

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – March 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. Dax Schieffer, Voice of Montana Tourism – update on initiatives and request for continued support

3. Safety Awareness Updates

4. Board Action Items

- a) Approval of minutes from February 1, 2017
- b) TBID financial statements for January, 2017
- c) Approval of budget, goals and objectives and target markets - FY18 marketing plan

5. Board Discussion

- a) Event updates: Spartan, Glacier Half Marathon, Dragon Boat, Futsol
- b) TBID district boundaries – potential new properties
- c) Group, M&C Updates
- d) Marketing Updates
- e) Legislative session: update on bills pertaining to tourism

Enclosures: February 1, 2017 minutes
TBID financial statements for January 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
February 1, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Janet Clark, Lisa Brown, Zac Ford, Laurie Otto-Bradford

Board Members Absent: Dawn Hendrickson, Dan Moderie, Nautam Patel

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

Visitors: Rob Brisendine; Jack Thatcher and Dan Schmauch, Kalispell PeeWee Baseball; Dent Davis, Hilton Garden Inn; Kathryn Houghton, Daily Inter Lake; Joe Carbonari, Kalispell Chamber Board

Meeting was called to order by Janet Clark at 3:14 PM.

1. Hear from the Public – no public comments
2. Event Grant Application – Jack Thatcher and Dan Schmauch presented information about the Firecracker Baseball Tournament June 30 – July 2.
3. Safety Awareness Updates – none
4. KCVB Event Sponsorship Report – Futsal Indoor Soccer Montana State Tournament, Rob provided updates on the event. Two tentative dates have been penciled in for 2018: January 26 – 28 and February 2 -4. Proposed Management Agreement with Montana Sports Indoors (MSI) has been laid out. MSI will be responsible for event infrastructure, staffing and management. KCVB will retain ownership of the event and handle branding, marketing and facility lease. Turf sponsors will be needed to fund the purchase of additional turf necessary to accommodate goal of 100 teams. Other cities in the region are considering a futsal tournament. It will be to our advantage to be the first to launch one.
5. Board Discussion
 - a. Legislative session: update on bills pertaining to tourism - Dee Brown's bill to create a trade center in Calgary was tabled. A bill to expand airline revenue guarantees is scheduled for a hearing next week.
 - b. Pond Hockey recap – 72 teams competed, weather was good and event went well. Positive feedback was received from teams and spectators. 80+ volunteers worked more than 400 hours. Most properties had team business over the weekend. A local videographer is creating a film of the event.
 - c. Event Updates - Spartan: the Montana Spartan Race continues to be one of the promoter's most popular events. Dates are May 6 – 7. Incentives are being developed to attract racers to Kalispell the Friday night before the event begins. Dragon Boat: The Rocky Mountain Championship (RMC) has been launched to draw more competitive teams to the event and to increase overall participation. Top teams from across the US and Canada have been invited to compete. Alida Tinch of the Flathead DragonFlies represented the Montana Dragon Boat Festival at the Pacific Dragon Boat Association annual meeting in Arizona. Glacier Half Marathon: 1,950 racers have registered to date. The registration goal was 2,000. The race will take place June 24 with the course following Looking Glass Highway and ending at East Glacier Lodge.

- d. Group, M&C Updates – six key resources for meeting planners have been completed: a Linked In page, a new trade show pull-up, the quarterly M&C enewsletter, an M&C Planning Guide, targeted calls to recruit M&C business in the Tri-Cities, and the Bring It Home Campaign, an incentive program to generate group business leads from local residents.
- e. Marketing Updates – number of visits to website is down, however pages visited and time spent is up. Glacier Half Marathon was the second highest referral site. Calgary regained its position as the top city. Diane will attend the Calgary Outdoor Show in March. Star Report for December shows economy properties up 20%, but ADR down 3.8%. Increase in economy class occupancy numbers may be due to how dates fell for hockey jamborees and changes in Canadian travel patterns. KCVB winter marketing campaign directed at the San Francisco market is wrapping up. It included a coop out of home campaign with Montana Office of Tourism and Whitefish Mountain Resort to promote the new United direct flight to San Francisco, along with social media campaign and promotion on bay area travel blog promoting a contest to win a ski vacation in Kalispell.

