

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – February 1, 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. Event Grant Application – Firecracker Baseball Tournament submitted by Kalispell Pee Wee Baseball.

3. Safety Awareness Updates

4. KCVB Event Sponsorship Report – Futsol Indoor Soccer Montana State Tournament, updates by Rob Brisendine

5. Board Action Items

- a) Approval of minutes from January 11, 2017
- b) TBID financial statements for December, 2017
- c) Approval of projected revenue for FY2018

6. Board Discussion

- a) Legislative session: update on bills pertaining to tourism
- b) Pond Hockey recap
- c) Event updates: Spartan, Dragon Boat, Glacier Half Marathon
- d) Group, M&C Updates
- e) Marketing Updates

Enclosures: January 11, 2017 minutes
TBID financial statements for December 2016
TBID Revenue Report
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
Location: Kalispell Chamber of Commerce
January 11, 2017
3:00 pm – 5:00 pm
Location: Hilton Garden Inn

Minutes

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

Board Members Absent: Laurie Otto, Nautam Patel

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

Visitors: See attached attendance list

Meeting was called to order by Dawn Hendrickson, Board Chair, at 3:05 PM.

1. Hear from the Public – no public comments
2. Board Action
 - a. Approve minutes from the December 7, 2016 meeting:
Action: Motion was made by Zac Ford to approve the minutes. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for November, 2016:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Zac Ford. Discussion: none. Board approved unanimously.

Business Meeting was adjourned at 3:15 PM

2016 Year In Review Presentation - Diane Medler, Dawn Jackson

See attached Annual Report

Respectfully Submitted: Diane Medler

For Further Information, please contact:
Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Addendum to minutes of Kalispell TBID Board Meeting, January 11, 2017:

Board members present: Janet Clark, Dan Moderie, Dawn Hendrickson, Zac Ford, Lisa Brown

Board members absent: Nautam Patel, Laurie Otto-Bradford



Event/Program Grant Application

1. Contact Information

Business/Organization: Kalispell Pee Wee Baseball

Designated Event Contact: Jack Thatcher

Address: 574 Blaine View Lane

City: Kalispell State: Mt. Zip: 59901

Telephone: (406) 471-5803 Fax: _____

Email: jdthatcher19@icloud.com Website: leaguelineup.com/kalispellbaseball

2. Event Information

Event Name: Kalispell Firecracker Baseball Tournament

Event Description (Include the event purpose/objectives, entertainment elements, and a tentative outline of the schedule of events. Attach all relevant documentation):

- 1. Provides opportunity for Pee Wee ball players to compete in first class a tournament.
 - 2. Spectators will enjoy baseball and skills competition in beautiful Northwest Montana
 - 3. Pool Play on June 30th and July 1st will determine the brackets for the 1st and 2nd.
- Championship and consolation games will be played Sunday the second in the afternoon
and evening. The time for the skills competition is yet to be determined.

Event Type: New to Kalispell _____ Returning to Kalispell after _____ years Existing event X

How will this event create room nights in Kalispell hotels from out of area visitors: _____

Well over 500 families will visit Kalispell from outside of Flathead County.

Anticipated number of room nights: Lack Data (# of rooms x number of nights = total room nights)

Event Date(s): Friday, June 30th thru Sunday, July 2nd

Load-in Start Time: _____ Load-out End Time: _____

Venue Location: Kidsport Complex in Kalispell

Event Start Time: 8:00 a.m. (est.) on 6/30 Event End Time: 8:00 p.m. (est.) on 7/2

Estimated Attendance: 1850 people from outside the Flathead area. (see narrative section 3)

Description of Audience: Family and friends of approximately 300 participants from Montana, Idaho, Washington and Canada.

Is the event free to public, by invitation only or tickets for purchase: Free

Attach copy of event marketing plan or provide detailed information below:

Television (include live telecast and air-time information): _____

Radio (include live broadcast and station information): _____

Print: _____

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): The event has seen increased participation thru word of mouth and our website. To that point we had 40 teams participate in 2015 while over 60 participated in 2016.

List all corporate sponsors and provide description of sponsorship information: None

Will there be proceeds from the event and who will retain them? The Firecracker is KPWB major fund raiser. KPWB will retain any funds netted for regular season operating costs

Will food and/or beverage be distributed at the event and who retains revenue? Vendors will sell food and pay KPWB a percentage. KPWB will sell concessions and retain profits.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$6,000.00

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): Umpires approximately \$3,000.00. Concessions supervisors approximately \$825.00. Awards approximately \$3,000.00. Backstop safety nets pproximately \$6,900.00. See narrative section 3.

Will assistance be needed in arranging for room blocks? Yes ? No _____

Provide details on requested assistance from other organization(s): Team sponsors and advertisement banners.

4. History of Event

How many years has this event been conducted: This will be our 49th Firecracker Tournament

Site of last event: Kidsport Complex

List how the event was promoted (list all media used): Word of mouth and website.

Actual Attendance Numbers from previous year event (provide complete breakdown if possible):

Flathead County Residents: Participants: 132 Spectators: 330 Total: 462

Other Montana Counties: Participants: 297 Spectators: 744 Total: 1041

Provide breakdown of other counties and attendance per county: Missoula(539), Lake(154), Hill(116), Lincoln(77), Cascade(77), Lewis/Clark(39), Yellowstone(39).

Out of State: Participants: 33 Spectators: 83 Total: 116

Out of U.S.: Participants: 198 Spectators: 495 Total: 693

5. References

Please list three references who have been involved with this organization and/or event:

Name: Greg Adkins Title: President KPWB

Address: 27 Mountain Park Lane

City: Kalispell State: Mt. Zip: 59901

Telephone: 406-309-5065 Email: gfadkins@gmail.com

Name: Bruce Nikunen Title: Vice President KPWB

Address: 107 Garland Street

City: Kalispell State: Mt. Zip: 59901

Telephone: 406-752-8722 Email: brucenikunen@gmail.com

Name: Alan West Title: Past President KPWB and Consult.

Address: 110 Eagle Ridge Lane

City: Kalispell State: Mt. Zip: 59901

Telephone: 406-270-7236 Email: n/a

I agree to the conditions of this application and post event report. I verify that the information submitted is accurate to the best of my knowledge.

Print Name of Applicant: Jack Thatcher

Signature of Applicant: Jack D. Thatcher Date: 1/13/1017

For Office Use Only

Date application received:

KALISPELL CONVENTION & VISITOR BUREAU



2016 HIGHLIGHTS

HOSTED LARGE CONFERENCES

Such as Professional Outdoor Media Association and Montana Governor's Conference on Tourism. CVB-sponsored conferences attracted over 1,300 attendees during 2016.

GROUP BUSINESS

Shoulder seasons stand to prosper the most from group business on the books. The CVB increased marketing efforts and infrastructure to help secure more meeting, group and tour business.

WAYFINDING

The CVB completed the 36-sign citywide Kalispell wayfinding project, a continuation of the 32-sign downtown wayfinding system.

POND HOCKEY

Although the 2016 MT Pond Hockey Classic was cancelled due to weather, 60 teams chose to defer their registration to the 2017 event.

SAFETY AWARENESS INITIATIVE

The Kalispell TBID hotels communicated as a group with the KPD to minimize the impact of illegal activity that has been occurring in the city of Kalispell.

TRAVEL & TOURISM STATS

Montana

- 11.7M visitors spent \$3.78M
- 33% of total spending occurred in Glacier Country region
- 63,360 jobs (1 in 9) exist because of non-resident travel

Flathead County

- Non-resident travelers spend \$635,000 per year
- Top expenditures include restaurant/bar, retail and gasoline

Glacier Park

- 2.9M visitors through Nov
- Record attendance in spring and fall
- 178,000 visited in May new all-time record for that month

Who is Our Visitor?

(Flathead County)

- 22% of groups all 1st time visitors
- 67% of groups all repeat visitors
- 23% flew on portion of trip
- 78% plan to return within 2 years
- 69% said reason for trip was vacation/recreation

In Kalispell, 48% stayed in hotel/motel; 22% stayed at home of friend/relative; 12% campgrounds; 6% rented home/cabin

Top Residency: WA, CA, AB, OR, CO, IL, MN, FL, AZ, TX

Top activities: Scenic driving, nature photography, day hiking, wildlife watching, recreational shopping, visiting historical sites/museums

SOURCE: ITRR, GOOGLE ANALYTICS, VIC

NEW INITIATIVES

IDSS – (Internet Destination Sales System) A web based Customer Relation Management software program that has enhanced our productivity by managing distribution lists, lead tracking, contact communication and customized reporting.

AGRITOURISM – There has been a noticeable shift in communities to support local farm and ranch producers. We are partnering with organizations such as Farm Hands to help grow the relationship between agriculture and tourism. Farm to table dinners, breweries, wineries & distilleries, farmer's markets, farm tours, corn mazes and weddings held in fields or barns are just a few activities that fall under Agritourism.

EVENT GRANT PROGRAM – The CVB increased the amount of available funds and improved the application process to help support new and growing events in Kalispell.

NEW INITIATIVES Cont.

NEW EVENTS – CVB is developing and engaging with new events to continue to build visitations during the shoulder and winter months. 1) Destination sponsor for Glacier Half Marathon, June 2017; 2) Developing an indoor soccer state-wide tournament, winter 2018; and 3) Launching the Rocky Mountain Championship division at the 2017 Montana Dragon Boat Festival.

GLACIER AERO – The TBID has contributed over \$40,000 in cash and marketing support over the last three years to support Glacier Aero's efforts to expand air service to Kalispell. **NEW:** direct service to SFO and extended and expanded direct service to Chicago during the 2016-2017 winter season.

