

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – April 5, 2017
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Dawn Hendrickson, Chair of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Safety Awareness Updates and Policy Discussion

3. Board Action Items

- a) Approval of minutes from March 1, 2017
- b) Approval of TBID financial statements for February, 2017
- c) Approval of FY18 marketing plan
- d) Approval of applications for expiring board seats
- e) Approval of slate of officers for May 1, 2017 – April 30, 2018 term

4. Board Discussion

- a) Event Updates: Indoor Soccer, Spartan, Glacier Half Marathon, Dragon Boat
- b) Group, M&C Updates
- c) Marketing Updates
- d) Legislative Session: update on bills pertaining to tourism

Enclosures: March 1, 2017 minutes
TBID financial statements for February 2017
Board application
FY18 Marketing Plan
KCVB Updates

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman dawn.hendrickson@hilton.com or 406-890-7021
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2017 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 11	February 1	March 1	April 5	May 3	June 7
July 5	August 2	September 6	October 4	November 1	December 6

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Board of Directors Meeting
Kalispell Tourism Business Improvement District
March 1, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Janet Clark, Lisa Brown, Dan Moderie, Dawn Hendrickson

Board Members Absent: Laurie Otto-Bradford, Zac Ford, Nautam Patel

Staff Present: Diane Medler, Joe Unterreiner, Dawn Jackson, Vonnie Day

Visitors: Dent Davis, Hilton Garden Inn, Lucy Weeder, Marriott Springhill Suites, Dax Schieffer, Voices of Montana Tourism, Katrina, Holiday Inn Express

Meeting was called to order by Dawn Hendrickson at 3:23 PM.

1. Hear from the Public – no public comments
2. Dax Schieffer, Voice of Montana Tourism – Dax reviewed what Voices of Montana Tourism presents to legislators and local business leaders at meetings across the state to enforce the value of tourism. Voice is requesting a sponsorship from the Kalispell TBID in FY17 as support of the tourism advocacy efforts done by Voices. Dax stated that the state had 12.3 million visitors in FY 2016 with \$3.5 billion in non-resident spending.
3. Safety Awareness Updates – none
4. Board Action Items
 - a. Approve minutes from the February 1, 2017 meeting:
Action: Motion was made by Janet Clark to approve the minutes. Motion seconded by Lisa Brown.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for January, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
 - c. Approval of budget, goals and objectives and target markets – FY18 marketing plan
Action: Motion was made by Lisa Brown to approve budget, goals, objectives and target markets except for Item 1 (c). Motion seconded by Dawn Hendrickson.
Discussion: In reference to Objective 1(c), “Increase occupancy at TIBD hotels between November to April by 2% (as measured by STR),” the board discussed the calendar months, time interval and method used to measure change in occupancy. It was decided to exempt Objective 1(c) from approval pending an email directive from Diane reviewing what’s been done in past years.
Board approved unanimously.
5. Board Discussion
 - a. Event updates:
Futsal – Rob is meeting with FSC board on March 8 to provide information about the event. FSC is considering a proposal to purchase more indoor turf. The operating agreement with MSI is in the works. Rob has received feedback that March will be a better time for the event since teams are organizing in February. The board is open to scheduling the event in March. Once dates are determined, the website and marketing plan will be launched. Registration will open in September.

Glacier Half Marathon – registration for the event is strong. Organizers did not engage with the Blackfeet Tribe in early planning stages so are finding out some of their plans for camping and race logistics will not work out as they'd planned. Pond Hockey – 2018 event is planned for the same weekend, January 19 – 21. Fun Beverage reported that their beer sales spiked 12% during the Pond Hockey weekend.

- b. TBID district boundaries – potential new properties. A new property next to the airport is being considered. If built, it would have a Kalispell address and could be considered as an associate TBID member. LHC is moving forward with development north of Reserve which is inside city limits. Any new lodging properties there would be part of the TBID.
- c. Group, M&C Updates – leads are coming in on the Bring It Home program including one for the Toastmasters District Conference in 2018. The new downloadable Kalispell Meeting Guide is available on the website. CVB has compiled lists of group activities and unique venues which are available upon request.
- d. Vacating Board Positions – board positions held by Janet Clark and Nautam Patel expire April 30. Nominees are needed to fill their positions. A message will be sent to TBID properties soliciting board members from small properties. If none come forward, a representative from a medium or large property can fill the small property board positions. Officers are needed to fill the chair, vice-chair and treasurer positions. Dent Davis will fill Laurie Otto-Bradford's seat on the board. Approval of board changes will take place at April board meeting.
- e. Legislative session: update on bills pertaining to tourism. The airport bill has been tabled. A bill proposing the elimination of Daylight Savings Time passed the Senate and is being transmitted to the House. A House bill to assess the impact of outdoor recreation on the state economy was referred back to committee.

