

ERROL HILL

THE DESIGN OF THE RESORT MOTEL

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SPRING QUARTER 1961

April 11 Statement of Thesis Problem

A preliminary program which sets the hypothetical situation of an architect-client relationship. This Statement will serve as a guide for all later work.

May 2 Economic Base Analysis of Area

A study as stated by the Statement of Thesis Problem into the economic situation of the area and a comparison to other areas. This study will be used in the formation of a design program.

May 9 Design Program

A program to cover the design of the Resort Motel, based on the requirements of the Statement of Thesis Problem and the findings of the Economic Base Analysis of the Area.

May 23 Site Selection and Analysis

The selection and analysis of an appropriate site which will fulfill the requirements of the program. A preliminary site plan will also be submitted at this time.

June 5 Preliminary Design

A preliminary design study for the proposed Resort Motel.

Presentation of Thesis Project

An oral presentation of all phases of the thesis project completed to date.

SUMMER QUARTER 1961

June 20 Design Revision

A revision of the preliminary design studies.

July 5 Design Presentation

Presentation of the final design for the Resort Motel.

July 12 Construction Details

 A study of the construction of project.

 Presentation of Thesis Project

 An oral presentation of the entire thesis project.

STATEMENT OF THESIS PROBLEM

STATEMENT OF THESIS PROBLEM

Errol Hill

Architecture 490

April 11, 1961

FOREWORD

The purpose of this Statement of Thesis Problem is to set up a situation which can be used as a basis for an Architectural Thesis Project. It is strictly a hypothetical situation and any similarity to an actual situation is accidental.

The basis for the thesis project is an architect-client relationship between the student and an imaginary person which serves as a client.

The problem of this thesis project is to satisfy the architectural requirements of this imaginary client.

This Statement of Thesis Problem will serve as a preliminary program for all later work.

The client (hereafter referred to as Mr. X) desires to build a resort motel on the Lower Madison River where Highway Montana 289 runs along the river. Mr. X has observed that, at present, there are no accommodations in this area and thinks that a resort motel would do very well here. As the name resort motel suggests, Mr. X wishes to build an accommodation which will serve both a person traveling through the area and one who wishes to enjoy the recreational facilities that the area has to offer.

Although Mr. X has no preconceived ideas of the design or actual location of his resort motel he does have a few requirements which he feels are important and must be met.

His requirements are listed below.

I. Mr. X desires an economic base analysis of the area to support his opinion that a resort motel would be a success in the area. Mr. X also desires this economic base analysis because he feels that it would be very helpful if he should need to secure financial assistance for this project. Also, such a study will be very useful in the formulation of a design program.

II. A requirement made by Mr. X is that he will be able to operate his resort motel with a minimum of hired help; two persons at the most. This requirement plus the fact that his budget is somewhat limited will be determining factors of the size of his resort motel.

III. Mr. X requires that his permanent home be on the premises.

IV. The last requirement that Mr. X has made to date is that the resort motel shall be designed so that he will be able to take advantage of the profit in providing recreational facilities other than those which are natural to the area. Examples of these facilities would be boat trips, pack trips, and guided hunting and fishing.

DESIGN PROGRAM

DESIGN PROGRAM

Errol Hill

Architecture 490

May 29, 1961

INTRODUCTION

This design program will be the basis of the design solution for the resort motel which Mr. X plans to build on the lower Madison River.

The major factors of consideration in the formulation of this design program were the basic requirements of Mr. X (see statement of thesis problem, April 11, 1961) and the pertinent information gathered in the Economic Base Analysis of the area. By the analysis of these factors and further consultation with Mr. X as to his requirements and desires, this design program was arrived upon.

Mr. X has read and approved this program. He believes, to the best of his knowledge, that the program fulfills his requirements and the requirements characteristic of the potential trade in the area.

This program is divided into two parts: the initial or first stage program and the future or second stage program which will be built at some future date at the discretion of Mr. X. An analysis and discussion of the employment requirements for each stage can be seen on page 7.

The general breakdown of the areas in this design program does not necessarily imply that they will be in separate buildings. The areas may be combined at the discretion of the designer. The square footage require-

ments are not strict limitations, but are general maximums and minimums which may be changed, should the change prove more practical or economical.

As a matter of interest, a name has been given to this proposed resort motel by Mr. X. It will be called "The Bear Trap" Resort Motel.

DESIGN PROGRAM

First Stage

Sq. Ft.

I. LODGE

- | | |
|--|-----------|
| A. <u>Lobby</u> with registration desk or counter and seating. | 200-400 |
| B. <u>Lounge</u> ; a social center for the establishment. | 700-1,000 |
| C. <u>Office</u> for the business operations of the establishment. | 100-150 |
| D. <u>Storage</u> for office supplies and lounge equipment. | 40-70 |
| E. <u>Parking</u> related to the lodge for ten cars. | |

II. RESTAURANT

A cafeteria style eating establishment which can primarily be operated by one person.

- | | |
|---|---------|
| A. <u>Dining Area</u> (including serving counter) for approximately 25 persons. | 400-600 |
| B. <u>Outdoor Dining Area</u> , partly covered. | |
| C. <u>Kitchen</u> | 150-250 |
| D. <u>Kitchen Services</u> including frozen and dry storage, receiving, garbage, etc. | 110-200 |
| E. <u>Public Restrooms</u> | 100-200 |
| F. <u>Parking</u> related to restaurant for ten cars. | |

	Sq. Ft.
III. RENTAL UNITS	
A. <u>Motel Units</u> ; doubles, sleeps 4, with bath. Four @ 300-400 sq. ft.	1,200-1,600
B. <u>Resort Units</u> with bath, kitchen and dining area.	
1. <u>Singles</u> , sleeps 2 Two @ 300-400 sq. ft.	600-800
2. <u>Doubles</u> , sleeps 4 Four @ 400-550 sq. ft.	1,600-2,200
IV. LAUNDRY	
A. <u>Wash Area</u>	150-200
B. <u>Linen Storage</u>	70-100
V. RESIDENCE	
Mr. X. and his family's permanent home.	
A. <u>Living Room</u>	
B. <u>Dining Room</u>	
C. <u>Kitchen</u>	
D. <u>Master Bedroom</u>	
E. <u>Bedroom</u>	
F. <u>Bath</u>	
G. <u>Storage & Closets</u>	
	Total 1,000 - 1,500
VI. EMPLOYEES QUARTERS	
A. <u>Bedrooms</u> with bath and closets. Three @ 200-350 sq. ft.	600 - 1,050
B. <u>Sitting Room</u> serving all employees.	100 - 150

VII.	GENERAL STORAGE	Sq. Ft. 150-250
VIII.	MAINTENANCE SHOP	150-250
IX.	GARAGE SPACE	
	For two cars	300-400
X.	BOAT DOCK	
	A small 2 boat dock and launching area on the river.	
XI.	BARN AND CORRAL	
	To be used to house horses when they are brought in from the pasture.	
	A. <u>Barn</u> with 4 stalls and feed and equipment storage.	500-700
	B. <u>Enclosed corral.</u>	
XII.	PICNIC AREA	
	Located next to the river with tables and fireplaces for the guests.	

Second Stage

	Sq. Ft.
I. RENTAL UNITS	
A. <u>Motel Units</u> ; Double, sleeps 4, with bath. Two @ 300-400 sq. ft.	600-800
B. <u>Resort Units</u> ; with bath, kitchen and dining area.	
1. Singles, sleeps 2 Two @ 300-400 sq. ft.	600-800
2. Doubles, sleeps 4 Four @ 400-500 sq. ft.	1,600-2,200

EMPLOYMENT REQUIREMENTS FOR STAGES

Mr. X stated in his first requirements that he desired to employ a maximum of two persons. After further consideration he decided that at some future date he may wish to expand his establishment to a size that would require an additional employee. Thus, stage No. 1 of the program will require two employees and stage No. 2 will require three employees.

