

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

Location: Kalispell Chamber of Commerce

AGENDA

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

1. Hear from the Public

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

2. Board Action Items

- a) Approval of minutes from June 7, 2017
- b) Approval of TBID financial statements for May, 2017

3. Board Discussion

- a) Glacier Half Marathon recap
- b) Event Updates: Indoor Soccer, Dragon Boat
- c) Event Grant status update: FVHA
- d) Marketing Updates
- e) IRU Planning Committee
- f) Group, M&C Updates

Enclosures: June 7, 2017 minutes
TBID financial statements for May 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
June 7, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Zac Ford, Dawn Hendrickson, Shawn Campbell, Janet Clark, Lisa Brown, Laurie Otto-Bradford

Board Members Absent: Dan Moderie

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

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

1. Hear from the Public – no public comments

2. KCVB Event Grant applications:

Flathead Valley Hockey Association – Craft Brewers Cup Hockey Tournament and Beer Festival, December 1 – 2, 2017

Action: Motion was made by Janet Clark to approve \$2,500 cash and value of \$1,000 assistance in in-kind promotion with stipulations that a 3rd day of games is added as FVHA has proposed and a link to the Discover Kalispell lodging page is provided to event attendees and is the only lodging link provided.

Discussion: FVHA proposes the addition of a third day of games which will allow for more teams but will also bring added costs: \$2,500 for jerseys and \$1,000 for refs. Enhanced marketing of the event is also planned and will target Missoula, Bozeman, Helena and Great Falls. Rob recommended surveying participants to collect data on where they're staying and how much they're spending. FVHA is raising \$150,000 to install a concrete base for the ice at Woodland Ice Rink. Board recommended that FVHA look into a MOTBD tourism facility grant. Board discussed that TBID properties get room nights through the winter from FVHA jamborees. Board approved unanimously.

Event at Rebecca Farm -

Action: Motion was made by Janet Clark to approve a \$500 sponsorship. Motion seconded by Shawn Campbell. Discussion: sponsorship allows us to have a host destination table and distribute information. Board approved unanimously.

Flathead Celtic Festival, September 16, 2016 -

Action: Motion made by Janet Clark to approve a grant of \$1,000. Motion seconded by Shawn Campbell. Discussion: event organizers are adding activities and growing the event each year. Board approved unanimously.

3. Board Action Items

a. Approve minutes from the May 3, 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 April, 2017:

Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.

- c. FY19 budget adjustment due to increased health insurance costs:

Action: Motion was made by Lisa Brown to transfer \$11,500 from surplus Pond Hockey Classic funds in the CVB private funds account to cover the increased cost of staff health insurance. Motion seconded by Janet Clark. Discussion: the budget is approved at the April board meeting each year, however health insurance rate information is not available until June. A 13% increase was built into the budget, but the actual increase in rates was 26% over last year. Monies will be transferred during FY18. Board approved unanimously.

4. Board Discussion

a. Spartan recap – 7,507 racers were registered. 77% were from 100+ miles away. The Beast drew 3,317 racers and The Sprint attracted 3,790. Rain on Sunday prompted some racer no-shows and a drop in the number of spectators which caused beer sales to be down. Spartan, Inc. continues to be committed to the event and has scheduled May 5 – 6 as the dates for 2018. CVB created Spartan Guinness World Record Burpee Event to draw people into downtown and add an incentive to stay in Kalispell. All ages lined up at the entrances to Depot Park to help break the Guinness record. 757 was the final count which was enough to establish the new record. Participants were given a free beer token to redeem over the weekend at Moose's, Brannigan's or the Kalispell Brewing Co. Downtown businesses reported increased traffic before and after the burpee event.

b. Event Updates:

Indoor Soccer – save-the-date cards have been printed and placed on windshields at tournaments around the state including the Three Blind Refs Tournament in Kalispell. Clubs are responding with interest. A committee meeting is planned for June. Rob will be working with Flathead Soccer Club, Flathead Rapids and MSC. The website splash page is up. URL is www.montana.soccer. The website can be used as a vehicle for communications for all local teams and will be useful in driving lodging business for tournaments. Registration will open 9/1/17.

Glacier Half Marathon – organizers have found the permitting process challenging and have been required by the tribe to move the event campground to the fairgrounds in Browning. GHM is hiring a tribal workforce for the event. Participation is projected at 2,500 runners coming from 49 states and 5 countries. For 52%, it will be the first visit to GNP. Kalispell CVB will have a table at the Friday expo. GHM is looking at holding the event in West Glacier next year. CVB is hosting a travel writer from Points North Atlanta who will participate in the run after spending two days in Kalispell.

