

Whitehall Area Explores Tourism Potential

Whitehall, Jefferson County, Montana

The 1999 Montana Community
Tourism Assessment Process

Research Report 70

January 2000

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Funded by the Lodging Facility Use Tax

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Title of Report: Whitehall Explores Tourism Potential

Report Number: Research Report 70

Author: Thale Dillon

Month Published: January 2000

EXECUTIVE SUMMARY

This report presents information about tourism for Jefferson County and Whitehall, Montana, including present levels and characteristics of travel, residents' opinions and attitudes about tourism in Montana and in their county, along with characteristics for a statewide sample. A mail-back questionnaire was administered to a randomly selected sample of 500 residents of the Whitehall area and to a statewide sample of 1000 Montana residents during October and November of 1999. The initial mailing was followed up with a reminder postcard one week later. Two weeks after that, those residents who had not yet responded were sent a replacement questionnaire.

NONRESIDENT VISITORS:

- In 1998, over 3.8 million travel groups visited Montana. Of those, approximately 1,450,000 (38%) traveled through Jefferson County.
- Over \$1.5 billion was spent statewide in 1998 by nonresident travelers. This figure amounts to about \$1,740 for every resident in Montana.
- In Jefferson County, nonresident visitors spent about \$4,220,000 during 1998, or about \$418 per Jefferson County resident.
- Travelers to Jefferson County tended to stay in Montana longer than statewide visitors.
- While in Montana, visitors to Jefferson County reported that the best source of travel information was from persons in motels, restaurants, gas stations, etc.
- Thirty-one percent of visitors to Jefferson County were in Montana to visit family/friends.
- Primary Montana attractions for travelers to Jefferson County were the mountains, Yellowstone National Park, Glacier National Park, uncrowded areas, and friendly people.
- Primary recreation activities of visitors to Jefferson County included visiting family/friends, visiting historic/interpretive sites, watching wildlife, camping, and nature photography.
- Visitors to Jefferson County spent most of their money on gas & oil, lodging, retail purchases and other services.
- Nonresident travel groups who traveled through Jefferson County and spent at least one night there, spent an average of \$80 per day while in Montana and stayed an average of 7.0 nights in the state.

RESIDENT CHARACTERISTICS AND ATTITUDES ABOUT TOURISM:

- Respondents from the Whitehall area have resided in their community and in Montana for a shorter time than the statewide sample.
- Over half of Whitehall respondents were native Montanans.
- Whitehall respondents believe that agriculture/agribusiness, followed by retail & wholesale trade and mining offer the best opportunities for economic development in the area.
- The majority of Whitehall area residents do not feel that they are economically dependent on tourism.
- Statewide residents have a stronger attachment to their community than do Whitehall area respondents. Both are concerned about the future of their community.
- Sixty-three percent of Whitehall area residents feel that the population of their community is increasing.
- Whitehall area residents feel that the quality of life in their community can be improved by improving job opportunities, the condition of roads & highways, and the educational system.
- Whitehall area residents feel that increased tourism will have a negative impact on traffic congestion, the condition of roads & highways, safety from crime, cost of living, and the local infrastructure.
- Whitehall area residents are somewhat positive about tourism development. Although few feel that they will benefit personally from increased tourism, they agree that it will improve the quality of life for people in Montana.
- Sixty-seven percent of Whitehall area residents would support land use regulations to control the type of future development in their community.
- Whitehall area residents think there is adequate undeveloped open space in their community, but are concerned about its potential disappearance.
- Whitehall area residents feel strongly that any decisions about tourism development should involve the local residents and not be left entirely to the private sector.
- Improved economy is the primary advantage of increased tourism in the Whitehall area, while crowding/congestion, an increase in illegal activities, and increased cost of living are seen as leading disadvantages.

CONCERNS OF WHITEHALL AREA RESIDENTS:

- Residents seem to agree that a scenic railroad, restaurants and Lewis & Clark events should be targeted for intensive tourism development/promotion.
- Greatest strengths of Whitehall as a tourist destination include:
 1. Crossroads for tourist traffic
 2. Lewis & Clark Caverns
 3. Fishing opportunities
 4. Scenery
- Greatest weaknesses of Whitehall as a tourist destination include:
 1. Lack of tourist activities
 2. Unappealing appearance of downtown
 3. Lack of stores
 4. Lack of restaurants
- Thirty-four percent show no support for expanded ATV recreation opportunities in the Whitehall area, while 10 percent show strong support for the issue. The remaining 66 percent are evenly distributed along the support spectrum.

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INTRODUCTION

This report is intended to provide a comprehensive profile of current visitors and resident attitudes about tourism in the city of Whitehall as part of the 1999 Montana Community Tourism Assessment Process (CTAP). The CTAP is facilitated by Travel Montana and the Montana State University Extension Service with assistance from the Institute for Tourism and Recreation Research at The University of Montana. Each year, three communities are chosen to participate in the CTAP program from the pool of eligible applicants. In 1999, Whitehall, Carbon County, and Valley County were chosen. Other Montana communities which have used the CTAP process include Choteau, Libby, Lewistown, Glendive, Fort Belknap Indian Reservation, Ravalli County, Three Forks, Glacier County, Hill County, Laurel, Livingston, and Powder River County. The initial assessment process takes approximately eight months to complete.

At the conclusion of the assessment process, members of the CTAP committee decide whether further tourism development would be beneficial to the community. If so, suitable projects are identified and pursued. The decisions about how to proceed are based on consideration of a wide variety of information including present levels of visitation and characteristics of visitors, existing travel-related infrastructure and attractions, the area's need for economic development, and residents' opinions about tourism. The resident tourism committees are encouraged to continue beyond that time with work that was started using the CTAP.

The Institute for Tourism and Recreation Research (ITRR) at The University of Montana supports the CTAP by providing technical assistance to the communities through this visitor and resident profile report. Funding for this research comes from the Lodging Facility Use Tax.

To ease understanding, the reader needs to be aware that two separate studies were used in the preparation of this report. First, current nonresident visitor profiles for Jefferson County and the state of Montana were developed using research conducted by ITRR during the summer of 1996. At that time, a four-month survey was conducted of nonresident summer travelers to Montana. As Whitehall comprises an area that is too small to produce reliable estimates, county-wide data for Jefferson County was used. To represent Jefferson County visitors, a profile was developed from the subset of surveys submitted by nonresident travelers passing through the County. Both statewide and Jefferson County visitor profiles are provided for comparison purposes. Second, resident attitudes toward tourism were assessed using mail-back questionnaires obtained from households in the Whitehall area during October and November of 1999. Resident opinions were also obtained from a statewide sample of Montana households during this time. Results from both samples are reported to provide a comparison between visitors to Jefferson County and visitors to Montana, and a comparison between resident opinions toward tourism in the Whitehall area and in Montana.

This report is presented in two sections. The first section provides visitor profiles for Jefferson County and for Montana. The second section provides an assessment of resident attitudes toward tourism in the Whitehall area and in Montana.

SECTION I: THE NONRESIDENT TRAVEL STUDY

Data collected for this section of the report came from ITRR's 1996 Nonresident Summer Travel Study¹. A full copy of this study can be downloaded from the ITRR Web Site at www.forestry.umt.edu/itrr.

METHODOLOGY

Travelers to Montana during the summer of 1996 (June 1 – September 30) were intercepted for the Nonresident Travel Study. The traveler population was defined as those persons entering Montana by private vehicle or commercial air carrier during the study period and whose primary residence was not in Montana at that time. Specifically excluded from the study were those persons traveling in a plainly marked commercial vehicle such as a scheduled or chartered bus or semi truck. Also excluded were those travelers who entered Montana by train. Other than these exclusions, the study attempted to assess all types of travel to the state including travel for pleasure, business, passing through or any other reason.

Data were obtained through a mail-back diary questionnaire that was administered to a sample of intercepted travelers in the state. During the four-month study period, 12,941 groups were contacted. Usable questionnaires were returned by 5,800 groups, yielding a statewide response rate of 45 percent. A sample of 2,283 responding travel groups passed through Jefferson County in the summer of 1996, yielding a visitation rate of 39 percent of all Montana visitors (Table 1).

Table 1: Sample Sizes and Response Rates for Summer Nonresident Travel Survey Samples

| | Statewide | Jefferson County |
|--|-----------|---------------------|
| Nonresident groups contacted: | 12,941 | |
| Usable nonresident travel questionnaires returned: | 5,800 | |
| Nonresident Travel Study response rate: | 45% | |
| Jefferson County sample size of nonresident travel groups: | | 2,283 |
| Percent of nonresident travel sample: | 100% | 39% |

¹ Parrish, J., N. Nickerson, and K. McMahon (1997). Nonresident Summer Travelers to Montana: Profiles and Characteristics. Research Report 51, Institute for Tourism and Recreation Research, School of Forestry, The University of Montana, Missoula, MT 113 pp.

A PROFILE OF CURRENT VISITORS

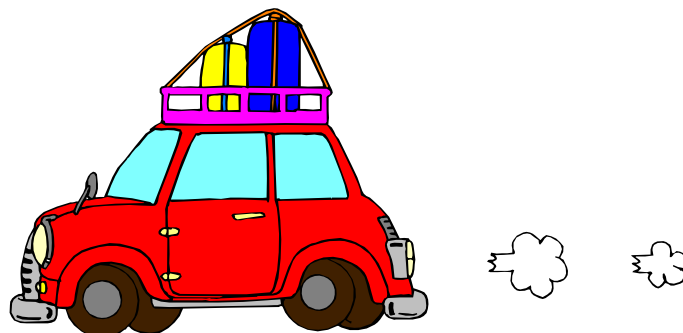
ITRR nonresident travel estimates report that approximately 2,265,000 groups, averaging 2.6 people per group, visited Montana during the 1998 summer season². It was estimated that 39 percent of those summer groups passed through Jefferson County, and that 2 percent of those who traveled through spent at least one night there. In other words, 883,350 travel groups drove through the County in the summer of 1998, and 17,670 travel groups spent one or more nights there.

Group Characteristics

Travel group characteristics for Jefferson County were obtained from visitor groups who spent at least one night in the County. There were some differences between the travel groups staying overnight in Jefferson County and the statewide sample (Table 2).

Statewide. The average group size of 1998 Montana visitors was 2.7. Seventy-five percent of Montana travelers had visited the state before this trip. Most summer visitors to Montana traveled as couples (38%). Thirty-four percent of Montana visitors traveled with family. Thirty-one percent of male visitors in this sample were 30-49 years old and 24 percent were 50-64 years old. Thirty-three percent of female visitors were 30-49 years old and 25 percent were 50-64 years old. The majority of summer visitors' choice of accommodation while in Montana was motels/hotels (59%) and they stayed, on average, 4 nights.

Jefferson County. The average travel party size of Montana visitors who stayed overnight in Jefferson County was 2.6, only slightly smaller than all Montana visitor groups. Eighty-four percent of overnight visitors to Jefferson County were repeat visitors to Montana. Summer overnight visitors were most likely to be traveling as couples (53%). Twenty-eight percent of male visitors were 30-49 years old and 23 percent were 50-64 years old. Thirty percent of female visitors were 50-64 years old and 31 percent were 30-49 years old. The typical traveler who stayed overnight in Jefferson County spent 6 nights in the state of Montana and was most likely to stay in a motel (54%) or a campground (public, private or undeveloped camps) (71%).



² The total number of travelers is estimated each year, while the profile of visitors is only re-evaluated every few years. Therefore, this report presents traveler characteristics that were estimated from data collected in the summer of 1996 applied to the estimated number of travelers and their total economic impacts for 1998.

Table 2: Characteristics of Summer Nonresident Travelers Visiting Montana

| Characteristics: | Jefferson County* | Statewide |
|---|----------------------|------------|
| Group Type | | |
| Couple | 53% | 38% |
| Family | 37% | 34% |
| Alone | 8% | 17% |
| Friends | 3% | 7% |
| Family & Friends | -- | 3% |
| Business Associates | -- | 1% |
| Group or Club | -- | <1% |
| Group Size | 2.6 | 2.7 |
| Age of Males | | |
| 0-17 Years Old | 23% | 19% |
| 18-29 Years Old | 2% | 10% |
| 30-49 Years Old | 28% | 31% |
| 50-64 Years Old | 23% | 24% |
| 65+ Years Old | 24% | 16% |
| Age of Females | | |
| 0-17 Years Old | 31% | 18% |
| 18-29 Years Old | 4% | 10% |
| 30-49 Years Old | 31% | 33% |
| 50-64 Years Old | 30% | 25% |
| 65+ Years Old | 4% | 14% |
| Have visited MT before | 84% | 75% |
| Total nights spent in MT | 6 | 4 |
| Overnight accommodations used while in Montana | | |
| Home of friend, relative | 34% | 21% |
| Hotel, motel | 54% | 59% |
| Private campground | 31% | 18% |
| Public campground | 29% | 16% |
| Undeveloped camp | 11% | 4% |
| Resort, guest ranch | 9% | 5% |
| Condominium | -- | 1% |
| Other | 6% | 5% |

Source: ITRR

*Characteristics of Montana visitors who stayed at least one night in Jefferson County.

Nonresident travelers to Jefferson County were more likely than statewide visitors to be traveling as couples

Visitors to Jefferson County were more likely to be repeat visitors to Montana than were other visitors to Montana.

APPLICATION: Initiate a "Welcome Back" program to acknowledge non-resident visitors to the community. Use buttons, signs, etc.

Visitors to Jefferson County were much more likely to stay in campgrounds while in Montana than the statewide sample.

APPLICATION: This could be an opportunity for development of private campgrounds.

Visitors to the state as well as to Jefferson County represented a range of states of origin (Table 3). Washingtonians were the most highly represented among the statewide and Jefferson County samples. Oregonians and Minnesotans were more likely to spend a night in Jefferson County than were Idahoans, while Californians were infrequent overnight visitors to the County.