Mr. X desires that the employees be able to maintain the rental units and operate the restaurant practically unassisted. He and his family will be able to find time from their management duties to take care of the other phases of the operation when the volume of business requires it.

From the Economic Base Analysis of the area the following pertinent information regarding the characteristics of the trade in the general area is shown.

- A. 25% of the trade stayed only one night.
- B. 75% of the business stayed more than one night and an average of 6.6 nights.
- C. 96% occupancy during the busiest month.

The following is the estimated time required to maintain each of the units. The resort units will only be serviced the days they are occupied until the occupants leave.

- A. Clean Motel Unit - 1 hour
- B. Clean Resort Unit - 1.25 hour
- C. Service Resort Unit - .75 hour

The restaurant will require one of the employees full-time.

It is realized that the help will be somewhat seasonal since the trade in the area is seasonal. Also, the duties of the employees can be directed to other phases of the operation when the volume of business allows.

Following is the employment requirements and analysis of the two stages at peak occupancy. The information regarding the characteristics of the area were used as standards in determining the number of units as much as possible.

First Stage

Restaurant - 1 employee

Rental Units

	% of Total Units	
4 Motel Units	40%	4 Hrs.
6 Resort Units	60%	<u>4.9 Hrs.</u>
Total	100%	8.9 Hrs.

$$\frac{8.9 \text{ hrs.} \times .96}{8 \text{ hrs.}} = 1.06 \text{ or } 1 \text{ employee}$$

Total - Two employees for first stage.

Second Stage

Restaurant - 1 employee

Rental Units

	% of Total Units	
6 Motel Units	33%	6 Hrs.
12 Resort Units	<u>67%</u>	<u>9.8 Hrs.</u>
Total	100%	15.8 Hrs.

$$\frac{15.8 \text{ hrs.} \times 96\%}{8} = 1.90 \text{ or } 2 \text{ employees}$$

Total - Three employees for second stage.

SITE ANALYSIS

SITE ANALYSIS

Errol Hill

Architecture 490

June 4, 1961

INTRODUCTION

This analysis is for the site selected as the location for The Bear Trap Resort Motel. Mr. X, who intends to build this resort motel previously selected the general location as the lower Madison River area. The specific site analyzed in this report was selected from a number of possible locations as the best location which fulfilled the requirements of Mr. X and the requirements of the design program for his resort motel.

LOCATION AND DESCRIPTION

The location of this site is on the lower Madison River in southwestern Montana. The property borders highway Montana 289 on the north and the Madison River on the west. It lies in Madison County about 24 road miles west of Bozeman, Montana, and about 12 road miles east of Norris, Montana.

The property is a triangular piece of land with its length being north and south. It is approximately 2,400 feet long and 1,800 feet at its widest point. The property has natural boundaries on the east, west, and south. The Madison River forms the boundary on the west, a steep hill forms it on the east, and the intersection of these two forms the southern boundary (see Fig. 4). There are no existing buildings on the property.

PRESENT LAND USE

At present, the property is being used as pasture land.

ROADS

Highway Montana No. 289, a two lane paved highway, runs in an east-west direction along the north end of the property creating the northern boundry (see Fig. 1). At the northeast corner of the property the highway crosses the Madison River. After the highway crosses the river it runs in a north-south direction parallel to, and directly across, the river from the property. At the northeast corner of the property an old two lane dirt road truns off from Montana 289 and winds through the property in a north-south direction along the east side.

TOPOGRAPHY

The site is relatively flat with a slight crown in the center which slopes of in the east-west directions; towards the river to the west and the steep hills to the east.

The bank down to the river varies from about 10 feet to 20 feet (see Fig. 3). The slope of the bank is about 30 degrees. The extreme western point of the property is only about 3 or 4 feet above the river. The higher bank is back about 150 feet at this point.

The eastern side of the property slopes up from the old road a short distance at about a 20 degree slope to the edge of the very steep hill.

The southern portion of the site is slightly higher than the northern end. The average elevation of the site is about 4,480 feet above sea level.

Also, there are several shallow gullies on the site.

With the exception of the land to the north, most of the area surrounding the site is very steep rising to elevations from about 5,000 feet to 5,700 feet.

The natural cover on the site is grass, low cactus plants, and a few low scrub pines.

Although no soil tests were made, the banks on the site seem to indicate that the soil condition is rocky. The texture of the soil is sandy and porous. Drainage is probably very good.

CLIMATE

No climate information is available in the immediate area of the site; but climate information was obtained for a comparable area about 14 miles south on the Madison River at the Ennis Lake Dam. The official federal designation of the weather station is the Norris Dam Station, Weather Bureau index No. 6157.

The following is related weather information gathered at the Norris Dam Station.

Average Annual Precipitation	-	17.44 inches
Average Annual Snowfall	-	46.2 inches
Average Annual Max. Temp.	-	58.7° F.
Average Annual Min. Temp.	-	35.5° F.
Extreme High Temperature	-	102° F.
Extreme Low Temperature	-	-36° F.

There was no information gathered at this station concerning wind characteristics. Even if there were information on the wind characteristics at the station they probably wouldn't apply to the site because of the effect the immediate surrounding terrain has on wind characteristics.

The prevailing winds characteristic to the site seem to come from the south. It is unlikely that winds could come from the east or west because of the protection provided by the high hills on these sides of the site.

BACKDROP

The site is surrounded by very scenic hills on all sides.

The view to the north looks down the Madison River Valley (see Fig. 1). To the northwest of the site a large bare hill rises to an elevation of 5,700 feet. It is known as Red Mountain.

The southern view looks up the Madison River and into the gorge created by the river. This view is enriched by the rock formations in the gorge (see Fig. 2).

Across the river to the west sparsely forested hills rise from the river, as can be seen in the right hand portion of Fig. 2.

The eastern view is composed of hills, similar to those on the west, which rise up sharply from the site.