Meeting was adjourned at 5:00 PM

Respectfully Submitted: Diane Medler

For Further Information, please contact:

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Financials
April 5, 2017

TBID Funds – Expense Summary February 2017

Admin: bookkeeping; postage & copies; telephone, misc. mileage & expenses; rent; email hosting

Research, Memberships & Education: Annual membership to Associated Chamber; BBER Outlook seminar

Consumer Marketing: social media admin; airport display stocking; winter campaign media buy; Calgary Outdoor Show expense; quarterly enews

Event: event operation mgmt. monthly payment for February (Rob); TBID sponsorship for Indoor Soccer event; R&D deliverable #2 for Indoor Soccer

Meetings & Convention: FAM expenses; Bring It Home Flyer

Publicity: Press trip expenses, Thrifty NW Mom

KCVB Event Funds - Summary February 2017

Dragon Boat 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: (\$2,495.02) **includes expenses for 2017 festival

Income: 646.50

Expenses: \$500 **includes expenses for 2017 festival

Balance: (\$2,348.52)

Spartan 2017: (2017 - \$23,000 TBID)

Balance forward from 2016: \$5,298.11

Income: \$0

Expenses: \$0

Balance: \$5,298.11

Pond 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$53,741.68

Balance: \$27,949.80

Indoor Soccer 2018: (2017 - \$20,000 TBID)

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$46.51

Balance: \$19,953.49

Tourism Business Improvement District
Balance Sheet
As of February 28, 2017

	Feb 28, 17
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	261,827.65
Total Checking/Savings	261,827.65
Total Current Assets	261,827.65
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	<u>291,012.93</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	19,097.99
Total Accounts Payable	19,097.99
Total Current Liabilities	19,097.99
Total Liabilities	19,097.99
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	110,215.66
Total Equity	271,914.94
TOTAL LIABILITIES & EQUITY	<u>291,012.93</u>

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July 2016 through February 2017

03/16/17

Accrual Basis

	Jul '16 - Fe...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	494,931.00	574,000.00	-79,069.00	86.2%
4100 · Interest Income	107.56			
Total Income	495,038.56	574,000.00	-78,961.44	86.2%
Expense				
5000 · Staffing	155,749.18	227,000.00	-71,250.82	68.6%
5100 · Administrative	19,062.55	27,250.00	-8,187.45	70.0%
5200 · Research & Education	6,975.00	8,500.00	-1,525.00	82.1%
5250 · Web Site	9,480.00	18,000.00	-8,520.00	52.7%
5400 · Consumer Marketing	37,160.55	90,250.00	-53,089.45	41.2%
5500 · Event Marketing	103,800.51	146,750.00	-42,949.49	70.7%
5550 · Meetings & Conventions	34,081.33	95,000.00	-60,918.67	35.9%
5650 · Publicity	12,440.93	30,000.00	-17,559.07	41.5%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	384,822.90	642,750.00	-257,927.10	59.9%
Net Income	<u>110,215.66</u>	<u>-68,750.00</u>	<u>178,965.66</u>	<u>-160.3%</u>