Dragon Boat Festival – save-the-date cards are being distributed. 28 teams are registered. Only one Canadian team has committed so far. Past Canadian teams are being contacted to see if they plan to attend. Six Rocky Mountain Championship Teams have registered: one from British Columbia, Washington, California, Montana and two from Nevada. New festival activities for paddlers and spectators are being planned including paddle board boxing.

c. Group, M&C Updates:

Dawn requests that everyone follow the Discover Kalispell Meetings & Convention [Linked In page](#). M&C news has an email list of 920. The newsletter follows a consistent format: a group activity suggestion, a featured conference property (must accommodate a minimum of 100), a link to an insight on an industry publication and an invitation and sign-up to the FAM trip in September. Four RFP's were distributed in May: Vancouver group, Ex. Forum for City Managers, Dow Agri-Sciences and the National Invasive Species Council. Dawn send [leads from International Roundup plus the tradeshow report](#) and

information about attendees and leads. Hosting IRU in Kalispell next year is a great opportunity to put Kalispell top-of-mind. Host hotel will be Red Lion with the banquet at Hilton Garden Inn. Let Dawn know which receptors you're working with. Dawn is coordinating with tour operators to identify shoulder season opportunities. RMI sponsorship opportunities are available. CVB encourages everyone to let us know about visiting groups so we can provide welcome bags - 185 were distributed last month.

d. Marketing Updates:

TBID collections for 3rd Quarter show a 1% decrease year over year. Records indicate a 20% increase in 30 day exemptions over last year. STR reports a decrease in April occupancy of 8%. The Governor's Conference on Tourism took place in April 2016 which may account for some of the shift in occupancy for the month. Comp set shows an average OCC of -2.78% for April. CVB will continue to focus events on Kalispell and provide incentives to stay in town, for example the Spartan Guinness Burpee Event in Depot Park and the free Dragon Bus transportation to the race venue for teams staying in Kalispell hotels. Eagle Transit is providing a GNP shuttle this summer. The schedule is on the Eagle Transit website. Spring / Summer Media Plan – CVB is launching a social media campaign focused on the Spokane drive-market. Three summer events are featured: Bigfork White Water Festival, Bigfork Summer Theater and the Event at Rebecca Farm. Clicks are directed to a unique landing page for each event on the Discover Kalispell website that directs viewers to lodging packages and directory. Another segment of the campaign is centered on the San Francisco market to continue to build brand awareness following up the winter campaign and promote the summer season direct flight. Media placements are targeting outdoor enthusiasts in include a sponsored story in SFChronicle.com, SFGate.com and local CBS affiliate CBSSF.com in addition to ads on Facebook and Instagram.

Diane will present the CVB marketing plan at the Tourism Advisory Council meeting in Havre June 12 – 13. The group is planning discussion on why non-resident visitor spending has decreased. TBID board discussion suggested visitors are preparing their own meals rather than eat in restaurants, Canadians are coming less frequently and spending less when they get here. New residents may be doing 30 day rentals on hotels when they first arrive because long term rentals are difficult to find. MOTBD requested input on questions tourism organizations would like surveyors to ask Montana residents when they are interviewed.

Meeting was adjourned at 4:30 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
July 5, 2017

TBID Funds – Expense Summary May 2017

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

Consumer: airport display stocking; credit - Calgary Outdoor Show expenses – reimbursement from Red Lion Hotel; photo usage spring/summer campaign; quarterly enews

Event: event operation mgmt. monthly payment for May (Rob)

Meetings & Convention: M&C quarterly enews; RMI Roundup conference expenses and incentive; Brand USA Fam expenses; AFVISA conference sponsorship

Publicity: Adventure Travel press trip expenses; Heather Brown, Points North Atlanta press trip expenses; branded Kalispell bags for conferences

KCVB Event Funds - Summary May 2017

Dragon Boat 2017: (2017 - \$30,000 TBID)
Balance forward from 2016: (\$2,495.02) **includes expenses for 2017 festival
Income: \$10,561.99
Expenses: \$5,870.20
Balance: \$2,196.77 **includes expenses for 2017 festival

Spartan 2017: (2017 - \$23,000 TBID)
Balance forward from 2016: \$5,298.11
Income: \$31,820.00
Expenses: \$32,287.74
Balance: \$4,830.37

Pond 2017: (2017 - \$30,000 TBID)
Balance forward from 2016: \$12,764.48
Income: \$68,927.00
Expenses: \$58,090.98
Balance: \$23,600.50

Indoor Soccer 2018: (2017 - \$20,000 TBID)
Balance forward from 2016: 0
Income: \$20,000.00
Expenses: \$826.15
Balance: \$19,173.85

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$253.56)

Tourism Business Improvement District

Balance Sheet

As of May 31, 2017

	<u>May 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	218,865.29
Total Checking/Savings	<u>218,865.29</u>
Total Current Assets	218,865.29
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>248,050.57</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	20,369.66
Total Accounts Payable	<u>20,369.66</u>
Total Current Liabilities	<u>20,369.66</u>
Total Liabilities	20,369.66
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	65,981.63
Total Equity	<u>227,680.91</u>
TOTAL LIABILITIES & EQUITY	<u>248,050.57</u>

