



CLEAN. DRAIN. DRY. IN THE UPPER GALLATIN



A cooperative educational project lead 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



**Montana Fish,
Wildlife & Parks**

Clean.Drain.Dry. Billboards

In partnership with Gallatin County Weed District, the Alliance and Gallatin River 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 Billboard - May - October

Estimated 52,500 views per week; 1,260,000 views in 6 month period

CLEAN. DRAIN. DRY.

**FOR A HEALTHY
GALLATIN RIVER**

Come Clean Leave Clean



Four Corners Billboard - May - October

Estimated 58,000 views per week; 1,392,000 views in 6 month period

**CLEAN.
DRAIN.
DRY.**

**FOR A HEALTHY
GALLATIN RIVER**

Come Clean Leave Clean



Clean.Drain.Dry. Media Promotions

Building on efforts started in 2017, partners continued outreach in 2020.

Outside Bozeman

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

Explore Big Sky

6 biweekly ads (rotating between two distinct designs) ran from July to September reaching 65,000 readers per issue / 390,000 total.

Clean.Drain.Dry. Advertorial

The advertorial ran in the July 3rd edition of Explore Big Sky reaching 65,000 readers.

Mountain Outlaw Magazine

An advertisement ran in the summer 2020 issue distributed in Montana, Idaho, & Wyoming reaching 550,000 readers.

Explore Yellowstone Magazine

An advertisement ran in the summer 2020 issue distributed in Montana, Idaho, & Wyoming reaching 550,000 readers.

Town Crier E-News

A Banner ad in Town Crier e-news was placed (at not cost) September 8-10. It linked to our Clean.Drain.Dry. website page.

Prevention is key.
Clean. Drain. Dry. Every time.

The health of the Gallatin depends on you.

CLEAN. DRAIN. DRY.

Remove mud, water, and vegetation from your gear and clean with water and a stiff brush. There is no need for chemicals.

Drain any water from your equipment (including bail buckets) at your access point. Use a sponge for items that can't be drained.

Dry your equipment thoroughly. The longer you keep your waders and other equipment outside and in the hot sun between trips, the better.

CLEAN.DRAIN.DRY.
FOR A HEALTHY GALLATIN RIVER

FUNDED BY:

Logos for DNRC, MISC, and other funding partners.

Explore Big Sky ENVIRONMENT & OUTDOORS AUG 16, 2020 27 SPECIAL ADVERTISEMENT

Stop the invasion

How you can prevent invasive species from damaging our waterways

BY DAVID TUCKER (ART) AND JEN MOHLER (GSA)

'Clean, drain, dry.' It sounds like the motto for a cleanup hobby but it's actually a message to anglers and anglers, and following these simple steps could save Montana's blue ribbon trout streams from potential disaster.

Beginning with the European invasion of North America, aquatic invasive species in the US have been spreading across the continent ever since, and continuing to do so. Invasive species are a major threat to our nation's ecosystems, and they are spreading ever more rapidly.

Fast forward to present day Montana, and the danger is real. Invasive species are spreading across the state, and they are spreading ever more rapidly. Invasive species are a major threat to our nation's ecosystems, and they are spreading ever more rapidly.

So what exactly are AIS? According to Montana Fish, Wildlife and Parks, AIS are "non-native plants, animals and pathogens that cause harm to the environment, the economy and human health. In their local ecosystems, AIS spread rapidly and cause ecological damage. In the Gallatin, Madison, Yellowstone and Missouri, they can "out-compete native species for food, reduce prime spawning habitat, lead to oxygen and reduce water quality."

If that isn't scary enough, AIS are also responsible for economic damage. Because of the resulting loss of property to AIS, anglers are responsible for the damage.

Locally, the battle plan is simple. First, clean all outdoor gear that has been in contact with water. While you're at it, clean your boots, waders, and gear. Check your gear, and clean it. This is the most important step in preventing AIS from spreading.

Next, drain your gear before taking it up and leaving it in the truck. Wipe out wet gear and let it dry. Use a sponge to clean out gear. Use a sponge to clean out gear. Use a sponge to clean out gear.

If you follow these simple steps, you'll be doing your part to help keep the Gallatin River free of AIS. Make this part of your routine, and you'll be helping to protect the future of our state's trout streams.



The Gallatin Invasive Species Alliance and Gallatin River Trout Farm, in partnership with FWP, Montana Department of Natural Resources and Conservation, and Montana Resource Group Council, have been working to mitigate AIS in our waterways since 2017. Visit clean-drain-dry.org for more info.

INVASIVE WEEDS...

Need help identifying & controlling noxious weeds on your property?

We provide free on-site landowner assistance!

406.209.0905
info@gallatinisa.org
www.gallatinisa.org

Working to protect Big Sky's natural resources from the threat of invasive species.

CLEAN.DRAIN.DRY.
FOR A HEALTHY GALLATIN RIVER

Do your part to keep the Gallatin River free of aquatic invasive species!

GALLATIN INVASIVE SPECIES ALLIANCE

The unique challenges of 2020

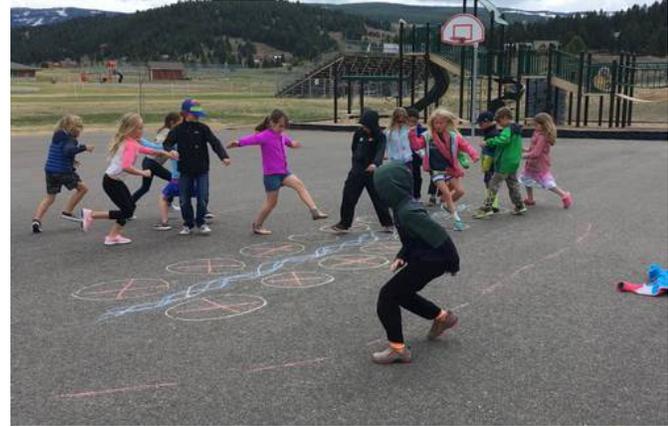
Impacts of the pandemic

Plans to implement AIS education & outreach took a turn in the early months of 2020 due to the COVID-19 pandemic. With the support of our funders and partners, we adjusted and will be working on executing the following projects in 2021:

- A Clean.Drain.Dry. in the Upper Gallatin Video
- Social media & banner ad promotions of that video
- Applying a Clean.Drain.Dry. stencil at local boat ramps
- In person education at local kids camps and schools - fingers crossed!

2020 surprise - Ophir School Field Trip

The Alliance was certain our annual invasive species field trip with Ophir School second graders could not take place. But with determined teachers, we hosted a successful and safe "field trip" on the school's lawn. Aquatic Invasive Species was among one of the four stations. Kids learned about AIS via the musical AIS game and Clean Boat Dirty Boat.



Clean.Drain.Dry. Funding History

Year	Funding	Matching or In-Kind
2017	\$6,000	\$1,200
2018	\$11,000	\$2,200
2019	\$21,220	\$12,085
2020	\$14,187	\$4,307
4 Year Total	\$52,407	\$19,792

Funders: Department of Natural Resources & Conservation, Big Sky Watershed Council, Moonlight Community Foundation, Spanish Peaks Community Foundation, & Yellowstone Club Community Foundation.



A sincere thank you to our funders and partners helping us educate and inspire the community to Clean.Drain.Dry. for a healthy Gallatin River!