Tourism Business Improvement District

Profit & Loss

03/16/17

February 2017

Accrual Basis

	Feb 17	Jul '16 - Feb 17
Income		
4000 · TBID Revenue	105,423.00	494,931.00
4100 · Interest Income	20.70	107.56
Total Income	105,443.70	495,038.56
Expense		
5000 · Staffing	16,445.96	155,749.18
5100 · Administrative		
5199 · Other Admin	0.00	0.00
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	3.75	54.52
5125 · Bookkeeping	190.00	2,190.00
5140 · Office Supplies	12.24	407.08
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	84.40	635.29
5160 · Rent	700.00	5,600.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	208.01	2,044.57
5185 · Travel & Entertainment	60.00	1,781.09
5190 · Technology Support	40.00	310.00
Total 5100 · Administrative	1,298.40	19,062.55
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,100.00
5220 · Training & Education	110.00	125.00
Total 5200 · Research & Education	110.00	6,975.00
5250 · Web Site		
5270 · Maintenance & Enhancements	23.88	1,986.07
5280 · SEO & SEM	0.00	7,493.93
Total 5250 · Web Site	23.88	9,480.00
5400 · Consumer Marketing		
5475 · Annual Report	0.00	1,202.00
5430 · Social Media Admin & Adv	9.99	6,071.23
5440 · Creative Services	0.00	7,559.62
5450 · Media Buy Online	11,429.60	14,645.45
5460 · Travel Show Attendance	129.96	3,039.44
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	500.00
5420 · E-Marketing	255.80	3,595.51
5496 · Visitor Guide & Niche Brochures	0.00	547.30
Total 5400 · Consumer Marketing	11,875.35	37,160.55
5500 · Event Marketing		
5512 · Futsal/Indoor Soccer	20,000.00	20,000.00
5548 · Events Operations Management	2,000.00	14,750.00
5501 · Dragon Boat	0.00	30,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	1,300.51	9,050.51
Total 5500 · Event Marketing	23,300.51	103,800.51
5550 · Meetings & Conventions		
5576 · Digital	0.00	3,599.55
5588 · E-News	0.00	3,423.62
5565 · Meeting Planner Shows	0.00	6,505.89
5567 · Meeting Planner FAM	383.40	4,894.35
5570 · Meeting Planner Incentive Progm	0.00	859.16
5573 · Group Photo & Video Library	0.00	825.00
5574 · M&C Guide	20.00	7,862.25
5583 · Customer Relationship Mgmt Syst	0.00	3,406.26
5575 · Advertising	0.00	1,004.25
5550 · Meetings & Conventions - Other	0.00	1,701.00

Tourism Business Improvement District

Profit & Loss

03/16/17

February 2017

Accrual Basis

	Feb 17	Jul '16 - Feb 17
Total 5550 · Meetings & Conventions	403.40	34,081.33
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	918.42	4,927.17
5665 · Proactive & Reactive PR	0.00	5,242.10
5680 · Kalispell Branded Merchandise	0.00	1,271.66
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	918.42	12,440.93
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	54,375.92	384,822.90
Net Income	<u>51,067.78</u>	<u>110,215.66</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	INDOOR SOCCER	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	0.00	15,084.18
January 2017	(300.00)	32,579.30	0.00	0.00	0.00	(322.50)	31,956.80
February 2017	446.50	(17,393.98)	0.00	0.00	19,953.49	(320.38)	2,685.63
March 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	(2,348.52)	27,949.80	5,298.11	(483.39)	19,953.49	(642.88)	49,726.61

*Deferred revenue is listed on the balance sheet as a payable, because there is a portion that is refundable.

Income will be recorded the same calendar year as the event is held.

Kalispell Chamber of Commerce
KCVB P&L by Class
January through February 2017

	Dragon Boat	Pond Hockey	Indoor Soccer	Admin	TOTAL
Income					
4700.00 · Special Events	646.50	38,927.00	0.00	0.00	39,573.50
4410.00 · TBID Revenue	0.00	30,000.00	20,000.00	0.00	50,000.00
Total Income	646.50	68,927.00	20,000.00	0.00	89,573.50
Gross Profit	646.50	68,927.00	20,000.00	0.00	89,573.50
Expense					
5000.00 · Direct Program	200.00	32,952.71	0.00	0.00	33,152.71
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	25.00	25.00
5260.00 · Insurance	0.00	154.13	0.00	0.00	154.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	0.00	0.00	4,750.00
5520.00 · Professional Fees	0.00	10,562.60	46.51	490.00	11,099.11
5360.00 · Meetings	0.00	472.67	0.00	0.00	472.67
5500.00 · Printing & Publications	0.00	54.00	0.00	0.00	54.00
5400.00 · Miscellaneous	300.00	350.00	0.00	0.00	650.00
5420.00 · Office	0.00	220.08	0.00	127.88	347.96
5740.00 · Travel	0.00	4,225.49	0.00	0.00	4,225.49
Total Expense	500.00	53,741.68	46.51	642.88	54,931.07
Net Income	146.50	15,185.32	19,953.49	-642.88	34,642.43