Table 3: Top Five Places of Origin of Montana Nonresident Summer Visitors

| Rank* | Jefferson County** | Statewide |
|-------|--------------------|------------|
| 1 | Washington | Washington |
| 2 | Colorado, Oregon | California |
| 3 | -- | Idaho |
| 4 | Minnesota | Wyoming |
| 5 | Idaho | Colorado |

Source: ITRR

*1=highest frequency

** Characteristics of Montana visitors who stayed at least one night in Jefferson County.

Information Sources

During the sampling process, nonresident travel parties indicated which information sources were used to gather information for their trip *prior* to arriving in Montana as well as *while* they were in Montana. Also, respondents indicated which of those information sources were most useful to them. A list of 11 information sources was included in the questionnaire.

Statewide. Forty percent of the visitors did not use any of the listed sources *prior* to their trip. The three most frequently used information sources were AAA (31%), travel guide books (22%) and National Park brochures (20%) (Table 4). The *most* useful sources of information prior to arriving in Montana were AAA (39%), travel guide books (19%), and the Montana Travel Planner (12%) (Table 5).

Visitors were also asked where they received travel information while *in* Montana. Travel information sources used most frequently were persons in motels, restaurants, gas stations, etc. (36%), highway information signs (35%), and brochure racks (33%) (Table 6). Visitors then indicated which source was *most* useful while traveling *in* Montana. Twenty-four percent of respondents stated persons in motels, restaurants, gas stations, etc., were most helpful, followed closely by persons in visitor information centers (22%) (Table 7).

Jefferson County. Over fifty percent of overnight visitors to Jefferson County did not use any of the 11 sources of information *prior* to travel. However, 17 percent of visitors to Jefferson County used travel guide books, 14 percent used the Montana Travel Planner, 14 percent used AAA, and 8 percent used National Park brochures (Table 4). The *most* useful sources of travel information indicated by Jefferson County overnight visitors included travel guide books (29%), the Montana Travel Planner (23%), and AAA (18%) (Table 5).

While *in* Montana, overnight visitors to Jefferson County indicated that they obtained travel information from persons in motels, restaurants, gas stations, etc. (57%), highway information signs (46%), and brochure racks (46%) (Table 6). Of those information sources used while *in* Montana, Jefferson County overnight visitors indicated that the *most* useful sources of information while in Montana were persons in motels, restaurants, gas stations, etc. (42%), persons in visitor information centers (19%), and other sources (19%) (Table 7).

Table 4: Sources of Information Used Prior to Visit to Montana - Summer Visitors*

| Source: | Jefferson County | Statewide |
|-------------------------------------|-------------------------|------------------|
| None of the sources | 53% | 40% |
| Travel guide books | 17% | 22% |
| Montana Travel Planner | 14% | 13% |
| AAA | 14% | 31% |
| National Park brochures | 8% | 20% |
| 1-800 State travel number | 3% | 7% |
| Chamber or Visitor Bureau | 3% | 7% |
| Internet travel information | 3% | 5% |
| State Park brochures | 3% | 4% |
| Information from private businesses | 1% | 7% |
| Regional travel number | -- | 1% |
| Attend a travel trade show | -- | <1% |

Visitors to Jefferson County are most likely to seek travel information from travel guide books, the Montana Travel Planner, and AAA, yet the most useful source stated is travel guide books.

Source: ITRR

* Visitors could indicate more than one information source.

Table 5: Most Useful Source of Information Used Prior to Visit to Montana - Summer Visitors *

| Source: | Jefferson County | Statewide |
|-------------------------------------|-------------------------|------------------|
| Travel guide book | 29% | 19% |
| Montana Travel Planner | 23% | 12% |
| AAA | 18% | 39% |
| National Park brochures | 6% | 11% |
| Information from private businesses | 6% | 6% |
| Chamber or Visitor Bureau | 6% | 5% |
| 1-800 State travel number | 6% | 4% |
| Internet travel information | -- | 3% |
| State Park brochures | -- | 1% |
| Regional travel number | -- | <1% |
| Attend a travel trade show | -- | <1% |
| None | 6% | 2% |

Source: ITRR

* Percent total may not equal 100 due to rounding.

Table 6: Sources of Information Used While Visitors Were *in* Montana - Summer Visitors*

| Source: | Jefferson County | Statewide |
|--|------------------|-----------|
| Person in motel, restaurant, gas station, etc. | 57% | 36% |
| Highway information signs | 46% | 35% |
| Brochure rack | 46% | 33% |
| Person in visitor information center | 32% | 26% |
| None of the sources used | 32% | 24% |
| Other | 18% | 18% |
| Business billboards | 11% | 10% |
| Computer touch screen info center | 4% | <1% |

Visitors to Jefferson County relied heavily on local people for travel information.

APPLICATION: Invest in a program such as the "Superhost" program, educating residents about tourism and recreation opportunities in the area.

"Other sources" largely included information from friends and family.

Source: ITRR

* Visitors could indicate more than one information source.

Table 7: Most Useful Source of Information Used While Visitors Were *in* Montana - Summer Visitors*

| Source: | Jefferson County | Statewide |
|--|------------------|-----------|
| Person in motel, restaurant, gas station, etc. | 42% | 24% |
| Person in visitor information center | 19% | 22% |
| Other | 19% | 18% |
| Highway information signs | 11% | 19% |
| Brochure rack | 11% | 15% |
| Business billboards | -- | 2% |
| Computer touch screen info center | -- | -- |

Source: ITRR

* Percent total may not equal 100 due to rounding.

Purposes of Summer Trip

Nonresident travel parties were asked all reasons for traveling to Montana (many visitors had more than one reason). Travelers were then asked to identify their *primary* reason (one answer per travel group) for traveling to Montana (Table 8).

Statewide. More than three-quarters of all sampled visitors indicated vacation/recreation/pleasure as one reason for traveling to Montana. Other common purposes included passing through the state (31%) and visiting family/friends (31%).

With respect to statewide travelers' *primary* reason for visiting the state, nearly half of all sampled visitors were in Montana for vacation/recreation/pleasure. Passing through the state (21%) and visiting family/friends (16%) were also stated as primary reasons.

Jefferson County. Eighty-six percent of all overnight visitors to Jefferson County indicated vacation/recreation/pleasure as one reason for their trip to Montana. Also frequently mentioned as a purpose for traveling were visiting family/friends (54%), and passing through (30%).

Visitors staying overnight in Jefferson County most frequently cited visiting family/friends (31%) as their *primary* reason for visiting Montana. Vacation/recreation/pleasure (28%), and passing through the state (24%) were also cited as *primary* reasons for visiting Montana.

Table 8: Purposes of Trip to Montana by Summer Nonresident Travelers

| Travel Purpose: | Jefferson County | | Statewide | |
|-----------------------|------------------|------------------|--------------|------------------|
| | All Reasons* | Primary Reason** | All Reasons* | Primary Reason** |
| Vacation | 86% | 28% | 77% | 49% |
| Visit family/friends | 54% | 31% | 31% | 16% |
| Passing through | 30% | 24% | 31% | 21% |
| Business | 8% | 7% | 10% | 6% |
| Convention/meeting | 5% | 7% | 3% | 2% |
| Medical | 5% | 3% | 2% | 1% |
| Recreational shopping | 3% | -- | 9% | 1% |
| Necessity shopping | 3% | -- | 4% | 1% |
| Other | 3% | -- | 4% | 3% |

With nearly one-third of Jefferson County's overnight visitors passing through the state, providing various types of "drive break" opportunities that are short in duration could keep them in the community longer.

Source: ITRR

*Respondents could indicate more than one reason

** Percent total may not equal 100 due to rounding.

Montana Attractions

Travelers indicating vacation as a purpose for their trip were asked what attracted them to Montana as a vacation destination. Visitors were asked to check *all* things that attracted them to Montana and then to choose one *primary* attraction (Table 9).

Statewide. Many vacationers were attracted by more than one feature. The top five Montana attractions were the mountains (51%), Yellowstone National Park (39%), rivers (35%), Glacier National Park (31%) and open space (31%). Glacier National Park (25%) was the most popular *primary* attraction for statewide vacationers, followed by Yellowstone National Park (22%) and the mountains (12%).

Jefferson County. Overnight vacationers to Jefferson County were also attracted to Montana for many reasons. The top attractions for Jefferson County visitors included mountains (76%), uncrowded areas (48%), rivers (42%), open space (42%), and Yellowstone National Park (42%). The most frequently cited *primary* attractions for overnight visitors to Jefferson County were mountains (29%), Yellowstone National Park (14%), Glacier National Park (10%), open space (10%), uncrowded areas (10%) and friendly people (10%).

Table 9: Attraction of Montana as a Vacation Destination by Summer Nonresident Vacation Travelers

| Vacation Attraction: | Jefferson County | | Statewide | |
|--------------------------------|-----------------------|----------------------|-----------------------|----------------------|
| | Types of Attractions* | Primary Attraction** | Types of Attractions* | Primary Attraction** |
| Mountains | 76% | 29% | 51% | 12% |
| Yellowstone NP. | 42% | 14% | 39% | 22% |
| Rivers | 42% | -- | 35% | 1% |
| Glacier NP | 24% | 10% | 31% | 25% |
| Open space | 42% | 10% | 31% | 6% |
| Wildlife viewing | 2% 7 | -- | 28% | 2% |
| Uncrowded areas | 48% | 10% | 27% | 4% |
| Lakes | 30% | -- | 26% | 1% |
| Camping | 27% | -- | 19% | 2% |
| Friendly people | 30% | 10% | 18% | 3% |
| National Forest | 15% | -- | 15% | 1% |
| Hiking | 12% | -- | 15% | 1% |
| Fishing | 24% | 3% | 14% | 6% |
| Historic sites | 12% | -- | 13% | 2% |
| Montana history | 18% | 3% | 11% | 1% |
| Native American culture | 12% | -- | 10% | 1% |
| Spec. attraction | 15% | 7% | 8% | 6% |
| Wilderness Area | 3% | -- | 8% | 1% |
| N Great Plains | -- | -- | 6% | <1% |
| Badlands | 3% | 3% | 6% | 1% |
| State Park | 12% | -- | 6% | <1 |
| Special event | 3% | -- | 4% | 4 |

As with statewide vacationers, overnight vacationers to Jefferson County are in the state for Yellowstone National Park, but they are much more likely to be interested in the mountainous landscape.

**APPLICATION:
Provide interpretive tours and recreation opportunities in the mountains of Jefferson County.**

Source: ITRR

*Respondents could indicate more than one attraction

** Percent total may not equal 100 due to rounding.

Visitor Activities

Some differences exist between statewide visitors and overnight visitors to Jefferson County (Table 10).

Statewide. Wildlife watching was the most popular activity among the statewide sample (45%). Other activities in which visitors participated, in order of popularity, were visiting family/friends (34%), nature photography (33%), recreational shopping (32%), day hiking (29%), and visiting historic/interpretive sites (29%).

Jefferson County. Visiting family/friends (47%) is the most popular recreation activity indicated by travelers who stayed overnight in Jefferson County. Other popular activities included visiting historic/interpretive sites (43%), camping in developed areas (35%), wildlife watching (35%), and nature photography (27%).

Table 10: Recreation Activity Participation of Summer Visitors to Montana *

| Recreation Activity: | Jefferson County | Statewide |
|-----------------------------|-------------------------|------------------|
| Visiting family/friends | 47% | 34% |
| Historic/Interpretive sites | 43% | 29% |
| Camping in developed areas | 35% | 28% |
| Wildlife watching | 35% | 45% |
| Nature photography | 27% | 33% |
| Picnicking | 24% | 26% |
| Visiting museums | 22% | 21% |
| Day hiking | 22% | 29% |
| Recreational shopping | 16% | 32% |
| Fishing | 14% | 15% |
| Swimming in pools | 11% | 14% |
| Camping in primitive areas | 11% | 10% |
| Visit Native American sites | 11% | 10% |
| Gambling | 8% | 10% |
| Nature studies | 5% | 9% |
| Special events/festivals | 5% | 8% |
| Swimming in natural areas | 3% | 7% |
| River rafting/floating | 3% | 6% |
| Golfing | 3% | 5% |

Visitors to Jefferson County are far more likely than their statewide counterparts to visit historic/interpretive sites, which is good news for the County for drawing Lewis & Clark visitors in the coming years.

Source: ITRR

* Respondents could indicate more than one activity.

Economic Characteristics

Information about the number of visitors to an area and how much they spend there is very useful for planning purposes. While travel group characteristics are based only on groups that spent a night in Jefferson County during the summer, economic information is much more inclusive and represents all dollars spent in the county throughout the entire year (Table 11).

ITRR staff estimated that 3,830,000 travel groups visited Montana in 1998. Of those 3.83 million travel groups, approximately 1,455,000 (38%) passed through Jefferson County.

Statewide. Nonresident visitors spent in excess of \$1.5 billion dollars in the state during 1998. This amounted to about \$1,730 per person living in the state (Table 11).

Jefferson County. Nonresident spending in Jefferson County totaled \$4,220,000 in 1998, or less than 1 percent of all nonresident spending in Montana. Nonresidents spent the equivalent of \$418 per person in the county (Table 11).

Table 11: Visitation and Expenditures of Nonresident Travelers in Jefferson County

| Distribution of Expenditures in Sample Area: | Jefferson County | Statewide |
|--|------------------|-----------------|
| Hotel, Lodge, Campgrounds, RV Park, B&B | 13% | 17% |
| Auto Rental, Repair and Transportation | 0% | 4% |
| Gasoline, Oil | 39% | 22% |
| Restaurant, Bar | 11% | 18% |
| Groceries, Snacks | 9% | 8% |
| Retail Sales | 10% | 24% |
| Miscellaneous Services | 18% | 6% |
| Total Travel Groups to Sample Area in 1998 | 1,455,000 | 3,830,000 |
| Total Expenditures in Sample Area in 1998 (1998 \$) | \$4,220,000 | \$1,523,000,000 |
| Per Capita Expenditures in Area (1998 \$) ³ | \$418 | \$1,730 |

Source: ITRR



³ MT Department of Commerce, Census and Economic Information Center. Data set "Montana Estimates of the Population of Counties and Places: Annual Time Series, July 1, 1991 to July 1, 1998". Accessed at www.com.state.mt.us/ceic

SECTION II: THE RESIDENT ATTITUDE SURVEY

Data for this section of the report came from the ITRR Resident Attitude Study conducted in the Whitehall area during the fall of 1999.

