

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – August 2, 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. Presentation by Jan Stoddard, Bureau Chief of Industry Services & Outreach at the Montana Office of Tourism and Business Development. Jan will outline the state’s target markets, seasonal campaigns and ask for input on how the state promotions can best assist our region.

3. Board Action Items

- a) Approval of minutes from July 5, 2017
- b) Approval of TBID financial statements for June, 2017

4. Board Discussion

- a) Event Updates: Indoor Soccer, Dragon Boat
- b) Event Grant status update: FVHA
- c) NSight destination data
- d) Marketing Updates
- e) Group, M&C Updates

Enclosures: July 5, 2017 minutes
TBID financial statements for June 2017
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
July 5, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Zac Ford, Dawn Hendrickson, Janet Clark, Lisa Brown, Dan Moderie, Shawn Campbell

Board Members Absent: Laurie Bradford-Otto

Guests: Marti Kurth, Glacier Symphony & Chorale

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

Meeting was called to order by Dawn Hendrickson at 3:07 PM.

1. Hear from the Public – Marti Kurth shared information about the GSC Summer Pops Concert at Rebecca Farm, July 7 – 8. Festival Amadeus takes place August 8 – 13. GSC would like to explore ways to cross-promote with TBID hotels.
2. Board Action Items
 - a. Approve minutes from the June 7, 2017 meeting:
Action: Motion was made by Zac Ford to approve the minutes. Motion seconded by Shawn Campbell. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for May, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
3. Board Discussion
 - a. Glacier Half Marathon recap – Vacation Races did an excellent job managing the event. The Blackfeet Tribe provided a welcome ceremony and camping at the Browning fairgrounds went better than expected. TBID used a new Discover Kalispell branded tent at the racer expo to hand out guides, maps and answer questions. Vacation Races is considering moving the race to the west side of GNP next year. They're also looking at bringing their trail series to the Kalispell area. A possible location could be Foy's to Blacktail trails.
 - b. Event Updates:
Indoor Soccer – save-the-date cards are being distributed. Rob will meet this month with Flathead Soccer Club, Flathead Rapids and MSC to determine how the various local organizations are going to support the event. Registration will open 9/1/17.
Dragon Boat Festival – first Dragon Boat committee meeting was held June 29. KRH has returned as Title Sponsor, Toyota will be Venue Sponsor, Glacier Bank is the Medal Sponsor and Fun Beverage is again a Gold Sponsor. Montana Lottery is looking at a Gold Sponsorship. More Dragon Boat lodging packages are needed. Eleven of the 31 teams registered are from out of the area. No Canadian teams are registered at this point. Canadian contacts say they are not participating primarily due to the exchange rate and prolonged economic downturn, but a few have mentioned the travel ban. Four individual

paddlers from Seattle and Vermont have registered. Vera Smith and Jennifer Young are helping build Breast Cancer Survivor and Cancer Support Community participation by reaching out to other groups around the state. A new BCS team from Missoula is planning to register. Statewide BCS and CSC teams are being recruited. New entertainment at this year's festival includes a Saturday afternoon concert with Gladys Friday band, a paddle board boxing tournament, beer games (for example, giant corn hole) and craft beer tasting.

Spartan Race – 7,507 racers, 3,717 did The Beast, 3,790 participated in The Sprint. TBID properties have reported just over 1,000 room nights, approximately 100 more than last year (not all properties have reported). Those who stayed in Kalispell spent an average of 1.99 nights. 78% of those surveyed say they will return next year. When asked what they would change about the event, those surveyed mentioned the cost and the weather. Positive feedback was received on the atmosphere of the event, the people, the free IPA and commented that "Montana wants us here." The Spartan Race brought in \$3,940,532 to the local economy.

Feedback on room nights generated by events is critical in determining ROI for promotions and event grants. Data is being collected on the Firecracker Tournament. It appears that the Glacier Half Marathon brought in at least a few room nights.

- c. Event Grant status update: according to FVHS, the contract with roomroster.com was effective for one year only. FVHS is soliciting TBID properties individually for sponsorships.
- d. Marketing Updates: FAMS - in June, CVB hosted a family of four with Adventure Cycling for a bicycle-focused press trip around Kalispell and Glacier Park. A photographer accompanied the group and provided images for our photo library. Editorial will be used on Adventure Cycling, a nation-wide blog for bicycling enthusiasts. CVB also hosted Heather Brown, a writer for Points North, an upscale adventure publication based in Atlanta, GA. Heather and a colleague spent two days in Kalispell before participating in the Glacier Half Marathon. STR Report showed year over year occupancy in May down 4.6%. Kalispell Economy Class was up 9.5% and Mid/Upper Class was -10.8%. Social Media stats in May showed Facebook with 32,672 likes, Instagram with 5,027 followers and Twitter with 38,400 impressions. The Dragon Boat social media campaign March 21 – April 30 36, gathered 36,743 impressions and resulted in 23 completed applications for the Rocky Mountain championship. 72 Hours in the Flathead and Face of the Flathead are two of the new slider stories that have been added to discoverkalispell.com. They can be linked to and shared on social media and were designed as part of the drive market and San Francisco direct flight social media campaigns. Recent press includes a NW Travel Magazine featuring the Dragon Boat Festival, Arts in the Park, Summer Pops, The Event at Rebecca Farm and the NW Montana Fair in "Local Flair and Flavor: Summer Events in Kalispell." Kalispell and Moose's, DeSoto Grill, Kalispell Grand and Hilton Garden Inn were featured in NW Travel Magazine's article on a Cascades-to-Glacier Road Trip. The best way to get up-to-date info on GNP is on the park's Twitter feed. Kalispell tear-off maps and Oh! Ranger Glacier Park guides are available in the Visitor Information Center. The VIC is operating on our summer schedule: Monday – Friday, 8am to 5pm, Saturday, 10am to 4pm, Sunday, 10am to 3pm. Later in July, the VIC will be giving away Clif Bars provided free through a partnership with American Park Network.
- e. Group, M&C Updates:
Dawn is coordinating plans for the International Roundup Conference in April, 2018. Hosting the event in Kalispell provides a significant opportunity to showcase our area to international tour operators who