6. Board Action

- a. Approve minutes from the January 11, 2017 meeting:
Action: Motion was made by Lisa Brown to approve the minutes. Motion seconded by Zac Ford.
Discussion: none. Board approved unanimously.
- b. TBID financial statements for December, 2016:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
- c. Approval of projected revenue for FY2018:
Action: Motion was made by Lisa Brown to approve projected revenue at \$560,000. Motion seconded by Laurie Otto-Bradford. Discussion: last year's projection of \$525,000 was conservative with rollover funds of \$180,000 available. Increased revenue for FY 2018 looks promising. New properties have added to the room inventory and the Canadian economic situation appears to be stabilizing. Board approved unanimously.
- d. Approval of event grant to Kalispell Pee Wee Baseball's Firecracker Tournament
Motion was made by Lisa Brown to approve a \$2,000 grant with the condition that the organization transition to a pool play format which will encourage players to spend an additional night. Motion was seconded by Laurie Otto-Bradford. Discussion: although the event is in its 49th year, organizers continue to improve the tournament and are transitioning to a 70 foot format field which will attract more teams from out of the area. They're also tentatively planning to change the nature of the tournament to encourage all players to stay an additional day to compete in championship rounds.
- e. Approval of funding for Indoor State Soccer Tournament
Motion was made by Zac Ford to approve up to \$20,000 out of rollover funds. Motion was seconded by Lisa Brown. Discussion: the tournament shows potential to be a long-term signature event. Rob will continue to work out the agreement with MSI. He'll also present information to the Flathead Soccer Club and research other potential turf sponsors.

Meeting was adjourned at 5:05 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
March 1, 2017

TBID Funds – Expense Summary January 2017

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

Research, Memberships & Education: Annual membership to Associated Chamber; Linked In educational seminar

Consumer Marketing: social media admin; airport display stocking; annual report and meeting

Event: event operation mgmt. monthly payment for January (Rob); TBID sponsorship for Pond Hockey

Meetings & Convention: Bring It Home flyer; hotel credit from IMEX

KCVB Event Funds - Summary January 2017

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

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

Income: 0

Expenses: \$1,412.50 **includes expenses for 2017 festival

Balance: (\$3,907.52)

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

Balance forward from 2016: \$5,298.11

Income: \$0

Expenses: \$0

Balance: \$5,298.11

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

Balance forward from 2016: \$12,764.48

Income: \$64,036.25

Expenses: \$30,666.95

Deferred Revenue: \$0

Balance: \$46,133.78

Tourism Business Improvement District

Balance Sheet

As of January 31, 2017

	Jan 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	210,241.23
Total Checking/Savings	210,241.23
Accounts Receivable	
1200 · Accounts Receivable	2,478.98
Total Accounts Receivable	2,478.98
Total Current Assets	212,720.21
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	241,905.49
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	20,041.66
Total Accounts Payable	20,041.66
Total Current Liabilities	20,041.66
Total Liabilities	20,041.66
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	60,164.55
Total Equity	221,863.83
TOTAL LIABILITIES & EQUITY	241,905.49