METHODOLOGY

A mail-back questionnaire was administered to a randomly selected sample of 500 residents of Whitehall and neighboring Cardwell, as well as to a statewide sample of 1,000 Montana residents, during October and November 1999. One week after the initial mailing, a reminder postcard was sent to all survey households. After an additional two weeks, a replacement questionnaire was mailed to those who had not yet responded.

A non-response bias check was not conducted at the conclusion of the sampling effort. Non-response bias checks are generally conducted to determine if those in the sample population who did not respond to the questionnaire differed on key issues from those who did respond. In this case, the key questions that may have differed between respondents and non-respondents involved statements about support for tourism development. These key questions could only be answered after answering numerous other questions asked in the survey. Therefore, it was not possible to develop a condensed telephone non-response questionnaire. Because of this reason, it was decided that comparable data could not be generated from telephone non-respondent interviews.

The reader is cautioned to bear in mind that these results represent opinions from 43 percent of the Whitehall and Cardwell residents polled (Table 12). It was assumed that respondents did not differ from non-respondents in their opinions. Because the age distribution of the survey respondents differed from the July 1, 1998, Montana census estimates of age groups⁴, responses were adjusted to more closely reflect the population of Whitehall residents. The results presented in this report reflect the adjusted data set.

Table 12: Sample Sizes and Response Rates for the Survey Samples used in this Report

| | Whitehall | Statewide |
|---------------------------------------|-----------|-----------|
| Resident questionnaires sent out: | 500 | 1000 |
| Undeliverables: | 79 | 105 |
| Resident questionnaires returned: | 179 | 244 |
| Resident Opinion Study response rate: | 43% | 27% |
| Female:male response ratio | 58:42 | 56:44 |

⁴ MT Department of Commerce, Census and Economic Information Center. Data set CO-98-13, "Population estimates for counties by age group: July 1, 1998". Accessed at www.com.state.mt.us/ceic

RESIDENTS' OPINIONS ABOUT MONTANA, THEIR COMMUNITY, AND TOURISM

As a community pursues tourism as a development strategy, the goals of that effort generally include an improved economy, more jobs for local residents, community stability, and ultimately, a stable or improved quality of life for the community's residents. Understanding residents' perceptions of the conditions of their surroundings and tourism's influence on those conditions can provide guidance toward appropriate development decisions.

Residents of an area may hold a variety of opinions about tourism and other forms of economic development. They may have both positive and negative perceptions of the specific impacts of tourism. Attitudes and opinions are good measures for determining the level of support for community and industry actions.

The resident attitude questionnaire addressed topics that provide a picture of perceived current conditions and tourism's role in the community. The following general areas are covered in this section:

- 1) Respondent Characteristics
- 2) Resident Attitudes and Opinions about Tourism
- 3) Questions Specific to the Whitehall Area

Respondent Characteristics

Age and gender, as well as residence in the state and in the Whitehall area were explored in the respondent characteristic section of the survey.

Age and gender: Respondents were asked to indicate their gender as well as their age.

Statewide. Forty-four percent of respondents to the statewide survey were male. The average age of respondents to the statewide survey was 51 years with respondents ranging in age from 19 to 88 years of age (Table 13).

Whitehall. Fifty-eight percent of respondents from Whitehall were female. Respondents averaged 47 years of age, and ranged in age from 18 to 87 years. (Table 13).

Table 13: Respondents Age Characteristics

| Age: | Whitehall | Statewide |
|----------------|------------------|------------------|
| Average Age | 47 years | 51 years |
| Percent Male | 42% | 44% |
| Percent Female | 58% | 56% |
| Minimum Age | 18 years | 19 years |
| Maximum Age | 87 years | 88 years |

Residence: Survey subjects were asked if they were born in Montana, as well as how long they had lived in their community and in the state of Montana.

Statewide. Exactly half of the survey respondents were native Montanans. On average, they had lived in their community for 21 years, and in the state for 47 years. Ninety-two percent of respondents' lives were spent in the state (Table 14). Sixteen percent of respondents had lived in their community longer than 40 years, while 36 percent had lived in their community 10 years or less (Table 15).

Whitehall. Over half (58%) of Whitehall respondents were native-born Montanans. On average, they had lived in their community for 19 years, or 40 percent of their lives, and in the state for 33 years, or 70 percent of their lives (Table 14). Twenty-three percent of Whitehall residents had lived in their community longer than 30 years (Table 15).

Table 14: Respondents' Residency Characteristics

| Residency: | Whitehall | Statewide |
|---------------------------------------|------------------|------------------|
| Born in Montana | 58% | 50% |
| Mean years lived in the community | 19 years | 21 years |
| Mean years lived in Montana | 33 years | 47 years |
| Age (Mean Years) | 47 years | 51 years |
| Percentage of life spent in community | 40% | 41% |
| Percentage of life spent in Montana | 70% | 92% |

Table 15: Respondents' Length of County Residency

| Residency: | Whitehall | Statewide |
|-------------------|------------------|------------------|
| 10 years or less | 44% | 36% |
| 11 to 20 years | 16% | 24% |
| 21 to 30 years | 17% | 15% |
| 31 to 40 years | 13% | 9% |
| 41 to 50 years | 6% | 7% |
| 51 to 60 years | 3% | 5% |
| 61 years or more | 1% | 4% |

Employment Status: A person's employment status, type of job, and economic work sector can all influence personal well-being and support for tourism. In general, the more dependent a person is financially on the tourism industry, the higher the support for tourism (Table 16).

Statewide. Professionals made up the largest group of respondents to the statewide survey, comprising 28 percent of those responding. Retirees made up the second largest group of respondents (18%). No other employment category was represented by more than 8 percent of the respondents (Table 16).

Whitehall. Self-employed workers and professionals were the two largest employment categories among Whitehall respondents (19% each), followed by retirees (17%). Homemakers made up 11 percent of the respondents (Table 16).

Table 16: Employment Status of Resident Respondents

| Employment Status: | Whitehall | Statewide |
|---------------------------|------------------|------------------|
| Self-employed | 19% | 8% |
| Professional | 19% | 28% |
| Retired | 17% | 18% |
| Homemaker | 11% | 5% |
| Managerial | 7% | 2% |
| Clerical | 6% | 5% |
| Craftsman | 4% | 7% |
| Farmer / Rancher | 4% | 5% |
| Student | 3% | 5% |
| Service worker | 2% | 5% |
| Unemployed / Disabled | 2% | 2% |
| Sales | 2% | 3% |
| Laborer | 2% | 5% |
| Operatives | 1% | <1% |
| Armed services | <1% | -- |
| Farm/ranch laborer | <1% | -- |
| Transport | <1% | 1% |

Place of Residence: Respondents were asked to indicate whether they lived in a town or in a rural area.

Statewide. Over half (54%) of respondents indicated that they live in town. Residents from rural areas made up 46 percent of the respondents (Table 17).

Whitehall. Almost two-thirds (62%) of respondents from the Whitehall area indicated that they live out of town, a number quite different from the statewide sample (Table 17).

Table 17: Respondents' Place of Residence

| Where in Community: | Whitehall | Statewide |
|----------------------------|------------------|------------------|
| In town | 38% | 54% |
| Out of town | 62% | 46% |

Tourism and the Economy

The local economy and the role tourism should have in it were issues addressed in the survey. Residents were asked, "Compared to other industries, how important a role do you think tourism should have in your community's economy?" In addition, residents ranked industries on a scale of 1 (best) through 7 (worst) indicating which they believed offered the best opportunity for future economic growth.

Statewide. The majority of respondents (57%) believe that tourism should play a role equal to other industries in their local economy, while 26 percent think tourism should play a relatively minor role (Table 18). Tourism ranked fourth behind agriculture/agribusiness, retail & wholesale trade, and services as offering the best opportunity for economic development (Table 19).

Whitehall. Half of Whitehall respondents believe that tourism should play a role equal to other industries in the community's economy. Ten percent believe tourism should play a dominant role (Table 18). When asked to rank tourism along with other industry groups according to their economic importance for Whitehall, tourism ranked fourth among all industry groups (Table 19).

Table 18: Role of Tourism in Local Economy

| | Whitehall | Statewide |
|----------------------------------|-----------|-----------|
| No role | 7% | 1% |
| A minor role | 33% | 26% |
| A role equal to other industries | 50% | 57% |
| A dominant role | 10% | 10% |

Table 19: Best Opportunity for Economic Development

| Industry | Whitehall | | Statewide | |
|-----------------------------------|-----------|-------------|-----------|-------------|
| | Rank | Mean* | Rank | Mean* |
| Retail & wholesale trade | 2 | 3.73 | 2 | 3.19 |
| Agriculture/Agribusiness | 1 | 2.52 | 1 | 3.07 |
| Services (health, business, etc.) | 5 | 4.21 | 3 | 3.36 |
| Manufacturing | 6 | 4.43 | 5 | 3.81 |
| Tourism/recreation | 4 | 4.01 | 4 | 3.66 |
| Wood products | 7 | 4.98 | 6 | 5.00 |
| Mining | 2 | 3.73 | 7 | 5.67 |

Whitehall respondents believe agriculture/agribusiness offers the best opportunity for future economic development in the area.

*Scores represent mean responses measured on a scale from 1 (best opportunity) to 7 (worst opportunity).



Dependence on Tourism

Several questions were designed to determine the extent to which respondents feel they are dependent upon the tourism industry. They were asked to indicate degree of dependency for both their jobs and their income.

Statewide. Nine percent of respondents indicated that their job is very dependent on tourism, while almost three-fourths of all statewide respondents indicated that their job is not at all dependent on tourism (Table 20). Less than 1 percent indicated that 76-100% of their income is dependent on tourism, while 73 percent said that none of their income is tourism-dependent (Table 21).

Whitehall. Over three-fourths (79%) of Whitehall respondents believe their job is not at all dependent on the tourism industry. A slightly lower percentage (76%) believe that their income is not at all dependent on tourism. Only four percent of Whitehall residents feel their jobs are very dependent on the tourism industry, while 1 percent feels that 76-100% of their income is attributable to tourism (Tables 20 and 21).

Table 20: Tourism Job Dependency

| Job Dependency | Whitehall | Statewide |
|----------------------|------------|------------|
| Very dependent | 4% | 9% |
| Somewhat dependent | 17% | 18% |
| Not at all dependent | 79% | 73% |

Table 21: Tourism Income Dependency

| Income Dependency | Whitehall | Statewide |
|-------------------|------------|------------|
| None at all | 76% | 73% |
| 1% - 25% | 20% | 17% |
| 26% - 50% | 2% | 6% |
| 51% - 75% | 1% | 3% |
| 76% - 100% | 1% | <1% |

As with statewide respondents, the perception among Whitehall residents is that they are not dependent on tourism for neither employment nor income. This is interesting since Whitehall has more self-employed and managerial residents than does the statewide sample, suggesting there should be some difference in dependency on tourism between the two groups.

Interactions with Tourists

The extent to which respondents interact with tourists affects the attitudes and opinions residents hold toward tourism in general. In addition, an individual's behavior is also a reflection of attitudes and opinions. Respondents were asked questions to determine the extent to which they interact with tourists on a day-to-day basis as well as to determine the quality of those interactions.

Statewide. When asked about the frequency of their day-to-day interaction with tourists, 19 percent indicated that they have regular contact, and 29 percent reported having somewhat frequent contact with tourists. An additional 35 percent indicated that they have infrequent contact with tourists (Table 22). Only eight percent of respondents make an effort to avoid tourists in their community, while 62 percent try to make visitors feel welcome (Table 23).

Whitehall. Thirty-one percent of respondents indicated that they have regular or somewhat frequent contact with tourists during their day-to-day activities (Table 22). Almost two-thirds of respondents (65%) try to make visitors feel welcome in the community (Table 23).

Table 22: Interactions with Tourists

| Frequency of Interactions | Whitehall % | Statewide % |
|---------------------------|-------------|-------------|
| Regular | 14% | 19% |
| Somewhat Frequent | 17% | 29% |
| Infrequent | 37% | 35% |
| Almost Never | 32% | 17% |

Less than one-third of Whitehall residents have regular to somewhat frequent contact with visitors. However, they are very likely to make them feel welcome. It seems the community would benefit from increased contact between residents and visitors.

Table 23: Resident Behavior Toward Tourists

| Behavior | Whitehall % | Statewide % |
|------------------------|-------------|-------------|
| Make them feel welcome | 65% | 62% |
| No specific reaction | 32% | 30% |
| Try to avoid them | 3% | 8% |

Community Attachment and Change

One measure of community attachment is the length of time and percentage of life spent in a community or area. Length of residence was reported earlier in the report in Table 14. Another measure of community attachment is based on opinions which residents hold about the community (Table 24).

Respondents indicated their level of agreement with each of four statements on a scale of 1 (strongly disagree) through 4 (strongly agree). A response greater than 2.5 indicates agreement. Finally, Table 25 presents the degree to which respondents feel their community is changing and at what rate.

Statewide. The Index of Community Attachment (i.e., the mean of the four community attachment statements) indicates that statewide respondents are quite attached to their community. An average rating of 3.10 (on a scale from 1 to 4) shows that these residents like where they live. Respondents were very positive in their feelings about their community except in regard to their opinions about its future. This item had the lowest average score of the four items making up the community attachment index (Table 24).

Residents were asked whether they perceive the population of their community/county to be changing and, if so, at what rate. Statewide, 69 percent of respondents feel the population of their county is growing. Thirteen percent reported that it is decreasing. Of those who feel the population is changing, over half feel it is changing too fast, while 38 percent feel it is changing at about the right rate⁵ (Table 25).