Tourism Business Improvement District

Profit & Loss

May 2017

06/23/17

Accrual Basis

	May 17	Jul '16 - May 17
Income		
4000 · TBID Revenue	100,137.00	595,068.00
4100 · Interest Income	17.83	166.40
Total Income	100,154.83	595,234.40
Expense		
5000 · Staffing	15,997.22	205,128.14
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	2.30	63.94
5125 · Bookkeeping	360.00	3,000.00
5140 · Office Supplies	42.18	490.05
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	185.83	1,246.30
5160 · Rent	700.00	6,300.00
5165 · Storage Unit	0.00	720.00
5180 · Telephone	323.09	2,816.47
5185 · Travel & Entertainment	356.73	2,000.79
5190 · Technology Support	40.00	430.00
5195 · Equipment (Software)	0.00	123.64
Total 5100 · Administrative	2,010.13	24,544.05
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 · Winter Prize Package	0.00	1,412.47
5405 · Photo and Video Library	100.00	100.00
5430 · Social Media Admin & Adv	0.00	7,002.23
5440 · Creative Services	0.00	11,377.49
5450 · Media Buy Online	0.00	14,645.45
5460 · Travel Show Attendance	-100.11	3,738.80
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	650.00
5420 · E-Marketing	295.03	5,120.80
5496 · Visitor Guide & Niche Brochures	0.00	9,663.40
Total 5400 · Consumer Marketing	344.92	53,710.64
5500 · Event Marketing		
5512 · Futsal/Indoor Soccer	0.00	20,000.00
5548 · Events Operations Management	2,500.00	22,750.00
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	0.00	11,050.51
Total 5500 · Event Marketing	2,500.00	136,800.51
5550 · Meetings & Conventions		
5576 · Digital	0.00	5,148.05
5588 · E-News	32.51	6,501.38
5565 · Meeting Planner Shows	777.54	7,852.96
5567 · Meeting Planner FAM	0.00	4,894.35
5570 · Meeting Planner Incentive Progm	480.32	2,017.61
5573 · Group Photo & Video Library	0.00	825.00

1:31 PM

Tourism Business Improvement District

Profit & Loss

May 2017

06/23/17

Accrual Basis

	<u>May 17</u>	<u>Jul '16 - May 17</u>
5574 · M&C Guide	0.00	8,217.65
5583 · Customer Relationship Mgmt Syst	0.00	4,906.26
5575 · Advertising	0.00	21,844.61
Total 5550 · Meetings & Conventions	1,290.37	62,207.87
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	381.00	9,281.17
5665 · Proactive & Reactive PR	0.00	9,001.25
5680 · Kalispell Branded Merchandise	755.68	2,027.34
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	1,136.68	21,309.76
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	23,279.32	529,252.77
Net Income	76,875.51	65,981.63

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

	<u>Jul '16 - Ma...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	595,068.00	574,000.00	21,068.00	103.7%
4100 · Interest Income	166.40			
Total Income	<u>595,234.40</u>	<u>574,000.00</u>	<u>21,234.40</u>	<u>103.7%</u>
Expense				
5000 · Staffing	205,128.14	227,000.00	-21,871.86	90.4%
5100 · Administrative	24,544.05	29,250.00	-4,705.95	83.9%
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	53,710.64	88,250.00	-34,539.36	60.9%
5500 · Event Marketing	136,800.51	146,750.00	-9,949.49	93.2%
5550 · Meetings & Conventions	62,207.87	95,000.00	-32,792.13	65.5%
5650 · Publicity	21,309.76	30,000.00	-8,690.24	71.0%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	<u>529,252.77</u>	<u>642,750.00</u>	<u>-113,497.23</u>	<u>82.3%</u>
Net Income	<u><u>65,981.63</u></u>	<u><u>-68,750.00</u></u>	<u><u>134,731.63</u></u>	<u><u>-96.0%</u></u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	INDOOR SOCCER	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	0.00	15,084.18
January 2017	(300.00)	32,799.38	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	2,196.77	23,600.50	4,830.37	(483.39)	19,173.85	(253.56)	49,064.54

Kalispell Chamber of Commerce
KCVB P&L by Class
January through May 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	10,561.99	38,927.00	8,820.00	0.00	0.00	58,308.99
4410.00 · TBID Revenue	0.00	30,000.00	23,000.00	20,000.00	0.00	73,000.00
Total Income	<u>10,561.99</u>	<u>68,927.00</u>	<u>31,820.00</u>	<u>20,000.00</u>	<u>2,000.00</u>	<u>133,308.99</u>
Gross Profit	10,561.99	68,927.00	31,820.00	20,000.00	2,000.00	133,308.99
Expense						
5000.00 · Direct Program	3,525.53	34,434.76	22,553.50	600.00	159.99	61,273.78
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	117.13	117.13
5260.00 · Insurance	845.00	154.13	1,243.00	0.00	0.00	2,242.13
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	1,170.00	15,133.15
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	422.00	0.00	0.00	3,422.00
5420.00 · Office	0.00	0.00	0.00	0.00	806.44	806.44
5740.00 · Travel	0.00	4,225.49	816.66	0.00	0.00	5,042.15
Total Expense	<u>5,870.20</u>	<u>58,090.98</u>	<u>32,287.74</u>	<u>826.15</u>	<u>2,253.56</u>	<u>99,328.63</u>
Net Income	<u>4,691.79</u>	<u>10,836.02</u>	<u>-467.74</u>	<u>19,173.85</u>	<u>-253.56</u>	<u>33,980.36</u>

RECENT PRESS

Kalispell and Moose's, DeSoto Grill, Kalispell Grand and Hilton Garden Inn got a shout-out in NW Travel Magazine's article on a Cascades-to-Glacier road trip. <http://nwtravelmag.com/road-trip-north-cascades-glacier/>

Country Living Magazine described Flathead Lake as "dazzling" in "15 of the Clearest Bodies of Water in North America." <http://www.countryliving.com/life/travel/news/g4432/clearest-lake-in-the-us/?slide=9>