Tourism Business Improvement District

Profit & Loss

January 2017

02/17/17

Accrual Basis

	Jan 17	Jul '16 - Jan 17
Income		
4000 · TBID Revenue	0.00	389,508.00
4100 · Interest Income	29.13	86.86
Total Income	29.13	389,594.86
Expense		
5000 · Staffing	16,119.41	139,303.22
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	4.25	50.77
5125 · Bookkeeping	220.00	2,000.00
5140 · Office Supplies	0.00	382.60
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	112.09	543.18
5160 · Rent	700.00	4,900.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	308.01	1,836.56
5185 · Travel & Entertainment	586.63	1,393.93
5190 · Technology Support	40.00	270.00
Total 5100 · Administrative	1,970.98	17,417.04
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	100.00	1,100.00
5220 · Training & Education	15.00	15.00
Total 5200 · Research & Education	115.00	6,865.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	1,962.19
5280 · SEO & SEM	0.00	7,493.93
Total 5250 · Web Site	0.00	9,456.12
5400 · Consumer Marketing		
5475 · Annual Report	1,202.00	1,202.00
5430 · Social Media Admin & Adv	845.00	6,061.24
5440 · Creative Services	0.00	7,559.62
5450 · Media Buy Online	0.00	3,215.85
5460 · Travel Show Attendance	0.00	2,396.92
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	450.00
5420 · E-Marketing	0.00	3,339.71
5496 · Visitor Guide & Niche Brochures	0.00	547.30
Total 5400 · Consumer Marketing	2,097.00	24,772.64
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	12,750.00
5501 · Dragon Boat	0.00	30,000.00
5509 · Pond Hockey	30,000.00	30,000.00
5549 · Other Event Marketing	0.00	7,750.00
Total 5500 · Event Marketing	32,000.00	80,500.00
5550 · Meetings & Conventions		
5576 · Digital	0.00	3,599.55
5588 · E-News	0.00	3,423.62
5565 · Meeting Planner Shows	-279.90	6,505.89
5567 · Meeting Planner FAM	0.00	4,510.95
5570 · Meeting Planner Incentive Progm	235.23	729.16
5573 · Group Photo & Video Library	0.00	825.00
5574 · M&C Guide	0.00	7,842.25
5583 · Customer Relationship Mgmt Syst	0.00	3,406.26
5575 · Advertising	0.00	1,004.25
5550 · Meetings & Conventions - Other	0.00	1,701.00
Total 5550 · Meetings & Conventions	-44.67	33,547.93

Tourism Business Improvement District

Profit & Loss

January 2017

02/17/17

Accrual Basis

	Jan 17	Jul '16 - Jan 17
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	3,981.75
5665 · Proactive & Reactive PR	0.00	5,242.10
5680 · Kalispell Branded Merchandise	0.00	1,271.66
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	0.00	11,495.51
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	52,257.72	329,430.31
Net Income	<u>-52,228.59</u>	<u>60,164.55</u>

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

02/17/17

Accrual Basis

	Jul '16 - Jan...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	389,508.00	574,000.00	-184,492.00	67.9%
4100 · Interest Income	86.86			
Total Income	389,594.86	574,000.00	-184,405.14	67.9%
Expense				
5000 · Staffing	139,303.22	227,000.00	-87,696.78	61.4%
5100 · Administrative	17,417.04	27,250.00	-9,832.96	63.9%
5200 · Research & Education	6,865.00	8,500.00	-1,635.00	80.8%
5250 · Web Site	9,456.12	18,000.00	-8,543.88	52.5%
5400 · Consumer Marketing	24,772.64	90,250.00	-65,477.36	27.4%
5500 · Event Marketing	80,500.00	146,750.00	-66,250.00	54.9%
5550 · Meetings & Conventions	33,547.93	95,000.00	-61,452.07	35.3%
5650 · Publicity	11,495.51	30,000.00	-18,504.49	38.3%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	329,430.31	642,750.00	-313,319.69	51.3%
Net Income	60,164.55	-68,750.00	128,914.55	-87.5%

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	WAYFINDING	WBD BROCHURE	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	175.00	15,259.18
January 2017	(1,412.50)	33,369.30	0.00	0.00	0.00	0.00	31,956.80
February 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
March 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	(3,907.52)	46,133.78	5,298.11	(483.39)	0.00	175.00	47,215.98

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

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

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

	Dragon Boat	Pond Hockey	TOTAL
Income			
4700.00 · Special Events	0.00	34,036.25	34,036.25
4410.00 · TBID Revenue	0.00	30,000.00	30,000.00
Total Income	<u>0.00</u>	<u>64,036.25</u>	<u>64,036.25</u>
Gross Profit	0.00	64,036.25	64,036.25
Expense			
5000.00 · Direct Program	0.00	13,971.13	13,971.13
5060.00 · Bank Fees & Service Charges	12.50	0.00	12.50
5260.00 · Insurance	0.00	154.13	154.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	4,750.00
5520.00 · Professional Fees	1,100.00	9,772.60	10,872.60
5500.00 · Printing & Publications	0.00	54.00	54.00
5400.00 · Miscellaneous	300.00	350.00	650.00
5420.00 · Office	0.00	220.08	220.08
5740.00 · Travel	0.00	1,395.01	1,395.01
Total Expense	<u>1,412.50</u>	<u>30,666.95</u>	<u>32,079.45</u>
Net Income	<u><u>-1,412.50</u></u>	<u><u>33,369.30</u></u>	<u><u>31,956.80</u></u>

