adjustment for estimated claims reported but unpaid represents an adjustment of the estimated dollars that will have to be paid on claims reported and still open June 30, 2018 as compared to the estimated claims reported but unpaid as of June 30, 2017. The estimated claims reported but unpaid are allocated to each member by the claim administration department.

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
LIABILITY PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

7. ESTIMATED CLAIMS INCURRED BUT NOT REPORTED AND LOSS DEVELOPMENT

Estimated claims incurred but not reported and loss development represents an adjustment of the claims incurred but not reported to the claim administration department and estimated future loss development the Authority may incur on the estimated claims reported but unpaid as of June 30, 2018, as compared to the estimated liability as of June 30, 2017. This estimated liability adjustment is an actuarial present value estimate allocated to each member based upon the member's ratio of estimated claims incurred to the total Authority's Liability estimated claims incurred after a percentage of the total estimated liability is allocated to members with no incurred losses proportionately based upon premiums.

8. CLAIM ADJUSTMENT EXPENSES

Claim adjustment expenses include all costs expected to be incurred in connection with the settlement of unpaid claims. Allocated claim adjustment expenses are those that can be associated directly with specific claims paid or in the process of settlement, such as legal and adjusters' fees. The estimated future allocated claim adjustment expenses are included in the actuarially determined unpaid claims liabilities classified as estimated claims incurred but not reported and loss development liability adjustment. Claim adjustment expenses also include unallocated claim adjustment expenses, which are claim administration expenses, which cannot be associated with specific claims paid. A separate estimated unallocated claim adjustment liability is set up for this unallocated claim adjustment expense. The liability adjustment for estimated unallocated claim adjustment expense represents an adjustment of the estimated liability as of June 30, 2018, as compared to the estimated liability as of June 30, 2017.

9. MEMBER'S NET POSITION (DEFICIT) - RESTRICTED

Member's net position (deficit) - restricted, represents the net position (deficit) of the member that has been calculated for internal accounting and informational purposes only and does not represent separate member's funds. The positive restricted net position represents the net position of the Authority which is restricted in accordance with the program agreement including a contingency reserve. The negative restricted net position represents the member's (deficit) in the program, which belongs to the Authority.

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
LIABILITY PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

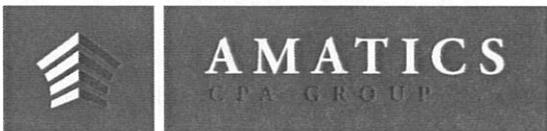
10. MEMBER'S NET POSITION - UNRESTRICTED

Member's net position - unrestricted, represents net income of the program which has been allocated to the member, as set forth in the Liability Program Agreement formula. The balance in the member's net position - unrestricted, represents the member's share of program funds which:

- a. May be credited against future premium contributions or payable as dividends;
- b. Shall be payable to each member who withdraws from the Liability Risk Retention Program of the Authority or whose membership is terminated;
- c. May be charged against each member to create or restore the contingency reserve;
- d. May be payable to each member on termination of the Liability Risk Retention Program of the Authority.

MONTANA MUNICIPAL INTERLOCAL AUTHORITY
WORKERS' COMPENSATION
MEMBER'S STATEMENT OF CHANGES IN NET POSITION
June 30, 2018

AMATICS CPA GROUP



220 West Lamme St Ste 3A
Bozeman, MT 59715

P. O. Box 1207
Bozeman, MT 59771

P 406.404.1925
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INDEPENDENT ACCOUNTANTS' REPORT

Board of Directors
Montana Municipal Interlocal Authority – Workers' Compensation Program
Helena, Montana

We have examined management's assertion that the accompanying member's statement of changes in net position of the Montana Municipal Interlocal Authority (Workers' Compensation) for the year ended June 30, 2018 is presented in accordance with the criteria set forth in Note 1. Montana Municipal Interlocal Authority's management is responsible for the assertion. Our responsibility is to express an opinion on the accompanying member's statement of changes in net position of the Montana Municipal Interlocal Authority (Workers' Compensation) based on our examination.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants and the Government Auditing Standards, issued by the Controller General of the United States. Those standards require that we plan and perform the examination to obtain reasonable assurance about whether the member's statement of changes in net position is presented in accordance with the criteria, in all material respects. An examination involves performing procedures to obtain evidence about the member's statement of changes in net position. The nature, timing, and extent of the procedures selected depend on our judgment including an assessment of the risks of material misstatement of the member's statement of changes in net position, whether due to fraud or error. We believe that the evidence we obtained is sufficient and appropriate to provide a reasonable basis for our opinion.

In our opinion, the member's statement of changes in net position is presented in accordance with the criteria set forth in Note 1, in all material respects.

Amatics CPA Group

Bozeman, Montana
September 6, 2018



AmaticsCPA.com

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY - WORKERS' COMPENSATION
MEMBER'S STATEMENT OF CHANGES IN NET POSITION
YEAR ENDED JUNE 30, 2018**

CITY / TOWN - SHELBY

REVENUE	
Premiums - net of reinsurance	\$ 43,853
Investment income (loss)	(1,938)
	41,915
EXPENSE	
Claims paid	194
Administration and operating expense	7,163
	7,357
NET INCOME (LOSS) AVAILABLE FOR UNPAID CLAIM LIABILITY ADJUSTMENTS	34,558
UNPAID CLAIM LIABILITY EXPENSE (REVENUE) ADJUSTMENTS FOR:	
Estimated claims reported but unpaid	(59)
Estimated claims incurred but not reported and loss development	92,522
Estimated unallocated claim adjustment expense	7,366
	99,829
NET INCOME (LOSS) ALLOCATED TO MEMBER	(65,271)
Member's net position beginning of year-unrestricted	-
Member's net position (deficit) beginning of year-restricted	144,449
TOTAL MEMBER'S NET POSITION (DEFICIT) END OF YEAR	\$ 79,178
MEMBER'S NET POSITION (DEFICIT) ALLOCATED AS FOLLOWS:	
Member's net position end of year-unrestricted	-
Member's net position (deficit) end of year-restricted	79,178
TOTAL MEMBER'S NET POSITION (DEFICIT) ALLOCATED	\$ 79,178