Dragon Boat Festival, Arts In Park, Symphony Pops, Event at Rebecca Farm, and NW MT Fair featured in Local flair and flavor: Summer Events in Kalispell, NW Travel Magazine. <http://nwtravelmag.com/local-flare-flavor-summer-events-kalispell/>

PRESS TRIPS

Adventure Cycling, June 3-6: We hosted a family of four from Adventure Cycling for a bicycle-focused trip in Kalispell and Glacier National Park. A photographer went along on the rides to provide images for our photo library and the editorial that will be featured on Adventure Cycling. The rides include Foy's To Blacktail Trails, Rails to Trails, Going To The Sun Road, and a Ride Through History – historic downtown Kalispell tour of museums and restaurants.

Heather Brown, Points North Atlanta, June 21-23: Points North is an upscale adventure publication out of Atlanta. Heather and a colleague spent two days in Kalispell before participating in the Glacier Half Marathon.

DISCOVER KALISPELL.COM HIGHLIGHTS

72 EPIC HOURS IN NW MONTANA - Got a long weekend? We've got a plan. Here's a way to launch a memorable summer weekend in the place we call home - which also happens to be one of the Northwest's most beautiful travel destinations. <http://www.discoverkalispell.com/72-epic-hours-nw-montana/>

FACES OF THE FLATHEAD - At the Kalispell CVB we often hear that even though we live in one of the most beautiful places in the world, it's the people our visitors meet who make a trip to Northwest Montana so exceptional. We'd like you to meet just a few of the fascinating people who call Northwest Montana home and who epitomize our Western hospitality and the Montana entrepreneurial spirit. <http://www.discoverkalispell.com/faces-of-the-flathead/>

2017 SPARTAN RACE POST REPORT – In board packet

DRAGON BOAT FACEBOOK ADVERTISING CAMPAIGN - March 21-April 30

Promoting Rocky Mountain Championship to solicit teams from new markets. Retarget top-of-funnel video viewer audience with 3 ad sets leading to conversion of completed application.

Top of funnel audience size 76,351: CTR 1.26%, video views at 3 sec 68,221; 1,803 link clicks; .31 CPC

Middle funnel retargeting 50% video views and 25% video views: 50% views = 5,800; 25% views = 10,700

Bottom funnel direct to landing page for conversion to complete application and contact Vonnie: page 1 converted at 23%; page 2 converted at 26%

Overall insights: \$496.50 ad spend; 36,743 impressions; 7,251 reach; 57 leads at \$8.71/lead; 23 completed applications.

SOCIAL MEDIA REPORT (May)

Twitter – 38,400 impressions; 2866 followers; 1.3% engagement rate; 117 retweets

Instagram – 5,027 followers - 181 new

Facebook – 32,672 likes; total reach 173,819; average reach 7,901; total post impressions 371,448

STR REPORT – MAY

Year over year, May OCC -4.6% to 52.1%; ADR – 1.4% to \$82.26; RevPAR – 6.0% to \$42.86; Demand +1.3%

Kalispell Economy class OCC +9.5%, ADR – 1.5%; Mid/Upper class OCC -10.8%, ADR -0.2%

Comp Set avg OCC -1.2 to 63.68%

United States: OCC +1.5%; ADR +2.0%; RevPAR +3.6%. Montana: OCC +2.8%; ADR +2.6%; RevPAR +5.4%

GLACIER NATIONAL PARK – SUMMER TIPS FOR YOUR GUESTS

Here are a few tips to help your guests have an enjoyable visit to the Park:

1. Best source for up-to-date information and road status is GNP Twitter - @GlacierNPS. Includes information when parking lots are full including Logan Pass, Avalanche, Bowman and Kintla Lakes, etc.
2. If possible, avoid the peak hours of 10am-3pm when traveling the Going to the Sun Road.
3. Recommend heading from east to west (less crowded route) vs west to east.
4. Visit other parts of the park such as Many Glacier, Two Medicine, St. Mary's, Polebridge/North Fork.
5. Free shuttles service begins July 1 and runs through September 18
6. If camping or backpacking use the shuttle to avoid leaving a vehicle in a parking lot overnight (important for locals)
7. Carpool to the park (important for locals)
8. 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.
9. Recommend to your guests that they carry bear spray and visit the GNP website for other tips and recommendations.
10. Direct your guests to the Kalispell VIC, West Glacier VIC and the Discovery Center in West Glacier for activity ideas outside the park.

KALISPELL VIC

Summer hours: M-F 8am-5pm, Saturday 10am-4pm, Sunday 10am-3pm

New brochures available: updated Kalispell/Flathead Valley tear off maps; Glacier Park O'Ranger brochures

Mobile friendly digital visitor guide available at <http://www.discoverkalispell.com/2017-Travel-Guide/>

Montana Spartan Race 2017

Event Summary Report Kalispell Convention and Visitors Bureau

Montana Spartan Sprint and Beast : The Montana Spartan Race returned for the fifth year on May 6 & 7, 2017. Saturday's Spartan Beast was approx. 15 miles and 30+ obstacles. Sunday's Spartan Sprint was over 5 miles with approx. 25 obstacles. The 2018 Montana Spartan Race is scheduled for May 5th & 6th. Registration is open.