In summary, respondents around Montana are attached to their community in spite of the fact that they feel their community is growing too fast. However, Montana residents are a little uncertain about the future of their community/county.

Whitehall. The Index of Community Attachment for Whitehall (2.86) is lower than for the statewide sample, but remains positive. Like the statewide sample, Whitehall responded negatively to the statement “I think the future of my community looks bright”. Not only is the score lower than the statewide sample, it is at the negative end of the scale. This may suggest that there are serious concerns about the future stability of the community. On the other hand, their responses to the remaining three statements indicate that Whitehall area residents rather like where they live and want to be involved in decisions regarding their community (Table 24).

Only 6 percent of respondents feel that the community population is decreasing rather than growing, a sentiment opposed by almost two-thirds of the sample. A full 31 percent feel that the population of their community is not changing at all⁶. Regardless of how it is changing, the majority of respondents feel the population is changing at about the right rate (Table 25).

Table 24: Community Attachment Statements

| Statement: | Whitehall Mean* | Statewide Mean* |
|---|------------------------|------------------------|
| It is important that the residents of my community be involved in decisions about tourism | 3.39 | 3.36 |
| If I had to move away from my community, I would be very sorry to leave | 2.95 | 3.30 |
| I'd rather live in my community than anywhere else | 2.69 | 3.08 |
| I think the future of my community looks bright | 2.40 | 2.67 |
| Index of Community Attachment | 2.86 | 3.10 |

Whitehall respondents have a negative perspective on the future of their community.

*Scores represent mean responses measured on a scale from 4 (Strongly Agree) to 1 (Strongly Disagree)

⁵ The population of the state of Montana increased by 10.2 percent between April, 1990 and July, 1998. Source: MT Department of Commerce, Census and Economic Information Center. Data set “Montana Estimates of the Population of Counties and Places: Annual Time Series, July 1, 1991 to July 1, 1998”. Accessed at www.com.state.mt.us/ceic

⁶ The population of Whitehall increased by 31.1 percent between April, 1990 and July, 1998. Ibid.

Table 25: Perceptions of Community Growth

Growth Characteristics: Whitehall Statewide

How is the population changing in your community?

| | | |
|--------------|------------|------------|
| Growing | 63% | 69% |
| Decreasing | 6% | 13% |
| Not changing | 31% | 18% |

Whitehall residents have a strong sense that the community is growing, and at about the right pace.

If changing, is your community changing. . .

| | | |
|--------------|------------|------------|
| Too fast? | 18% | 59% |
| About right? | 73% | 38% |
| Too slow? | 9% | 3% |

Current Condition and Tourism's Influence on Quality of Community Life

When evaluating the potential for community tourism development, it is necessary to gain an understanding of residents' opinions of the current quality of life in their community and how they perceive tourism will influence this. A number of factors contribute to the quality of life in any community, including the availability and quality of public services, infrastructure, absence of stress factors such as crime and unemployment, and overall livability issues such as cleanliness and friendliness.

To that end, respondents were asked to rate the condition of a number of factors that influence the quality of community life using a four point scale ranging from 4 (very good condition) to 1 (very poor conditions), as well as "don't know". They were also asked to rate the influence tourism has on these current conditions on a scale including "positive influence", "both positive and negative influence", "negative influence", "no influence", and "don't know".

Statewide. On the statewide level, respondents feel that overall community livability, quality of emergency services, and parks and recreation areas are in good to very good condition. Respondents indicated that they do not expect tourism to have much of an effect, positive or negative, on these factors. However, respondents also indicated that museums and cultural centers are in good condition and that tourism is expected to have a strongly positive influence in this area.

On the other hand, statewide respondents indicated that roads and highways, cost of living, and traffic congestion are in poor condition, and that tourism is perceived to have a more strongly negative influence on these factors.

While it was perceived that tourism does not impact the educational system, it was considered to be in poor condition. Similarly, infrastructure was indicated to be in slightly good condition, but respondents indicated "no influence" from tourism on infrastructure (Tables 26 and 27).

Whitehall. Whitehall respondents indicated that museums & cultural centers and parks & recreation areas are in good to very good condition and that tourism has a positive effect on these factors. While emergency services and overall community livability were rated in good condition as well, tourism is perceived to provide positive and negative influences on these.

Roads & highways and traffic congestion were rated as being in poor condition, and tourism is perceived to negatively influence these conditions. However, overall cleanliness and appearance was also rated in slightly poor condition, but tourism is perceived to have a positive influence here.

As with statewide respondents, the educational system and infrastructure were perceived to be uninfluenced by tourism, but education received a slightly poor rating while infrastructure received a slightly good rating (Tables 26 and 27).

Table 26: The Quality of Community Life

| How would you rate the <i>present condition</i> of . . . | Whitehall Mean* | Statewide Mean* |
|---|------------------------|------------------------|
| Overall community livability | 3.03 | 3.26 |
| Emergency services (police, fire, etc) | 2.99 | 3.20 |
| Parks and recreation areas | 2.78 | 3.09 |
| Museums and cultural centers | 2.74 | 3.08 |
| Safety from crime | 2.69 | 3.07 |
| Infrastructure (water, sewer, etc.) | 2.63 | 2.78 |
| Cost of living | 2.52 | 2.30 |
| Overall cleanliness and appearance | 2.45 | 3.02 |
| Traffic congestion | 2.36 | 2.62 |
| Educational system | 2.30 | 3.00 |
| Condition of roads and highways | 1.88 | 2.59 |
| Job opportunities | 1.73 | 2.25 |

Whitehall respondents feel that they have good over-all community livability, good emergency services, and good parks and recreation areas.

Whitehall respondents feel some improvement is needed in these areas.

*Scores represent mean responses measured on a scale from 4 (Very Good Condition) to 1 (Very Poor Condition)

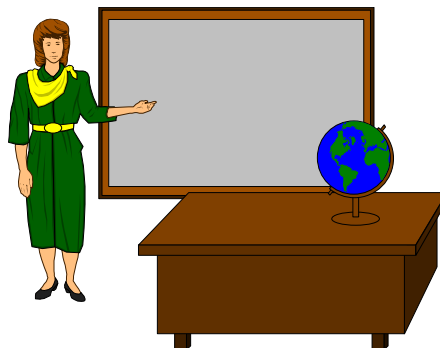


Table 27: Influence of Tourism on Selected Quality of Community Life Factors

| The Influence of Tourism on: | | No Influence | Negative Influence | Positive & Negative | Positive Influence | Don't Know |
|--|--------------------|--------------|--------------------|---------------------|--------------------|------------|
| Overall community livability | Whitehall → | 16% | 13% | 35% | 26% | 10% |
| | <i>Statewide</i> | <i>25%</i> | <i>10%</i> | <i>42%</i> | <i>13%</i> | <i>10%</i> |
| Emergency services (police, fire, etc) | | 24% | 12% | 36% | 14% | 14% |
| | | <i>28%</i> | <i>9%</i> | <i>28%</i> | <i>12%</i> | <i>23%</i> |
| Parks and recreation areas | | 3% | 14% | 25% | 49% | 9% |
| | | <i>10%</i> | <i>16%</i> | <i>40%</i> | <i>27%</i> | <i>7%</i> |
| Museums and cultural centers | | 3% | 1% | 11% | 74% | 11% |
| | | <i>7%</i> | <i>1%</i> | <i>16%</i> | <i>61%</i> | <i>15%</i> |
| Safety from Crime | | 7% | 40% | 30% | 15% | 8% |
| | | <i>21%</i> | <i>23%</i> | <i>32%</i> | <i>9%</i> | <i>15%</i> |
| Infrastructure (water, sewer, etc.) | | 27% | 21% | 20% | 11% | 21% |
| | | <i>30%</i> | <i>23%</i> | <i>22%</i> | <i>7%</i> | <i>18%</i> |
| Cost of living | | 19% | 27% | 23% | 22% | 9% |
| | | <i>19%</i> | <i>34%</i> | <i>27%</i> | <i>8%</i> | <i>12%</i> |
| Overall cleanliness and appearance | | 4% | 23% | 29% | 37% | 7% |
| | | <i>14%</i> | <i>17%</i> | <i>40%</i> | <i>21%</i> | <i>8%</i> |
| Traffic congestion | | 12% | 46% | 26% | 10% | 6% |
| | | <i>12%</i> | <i>56%</i> | <i>17%</i> | <i>9%</i> | <i>6%</i> |
| Educational system | | 47% | 4% | 20% | 19% | 10% |
| | | <i>50%</i> | <i>9%</i> | <i>19%</i> | <i>7%</i> | <i>15%</i> |
| Condition of roads and highways | | 10% | 41% | 22% | 23% | 4% |
| | | <i>14%</i> | <i>32%</i> | <i>35%</i> | <i>12%</i> | <i>7%</i> |
| Job opportunities | | 22% | 8% | 22% | 42% | 6% |
| | | <i>23%</i> | <i>13%</i> | <i>28%</i> | <i>25%</i> | <i>11%</i> |

○ Tourism's Positive Influence.

□ Tourism's Negative Influence.

*Whitehall percentages in boldface, statewide percentages in italics.

RESIDENTS' ATTITUDES AND OPINIONS ABOUT TOURISM

In addition to tourism's perceived influence on wellbeing, another method of measuring the degree of tourism support is to ask respondents questions specific to the tourism industry and about their interactions with tourists. Respondents were asked to indicate the level of agreement or disagreement with a number of tourism-related questions. Responses were coded on a scale from 4 (strongly agree) to 1 (strongly disagree). Results should be interpreted as follows: a score higher than 2.5 indicates a positive opinion, and a score less than or equal to 2.5 indicates a negative opinion.

Support for Tourism Development

Some questions addressed general support for tourism development while others addressed more specific aspects of tourism.

Statewide. Almost two-thirds (63%) of respondents believe that their community/county is an attractive place to invest in tourism development. Forty-nine percent believe that tourism would help their community/county grow in the "right" direction. Seventy-four percent believe that tourism promotion by Montana benefits their community/county. Nearly three-fourths (73%) support continued tourism promotion by Montana. Not as many residents believe that they themselves would benefit if tourism increased in their community/county. Only 24 percent feel they would see personal financial benefit from increased tourism. Sixty-three percent of respondents believe that the benefits of tourism outweigh the negative effects. Finally, about one-third (35%) of respondents feel that increased tourism would result in increased quality of life in their community/county (Table 28).

Whitehall. Respondents from Whitehall agree that tourism promotion by the state of Montana benefits their community economically. They also agree that the overall benefits from tourism outweigh the negative impacts, and that increased tourism can help their community grow in the right direction. In light of this, they naturally support continued tourism promotion by the state. Residents feel that their community is an attractive place to invest in tourism development, but are not so certain that tourism will improve the quality of life in Montana. They are also doubtful that they will see any personal financial benefit from increased tourism in their area (Table 28).



Table 28: Support for Tourism Development

| Statement: | | Strongly Agree | Agree | Disagree | Strongly Disagree | Average Score** |
|--|---|--------------------------|--------------------------|--------------------------|--------------------------|----------------------------|
| Tourism promotion by Montana | → | 15%* | 54% | 26% | 5% | 2.79 |
| Whitehall | → | <i>12%</i> | <i>62%</i> | <i>19%</i> | <i>7%</i> | <i>2.80</i> |
| benefits my county economically | | | | | | |
| <i>Statewide</i> | | | | | | |
| I support continued tourism promotion and advertising to out-of-state visitors by the State of Montana | | 20% <i>15%</i> | 55% <i>58%</i> | 15% <i>15%</i> | 10% <i>12%</i> | 2.16 <i>2.77</i> |
| The overall benefits of tourism outweigh the negative impacts | | 12% <i>8%</i> | 44% <i>55%</i> | 31% <i>25%</i> | 13% <i>12%</i> | 2.44 <i>2.59</i> |
| Increased tourism would help my county grow in the right direction | | 16% <i>12%</i> | 46% <i>37%</i> | 28% <i>34%</i> | 10% <i>17%</i> | 2.67 <i>2.45</i> |
| If tourism increases in Montana, the overall quality of life for Montana resident will improve | | 7% <i>5%</i> | 35% <i>30%</i> | 36% <i>45%</i> | 22% <i>20%</i> | 2.73 <i>2.20</i> |
| My community/county is an attractive place to invest in new tourism development | | 14% <i>12%</i> | 48% <i>51%</i> | 29% <i>27%</i> | 9% <i>10%</i> | 2.68 <i>2.65</i> |
| I will benefit financially if tourism increases in my county | | 5% <i>7%</i> | 16% <i>17%</i> | 46% <i>43%</i> | 33% <i>33%</i> | 1.92 <i>1.97</i> |

***Whitehall percentages in boldface**, statewide percentages in italics.

**Scores represent mean responses measured on a scale from 4 (strongly agree) to 1 (strongly disagree).

Concerns about Increased Tourism

Residents of a community may become concerned about changes that will impact the quality of life they have become used to. Increased tourism brings with it a number of changes in any community. The extent to which residents see these changes as positive or negative will impact their support for tourism development. Again a 4-point scale was used for responses.

Statewide. Over three-fourths (76%) of Montanans surveyed would support land-use regulations to control future growth in their community. Over two thirds (70%) of respondents agree that vacationing in Montana influences too many people to move here. In light of this, 56 percent feel the state is becoming too crowded by tourists (Table 29).

Whitehall. Sixty-seven percent of Whitehall respondents would support land use regulations to help control the type of future growth in the community. The majority of area respondents agree that vacationing in Montana influences too many people to move to the state, and 47 percent feel that the state is becoming overcrowded because of tourists (Table 29).