THE CHINESE TRAVELER – CVB met with five leading Chinese tour operators during a visit to Beijing last spring. The meetings explored how Kalispell can be added to their product list as a stop for Chinese individual and small group travelers taking a Banff/Whistler to Yellowstone Tour.



PERFORMANCE MEASURES

DiscoverKalispell.com

- ▶ Unique users = 129,069, 12.62% increase
- ▶ Total page views = 334,050, 11% increase
- ▶ New visitor session duration = 1:37
- ▶ Returning visitor session duration = 2:07
- ▶ 78% arrived to the site from organic search
- ▶ 44.7% of users are on mobile device; 41.3% desktop; 14.1% tablet
- ▶ User age groups: 25-34 22%; 35-44 21%; 45-54 18.4%; 55-64 17.7%
- ▶ Most popular search terms: Glacier National Park, Kalispell Montana, Kalispell MT, Waterton National Park, Things to do in Kalispell MT, Glacier National Park map



M&C ENEWS DATABASE

821 unique subscribers



CONSUMER ENEWS

7,586 unique subscribers

Marketing Campaigns

2016 Campaigns created

15,322,228
TOTAL
IMPRESSIONS

 25,357
TOTAL CLICKS
TO WEBSITE

FINANCIAL OVERVIEW

TBID COLLECTIONS FY'16



FY'17 BUDGET

(July 1, 2016 –
June 30, 2017)





VISITOR INFORMATION CENTER



7,460

Total visitors to VIC

July 17th

100+ walk-ins
(A VIC record)



2,991

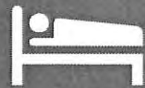
Vacation & relocation
packets mailed



11,605

Total inquiries at VIC
15% increase over 2015

Hotel Occupancy



- ▶ 55.9% = avg annual occupancy
- ▶ \$103.58 = avg annual ADR
- ▶ 3.8% increase in total rms sold

Occupancy Mix

- ▶ 14% Group
- ▶ 62% Transient
- ▶ October = busiest month for group business
(based on reporting hotels)

Group Sales



- ▶ 44 RFP's = 13 meetings = 1,604 room nights
- ▶ Plus 8 venue placements
(meetings without room nights)

EVENTS

\$4.8 Million

ECONOMIC IMPACT
GENERATED BY CVB EVENTS

6 Events

OTHER LOCAL EVENTS
SUPPORTED BY CVB
EVENT GRANTS

Earned Media in 2016



- ▶ 347 print/online placements about Kalispell
- ▶ Total audience of 941 million

SOCIAL MEDIA



Discover Kalispell
33,500 followers



DiscoverKalispellMontana
4,200 followers



@Visit_Kalispell
2,600 followers



Discover Kalispell
211 subscribers

#discoverkalispell

4,545,116

2016 Total Engagement

Marketing Campaigns

FALL/WINTER ADVERTISING CAMPAIGN:

Goal – increase visitation to Kalispell during the fall & winter and drive potential travelers to special winter landing page on website to increase engagement.

Total media budget \$32,314

Total campaign impressions 10,339,785

Total clicks to website 7,801

Campaign included a mix of online and print advertising along with content amplification in this type of media: Sportsman Channel, NW Travel Magazine, National Parks Traveler, Food & Travel Magazine, Calgary Herald, Spokesman Review Winter Travel Guide.



Marketing Campaigns

SPRING/SUMMER ADVERTISING CAMPAIGN:

Goal – increase awareness of Kalispell through online campaign targeting national park enthusiasts by promoting “win a trip to Glacier National Park” and build on the social following acquired by this campaign.

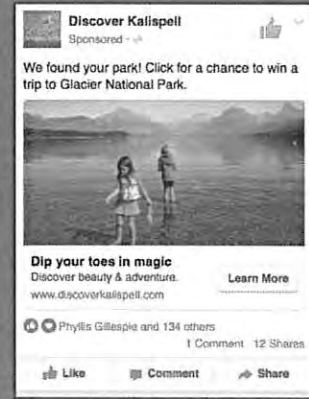
Total media budget \$33,982

Total contest submissions 4,920

Total campaign impressions 4,982,443

Total clicks to website 17,556

Media included geo-fence mobile display ads shown at IMAX theatres in targeted markets that screened MacGillivray Freeman’s National Parks Adventure, also National Parks Traveler display ads, Trip Advisor display ads, and prospecting banner ads.



#FoundYourPark



SIGNATURE DESTINATION EVENTS



Montana Pond Hockey Classic

- ▶ 2016 event was cancelled due to inadequate ice
- ▶ 60 teams chose to defer their registration to 2017
- ▶ For out of state teams that still made the trip to Kalispell, the CVB provided a list of suggested activities in the area including special deals for pond hockey players and met them at Mooses Saloon for beer and pizza.



Montana Spartan Race, May 7-8, 2016

- ▶ Spartan Sprint and Spartan Beast
- ▶ Total of 7,418 racers
- ▶ 62% of racers from out of state
- ▶ 50 states and 4 provinces represented
- ▶ \$4,399,252 of economic impact generated from the event

Montana Dragon Boat Festival, September 10-11, 2016

- ▶ 47 teams, over 1,000 paddlers that came from MT, CA, CAN, WA, AZ, CO, FL, ID, MN, NV, ND, OR, PA, TX
- ▶ 87% said they would return next year
- ▶ Out of county attendees averaged 2.42 nights in Kalispell
- ▶ 44% stayed in hotel/motel
- ▶ \$480,971 of economic impact generated from the event
- ▶ 2017 introduces the Rocky Mountain Championship. Stay tuned!



Visitor Services

WAYFINDING – The Kalispell Wayfinding project was created to help visitors navigate the city and easily find historic and cultural attractions and public places. Thousands of visitors travel through Kalispell each year on their way to Glacier Park or Flathead Lake. We want as many as possible to stop and discover our great community as well. The project started in 2011 as a cooperative effort with the City of Kalispell, Kalispell BID/KDA and Kalispell CVB. The 32-sign downtown system was completed in 2014. The 36-sign city-wide system completed in 2016 was funded through a MT Dept of Commerce grant matched with bed tax and TBID funds. A few additional signs will be installed in spring now that the Kalispell Bypass is complete.

KALISPELL VISITOR & COMMUNITY GUIDE – 30,000 copies of the annual guide are distributed through visitor information requests, at travel shows and media events and at brochure racks located in our target markets.



BREWERIES, WINERIES & DISTILLERIES – local libations are a growing trend. In fact Travelocity estimates that more than 10 million people toured small and independent craft breweries in 2014. During 2016 the CVB reprinted the popular Breweries, Wineries and Distilleries map which highlights our locally owned and sourced libation producers.

Public Relations

MEDIA EVENTS – Kalispell CVB along with our partners in Whitefish, Missoula and Glacier Country hosted travel media events in San Francisco and Seattle. Over 70 journalists, bloggers, and social influencers attended and showed strong interest in western Montana. Kalispell has already received exposure in Smart Meetings magazine after the San Francisco event this November.

SOCIAL INFLUENCER – The CVB hosted Matt Gibson, an international social influencer and photographer. XPatMatt is originally from Cranbrook so has a strong affection for Montana. His following includes 30k+ monthly readers, 26K+ social media followers, 2000+ email subscribers including appearances in the Travel Channel, Yahoo and Afar. Matt spent time exploring our downtown museums and restaurants, ventured out into the trails of Foys to Blacktail (all the way to Blacktail Mountain Resort!), and enjoyed Glacier Park. The blog posts about Kalispell appeared in Huffington Post. His stunning photographs are a great addition to the CVB photo library.

PRESS TRIPS – CVB partnered with Glacier Country to host a group of travel writers that are members of the International FoodWine and Travel Writers Association. The January 2016 trip included tour and tasting at Kalispell Brewery, historic tour on the Montana Trolley, the Conrad Mansion and Hockaday museums, dog sledding, and lots of shopping and great meals in historic downtown Kalispell. Several articles have been published as a result of this trip.



CVB hosted the editor of Time Out Chicago for a Winter in Montana adventure. Laura Rote enjoyed snowmobiling, snowshoeing, skiing at WF Mountain Resort, and dog-sledding as well as plenty of good food and drinks and shopping in downtown Kalispell.





GROUP SALES



IRU (International Round Up) Post FAM for International Tour Operators – *May 2016*

The CVB hosted 7 International Tour Operators from Italy, Germany, France and Australia. Local activity partners presented their products at a Meet & Greet and our guests were able to get information and ask questions. We hosted them to a barbeque dinner at DeSoto Grille, an iconic Kalispell experience at Moose's and even a bike ride on Rails to Trails. Integrating local favorites is what international travelers want and giving the operators a small taste results in recommendations and more visitors.



Meeting Planner FAM – *September 2016*

The CVB partnered with Glacier Country to host the annual meeting planner familiarization tour. The qualified planners had not been to Montana before. They enjoyed tours of our hotels, meeting facilities and museums as well as a personalized Kalispell history tour onboard the MT Trolley, a hosted vintage-themed dinner on the lawn of Conrad Mansion, a privately chartered Far West boat ride, catered meals with locally sourced food, and unique local flavors from our restaurants. Our partners assisted in providing the ingredients of Montana hospitality, professionalism, amazing talent and friendliness that initiates a "YES, we want to have a meeting in Kalispell".



IMEX- Incentive, Meeting and Events Expo, Las Vegas – *October 2016*

The CVB partnered with MT Office of Tourism & Business Development, Glacier Country and Missoula, Whitefish, Great Falls and Bozeman CVB's. There were over 3200 buyers/planners from more than 60 countries. The MT group had 29 prescheduled appointments (12 more than 2015) and over 20 walk-ups over the 3 days. Planners loved our close proximity to Glacier National Park, abundance of activities and were exceedingly surprised with our air service and the number of direct flights.