Fig. 1 View to North from site

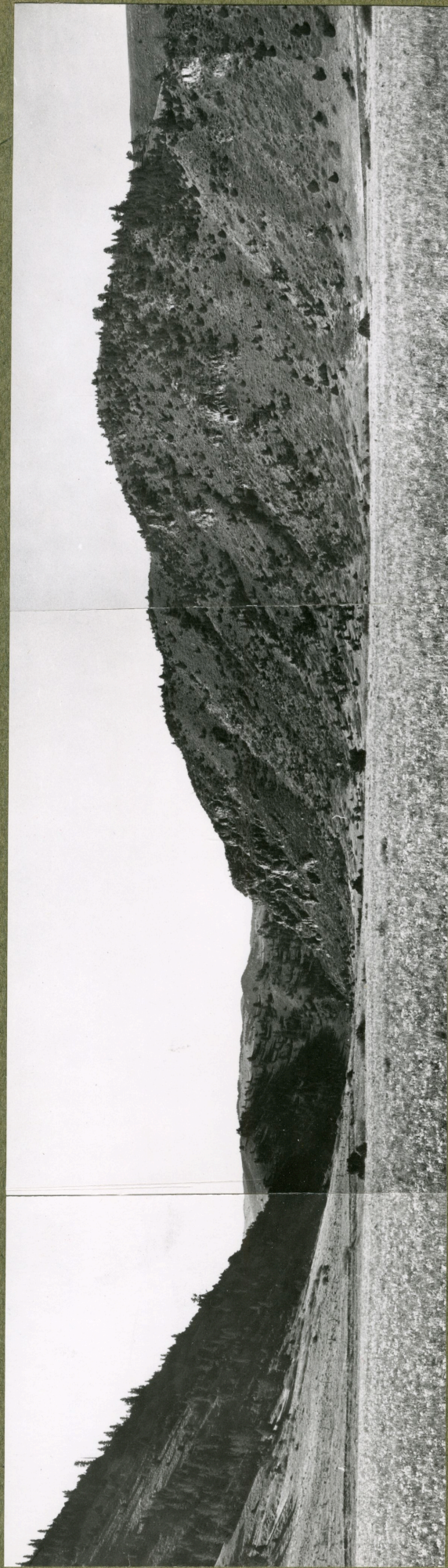


Fig. 2 View to South from site



Fig. 3 View of northern portion
of site

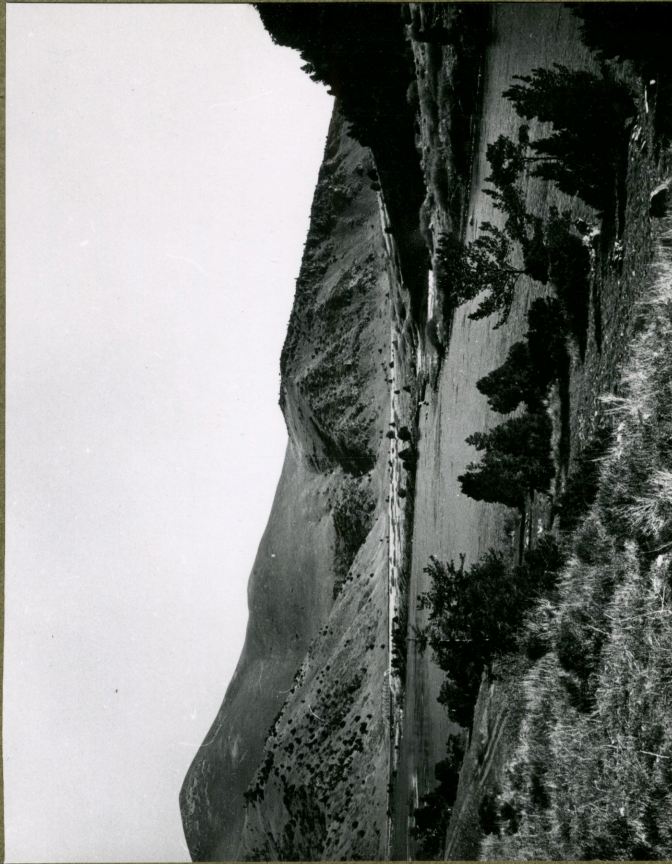


Fig. 4 View of southern portion
of site

REVISED DESIGN PROGRAM

REVISED DESIGN PROGRAM

Errol Hill

Architecture 490

June 12, 1961

REVISED DESIGN PROGRAM

From the suggestion of Professor Rose, the Design Program was revised to be more inclusive of the facilities required in the major areas.

First Stage

Sq. Ft.

I. LODGE

- A. Lobby with 6 ft. registration counter and seating for six persons. 200-400
- B. Lounge; a social center for the establishment. Permanent seating for 20 persons, TV set, magazine storage, and fireplace. Flexible area which could be used for meetings, dances, parties, etc. with portable furniture to seat 30 persons. Related to lobby. 700-1,000
- C. Office for the business operations of the establishment, including desk, file cabinet, storage cabinet, and seating for 2 visitors. Directly related to registration counter and residence. 100-150
- D. Storage for office supplies and lounge equipment with closed storage and open flexible storage. Related to office and lounge. 40-70
- E. Parking related to lodge for 10 cars, with 2 additional spaces for short term parking for guests who are registering.

II. RESTAURANT

A cafeteria style eating establishment which can primarily be operated by one person.

- A. Dining Area with self service counter and seating at tables for 25 persons

- and a fireplace 400-600
- B. Outdoor Dining Area with ~~tables~~ covered tables seating 12 persons, open tables seating 12, paved and directly related to dining area.
- C. Kitchen; Counter and storage space for food preparation with dish facilities directly related to back of self-service counter.
- D. Kitchen Services including frozen and dry storage, receiving, garbage, etc., directly related to kitchen. 110-200
- E. Public Rest Rooms one each for men and women including water closet, lavatory, urinal in mens. Related to dining area. 100-200
- F. Parking related to restaurant for ten cars.

III. RENTAL UNITS

- A. Motel Units; doubles, sleeps 4, with bath, luggage storage, seating for 4, closet space and writing desk. Four @ 300-400 sq. ft. 1,200-1,600
- B. Resort Units
1. Singles, sleeps 2 with bath, kitchen, dining for 2 persons, luggage storage, seating for 2 persons, closet space, writing desk and fireplace. Two @ 300-400 sq. ft. 600-800
2. Doubles, sleeps 4 with bath, kitchen, dining for 4 persons, luggage storage, seating for 4 persons, closet space, writing desk and fireplace. Four @ 400-550 sq. ft. 1,600-2,200

IV. LAUNDRY

- A. Wash Area with space for large commercial washer and dryer, mangle, storage for laundry supplies and sorting table. 150-200

- B. Linen Storage with shelves for storage of clean linen and bins for dirty linen directly related to laundry.

70-100

V. RESIDENCE

Mr..X and his family's permanent home.

Close relationship to registration counter.

- A. Living Room - seating 8 persons, fireplace.
- B. Dining Room - table space for 8 persons.
- C. Kitchen with snack bar
- D. Master Bedroom
- E. Bedroom
- F. Bath
- G. Storage and Closets

Total

1,000-1,500

VI. EMPLOYEES QUARTERS

- A. Bedrooms with bath, closets, seating for 2.
Three @ 200-300 sq. ft.
- B. Sitting Room TV, and seating for 6 related to employees bedrooms.

600-1,050

100-150

VII. GENERAL STORAGE

Shelves and cupboards for storage of misc. item and open storage for larger misc. items.

150-250

VIII. MAINTENANCE SHOP

Work bench and storage for tools,
related to garage. 150-250

IX. GARAGE

Space for two cars 300-400

X. BOAT DOCK

A small 2 boat dock and launching area
on the river, parking for 2 cars.

XI. BARN AND CORRAL

To be used to house horses when they
are brought in from the pasture.

A. Barn with 4 stalls and feed and
equipment storage. 500-700

B. Enclosed corral.

XII. PICNIC AREA

Located next to the river with 3
tables and fireplaces, parking for 3
cars.

Second Stage

I. RENTAL UNITS

- A. Motel Units; Doubles, sleeps 4, with bath, luggage storage, seating for 4, closet space and writing desk.
Two @ 300-400 sq. ft.

600-800

B.. Resort Units

1. Singles, sleeps 2 with bath, kitchen, dining for 2 persons, luggage storage, seating for 2 persons, closet space, writing desk and fireplace.
Two @ 300-400 sq. ft.

600-800

2. Doubles, sleeps 4 with bath, kitchen, dining for 4 persons, luggage storage, seating for 4 persons, closet space, writing desk and fireplace.
Four @ 400-550 sq. ft.

1,600-2,200

REVISED THESIS SCHEDULE

REVISED THESIS SCHEDULE

Errol Hill

Architecture 490

June 12, 1961

SUMMER QUARTER 1961

June 26 Revised Design Completed

A revision of the preliminary design
presented to the jury for approval.

July 7 Formal Presentation Completed

All the material necessary to thoroughly
present the design solution of the project.

July 14 Construction Details Completed

A study of the construction of the project.

July 14 Final Presentation

An oral presentation of the entire thesis
project.