**SEE THE ACCOMPANYING INDEPENDENT ACCOUNTANTS' REPORT AND THE NOTES
TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION**

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
WORKERS' COMPENSATION PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

1. MEASUREMENT AND DISCLOSURE CRITERIA

The accompanying member's statement of changes in net position is the allocation of the total Montana Municipal Interlocal Authority's (Workers' Compensation Program) revenue, expense and changes in unpaid claims liabilities for the year ended June 30, 2018. The change in net position is added (subtracted) from the beginning member's net position from previous years' calculations to arrive at the member's ending net position. The basic purpose of this allocation, as set forth in the Workers' Compensation Program Agreement, is to provide member cities with a pre-determined equitable formula for the allocation of any net income (change in net position) experienced by the Workers' Compensation Program in each year. The member's statement of changes in net position is prepared each year for accounting allocation purposes even if the Workers' Compensation Program has not experienced a profit.

2. PREMIUMS AND START UP FEES

Premiums and start up fees represent actual premiums accrued per member and member's initial start up fees if the member joined during the year ended June 30, 2018.

3. INVESTMENT INCOME

Investment income consisting of interest income is allocated to each member with a net positive member position as of June 30, 2017. Net decrease in fair value of investments for the year ended June 30, 2018 is allocated to each member based upon premiums received net of reinsurance paid.

4. CLAIMS PAID

Claims paid represent actual claims allocated to each member by the claim administration department, including claim legal defense.

5. ADMINISTRATION AND OPERATING EXPENSE

Administration and operating expense is allocated to each member based upon actual member accrued premiums net of reinsurance premiums.

6. ESTIMATED CLAIMS REPORTED BUT UNPAID

The liability adjustment for estimated claims reported but unpaid represents an adjustment of the estimated dollars that will have to be paid on claims reported and still open June 30, 2018 as compared to the estimated claims reported but unpaid as of June 30, 2017. The estimated claims reported but unpaid are allocated to each member by the claim administration department.

**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
WORKERS' COMPENSATION PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

7. ESTIMATED CLAIMS INCURRED BUT NOT REPORTED AND LOSS DEVELOPMENT

Estimated claims incurred but not reported and loss development represents an adjustment of the claims incurred but not reported to the claim administration department and estimated future loss development the Authority may incur on the estimated claims reported but unpaid as of June 30, 2018, as compared to the estimated liability as of June 30, 2017. This estimated liability adjustment is an actuarial present value estimate allocated to each member based upon the member's ratio of estimated claims incurred to the total Authority's Workers' Compensation estimated claims incurred after a percentage of the total estimated liability is allocated to members with no incurred losses proportionately based upon premiums.

8. CLAIM ADJUSTMENT EXPENSES

Claim adjustment expenses include all costs expected to be incurred in connection with the settlement of unpaid claims. Allocated claim adjustment expenses are those that can be associated directly with specific claims paid or in the process of settlement, such as legal and adjusters' fees. The estimated future allocated claim adjustment expenses are included in the actuarially determined unpaid claims liabilities classified as estimated claims incurred but not reported and loss development liability adjustment. Claim adjustment expenses also include unallocated claim adjustment expenses, which are claim administration expenses, which cannot be associated with specific claims paid. A separate estimated unallocated claim adjustment liability is set up for this unallocated claim adjustment expense. The liability adjustment for estimated unallocated claim adjustment expense represents an adjustment of the estimated liability as of June 30, 2018, as compared to the estimated liability as of June 30, 2017.

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**MONTANA MUNICIPAL INTERLOCAL AUTHORITY
WORKERS' COMPENSATION PROGRAM
NOTES TO MEMBER'S STATEMENT OF CHANGES IN NET POSITION
JUNE 30, 2018**

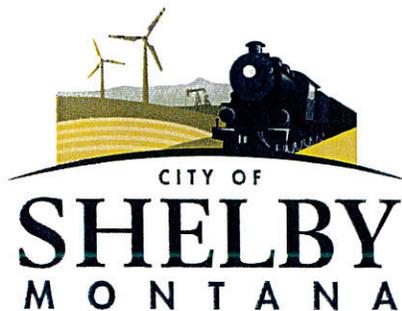
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- a. May be credited against future premium contributions or payable as dividends;
- b. Shall be payable to each member who withdraws from the Workers' Compensation Risk Retention Program of the Authority or whose membership is terminated;
- c. May be charged against each member to create or restore the contingency reserve;
- d. May be payable to each member on termination of the Workers' Compensation Risk Retention Program of the Authority.

CITY OF SHELBY

112 First Street South
Shelby, MT 59474
Telephone: (406) 434-5222
FAX: (406) 434-2039
www.shelbymt.com



Mayor: Gary McDermott
Council: Luke Casey, Deb Clark, Aaron Heaton,
Lyle Kimmet, Bill Moritz, Trent Tustian
Animal Control: Mark Warila
Attorney: William E. Hunt, Jr.
Building Inspector: Rob Tasker
Community Development: Lorette Carter
Finance Officer: Jade Goroski
Judge: Joe Rapkoch
Superintendent: Loren Skartved

January 21, 2019

ShopKo
P.O. Box 19060
Green Bay, WS 54307-9060

Re: Shelby ShopKo Hometown

Dear Corporate Officials & Board of Directors,

I am writing on behalf of the citizens of Shelby, Montana, County of Toole and region of North Central Montana. The Shelby ShopKo and previously, Pamida has been an integral part of the Shelby economy for many years. In the mid 1980's we lost our only department store - J.C. Penney. It was a devastating loss to not only Shelby, but the entire region of 25,000 people who live and work in our county and the neighboring counties of Glacier and Pondera.