focus on Montana, Wyoming, North Dakota and South Dakota. Committee members so far include Marlee Iverson of MOTBD and Debbie Picard of Glacier Country. Help will be needed to plan events and welcome activities. Sponsor opportunities will be offered at the local, state and national levels. Dawn sent out leads in June on a wedding and the Flathead Celtic Festival. CVB has joined DMAI which provides access to a database of 40,000 meeting planners. Discover Kalispell Meeting & Convention Linked In page now has 73 followers. The goal is to double that number in the coming year. Dawn is sending a request to TBID members each week for updates on room availability. The information is forwarded to the West Glacier Visitor Center where it's shared with visitors looking for lodging. An email invitation to a Fall 2017 Kalispell Meeting Planner Fam was sent to 11,000 names. Dawn is vetting the 23 people who have applied. The Kalispell Fam takes place the last week of September, the week after a Glacier Country Fam in which we're also participating. Congratulations to Dawn Hendrickson who was selected as one of the outstanding young leaders honored in the "Twenty under Forty" program.

Meeting was adjourned at 4:15 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
August 2, 2017

TBID Funds – Expense Summary June 2017

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

Consumer: airport display stocking; social media admin/advertising; campaign prize package expenses

Event: event operation mgmt. monthly payment for June (Rob); sponsorship Flathead Celtic Festival

Meetings & Convention: M&C enews; M&C Fam promotion; IDSS quarterly payment; Western Gov Conference incentive

Publicity: Press trip expenses for Adventure Cycling and Heather Brown, Points North Atlanta

KCVB Event Funds - Summary January through June 2017

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

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

Income: \$23,768.86

Expenses: \$6,299.70

Balance: \$14,974.14

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

Balance forward from 2016: \$5,298.11

Income: \$31,820.00

Expenses: \$41,716.75

Balance: (\$4,598.64)

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

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$58,112.97

Balance: \$23,578.51

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

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$1,387.15

Balance: \$18,612.85

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses

Balance: (\$3,091.42)

Tourism Business Improvement District

Balance Sheet

As of June 30, 2017

	<u>Jun 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	193,291.66
Total Checking/Savings	<u>193,291.66</u>
Total Current Assets	193,291.66
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u><u>222,476.94</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	21,081.46
Total Accounts Payable	<u>21,081.46</u>
Total Current Liabilities	<u>21,081.46</u>
Total Liabilities	21,081.46
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	39,696.20
Total Equity	<u>201,395.48</u>
TOTAL LIABILITIES & EQUITY	<u><u>222,476.94</u></u>

Tourism Business Improvement District

Profit & Loss

June 2017

07/21/17

Accrual Basis

	Jun 17	Jul '16 - Jun 17
Income		
4000 · TBID Revenue	50.00	595,118.00
4100 · Interest Income	19.98	186.38
Total Income	69.98	595,304.38
Expense		
5000 · Staffing	15,033.65	220,161.79
5100 · Administrative		
5115 · Annual Report	0.00	1,852.86
5199 · Other Admin	0.00	0.00
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	3.80	67.74
5125 · Bookkeeping	210.00	3,210.00
5140 · Office Supplies	12.80	502.85
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	152.70	1,399.00
5160 · Rent	700.00	7,000.00
5165 · Storage Unit	180.00	900.00
5180 · Telephone	228.09	3,044.56
5185 · Travel & Entertainment	466.22	2,467.01
5190 · Technology Support	40.00	470.00
5195 · Equipment (Software)	20.00	143.64
Total 5100 · Administrative	2,013.61	26,557.66
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	2,600.00
5220 · Training & Education	0.00	155.00
Total 5200 · Research & Education	0.00	8,505.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	3,480.02
5280 · SEO & SEM	0.00	7,493.93
Total 5250 · Web Site	0.00	10,973.95
5400 · Consumer Marketing		
5455 · Prize Packages	143.46	2,985.53
5405 · Photo and Video Library	0.00	100.00
5430 · Social Media Admin & Adv	845.00	7,847.23
5440 · Creative Services	0.00	11,377.49
5460 · Travel Show Attendance	0.00	3,738.80
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	700.00
5420 · E-Marketing	5.00	5,125.80
5496 · Visitor Guide & Niche Brochures	0.00	9,663.40
Total 5400 · Consumer Marketing	1,043.46	41,538.25
5500 · Event Marketing		
5512 · Futsal/Indoor Soccer	0.00	20,000.00
5548 · Events Operations Management	2,500.00	25,250.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	0.00	23,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	1,500.00	12,550.51
Total 5500 · Event Marketing	4,000.00	140,800.51
5550 · Meetings & Conventions		
5576 · Digital	0.00	5,148.05
5588 · E-News	32.00	6,533.38
5565 · Meeting Planner Shows	0.00	7,852.96
5567 · Meeting Planner FAM	1,022.84	5,917.19
5570 · Meeting Planner Incentive Progm	115.50	2,133.11
5573 · Group Photo & Video Library	0.00	825.00
5574 · M&C Guide	0.00	8,217.65