FORMAL PRESENTATION PROPOSALS

FORMAL PRESENTATION PROPOSALS

Errol Hill

Architecture 490

June 12, 1961

1. Drawing of the final site plan at 1" = 100.0' scale.

or

Model of the final site plan at 1" = 100.0' scale.

2. Drawings of the plans of all buildings at 1/4"=1'0" scale.

3. Elevations at 1/4"=1'0" scale and exterior perspective of each building

or

Model at 1/4"=1'0".

4. Interior Perspectives of the following spaces:

- A. Double Resort Unit sitting and dining area.
- B. Motel Unit sleeping area.
- C. Residence Living Room.
- D. Lounge in the Lodge.
- E. Dining Area in the Restaurant.

5. Drawings of several interesting details of the project.

CORRESPONDENCE

Bozeman, Montana
April 6, 1961

To: Faculty Thesis Committee

From: Errol Hill

Subject: Thesis Project

Sirs:

For my thesis project I would like to design a
Resort Motel.

The proposed site for this project is the lower
Madison Valley where highway Montana No. 289
runs beside the Madison River.

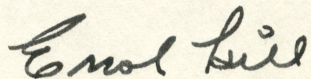
The complete lack of present accommodations in this
area indicates the possible feasibility of such a
project. I believe that this area has a tremendous
tourist potential as well as being attractive to
local sportsmen.

In order to justify this project any economic factors
that will affect the final program will be carefully
considered.

Special emphasis will be given to the selection and
investigation of a suitable site.

I hope that you, the members of the thesis committee,
share some of my interest in this project and approve
it as my thesis project.

Respectfully submitted,

A handwritten signature in cursive script that reads "Errol Hill".

Errol Hill

Bozeman, Montana
April 11, 1961

To: Professor Rose'

From: Errol Hill

Subject: Thesis Schedule

Dear Mr. Rose':

I am submitting to you for your approval a Thesis Schedule and a Statement of Thesis Problem which I have prepared in connection with my thesis project.

The Thesis Schedule is the order of completion of the various phases of my thesis project. The dates of completion for the intermediate phases of the work of the first quarter are approximated because the sources of information for much of this data work may be dependable as far as a time schedule is concerned.

The Statement of the Problem fulfills the first requirement of the Thesis Schedule.

Any suggestions that you may have concerning these items will be appreciated.

Respectfully submitted,

Errol Hill
Errol Hill

AN ECONOMIC BASE ANALYSIS

f o r

A RESORT MOTEL

o n t h e

LOWER MADISON RIVER

AN ECONOMIC BASE ANALYSIS

f o r

A RESORT MOTEL

o n t h e

LOWER MADISON RIVER

Errol Hill

Architecture 490

May 17, 1961

ABSTRACT

The purpose of this economic base analysis is to investigate the economic feasibility of building a resort motel on the lower Madison River in southwestern Montana. The motel is a popular accommodation with Montanans. The lower Madison compares favorably with other successful motel areas. The area offers comparable recreational facilities with areas that have developed into resort areas and there is an indication of the need of an accommodation in the area.

The trade in the area is highly seasonal with a majority of it being resort trade. The lower Madison area is ideal as a resort motel location and the findings of this report will be useful in programming the design of the resort motel.

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INTRODUCTION

The purpose of this economic base analysis is to investigate the economic feasibility of building a resort motel on the lower Madison River.

Mr. X, the client, who intends to build this resort motel on the lower Madison, feels that this investigation is necessary to justify the investment that is required for such a project. Mr. X wishes to know if the area proposed has the potential to make his resort motel a financial success. He realizes that many other factors besides location are essential to a successful business, such as proper management, desirable accommodations, etc., but that the economic characteristics of an area essential to a successful resort motel are of the utmost importance and should be the major factor when considering such a project.

Mr. X also feels that a study of the economic characteristics of the area is necessary to programming the design of an accommodation which will be best suited to the needs characteristic of potential clientele of the area.

As the name resort motel implies, Mr. X wishes to build an accommodation which will have appeal to both the resort and motel trade. He feels that an establishment which combines the accommodations for both types of trade will have greater economic flexibility than an establishment which has accommodations suited to only a single type of trade. Because of the similarity of the accommodations

that the two types of trade require, he feels that as the volume of the different types of trade vary he can easily adjust to accommodate both types.

Since the dual types of trade will both be potential business for this establishment, the area will be investigated in both resort potential and motel potential. Also, the seasonal and clientel characteristics of the area will be investigated in both the resort and motel aspects.

From this investigation it is hoped to prove that the proposed location for Mr. X's resort motel has the potential to make his project a financial success. If this investigation does prove the area as a potential resort motel location, the findings in this investigation will be used in the programming of a design which will efficiently and economically provide an accommodation best suited to the needs characteristic of the potential clientel of the area.

LOCATION AND DESCRIPTION

The general location for this resort motel project will be on the lower Madison River where Highway Montana No. 289 runs beside the Madison River.

The Madison River, locatedd in southwestern Montana is formed by the junction of the Firehole and Gibbon Rivers in Yellowstone National Park. It flows in a northward direction and meets the Gallatin and Jefferson Rivers near Three Forks, Montana, to form the Missouri River (see figure 1). The Madison River is 140 miles long¹, 119 miles of which are in Montana.

The Madison River has two dams on it; Ennis, or Meadow Lake, located at the head of Bear Trap Canyon, and Hebgen Lake located at the head of Madison Canyon. During the recent 1959 Montana earthquake a slide slid across the Madison River about five miles below Hebgan Dam creating a new lake called Quake Lake.

Southwestern Montana, the Madison River Valley in particular, is sparsely populated. There are five small towns in the Madison River Valley: Norris, McAllister, Ennis, Jeffers, and West Yellowstone.

Although the economy of the valley is mainly based on agriculture the tourists' and sportsmen's trade is important to the economy, expecially during the summer

¹ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, 1950-1952, Specail Scientific Report-Fisheries No. 126, United States Department of the Interior, Fish & Wildlife Service, Page 1.