CONFERENCES

2016 CONFERENCES (Originated through CVB)

- ▶ POMA Conference-June 2016
- 210 Attendees (Red Lion & Hilton)
- ▶ MT Governors Conference-April 2016
- 525 Attendees (Hilton & Red Lion)
- ▶ MT District SCORE-September 2016
- 40 Attendees (Red Lion)
- ▶ Clan Donald-September 2016
- 160 Attendees (Hilton)
- ▶ Enlisted Assoc. of the National Guard of Montana (EANGMT)-May 2016
- 60 Attendees (Red Lion)
- ▶ MT State Parks-March 2016
- 90 Attendees (Red Lion)
- ▶ MT Organic Association-Dec. 2016
- Over 200 Attendees
(Springhill Marriott & FVCC)

FUTURE CONFERENCES (Originated through CVB)

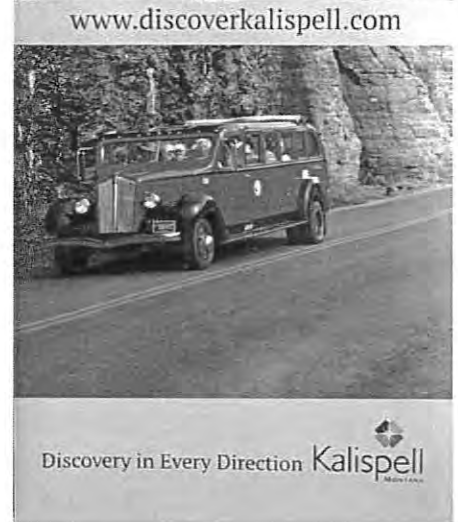
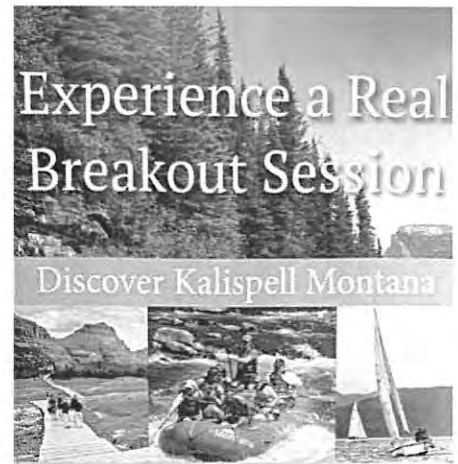
- ▶ AFVISA Annual Meeting-May 2017
- ▶ International Roundup-April 2018





Creative Logistics & Incentives = Memorable Experiences

- ▶ Assisted in providing volunteers to help support conference needs.
- ▶ Used entertainment and prizes to encourage riders to/from hotels to expedite the short time frame for lunch.
- ▶ Used our marketing expertise, pre-promotion attendance incentives, and a post follow-up contest to boost the group attendance.
- ▶ Offered incentives to groups for holding their event in Kalispell.
- ▶ Created a contest for the best printed article to continue attendee's engagement with Kalispell following the conference.



M&C infrastructure

- ▶ New pull-up display for use at trade shows and events.
- ▶ Created a Discover Kalispell LinkedIn company page.
- ▶ The inaugural "Kalispell's Montana Meeting Minute" quarterly E-News went out to over 800 planners and partners. Features include a group activity idea, local event, featured hotel, industry insight and links to our M&C website, Fam trip sign ups, RFP submission & LinkedIn page.
- ▶ Developed a downloadable meeting guide for anyone planning an event in Kalispell. Includes details and diagrams on local hotels, unique venues, local flavors, group activities and at-a-glance information helpful to planners.
- ▶ Increased our M&C photo gallery for use in social media, enews and collateral.
- ▶ "Bring it Home", a referral program for 2017 offering incentives and extraordinary opportunities to make dollars & sense for everyone!



KALISPELL IN THE NEWS

How to Plan the Perfect Fall Trip to Glacier National Park,
U.S. News World Report
(Audience of 18.9M)

Top 10 Clearest Lakes In The U.S. You Have To See To Believe,
Flathead Lake with mention and link to Kalispell.

Eat your way through Montana - don't laugh, the food is diverse, delicious and full of surprises,
InMagazine, Texas

Kalispell Montana: Outdoor Oasis,
Gunaxin

Kalispell, Way Out In The Middle of Somewhere, Huffington Post

Creative Logistics, Meetings News NW

The Kalispell Grand Hotel and Kalispell's Food & Drink scene
featured in ShereenTravelsCheap,
Portland based blog

Happy National Burger Day! Celebrate with Juicy Hamburger History and a Side of Don't-Miss Burger Joints, Parade Magazine
(54 million readership), featured the DeSoto Grill

Travel to Glacier National Park,
Time Out Chicago, March, several Kalispell businesses highlighted.

Montana Pond Hockey Classic
was featured in the Boston Globe, Montana Magazine and Mountain Outlaw Magazine

Sites: Kalispell, Montana,
About.com, promoting winter activities

KCVB STAFF

Joe Unterreiner, *Executive Director*

Diane Medler, *Director*

Dawn Jackson, *Group Sales Manager*

Vonnie Day, *Sales & Marketing Admin Assistant*

Meche Ek, *Visitor Center Coordinator*

TBID

BOARD OF DIRECTORS

Dawn Hendrickson, *Chair, Homewood Suites*

Janet Clark, *Treasurer, Kalispell Grand Hotel*

Lisa Brown, *Red Lion Hotel*

Dan Moderie, *Super 8*

Nautam Patel, *Aero Inn*

Zac Ford, *Hampton Inn*

Laurie Otto, *Hilton Garden Inn*

TBID MEMBERS

AERO INN

AMERICA'S BEST VALUE INN

BEST WESTERN PLUS FLATHEAD

LAKE INN & SUITES

BLUE & WHITE MOTEL

COMFORT INN BIG SKY

ECONO LODGE

FAIRBRIDGE INN & SUITES

GLACIER RIDGE SUITES

GREENWOOD VILLAGE INN & SUITES

HAMPTON INN

HILTON GARDEN INN

HOLIDAY INN EXPRESS

HOMEWOOD SUITES BY HILTON

KALISPELL GRAND HOTEL

KALISPELL HILLTOP INN

KALISPELL SUPER 8

LA QUINTA INN & SUITES

MARRIOTT SPRINGHILL SUITES

MOTEL 6

RED LION HOTEL

TRAVELODGE



Kalispell Tourism Business Improvement District
Summary of Financials
February 1, 2017

TBID Funds – Expense Summary December 2016

Admin: State report fee; bookkeeping; postage & copies; telephone, misc. mileage & expenses; rent; email hosting; quarterly storage unit fee

Website: press room maintenance; monthly maintenance fee; SEO

Consumer Marketing: social media admin; airport display stocking; winter campaign creative and media buy; media event expenses; enews template updates; winter enews; credit for new 10x10 show booth

Event: event operation mgmt. monthly payment for December (Rob); sponsorship for Flathead Gymnastics

Meetings & Convention: IMEX expense; sponsorship for Museum Assoc.; hotel flyer updates; IDSS training expenses; M&C Linked In page set up

Publicity/PR: winter press trip planning; seasonal slider stories; reactive requests

KCVB Event Funds - Summary January through December 2016

Dragon Boat 2016: (2016 - \$30,000 TBID)

Balance forward from 2015: (\$784.26)

Income: \$92,339.22

Expenses: \$94,049.98 **includes expenses for the 2017 festival

Balance: (\$1,710.76)

Spartan 2016: (2016 - \$25,000 TBID)

Balance forward from 2015: \$3,706.40

Income: \$35,424.50

Expenses: \$33,832.79

Balance: \$5,298.11

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

Balance forward from 2015: \$18,372.85

Income: \$15,600.00

Expenses: \$20,708.37

Deferred Revenue: \$34,200.00

Balance: \$47,464.48

Tourism Business Improvement District

Balance Sheet

As of December 31, 2016

	Dec 31, 16
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	316,823.92
Total Checking/Savings	316,823.92
Accounts Receivable	
1200 · Accounts Receivable	2,478.98
Total Accounts Receivable	2,478.98
Total Current Assets	319,302.90
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	<u>348,488.18</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	59,053.01
Total Accounts Payable	59,053.01
Total Current Liabilities	59,053.01
Total Liabilities	59,053.01
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	127,735.89
Total Equity	289,435.17
TOTAL LIABILITIES & EQUITY	<u>348,488.18</u>