Table 29: Concerns about Increased Tourism

| Statement: | Strongly Agree | Agree | Disagree | Strongly Disagree | Average Score** |
|--|----------------|------------|------------|-------------------|-----------------|
| I would support land-use regulations to help control the type of future growth in my community/county. | 17%* | 50% | 21% | 12% | 2.72 |
| | <i>28%</i> | <i>48%</i> | <i>16%</i> | <i>8%</i> | <i>2.95</i> |
| Vacationing in Montana influences too many people to move to Montana. | 28% | 32% | 34% | 6% | 2.17 |
| | <i>32%</i> | <i>38%</i> | <i>27%</i> | <i>3%</i> | <i>2.99</i> |
| In recent years, the state is becoming overcrowded because of more tourists. | 16% | 31% | 47% | 6% | 2.44 |
| | <i>22%</i> | <i>34%</i> | <i>36%</i> | <i>8%</i> | <i>2.78</i> |

Whitehall respondents would support land use regulations to control future growth that may result from vacationers moving to Montana.

*Whitehall percentages in boldface, statewide percentages in italics.

**Scores represent mean responses measured on a scale from 4 (strongly agree) to 1 (strongly disagree).

Concerns about Land Use Issues

Montana has a rich land heritage. A large part of the attraction and charm of Montana is its wide open spaces. Subjects were asked their agreement or disagreement to several statements related to land use issues. Again, a 4-point scale was used.

Statewide. Sixty-two percent of respondents agree that there is adequate undeveloped open space in their community/county. Nearly three-fourths (72%) are concerned about the potential disappearance of open space. Only 36 percent of respondents feel that their access to recreation opportunities is limited due to the presence of out-of-state visitors (Table 30).

Whitehall. Whitehall respondents believe there is adequate undeveloped open space in the area (75%), but show some concern about its potential disappearance (60%). However, respondents do not feel that the presence of tourists limits their access to recreation opportunities (65%) (Table 30).



Table 30: Land Use Issues

| Statement: | | Strongly Agree | Agree | Disagree | Strongly Disagree | Average Score** |
|--|--------------------------------------|----------------------------|--------------------------|--------------------------|--------------------------|----------------------------|
| There is adequate undeveloped open space in my community. | Whitehall <i>Statewide</i> | 17% <i>* 16%</i> | 58% <i>46%</i> | 16% <i>23%</i> | 9% <i>15%</i> | 2.83 <i>2.62</i> |
| I am concerned about the potential disappearance of open space in my community. | | 30% <i>44%</i> | 30% <i>28%</i> | 32% <i>22%</i> | 8% <i>6%</i> | 2.82 <i>3.11</i> |
| My access to recreation opportunities is limited due to the presence of out-of-state visitors. | | 11% <i>11%</i> | 24% <i>25%</i> | 54% <i>54%</i> | 11% <i>10%</i> | 2.64 <i>2.37</i> |

Whitehall respondents do not feel that the presence of tourists limits their access to recreation opportunities. Although they find there to be adequate undeveloped open space in the area, they are somewhat concerned about its disappearance.

***Whitehall percentages in boldface**, statewide percentages in italics.

**Scores represent mean responses measured on a scale from 4 (strongly agree) to 1 (strongly disagree).

Tourism Related Decision Making

Residents have strong feelings about participating in decisions that will ultimately affect their community and their own lives. Residents were asked to respond to two items related to who should be making decisions about tourism development in their community/county. Again, a 4-point scale was used.

Statewide. Respondents feel strongly that residents should be involved in decision making about local tourism development. Ninety-three percent of respondents either agree or strongly agree with the statement "It is important that residents of my community be involved in decisions about tourism". Sixty-one percent of respondents do not agree that the private sector should be the sole decision-maker when it comes to tourism volume (Table 31).

Whitehall. Like their statewide counterparts in this survey, Whitehall residents feel strongly that decision-making about tourism development in Whitehall should include input from the residents of the area (96%), and do not agree that these decisions should be left entirely to the private sector (62%) (Table 31).

Table 31: Tourism-Related Decision Making

| Statement: | | Strongly Agree | Agree | Disagree | Strongly Disagree | Average Score** |
|---|------------------|----------------|------------|------------|-------------------|-----------------|
| It is important that residents of my community be involved in decisions about tourism. | Whitehall | 44%* | 52% | 4% | <1% | 3.39 |
| | <i>Statewide</i> | <i>43%</i> | <i>50%</i> | <i>6%</i> | <i><1%</i> | <i>3.36</i> |
| Decisions about how much tourism there should be in my community are best left to the private sector. | | 16% | 22% | 37% | 25% | 2.28 |
| | | <i>13%</i> | <i>26%</i> | <i>34%</i> | <i>27%</i> | <i>2.26</i> |

Include county residents in all phases of the tourism planning and decision making process.

***Whitehall percentages in boldface**, statewide percentages in italics.

** Scores represent mean responses measured on a scale from 4 (Strongly Agree) to 1 (Strongly Disagree).

Advantages and Disadvantages of Tourism Development

To further clarify the perceived benefits and costs of tourism development, respondents were asked what they thought would be the top advantage and disadvantage of increased tourism in their community. This was an open-ended question where respondents provided their own thoughts and wording. The suggestions were then assigned to general categories for comparison.

Statewide. The top advantage given by statewide respondents was overall economic benefits. Over 80 percent of the statewide sample indicate more jobs, higher income and higher profits for local businesses as the top advantages (Table 32). Congestion/crowding tops the list of disadvantages, followed by tourists wanting to move here (Table 33). Appendix B contains a full list of statewide responses.

Whitehall. As with the statewide sample, improved economic conditions are viewed as the primary benefit of increased tourism (92%) (Table 32). Crowding (33%) and increased illegal activity (20%) were the most frequently noted disadvantages of increased tourism in Whitehall (Table 33). Appendix C contains a complete list of Whitehall responses.

Table 32: The Top Advantage of Increased Tourism in the Community

| Top Advantage: | Whitehall | Statewide |
|--|------------------|------------------|
| Improved economy (more jobs, business, etc.) | 92% | 96% |
| No benefit | 11% | 11% |
| Incentive for city improvements | 4% | -- |
| More people/friendly people | 4% | 2% |
| Increase in services/accommodations | 4% | 1% |
| Better environment | 2% | -- |

The primary advantage of increased tourism is the perceived economic impact, including more jobs, more income and higher profits, and new money to the community.

*Respondents could offer more than one suggestion.

Table 33: Top Disadvantages of Increased Tourism in the Community

| Top Disadvantage: | Whitehall | Statewide |
|---|------------------|------------------|
| Crowding/Congestion/Traffic | 33% | 51% |
| Increase in illegal activity | 20% | 6% |
| Increased cost of living | 12% | 8% |
| Losing the “home town” feel/quality of life/community togetherness/security | 10% | -- |
| People moving to the area | 9% | 13% |
| No disadvantages | 8% | 7% |
| Increased pressure on existing services | 8% | 4% |
| Over-use of natural resources/Environmental impact | 6% | 8% |
| Creates more minimum-wage jobs | 5% | 4% |
| Trash | 5% | -- |

*Respondents could offer more than one suggestion.



General Tourism Issues

Whitehall area respondents were also asked to share their views on some issues dealing with general attitudes towards tourism in general. There is an obvious difference between the opinions of Whitehall residents and those of the statewide respondents.

Statewide: The respondents to the statewide survey largely agree with all the statements presented. Seventy percent agree that tourism increases opportunities to learn about other people and cultures. However, 63 percent feel that tourists do not pay their fair share for services they use, and 80 percent feel that most of the jobs in the tourism industry are low paying (Table 34).

Whitehall: Whitehall area residents, have the same feelings about the presented statements as do the statewide respondents. Almost three-fourths of Whitehall respondents agree that tourists do not pay their fair share for the services they use. Eighty-eight percent think that jobs in the tourism industry are mostly low paying. Over two-thirds of respondents feel that tourism increases opportunities to learn about other people and cultures (Table 34).

Table 34: General Tourism Attitude Issues

| Statement: | | Strongly Agree | Agree | Disagree | Strongly Disagree |
|--|-------------|----------------|------------|------------|-------------------|
| Tourists do not pay their fair share for the services they use | Whitehall → | 16%* | 36% | 40% | 8% |
| | Statewide → | <i>27%</i> | <i>36%</i> | <i>32%</i> | <i>5%</i> |
| Tourism increases opportunities to learn about other people and cultures | | 12% | 58% | 24% | 6% |
| | | <i>10%</i> | <i>60%</i> | <i>25%</i> | <i>5%</i> |
| Most of the jobs in the tourism industry are low paying | Whitehall → | 30% | 58% | 11% | 1% |
| | Statewide → | <i>26%</i> | <i>54%</i> | <i>18%</i> | <i>2%</i> |

***Whitehall percentages in boldface**, *statewide percentages in italics*.

** Scores represent mean responses measured on a scale from 4 (Strongly Agree) to 1 (Strongly Disagree).

QUESTIONS SPECIFIC TO WHITEHALL

The Whitehall Community Tourism Assessment Committee (CTAP) was given the opportunity to include questions specific to Whitehall in the questionnaire. The content of these questions was decided during the first community committee meeting. The following section of the report addresses these questions and other community-specific information.

Tourism Development/Promotion Potential of Whitehall Recreation Resources

Residents were asked to rate the tourism development/promotion potential of a variety of tourism and recreation resources in the Whitehall area. The rating scale used included 1 (no additional development/promotion), 2 (maintain for local use only), 3 (limited development/promotion), and 4 (intensive development/promotion).

Only three of the 18 items listed received the largest portion of votes for intensive development. These were the scenic railroad, local restaurants and Lewis & Clark events. Two items received the largest portion of votes for no development: outdoor theater and ATV/snowmobile trails. All other items received the largest portion of votes for limited development, as there were no items voted to be maintained for local use only (Table 35).



Table 35: Tourism Development/Promotion Potential of Whitehall Resources

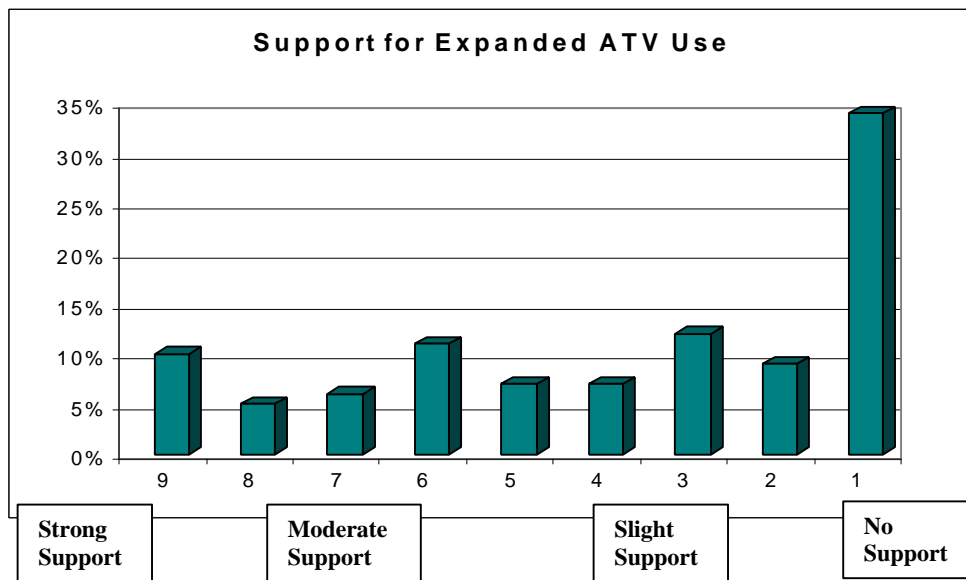
| RESOURCE: | No additional development/promotion | Maintain for local us only | Limited development/promotion | Intensive development/promotion |
|--------------------------|--|-----------------------------------|--------------------------------------|--|
| Shopping | 3%* | 16% | 46% | 35% |
| Lodging | 19% | 5% | 54% | 22% |
| Horseback trails | 15% | 14% | 47% | 24% |
| Scenic railroad | 13% | 6% | 35% | 46% |
| Murals | 19% | 9% | 47% | 25% |
| Cowboy events | 9% | 6% | 49% | 36% |
| Hike/bike trails | 17% | 13% | 3%⁸ | 32% |
| Visitor center | 18% | 2% | 47% | 33% |
| Restaurants | 5% | 16% | 37% | 42% |
| Outdoor theatre | 36% | 9% | 29% | 26% |
| Guide services | 33% | 11% | 44% | 12% |
| Hot springs | 21% | 10% | 35% | 34% |
| Fishing opportunities | 16% | 15% | 36% | 33% |
| ATV/snowmobile trails | 31% | 23% | 26% | 20% |
| Festivals/special events | 6% | 13% | 46% | 35% |
| Wildlife viewing | 22% | 20% | 34% | 24% |
| Lewis & Clark events | 10% | 6% | 40% | 44% |
| Musical performances | 11% | 14% | 43% | 32% |

The scenic railroad, Lewis & Clark events, and more local restaurants will receive the most community support for intensive development.

*Represents percent of responses for each resource in each category. Percentages may not add to 100 due to rounding.

Support for expanded ATV recreation opportunities: Residents were asked to indicate their level of support for an expanded ATV trail system in the Whitehall area. Answers were given on a 9-point scale, with 1 indicating no support and 9 indicating strong support. The mean response was 3.83, indicating slight support for ATV development (Figure 1).

Figure 1: Indicated support for expanded ATV recreation opportunities



Characteristics and Values of the Whitehall Area

Characteristics of Whitehall’s past: Residents were asked what characteristics of Whitehall’s past they value and would like to see continued into the future. This was an open-ended question, and the responses reflect the respondents’ own ideas and wording. The characteristic mentioned the most was community spirit/support associated with a small-town atmosphere (47%), followed by friendly/relaxed/trusting/caring people (26%) and the ranching/farming heritage (25%) (Table 36).