MONTANA POND HOCKEY CLASSIC – January 20-22, 2017

72 teams, only 14 from the Flathead Valley. Other teams visited from Alberta, Saskatchewan, British Columbia, Oregon, several locations in Washington, California, Connecticut, Arizona and North Dakota. Good ice and nice weather over the weekend. Teams enjoyed returning to Foy's Lake. There was even a marriage proposal on the ice! Lots of positive comments and excitement for next year's event. Thanks to all the volunteers including our very own Lisa Brown. 2018 dates are January 19-21.



PRESS TRIPS/MEDIA

Sia Hill and family visited Kalispell February 2-5, 2017 to promote the variety of activities in winter. Sia is a Seattle based blogger. Thrifty Northwest Mom focuses on affordable family activities including destination travel within the Pacific Northwest. They traveled to Kalispell via Amtrak. Once here they enjoyed skiing, dog sledding, skating on Woodland Park, Lone Pine State Park, watching a rodeo, visiting museums, and shopping and dining downtown. Weather did not permit them to get to Glacier but she will be writing about ranger led snowshoe hikes regardless.

RECENT PRESS

Parade Magazine: <https://parade.com/541903/tamraborton/photos-how-to-eat-your-way-across-glacier-country/>

Thriftnorthwestmom.com: Dedicated Kalispell Montana page that currently features Where To Eat and Winter Activities posts.

Facebook: ThriftyNWMom, 10 great activities to do in NW MT.

GLACIER AERO

Winter direct flight to San Francisco on United Airlines is averaging 53% load for both inbound and outbound for the season through Feb 13th. Anticipate landing near 58-60% for the season which is a good outcome for the first year. Winter direct to Chicago on United is averaging 76% local through Feb 13th. Anticipate that flight will finish around 80% load.

Q2 TBID REVENUE

TBID collections for the 2nd Quarter (Oct-Dec) totaled \$105,423, a 5% increase over last year.

STR REPORT – JANUARY

Year over year, Jan OCC: + 0.1% to 34.1%; DEMAND: +6.3%; ADR: - 2.6% to \$75.19; RevPAR: - 2.5% to \$25.61. Two properties did not report.

Comp Set (12 destinations): average occupancy change from Jan 2016 +0.9%

Kalispell Economy class OCC: +13.3%, ADR: -0.7%; Mid/Upper class OCC: -5.5%, ADR: -2.0%

United States: OCC: -0.5%; ADR: +3.2%; RevPAR: +3.8%. Montana: OCC: +2.6%; ADR: +1.7%; RevPAR: +4.3%

SOCIAL MEDIA REPORT (January 2017)

Twitter – 32.9k tweet impressions; 2,716 followers

Instagram – 4,398 followers - 146 new

Facebook – 33,448 likes; total impressions 152,049; average impressions 8,944

You Tube – video views up 4.37% (Q2 YOY)

SEARCH ENGINE MARKETING - Q2 report

Targeted campaign that resulted in 5.41% CTR, 24,713 impressions and 1,338 clicks to website

Top key words: Kalispell, Kalispell Tourism, Glacier National Park, Things to do in Whitefish MT, Things to do in Kalispell MT

Majority of impressions and clicks from mobile devices

DISCOVERKALISPELL.COM

Spring slider stories posted. Enjoy Native America Cultures, Creating Understanding Among All People and other stories. <http://www.discoverkalispell.com/native-american-culture/> . Please share on your social media channels.