Tourism Business Improvement District
Profit & Loss
 December 2016

	Dec 16	Jul - Dec 16
Income		
4000 · TBID Revenue	0.00	389,508.00
4100 · Interest Income	23.25	57.73
Total Income	23.25	389,565.73
Expense		
5000 · Staffing	16,093.87	123,183.81
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	2.85	46.52
5125 · Bookkeeping	200.00	1,780.00
5140 · Office Supplies	12.24	382.60
5145 · License & Tax	550.00	550.00
5150 · Postage & Copies	15.65	431.09
5160 · Rent	700.00	4,200.00
5165 · Storage Unit	180.00	540.00
5180 · Telephone	268.21	1,528.55
5185 · Travel & Entertainment	23.67	807.30
5190 · Technology Support	40.00	230.00
Total 5100 · Administrative	1,992.62	15,446.06
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,000.00
Total 5200 · Research & Education	0.00	6,750.00
5250 · Web Site		
5270 · Maintenance & Enhancements	282.02	1,962.19
5280 · SEO & SEM	494.00	7,493.93
Total 5250 · Web Site	776.02	9,456.12
5400 · Consumer Marketing		
5430 · Social Media Admin & Adv	930.50	5,216.24
5440 · Creative Services	6,359.62	7,559.62
5450 · Media Buy Online	3,215.85	3,215.85
5460 · Travel Show Attendance	352.33	2,396.92
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	400.00
5420 · E-Marketing	1,577.00	3,339.71
5496 · Visitor Guide & Niche Brochures	0.00	547.30
Total 5400 · Consumer Marketing	12,485.30	22,675.64
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	10,750.00
5501 · Dragon Boat	0.00	30,000.00
5549 · Other Event Marketing	1,000.00	7,750.00
Total 5500 · Event Marketing	3,000.00	48,500.00
5550 · Meetings & Conventions		
5588 · E-News	3,334.50	3,423.62
5565 · Meeting Planner Shows	25.02	4,294.84
5567 · Meeting Planner FAM	0.00	4,510.95
5570 · Meeting Planner Incentive Progm	300.00	493.93
5573 · Group Photo & Video Library	0.00	825.00
5574 · M&C Guide	90.00	90.00
5583 · Customer Relationship Mgmt Syst	406.26	1,906.26
5575 · Advertising	1,004.25	1,004.25
5550 · Meetings & Conventions - Other	0.00	1,701.00
Total 5550 · Meetings & Conventions	5,160.03	18,249.85
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	232.75	3,981.75
5665 · Proactive & Reactive PR	3,090.35	5,242.10
5680 · Kalispell Branded Merchandise	0.00	1,271.66

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Accrual Basis

Tourism Business Improvement District

Profit & Loss

December 2016

	Dec 16	Jul - Dec 16
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	3,323.10	11,495.51
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	42,830.94	261,829.84
Net Income	<u>-42,807.69</u>	<u>127,735.89</u>

Tourism Business Improvement District

General Ledger

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
1010 - Checking					326,337.26
12/05/2016	2521	CenturyLink		-113.01	326,224.25
12/05/2016	2522	Diane Medler		-9.55	326,214.70
12/05/2016	2523	JK Associates	November	-390.00	325,824.70
12/05/2016	2524	Kalispell Chamber ...		-2,715.68	323,109.02
12/05/2016	2525	Meridian Mini Storage	Storage Unit #713	-180.00	322,929.02
12/05/2016	2526	Road Creek Events		-2,500.00	320,429.02
12/05/2016	2527	Verizon Wireless		-96.03	320,332.99
12/05/2016	2528	Wells Fargo - Dawn		-1,254.65	319,078.34
12/05/2016	2529	Wells Fargo - Diane	4856 2002 2532 9534	-651.13	318,427.21
12/12/2016	2530	State Treasurer		-550.00	317,877.21
12/27/2016	2531	Dawn Jackson		-82.69	317,794.52
12/27/2016	2532	Diane Medler		-16.00	317,778.52
12/27/2016	2533	Flathead Beacon		-845.00	316,933.52
12/27/2016	2534	MontanaSky Netwo...		-40.00	316,893.52
12/27/2016	2535	SnowGhost Design ...		-90.00	316,803.52
12/31/2016			Service Charge	-2.85	316,800.67
12/31/2016			Interest	23.25	316,823.92
Total 1010 - Checking				-9,513.34	316,823.92
1200 - Accounts Receivable					0.00
12/31/2016	22	Kalispell Regional ...		2,478.98	2,478.98
Total 1200 - Accounts Receivable				2,478.98	2,478.98
12000 - Undeposited Funds					0.00
Total 12000 - Undeposited Funds					0.00
1710 - Office Equipment					3,954.84
Total 1710 - Office Equipment					3,954.84
1820 - Web Site Development					25,230.44
Total 1820 - Web Site Development					25,230.44
2000 - Accounts Payable					-23,279.68
12/01/2016	1139	Road Creek Events		-1,750.00	-25,029.68
12/01/2016		Meridian Mini Storage		-180.00	-25,209.68
12/05/2016	2521	CenturyLink		113.01	-25,096.67
12/05/2016	2522	Diane Medler		9.55	-25,087.12
12/05/2016	2523	JK Associates	November	390.00	-24,697.12
12/05/2016	2524	Kalispell Chamber ...		2,715.68	-21,981.44
12/05/2016	2525	Meridian Mini Storage	Storage Unit #713	180.00	-21,801.44
12/05/2016	2526	Road Creek Events		2,500.00	-19,301.44
12/05/2016	2527	Verizon Wireless		96.03	-19,205.41
12/05/2016	2528	Wells Fargo - Dawn		1,254.65	-17,950.76
12/05/2016	2529	Wells Fargo - Diane	4856 2002 2532 9534	651.13	-17,299.63
12/07/2016	FY20...	State Treasurer		-550.00	-17,849.63
12/07/2016	3010...	Red Lion Hotel		-151.66	-18,001.29
12/08/2016	14481	CenturyLink		-113.42	-18,114.71
12/08/2016	14483	Verizon Wireless		-104.79	-18,219.50
12/12/2016	2530	State Treasurer		550.00	-17,669.50
12/15/2016		Flathead Gymnastic...		-1,000.00	-18,669.50
12/16/2016	7503	Partners Creative, I...		-3,215.85	-21,885.35
12/16/2016	7493	Partners Creative, I...		-6,359.62	-28,244.97
12/16/2016	7534	Partners Creative, I...		-2,453.85	-30,698.82
12/16/2016	7489	Partners Creative, I...		-1,577.00	-32,275.82
12/16/2016	7531	Partners Creative, I...		-218.50	-32,494.32
12/16/2016	7532	Partners Creative, I...		-85.50	-32,579.82
12/16/2016	7533	Partners Creative, I...		-636.50	-33,216.32
12/16/2016	7491	Partners Creative, I...		-4,338.75	-37,555.07
12/16/2016	7492	Partners Creative, I...		-494.00	-38,049.07
12/16/2016	7490	Partners Creative, I...		-232.75	-38,281.82
12/19/2016	22661	Flathead Beacon		-845.00	-39,126.82
12/19/2016	6318	SnowGhost Design ...		-90.00	-39,216.82
12/21/2016	521272	iDSS Global LLC		-254.60	-39,471.42
12/27/2016		MontanaSky Netwo...		-40.00	-39,511.42
12/27/2016	2531	Dawn Jackson		82.69	-39,428.73
12/27/2016	2532	Diane Medler		16.00	-39,412.73
12/27/2016	2533	Flathead Beacon		845.00	-38,567.73
12/27/2016	2534	MontanaSky Netwo...		40.00	-38,527.73
12/27/2016	2535	SnowGhost Design ...		90.00	-38,437.73
12/28/2016		Museums Associati...		-300.00	-38,737.73

Tourism Business Improvement District

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General Ledger

Accrual Basis

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
12/31/2016		Diane Medler		-16.00	-38,753.73
12/31/2016		Dawn Jackson		-82.69	-38,836.42
12/31/2016	2651	JK Associates	December	-200.00	-39,036.42
12/31/2016		Katherine Combes		-50.00	-39,086.42
12/31/2016	1142	Road Creek Events		-250.00	-39,336.42
12/31/2016	14528	Wells Fargo - Diane		-428.09	-39,764.51
12/31/2016	14522	Kalispell Chamber ...		-14,099.94	-53,864.45
12/31/2016	14526	Kalispell Chamber ...		-2,709.58	-56,574.03
12/31/2016	7706	Partners Creative, I...		-2,478.98	-59,053.01
Total 2000 · Accounts Payable				-35,773.33	-59,053.01
24000 · Payroll Liabilities					0.00
Total 24000 · Payroll Liabilities					0.00
32000 · Unrestricted Net Assets					-161,699.28
Total 32000 · Unrestricted Net Assets					-161,699.28
3000 · Opening Balance Equity					0.00
Total 3000 · Opening Balance Equity					0.00
4000 · TBID Revenue					-389,508.00
Total 4000 · TBID Revenue					-389,508.00
4100 · Interest Income					-34.48
12/31/2016			Interest	-23.25	-57.73
Total 4100 · Interest Income				-23.25	-57.73
4200 · Event Income					0.00
4200.1 · Dragon Boat					0.00
Total 4200.1 · Dragon Boat					0.00
4200 · Event Income - Other					0.00
Total 4200 · Event Income - Other					0.00
Total 4200 · Event Income					0.00
5000 · Staffing					107,089.94
5040 · Contract Labor					0.00
Total 5040 · Contract Labor					0.00
5010 · Director					0.00
Total 5010 · Director					0.00
5020 · Sales Manager					0.00
Total 5020 · Sales Manager					0.00
5030 · Admin Assistant					0.00
Total 5030 · Admin Assistant					0.00
5000 · Staffing - Other					107,089.94
12/31/2016	14522	Kalispell Chamber ...	Wages-Diane	5,313.38	112,403.32
12/31/2016	14522	Kalispell Chamber ...	Payroll Taxes-Diane	449.77	112,853.09
12/31/2016	14522	Kalispell Chamber ...	Sar Sep-Diane	212.54	113,065.63
12/31/2016	14522	Kalispell Chamber ...	HSA-Diane	100.00	113,165.63
12/31/2016	14522	Kalispell Chamber ...	Wages-Dawn	3,896.51	117,062.14
12/31/2016	14522	Kalispell Chamber ...	Payroll Taxes-Dawn	392.72	117,454.86
12/31/2016	14522	Kalispell Chamber ...	Sar/Sep-Dawn	189.20	117,644.06
12/31/2016	14522	Kalispell Chamber ...	HSA-Dawn	100.00	117,744.06
12/31/2016	14522	Kalispell Chamber ...	Wages-Vonnie	2,992.00	120,736.06
12/31/2016	14522	Kalispell Chamber ...	Payroll Taxes-Vonnie	234.14	120,970.20
12/31/2016	14522	Kalispell Chamber ...	HSA-Vonnie	100.00	121,070.20
12/31/2016	14522	Kalispell Chamber ...	Sar/Sep-Vonnie	119.68	121,189.88
12/31/2016	14526	Kalispell Chamber ...	Insurance-Diane	668.31	121,858.19
12/31/2016	14526	Kalispell Chamber ...	Insurance-Dawn	616.31	122,474.50
12/31/2016	14526	Kalispell Chamber ...	Insurance-Vonnie	709.31	123,183.81
Total 5000 · Staffing - Other				16,093.87	123,183.81
Total 5000 · Staffing				16,093.87	123,183.81
5100 · Administrative					13,453.44
5199 · Other Admin					0.00