Racers: Total 7,507 racers: Beast = 3,717; Sprint = 3,790
 77% (6,588) of total registered racers were from 100+ miles away
 5,451 racers were from 200 miles or more away
 619 kids race
 16.4% no show rate on Sunday due to cold and rainy conditions

Kalispell Room Nights: TBID properties (that have reported) received 1,000+ room nights from the event.

Survey results:

40% of out of county visitor reported this being their first time visiting the Flathead Valley

Average travel size 2.77 people

Mean age of respondents was 38

Mean number of nights spent in Kalispell was 1.99

Accommodations: 59% stayed in hotel/motel (2016 = 56%); 11% stayed in rental cabin/home (2016 = 15%)

78% say they would attend Montana Spartan Race next year (2016 = 88%) Cost of event was item most dissatisfied with.

What they liked: 'Ass officially kicked'; beautiful area of the country we might otherwise have not experienced; Like the atmosphere of the race, people, entertainment and food from local area; Free IPA; Great event for kids; Everyone super friendly; Montana wants us here.

What they didn't like: Cost of event; Haven't seen a bear yet; Rain and cold

Event Economic Impact: \$3,940,352 was created and spent in the Flathead Valley from this event. (The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help determine this value and satisfaction ranking.)



Continued on back

Montana Spartan Race 2017

Spartan Guinness World Records Attempt :

Saturday, May 6, 6PM, Depot Park, Kalispell

Record Attempt: Most people doing burpees continuously for two minutes.

Current records held in the U.K. with 689 people

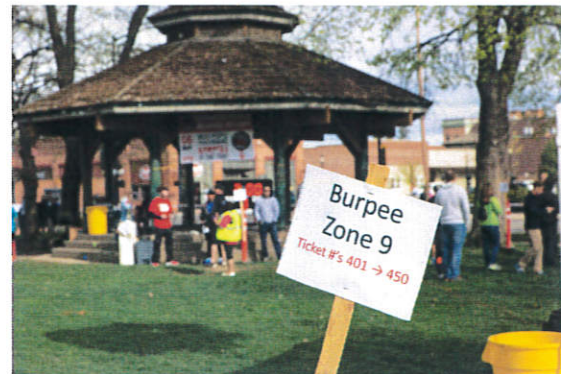
Total participants during Kalispell burpee event = 757

Spartan race emcee along with Leah Lindsey entertained and motivated the crowd.

Based on Guinness record attempt requirements we had official timers, stewards for the burpee zones of 50 people each, judges and witnesses.

Each participant received token to redeem for free beer or n/a beverage at Brannigans, Mooses, or Kalispell Brewery.

Total of 263 token redeemed. Downtown Kalispell restaurants reported high numbers that evening.




BURPEE EVENT

SPARTAN RACE MONTANA 2017 **BE A PART OF HISTORY**

Help us attempt to break **THE GUINNESS WORLD RECORDS** FOR MOST PEOPLE PERFORMING BURPEES *at one time*