Table 36: Characteristics of Whitehall’s Past

| Top Responses: | Whitehall* |
|--|------------|
| Community support/Community spirit/ small-town atmosphere | 47% |
| Friendly/relaxed/trusting/careful people | 26% |
| Ranching/farming heritage | 25% |
| Rodeos/cowboys/cattle drives/Frontier Days | 16% |
| The Museum | 6% |
| Safety | 5% |
| Older buildings | 5% |

*Percentages may add to more than 100 because respondents could offer more than one suggestion

Characteristics of Whitehall today: Residents were also asked what characteristics of Whitehall *today* they value and would like to see continued into the future. Here as well respondents answered that the cohesiveness and spirit of a small town is what they value most (49%). The second most valued attribute was the museum (24%), followed by the Frontier Days/Rodeos (14%) (Table 37).

Table 37: Characteristics of Whitehall today

| Top Responses: | Whitehall* |
|--|-------------------|
| Cohesive community/community spirit/ small-town atmosphere | 49% |
| Friendly/helpful/caring/trusting people | 24% |
| Rodeos/Frontier Days | 14% |
| Old buildings | 5% |
| Christmas Strolls | 5% |
| Good School | 4% |
| Rural values | 4% |
| Cleanliness | 4% |
| Agriculture | 4% |

*Percentages may add to more than 100 because respondents could offer more than one suggestion

Present conditions not desired: In an effort to generate ideas for how the community of Whitehall can be improved, residents were asked what present conditions they would prefer *not* to see in Whitehall in the future. Disagreement in City Hall appears as the most obvious problem (35%), with the poor/trashy appearance of the downtown area as a close second (32 %). The poor condition of roads and sidewalks (28%) is also high on the list (Table 38).

Table 38: Present conditions not desired for the future

| Top Responses: | Whitehall* |
|--------------------------------|-------------------|
| Disagreement in City Hall | 35% |
| Poor/trashy appearance of town | 32% |
| Bad roads/sidewalks | 28% |
| Gambling/casinos | 7% |
| Current law enforcement | 6% |
| Bars | 6% |

*Percentages may add to more than 100 as respondents could offer more than one suggestion

Straighten out the problems in city hall and clean up the roads and sidewalks in Whitehall.

Missing from Whitehall: A fourth open-ended question asked residents what they feel is missing from Whitehall and the surrounding area. Twenty-six percent of respondents answered that they feel youth activities are lacking in the area. Twenty-one percent indicated that they feel properly maintained streets and sidewalks were sorely needed, and another 21 percent would like to see more shopping opportunities in Whitehall (Table 39).

Table 39: Missing from Whitehall

| Top Responses: | Whitehall* |
|--|-------------------|
| Youth activities | 26% |
| Shopping opportunities | 21% |
| Maintained streets/sidewalks | 21% |
| Basic service providers/More services | 9% |
| Park equipment/gazebo/restrooms/picnic areas | 9% |
| Community events (cultural activities. Festivals, concerts, entertainment, etc.) | 8% |
| Plants and flowers in public areas/beautification | 7% |
| People pulling together/community spirit, unity | 7% |
| Swimming place with adult facilities/health club | 7% |

Develop programs and activities for Whitehall’s youth.

Provide a more diverse and comfortable shopping atmosphere.

*Percentages may add to more than 100 as respondents could offer more than one suggestion

Other Questions

The greatest strength of Whitehall as a tourism destination: When asked the open-ended question of what they thought was Whitehall’s greatest strength as a tourist destination, 40 percent answered that it is a cross-roads for tourist traffic. Another popular feature was the Lewis & Clark caverns (22%), followed by fishing opportunities (20%) (Table 40).

Table 40: Greatest strengths as a tourist destination

| Top Responses | Whitehall* |
|--|------------|
| Crossroads for tourist traffic | 40% |
| Lewis & Clark Caverns | 22% |
| Fishing opportunities | 20% |
| Scenery | 18% |
| Proximity to outdoor recreation opportunities (trails, rivers, etc.) | 12% |
| Hunting opportunities | 8% |
| No strengths | 5% |
| Rodeo events/Western town | 5% |

*Respondents could offer more than one suggestion.



The greatest weakness of Whitehall as a tourism destination: Whitehall area residents were also asked what they thought was the greatest weakness of their community in terms of being a tourist destination. Thirty percent answered that the greatest weakness is the lack of tourist activities in the area. Eighteen percent indicated that the unappealing appearance of the downtown area is a problem, while 13 percent thought the lack of stores in town is a major weakness (Table 41).

Table 41: Greatest weakness as a tourist destination

| Top responses: | Whitehall* |
|---|------------|
| Lack of tourist activities | 30% |
| Unappealing appearance of downtown | 18% |
| Lack of stores | 13% |
| Lack of restaurants | 12% |
| Lack of services | 10% |
| No development or promotion/advertising | 9% |
| Lack of lodging | 5% |

*Percentages may add to more than 100 because respondents could offer more than one suggestion

Although residents list numerous activities and attractions as Whitehall’s greatest strengths, they feel that the town’s greatest weakness is a lack of tourist activities. Providing opportunities to tourists may prove beneficial.

Whitehall's image as a tourism destination: Sixty-one percent of Whitehall area residents feel that the town's principal image as a tourist destination should reflect that Whitehall is a friendly, clean and welcoming town. Another 18 percent think the town should be marketed as an old-fashioned Western town, while 8 percent feel that the town's smallness is marketable, and an additional 8 percent want to emphasize that Whitehall offers "good, clean fun" for all ages (Table 42). Appendix C contains a complete list of suggested images.

Table 42: Image as a tourism destination

| Top responses: | Whitehall* |
|--------------------------------|-------------------|
| Friendly/Clean /Welcoming | 61% |
| Step back in town/Western town | 18% |
| Good, clean fun for all ages | 8% |
| Small | 8% |
| Peaceful | 7% |

*Respondents could offer more than one suggestion

Support for a long-term tourism plan for Whitehall: Seventy-one percent of respondents indicated that they are supportive of a long-term tourism plan for the Whitehall area. Of those supportive of the idea, 47 percent are willing to volunteer their time/services, and 5 percent are willing to contribute financially to the planning effort.

GENERAL COMMENTS

Respondents were provided with space at the end of the survey form to include their own thoughts and comments. Forty residents took the time to provide additional comments. Table 43 below includes the most commonly occurring themes. For a complete list of individual statewide comments, see Appendix B. For a list of individual Whitehall comments, see Appendix C.

Table 43: General Comments

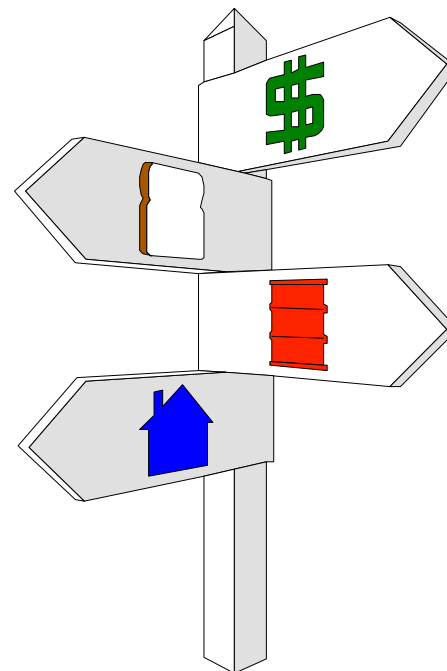
| General Themes of Comments | Whitehall* |
|---|-------------------|
| Hostility towards outsiders/Isolationist sentiments | 40% |
| Tourism helps the economy | 20% |
| Need industrial and natural resource jobs with good wages | 18% |
| Tourism brings crime, people on welfare, crowding, increased cost of living, etc. | 15% |
| Tourism creates seasonal, minimum-wage jobs | 13% |
| Tourists prevent Montanans from enjoying the state and State lands | 10% |
| Tourism places increased demand on infrastructure | 10% |

* Represents comments made by 40 respondents

**APPENDIX A:
WHITEHALL SURVEY INSTRUMENT**

Please include any additional comments.

Tourism in Montana and Whitehall



Your Opinion Counts...

Thank you for your participation.

Please place your completed survey in the envelope provided and drop in any mailbox to:

Institute for Tourism and Recreation Research
The University of Montana
32 Campus Drive, #1234
Missoula, MT 59812-1234

Fall 1999

Part 1: Please tell us how you feel Whitehall is changing, your involvement in the tourism industry, and the role of tourism and other industries in Whitehall.

1. In your opinion, how is the population changing in Whitehall? (please one)
 - Growing
 - Decreasing
 - Not Changing
- 1a. If you feel the population in Whitehall is changing, is it changing... (please one)
 - Too fast
 - About right
 - Too slow
2. How much contact do you have with tourists visiting your community? (please one)
 - Regular
 - Somewhat frequent
 - Infrequent
 - Almost never
3. Which of the following statements best described your behavior toward tourists in Whitehall? (please one)
 - Make them feel welcome
 - No specific reaction
 - Avoid them
4. How dependent is your job on tourism? (please one)
 - Not at all dependent
 - Somewhat dependent
 - Very dependent
5. How much of your household income is derived from the tourism industry? (please one)
 - None at all
 - 1% to 25%
 - 26% to 50%
 - 51% to 75%
 - 76% to 100%
6. Compared to other industries, how important a role do you think tourism should have in Whitehall's economy? (please one)
 - No role
 - A minor role
 - A role equal to other industries
 - A dominant role

| | | Strongly Agree | Agree | Disagree | Strongly Disagree |
|------------------|---|----------------|-------|----------|-------------------|
| <i>STATEWIDE</i> | | | | | |
| 15. | I support continued tourism promotion and advertising to out-of-state visitors by the State of Montana. | 1 | 2 | 3 | 4 |
| 16. | Vacationing in Montana influences too many people to move to Montana. | 1 | 2 | 3 | 4 |
| 17. | In recent years, the state is becoming overcrowded because of more tourists. | 1 | 2 | 3 | 4 |
| 18. | The overall benefits of tourism outweigh the negative impacts. | 1 | 2 | 3 | 4 |
| 19. | Tourists do not pay their fair share for the services they use. | 1 | 2 | 3 | 4 |
| 20. | If tourism increases in Montana, the overall quality of life for Montana residents will be improved. | 1 | 2 | 3 | 4 |
| 21. | My access to recreation opportunities is limited due to the presence of out-of-state visitors. | 1 | 2 | 3 | 4 |
| 22. | Tourism increases opportunities to learn about other people and cultures. | 1 | 2 | 3 | 4 |
| 23. | Most of the jobs in the tourism industry are low paying. | 1 | 2 | 3 | 4 |

Part 5: Finally, we would like to know a little bit about you.

1. Where in Whitehall do you live? In town Out of town
2. Were you born in Montana? Yes No
3. How many years have you lived in... Whitehall? ____ Montana? ____
4. What is your age? ____ years
5. What is your gender? __M __F
6. Which one of the following best describes **your** occupation? (please one)

| | | |
|---------------------------------------|---|--|
| <input type="checkbox"/> Professional | <input type="checkbox"/> Transport | <input type="checkbox"/> Homemaker |
| <input type="checkbox"/> Managerial | <input type="checkbox"/> Laborer | <input type="checkbox"/> Student |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Service Worker | <input type="checkbox"/> Retired |
| <input type="checkbox"/> Clerical | <input type="checkbox"/> Farmer/Rancher | <input type="checkbox"/> Self Employed |
| <input type="checkbox"/> Craftsman | <input type="checkbox"/> Farm/Ranch Laborer | <input type="checkbox"/> Unemployed/ |
| <input type="checkbox"/> Operatives | <input type="checkbox"/> Armed Services | Disabled |

▶▶▶▶ Please include any additional comments on the back. ▶▶▶▶

Part 4: Please indicate your level of support for each of the following statements regarding tourism in Whitehall. Then tell us the top advantage and disadvantage of increased tourism in Whitehall. Finally, evaluate tourism in the State of Montana.

| <i>WHITEHALL</i> | | Strongly Agree | Agree | Disagree | Strongly Disagree |
|------------------|--|----------------|-------|----------|-------------------|
| 1. | If I had to move away from Whitehall, I would be very sorry to leave. | 4 | 3 | 2 | 1 |
| 2. | I'd rather live in Whitehall than anywhere else. | 4 | 3 | 2 | 1 |
| 3. | I think the future of Whitehall looks bright. | 4 | 3 | 2 | 1 |
| 4. | Whitehall is an attractive place to invest in new tourism development. | 4 | 3 | 2 | 1 |
| 5. | Increased tourism would help Whitehall grow in the "right direction". | 4 | 3 | 2 | 1 |
| 6. | It is important that the residents of Whitehall be involved in decisions about tourism. | 4 | 3 | 2 | 1 |
| 7. | Decisions about how much tourism there should be in Whitehall are best left to the private sector. | 4 | 3 | 2 | 1 |
| 8. | There is adequate undeveloped open space in Whitehall. | 4 | 3 | 2 | 1 |
| 9. | I would support land use regulations to help manage types of future growth in Whitehall. | 4 | 3 | 2 | 1 |
| 10. | Tourism promotion by Montana benefits Whitehall economically. | 4 | 3 | 2 | 1 |
| 11. | I will benefit financially if tourism increases in Whitehall. | 4 | 3 | 2 | 1 |
| 12. | I am concerned about the potential disappearance of open space in Whitehall. | 4 | 3 | 2 | 1 |

13. In your opinion, what is the **top advantage** of increased tourism in Whitehall? _____

14. In your opinion, what is the **top disadvantage** of increased tourism in Whitehall? _____

7. In your opinion, which of the following provide the best opportunities for future economic development in Whitehall? Please rank 1 through 7, with 1 being the **best** opportunity.

- | | |
|--------------------------|-----------------------------------|
| _____ Mining | _____ Agriculture/Agribusiness |
| _____ Wood products | _____ Retail & wholesale trade |
| _____ Manufacturing | _____ Services (health, business) |
| _____ Tourism/recreation | |

Part 2: Questions Specific to Whitehall and Visioning questions

1. Listed below are features that Whitehall could potentially develop and promote in order to increase tourist visitation. For each place or activity, indicate the level of development/promotion you would support. Use the response codes below to indicate your feelings.