Tourism Business Improvement District

07/21/17

Profit & Loss

Accrual Basis

June 2017

	<u>Jun 17</u>	<u>Jul '16 - Jun 17</u>
5583 · Customer Relationship Mgmt Syst	1,500.00	6,406.26
5575 · Advertising	0.00	21,844.61
Total 5550 · Meetings & Conventions	2,670.34	64,878.21
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	1,594.35	10,875.52
5665 · Proactive & Reactive PR	0.00	9,001.25
5680 · Kalispell Branded Merchandise	0.00	2,027.34
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	1,594.35	22,904.11
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	26,355.41	542,392.33
Net Income	<u><u>-26,285.43</u></u>	<u><u>52,912.05</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

	<u>Jul '16 - Ju...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	595,118.00	574,000.00	21,118.00	103.7%
4100 · Interest Income	186.38			
Total Income	<u>595,304.38</u>	<u>574,000.00</u>	<u>21,304.38</u>	<u>103.7%</u>
Expense				
5000 · Staffing	220,161.79	227,000.00	-6,838.21	97.0%
5100 · Administrative	26,557.66	29,250.00	-2,692.34	90.8%
5200 · Research & Education	8,505.00	8,500.00	5.00	100.1%
5250 · Web Site	10,973.95	18,000.00	-7,026.05	61.0%
5400 · Consumer Marketing	54,754.10	88,250.00	-33,495.90	62.0%
5500 · Event Marketing	140,800.51	146,750.00	-5,949.49	95.9%
5550 · Meetings & Conventions	64,878.21	95,000.00	-30,121.79	68.3%
5650 · Publicity	22,904.11	30,000.00	-7,095.89	76.3%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	<u>555,608.18</u>	<u>642,750.00</u>	<u>-87,141.82</u>	<u>86.4%</u>
Net Income	<u><u>39,696.20</u></u>	<u><u>-68,750.00</u></u>	<u><u>108,446.20</u></u>	<u><u>-57.7%</u></u>

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

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Admin	TOTAL
Income						
4025.00 - Program Revenue	0.00	0.00	0.00	0.00	2,000.00	2,000.00
4700.00 - Special Events	23,768.86	38,927.00	8,820.00	0.00	0.00	71,515.86
4410.00 - TBID Revenue	0.00	30,000.00	23,000.00	20,000.00	0.00	73,000.00
Total Income	23,768.86	68,927.00	31,820.00	20,000.00	2,000.00	146,515.86
Gross Profit	23,768.86	68,927.00	31,820.00	20,000.00	2,000.00	146,515.86
Expense						
5000.00 - Direct Program	3,955.03	34,456.75	31,632.51	1,161.00	159.99	71,365.28
5600.00 - Salaries & Employee Benefits	0.00	1,210.00	0.00	0.00	0.00	1,210.00
5060.00 - Bank Fees & Service Charges	0.00	0.00	0.00	0.00	137.63	137.63
5260.00 - Insurance	845.00	154.13	1,243.00	0.00	1,075.00	3,317.13
5160.00 - Contributions & Scholarships	0.00	4,750.00	4,588.00	0.00	0.00	9,338.00
5520.00 - Professional Fees	595.00	10,562.60	2,579.40	226.15	1,420.00	15,383.15
5360.00 - Meetings	604.67	0.00	0.00	0.00	0.00	604.67
5500.00 - Printing & Publications	0.00	54.00	85.18	0.00	0.00	139.18
5400.00 - Miscellaneous	300.00	2,700.00	772.00	0.00	0.00	3,772.00
5420.00 - Office	0.00	0.00	0.00	0.00	2,298.80	2,298.80
5740.00 - Travel	0.00	4,225.49	816.66	0.00	0.00	5,042.15
Total Expense	6,299.70	58,112.97	41,716.75	1,387.15	5,091.42	112,607.99
Net Income	17,469.16	10,814.03	-9,896.75	18,612.85	-3,091.42	33,907.87