Area shown in figure 2

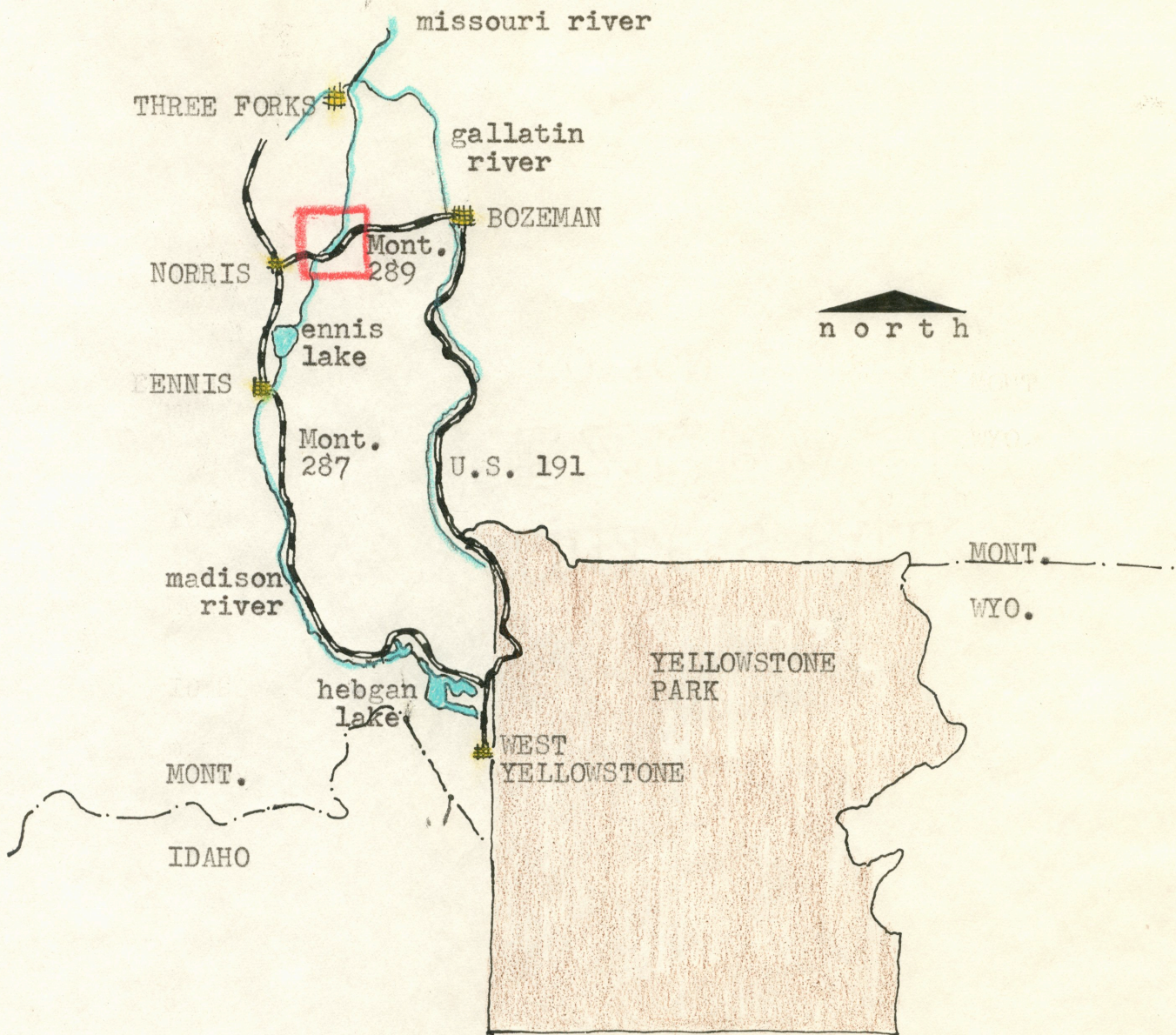


FIGURE 1 MAP OF SOUTHWESTERN MONTANA

months. The natural scenic beauty of the area plus the hunting and fishing attracts many visitors to the area each year.

The lower Madison River is usually considered as the 31 mile long section² of the river between the dam at Ennis Lake and the mouth of the river near Three Forks. The southern 11 miles³ of this section of the river runs through a deep narrow gorge called Bear Trap Canyon which is inaccessible by automobile.

Highway Montana 289 runs west from Bozeman to a point on the Madison River about 7 miles below Bear Trap Canyon (see figure 2). It then runs in a southerly direction along the river to Bear Trap Canyon where it leaves the river and runs west to Norris, Montana.

The area where the highway runs beside the river is mostly open with very little forest coverage and has large outcroppings of rock through which the river winds.

The land in this area is used mostly for pasture with a few hay fields. There are several small active gold mines operating between the area and Norris.

² CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 13.

³ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 13.

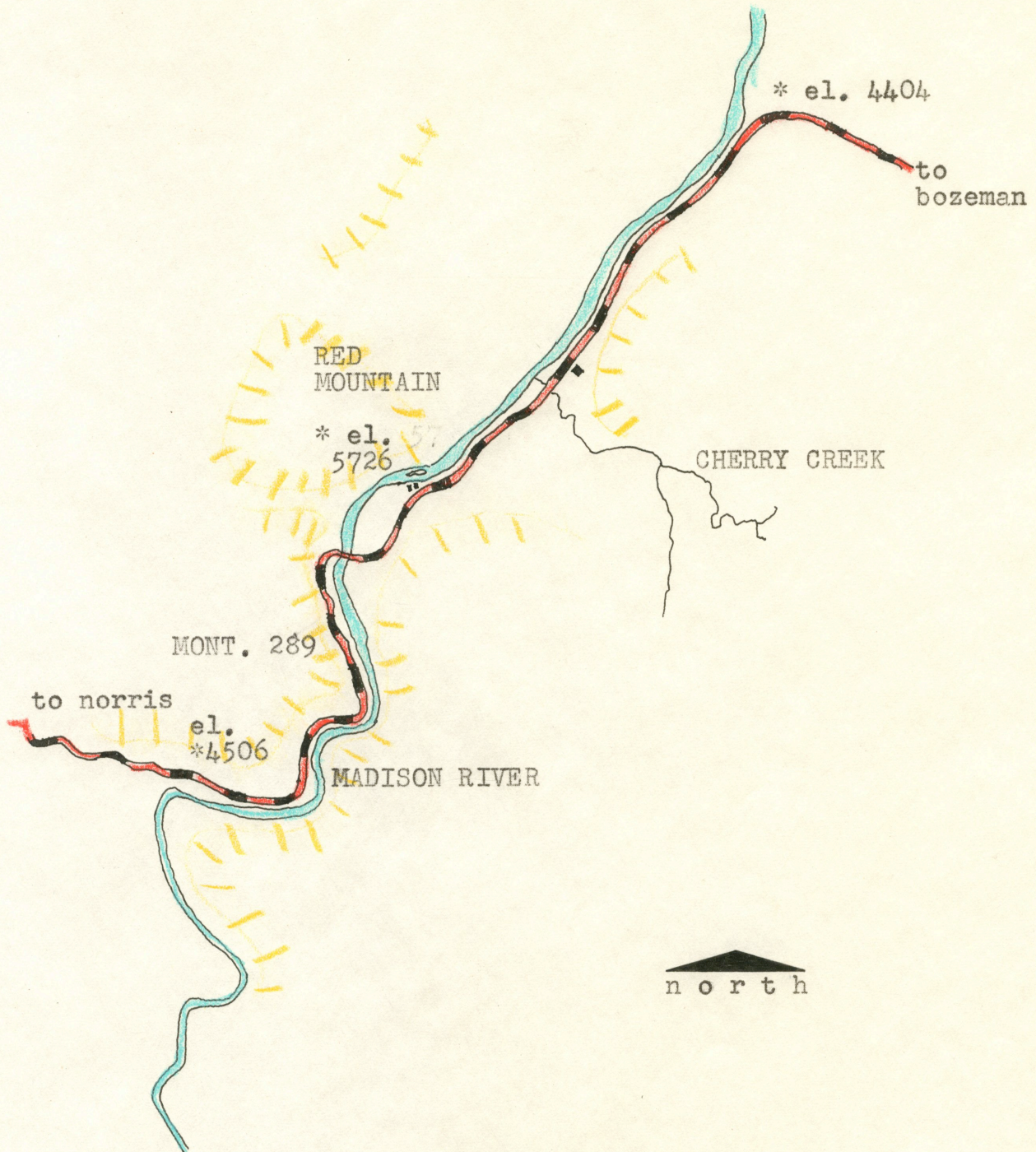


FIGURE 2 MAP OF LOWER MADISON

The climatic conditions in the region are characteristic of the northern Rocky Mountain Region. The elevations of the area vary from about 4,400 feet to about 7,500 feet. The temperatures average between 10° F. and 20° F. for the month of January. Mid-summer temperatures average about 65° F. The growing season in the area is about 110 days. At Ennis, Montana, a small town about 20 air miles southwest of the area and similar in climatic conditions the annual precipitation is 10.69 inches; of which 59% falls between the months of May and September.

At the present time there are no resort or motel facilities in the area.

MOTEL POTENTIAL

Southwestern Montana has many attractions for tourists and visitors, and has for many years been a popular vacation land. Besides its proximity to world renowned Yellowstone National Park, southwestern Montana has spectacular scenery, wonderful hunting and fishing, interesting historical background and all the attractions that make a vacation a pleasant and memorable one. In 1959 an estimated total of 2,734,573 out-of-staters visited Montana⁴.