Kalispell Tourism Business Improvement District

March 7, 2017

TO: TBID Members
FROM: Diane Medler
RE: TBID Board Vacancies

The TBID board has two trustee positions expiring April 30, 2017. The expiring terms are currently held by Janet Clark (small property) and Nautam Patel (small property). A TBID property owner, manager or other approved representative that fit the small hotel category are encouraged to submit an application. In the case that representatives from a small property do not apply, applications are welcome from medium or large properties. **Anyone interested in being on the board and having a voice in TBID initiatives are encouraged to apply.**

The TBID board is comprised of representation from three hotel categories:

- 3 directors from Large Hotels (106 rooms or more): Fairbridge Inn & Suites, Hampton Inn, Hilton Garden Inn, Holiday Inn Express, Motel 6, Red Lion
- 2 directors from Medium hotels (60 to 104 rooms): Blue & White Motel, Comfort Inn, Econo Lodge, Homewood Suites by Hilton, Marriott Springhill Suites, Super 8, Travelodge
- 2 directors from Small Hotels (59 rooms and under): Aero Inn, America's Best Value Inn, Glacier Ridge Suites, Kalispell Hilltop Inn, Kalispell Grand

Those interested should complete the enclosed Board Application. If the nomination is for a hotel manager or other designated representative, be sure to include written authorization from the owner(s) on the application.

Please return the board applications to the Kalispell CVB by March 24th. You may fax to 758-2805, email to diane@discoverkalispell.com or mail to 15 Depot Park, Kalispell, 59901. If there are multiple nominations submitted for a category than a ballot will be sent to all TBID members on March 30th to be returned by April 4th.

Returned ballots will be counted by the TBID board at the April 5, 2017 board meeting. The leading candidates will be approved by the board and that recommendation will be sent to the City of Kalispell for their appointing approval. The approved board members will be seated at the May 3, 2017 board meeting. The term for these two board seats will be 5/1/2017 – 4/30/2021.

Current Board Members:

TBID Board Members	Term Expires	Hotel Category
Nautam Patel, Aero Inn	4/30/2017	small hotel
Janet Clark, Kalispell Grand	4/30/2017	small hotel
Lisa Brown, Red Lion	4/30/2018	large hotel
Laurie Otto, Hilton	4/30/2018	large hotel
Dan Moderie, Super 8	4/30/2019	medium hotel
Zac Ford, Hampton	4/30/2020	large hotel
Dawn Hendrickson, Homewood Suites	4/30/2020	medium hotel

Kalispell Tourism Business Improvement District Board Application

4- Year Term Commencing May 1, 2017

Name Shawn Campbell Phone 406 756 3222

Property Name Americas best Value Inn

Address 1550 US Highway 93 N. E-Mail abvi.kalispell@gmail.com

Relevant Experience and/or Employment (attach a resume if relevant)

7 Years General Manager Americas Best Value Inn.

Over 20 years management in the retail industry.

4 years General manager Target Stores Kalispell, MT.

Why are you interested in our organization? I believe it is important to continually
promote our wonderful area to boost our economy and growth.

Area(s) of expertise/Contribution you feel you can make

I have a great understanding of the travel habits and patterns of our area

visitors. I know the area well, and I believe my experience will help enhance
our growth.

Other volunteer commitments Due to family commitments in the past I was unable
volunteer my time. Past Board of Directors Kalispell United way.

Authorization by owner(s) of property if nominee is designated representative

Printed Name

Signature

Date

CALGARY OUTDOOR ADVENTURE & TRAVEL SHOW

The CVB attended the Calgary Outdoor show on March 25-26. This was the 5th year the CVB has attended. Continued interest in Kalispell and Glacier Park, particularly for hiking, kayaking, bicycling and scenic driving. Still talking to Calgarians who have never been here but have heard about it from friends/family or those that haven't been down for over 10 years. Received a few comments about the value of Canadian dollar being an impediment to travel. More concerning were the comments of strong hesitations to travel across the border because of perceived or actual issues due to U.S. travel ban news.

2017-2018 VISITOR GUIDE

The 2017-2018 visitor guides are available for pick up at the Chamber. A mobile-friendly online version is also available on Discover Kalispell.

FALL/WINTER CONSUMER MARKETING CAMPAIGN – San Francisco

Objective: increase awareness of new direct flight from SFO to FCA, promote winter activity in NW Montana and garner email submissions through a trip giveaway.