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)	32,799.38	0.00	0.00	0.00	(542.58)	31,956.80
February 2017	(26.17)	(16,921.31)	0.00	0.00	19,953.49	(320.38)	2,685.63
March 2017	783.66	(1,682.05)	20,864.82	0.00	0.00	(415.91)	19,550.52
April 2017	(370.01)	(150.00)	(1,272.36)	0.00	0.00	(339.48)	(2,131.85)
May 2017	4,604.31	(3,210.00)	(20,060.20)	0.00	(779.64)	1,364.79	(18,080.74)
June 2017	12,777.37	(21.99)	(9,429.01)	0.00	(561.00)	(2,837.86)	(72.49)
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	14,974.14	23,578.51	(4,598.64)	(483.39)	18,612.85	(3,091.42)	48,992.05

QUARTERLY WEBSITE ANALYTICS

See attached reports

SOCIAL MEDIA REPORT - June

Twitter – 28.6K tweet impressions; 2,918 followers; profile visits 867; 75 retweets; 1.4% engagement rate

Instagram – 5,177 followers

Facebook – 33,673 likes; total reach 503355; avg reach 8900

STR REPORT – JUNE

Year over year, June OCC: +3.2% to 72.6%; ADR: + 2.2% to \$110.35; RevPAR: +5.4% to \$80.14; Demand: +3.2%. Two properties did not report.

Kalispell Economy class OCC: -3.8%, ADR: – 1.8%; Mid/Upper class OCC: +7.0%, ADR: +1.9%

United States: OCC: +0.7%; ADR: +2.1%; RevPAR: +2.8%. Montana: OCC: -0.2%; ADR: +2.5%; RevPAR: +2.3%

GLACIER PARK SETS NEW RECORD FOR JUNE VISITATION

Nearly 621,000 people visited the park in June, a 28% increase over 2016. A large increase even with the GTTS road opening 12 days later than in 2016. Over the last 10 years visitation during June has nearly doubled. Park shuttle ridership has increased. As of July 10th, ten days into the shuttle's operational seasons, ridership had increased by 6,829 riders over 2016 levels.

Here are a few tips to share with your guests:

1. Best source for up-to-date information and road status is GNP Twitter - @GlacierNPS . *Logan Pass parking lot as well as Bowman and Kintla are filling very early in the morning. Avalanche Creek, Apgar Visitor Center parking lots are filling in morning or early afternoon.*
2. Encourage guests to visit the park late afternoon/evening.
3. Free shuttles service begins July 1 and runs through September 4 – [see schedule](#)
4. If camping or backpacking use the shuttle to avoid leaving a vehicle in a parking lot overnight (important for locals)
5. Carpool to the park (important for locals)
6. If parking lots are full GNP may choose to stop traffic at entrance gates until the road and parking lots open up. That notification will be posted on Twitter.
7. If that happens motorists will be directed to Belton Bookstore/West Glacier VIC and the Discovery Center for ideas of what to do outside the park.
8. Recommend to your guests that they carry bear spray and visit the GNP website for other tips and recommendations.

CVB CAMPAIGN WINS NATIONAL AWARD

The ACCE (Assoc. Chamber of Commerce Executives) awarded the Kalispell Chamber/CVB its highest honor in advertising and marketing for mid-sized chamber category at this month's national conference in Nashville. CVB's winter 2017 marketing campaign was credited with helping expand daily air service on United from Kalispell to SFO for July-September. The campaign used a variety of tactics in a highly targeted approach to engage potential travelers in the Bay Area during the January 12-February 8 promotion.

MONTANA DRAGON BOAT FESTIVAL

Soliciting local teams and individual paddlers - please pass this information along to friends and associates:

No Experience Necessary and We Provide The Boats

You can be a Dragon Boater! All experience levels are welcome. Dragon Boat teams are made up of 20 paddlers and a drummer. An expert steerer will accompany your team on each race. New paddlers quickly fall in love with the thrill, teamwork, the adrenaline and the interaction in the boat. ***Dragon Boating is a great team-building activity for businesses, clubs, churches, families. Boats, paddles and personal flotation devices are provided.***

No team? No problem. There are opportunities for individual paddlers as well. To register: www.montanadragonboat.com. For more information, contact Vonnie Day at 406-758-2809 or vonnie@discoverkalispell.