Tourism Business Improvement District

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General Ledger

Accrual Basis

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
Total 5199 · Other Admin					0.00
5350 · City of Kalispell Admin Fee					4,950.00
Total 5350 · City of Kalispell Admin Fee					4,950.00
5110 · Bank Fees					43.67
12/31/2016			Service Charge	2.85	46.52
Total 5110 · Bank Fees				2.85	46.52
5120 · Audit					0.00
Total 5120 · Audit					0.00
5125 · Bookkeeping					1,580.00
12/31/2016	2651	JK Associates	December	200.00	1,780.00
Total 5125 · Bookkeeping				200.00	1,780.00
5130 · Insurance					0.00
Total 5130 · Insurance					0.00
5140 · Office Supplies					370.36
12/31/2016	14528	Wells Fargo - Diane	Daily InterLake	12.24	382.60
Total 5140 · Office Supplies				12.24	382.60
5145 · License & Tax					0.00
12/07/2016	FY20...	State Treasurer		550.00	550.00
Total 5145 · License & Tax				550.00	550.00
5150 · Postage & Copies					415.44
12/31/2016	14526	Kalispell Chamber ...	Copies/Postage	15.65	431.09
Total 5150 · Postage & Copies				15.65	431.09
5160 · Rent					3,500.00
12/31/2016	14526	Kalispell Chamber ...	January Rent	700.00	4,200.00
Total 5160 · Rent				700.00	4,200.00
5165 · Storage Unit					360.00
12/01/2016		Meridian Mini Storage	9/25/13-12/25/13	180.00	540.00
Total 5165 · Storage Unit				180.00	540.00
5170 · Tax Preperation					0.00
Total 5170 · Tax Preperation					0.00
5180 · Telephone					1,260.34
12/08/2016	14481	CenturyLink	12/8 Stmt	113.42	1,373.76
12/08/2016	14483	Verizon Wireless	12/12 Stmt	104.79	1,478.55
12/31/2016		Dawn Jackson	Phone	50.00	1,528.55
Total 5180 · Telephone				268.21	1,528.55
5185 · Travel & Entertainment					783.63
12/31/2016		Diane Medler		16.00	799.63
12/31/2016		Dawn Jackson	Mileage	7.67	807.30
Total 5185 · Travel & Entertainment				23.67	807.30
5190 · Technology Support					190.00
12/27/2016		MontanaSky Netwo...	January	40.00	230.00
Total 5190 · Technology Support				40.00	230.00
5195 · Equipment (Software)					0.00
Total 5195 · Equipment (Software)					0.00
5198 · Employee Search Exp					0.00
Total 5198 · Employee Search Exp					0.00
5100 · Administrative - Other					0.00
Total 5100 · Administrative - Other					0.00

Tourism Business Improvement District

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General Ledger

Accrual Basis

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
Total 5100 · Administrative				1,992.62	15,446.06
5200 · Research & Education					6,750.00
5210 · Smith Travel Reports					5,750.00
Total 5210 · Smith Travel Reports					5,750.00
5230 · Organizational Memberships					1,000.00
Total 5230 · Organizational Memberships					1,000.00
5220 · Training & Education					0.00
Total 5220 · Training & Education					0.00
5200 · Research & Education - Other					0.00
Total 5200 · Research & Education - Other					0.00
Total 5200 · Research & Education					6,750.00
5250 · Web Site					8,680.10
5290 · RWD					0.00
Total 5290 · RWD					0.00
5260 · Development					0.00
Total 5260 · Development					0.00
5270 · Maintenance & Enhancements					1,680.17
12/16/2016	7531	Partners Creative, I...		218.50	1,898.67
12/31/2016	14528	Wells Fargo - Diane	GoDaddy	63.52	1,962.19
Total 5270 · Maintenance & Enhancements				282.02	1,962.19
5280 · SEO & SEM					6,999.93
12/16/2016	7492	Partners Creative, I...		494.00	7,493.93
Total 5280 · SEO & SEM				494.00	7,493.93
5285 · Quarterly Reporting					0.00
Total 5285 · Quarterly Reporting					0.00
5250 · Web Site - Other					0.00
Total 5250 · Web Site - Other					0.00
Total 5250 · Web Site				776.02	9,456.12
5300 · Branding					0.00
Total 5300 · Branding					0.00
5400 · Consumer Marketing					10,190.34
5455 · Winter Prize Package					0.00
Total 5455 · Winter Prize Package					0.00
5485 · Airline Enhancement					0.00
Total 5485 · Airline Enhancement					0.00
5405 · Photo and Video Library					0.00
Total 5405 · Photo and Video Library					0.00
5410 · Kalispell Promotional Video					0.00
Total 5410 · Kalispell Promotional Video					0.00
5430 · Social Media Admin & Adv					4,285.74
12/16/2016	7532	Partners Creative, I...		85.50	4,371.24
12/19/2016	22661	Flathead Beacon	December 2016	845.00	5,216.24
Total 5430 · Social Media Admin & Adv				930.50	5,216.24
5440 · Creative Services					1,200.00
12/16/2016	7493	Partners Creative, I...		6,359.62	7,559.62
Total 5440 · Creative Services				6,359.62	7,559.62
5450 · Media Buy Online					0.00
12/16/2016	7503	Partners Creative, I...		3,215.85	3,215.85
Total 5450 · Media Buy Online				3,215.85	3,215.85
5460 · Travel Show Attendance					2,044.59

Tourism Business Improvement District

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General Ledger

Accrual Basis

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
12/31/2016	14528	Wells Fargo - Diane	Think Local	52.50	2,097.09
12/31/2016	14528	Wells Fargo - Diane	Anthony's	42.90	2,139.99
12/31/2016	14528	Wells Fargo - Diane	Edgewater Hotel	256.93	2,396.92
Total 5460 · Travel Show Attendance				352.33	2,396.92
5470 · Trade Show Booth					0.00
12/31/2016	22	Kalispell Regional ...	Replacement 10X10...	-2,478.98	-2,478.98
12/31/2016	7706	Partners Creative, I...		2,478.98	0.00
Total 5470 · Trade Show Booth				0.00	0.00
5480 · Airport Displays					350.00
12/31/2016		Katherine Combes	December	50.00	400.00
Total 5480 · Airport Displays				50.00	400.00
5420 · E-Marketing					1,762.71
12/16/2016	7489	Partners Creative, I...		1,577.00	3,339.71
Total 5420 · E-Marketing				1,577.00	3,339.71
5490 · Stock Airport VIC					0.00
Total 5490 · Stock Airport VIC					0.00
5495 · Wayfinding Signage					0.00
Total 5495 · Wayfinding Signage					0.00
5496 · Visitor Guide & Niche Brochures					547.30
Total 5496 · Visitor Guide & Niche Brochures					547.30
5400 · Consumer Marketing - Other					0.00
Total 5400 · Consumer Marketing - Other					0.00
Total 5400 · Consumer Marketing				12,485.30	22,675.64
5500 · Event Marketing					45,500.00
5548 · Events Operations Management					8,750.00
12/01/2016	1139	Road Creek Events	December	1,750.00	10,500.00
12/31/2016	1142	Road Creek Events	Glacier Half Marathon	250.00	10,750.00
Total 5548 · Events Operations Management				2,000.00	10,750.00
5501 · Dragon Boat					30,000.00
5501.1 · Advertising/PR					0.00
Total 5501.1 · Advertising/PR					0.00
5501.9 · Other Dragon Boat					0.00
Total 5501.9 · Other Dragon Boat					0.00
5501 · Dragon Boat - Other					30,000.00
Total 5501 · Dragon Boat - Other					30,000.00
Total 5501 · Dragon Boat					30,000.00
5502 · Spartan Event					0.00
Total 5502 · Spartan Event					0.00
5503 · Huckleberry 100					0.00
Total 5503 · Huckleberry 100					0.00
5504 · Winter Recruitment Campaig					0.00
5504.1 · Rodeo					0.00
Total 5504.1 · Rodeo					0.00
5504 · Winter Recruitment Campaig - Other					0.00
Total 5504 · Winter Recruitment Campaig - Other					0.00
Total 5504 · Winter Recruitment Campaig					0.00
5505 · Event Promoter Recruitment					0.00
Total 5505 · Event Promoter Recruitment					0.00
5506 · Regional Venue & Event Sponsor					0.00
Total 5506 · Regional Venue & Event Sponsor					0.00
5507 · WF Mtn Films					0.00