The ability to purchase staples including socks and undergarments was a nearly 100 mile trip to our largest neighboring community, Great Falls. In 1992, Pamida opened in Shelby. It was a godsend for our citizens and our neighboring communities. With the ShopKo buyout, the product offerings were greatly improved and local jobs secured.

We have not heard official word on the future of the Shelby ShopKo Hometown, but we hope and pray you will remain in our community. We truly appreciate the ability to shop locally and the good jobs you provide. ShopKo is a good neighbor and friend of Shelby and we believe our community would be gravely impacted by closure.

We truly appreciate Shelby ShopKo Hometown and hope you will remain in our community.

Sincerely,

A handwritten signature in blue ink that reads "Gary McDermott".

Gary McDermott, Mayor
City of Shelby

Cc: Shelby City Council

2018 Shelby- Toole County Community Transportation Safety Plan (CTSP) Annual Report

Mission Statement of Toole County DUI Task Force in partnership with the Shelby-Toole County Community Transportation Safety Committee

“In support of Montana Vision Zero, Toole County will reduce the five-year annual average of fatal and serious injuries by one-third by 2020.”

Emphasis Area 1: Inattentive/Distracted Driving

Team Leader Name:

Emphasis Area: Inattentive/Distracted Driving	
Strategy 1. Community Referendum on Handheld Cell Phone Ban	
Action Item	Status
1. Consider adoption of handheld cell phone ban	
Progress Note: The Shelby Toole County Transportation Safety Committee continues to discuss policy in regard to use of handheld devices. The committee has visited with other communities on the issues in implementation and enforcement. To this point no referendum has been presented to the Shelby City Council. Law enforcement does ticket for cell phone use as a secondary violation. Mayor McDermott and the Shelby City Council have stated they would follow the direction of Sheriff Whitt in moving toward a referendum.	No referendum has been presented to Shelby City Council, but the committee continues to offer educational resources to the community.
2. Develop information documenting the risks of distracted driving/benefits of ordinance	
Progress Note: The city working with the committee, included a survey in the bi-monthly newsletter which is sent to every household in Shelby to gauge the interest/concern of the community in regard to a referendum. Of the 24 returned ~ 16 said yes to a referendum and 8 said no. Comments included: “The current ordinance and statutes cover any activity engaged in by a driver that impairs their ability to operate a vehicle in a safe manner. Additional and specific ordinances are redundant and confusing” and “NO USE OF ELECTRONICS WHILE DRIVING!” The committee does continue to provide an education campaign within the community to encourage safe driving. The committee	Sheriff Whitt continues on-going work with law enforcement staff on procedures, implementation and prosecution standards. The Committee and DUI Task Force continue to focus their energies on educational opportunities for students.

<p>utilizes the Shelby Area Chamber of Commerce list serve as well as committee member list in sharing valuable information related to the risks of distracted driving as well as publishing in the Shelby Promoter.</p> <p>Gateway Community Services, using grant dollars purchased 4 prevention benches which are placed at bus stops and on school grounds in Shelby and Sunburst which promote prevention of underage drinking. Each are titled "Shelby Strong" or "Sunburst Strong".</p>	
<p>3. Present model ordinance to council to consider for referendum</p>	No action taken.
<p>Progress Note: No model has been presented to the council for consideration.</p>	
<p>4. Schedule debate at high school in early fall</p>	No action taken.
<p>Progress Note: Not applicable at this time.</p>	
<p>5. Schedule public panel discussion and other presentation issues</p>	No action taken.
<p>Progress Note: Not applicable at this time</p>	

Strategy 2. Employer Program on Risks of Distracted Driving	
Action Item	Status
<p>1. Adapt existing materials (e.g. from Network of Employers for Traffic Safety or www.distraction.gov) for use in Toole County</p>	On-going
<p>Progress Note: The Shelby Area Chamber of Commerce continues to distribute awareness information through the chamber list serve with the Shelby Community Development Director supplying information from educational resources found on-line and provided through the Department of Transportation. Committee members also receive information for distribution within their businesses, organizations and groups. Information is also sent to the weekly newspaper, the Shelby Promoter and KSEN Radio for Public Service Announcements.</p>	

2. Distribute to businesses via Chamber of Commerce	On-going
Progress Note: Educational information is distributed through the chamber list serve throughout the year as well as to Transportation Safety Committee and DUI Task Force members. The coordinator tries to publish at least one per month.	
Strategy 3. School Education Program	
Action Item	Status
1. Evaluate current curriculum and opportunities for traffic safety information	On-going
<p>Progress Note: The School District #14 Safe Routes to School Task Force sends out a safety newsletter each September to encourage traffic safety. School District #14 also includes Safe Routes to School information in their annual back-to-school newsletter.</p> <p>Through grant funding from Gateway Services and the Committee hosted the Second Annual National Night Out, providing a fun social venue to provide traffic safety information; car seat checks; and other valuable safety information for the community while informally meeting local law enforcement and other community safety professionals.</p> <p>Through Toole County DUI Task Force monies, Shelby and Sunburst high school students participated in Red Ribbon Week activities.</p> <p>The Gateway Community Services ~ Partnership for Success sub-committee has completed is working ACEs training for Shelby schools, Head Start and Youth Dynamics organizations. They continue working with Shelby and Sunburst schools on a prevention curriculum for 6th, 7th & 8th grade students. They also conducted a pre-prom awareness effort to encourage a safe Prom in 2018.</p> <p>The committee is continuing educational resources to address distracted driving as well as impaired driving and other risk behaviors. The committee, in partnership with Gateway Community Services, conducted the 2018 Power of Choice Day. The featured speaker was Jerry Girard who presented, "I've Got This!" program and a video presentation from Camfel Productions called "Worth It". The presentation was geared towards encouraging students to explore their own model person qualities in regards to resilience and enhancing those qualities. The Camfel Production encouraged students to learn to stand up to bullies, avoid negative</p>	