Media budget = \$27,216: \$17,216 digital and \$10,000 out of home

Total impressions (digital) = 1.3M; reached 242,000 people in the San Francisco bay area

Campaign clicks to website = 4,259

Over 1,200 of website visits were from Facebook and Weekend Sherpa during the campaign

California accounted for 26% of all website visits; San Francisco was 35% of those visits

Out of Home portion of the campaign included bus wraps and station signs in San Francisco. No campaign metrics available.

MONTANA SPARTAN RACE – May 6-7

Anticipate over 7,400 racers this year. Volunteers needed, contact Vonnie Day if interested.

Planning event in downtown Kalispell on Saturday evening May 6th

STR REPORT – FEBRUARY

Year over year, Feb OCC -6.6% to 36%; ADR – 0.6% to \$75.10; RevPAR -7.1% to \$28.09. Two properties did not report.

Comp Set (11 destinations): average OCC -1.7%

Kalispell Economy class OCC +1.2%; ADR +1.5%; RevPAR +2.7%; Mid/Upper class OCC -10.3%; ADR -0.8%; RevPAR -11.0%

United States: OCC -0.5; ADR +1.7%; RevPAR +1.2%. Montana: OCC -0.0%; ADR +1.6%; RevPAR +1.6%

BED TAX – 2016 year end

Kalispell +4%; State +5%; Glacier Country +7%; Missoula +1%; Whitefish +19%

DISCOVERKALISPELL.COM

Spring slider stories posted. Thrill To The Thaw: <http://www.discoverkalispell.com/thrill-thaw/>. Please share on your social media channels.



Montana Pond Hockey Classic – January 20-22, 2017

Foys Lake, Kalispell

The Pond Hockey Classic is a shoulder season event targeting the winter visitor. It celebrates winter in Montana and builds on the popularity of hockey in Kalispell's target markets – Canada and the western United States. It is a three-day tournament during the third week of January, generating an average length of stay of 3.13 nights. Seven rinks were set up on a natural ice sheet on Foys Lake with multiple games played simultaneously.

- 72 teams = 575 players (increase from 61 teams in 2015)
- 1,600 spectators over the three days
- 79% of participants were from out of market
- Mean number of nights in Kalispell = 3.13
- 43% of survey respondents stayed in hotel/motel; 22% in home of friend/relative; 19% in rental home
- Mean age = 40
- 96% of survey respondents indicated they would attend the event next year
- 80+ volunteers worked more than 400 hours
- \$842,803 was created and spent in the Flathead Valley from this event. (The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help determine this value and satisfaction ranking.)

Montana Pond Hockey Classic was promoted to hockey communities in Alberta, Washington, Oregon, California and Montana. Advertising included highly targeted social media campaigns, emarketing and print advertising. Distributing flyers, posters and swag, and word of mouth within the hockey communities are the most effective methods to promote event and influence registrations. Majority of TBID properties reported to have had players staying at their property over the weekend.

The event provided activities for family and friends with a community skate rink, free skate rentals and snow bike rentals from Wheatons Cycle, activities provide by Imagine IF Libraries, food and beverage vendors and music. Funding for the event comes from the Kalispell CVB, sponsors, and player registrations.

View photos and video at <http://www.pondhockeyclassic.com/montana>



March 2017 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

1. 2017 North American Junior Young Riders

Sales Calls & Site Visits:

Venue Site Visits

1. Noice Gallery-meeting space opportunities

Sales Calls

1. MASO-MT Assn of Symphony Orchestra-Peter Bogey-Potential for May 2018-Bring it Home lead
2. NCAT-National Center of Appropriate Technology-Demetrius Fassas-Potential for April 2018-Bring it Home lead
3. MT Farmers Union-Lyndsay Bruno-Potential for February 2019-Bring it Home Lead
4. Tamarack Apiaries-Lisa Foley-Bee tours-discussed as a group activity
5. Penny Royal Collective-Gavin Wisdom-Garden tours and workshops for group activities
6. Raven Ridge Farms-Nathan Christianson-Garden volunteer opportunities for groups
7. AERO-Alternative Energy Resource Organization-Kaleena Miller-KCVB services for future
8. Roberta Diegel-Flathead Job Service-let her know of the KCVB services
9. NAMI-Eileen Lowry-Potential for September or October Annual conference in 2018
10. MT Grape and Winery Association-Tom Eggenberger-Potential in March 2018-Bring it Home Lead
11. HOSA-(Future Health Professional) Leadership Conference-Linzi Napier-Potential for a March conference