Tourism Business Improvement District

General Ledger

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
Total 5507 · WF Mtn Films					0.00
5508 · Bucking Horse					0.00
Total 5508 · Bucking Horse					0.00
5509 · Pond Hockey					0.00
Total 5509 · Pond Hockey					0.00
5510 · Mt High School Rodeo Finals					0.00
Total 5510 · Mt High School Rodeo Finals					0.00
5511 · Western B Basketball					0.00
Total 5511 · Western B Basketball					0.00
5549 · Other Event Marketing					6,750.00
12/15/2016		Flathead Gymnastic...	Glacier Challenge	1,000.00	7,750.00
Total 5549 · Other Event Marketing				1,000.00	7,750.00
5500 · Event Marketing - Other					0.00
Total 5500 · Event Marketing - Other					0.00
Total 5500 · Event Marketing				3,000.00	48,500.00
5550 · Meetings & Conventions					13,089.82
5576 · Digital					0.00
Total 5576 · Digital					0.00
5588 · E-News					89.12
12/16/2016	7491	Partners Creative, I...		3,334.50	3,423.62
Total 5588 · E-News				3,334.50	3,423.62
5565 · Meeting Planner Shows					4,269.82
5565.10 · Portland					0.00
Total 5565.10 · Portland					0.00
5565.2 · Denver Show					0.00
Total 5565.2 · Denver Show					0.00
5565.3 · Anaheim Show					0.00
Total 5565.3 · Anaheim Show					0.00
5565.4 · Chicago					0.00
Total 5565.4 · Chicago					0.00
5565.5 · DMAI					0.00
Total 5565.5 · DMAI					0.00
5565.6 · MEET West					0.00
Total 5565.6 · MEET West					0.00
5565.7 · St. Paul					0.00
Total 5565.7 · St. Paul					0.00
5565.8 · Seattle					0.00
Total 5565.8 · Seattle					0.00
5565.9 · Smart Meetings					0.00
Total 5565.9 · Smart Meetings					0.00
5565 · Meeting Planner Shows - Other					4,269.82
12/31/2016		Dawn Jackson	IMEX	25.02	4,294.84
Total 5565 · Meeting Planner Shows - Other				25.02	4,294.84
Total 5565 · Meeting Planner Shows				25.02	4,294.84
5567 · Meeting Planner FAM					4,510.95
Total 5567 · Meeting Planner FAM					4,510.95
5570 · Meeting Planner Incentive Progm					193.93
12/28/2016		Museums Associati...		300.00	493.93
Total 5570 · Meeting Planner Incentive Progm				300.00	493.93
5573 · Group Photo & Video Library					825.00

Tourism Business Improvement District

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General Ledger

Accrual Basis

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
Total 5573 · Group Photo & Video Library					825.00
5574 · M&C Guide					0.00
12/19/2016	6318	SnowGhost Design ...	Hotel Flyer Updates	90.00	90.00
Total 5574 · M&C Guide					90.00
5583 · Customer Relationship Mgmt Syst					1,500.00
12/07/2016	3010...	Red Lion Hotel		151.66	1,651.66
12/21/2016	521272	iDSS Global LLC	Travel Exp Reimbur...	254.60	1,906.26
Total 5583 · Customer Relationship Mgmt Syst					406.26
5560 · Meeting, Conv & Event Guide					0.00
Total 5560 · Meeting, Conv & Event Guide					0.00
5575 · Advertising					0.00
12/16/2016	7491	Partners Creative, I...		1,004.25	1,004.25
Total 5575 · Advertising					1,004.25
5580 · Print Advertising					0.00
Total 5580 · Print Advertising					0.00
5584 · Sports Tournament Recruitment					0.00
Total 5584 · Sports Tournament Recruitment					0.00
5585 · Sales Calls					0.00
Total 5585 · Sales Calls					0.00
5587 · Lead Generating Service					0.00
Total 5587 · Lead Generating Service					0.00
5589 · M&C Memberships					0.00
Total 5589 · M&C Memberships					0.00
5590 · Contingency					0.00
Total 5590 · Contingency					0.00
5550 · Meetings & Conventions - Other					1,701.00
Total 5550 · Meetings & Conventions - Other					1,701.00
Total 5550 · Meetings & Conventions				5,160.03	18,249.85
5600 · Opportunity					0.00
Total 5600 · Opportunity					0.00
66000 · Payroll Expenses					0.00
Total 66000 · Payroll Expenses					0.00
5650 · Publicity					8,172.41
5660 · Travel Media Press Trips/FAM					3,749.00
12/16/2016	7490	Partners Creative, I...		232.75	3,981.75
Total 5660 · Travel Media Press Trips/FAM					232.75
5665 · Proactive & Reactive PR					2,151.75
12/16/2016	7534	Partners Creative, I...		2,453.85	4,605.60
12/16/2016	7533	Partners Creative, I...		636.50	5,242.10
Total 5665 · Proactive & Reactive PR					3,090.35
5670 · Photography					0.00
Total 5670 · Photography					0.00
5675 · Visitor Hospitality					0.00
Total 5675 · Visitor Hospitality					0.00
5680 · Kalispell Branded Merchandise					1,271.66
Total 5680 · Kalispell Branded Merchandise					1,271.66
5690 · Airline Subsidies					1,000.00
Total 5690 · Airline Subsidies					1,000.00
5650 · Publicity - Other					0.00
Total 5650 · Publicity - Other					0.00

Tourism Business Improvement District

General Ledger

As of December 31, 2016

Date	Num	Name	Memo	Amount	Balance
		Total 5650 · Publicity		3,323.10	11,495.51
		5700 · Publications			0.00
		5710 · Visitor Guide			0.00
		Total 5710 · Visitor Guide			0.00
		5790 · Other Publications			0.00
		Total 5790 · Other Publications			0.00
		5700 · Publications - Other			0.00
		Total 5700 · Publications - Other			0.00
		Total 5700 · Publications			0.00
		5750 · Research			0.00
		Total 5750 · Research			0.00
		5800 · Trade Show Booth			0.00
		Total 5800 · Trade Show Booth			0.00
		5850 · Travel			0.00
		Total 5850 · Travel			0.00
		5900 · VIC Staff Funding			0.00
		Total 5900 · VIC Staff Funding			0.00
		6000 · Prior Fiscal Year Expense			6,072.85
		Total 6000 · Prior Fiscal Year Expense			6,072.85
		No acct			0.00
		Total no acct			0.00
		TOTAL		<u>0.00</u>	<u>0.00</u>

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July through December 2016

01/24/17

Accrual Basis

	Jul - Dec 16	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	389,508.00	574,000.00	-184,492.00	67.9%
4100 · Interest Income	57.73			
Total Income	389,565.73	574,000.00	-184,434.27	67.9%
Expense				
5000 · Staffing	123,183.81	227,000.00	-103,816.19	54.3%
5100 · Administrative	15,446.06	27,250.00	-11,803.94	56.7%
5200 · Research & Education	6,750.00	8,500.00	-1,750.00	79.4%
5250 · Web Site	9,456.12	18,000.00	-8,543.88	52.5%
5400 · Consumer Marketing	22,675.64	86,750.00	-64,074.36	26.1%
5500 · Event Marketing	48,500.00	118,500.00	-70,000.00	40.9%
5550 · Meetings & Conventions	18,249.85	58,000.00	-39,750.15	31.5%
5650 · Publicity	11,495.51	30,000.00	-18,504.49	38.3%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	261,829.84	574,000.00	-312,170.16	45.6%
Net Income	127,735.89	0.00	127,735.89	100.0%

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

	Jul - Dec 16	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	389,508.00	574,000.00	-184,492.00	67.9%
4100 · Interest Income	57.73			
Total Income	389,565.73	574,000.00	-184,434.27	67.9%
Expense				
5000 · Staffing	123,183.81	227,000.00	-103,816.19	54.3%
5100 · Administrative				
5350 · City of Kalispell Admin Fee	4,950.00	5,000.00	-50.00	99.0%
5110 · Bank Fees	46.52			
5120 · Audit	0.00	2,000.00	-2,000.00	0.0%
5125 · Bookkeeping	1,780.00	2,000.00	-220.00	89.0%
5140 · Office Supplies	382.60	2,000.00	-1,617.40	19.1%
5145 · License & Tax	550.00			
5150 · Postage & Copies	431.09	750.00	-318.91	57.5%
5160 · Rent	4,200.00	7,500.00	-3,300.00	56.0%
5165 · Storage Unit	540.00	750.00	-210.00	72.0%
5180 · Telephone	1,528.55	2,800.00	-1,271.45	54.6%
5185 · Travel & Entertainment	807.30	2,515.00	-1,707.70	32.1%
5190 · Technology Support	230.00	500.00	-270.00	46.0%
5195 · Equipment (Software)	0.00	1,435.00	-1,435.00	0.0%
Total 5100 · Administrative	15,446.06	27,250.00	-11,803.94	56.7%
5200 · Research & Education				
5210 · Smith Travel Reports	5,750.00	5,500.00	250.00	104.5%
5230 · Organizational Memberships	1,000.00	3,000.00	-2,000.00	33.3%
Total 5200 · Research & Education	6,750.00	8,500.00	-1,750.00	79.4%
5250 · Web Site				
5270 · Maintenance & Enhancements	1,962.19			
5280 · SEO & SEM	7,493.93			
5250 · Web Site - Other	0.00	18,000.00	-18,000.00	0.0%
Total 5250 · Web Site	9,456.12	18,000.00	-8,543.88	52.5%
5400 · Consumer Marketing				
5405 · Photo and Video Library	0.00	5,000.00	-5,000.00	0.0%
5430 · Social Media Admin & Adv	5,216.24	12,000.00	-6,783.76	43.5%
5440 · Creative Services	7,559.62	20,000.00	-12,440.38	37.8%
5450 · Media Buy Online	3,215.85	30,000.00	-26,784.15	10.7%
5460 · Travel Show Attendance	2,396.92	2,500.00	-103.08	95.9%
5470 · Trade Show Booth	0.00	1,500.00	-1,500.00	0.0%
5480 · Airport Displays	400.00	750.00	-350.00	53.3%
5420 · E-Marketing	3,339.71	5,000.00	-1,660.29	66.8%
5496 · Visitor Guide & Niche Brochures	547.30	10,000.00	-9,452.70	5.5%
Total 5400 · Consumer Marketing	22,675.64	86,750.00	-64,074.36	26.1%
5500 · Event Marketing				
5548 · Events Operations Management	10,750.00	21,000.00	-10,250.00	51.2%
5501 · Dragon Boat	30,000.00	30,000.00	0.00	100.0%
5502 · Spartan Event	0.00	23,000.00	-23,000.00	0.0%
5509 · Pond Hockey	0.00	30,000.00	-30,000.00	0.0%
5549 · Other Event Marketing	7,750.00	14,500.00	-6,750.00	53.4%
Total 5500 · Event Marketing	48,500.00	118,500.00	-70,000.00	40.9%
5550 · Meetings & Conventions				
5588 · E-News	3,423.62			
5565 · Meeting Planner Shows	4,294.84	10,000.00	-5,705.16	42.9%
5567 · Meeting Planner FAM	4,510.95	12,000.00	-7,489.05	37.6%
5570 · Meeting Planner Incentive Progm	493.93	15,000.00	-14,506.07	3.3%
5573 · Group Photo & Video Library	825.00	6,000.00	-5,175.00	13.8%
5574 · M&C Guide	90.00	7,000.00	-6,910.00	1.3%
5583 · Customer Relationship Mgmt Syst	1,906.26	6,000.00	-4,093.74	31.8%
5575 · Advertising	1,004.25			
5585 · Sales Calls	0.00	1,000.00	-1,000.00	0.0%

