



STATE OVERVIEW: MONTANA



- **Office Created:** 2017
- **Created by:** Gubernatorial Action
- **Signed Confluence Accords:** 2018
- **Agency:** Montana Department of Commerce
- **Funding:** Big Sky Economic Development Trust Fund
- **Advisory Board:** N/A
- **Population:** 1.104 million

- **Top Outdoor Industries:** Snow Activities, RVing, Boating/Fishing
- **Top Outdoor Destinations:** Glacier National Park, Flathead National Park, Helena-Lewis and Clark National Forest, Bob Marshall Wilderness

BRIEF HISTORY

Governor Steve Bullock proposed the creation of an Office of Outdoor Recreation during his 2016 gubernatorial campaign. In 2017, the Office of Outdoor Recreation was created with the objectives of increasing the visibility and economic activity of Montana's outdoor recreation and related goods and services, and to firmly establish that Montana's clean air, clean water and access to public lands and rivers are an economic driver that attracts businesses to relocate to the state.

STATE SUCCESSES

- ✓ **Business Support:** Many Montana businesses manufacture products for outdoor recreation and provide services for tourists and locals alike.
- ✓ **Investments in Fish Access Points:** \$50 million in state investments on fishing access points has generated \$900 million per year in spending by anglers.
- ✓ **Job Creation:** Montana has created more than 71,000 jobs generating \$7.1 billion in consumer spending. Outdoor recreation helps diversify Montana's economy, improves quality of life, and strengthens community wellbeing.
- ✓ **Quality of Life:** 87% of Montanans are outdoor recreation enthusiasts and 98% believe that the outdoor recreation economy is important to the state's economic future.

The Outdoor Recreation Economy Impact in Montana

Direct Jobs: 29, 453

Wages and Salaries: \$1.4 billion

**Total Outdoor Recreation Value
Added:** \$2.9 billion



State Website

Connect.



Director E-mail



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