1. Visitor Metrics

Apr 1, 2017 - Jun 30, 2017
Compare to: Apr 1, 2016 - Jun 30, 2016

Pageviews

Apr 1, 2017 - Jun 30, 2017

133,101

% of Total: 100.00% (133,101)



Apr 1, 2016 - Jun 30, 2016

100,278

% of Total: 100.00% (100,278)



Unique Visitors (Users)

Apr 1, 2017 - Jun 30, 2017

61,633

% of Total: 100.00% (61,633)



Apr 1, 2016 - Jun 30, 2016

38,532

% of Total: 100.00% (38,532)



Pages / Session

Apr 1, 2017 - Jun 30, 2017

1.78

Avg for View: 1.78 (0.00%)



Apr 1, 2016 - Jun 30, 2016

2.17

Avg for View: 2.17 (0.00%)



Avg. Session Duration

Apr 1, 2017 - Jun 30, 2017

00:01:16

Avg for View: 00:01:16 (0.00%)



Apr 1, 2016 - Jun 30, 2016

00:01:48

Avg for View: 00:01:48 (0.00%)



Bounce Rate

Apr 1, 2017 - Jun 30, 2017

69.73%

Avg for View: 69.73% (0.00%)



Apr 1, 2016 - Jun 30, 2016

61.65%

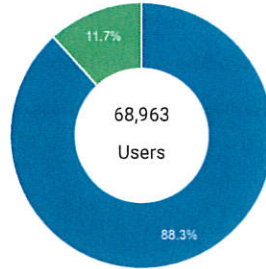
Avg for View: 61.65% (0.00%)



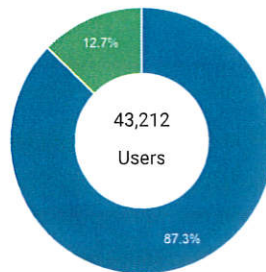
New vs Returning

■ New Visitor ■ Returning Visitor

Apr 1, 2017 - Jun 30, 2017



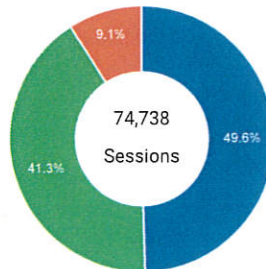
Apr 1, 2016 - Jun 30, 2016



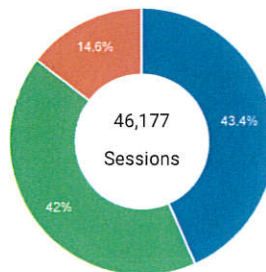
Sessions by Device Category

■ desktop ■ mobile ■ tablet

Apr 1, 2017 - Jun 30, 2017



Apr 1, 2016 - Jun 30, 2016



Sessions by Region

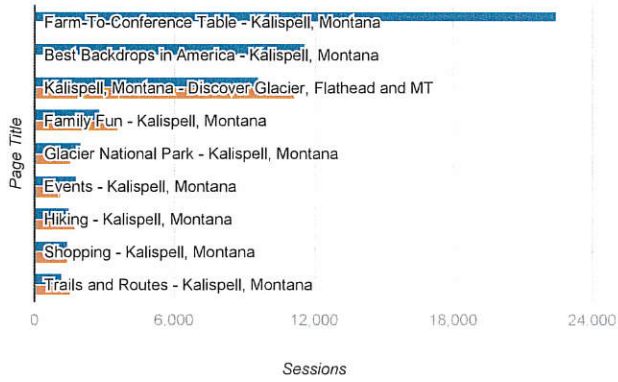
Region	Sessions
Minnesota	
Apr 1, 2017 - Jun 30, 2017	13,854
Apr 1, 2016 - Jun 30, 2016	1,104
% Change	1,154.89%
Oregon	
Apr 1, 2017 - Jun 30, 2017	10,661
Apr 1, 2016 - Jun 30, 2016	1,310
% Change	713.82%
Washington	
Apr 1, 2017 - Jun 30, 2017	9,604
Apr 1, 2016 - Jun 30, 2016	3,201
% Change	200.03%
Montana	
Apr 1, 2017 - Jun 30, 2017	9,288
Apr 1, 2016 - Jun 30, 2016	9,680
% Change	-4.05%
Alberta	
Apr 1, 2017 - Jun 30, 2017	3,771
Apr 1, 2016 - Jun 30, 2016	5,197
% Change	-27.44%
California	
Apr 1, 2017 - Jun 30, 2017	3,212
Apr 1, 2016 - Jun 30, 2016	2,877
% Change	11.64%
Utah	
Apr 1, 2017 - Jun 30, 2017	2,519
Apr 1, 2016 - Jun 30, 2016	2,643
% Change	-4.69%
Texas	
Apr 1, 2017 - Jun 30, 2017	2,394
Apr 1, 2016 - Jun 30, 2016	2,383
% Change	0.46%
Idaho	
Apr 1, 2017 - Jun 30, 2017	1,790
Apr 1, 2016 - Jun 30, 2016	935
% Change	91.44%
Colorado	
Apr 1, 2017 - Jun 30, 2017	1,205
Apr 1, 2016 - Jun 30, 2016	1,706
% Change	-29.37%

3. Content Metrics

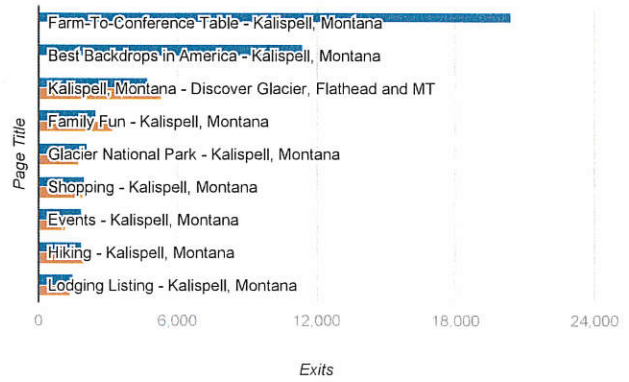
Apr 1, 2017 - Jun 30, 2017
Compare to: Apr 1, 2016 - Jun 30, 2016