influences such as drugs and alcohol, and to make decisions that will expand their opportunities.	
2. Integrate safety information into existing curriculum, use existing materials from other regions, as possible	On-going
<p>Progress Note: Area driver's education teachers have incorporated traffic safety information through class instruction. The Montana Highway Patrol also offers educational presentations to students in the Driver's ED programs at Shelby and Sunburst schools.</p> <p>The Committee and DUI Task Force partnered with Shelby Schools to encourage safe walking/biking within the community. Lorette Carter, Coordinator also made a presentation to the Shelby Golf Team on safe driving for team members and uses her platform to remind the community of safe driving through city radio programs and the City of Shelby Facebook page.</p> <p>The Committee participated in the Shelby Elementary Health Fair offering bike safety materials and wrist bracelets compliments of the MT Department of Transportation.</p>	
3. Pursue funding for long term School Resource Officer position to provide dedicated traffic safety education	Position vacant.
<p>Progress Note: The Toole County DARE/School Resource Officer position is currently vacant due to staffing shortages within the Toole County Sheriff's Office. Sheriff Whitt hopes to fill the position for next school year.</p>	
Strategy 4. Employer Program to Establish Incentives for Safe Driving	
Action Item	Status
1. Initiate research with stakeholder groups into possibility of providing financial incentive to public employees who have been in a crash during the previous year or several years. Explore opportunities via Workers Compensation Program	
<p>Progress Note: The Committee has surveyed area employers on the potential of providing financial incentives. No action on this. Toole County does reward staff annually with \$50 in local script money for work place safety. At the same time, City of Shelby employees are rewarded with gift cards/director deposit of cash for completion of wellness exams; follow-ups; and reaching individual milestones in wellness.</p>	Wellness and workplace safety are ongoing programs for county and city staff.

2. Develop program for all business via Chamber of Commerce	No action taken. Committee continues to send educational materials.
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Emphasis Area 2 : Alcohol/Drug Impaired Driving

Team Leader Name:

Emphasis Area: Alcohol/Drug Impaired Driving	
Strategy 1. Criminal Justice Committee for coordination and open communication, including efforts on DUI/MIP	
Action Item	Status
<p>1. Identify all key stakeholders to be involve in Committee A Toole County Commissioner, Toole County Attorney, City Attorney, City Judge/Justice of the Peace and Sheriff have formed the Criminal Justice Committee which meets on a quarterly basis to discuss community issues.</p>	Law enforcement and city/county attorneys have initiated a Criminal Justice Committee. The group hosts quarterly meetings as a communication tool between departments.
<p>Progress Note: The Criminal Justice Committee was formed in 2017. Members include City Judge/Justice of the Peace Joe Rapkoch; County Attorney Merle Raph; Sheriff Donna Whitt; County Commission Chair Deb Brandon; and City Attorney Bill Hunt in quarterly meetings to discuss procedures and standards for DUI convictions and other enforcement and prosecution issues.</p> <p>A treatment court is in operation in Toole County. The county's 24/7 program continues to be effective in our region. The county also has created a Crime Victim Advocate Program in which to address victim needs within the county.</p>	
2. Confirm committee leaders	Active
<p>Progress Note: Committee members included Commissioner Deb Brandon, City Attorney Bill Hunt, County Attorney Merle Raph, Justice Joe Rapkoch and Sheriff Donna Whitt.</p>	
3. Training for Law Enforcement to Enhance Identification of Impaired Drivers	On-going

<p>Progress Note: Toole County Sheriff's office continues work on internal procedures and training for the processing of DUI offenders, making sure officers operate under the same step-by-step process to aid in prosecution.</p> <p>The Toole County Sheriff's Dept. 24/7 sobriety program that monitors subjects every 12 hours once they have been convicted of a DUI or are out on bond for a DUI is working well.</p> <p>The department is short staffed and therefore, an officer has not been designated for the DARE/SRO position.</p>	
Strategy 2. Designated Driver Program	
Action Item	Status
<p>1. Define programs: e.g. bars will ask groups of patrons upon arrival who the designated driver is when they arrive. Driver will receive wristband and will be served free beverages. Identify other incentives that can be provided to designated driver.</p>	On-going.
<p>Progress Note: The Toole County Tavern Association reported they serve free non-alcoholic beverages to those that give free rides, in particular the Toole County Search & Rescue. The Toole County Search & Rescue gives free rides on New Year's Eve as part of a safe driving program within our community. Local law enforcement also gives rides home when called to an after-hours establishment throughout the year.</p>	
<p>2. Develop mechanism for briefing servers in participating establishments</p>	Active
<p>Progress Note: Gateway Community Services coordinator, Mary Miller is in contact with bars within the county on a regular basis. She is a RASS trainer and has conducted multiple training sessions over the last year.</p>	
<p>3. Develop flyers or posters for use in bars promoting program</p>	On-going
<p>Progress Note: The Transportation Safety Committee continues to print and distribute posters for each tavern prior to New Year's Eve to encourage safe driving and the use of designated drivers.</p>	
<p>4. Launch program via media announcements</p>	On-going

<p>Progress Note: The Toole County DUI Task Force uses Toole County Drug Fund monies to purchase radio time for safe driving messages through the holiday season. The Shelby Area Chamber of Commerce also posts to Facebook, information on the Tipsy Taxi on New Year's Eve.</p> <p>Public Service Announcements will continue to be aired. The Task Force also sends safe driving campaign news releases to the weekly newspaper for publication.</p>	
Strategy 3. Responsible Alcohol Sales and Service	
Action Item	Status
1. Promote training to all servers	On-going
<p>Progress Note: Toole County now has a RASS trainer, Mary Miller of Gateway Community Services. She is in contact with area establishments and has conducted multiple training sessions throughout 2018 and will continue.</p>	
2. Provide future training at regular intervals	On-going
<p>Progress Note: Gateway Community Services coordinator, Mary Miller has conducted multiple RASS training in 2018 and will continue in 2019.</p>	
Strategy 4. Training for Law Enforcement to Enhance Identification of Impaired Drivers	
Action Item	Status
1. Determine what training is available at no cost	On-going
<p>Progress Note: Shelby ~Toole County Office of Public Safety continues officer training on a regular basis.</p>	
2. Determine what training is needed by law enforcement in Toole County	On-going
<p>Progress Note: The Toole County Sheriff's Department continues training to address DUI issues within the county.</p>	
3. Schedule periodic training in Toole County	On-going