Naturally, there must be accommodations provided in the state so that visitors will have a comfortable place to stay.

Also, there must be accommodations provided for Montanans who are traveling within the state either on business or pleasure trips.

A Montana Tourist Survey, made in 1958, shows a breakdown of the motorists in Montana who used over night accommodations. The survey is shown in tabulated form on the following page. The breakdown of these motorists is into four basic groups. The size and expenditures of each group is shown.

⁴ TRAVEL REPORT FOR 1959, Montana Out-Of-State Visitors, State Advertising Department, Montana Highway Commission, Page 3.

ESTIMATED TRAVEL AND EXPENDITURES BY OVERNIGHT TRAVELERS⁵

Residence & Purpose	Party Days	% of Total Party Days	Expend- itures	% of Total Expenditures
Mont. party on business trip	1,115,500	25%	\$23,325,105	21%
Mont. party on non-bus. trip	526,900	12%	\$12,150,314	11%
Out of state party on bus. trip	869,500	20%	\$20,146,315	18%
Out of state party on non- business trip	1,942,500	43%	\$55,146,315	50%
TOTALS	4,454,400		\$111,371,484	

From the rather astonishing figures of the total expenditures of the above tabulation it is easy to see how Montana's tourist trade is her third largest industry⁶.

The motel is definitely the most popular accommodation with motorists in Montana. A Road Side Interview in 1959 indicated that 59.3%⁷ of the motorists stayed in motels. This was a 4 % increase over the previous year, 1958. The average size of the 1959 parties that stayed in motels was 3.2⁸ persons; the same as in 1958.

⁵ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Montana State Highway Commission, Page 6.

⁶ THE MONTANA TOURIST SURVEY, 1955, Advertising Office, Montana Highway Commission, Page 1.

⁷ TRAVEL REPORT FOR 1959, Page 12.

⁸ TRAVEL REPORT FOR 1959, Page 6.

At present there are no motel accommodations in the general location where this resort motel is proposed. The closest competition would be the motels around the town of Ennis, Montana, about 22 road miles south of the area. The next closest competition would be the motels around the city of Bozeman, Montana, which is located about 24 road miles east of the area. There is a small motel located in Harrison, Montana, a small town about 17 road miles north of the area on Highway Montana No. 287 but this motel would not compete with a motel accommodation in the area proposed on the lower Madison River. Because of the difference in the routes of Highway Montana No. 287 and No. 289 it is not logical that through traffic would pass both motel accommodations. Through traffic traveling west on Highway Montana No. 289, the highway on which this proposed resort motel will be located, probably turns south at the junction of 289 and 287 because a north turn would take traffic to the junction of 287 and U. S. 10, which could be reached by the shorter route of taking U. S. 10 out of Bozeman. Likewise at the junction of 287 and 289 all traffic with the general vicinity of Bozeman as a destination would undoubtedly take Montana 289 because the 287 and U. S. 10 route to Bozeman would be much longer. Traffic traveling through on 287 probably doesn't have Bozeman or vicinity as a destination.

Another major area of competition would be the motel accommodations which are available on Highway U. S. 191 which runs south from Bozeman up the scenic Gallatin Canyon. Although the Gallatin Canyon is a major competitor it can be used as a favorable comparison with the lower Madison in many aspects.

The two routes, U. S. 191, and Montana No. 289 and 287, from Bozeman to West Yellowstone have much the same type of accommodations and recreational facilities. The resort and motel trade in the two areas would probably be quite similar.

The tabulated form below is traffic counts supplied by the Montana State Highway Commission for the last 9 years for Highway Montana 289 and U. S. 191 which runs up the Gallatin Canyon.

AVERAGE DAILY TRAFFIC

<u>Route</u>	<u>1960</u>	<u>1959</u>	<u>1958</u>	<u>1957</u>	<u>1956</u>	<u>1955</u>	<u>1954</u>	<u>1953</u>	<u>1952</u>
Montana 289	289	251	205	221	179	141	135	146	127
U. S. 191	526	447	442	443	403	382	431	400	362

For a comparison of the present motel accommodations of the two general localities, there are no motel accommodations on Montana 289 along the lower Madison River while there are 7 motel type accommodations on U. S. 191 in the Gallatin Canyon.

If a resort motel such as proposed by Mr. X were built on the lower Madison River the cars per day per motel ratios for the two areas for the year 1960 would be as follows: 1 motel per 289 cars for the lower Madison River area and 1 motel per 75 cars for the Gallatin Canyon. By a comparison of these two ratios it can be seen that on this basis the lower Madison River has a decisive advantage as a motel location.

Also, from the average daily traffic tabulations a rather steady increase in the average daily traffic can be seen for both areas. The ten year increase for Highway Montana 289 has been 117%. The increase for U. S. 191 has been 63%. Although both of these increases show a very favorable condition, the increase for Highway Montana 289 is remarkably greater.

Although Highway Montana No. 289 is not a U. S. numbered route, 50 percent⁹ of the tourists in Montana reported that they used state numbered routes, 72 percent of these persons stated that the state routes were in equal or better condition than the U. S. routes. This would indicate the influence of U. S. numbered routes not as great as generally believed.¹⁰

⁹ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Page 10

¹⁰ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Page 10

RESORT POTENTIAL

The largest attractions of a resort area are the natural recreational facilities that the area offers; the resorts themselves, which may offer additional recreational facilities; and the accommodations that these resorts have so that tourists may comfortably enjoy the recreational facilities.

The activities enjoyed by out of state visitors in a 1958 survey were reported as follows:¹¹

Sightseeing	92%
Taking Pictures	75%
Visiting Historical Points	66%
Watching Nature	55%
Shopping	50%
Camping	27%
Fishing	27%
Hiking	25%
Water Sports	18%
Horseback Riding	14%
Other	11%

The lower Madison River area with proper development of a resort could very easily offer all of these recreational facilities with the exception of shopping.

¹¹ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Page 12

The route from Bozeman to Norris on Montana 289, especially the area where this resort motel is proposed, has spectacular scenery both for viewing and photographing.

Probably the largest natural recreational facility that the area has to offer is fishing. In a report by the United States Department of the Interior of the Three Forks Division of Montana it was stated, "Of the five rivers, the Madison is the best known. In fact, the Madison is one of the better known trout streams of the west. Its fame rivals that of the nationally known Rogue in Oregon, the Gunnison in Colorado, and the Beaverkill in New York."¹² In a Creel Census & Expenditure Study of the Madison the Department of the Interior stated, "The Madison, one of the larger mountain rivers in the Missouri River Basin, is outstanding and is famous as a trout stream."¹³

In a vacation pamphlet by the Montana Highway Commission they state, "MADISON RIVER - Southern Montana, Ennis vicinity. Reputed to be the most outstanding trout stream in the United States."¹⁴

¹² FISH AND WILDLIFE RESOURCES AND THE THREE FORKS DIVISION, United States Department of the Interior, Fish and Wildlife Service, Bureau of Sport Fisheries and Wildlife, October, 1958, Page 2

¹³ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 1

¹⁴ YOUR MONTANA VACATION, Montana Highway Commission, Page 18

Further proof that the Madison River is one of the better, if not the best, trout streams in the United States can be seen in a comparison of 29 Western streams by the Department of the Interior. In number of pounds of fish per hour of fishing, the Madison River ranked the highest with an average catch of .48 pounds per hour.¹⁵ The Gunnison River in Colorado was next with .45 pounds per hour.