- 1 = No additional development/promotion
- 2 = Maintain for local use only
- 3 = Limited development/promotion
- 4 = Intensive development/promotion

| | | |
|------------------------|------------------------|--------------------------------|
| Shopping _____ | Hike/bike trails _____ | Fishing opportunities _____ |
| Lodging _____ | Visitor center _____ | ATV/snowmobile trails _____ |
| Horseback trails _____ | Restaurants _____ | Festivals/special events _____ |
| Scenic railroad _____ | Outdoor theater _____ | Wildlife viewing _____ |
| Murals _____ | Guide services _____ | Lewis & Clark events _____ |
| Cowboy events _____ | Hot springs _____ | Music performances _____ |

2. What is the greatest strength of Whitehall as a tourism destination?

3. What is the greatest weakness of Whitehall as a tourism destination?

4. In a word or short phrase, please describe the image Whitehall should project as a tourism destination. _____

5. Are you supportive of a long-term tourism plan for Whitehall? Yes No

5a. If yes, how would you be willing to show your support?
 _____Volunteer time/services _____Financial contributions

6. ATV use has increased in areas near Whitehall. Possible effects of developing an expanded ATV trail system in the area include economic gain, support for rental/retail shops, the presence of large group tours in the community, as well as increased levels of noise and pollution. In light of this, please indicate your level of support for expanded ATV recreation opportunities in the Whitehall area.

Please circle one number.

| | | | | | | | | |
|-----------------------|---|-------------------------|---|---|-----------------------|---|---|-------------------|
| 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| <i>Strong Support</i> | | <i>Moderate Support</i> | | | <i>Slight Support</i> | | | <i>No Support</i> |

7. What characteristics of Whitehall's past do you value and would like to see continued into the future? _____

8. What characteristics of Whitehall today do you value and would like to see continued into the future? _____

9. What present conditions would you prefer *not* to see in Whitehall in the future? _____

10. What is missing from Whitehall that you would like to see in the future? _____

Part 3: Please tell us how you perceive the present condition of each of the following elements of Whitehall and tourism's influence on those conditions. Indicate the present condition on the left side of the grid and tourism's influence on the right.

| <i>PRESENT CONDITION</i> | | | | | <i>TOURISM'S INFLUENCE</i> | | | | | |
|--------------------------|---------------------|----------------|----------------|---------------------|--|--------------------|----------------------------|--------------------|--------------|------------|
| Don't Know | Very Good Condition | Good Condition | Poor Condition | Very Poor Condition | | Positive Influence | Both Positive and Negative | Negative Influence | No Influence | Don't Know |
| DK | 4 | 3 | 2 | 1 | Emergency services (police, fire, etc) | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Museums and cultural centers | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Job opportunities | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Education system | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Cost of living | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Safety from crime | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Condition of roads and highways | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Infrastructure (water, sewer, etc.) | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Traffic congestion | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Overall community livability | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Parks and recreation areas | + | = | - | NI | DK |
| DK | 4 | 3 | 2 | 1 | Overall cleanliness and appearance | + | = | - | NI | DK |

**APPENDIX B:
STATEWIDE COMMENTS**

Statewide Comments

(verbatim, spelling corrected)

Tourism has some good points and some bad. But you can't have everything, "I guess." With all the storm's and such I really don't know how those people live where they do. Some are bound to get sick of it and move. Montana's a big enough state "so far we still have some room left." The western part will suffer first as Bozeman and Missoula - Kalispell have already. "But you can't have everything". Oh well.

Regarding tourism's influence on cost of living: does "positive influence" mean that cost of living goes up ("positive") or down ("positive" for us, but it's in a negative direction)? I don't think you'll be able to interpret answers to this question in a meaningful way. Otherwise, your instrument is nicely done - good cover letter, too.

Though tourism is an important part of Montana's economy, it's promotion should not take place at the expense of local landowners or in preference to more permanent industry.

Let's adequately support our local Chamber of Commerce in their effort to promote local tourist attractions. Who knows better how to sell their own area best? State wide advertising is very important -but lets get more help to local interests and attractions.

The best thing we could do is provide jobs for our kids. We educate them and have to send them to other states for a decent wage and a job only because my daughter is in the health profession could she remain in state. Both are college graduates. Our grandchildren both go to universities out of state and I am 100% certain they'll live in another state and maybe will one day be tourists. Tourism will put all individuals working in this state at the poverty level. Look carefully at how much the per capita increase has dropped since the early 1970's.

I have mixed feelings about the tourism industry. It creates some jobs, but most are very low paying – not enough to support a family. It is highly overrated by some. Many of the people classified as tourists are really not. The promoters of tourism count every salesman, every person travelling through the state including people who are here to visit family or some other reason not related to tourism. I feel very strongly that a portion of the bed tax money should go to state and local government to cover some of the added costs that tourists bring.

If the state would give as much interest for the oil industry and agriculture as they do tourism we wouldn't be in such need.

The questions you asked in some cases, there wasn't an answer for them. Tourism is only for a few months. The economy of the state needs to work in other areas besides tourists. Particularly in bringing industry, businesses, and other job related areas to the state.

We should have a sales tax tied to income tax and real estate tax reform.

The current tax structure is preventing the states economic development. Reduce fuel taxes - they unfairly burden low income families. Reduce Income Tax - they deter industrial growth. Reduce Property Taxes - they inhibit growth. Increase "Bed Tax" - 8% - 50% to tourism, 50% to general fund, consider exemptions Montana residence. Institute 6% sales tax (food exempt). Reduce auto registration fees - they prevent lower income families from purchasing newer more fuel efficient cars. The federal government has not seen fit to subsidize the tourist services industries. I can see no obvious reason why the state should. With Yellowstone and Glacier Parks. Providing the summer draw and skiing a winter opportunity, I feel any effect of advertising is only in the minds of the ad agencies .

I am obviously negative about having Montana become a crowded area. Six billion people in the world - Insanity!! I cannot believe how much this beautiful pristine state has gone to hell. I can remember when you could safely drink the water from almost any stream and enjoy the serene quiet and tranquility of the area. There is very little of this left, so I guess the reality is that the "do-gooders" will continue to attempt to make this state into another Denver or Los Angeles. I guess I'm old enough I may not have to worry too much about it.

When we travel outside of Montana we try to be considerate of the area we travel through and friendly to the people we come in contact with, however, the majority of the tourists that come through our town are rude and demanding. It is as though they think we owe them a good time.

We could make millions from tourism if we had a sales tax!

Tourism is the bread and butter of our community. However our water systems and sewer (septic tank) are a major problem for expanding either residential or commercial areas. If Yellowstone in the future restricts summer and winter visitors (reservations or whatever) and YNP is going to do something along that line- Gateway communities may suffer as much from increased tourists as they might from decreased numbers of tourists.

Thank you for your research. There are many competing interests and perspectives here..... The federal government tells us recreation/tourism is our future economy..... But the greatest use here is motor vehicle pleasure driving- and more and more of our roads are closed every year, severely limiting access to public lands and concentrating activity more and more in the remaining open areas. Something is terribly wrong with this picture..... It doesn't add up....It is harder and harder to subsist with accessing firewood, huckleberries, fish and game, etc.... On public lands we may have to move as many of our friends and family have already.....

The main advantage of tourism is that it can increase the number of supporters of preservation of our natural environment. Think the winters will help to keep inward immigration under control.

I find surveys difficult because I pride myself in being able to look at things from many points of view. In general, I think tourism is an OK way to use some of what we have here in Montana to support "life as we know it." I'd like to see "life as we know it" make some major changes but the pressure needed for that will be determined by "the fates."

I know we need tourism but I think it must be regulated. Those who do buy here are taking over farms and our hunting and fishing areas and making them a money making thing for themselves and buying up land for the out of state people to come in and hunt and fish.

I'm not really against tourism after all I become a tourist myself when I travel. I just hate to see the negative impact they (including myself) have had on our National Parks: Glacier/Yellowstone). It's a tough issue because we do need more industries in Montana, and it seems tourism has been the thrust by our state. I'd like to see more small technological businesses locating here. I'll be anxious to hear about the results.

Our rapid growth is causing unfriendly people, due to no growth plan, no building regulations except right in town. People with money moving in and thinking they can do as they please, ie. Moving county roads, hoarding adjudicated water, hazing wildlife to keep on their property. Our friends who have visited complain mostly about too few services

The real problem in Montana is the fourth largest state with a population of less than one million. This creates very little economic base of core business. The original ones are under attack. They are mining and wood products. Most of the attitudes are from out of state groups funded by money from out of state. Until Montana residents make it clear that we will be out numbered and out spent by out of state efforts. We must capitalize on the open space of the state by tourists and support growth of core industries. This is the question to be answered.

Montana is a wonderful place to live. But when out of state people buy up all the land it makes it extremely difficult for hard working people like me to buy a house for my family and resort to paying high rent and have nothing to show for it. I know there is nothing I can do about it, I just wish it would stop. Maybe we will have a terrible winter and all the pansy Californians will go back to where they came from.

My chief concern regarding the Whitefish area is that in time it might become another Aspen, where service area workers would be unable to live here because of inflated land and housing prices. However, as long as the economy remains mixed - railroad, tourism, retirement center, the likelihood of that happening are somewhat reduced. Additionally, it saddens me to see the beautiful vistas and rich farmland of the Flathead Valley give way to suburban sprawl - progress, they call it.

We have lived in Bigfork such a short time. I am sorry that we are not able to complete the survey with constructive opinions. We feel that Montana and each of its cities and towns is losing such a valuable source of income by not implementing sales tax. It would benefit your permanent residents so much to lower property taxes and allow the tourists who use your roads and facilities to help pay for them with a reasonable sales tax. The city where we lived for the past 20 years has utilized a one cent capital facilities tax to improve the streets, build a new county building, fire station, jail (correction center), just to name a few of the accomplishments. (The voters vote on the proposed expenditure -- and the most recent proposals were voted down.) Thank you for this opportunity to express an opinion as a newcomer to this beautiful state. We have chosen Montana as our retirement home and hope we can contribute as interested citizens.

I see tourism as a potential #1 industry- since environmentalists have caused the demise of all mining in this area (ASARCO- Noranda-WR Grace Vermiculite mine) and greatly curtailed our logging industry. It becomes necessary to attract some type of industry to this community... Otherwise, we will be old retired folks who live here just for the scenery.

I think Montana is a great state and a beautiful state--need industry better wages.

Everyone is so busy trying to close down our state of Montana- they are going backwards- I thought we are suppose to be progressing and going forward in life- the things we use to do and was good for us- we can't do any more. We have to keep it for our children- That saying is getting so ridiculous- There won't be anything for our children to do. They will have everything closed down- the parks will be closed to everyone but the ones that can afford to rent a coach to drive them around and dictate to them where they can stop and look. Our forests will be closed for recreation and logging.

They can put a hunting season on the Grizzly Bear- to put a little fear back in them- our fore fathers would cringe to think they worked so hard to go forward and people want to go backwards.

Montana is one of the last US frontiers, lets keep it that way. Limit out-siders, that we can control our future influx.

While supporting moderate growth, I am concerned by the population boom of certain areas, especially Western Montana and Bozeman areas. Everyone wanting their own private piece of Montana has changed the feel of the long stretches of open country by parceling the land into small chunks. Many of these "chunks" are owned by out-of-staters with significantly more income, who use the land for only a week or two a year, yet tie it up and make it inaccessible (both physically and financially) for the average Montanan. For example, Flathead Lake used to be full of moderate cabins used by middle income families for swimming, boating, and fishing on weekends. It is now full of million dollar mansions whose owners come from out-of-state to enjoy the view for two weeks. Locals can no longer afford lake property. It's a shame.

I think tourism is okay but we shouldn't base our future on tourists. In order to let people tour Mt we have to loose our original free way we've always enjoyed the uncontrolled & unrestricted ways to explore parks, forests etc. b/c the more people the more govnt takes away & restricts. For instance, metal & paved paths at Glacier & fences, etc. when before last year you could walk freely over the side

I was raised in Western Montana where fresh water, mountains, trees and wildlife were in abundance--now with people from the east, West Coast and Florida finding the beauty and open spaces here I feel we're in for big trouble; more crime and less of our spaces due to growth less farmlands, trees and now our water will be polluted. So I guess bring on the people and I feel we'll lose our Montana.

It is my opinion that the University of Montana and their promotion of the tourist industry has contributed to the destruction of the life style that native Montanans use to be able to take pride in.

Note that I reside in Big Fork, a small community particularly dependent on tourism. While Bigfork is much changed from my memories of it as a boy in the 1950s, it is a VERY pleasant place to live thanks in large part to successful exploitation of tourism sector opportunities.

I truly hope that tourism can compete economically w/ the extractive industries that are ruining our state's landscape. I would rather have oodles of people admiring Montana that a few reeking havoc with the land.

Excellent questionnaire. In the past 46 years Montana has slowly lost its "Last Best Place" status. Destruction of our fertile agricultural valleys and forest lands by developers, subdividers, etc. must stop. Most of this has come about from the demands for the 'quick buck' and the demands of the tourist who thinks he wants to stay-but has no idea how he'll make a living here or contribute to the community. In the high tourist months our otherwise excellent highways are glutted with traffic-out of state. Making the highways wider etc. will only encourage the problem. We must have statewide, through the counties, zoning of all lands so that uncontrolled and improper use of land will not occur. Agricultural crop and forest land, wildlife land should be number one priority. Industrial and housing land should be strictly controlled.

Let's take care of our own first before spending all this money out for tourism.

**APPENDIX C:
WHITEHALL COMMENTS
AND OTHER RESPONSES**

Whitehall Area Comments

(verbatim, spelling corrected)

Montana needs overall sales tax--not just Bed tax (which is a sales tax indirectly).

Send all of them home!

If Whitehall really wants to attract tourists, it could best do so by becoming an authentic western town circa 1880's-90's. The look and flavor of a truly western town is about the only way that hasn't been preempted by other places.