Progress Note: The Toole County Sheriff's Department is continuing training in an effort to improve prosecution of DUI offenders and monitoring.	
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Transportation Safety Advisory Committee Members:

Jessica Brusven	Cheri Hirst	Carol Neil
Cindy Combs	Robyn Kimmet	Don McNett
Elliott Crump	Bill Hunt	Joe Rapkoch
Merle Raph	Joe Pehan	Gary McDermott
Renae Manley	David Irvin	Kristi Aklestad
Donna Whitt	Ryan Larson	Teri Iverson
Mary Miller	Lorette Carter	Michael Driemeyer
Tyler Bucklin		

Emphasis Area Team Leaders

DUI Task Force ~ Robyn Kimmet

Transportation Safety Committee ~ Lorette Carter

Law Enforcement ~ Sheriff Donna Whitt

2018 Meeting Schedule

January 18, 2018 ~ April 19, 2018, 2017 ~ July 12, 2018 ~ October 11, 2018

Activities achieved in 2018:

- a) 2018 Power of Choice which focused on resilience and making good choices was a great success as reported by students;
- b) Offered funding for Red Ribbon Week activities within Toole County schools;
- c) Conducted walking/bike safety presentations to Shelby Elementary students
- d) Gateway Community Services continued work with an adult group as part of their Partnership for Success program and youth groups in Shelby and Sunburst which have conducted several education and awareness programs.

- e) The "Let's Control It" RASS training is now used frequently by taverns and other retailers who sell alcohol;
- f) Continued strong partnership with Gateway Community Services, our regional prevention partner to educate and encourage programs within our schools and community;
- g) Purchased 4 prevention benches encouraging prevention of underage drinking.
- h) Purchased 2 Portable Breathalyzers for the Toole County Sheriff's Office.
- i) Began work on the "I Care" program that partners schools and law enforcement to address student trauma.

Activities planned for the upcoming year: The Shelby/Toole County Transportation Safety Committee met January 17, 2019 to review and establish strategies relevant to Toole County. With an active DUI Task Force, the Safety Committee will seek additional education programs for children and young adults within the community. Additional proposed activities for 2019 being considered are the following:

- (a) Establish new partnership with Alliance for Youth as Gateway Community Services grant is no longer available in Toole County.
- (b) Work with the Toole County Sheriff's Office to submit request to the Shelby City Council a referendum on handheld electronic usage in Shelby.
- (c) Continue working on a partnership of schools, law enforcement and judicial system to meet on a regular basis to discuss school/student related issues.

Other relevant information:

The Shelby ~ Toole County Transportation Safety Committee also works in partnership with the following local programs and projects:

- Shelby ~ School District #14 ~ Safe Routes to School
- Toole County DUI Task Force
- Toole County Health Department/Marias Medical Center
- Shelby ~ Toole County Emergency Alert Task Force
- Partnership for Success Program – Gateway Community Services
- Office of Public Safety – concerns, projects, programs

Submitted on January 18, 2019 via e-mail. Hard copy mailed on January 18, 2019 to Pam Langve-Davis, Statewide & Urban Planning, Montana Department of Transportation, 2960 Prospect Avenue, PO Box 201001, Helena, MT 59620-1001.

Lorette Carter

Local CTSP contact



City of Shelby Business Recreation Pass Program

The rising cost of health insurance has many companies investing in wellness programs for their employees. These programs can and do have a positive impact on health insurance premiums. Here in Shelby and Toole County we are very fortunate area businesses have the opportunity to offer health and wellness opportunities through the City of Shelby Business Recreation Program.

For just \$100.00 per month, businesses, agencies and organizations are able to provide their employees and families the opportunity to access the Shelby Civic Center for half price. This means a family would only pay \$22.50 per month for use of the Civic Center. Individuals also receive a reduced rate of \$20.00 for Civic Center use.

As we near the end of the year, the City of Shelby encourages area businesses to consider participating in the Recreation Pass Program to start the New Year. Government, offices, retail businesses and churches have taken advantage of this opportunity and we hope others will too. The Civic Center is a wonderful facility that offers great amenities... fitness rooms including treadmills and stair steppers, elliptical machines and recumbent bikes; spinning bikes; free weights and weight machines; racquetball; basketball; and a teen room with pool table, ping pong, foosball and video gaming.

This is a wonderful gift to your staff and great way to make a commitment to them in providing great recreation and wellness opportunities as well as have a positive impact on your insurance premiums. Please call Shelby City Hall at 434-5222 to sign up and receive details on the program.

Tourism & Its Impacts on Rural Communities: Shelby 2018

Shelby, Montana

Carter Bermingham

Iree Wheeler

Norma Nickerson, Ph.D.

A sample of visitors to Shelby completed a questionnaire regarding their visitation. Results show that most people are passing through, but participate in activities like camping, hiking, and golfing.

Tourism & Its Impacts on Rural Communities: Shelby 2018

Shelby, Montana

Prepared by
Carter Bermingham
Iree Wheeler
Norma Nickerson Ph.D.

