

Clean.Drain.Dry in the Upper Gallatin

*A cooperative educational project led by the
Gallatin Invasive Species Alliance.*



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 in the country, 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, a nearly unbroken chain of whitewater rafters can be seen paddling down the Gallatin Canyon. Tourism and resort development drive 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 aquatic invasive species (AIS) or pathogens could have a catastrophic effect on the fisheries, watershed health, and economy of the area. In 2016, the Gallatin Invasive Species Alliance and partners teamed up to promote "Clean.Drain.Dry.", seeking to address and mitigate the spread of AIS due to human activity in the Upper Gallatin Watershed.

Project Partners

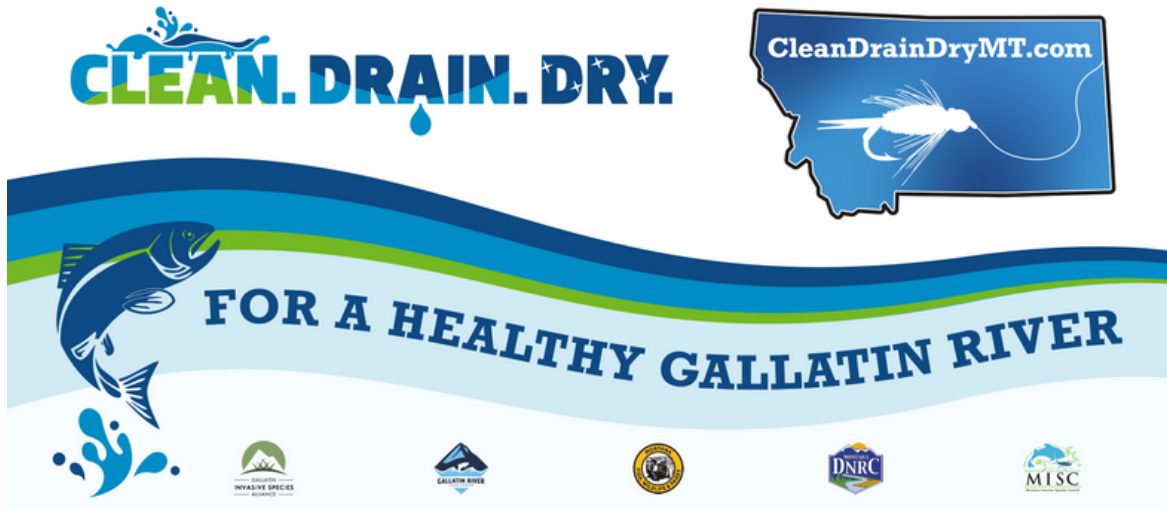


2021 Projects

Highway 191 Billboard

Funded by a grant from the Department of Natural Resources and Conservation, the Alliance installed a billboard along Highway 191 from April 14 through September 28.

Estimated 61,939 views per week; 1,486,536 views in 6 month period.



Clean.Drain.Dry. Promotional Items

Clean.Drain.Dry. Coasters

In an effort to reach all types of river users and recreationalists, 8,000 double sided coasters were distributed to local breweries, bars and restaurants during the summer months.



Clean.Drain.Dry. Stickers

1,500 stickers were distributed to local breweries, restaurants, bars, fly fishing and outdoor shops to encourage all recreators to adopt clean recreation practices.



Media Promotions

Building on efforts started in 2017, partners continued outreach in 2021.

Outside Bozeman

An advertisement ran in the Outside Bozeman summer edition, reaching 50,000+ readers.

Cast Magazine

An advertisement ran in Cast Magazine, reaching 7,500+ readers.

Explore Big Sky

7 biweekly ads ran from May through August reaching 65,000 readers per issue / 455,000 total.

6 quarter page ads in Explore Big Sky



PREVENTION IS KEY. CLEAN. DRAIN. DRY.



Clean your gear and watercraft. Remove mud, water, and vegetation after every trip. Use a brush and water, there is no need for chemicals.

Drain water from your boat and equipment at your access point. Pull the drain plug. Use a sponge for items that can't be drained.

Dry your equipment thoroughly. The longer you allow waders and other equipment to dry out between trips, the better.

The health of the Gallatin depends on you. Learn more at CleanDrainDryMT.com



Half page ad in the July 4th edition of Explore Big Sky



Town Crier E-News

The headliner banner ad for 5 days in August promoted our Clean.Drain.Dry. for the Gallatin video (with a click through link) reaching 12,400 subscribers.



Clean.Drain.Dry. for the Gallatin Video

Working with Seth Dahl, Video Director & Cinematographer at Outlaw Partners, the Alliance produced a 1 minute video promoting clean recreation practices.

This video was shared widely among partners during the summer months and will continue to serve our goal of inspiring and educating river users for years to come.

Images on the left are screen shots of the video.

The video was shared via:

1. Gallatin Invasive Species Alliance

Facebook page (630 followers) and e-newsletter (231 subscribers)

2. Gallatin River Task Force

Facebook (260 views, 32 likes) and Instagram (3,927 people reached, 62 likes)

3. L&K Real Estate

Facebook & Instagram (1,035 followers)

4. ExploreBigSky.com

web banner from 8-16-21 through 8-20-21

5. Explore Big Sky

Facebook (11,152 followers) & Instagram

6. Town Crier E-News

(12,400 subscribers, Outlaw Partners) from 8-16-21 through 8-20-21