06 MAY 6PM

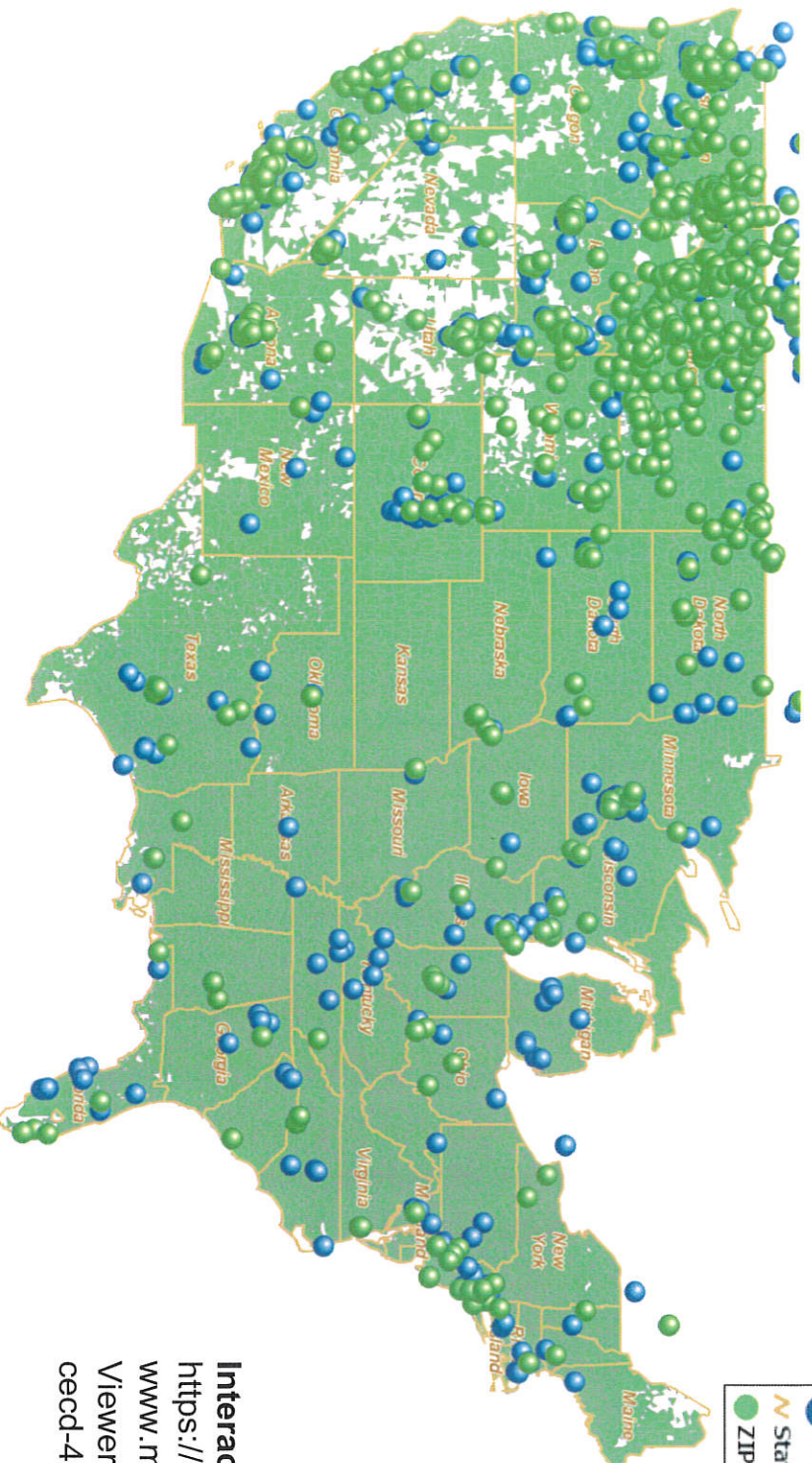
DEPOT PARK Downtown KALISPELL

COME ONE COME ALL
If you can do a burpee we need you!

Show up and claim your SPOT and prize!



2017 Zip Code Map



- Montana_sprint_beast_2017 - Montana sprint
- Montana_sprint_beast_2017 - Montana beast
- ▭ States
- ZIP5 codes

Interactive Link:
[https://](https://www.mapbusinessonline.com:443/Viewer.aspx/cfc685a9-cecd-4dca-8a22-ec0fe6454a58)

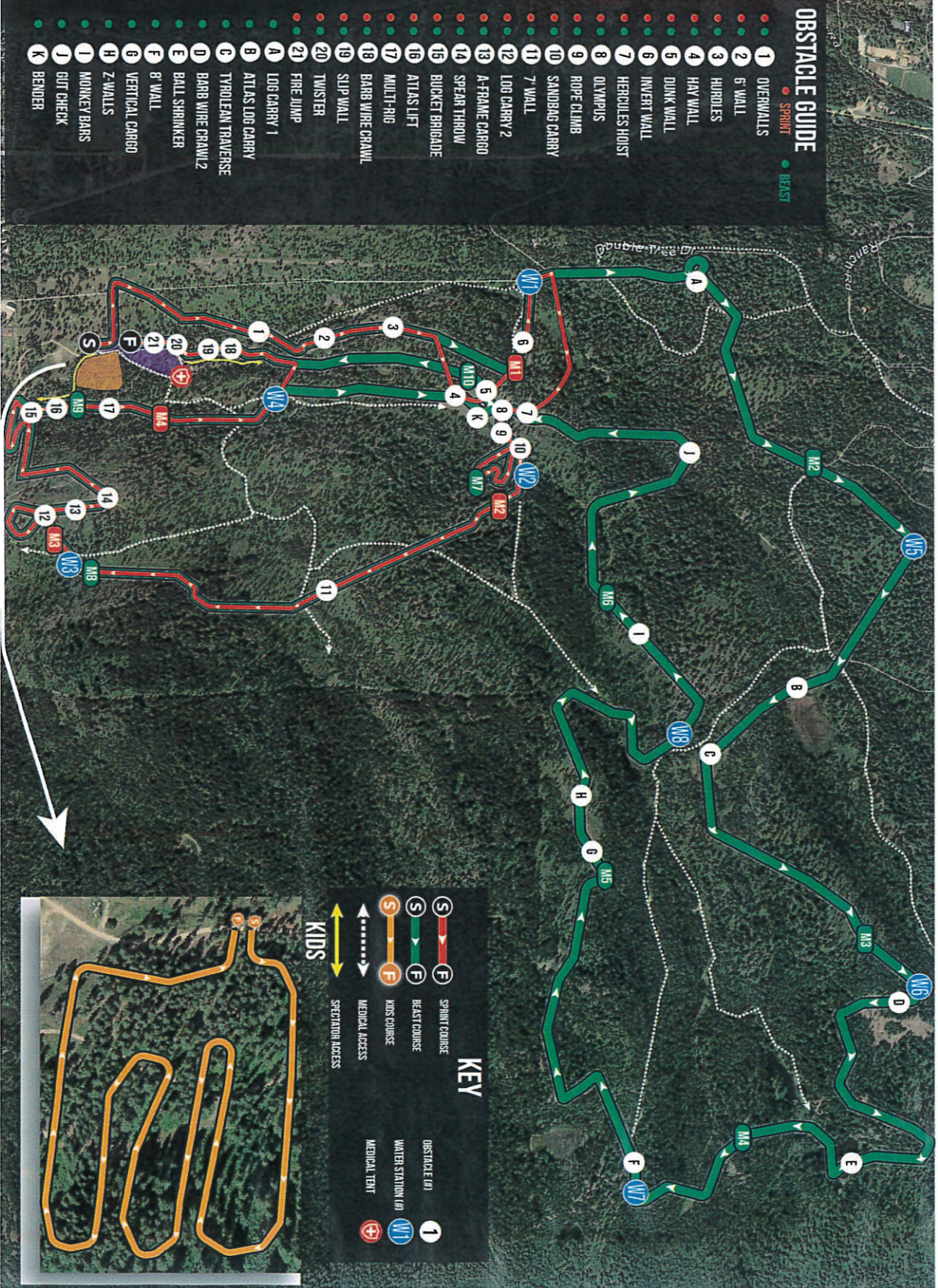
www.mapbusinessonline.com:443/Viewer.aspx/cfc685a9-cecd-4dca-8a22-ec0fe6454a58