Institute for Tourism and Recreation Research
College of Forestry and Conservation
The University of Montana
Missoula, MT 59812
www.itrr.umt.edu

Case Study Report 2019-4
January 14, 2019

Abstract

This study was a collaborative effort between the Institute for Tourism and Recreation Research and the community of Shelby, Montana to provide insight into the impacts tourism has on rural communities in Montana. Paper surveys on site were completed by 87 visitors. Results show that 36% of respondents were residents of Montana (outside of Toole County) and 62% were from out-of-state or country. Visitors spent an average of 6.37 nights away from home and 2.45 of those nights were in the town of Shelby, although 24% were only on a day trip. Most spending in Shelby was on hotel/motel/B&B/cabin rental (\$3,235). Respondents to the survey reported a total spending of \$12,956 in the Shelby area. Most respondents in Shelby were in the area because they were passing through but agreed that they visited Shelby because it is on their route, less crowded, and a charming small town. Results provide the Shelby community with useful data for future planning, marketing/promotion, and understanding the visitor spending associated with visitation.

Executive Summary

Overnight visitors to Shelby were surveyed at the Glacier Inn, Best Western, the Visitor Information Center, Marias Museum, the Carousel Rest Area of Shelby, and by the community coordinator at other random locations in town upon encountering a visitor. The respondents represented out-of-county Montana residents (36%) and out-of-state (62%) visitors to the Shelby area. The visitors, upon arrival, make important economic contributions to the Shelby area. The results of the study are worth considering for future planning within the Shelby community.

- 76% of visitors who reside outside of Toole County spent at least one night away from home. The mean number of nights spent in Montana was 5.45 nights and 2.45 nights in Shelby.
- 50% of respondents who stayed in Shelby reported staying at a hotel/motel/B&B/rental followed by 21% staying at a private campground and 19% with friends or relatives.
- More money was spent by these out-of-county visitors in hotel/motel/B&B/rental (\$3,235), gasoline (\$2,728), and restaurant/bar (\$2,648) than other spending categories.
- 41% of respondents reported that they were spending for a travel group size of two people (including respondent), while 26% were spending for a travel group of 3 or 4. The average travel group size was 3.27 people (travel group spending size).
- Visitors were mostly traveling as a couple (32%). Other group types with high response were: immediate family (31%) & friends (12%).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 65-74 years old (50%), 55-64 year olds (27%), and 35-44 year olds (27%).
- Visitors, whether on this trip or in past trips, were mostly in the area for camping (20%). Other activities with high response rates were: hiking (14%) & golfing (9%).
- 38% of respondents indicated they planned to visit Shelby 1-7 days before arriving, 36% decided to visit the day of arriving.
- Visitors, whether on this trip or in past trips, were mostly in the area to visit or had visited the Carousel Rest Area (60%). Other places that were frequently visited were the Shelby Information Center (28%) and the Veteran's Memorial Flag Park (21%).
- Overall, 55% (44 people) of visitors to Shelby indicated that they were very likely to return to Shelby, with another 34% (27 people) of respondents indicating they were somewhat likely to return.

Study Implications

Most visitors are visiting Shelby because it is on their route to somewhere else therefore it is not a destination. However, Shelby has the advantage to promote itself as a great stopover spot. It is recommended that Shelby could highlight the advantage of stopping in Shelby either to stretch the legs or spend the night by promoting the historical aspects and recreational opportunities in the area. Visitors wrote that they liked the Shelby Carousel but other activities that currently exist were not visited much providing an opportunity to expand their promotion of the community. It is recommended that the citizens of Shelby review the respondents' comments from Appendix B to gain more insight into people's likes and dislikes of Shelby.

Introduction

Shelby, MT, the county seat of Toole County, is located in north central Montana. The position of Shelby, 30 miles south of the Canadian border and roughly 80 miles east of Glacier National Park with the Burlington Northern/Santa Fe rail line passing through town makes it a natural transportation hub. Shelby boasts a uniquely picturesque Main Street with several blocks of locally owned businesses offering gifts, area art, clothing, quilting fabric, and jewelry. Multiple restaurants, a movie theatre, and various taverns round out this Northern city. Several camping/RV facilities as well as hotels and motels provide overnight accommodations for travelers.

The purpose of this study was to provide an understanding of the characteristics of visitors to Shelby, visitor spending in Shelby, and levels of satisfaction with different aspects of visiting the area.

Methods

A community leader of Shelby took on the responsibility to coordinate the survey efforts with the Institute for Tourism and Recreation Research (ITRR). The survey instrument was designed cooperatively with Shelby, printed by ITRR, and distributed in Shelby by the community coordinator. Surveys were provided to the Glacier Inn, Best Western, the Visitor Information Center, Marias Museum, and the Carousel Rest Area of Shelby, all of whom were responsible for asking visitors if they would complete the survey. In addition, some surveys were collected by the community coordinator at random locations in town when they would encounter visitors from out-of-county. Surveys were dispersed from June through September of 2018. Eighty-seven completed surveys were obtained. No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Shelby study included the dependence on business owners to ask visitors to complete the survey. Business owners are busy and distributing surveys is not their main focus, therefore a random sampling did not occur. In addition, ITRR personnel were not present during the data collection for quality control.

Results

Of the 87 valid responses to the residence questions, 39 percent (34 people) were from Montana and 62 percent (53 people) were from out-of-state (see Tables 1 and 2). Of all Montana respondents, 9 percent (3 people) were from Toole County while 91 percent (31 people) were from other Montana counties. Of respondents from out-of-state, 11 percent (6 people) were from Washington, 9 percent (5 people) were from Indiana, 9 percent (5 people) were from Alberta, Canada, and 8 percent (4 people) were from Texas (see Table 2).