February 2017 Goal Sheet

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

1. 2017 Spartan Staff Rooms
2. 2017 August Western Region-MT Farm Bureau-Chose Bigfork

Sales Calls & Site Visits:

Venue Site Visits

1. Bibler Garden
2. Kettle Care Organics

Meeting Planner Site Visits

1. Amy Lucke-Meetings Northwest

Sales Calls

1. Andy Pesante-Radio Tricities-called Andy for leads in the Tri city area
2. Dorothy Vashall-has a group of senior's coming to Bigfork for the play-in the process of getting their date determined
3. Gary Camp-Shelby Cobra Car Club-looking for summer dates unsure of the number of attendees and will get back to me
4. MT Wheat & Barley Committee-will follow up for potential
5. DeeAnn Richardson-Executive Director of Safe Harbor Polson and on the board of Montana Non Profit Association-called to ask about potential meetings
6. Jeanie Graham-MT Association of Realtors-let her know that I'm with KCVB and if she needed assistance
7. Stacie Moore-Moore Hearing-informed her of what I do and she has a couple of groups she wants assistance with
8. David Dutro-Open Door Flathead-his website encourages local practioners that support wellness, personal growth and sustainability. Wants to promote events that support those philosophies. I let him know I'm with KCVB and will meet to talk about possibilities.
9. Kristi Hatfield-District Toastmaster President-Discussed preparing a proposal for the District Toastmaster International Speech Contest for 2018 or 2019-will determine the timeframe to submit
10. Stacy Livingston, Chiropractor-checked on MT Chiropractor's Association potential-they are booked in Helena through 2019

Assist

1. Terry Browning-needed venue site for monthly meetings-Big Sky Rising-very low budget request
2. Flathead Farm Mutual-Conference in September looking for activities
3. Montana Associations of Museums-will provide welcome bags, welcome opening for their March event

Client Events:

1. Attended BEAR Meeting-promoted Bring it Home
2. Ben Deremiah-Event Coordinator for FVCC-will send leads our way for event space
3. BBR Economic Outlook
4. Flathead Economic Outlook
5. Leadership Flathead Session-Public Safety
6. Kalispell Downtown Association-Promoted Bring it Home Program
7. Provided unique venue information for Meeting News NW
8. Webinar-To CVB or Not CVB-learned how other cities are marketing their CVB
9. Glacier Half Marathon packages
10. Glacier Symphony packages
11. Attended Chamber Luncheon

Total Contracted Rooms:

12. Attended UNWIND-Camas Flats & Kalispell Brewery

Kaispell Convention & Visitors Bureau Sales Report

2/1/2017 - 2/24/2017

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

Kaispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017	5/11/2017	International	\$0.00	0	0	0	0	
				Definite			Repeat	\$0.00					
Kaispell 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					
MT Dept of Agriculture	2017 APVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	5/15/2017	5/17/2017	National	\$0.00	40	50	105	0	
				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	210	230	590	0
									\$0.00				

Status: CURRENT DEFINITE

Northwestern Energy	Business & Economic Research's Economic Outlook Seminar Reception	Social Gathering	Utilities	Local referral	2/6/2017	2/6/2017	Local	\$0.00	52	0	0	0	
				Definite			Repeat	\$0.00					
Event Count:									1	52	0	0	0
									\$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	\$0.00	80	40	180	0	
				RFP			New	\$0.00					
Event Count:									1	80	40	180	0
									\$0.00				

Status: TURNED DEFINITE

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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: TURNED DEFINITE

Northwestern Energy	Business & Economic Research's Economic Outlook Seminar Reception	Social Gathering	Utilities	Local referral	2/6/2017	Local Repeat	\$0.00	52	0	0	0	
				Definite	2/6/2017		\$0.00					
Event Count:							1	\$0.00	52	0	0	0
							\$0.00					

Status: TURNED LOST

MT Farm Bureau	2017 Western Region Farm Bureau Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	8/6/2017	National	\$0.00	30	30	80	0	
				Lost	8/9/2017	New	\$0.00					
Event Count:							2	\$0.00	60	60	160	0
							\$0.00					

MT Farm Bureau	2017 Western Region Farm Bureau Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	8/13/2017	National	\$0.00	30	30	80	0	
				Lost	8/16/2017	New	\$0.00					
Event Count:							2	\$0.00	60	60	160	0
							\$0.00					

Event Count:							9	\$0.00	454	330	930	0
							\$0.00					