SPARTAN RACE
COURSE MAP
MONTANA BEAST & SPRINT
FLATHEAD LAKE LODGE
426 QUARTER CIRCLE WAY
BIGFOOT MT 59911

OBSTACLE GUIDE

- SPRINT ● BEAST
- 1 OVERWALLS
- 2 6' WALL
- 3 HURDLES
- 4 HAY WALL
- 5 DUNK WALL
- 6 INVERT WALL
- 7 HERCULES HOIST
- 8 OLYMPIUS
- 9 ROPE CLIMB
- 10 SANDBAG CARRY
- 11 7' WALL
- 12 LOG CARRY 2
- 13 A-FRAME CARGO
- 14 SPEAR THROW
- 15 BUCKET BRIGADE
- 16 ATLAS LIFT
- 17 MULTI-RIG
- 18 BARR WIRE CRAWL
- 19 SLIP WALL
- 20 TWISTER
- 21 FIRE JUMP
- A LOG CARRY 1
- B ATLAS LOG CARRY
- C TYROLEAN TRAVERSE
- D BARR WIRE CRAWL 2
- E BALL SHRINKER
- F 8' WALL
- G VERTICAL CARGO
- H Z-WALLS
- I MONKEY BARS
- J GUT CHECK
- K BENDER



KEY

- SPRINT COURSE
- BEAST COURSE
- KIDS COURSE
- OBSTACLE (N)
- WAITER STATION (M)
- MEDICAL TENT
- S (S)
- E (E)
- F (F)
- 1 (1)
- M (M)
- +

← MEDICAL ADDRESS
 ← MEDICAL ADDRESS
 ← SPECTATOR ADDRESS
 ← SPECTATOR ADDRESS

KIDS



June 2017 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's/Leads Sent:

- 2017 Holder/Dermoty Wedding
- 2017 Flathead Celtic Festival
- 2018 Safetyfest

Sales Calls & Site Visits:

Venue Site Visits

- Glacier Hope Homes

Sales/Phone Calls

- Defenders Trail-Roger Dixon-new organization considering a series of group tours to Kalispell-provided information on hotels and area
- Carousel Meetings and Incentives-reached out to Lucy Hicks who I have previously worked with to let her know about KCVB services
- Hog & Saw Farm-Melanie Cross-spoke to Melanie about offerings they had for group activities-location for dinners, small petting zoo, garden with access to a kitchen
- Provocative Meetings-Al Hasam inquired about the FAM trip. Told him the activities that we were considering-he didn't think he could attend and asked for additional information and how the KCVB can help
- Evergreen Council on Problem Gambling-Maureen Greely-had questions about the FAM-shared the activities we were considering, she would be interested in the spring FAM
- Fairhaven Global Site Solutions-had questions about the FAM-shared the activities and KCVB services-spring looks like the best option
- Market Beautiful (formerly Vintage White)-Jana Roach - does the 2 shows at the fairgrounds each year, talked about offering hotel rates for her December show-says they draw a lot of out of market business
- Abstract Promoters-Robin Cook-planning a trade show this October-large percentage is local-referred her to Margit

Groups Assisted

- The Bon Ton Stores-provided information for Herberger's Grand Opening

May Highlights

DMAI & Empowermint preliminary enrollment process

Attended VIC Volunteer Orientation site tours of LaQuinta, Greenwood Suites & SpringHill

Welcome bags for Event at Rebecca Farms-100 bags and 175 Visitor Guides

Kalispell Culture Brochures for Model T convention in Whitefish-200

RealAmerica Chat-monthly chat call

Help with West Glacier VIC Open House

Assisted with Western Governor brewery tour-promoting Kalispell Brewery and Glacier Sun Winery

Kalispell Chamber Luncheon-20 under 40

FAM Evites sent to over 11,000 new planners and over 900 in our current M&C database