January Highlights

1. Worked on Marketing Strategy
2. Attended Glacier Country Board Meeting
3. Delivered 110 Welcome Bags-MAM
4. Attended 2017 Governor's Conference of Tourism
And Recreation in Helena
5. Attended Chamber Luncheon
6. Provided Info for potential Fall Meeting Fam-Meeting
News Northwest
7. Assisting with a Brand USA FAM trip in May

Total Contracted Rooms:

NAJYR-210 rooms-July 2017
2017 Glacier FAM-5 rooms-September 2017
2017 Spartan Staff rooms-50 Rooms-May 2018
2018 IRU-Suppliers-RL-170 Rooms-April 2018
2018 IRU-RMI-RL-270 Rooms-April 2018
2018 IRU-Hilton-80 Rooms-April 2018

Kalispell Convention & Visitors Bureau Sales Report

3/1/2017 - 3/28/2017

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
				Current Status	Event End	New/Repeat	Actual				

Status: ALL FUTURE DEFINITE

Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017	International	\$0.00	0	0	0	0	
				Repeat	5/11/2017	Repeat	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017	International	\$0.00	0	0	0	0	
				Definite	6/25/2017	New	\$0.00					
Montana Equestrian Events	2017 North American Junior & Young Rider Championships	Sporting Event	Athletic & Sports/Recreation	Definite	7/17/2017	International	\$0.00	0	40	280	210	
				Definite	7/23/2017	New	\$0.00					
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	5/15/2017	National	\$0.00	40	50	105	0	
				Definite	5/17/2017	New	\$0.00					
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018	International	\$0.00	170	180	485	0	
				Definite	4/12/2018	New	\$0.00					
Event Count:								5	210	270	870	210
								\$0.00				\$0.00

Status: CURRENT ASSIST

Lions Clubs of Montana	2017 Annual District 37 Convention	Meeting	Heritage, Patriotic, Veterans	Local referral	4/28/2017	State	\$0.00	0	40	80	0	
				Services Assist	4/29/2017	New	\$0.00					
United States Submarines Veterans Inc	2017 MT State Submarine	Social Gathering	Heritage, Patriotic, Veterans	Local referral	5/12/2017	State	\$0.00	50	40	80	0	
				Services Assist	5/13/2017	New	\$0.00					
USS Salmon	2017 USS Salmon Boat Reunion	Social Gathering		Local referral	8/1/2017	State	\$0.00	50	30	120	0	
				Services Assist	8/4/2017	New	\$0.00					
Event Count:								3	100	110	280	0
								\$0.00				\$0.00

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: CURRENT LEAD

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB RFP	7/19/2020	International	\$0.00	80	40	180	0
					7/23/2020	New	\$0.00				
Event Count:								80	40	180	0
							\$0.00				

Status: TURNED ASSIST

Lions Clubs of Montana	2017 Annual District 37 Convention	Meeting	Heritage, Patriotic, Veterans	Local referral Services Assist	4/28/2017	State	\$0.00	0	40	80	0
					4/29/2017	New	\$0.00				
Event Count:											
							\$0.00				
United States Submarines Veterans, Inc	2017 MT State Submarine	Social Gathering	Heritage, Patriotic, Veterans	Local referral Services Assist	5/12/2017	State	\$0.00	50	40	80	0
					5/13/2017	New	\$0.00				
Event Count:								50	40	80	0
							\$0.00				
USS Salmon	2017 USS Salmon Boat Reunion	Social Gathering		Local referral Services Assist	8/1/2017	State	\$0.00	50	30	120	0
					8/4/2017	New	\$0.00				
Event Count:								100	110	280	0
							\$0.00				

Status: TURNED DEFINITE

Montana Equestrian Events	2017 North American Junior & Young Rider Championships	Sporting Event	Athletic & Sports/Recreation	Definite	7/17/2017	International	\$0.00	0	40	280	210
					7/23/2017	New	\$0.00				
Event Count:								0	40	280	210
							\$0.00				
Event Count:											
							\$0.00	490	570	1,890	420
							\$0.00				