



Clean.Drain.Dry.

2019 Report

A cooperative educational project by the
Gallatin Invasive Species Alliance
and Gallatin River Task Force.

Clean.Drain.Dry. in the Gallatin



A cooperative educational campaign about aquatic invasive species.

The Upper Gallatin Watershed encompasses some of the most ecologically and economically important resources in our county, which provide vital habitat and water for fish, plants, wildlife, and the people who live and recreate in the area.

The Gallatin River in Montana is one of the top fly fishing destinations, with nonresident anglers comprising almost half of all angling days. The Gallatin River is also a popular destination for whitewater boaters. On busy summer days, an unbroken chain of whitewater rafters can be seen paddling down the Gallatin Canyon. Tourism and resort development drives close to one hundred percent of the local economy, and the Gallatin River is the heart of this engine.

Aquatic invaders have yet to be found in the Upper Gallatin Watershed; however, the introduction and spread of AIS or pathogens could have a catastrophic effect on the fisheries, watershed health, and economy of the area. In 2017, the Gallatin Invasive Species Alliance and Gallatin River Task Force teamed up to promote "CLEAN. DRAIN. DRY.", seeking to address and mitigate the spread of AIS through human activity in the Upper Gallatin Watershed.



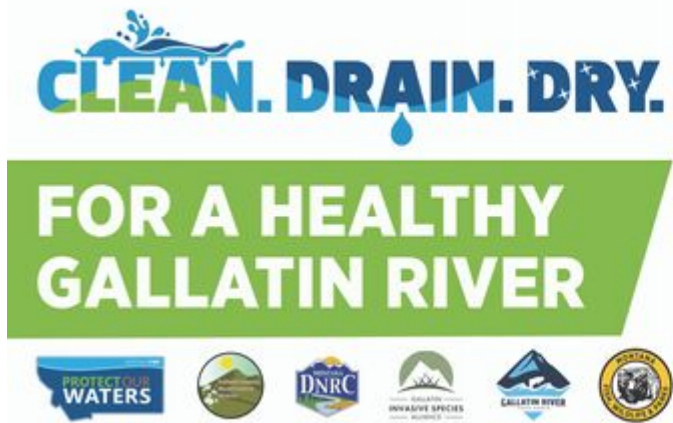
Clean.Drain.Dry. Billboards

In partnership with Gallatin County Weed District, the Alliance and Task Force were awarded a grant from the Department of Natural Resources and Conservation to promote clean recreation on the Gallatin River using billboards along Highway 191.

Montana Fish, Wildlife and Parks aided the effort with graphic design assistance.

Gallatin Canyon - May through October

6,760 views/day; 1,237,080 views in 6 month period



Gallatin Gateway - May through October

11,003 views/day; 2,013,549 views in 6 month period



Come Clean Leave Clean



A total of 3.25 million views over the 6 month period.

Clean.Drain.Dry. Media & PR

Building on efforts of previous years, partners continued outreach in 2019.

KGLT

Radio ads ran from June through August, reaching Montana State University students and residents of Bozeman, Big Sky, Livingston, Helena, Gardiner, Mammoth, Big Timber, and beyond.

120,000 people

Outside Bozeman

An advertisement ran in the Outside Bozeman summer edition, reaching Bozeman, Big Sky, West Yellowstone, Livingston, Paradise Valley, Gardiner, and Ennis.

50,000 readers

Explore Big Sky

12 biweekly ads ran from June to September reaching Big Sky, Bozeman, and beyond.

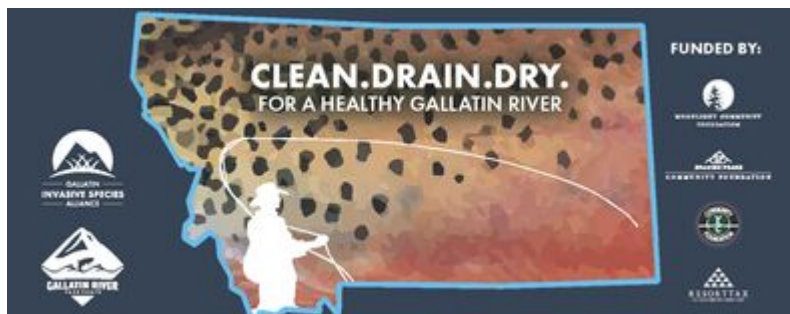
July 16th "Water Wisdom" article "Don't Move a Mussel".

405,000 readers/issue - 4.8 million/summer

Mountain Outlaw Magazine

Ad advertisement ran in the summer 2019 issue reaching Montana, Idaho, Wyoming, and beyond.

550,000 readers/issue



Clean.Drain.Dry. Events

Educating recreationists, local youth, residents, and tourists.

Community Events

Big Sky Farmers Market – June
through September
Hundreds of people

MOSS Watershed Festival
830 people

Pesca Fiesta at Gallatin River
Guides

Gallatin River Festival
750 people

Youth Events

AIS Education at Camp Big Sky
33 youth

Hooked on the Gallatin: Youth Fly
Fishing Camps
27 youth

Ophir School 2nd Grade Invasive
Species Field Trip
30 youth



Our Partnerships

Local outfitters, shops, and business have been a part of this effort from the start. We appreciate of their willingness to help spread the word to protect this invaluable resource. They help distribute our AIS Information Cards and Stickers, and many have wash stations on site.

Eastslope Outdoors
Fins & Feathers
Gallatin River Guides
Geyser Whitewater
Grizzly on the River
Lone Mountain Ranch
River's Edge
Simms Fishing



We want to extend a special thank you to Montana Fish, Wildlife & Parks for ongoing assistance and support in all our efforts.

Clean.Drain.Dry. in the Gallatin

Started in 2017, the partnership has been awarded multiple grants to execute programming.

Clean.Drain.Dry. Effort Funding

2017	\$6,000
2018	\$11,755
2019	\$20,195
3 Year Total	\$39,560



2019 Funding Matching Funds

\$20,195 \$9,685

Thank you to our 2019 funders!

Montana Department of Natural Resources & Conservation
Moonlight Community Foundation
Spanish Peaks Community Foundation
Yellowstone Club Community Foundation