Kalispell Convention & Visitors Bureau Sales Report

6/1/2017 - 6/30/2017

Event Type: All

Sales Rep: Dawn Jackson

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

Status: ALL FUTURE DEFINITE

Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		KCVB Event	9/8/2017	9/9/2017	International	\$0.00	0	0	0	0	
				Definite			Repeat	\$0.00					
Kalispell PeeWee Baseball	2017 Firecracker Tournament	Sporting Event	Athletic & Sports/Recreation	Local referral	6/29/2017	7/1/2017	Regional	\$0.00	1,850	0	0	0	
				Definite			Repeat	\$0.00					
Montana Equestrian Events	2017 North American Junior & Young Rider Championships	Sporting Event	Athletic & Sports/Recreation		7/17/2017	7/23/2017	International	\$0.00	0	40	280	210	
				Definite			New	\$0.00					
Rocky Mountain International	2018 International Roundup	Meeting	Meetings/Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018	4/12/2018	International	\$0.00	170	180	485	0	
				Definite			New	\$0.00					
Event Count:									4	2,020	220	765	210
									\$0.00				

Status: CURRENT DEFINITE

Hotel Lobbyists	2017 National Invasive Species Council	Meeting	Association	Whitfish CVB	6/27/2017	6/29/2017	National	\$0.00	0	15	25	0	
				Definite			New	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017	6/25/2017	International	\$0.00	0	0	0	0	
				Definite			New	\$0.00					
Kalispell PeeWee Baseball	2017 Firecracker Tournament	Sporting Event	Athletic & Sports/Recreation	Local referral	6/29/2017	7/1/2017	Regional	\$0.00	1,850	0	0	0	
				Definite			Repeat	\$0.00					
Event Count:									3	1,850	15	25	0
									\$0.00				

Status: CURRENT LEAD

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

Holder/Dermody Wedding	Holder/Dermody Wedding	Social Gathering		Local referral	8/18/2017	Regional	\$0.00	0	10	20	0	
				RFP	8/19/2017	New	\$0.00					
Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020	International	\$0.00	80	40	180	0	
				RFP	7/23/2020	New	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/27/2017	International	\$0.00	0	0	0	0	
				Lead	5/28/2017		\$0.00					
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/19/2017	International	\$0.00	0	0	0	0	
				Lead	8/9/2017		\$0.00					
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	7/19/2017	International	\$0.00	0	0	0	0	
				Lead	7/23/2017		\$0.00					
Koimonia Travels and Tours	2017 Vancouver to Spokane Tour	Tour		Called KCVB	8/8/2017	Regional	\$0.00	30	15	15	0	
				Lead	8/8/2017	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		\$0.00					
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country	1/15/2019	National	\$0.00	0	0	0	0	
				Lead	1/19/2019	New	\$0.00					
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country	1/22/2019	National	\$0.00	0	111	451	0	
				Lead	1/26/2019	New	\$0.00					
Event Count:								9	710	176	666	0
								\$0.00				

STATUS: LEADS SENT

Flathead Celtic Festival	2017 Flathead Celtic Festival	Social Gathering	Cultural, Fine Arts, Libraries	Local referral	9/15/2017	National	\$0.00	1,875	0	0	0
				Package Request	9/16/2017	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: LEADS SENT

Holder/Dermody Wedding	Holder/Dermody Wedding	Social Gathering		Local referral	8/18/2017	Regional	\$0.00	0	10	20	0
				RFP	8/19/2017	New	\$0.00				
MT Department of Labor & Industry	2018 Safety/Fest/MT	Workshop	Labor Industry	Local referral	1/7/2018	Repeat	\$0.00	600	0	0	0
				Lead	1/12/2018		\$0.00				
Event Count:								2,475	10	20	0
							\$0.00				

Status: TURNED DEFINITE

Hotel Lobbyists	2017 National Invasive Species Council	Meeting	Association	Whitefish CVB	6/27/2017	National	\$0.00	0	15	25	0
				Definite	6/29/2017	New	\$0.00				
Event Count:								0	15	25	0
							\$0.00				

Status: TURNED LOST

Dow AgroSciences	2017-2018 Dow AgroSciences Northern Crops Regional Kickoff Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB Lost	9/18/2017	Regional	\$0.00	0	50	150	0
					9/20/2017	New	\$0.00				
Event Count:								0	50	150	0
							\$0.00				
Event Count:							\$0.00	7,055	486	1,651	210
							\$0.00				

Subject Line: Sign Up Today for a FAM Trip to Kalispell, Montana.
Email Blast Date(s): June 22, 2017



Please find your post-campaign report attached.
If you have any questions regarding this report please contact your Account Executive:

Chaunsea Keller, Executive Vice President

chaunsea.keller@eprodirect.com

(561) 417-5513

(405) 233-1034 - Direct

(561) 362-8823 - Fax

E-proDirect would like to thank Kalispell Convention & Visitors Bureau for utilizing our services for your Group and Convention E-Marketing Goals and Objectives.
We look forward to the opportunity to share new group opportunities with you.

Subject Line: Sign Up Today for a FAM Trip to Kalispell, Montana.
 Email Blast Date(s): June 22, 2017

SUMMARY TOTALS

	#	TOTAL %
# of E-Mails Delivered	11,223	100%
# E-mails Opened	4,297	38.29%
Total Unique Clicks	63	
Total Clicks	87	
Unique Clicks to Delivery Rate	63	0.56%
Total Clicks to Delivery Rate	87	0.78%
Unique Clicks to Open Rate	63	1.47%
Total Clicks to Open Rate	87	2.02%

Click-Throughs:	Unique	Total
Online Version of Email	1	1
Logo	3	3
Register for FAM	59	83
	0.01%	0.01%
	0.03%	0.03%
	0.53%	0.74%