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July through December 2016

01/24/17

Accrual Basis

	Jul - Dec 16	Budget	\$ Over Bud...	% of Budget
5587 · Lead Generating Service	0.00	0.00	0.00	0.0%
5589 · M&C Memberships	0.00	1,000.00	-1,000.00	0.0%
5550 · Meetings & Conventions - Other	1,701.00			
Total 5550 · Meetings & Conventions	18,249.85	58,000.00	-39,750.15	31.5%
5650 · Publicity				
5660 · Travel Media Press Trips/FAM	3,981.75	13,000.00	-9,018.25	30.6%
5665 · Proactive & Reactive PR	5,242.10	16,000.00	-10,757.90	32.8%
5680 · Kalispell Branded Merchandise	1,271.66	1,000.00	271.66	127.2%
5690 · Airline Subsidies	1,000.00			
Total 5650 · Publicity	11,495.51	30,000.00	-18,504.49	38.3%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	261,829.84	574,000.00	-312,170.16	45.6%
Net Income	127,735.89	0.00	127,735.89	100.0%

**Kalispell Chamber of Commerce
KCVB P&L by Class
January through December 2016**

	Dragon Boat	Pond Hockey	Spartan	Meetings/ Conv	Wayfinding Grant	Brochure	TOTAL
Income							
4025.00 · Program Revenue	0.00	0.00	0.00	300.00	0.00	2,075.00	2,375.00
4700.00 · Special Events	62,162.01	15,600.00	10,424.50	0.00	0.00	0.00	88,186.51
4400.00 · Grants & Contributions	177.21	0.00	0.00	0.00	0.00	0.00	177.21
4410.00 · TBID Revenue	30,000.00	0.00	25,000.00	0.00	0.00	0.00	55,000.00
Total Income	92,339.22	15,600.00	35,424.50	300.00	0.00	2,075.00	145,738.72
Gross Profit	92,339.22	15,600.00	35,424.50	300.00	0.00	2,075.00	145,738.72
Expense							
5000.00 · Direct Program	45,469.82	11,462.80	20,898.95	123.23	63,100.00	0.00	141,054.80
5060.00 · Bank Fees & Service Charges	283.70	18.00	54.46	0.00	0.00	0.00	356.16
5260.00 · Insurance	3,657.00	1,211.93	1,806.00	0.00	0.00	0.00	6,674.93
5160.00 · Contributions & Scholarships	5,533.00	0.00	4,600.00	0.00	0.00	0.00	10,133.00
5520.00 · Professional Fees	33,494.65	7,020.51	2,096.70	0.00	0.00	0.00	42,611.86
5360.00 · Meetings	78.30	0.00	0.00	620.00	0.00	0.00	698.30
5500.00 · Printing & Publications	140.39	141.25	147.89	0.00	0.00	1,900.00	2,329.53
5400.00 · Miscellaneous	1,372.70	96.00	600.00	0.00	0.00	0.00	2,068.70
5420.00 · Office	976.91	549.95	568.42	0.00	0.00	0.00	2,095.28
5740.00 · Travel	3,043.51	207.93	3,060.37	40.16	0.00	0.00	6,351.97
Total Expense	94,049.98	20,708.37	33,832.79	783.39	63,100.00	1,900.00	214,374.53
Net Income	-1,710.76	-5,108.37	1,591.71	-483.39	-63,100.00	175.00	-68,635.81

Kalspell Chamber of Commerce KCVB Events P & L Detail December 2016

Date	Num	Name	Memo	Class
Income				
4700.00 · Special Events				
4700.10 · Registrations				
12/01/2016	82	Serrano's	2017 Pond Hockey Clas...	400 Economic Development:450 KCVB:452 Pond Ho...
12/13/2016	83	Dangle berries	2017 Pond Hockey Clas...	400 Economic Development:450 KCVB:452 Pond Ho...
12/21/2016	84	Angry Bevers	2017 Pond Hockey Clas...	400 Economic Development:450 KCVB:452 Pond Ho...
12/27/2016	85	Ice Angels	2017 Pond Hockey Clas...	400 Economic Development:450 KCVB:452 Pond Ho...
Total 4700.10 · Registrations				
4850.00 · Sponsors				
12/21/2016	68	Kalspell Toyota-PR	Pond Hockey Sponsorship	400 Economic Development:450 KCVB:452 Pond Ho...
12/21/2016	79	Whitefish Credit Uni...	Pond Hockey Sponsorship	400 Economic Development:450 KCVB:452 Pond Ho...
12/21/2016	80	Professional Therap...	Pond Hockey Sponsorship	400 Economic Development:450 KCVB:452 Pond Ho...
12/21/2016	81	Park Side Credit Un...	Pond Hockey Sponsorship	400 Economic Development:450 KCVB:452 Pond Ho...
12/27/2016	14473	Kalspell Rehabilitat...	Pond Hockey Sponsorship	400 Economic Development:450 KCVB:452 Pond Ho...
Total 4850.00 · Sponsors				
Total 4700.00 · Special Events				
Total Income				
Gross Profit				
Expense				
5000.00 · Direct Program				
5000.10 · Purchases				
12/12/2016		Montana Dept of Co...		400 Economic Development:450 KCVB:457 Wayfindi...
Total 5000.10 · Purchases				
5010.00 · Advertising & Marketing				
12/19/2016	6319	Snowghost Design, ...	Poster Update	400 Economic Development:450 KCVB:452 Pond Ho...
12/19/2016	6320	Snowghost Design, ...	DB Logo Update	400 Economic Development:450 KCVB:451 Dragon ...
12/19/2016	6321	Snowghost Design, ...	Rky Mtn Champ Invite	400 Economic Development:450 KCVB:451 Dragon ...
12/31/2016	14529	KCoC - Wells Fargo...	Sticker Mule	400 Economic Development:450 KCVB:452 Pond Ho...
Total 5010.00 · Advertising & Marketing				
Total 5000.00 · Direct Program				
5060.00 · Bank Fees & Service Charges				
5060.10 · Bank & Credit Card Fees				
12/31/2016			Service Charge	400 Economic Development:450 KCVB:451 Dragon ...
Total 5060.10 · Bank & Credit Card Fees				
Total 5060.00 · Bank Fees & Service Charges				
5260.00 · Insurance				
12/12/2016		Michael Herbert Ins...		400 Economic Development:450 KCVB:452 Pond Ho...
Total 5260.00 · Insurance				
5520.00 · Professional Fees				
5520.10 · Professional Services				
12/31/2016	2653	JK Associates		400 Economic Development:450 KCVB:452 Pond Ho...
Total 5520.10 · Professional Services				
Total 5520.00 · Professional Fees				
5500.00 · Printing & Publications				
12/31/2016		WBD ... Accomodation Bed ...		400 Economic Development:450 KCVB:458 Brochure
Total 5500.00 · Printing & Publications				
5420.00 · Office				
5420.50 · Copies				
12/31/2016	14525	KCoC - Copies	Copies-December	400 Economic Development:450 KCVB:452 Pond Ho...
Total 5420.50 · Copies				
5420.40 · Postage				

11:27 AM

01/24/17

Accrual Basis

Kalispell Chamber of Commerce

KCVB Events P & L Detail

December 2016

Date	Num	Name	Memo	Class
12/31/2016		KCoC - Pitney Bowes		400 Economic Development:450 KCVB:452 Pond Ho...
		Total 5420.40 · Postage		
		Total 5420.00 · Office		
		Total Expense		
		Net Income		

Amount

600.00
600.00
600.00
600.00

2,400.00

3,000.00
1,000.00
500.00
200.00
500.00

5,200.00

7,600.00

7,600.00

7,600.00

133.20

133.20

156.10
360.00
760.66
184.00

1,460.76

1,593.96

22.27

22.27

22.27

769.93

769.93

200.00

200.00

200.00

1,900.00

1,900.00

238.29

238.29

11:27 AM
01/24/17
Accrual Basis

Kalispell Chamber of Commerce
KCVB Events P & L Detail
December 2016

Amount
27.18
27.18
265.47
4,751.63
<u>2,848.37</u>

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	WAYFINDING	WBD BROCHURE	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	0.00	63,100.00	0.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)	0.00	0.00	0.00	0.00	(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)	0.00	0.00	0.00	(3,422.14)
April 2016	(791.00)	(629.25)	23,695.34	0.00	(19,884.69)	0.00	2,390.40
May 2016	5,875.00	300.00	(16,992.43)	0.00	(21,822.00)	0.00	(32,639.43)
June 2016	1,221.34	0.00	(1,295.22)	0.00	(7,974.75)	0.00	(8,048.63)
July 2016	12,201.01	(120.00)	0.00	0.00	(5,996.22)	0.00	6,084.79
August 2016	25,956.68	0.00	0.00	185.76	0.00	0.00	26,142.44
September 2016	(43,625.14)	(649.40)	(649.40)	0.00	(4,095.40)	2,075.00	(46,944.34)
October 2016	(6,425.74)	57.10	0.00	(669.15)	172.67	0.00	(6,865.12)
November 2016	(381.00)	(5,093.44)	0.00	0.00	(3,366.41)	0.00	(8,840.85)
December 2016	(1,142.93)	6,024.50	0.00	0.00	(133.20)	(1,900.00)	2,848.37
Deferred Revenue*		34,200.00					34,200.00
EVENT BALANCES	(2,495.02)	47,464.48	5,298.11	(483.39)	(0.00)	175.00	49,959.18

*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.