All Users
+0.00% Sessions

Top 10 Pages



Top 10 Exit Pages



Top 10 Pages: Time On Page

Page Title	Sessions	Avg. Time on Page
Farm-To-Conference Table - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	22,432	00:01:32
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
% Change	100.00%	100.00%
Best Backdrops in America - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	11,622	00:04:52
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
% Change	100.00%	100.00%
Kalispell, Montana - Discover Glacier, Flathead and MT		
Apr 1, 2017 - Jun 30, 2017	9,627	00:00:58
Apr 1, 2016 - Jun 30, 2016	11,167	00:00:58
% Change	-13.79%	-0.03%
Family Fun - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	2,789	00:02:39
Apr 1, 2016 - Jun 30, 2016	3,627	00:02:44
% Change	-23.10%	-2.91%
Glacier National Park - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,964	00:02:33
Apr 1, 2016 - Jun 30, 2016	1,560	00:02:38
% Change	25.90%	-3.12%
Events - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,806	00:02:10
Apr 1, 2016 - Jun 30, 2016	1,122	00:02:20
% Change	60.96%	-7.01%
Hiking - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,489	00:02:56
Apr 1, 2016 - Jun 30, 2016	1,718	00:02:47
% Change	-13.33%	5.57%
Shopping - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,426	00:01:58
Apr 1, 2016 - Jun 30, 2016	1,425	00:02:05
% Change	0.07%	-5.56%
Trails and Routes - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,209	00:02:34
Apr 1, 2016 - Jun 30, 2016	1,556	00:03:06
% Change	-22.30%	-17.04%
Flathead Lake - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,014	00:01:40
Apr 1, 2016 - Jun 30, 2016	1,610	00:01:45
% Change	-37.02%	-5.26%

Top 10 Exit Pages: Time On Page

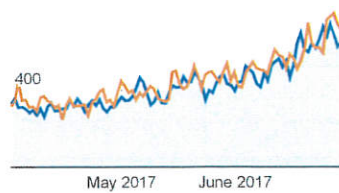
Page Title	Exits	Avg. Time on Page
Farm-To-Conference Table - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	20,407	00:01:32
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
% Change	100.00%	100.00%
Best Backdrops in America - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	11,429	00:04:52
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
% Change	100.00%	100.00%
Kalispell, Montana - Discover Glacier, Flathead and MT		
Apr 1, 2017 - Jun 30, 2017	4,693	00:00:58
Apr 1, 2016 - Jun 30, 2016	5,303	00:00:58
% Change	-11.50%	-0.03%
Family Fun - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	2,483	00:02:39
Apr 1, 2016 - Jun 30, 2016	3,249	00:02:44
% Change	-23.58%	-2.91%
Glacier National Park - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	2,085	00:02:33
Apr 1, 2016 - Jun 30, 2016	1,725	00:02:38
% Change	20.87%	-3.12%
Shopping - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,966	00:01:58
Apr 1, 2016 - Jun 30, 2016	1,899	00:02:05
% Change	3.53%	-5.56%
Events - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,867	00:02:10
Apr 1, 2016 - Jun 30, 2016	1,188	00:02:20
% Change	57.15%	-7.01%
Hiking - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,841	00:02:56
Apr 1, 2016 - Jun 30, 2016	2,140	00:02:47
% Change	-13.97%	5.57%
Lodging Listing - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,493	00:03:51
Apr 1, 2016 - Jun 30, 2016	1,385	00:04:05
% Change	7.80%	-5.95%
Trails and Routes - Kalispell, Montana		
Apr 1, 2017 - Jun 30, 2017	1,377	00:02:34
Apr 1, 2016 - Jun 30, 2016	1,709	00:03:06
% Change	-19.43%	-17.04%

4. Organic Search Metrics

Apr 1, 2017 - Jun 30, 2017
Compare to: Apr 1, 2016 - Jun 30, 2016

Search Terms

Apr 1, 2017 - Jun 30, 2017:
● Sessions
Apr 1, 2016 - Jun 30, 2016:
● Sessions
Apr 1, 2017 - Jun 30, 2017
800