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Toole County	3	3%
Other MT County	31	36%
Montana=34		
U.S. State	33	38%
Canada	11	13%
International	4	5%
Unknown	5	6%
Total all Residences	87	

Table 2: Out-of-State, Canadian, and International Residences

Place of Residence	# of total
Alberta	5
Arizona	1
Australia	1
British Columbia	2
California	3
Canada	1
Colorado	1
France	2
Georgia	2
Indiana	5
Iowa	1
Ireland	1
Michigan	1
Minnesota	1
Missouri	1
Ohio	1
Ontario	2
Pennsylvania	1
Saskatchewan	1
South Dakota	2
Texas	4
United States	2
Washington	6
Wyoming	1

The mean age of respondents was 57 years old. Of those who were from outside Toole County and responded to the survey, 62 people (76%) reported that they spent at least one night away from home. Of those nights spent away from home, the greatest percent of respondents (40%) spent ten or more nights away from home. The mean number of nights spent in Montana was 5.45 nights. The mean number of nights spent in Shelby was 2.45 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

Expenditures

Spending information was asked of visitors who reside outside of Toole County. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Shelby area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, guides or outfitters, shuttles or taxis, retail goods and services, and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Toole County) who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$12,956.

Table 3: Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Toole County) who spent.

Expenditure Category	Mean expenditures of non-residents <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Hotel/motel/B&B/rental	\$202.19 (n=16)	19%	\$3,235.00
Campground	\$61.64 (n=11)	13%	\$678.00
Restaurant/bar	\$71.57 (n=37)	44%	\$2,648.00
Gas	\$77.94 (n=35)	42%	\$2,728.00
Groceries/snacks	\$56.13 (n=30)	36%	\$1,684.00
Retail goods & services	\$87.78 (n=9)	11%	\$790.00
Rented home/cabin/room	\$130 (n=1)	1%	\$130.00
Entertainment/recreation	\$34.29 (n=31)	37%	\$1,063.00
Shuttle/Taxi	\$0 (n=0)	0%	\$0.00
Guide/Outfitter	\$0 (n=0)	0%	\$0.00
TOTAL			\$12,956.00

Appendix A- Results

Q1. Are you a resident of Montana? n=87

39% Yes 61% No (skip to Q3.)

Q2. Do you reside in Toole County? n=34

9% Yes (Skip to Q12. on back) 91% No (Skip to Q4.)

Q3. In what state, province, or foreign country do you reside?

See Tables 1 and 2.

Q4. Is this your first time visiting Shelby? n=81

51% Yes 49% No

Q5. What reasons are you visiting the Shelby area? (Check all that apply.) n=84

40% Vacation/recreation/pleasure 43% Just passing through 3% Business/convention/meeting
22% Visiting friends/relatives 7% Shopping

Q6. For this trip, how many nights will you spend away from home? n=81, mean=6.37

24% 0 (Skip to Q.10)	5% 1	4% 3	1% 5	5% 7	1% 9
	11% 2	6% 4	1% 6	2% 8	40% 10 or more

Q7. How many of those nights are in Montana? n=64, mean=5.45

0% 0	19% 2	19% 4	2% 6	0% 8	16% 10 or more
16% 1	8% 3	13% 5	9% 7	0% 9	

Q8. Of your nights in Montana, how many will you stay in Shelby on this trip? n=64, mean=2.45

34% 0 (Go to Q.10)	22% 1	11% 3	0% 5	2% 7	2% 9
	27% 2	3% 4	0% 6	0% 8	0% 10 or more

Q9. While in Shelby in which types of accommodation(s) did you stay ON THIS TRIP? (Check all that apply.) n=42

50% Hotel/motel/B&B	21% Private campground	0% Resort/condominium
0% Rental cabin/home	19% Home of friend/relative	0% Guest ranch
14% Public land camping	0% Second home/cabin/condo	0% Vehicle in parking lot

Q10. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent/will spend in Shelby on THIS TRIP. If you did not spend money in a category, please leave it blank. (See Table 3 for expenditures)

ACCOMMODATIONS in Shelby

Hotel/motel/bed & breakfast

\$

Campground

\$

Rented home/cabin or room

\$

FOOD in Shelby

Restaurant/bar

\$

Groceries/snacks

\$

TRANSPORTATION in Shelby

Gasoline/diesel

\$

Shuttle/taxi

\$

RETAIL/SERVICES in Shelby

Retail goods/services

\$

Entertainment/recreation

\$

Guide/outfitting trip

\$

Q11. How many people does the above spending represent (including yourself, i.e., your travel group/family size)? n=75; mean=3.27

12% 1	11% 3	12% 5	0% 7	0% 9	4% more than 10
41% 2	15% 4	4% 6	0% 8	1% 10	

Q12. What option best describes your travel group? n=81

9% Self	31% Immediate family	7% Family/friends	0% Business associates
32% Couple	7% Extended family	12% Friends	1% Organized group/club

Q13. Please select all the ages represented in your group: n=86 for each age category

24% 0-5 yrs.	12% 11-17 yrs.	15% 25-34 yrs.	9% 45-54 yrs.	50% 65-74 yrs.
22% 6-10 yrs.	7% 18-24 yrs.	27% 35-44 yrs.	27% 55-64 yrs.	13% 75 and over

Q14. How long before this trip did you make plans to spend time in Shelby? n=76

36% The day I arrived	11% 1-4 weeks before arriving	7% Over 6 months before arriving
38% 1-7 days before arriving	9% 1-6 months before arriving	

Q15. Please select the option that best corresponds with your level of agreement with each statement below.