DiscoverKalispell.com	Q2 (Oct-Dec 2016)	% change vs. Q2 2016
Sessions	24,405	-8.72%
Unique Visits	20,227	-10.99%
Page Views	51,166	-1.50%
Pg/Visit	2.1	7.91%
Avg Site Duration	1:39	5.78%
New Visits	19,541	87.2% of total
Returning Visitor	2,856	12.8% of total
Growth in Mobile	desktop	45.1% of total traffic
	mobile	43.1% of total traffic
	tablet	11.8% of total traffic
Top pages (all searches)	home page; events; family fun; shopping; winter fun; Glacier; trails and routes; nightlife; Glacier National Park	
Top exit pages	Events; Shopping; family fun; winter fun; packages; trails and routes; lodging listing; Glacier National Park	
Search traffic metrics - (% of total traffic)	Organic search	85%
	Referral	6.2%
	Paid Search	5.9%
Referring Sites	City of Kalispell; Glacier Half Marathon; Pond Hockey Classic; Kalispell Chamber; ads; Downtown Kalispell; visitmt; glaciermt	
Visits by Location	Top cities: Calgary, SLC, Missoula, Dallas, Seattle, Denver, Lethbridge	Top states/provinces: MT, AB,CA, UT, WA, TX, BC, CO, FL, IL
Organic Search	Top keywords: glacier national park; kalispell montana; things to do in kalispell; things to do in kalispell mt; kalispell events	Popular pages: home page; events; family fun; shopping; winter fun; trails and routes; nightlife

STR REPORT – December

Year over Year OCC: +0.5% to 34.6%; DEMAND: +6.8; SUPPLY: +6.2; ADR: -3.5% to \$71.91; RevPAR: -3.1% to \$24.86.

Kalispell Economy class YOY OCC: +20.2%, ADR: -3.8%; Mid/Upper class OCC: -7.6%, ADR: -1.5%

Comp Set: avg ADR change YOY +1.4%; YTD ADR +2.48%

Social Media - December 2016

Discover Kalispell FB	33,382	Total Reach = 3114,946 Avg reach = 5,747
Twitter - 2,637 followers	30,700 impressions	948 profile visits
Instagram - 4,252 followers	increase of 169 followers	
You Tube - 299 subscribers	124,926 views on Kalispell Video; 8,669 on winter video	

Kalispell Convention & Visitors Bureau Sales Report

1/1/2017 - 1/23/2017

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source Current Status	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: ALL FUTURE DEFINITE											
Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017 5/11/2017	International Repeat	\$0.00 \$0.00	0	0	0	0
				Definite							
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017 6/25/2017	International New	\$0.00 \$0.00	0	0	0	0
				Definite							
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	5/15/2017 5/17/2017	National New	\$0.00 \$0.00	40	50	105	0
				Definite							
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018 4/12/2018	International New	\$0.00 \$0.00	170	180	485	0
				Definite							
Event Count:								210	230	590	0
								\$0.00			\$0.00

Status: CURRENT DEFINITE											
Kalispell Convention & Visitors Bureau	2017 MT Pond Hockey-Staff	Sporting Event	Athletic & Sports/Recreation	KCVB Event	1/14/2017 1/22/2017	National Repeat	\$0.00 \$0.00	0	4	28	0
				Definite							
Event Count:								0	4	28	0
								\$0.00			\$0.00

Status: CURRENT LEAD											
Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020 7/23/2020	International New	\$0.00 \$0.00	80	40	180	0
				RFP							
Northwestern Energy	Business & Economic Research's Economic Outlook Seminar Reception	Social Gathering	Utilities	Local referral	2/6/2017 2/6/2017	Local Repeat	\$0.00 \$0.00	52	0	0	0
				Lead							
Event Count:								132	40	180	0
								\$0.00			\$0.00

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope New/Repeat	Economic Impact Est Actual	Attend Rooms	Peak Requested Rooms	Contracted Rooms
Status: LEADS SENT										
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017 6/25/2017	International New	\$0.00 \$0.00	0 0	0 0	0 0
	Definite									
	Event Count:	1					\$0.00	0	0	0
							\$0.00			
Status: TURNED ASSIST										
Montana Rotary-District 5390	2017 District Conference	Meeting		Called KCVB	4/27/2017 4/28/2017	Unknown New	\$0.00 \$0.00	0 0	0 0	0 0
				Services Assist						
	Event Count:	1					\$0.00	0	0	0
							\$0.00			
	Event Count:	9					\$0.00	342	274	798
							\$0.00			

January 2017 Goal Sheet

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

1. 2017 Glacier Half Marathon

Sales Calls & Site Visits:

Venue Site Visits

1. Holt Stage Hideaway

Sales Calls

1. Bobbie Lot-Director of Operations with Theta Healing-already has brought meetings to Kalispell-let her know how I can help going forward if she has more
2. Sandy Evenson-Harlow's-discussed their availability and how KCVB can help
3. Pacific Northwest National Laboratory – www.pnl.gov
4. Conagra Foods- www.conagrabrands.com
5. CH2M Hill-www.ch2m.com
6. Tyson Foods-www.tysonfoods.com
7. Trios Health-www.trioshealth.org
8. Energy Northwest-www.energy-northwest.com
9. AREVA-us.areva.com
10. Department of Energy
11. Bybee Foods-www.crffrozenfoods.com
12. Boise Cascade-www.bc.com
13. Reser's Fine Foods-www.resers.com
14. Lampson International-www.lampsoncrane.com
15. Lockheed Martin-www.lockheedmartin.com
16. Washington River Protection Solutions-www.wrpstock.com
17. Music Teachers Association-www.mtna.org
18. National Association of Purchasing Management-www.american-purchasing.com
19. National Association of Women in Construction-www.nawic.org
20. National Association of Home Builder's-www.nahb.org
21. MT Grain Growers Association-www.mgga.org

January Highlights:

1. 2016 Annual Review Presentation
2. Attended LinkedIn Workshop
3. Attended January Leadership Flathead Session
4. Provided Hotel Conference information for Association News
5. Provided information for Admin Advantage website for Administrative professionals
6. Rolled out Bring it Home Campaign at Kalispell Chamber Luncheon
7. Pond Hockey Classic

Total Contracted Rooms:

1. International Round Up-435 Rooms
2. Skijoring-TBD

TBID Revenue Report FY13 - FY16

FY 2013 \$2/rm night

Total Gross Revenue	Projected	Actual	% Change
	\$465,000	\$491,006	5%
	FY 2013	rm nights	FY13 vs FY 12
Q1 JUL-SEP	\$ 197,799.00	98,900	5%
Q2 OCT-DEC	\$ 90,171.00	45,086	11%
Q3 JAN-MAR	\$ 80,902.00	40,451	5%
Q4 APR-JUN	\$ 122,134.00	61,067	7%

FY 2014 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$475,000	\$527,406	11%
	FY 2014	rm nights	FY14 vs FY 13
Q1 JUL-SEP	\$ 209,558.00	104,779	6%
Q2 OCT-DEC	\$ 99,290.00	49,645	10%
Q3 JAN-MAR	\$ 86,500.00	43,250	7%
Q4 APR-JUN	\$ 132,058.00	66,029	8%

FY 2015 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$550,000	\$556,622	1%
	FY 2015	rm nights	FY15 vs FY 14
Q1 JUL-SEP	\$ 223,424.00	111,712	7%
Q2 OCT-DEC	\$ 100,382.00	50,166	1%
Q3 JAN-MAR	\$ 92,180.00	46,090	7%
Q4 APR-JUN	\$ 140,636.00	70,318	6%

FY 2016 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$565,159	8%
	FY 2016	rm nights	FY16 vs FY 15
Q1 JUL-SEP	\$ 209,450.88	104,725	-6%
Q2 OCT-DEC	\$ 100,490.00	50,245	0% *
Q3 JAN-MAR	\$ 100,756.00	50,378	9% *
Q4 APR-JUN	\$ 154,462.00	77,231	10% *

FY 2017 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$525,000		
	FY 2017	rm nights	FY17 vs FY16
Q1 JUL-SEP	\$ 235,046.00	117,523	12% *
Q2 OCT-DEC			
Q3 JAN-MAR			
Q4 APR-JUN			

*inclusion of new properties