In a comparison of the lower Madison with the middle and upper sections, the lower Madison in terms of radius of influence, or the distance from which fishermen are attracted, had the lowest radius of influence. For the lower Madison 83.3% of the fishermen came from within 100 miles.¹⁶ In the middle section 51.2% came from within 100 miles and only 13.6% came from within 100 miles for the upper section. These circumstances in regard to usage from a 100 mile radius might be expected because of the sparse population of the areas of the upper section, but the fishing pressures for a 300 mile radius showed much the same situation. The percent of fishermen from a distance of over 300 miles for the three sections of the river were as follows: lower section, 5.2%;¹⁷ middle section, 22.4%; and upper section,

¹⁵ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 13.

¹⁶ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 27.

¹⁷ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 27.

43.9%. The fact that the progressive decrease of facilities that can accommodate the non-resident or fishermen from greater distances from the upper to the lower sections may be responsible for the appreciably smaller radius of influence for the lower section. West Yellowstone and the surrounding area on the upper Madison is primarily a resort area while there is a complete lack of resort accommodations on the lower Madison. The lower Madison offers the same fishing opportunities as the upper sections and could probably extend its radius of influence if it were developed as a resort area.

It was estimated that the annual expenditure by fishermen on the Madison and its reservoirs in the years 1950 through 1952 was \$412,500.¹⁸

The total expenditure for the lower section was \$64,045, the middle section \$58,090 and for the upper section, \$94,777.¹⁹ The remaining expenditures were on the two reservoirs.

A break down of the expenditures per person per day for the three sections of the river can be seen in the tabulated form on the following page.

¹⁸ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 31.

¹⁹ CREEL CENSUS AND EXPENDITURE STUDY, MADISON RIVER, MONTANA, Page 32.

AVERAGE DAILY EXPENDITURE PER PERSON, MADISON RIVER ²⁰

<u>Section</u>	Annual	<u>Expenditures</u>		Trans.	Total
		Investment	Trip		
Lower	\$.45	\$2.05	\$1.85	\$3.55	\$7.90
Middle	\$.45	\$2.05	\$2.51	\$2.94	\$7.95
Upper	\$.45	\$2.05	\$3.75	\$6.83	\$13.08

The items included in trip expenditures, column four, include food, lodging, refreshments, fees for guide service or entrance to an area, rentals of horses or boats, bait, and miscellaneous items such as film and ice.

The trip expenditures indicate that money is being spent by fishermen on the lower Madison for food, lodging and other accommodations that a resort motel could provide.

Obviously, this money is not being spent in the direct area since there are no facilities which offer the accommodations for which the money is being spent. Logically, persons who fish this section of the Madison and spend money for lodging and prepared food are commuting to the area to fish. This may explain why the transportation, column five of the tabulated expenditure break-down, is relatively high for this section compared to the other sections of the river considering that this section has a much smaller radius of influence.

As the previous radius of influence comparisons indicate the fishing opportunities of the lower Madison River are enjoyed by a large number of local resident fishermen. Since Bozeman, Montana, is relatively close to the area Bozeman sportsmen probably fish the lower Madison River extensively. To determine if local residents would be potential business for the proposed resort motel a questionnaire was left at three sporting goods stores in Bozeman for the local sportsmen to fill out. The following is a copy of the questions on the questionnaire.

IF YOU LIVE IN BOZEMAN AND LIKE TO FISH WILL YOU PLEASE FILL OUT THIS QUESTIONNAIRE AND PUT IT IN THE BOX.

1. Do you ever fish the lower Madison River?

YES

NO

2. If you do fish the lower Madison River, about how many times a year do you go there to fish?

_____ times

3. If there were some type of establishment in this area where you could get over-night lodging and meals would you patronize this establishment?

YES

NO

4. If you would patronize this establishment about how many nights a year would you stay at such an establishment?

_____ nights

THANK YOU

A total of 51 questionnaires were filled out and collected. The results of the questionnaire are on the following page.

Question No. 1

Yes Answers - 90.3%

No Answers - 9.7%

Question No. 2.

The persons who answered question No. 1 yes fished the lower Madison River an average of 14.2 times per year.

Question No. 3

Yes Answers - 37.0%

No Answers - 63.0%

Question No. 4

Of the persons who answered question No. 3 yes 41.7% indicated that they would patronize such an establishment 4.7 nights average annually. 41.5% were undecided as to the number of nights they would patronize such an establishment. 17% indicated that they would buy meals at such an establishment.

Or - of the total 51 persons who filled out the questionnaire 13.7% indicated that they would patronize such an establishment 4.7 nights average annually. 13.7% were undecided as to the number of nights they would patronize such an establishment. 5.9% indicated they would buy meals at such an establishment.

Figures published by the Fish and Wildlife Service in a national survey in 1955 for the mountain region of the United States indicated that 25% ²¹ of the population fished. If these figures are applied to the population of Bozeman, this would indicate that there are approximately 2,750 fishermen in Bozeman. If the figures from the questionnaire that indicated that 27.4% (addition of the percentages of the persons who indicated the number of nights they would patronize the establishment and those who were undecided) of the Bozeman sportsmen would patronize the establishment, were applied to the number of sportsmen in Bozeman this would indicate a potential of 750 patrons. By applying the average nights patronage per year (4.7) for both those that indicated this and those who were undecided to the potential patrons in Bozeman this would give approximately 3500 patrons per year from Bozeman. Logically, there would be many other patrons from other local surrounding areas. When considering the number of patrons and the possible rentals it must be realized that many of the patrons may be combined into families and parties for which there will be only one rental.

Besides the scenic beauty and excellent fishing another resort attraction that the lower Madison offers is hunting. There are deer in the immediate area and elk herds in some of the surrounding more mountainous areas. The Spanish

²¹ NATIONAL SURVEY OF FISHING AND HUNTING, 1955, United States Department of the Interior, Fish & Wildlife Service, Circular 44, Page 30.

Peaks, about 5 air miles east of the lower Madison River, and the Gravelly Range, which is west of the area on the west side of Highway Montana 287, both have harvestable elk herds. Hunters, as they do in other situations, could enjoy the comfortable accommodations of a resort on the lower Madison and easily commute daily to these areas to hunt.

Besides the big game hunting in the area there is also waterfowl hunting. "The Missouri River is a natural thoroughfare along which waterfowl migrate. The head of the Missouri River at Three Forks is a natural collection point for ducks and geese. Birds tend to spread out along all three of the rivers converging there." ²²

Other recreational activities, in particular those listed on page 16 could be developed in conjunction with this proposed resort motel at the discretion of the owner as to potential profits and their effect upon the attraction of patrons.

SEASONAL AND CLIENTEL CHARACTERISTICS

Although the tourist trade in southwestern Montana is a flourishing industry it is largely a seasonal one. Due to the severe winters and the natural tendency of people to vacation during the summer, Montana's tourist season is limited to the summer months.

To illustrate the seasonality of the Montana tourist trade a break-down of the out-of-state passenger cars entering the state would be as follows:²³

June	
July	57%
August	
September	
October	21%
November	21%
December	
January	8%
February	
March	
April	14%
May	
TOTAL	100%

A study of the commercial lodging places in Montana which accounted for trade from within the state as well as out-of-state trade showed much the same trends. In this study 47%²⁴ of the total occupancy was in the summer season and 53% was in the off season or remainder of the year.

²³ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Page 13

²⁴ HIGHLIGHTS OF MONTANA TOURIST SURVEY, 1958, Page 14

The reasons for Montana's highly seasonal tourist trade besides the severe winters and tendencies of people to travel more in the summer may be due to the seasonality of the attracting recreational facilities. Yellowstone National Park, which undoubtedly draws many tourists to the area, has its accommodations open from about June 20 to September 10.²⁵

Montana's fishing season is open from the latter part of May until the middle of November and the main hunting season is from the middle of October until the middle of November. The waterfowl season is usually open from about the middle of October until about the middle of December.