I visit Shelby because it has or is....	Strongly Disagree	Disagree	Neither Agree or Disagree	Agree	Strongly Agree	Mean	Total respondents
On my route	4%	2%	8%	15%	72%	4.49	n=53
Less crowded	5%	5%	16%	26%	47%	4.05	n=38
A charming small town	7%	0%	23%	21%	49%	4.05	n=43
Relaxing	7%	0%	28%	28%	38%	3.88	n=43
Quiet	11%	6%	17%	22%	44%	3.83	n=36
Close to attractions I'm visiting	13%	4%	23%	13%	47%	3.77	n=47
A scenic drive	12%	2%	28%	23%	35%	3.67	n=43
A vibrant small town	11%	3%	36%	22%	28%	3.53	n=36
Close to public lands	21%	3%	30%	12%	33%	3.33	n=33
Outdoor Recreation	19%	7%	29%	26%	19%	3.19	n=31
Where family/friends live	33%	5%	13%	10%	39%	3.15	n=39
Shopping	16%	14%	38%	11%	22%	3.08	n=37
Special places to eat	19%	19%	29%	10%	23%	2.97	n=31

Q16. On this trip as well as past visits, what places have you visited in the Shelby area (check all that apply). n=87
(Top 5 highlighted)

- 6% Shelby Walking Tour **20% Marias Museum of History and Art** **60% Carousel Rest Area**
- 28% Shelby Info. Center** 12% Toole County Library and Native American Artifacts
- 13% Champions Park **21% Veteran's Memorial Flag Park** **15% Sweetgrass Hills**
- 7% Baker's Massacre Interpretive Signage

Q17. On this as well as past trips, what activities have you participated in during your visit to the Shelby area (check all that apply). n=87 (Top 5 highlighted)

- 20% Camping** 1% Horseback riding 2% Motorcycle touring **9% Golfing**
- 14% Hiking** 3% Floating 5% Wildlife watching **8% Pool & Splash Park**
- 7% Fishing** 3% Hunting 1% Bird watching 0% OHV/ATV riding
- 0% Bicycle touring 5% Bowling 0% Tennis 2% Baseball

Q18. What is your age? n=77; Range=23-82, mean=57.25

Q19. What is your gender? n=80

35% Male 65% Female

Q20. How likely are you to visit Shelby again? n=80

55% Very likely 34% Somewhat likely 11% Unlikely

Q21. Please tell us what you liked about Shelby.

See Appendix B

Q22. Please tell us what you did not like about Shelby.

See Appendix B

Appendix B: Open-ended Responses

Q21. Please tell us what you liked about Shelby.

2 quilt shops
A good town to visit
Came for the carousel.
Carousel
Carousel
Carousel
Carousel rest area was awesome!
Carousel rest area. Will be back to visit the town.
Clean, relaxing, small MT town.
Cute little town.
everything
Everything! Favorite of the kids was carousel rest area and veteran flag park.
Extremely friendly people.
Family and friends
Friendliness at Visitor Center. Pretty town.
Friendliness. Pretty.
Friendly
Friendly people- loved the museums and the carousel. Reasonable, comfortable camping (Shel-ooole)
Friendly staff at VC
Friendly visitor center. Great info!
Friendly visitor center. Thank you!
Great campground! Easy access from route 2.
Hometown friendliness
Hospitality. Very clean.
I grew up here.
I like the carousel.
I really like the area, similar to western Kansas (my permanent home). Rolling hills and wheat fields.
Just arrived
Library and the people are very friendly.
lively downtown
Love Cottage Keep! Peaceful.
Loved the carousel!!
My family and I are from Cut Bank. When we started reading about the carousel we couldn't wait for it to open.
my mom says to her husband, interesting things go on in small towns!
N/A
Nice people.
Nice people. Friendly.
Nice place to rest and relax.
On my route from Dickinson, ND to Whitefish, MT.
Park-Nice lunch spot.
Pleasant small town.
Quiet, clean friendly town. We were at Days Inn RV Park- Close to Glacier, National Forest, Etc. On way to (illegible).
RV park

N/A
Needs more restaurants.
None (nothing)
None.
Not many family restaurants like town pump used to have.
Nothing
Nothing
Nothing noted.
Nothing yet.
Nothing, everything is great.
Nothing.
Potholes! Revive downtown.
Really not much to do
Roads between liberty county and Shelby.
They could use a Starbucks.
Traffic passes cyclists quickly on 2 (group of 27 cyclists)
Train noise
What's not to like?
Wind

Appendix C: Letter to Shelby Chamber and Business Owners



To: Shelby Chamber of Commerce and business owners
From: Norma Nickerson, Director, Institute for Tourism and Recreation Research
RE: Shelby visitor survey
Date: 6/15/18

The Institute for Tourism and Recreation Research (ITRR) was approved by the Governor's Tourism Advisory Council to utilize our survey kit for five small towns in Montana. Shelby, through the efforts of a community coordinator, has been selected to participate in this project. The other communities participating in the project are Lima, Deer Lodge, White Sulphur Springs, and Thompson Falls.

The purpose of the project is to assist five small communities with their visitor data through conducting the survey kit customized to their community.

Objectives

- To assist communities in understanding their local visitor by waiving the \$700 fee for up to five communities;
- To understand the visitor demographics, trip characteristics, activities, attractions to the community, and visitor planning time frame, and;
- To assess the spending patterns of visitors to the community.

The survey kit is conducted as follows:

1. ITRR develops the survey instrument template
2. ITRR works with a community leader to determine the survey methods best suited for the community
3. ITRR prints ~200 surveys and mails them to the community leader
4. The community collects the data based on the methods and time frame chosen
5. Upon completion of data collection, surveys are mailed back to ITRR
6. ITRR conducts data entry, analysis, and report for the community

After discussion with a community coordinator, we decided the most efficient and useful way to collect data is to ask accommodation owners (motels, cabins, rented rooms, campgrounds) to assist by asking each guest all summer long and possibly through September, to complete the questionnaire before they leave Shelby. In addition, one or two restaurants in town could ask patrons to complete the survey while waiting for their meal (but these folks cannot reside in Toole County). Finally, if time allows for some community members to survey visitors at the Carousel rest area, that would give us an idea of who stops in town, but doesn't necessarily spend the night.

We ask that the chamber and business owners provide their 'blessing' and passion for this study. It can only be successful if everyone is on board and persistent throughout the summer in data collection.

The resulting data will provide Shelby with information about their visitor behavior which can ultimately assist the community in economic development. If you have questions, please call or email me at: 406-243-2328; norma.nickerson@umontana.edu.

Thank you!

*****All community names have been changed for purposes of anonymity*****