Search Query	Sessions	Avg. Time on Page
% Change	-34.83%	-1.90%
things to do in kalispell mt		
Apr 1, 2017 - Jun 30, 2017	59	00:02:05
Apr 1, 2016 - Jun 30, 2016	22	00:00:49
% Change	168.18%	152.54%
kalispell montana		
Apr 1, 2017 - Jun 30, 2017	58	00:01:28
Apr 1, 2016 - Jun 30, 2016	47	00:01:29
% Change	23.40%	-0.85%
glacier national park camping		
Apr 1, 2017 - Jun 30, 2017	44	00:02:15
Apr 1, 2016 - Jun 30, 2016	22	00:00:35
% Change	100.00%	287.28%
kalispell chamber of commerce		
Apr 1, 2017 - Jun 30, 2017	41	00:02:19
Apr 1, 2016 - Jun 30, 2016	1	00:00:00
% Change	4,000.00%	100.00%
things to do in kalispell		
Apr 1, 2017 - Jun 30, 2017	38	00:01:12
Apr 1, 2016 - Jun 30, 2016	11	00:01:22
% Change	245.45%	-12.46%
kalispell events		
Apr 1, 2017 - Jun 30, 2017	37	00:01:51
Apr 1, 2016 - Jun 30, 2016	9	00:02:21
% Change	311.11%	-21.09%
kalispell		
Apr 1, 2017 - Jun 30, 2017	32	00:00:41
Apr 1, 2016 - Jun 30, 2016	17	00:01:41
% Change	88.24%	-59.05%
things to do in whitefish mt		
Apr 1, 2017 - Jun 30, 2017	32	00:01:06
Apr 1, 2016 - Jun 30, 2016	2	00:00:00
% Change	1,500.00%	100.00%

Popular Pages from Organic Search

Page Title	Sessions	Bounce Rate
KalisPELL, Montana - Discover Glacier, Flathead and MT		
Apr 1, 2017 - Jun 30, 2017	6,608	32.35%
Apr 1, 2016 - Jun 30, 2016	7,451	28.59%
% Change	-11.31%	13.18%
Family Fun - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	2,528	67.60%
Apr 1, 2016 - Jun 30, 2016	3,110	67.11%
% Change	-18.71%	0.74%
Glacier National Park - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	1,687	76.11%
Apr 1, 2016 - Jun 30, 2016	1,301	71.79%
% Change	29.67%	6.02%
Events - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	1,658	72.86%
Apr 1, 2016 - Jun 30, 2016	917	77.10%
% Change	80.81%	-5.50%
Hiking - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	1,361	72.59%
Apr 1, 2016 - Jun 30, 2016	1,485	70.91%
% Change	-8.35%	2.38%
Shopping - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	1,306	71.36%
Apr 1, 2016 - Jun 30, 2016	1,304	67.41%
% Change	0.15%	5.87%
Trails and Routes - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	1,107	76.87%
Apr 1, 2016 - Jun 30, 2016	1,371	75.78%
% Change	-19.26%	1.44%
Flathead Lake - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	886	68.96%
Apr 1, 2016 - Jun 30, 2016	1,389	72.14%
% Change	-36.21%	-4.40%
State Parks - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	853	79.13%
Apr 1, 2016 - Jun 30, 2016	1,034	77.76%
% Change	-17.50%	1.77%
Jewel Basin - KalisPELL, Montana		
Apr 1, 2017 - Jun 30, 2017	812	76.72%
Apr 1, 2016 - Jun 30, 2016	818	78.61%
% Change	-0.73%	-2.39%

8. Growth in Mobile

Apr 1, 2017 - Jun 30, 2017
Compare to: Apr 1, 2016 - Jun 30, 2016

All Users
+0.00% Sessions

Mobile Traffic

Apr 1, 2017 - Jun 30, 2017

37,672

% of Total: 50.41% (74,738)

Apr 1, 2016 - Jun 30, 2016

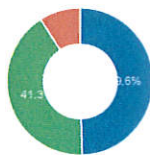
26,132

% of Total: 56.59% (46,177)

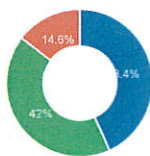
Mobile vs Desktop

desktop mobile tablet

Apr 1, 2017 - Jun 30, 2017



Apr 1, 2016 - Jun 30, 2016



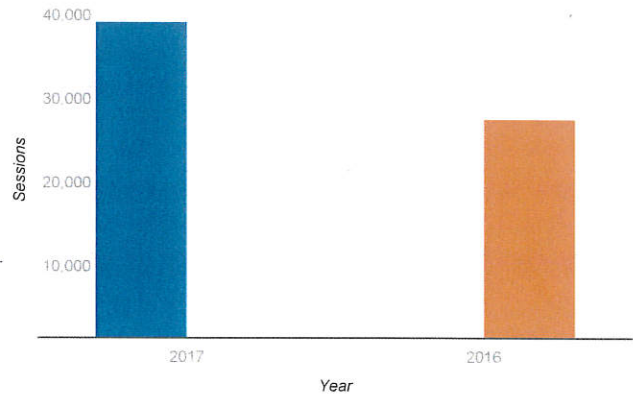
Mobile Traffic Over Time

Apr 1, 2017 - Jun 30, 2017: Sessions

Apr 1, 2016 - Jun 30, 2016: Sessions



Mobile Traffic (Year Over Year)



July 2017 Goal Sheet

Dawn Jackson-KCVB Group Sales Manager

RFP's Sent:

2017 Producer Roadshow Kalispell-Cvent-Oct

2018 MT Water Well Drillers Association Annual Meeting-May

Sales Calls:

- American Legion Dept. of MT-James Grosset-lead from Joe-potential conference in MT
- Conference Direct-Patty Kealy-interviewed for FAM trip-she sent RFP information for MT Water Well Drillers Assn
- Speciality Planner's International-Bruce Quinn-interviewed for FAM trip
- TRU Incentives-Tracy Eaton-interviewed for FAM trip
- Conference Direct-Lisa Jarvis-interviewed for FAM trip
- Steinbach Hospitality-David Steinbach-interviewed for FAM trip
- DK2 Event & Conference Planning-Debi Kramer-interviewed for FAM trip
- Strategic Incentive Solutions-Stephanie McVey-interviewed for FAM trip
- Evergreen Council on Problem Gambling-Maureen Greely-interviewed for FAM trip
- ACI Events-Sandra Guzman-interviewed for FAM trip
- Framework Meetings and Destinations-Christina Petit-interviewed for FAM trip
- Education Northwest-Suzanne Hay-interviewed for FAM trip
- Publitiz Marketing-Richard Publitiz-interviewed for FAM trip
- Hotel Lobbyists-Brett Sterenson-interviewed for FAM trip
- Pacific NW Economic Region-Mathew Morrison-interviewed for FAM trip
- Rs-traveling-events-Reinhard Schmol-interviewed via email for FAM trip
- Conference Resource Center,LLC-Rita Corbinook-interviewed for FAM trip
- Avid Events-Mary-Jo Bradley-interviewed for FAM trip
- Fairhaven Global Site Solutions-Carolyn Gibbons-interviewed for FAM trip
- Flashcom Group-Michael Salberg-interviewed for FAM trip
- Conference Direct-Suzanne Mitcheltree-interested in coming to the September FAM
- Northwest Public Power Association (NWPPA)-Janet Denam-referred by Suzanne Mitcheltree as a possible FAM guest-potential meeting for Kalispell
- MT Young Professionals-Jennifer Reiser-She is with Billings Chamber-they are hosting this years conference-2019 is saved for Kalispell
- Murphy-Shawn Miller-they have a potential conference she has wanted to have here-she will get the information from corporate office-might be to big

Group Assist:

Dept. of Justice-Brad Gremaux-having a meeting here in Sept and assisted with Welcome Bag selection
USS Salmon-provided 50 Welcome Bags

July Highlights:

Provided weekly room availability to VIC in West Glacier

Began IRU Sponsorships components and working on Tour Operator FAM trip for 2018

Vetting FAM participants

Networked in VIP tent at Rebecca Farms and set up welcome table

Attended Parkside Credit Union UNWIND

Attended Mid Year Economic Update

Submitted information for an ad in Meeting News NW

Kalispell Convention & Visitors Bureau Sales Report

7/1/2017 - 7/27/2017

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

Holder/Dermody Wedding	Holder/Dermody Wedding	Social Gathering		Local referral	8/18/2017	Regional	\$0.00	0	10	20	0
				Definite	8/19/2017	New	\$0.00				
Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		KCVB Event	9/8/2017	International	\$0.00	0	0	0	0
				Definite	9/9/2017	Repeat	\$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:		3	\$0.00	170	190	505	0
							\$0.00				

Status: CURRENT 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:		1	\$0.00	0	40	280	210
							\$0.00				

Status: CURRENT LEAD

HCSC	2017 Producer Roadshow Kalispell	Social Gathering	Cultural, Fine Arts, Libraries	CVENT	10/5/2017	Local	\$0.00	0	0	0	0
				Lead	10/5/2017	New	\$0.00				
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				
MT Department of Labor & Industry	2018 SafetyFestMT	Workshop	Labor Industry	Local referral	1/7/2018	Repeat	\$0.00	600	0	0	0
				Lead	1/12/2018	Repeat	\$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
				Current Status	Event End	New/Repeat	Actual				

Status: CURRENT LEAD

The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country Lead	1/15/2019 1/19/2019	National New	\$0.00 \$0.00	0	0	0	0
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The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country Lead	1/22/2019 1/26/2019	National New	\$0.00 \$0.00	0	111	451	0
Event Count: 5								680	151	631	0
								\$0.00			

Status: LEADS SENT

HCS	2017 Producer Roadshow Kalspell	Social Gathering	Cultural, Fine Arts, Libraries	CVENT Lead	10/5/2017 10/5/2017	Local New	\$0.00 \$0.00	0	0	0	0
Event Count: 1								\$0.00	0	0	0
								\$0.00			

Status: TURNED LOST

Koironia Travels and Tours	2017 Vancouver to Spokane Tour	Tour		Called KCVB Lost	8/8/2017 8/8/2017	Regional New	\$0.00 \$0.00	30	15	15	0
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MT Municipal Interlocal Authority	2018 Executive Forum	Meeting	Government, Public Administration	Local referral Lost	2/27/2018 3/1/2018	State New	\$0.00 \$0.00	60	60	125	0
Event Count: 2								\$0.00	90	75	140
								\$0.00			

Event Count: 12								\$0.00	940	456	1,556
								\$0.00			210