One distinct advantage that the lower Madison River area has as a resort motel location is that it is one of the few streams in Montana that is open to year around fishing. This has been so for the last two years and Mr. Gene Sherman, District Supervisor, Montana Fish and Game Commission, says that he believes that leaving it open to year around fishing will be the future policy of the Fish and Game Commission.

In order to get a more local picture of seasonal and clientel characteristics of the area a questionnaire was sent to establishments which are basically resort motels in surrounding areas which have practically the same type of trade. The three surrounding areas were: The Gallatin

Canyon; the area around West Yellowstone, Montana, or the upper Madison; and the area south of Ennis, Montana, or the middle Madison. A total of 35 questionnaires were sent out: 11 to the Gallatin Canyon area; 11 to the Ennis area; and 13 to the West Yellowstone Area. The questionnaires were color coded so that the area from which they came could later be determined. Also a letter of explanation and a stamped, self-addressed return envelope were included with the questionnaire. Enclosed between the next two pages is a sample letter of explanation and questionnaire.

SAMPLE LETTER OF EXPLANATION AND QUESTIONNAIRE

Bozeman, Montana
April 22, 1961

Enclosed you will find a short questionnaire. I would appreciate it very much if you will fill it out and return it to me.

I am gathering information on the seasonal motel and resort trade in Northwestern Montana in connection with a thesis project I am doing at Montana State College. This is purely an academic study.

It is not necessary that you identify your questionnaire and your questionnaire will not be for public inspection.

If you will please fill out the short questionnaire and return it to me in the enclosed self-addressed envelope it will help me a great deal.

Sincerely yours,

Errol Hill

1. How many of each of the following units do you have?

Single (sleeps 2) sleeping only _____
Single (sleeps 2) housekeeping _____
Double (sleeps 4) sleeping only _____
Double (sleeps 4) housekeeping _____

List and describe other units below.

2. Do you stay open the year around? YES NO

If not, what months do you close? _____ through _____
(both months inclusive)

3. After each of the following months circle the average per cent of the business you are capable of handling that you actually have. If you are closed for any of these months do not circle a per cent.

MONTH	PER CENT OF BUSINESS YOU CAN HANDLE THAT YOU ACTUALLY HAVE.											
Jan.	10	20	30	40	50	60	70	80	90	100		
Feb.	10	20	30	40	50	60	70	80	90	100		
March	10	20	30	40	50	60	70	80	90	100		
April	10	20	30	40	50	60	70	80	90	100		
May	10	20	30	40	50	60	70	80	90	100		
June	10	20	30	40	50	60	70	80	90	100		
July	10	20	30	40	50	60	70	80	90	100		
Aug.	10	20	30	40	50	60	70	80	90	100		
Sept.	10	20	30	40	50	60	70	80	90	100		
Oct.	10	20	30	40	50	60	70	80	90	100		
Nov.	10	20	30	40	50	60	70	80	90	100		
Dec.	10	20	30	40	50	60	70	80	90	100		

4. What per cent of your trade is the following?

Fishermen, hunters or vacationers _____ %

Tourists who stop only one night _____ %

5. What is the average number of nights that the fishermen, hunters or vacationers stay?

_____ nights, average

The total response to the questionnaires was 15, or 43%. The response for each area was: 6, or 55%, for the Gallatin Canyon; 7, or 64%, for the Ennis area; and 2, or 15%, for the West Yellowstone Area.

Because of the very poor response from the West Yellowstone area, which would make separate compiling of results for this area unavailing, all of the results of the three areas were compiled together.

The results of the questionnaires are as follows:

Question No. 1

From the results of the answers of this question the average establishment in these areas has:

2.2 single(sleeps 2) sleeping units
 1.0 single(sleeps 2) housekeeping units
 2.6 double(sleeps 4) sleeping units
 3.7 double(sleeps 4) housekeeping units
 1.2 units which sleep more than 4.

Question No. 2

14% stayed open the year around
 86% closed part of the year

The following are the percents of the establishments which closed for each month:

January	79%
February	79%
March	79%
April	79%
May	43%
June	0
July	0
August	0

September	0
October	29%
November	64%
December	79%

Question No. 3

The following are the average percents of business the establishments had for each month that they were open:

January	10%
February	10%
March	10%
April	10%
May	36%
June	71%
July	93%
August	96%
September	65%
October	64%
November	39%
December	10%

Question No. 4

The following are the average percents for the types of trade of the establishments:

Fishermen, hunters, or vacationers	75%
Tourists who stop only one night	25%

Question No. 5

The average of the average number of nights fishermen, hunters or vacationers stayed in these establishments:

6.6 nights average

Question No. 1 seems to indicate that a double house-keeping unit seems to be the most popular with the opera-

tors of these establishments. This is probably due to the fact that this unit has the most flexibility in that it can also be rented as a single or a sleeping unit.

The results of the answers of Questions No. 2 and No. 3 support the previous discussions on the seasonality of the tourist trade in Montana. These figures probably apply to the seasonality of the trade in this area better than the previous ones which are for the entire state.

The results of Questions No. 4 and No. 5 indicate the important characteristics of the clientel of the area upon which Mr. X's resort motel will depend for business.

CONCLUSION AND RECOMMENDATIONS

From the findings of this investigation it is concluded that the lower Madison is an ideal location for the resort motel that Mr. X intends to build.

On the basis of the annual tourist figures for Montana and the popularity of motels with these tourists, motels seem to be a healthy and thriving industry in Montana.

The advantage of a single motel establishment on the lower Madison, Highway Montana 289, over any of the motel establishments on U. S. 191 can be seen by comparing the average daily traffic, the traffic increases, and the motel traffic ratios. Although U. S. 191 is as ideal a motel location as the lower Madison, especially in the motel traffic ratio, it is assumed that the 7 establishments operate at a profit.

Future local competition for Mr. X's resort motel may be expected. This competition could be desirable in that it may help develop the area as a whole into a resort area. Mr. X would have an advantage in being first since he could establish a good reputation first with those who frequent the area.

The lower Madison area seems to be ripe for a resort. In comparison with other resort areas it offers the same or better recreational opportunities such as fishing, but does

not offer any accommodations. The addition of a resort to the area would make the area much more attractive to persons, such as fishermen, who come from out-of-state or from considerable distances.

Another advantage of the lower Madison as a resort location is that it is close to an area of relatively large urban population (Bozeman, Montana) from which it can draw a large number of patrons. This is proven by the questionnaires which were filled out by Bozeman sportsmen. Being close to this urban population, the persons there can frequent the area on a short term vacation basis, while persons living a considerable distance away will probably visit the area on a longer term basis.

Although the resort and motel trade in southwestern Montana is quite seasonal, another advantage of the lower Madison as a resort and motel location is that the lower Madison River is open to year around fishing.

Since Mr. X plans on making the establishment his permanent home, it is recommended that he strongly consider a year around operation, possibly going on a limited operation status during the off season. Because many similar establishments in surrounding areas close, as indicated by the questionnaires sent to these establishments, his competition for the off-season months would be decreased.

It is recommended that in addition to Mr. X's basic

requirements that the seasonal and clientel characteristics be seriously considered when programming the design of his resort motel.

By using these characteristics the operation of this resort motel can be economical and efficient. Also these characteristics may be useful in determining the type of construction of the resort motel in that possibly some of the structures may be used only seasonally.

By proving the lower Madison as an ideal resort motel location and bringing forth pertinent facts about the characteristics of the area as a resort motel location, this report has contributed to the financial success of Mr. X's resort motel.

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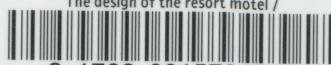
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