There is hot spring in the area. It would bring people in if we had water slides or some kind of park that has swimming pools for kids. It would be nice for people all in all to have a golf course. Just a little one would work.

Tourism should not be promoted as an economic cure-all. It's seasonal and produces minimum wage jobs. It can be an economic negative. However if handled properly, it can be a plus.

Tourism has its pluses and minuses it brings in out of state money to many different kinds of businesses, service stations, motels, cafes and restaurants and shops that sell souvenirs and basic needs. However it also places a higher demand on our roads and interstates, it causes congestion at scenic areas and reduces the chance of Montanans being able to recreate as well, such as, camping areas that have no available sites, fishing and hiking parking areas that are overflowing and the always inevitable higher prices on goods and limited supplies. So it's a tough choice to make. Plus the preservation of our state as the last best place must be maintained, or it will be gone. We don't want to be California.

Ambulance service in Whitehall needs more improvements.

Whitehall St. off exit 249 on I-90 needs to have the appearance that says "come on in". Whitehall needs Internet exposure--most people now plan trips this way.

Downtown needs a major renovation, beautification plan.

I am very pro tourism of Whitehall. I think any opportunity the town has to get tourists here only helps the town's economy!

My husband and I both filled the survey out--We would appreciate in learning or seeing what your results of this survey are-- Thank you![address omitted]

Whitehall needs to develop a niche in the tourist area that will appeal to a segment of that market with influence on the strengths of what Whitehall offers that is outdoor recreation such as snowmobiles—ATVs Fishing Hunting--River Floating Guided tours—horseback.

Jobs for most in tourism are low paying with limited or no benefits. The entrepreneurs or small business people won't provide decent wages or benefits unless forced to. This needs to be addressed. Hell, Town Pump does not provide decent wages or benefits for most employees and they are not a "small" business. Politicians need to realize this and address this.

I want tourism to say a nice place to visit but I wouldn't want to live there. My military job sent me all over the states and a few other places. Montana is where I want to be and really don't want anyone to follow. I like being able to get away and if we show too much they will come and take over and we will be like every other place in the states. I really don't think we want that. Example: Hunting, fishing, and land. Our fellow Montanan's can't even use it and

WE MOVED TO MONTANA TO GET AWAY FROM WHAT HAS HAPPENED TO GEORGIA AND FLORIDA THRU THE EXCESSIVE INCREASE IN TOURISM!

1. CRIME
2. INCREASED COST OF LIVING
3. OVER CROWDING/USE OF NATURAL

The attitude of the people of Montana must change if the economy is to improve. New people = new money and a better economy. Grow and change or die. Need new ideas and businesses.

I own a small business in Whitehall that benefits considerably from tourism. As such my answers are bias. But I have also seen the percentage of residents shopping out of town grow in leaps and bounds over the years. While tourism jobs are typically low paying, tourism is very important to small business owners. Small business makes up the back bone of the business community in small towns. We are the ones who financially support community, school, 4H, rodeo, baseball, youth type activities. The jobs we provide are vital to many people who lack the education and experience for higher paying jobs, and we are frequently the first job for many youth. In the absence of travelers/tourists the following businesses in Whitehall would probably have to shut their doors: the Town Pump, Big Iron, Cape Horn, Corner Store, Jefferson Tradery, Super 8, Rice Motel, Chief Hotel, Whitehall RV Park, and probably many others.

We moved here from Illinois 4 1/2 yrs ago. Lived here about a yr. In '69 but I never appreciated it then. Been back since then on vacations or to visit relatives who lived here and as I got older it was my dream to move here. Wanted a good place to raise kids around beauty and fresh air. I know tourism would help the town and state and we should let others enjoy this beauty but I think things would get worse--pollution, crime etc. Maybe I'm being selfish and shouldn't be as I'm not a native but I just don't want to see this beautiful state ruined as its one of the last left! I would rather see monies and time spent to attract higher paying industrial or natural resource industry jobs. Tourism in Whitehall is seasonal at best.

The best Whitehall can do as far as tourism is concerned, is to get people to stop on their way to some where else. As far as making it a destination spot is crazy and wishful thinking. Lets spend the money on opportunities the benefit the majority not just a few. We have enough low paying jobs.

I would like to see jobs in Whitehall to where local citizens would not have to leave Whitehall or the state of Montana. Wood products, mining, construction, dams, buildings, roads, oil wells, ranching, bigger and better hospitals, there are so many things to keep the young people in Whitehall and the state of Montana.

People come to Montana to visit then they move in here and make their living elsewhere. They lock up all the property to hunting and fishing and vote against all of the industries that Mont. Has had in the past, e.g. mining timber--agriculture. They raise property values and taxes to the point local residents can't afford to live here. They expect all the services that they had where they came from.

Take the energy, time and \$ you want to spend on attracting tourists (which will benefit only a few) & use those resources to bring about a "Whitehall Cutoff" to I-15 (which will benefit all local residents). The present route of I-15 between Helena & Dillon is where it is because of political skullduggery in the late 1950's. I-15 must be rebuilt & relocated from Boulder, down the North Boulder valley & through the Jefferson/Beaverhead valley to Dillon. Truckers will then use this I-15 "cutoff", eliminating horrific congestion on local 2-lane state highways & saving the life of a Whitehall resident.

(Because it's only a matter of time until someone [or several persons] is killed in a major traffic accident on Legion Avenue or North Whitehall Street) DO IT NOW--BEFORE IT'S TOO LATE!!

The city of Whitehall and the citizens of Montana, make it very clear that they do not like or want "out of staters". This is evident in ads (ie. Cellular phone), articles in papers, and what the individual citizen says. This is also very evident by what members of the state legislature say and the bills they try to get enacted. If the state wants to improve economically, then the first thing that must change, is the attitude of every citizen in Montana. And this has to change with the legislature first. If it doesn't change, then Montana will always be backwards and rank 49th in the nation for wages earned.

In my opinion:

I'm sorry that I couldn't fill out your questionnaire. As I started to read it I found myself being negative. I am usually a very positive person, but at this time I see the "mine" having problems, the "rich" Californians moving into our valley demanding services and suing the "locals". I usually find other people very friendly but Californians are rude, arrogant, and self-centered.

I have been in education all my adult life, retired now. Whitehall could be a beautiful town if our town council would act like professionals and accomplish something. All they do is fight!! Mayor Davis has tried so hard to move the town forward and all some of the council members do is reject every proposal he has suggested. Seems like Whitehall is at a standstill—let's move forward!

We had good paying jobs when we moved here as there was highway construction going on for several years--the economy was great--when that was over--the job market was horrible--2 to 3 dollars an hr or less. Until the mine came in the economy was terrible--the mine had good paying jobs and helped everyone--there was no big influx of people nor did it really affect the school as most of the people here were local or surrounding area--I can't see how it hurt the environment even though there was a lot of negativity--we need industry but tourism is not the answer--we need good paying jobs--service jobs just don't do it. I hope you can bring in some industry—I can't see Whitehall as a big draw for tourism--too much land and resources are already closed off so the locals can't enjoy it. We already have way too many guides and outfitters--this is killing the enjoyment for the rest of us that have lived here and paid taxes for years. I'm totally against any money spent on tourism--I'm sure there's other thing to benefit Whitehall more.

It is nice to see some new business from tourists, but I have seen 1st hand how tourism leads to community breakdown. People get jobs then winter hits and more people are unemployed. People move to the community and think big town changes should happen. I believe we are getting a good share of tourists

Whitehall needs to support things it has before they start new ones. (timber, mining, Ag)

We need to unite as a whole community for increased tourism to be able to benefit the community and the state. The state and local governments need to offer better incentives for new businesses. And the State and local governments need to support the people more. Not take them for granted anymore. Don't tax them to death when tourism slows down during the winter season.

What both the Chamber and Vision 2010 need to develop is an interest for other businesses to want to come to Whitehall. And also for the people here to support them. I realize that Butte's not that far away and maybe prices are cheaper but they don't pay taxes. Tourism is great but I think you should be looking closer to home and lending a hand here. People may stop but they don't make this town. Those that live here do.

Whitehall needs to poll tourists to find out what type of experience they want and would they spend a wk here to enjoy it. Whitehall has no "outstanding" _____(?) and attractions per se. Pipestone hot spring and others, could be developed as "spas" but other than that Whitehall hasn't much to offer as a traditional tourist destination. Whitehall should work at _____(?), industries and forget tourism as a "business" to make the area prosper! Stick to the basics!

I would like to see favorable growth and success of Whitehall without having big out of state corp. coming in with big dollars and taking over the town. This puts our small local businesses out and I would rather help the little guy remain and succeed.

Whitehall has wonderful potential. The town needs more up-to-date, progressive business owners; too many business owners have little business background and little capital.

I believe that residents of the surrounding area of Whitehall should have at least an equal say as to how to proceed with the topics outlined by this questionnaire. The reason being that tourism and our exploitation of the

area has little if any negative impact on "town" businesses--as a matter of fact the only impact would be positive for Whitehall residents.

The negative impacts would be felt heavily by the areas rural residents. Many of whom make a living off of the land as it is. It is apparent that the people supporting these proposals [*names omitted*] are eager to appease the "town" residents by promoting industry that will never negatively affect the City—or the political careers of themselves.

We can learn about other cultures through books and going to Seattle and New York where they want tourism. Once we change Montana we can not get it back. We can not make people move and regrow everything. The majority of Montana doesn't want tourism and more people to move here.

Tourism could be a great thing for Whitehall or a real headache. I think it needs to be approached carefully and cautiously, but I do not think Montana's economy should rely on extractable industries any longer.

Every town in the US is trying to promote tourism. There is no way that tourism is going to support the school system and infrastructure in Whitehall and Jeff. Co. The people that make Whitehall are the main street businesses, services and retired people. On top of that we have agriculture and mining. We should have some wood products and manufacturing. These people are the one's paying the bills (taxes).

Why was a mural painted on a building on a side street? Is there going to be a bill board or sign to direct attention to this? -No one is going to know it is even there! Most ATV users have no respect for private property. They wouldn't stay on a designated trail if you had a paved highway!

Possible location for industrial complex outside of town on ranch off highway 55. Manufacturing would bring many jobs to Whitehall, but to retain small western town image should be mostly out of sight of town. Scenic train good tourist idea! Need more tourists--would like to see new motels in western design could maybe zone in town for that—although don't want to get into too much telling existing owners what they can do on their land.

I have coffee in town and eat there sometimes but have very little knowledge of what is what.

Out of state people living here have a habit of doing lock folks out of fishing and also hunting in the back country for sure look at land most cattle CO and what they've done to both.

I feel protective of the wonderful land surrounding Whitehall but I do not think that we should make subdividing property so difficult that people give up trying. We need a plan--to promote good healthy growth. Along with new homes and families comes dollar for the community. When a concert is proposed--we need to make sure it will be safe, but we also need to help and support the venture. The end result will benefit everyone.

Increased tourism has brought more people here on welfare. It has brought more crime to our community--it has made it impossible for young people to buy homes because of increased demands. People in Calif. etc. come here with money and have raised the price of homes and property so locals are at a disadvantage. Then the people demand to have everything like they had where they came from. We as taxpayers can't afford those demands.

What will the highway rest area do to our sewer system?

We believe Whitehall needs to look toward a variety of options for economic development. As learned in other states--don't rely solely on mining, agribusiness or any one industry. Diversity is the ticket. However, improving the appearance and tourist appeal could be used as a platform to attract other interests such as manufacturing to this area.

We live out of town work in Butte, and do very little in Whitehall. House is up for sale. I feel the people in W.H. are clanish, not friendly. After 12 years we still feel like outsiders.

WHITEHALL TOP ADVANTAGES OF TOURISM

- Improved economy
- No advantage
- Increase of services/accommodations
- More people/friendly people
- Incentive for city improvements
- Maintaining property values
- Increased tax base/lower taxes
- Better environment
- Family values
- Exposure
- Teaching others the historical significance of the area

WHITEHALL TOP DISADVANTAGES OF TOURISM

- Increase in illegal activity
- Too many people
- Traffic/congestion
- Increased cost of living
- Losing the “home town” feel
- People moving in
- No disadvantage
- Lack of services and accommodations/pressure on existing services
- Over-use/loss of natural resources
- More minimum-wage jobs
- More problems
- Disrespect of land ownership
- Landowners shutting down access to locals
- Crowding recreation areas
- Will end up like Ennis and Virginia City (bad!)
- Over-development
- Big corporations coming in and putting locals out of business
- More City involvement
- You don’t know what kind of people will visit
- Outsiders making most decisions
- Accidents
- Less friendliness
- Fishing
- Further deterioration of roads
- Pollution
- Transients
- More money going out to support tourism
- Increased city expenses
- Dependence on seasonal business
- Locals wouldn’t like them
- The mine’s negativity
- Capital for investors in the private sector

WHITEHALL IMAGE AS TOURIST DESTINATION

- Clean and comfortable dining
- Alive and exciting
- Nice place for a short visit
- Honest living in rural area
- Historic area
- Cute shops and restaurants
- Gateway for all
- Step back in town/Western town
- Peaceful
- Family-oriented
- Reasonable costs
- Diversity
- Friendly/Clean/Welcoming
- Fun for all ages
- Location
- Access to the uncommon
- Small
- Unique
- Safe
- Outdoor recreation mecca
- Mining town
- Easy and quick
- Place to rest and fuel
- Good food
- Down-home country atmosphere
- Progressive
- Beautiful country
- Unfriendliness/unwelcomeness
- Open-minded
- Good basic services
- Trail rides
- “Whitehall—a good place to be buried”
- Interesting
- Helpful Protective of own resources
- Theater
- Laid back
- Lots of signs
- Well-maintained
- Community of the new millennium
- “Whitehall-building your future”
- “Go back where you came from”
- Cultural attractions
- Four-seasons town
- A place of plenty
- Non-stop adventure
- Warm
- Friendly tourist trap