



MONTANA STATE PARKS AND RECREATION BOARD AGENDA ITEM COVER SHEET

Meeting Date: February 26, 2014

Agenda Item: Montana State Parks 75th Anniversary

Division: Parks

Action Needed: Informational

Time Needed on Agenda for this Presentation: 15 minutes

Background:

February 23, 1939 is the date when the state legislature approved an “*Act providing for and creating the Montana State Park Commission and the qualifications and duties of the Commission and its members, and providing for the acquisition and the care of areas, sites and objects of scenic, historic, archaeological, scientific and recreational interest and value to the state and for other purposes...*”

This informational session will highlight our special events and promotions for Montana State Parks 75th Anniversary celebration in 2014.

Montana State Parks represents 54 state parks, including seven National Historic Landmarks, that feature nature, culture and water-based recreation. We are about engaging families and communities through outdoor recreation and education and helping local economies thrive through tourism.

But, as our resources are stretched, our 75th Anniversary year will provide a good framework to focus on innovative ways to increase revenues and brand awareness through promotion. We will be featuring an exciting, new dimension of art and music, along with corporate sponsorships and tourism partnerships across traditional and digital platforms.

Proposed Motion: Informational only; no action required.