

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – May 3, 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 April 5, 2017
- b) Approval of TBID financial statements for March, 2017

3. Board Discussion

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

Enclosures: April 5, 2017 minutes
TBID financial statements for March 2017
TBID board roster
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
April 5, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Lisa Brown, Dan Moderie, Dawn Hendrickson, Zac Ford

Board Members Absent: Laurie Otto-Bradford, Janet Clark, Nautam Patel

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

Visitors: Dent Davis - Hilton Garden Inn, Lucy Weeder - Marriott Springhill Suites, Kim Carson – LaQuinta, Christine Mays and Karen Whitman – Fairbridge Inn, Rob Brisendine

Meeting was called to order by Dawn Hendrickson at 3:03 PM.

1. Hear from the Public – no public comments
2. Safety Awareness Updates and Policy Discussion – CVB will send a suggested script for front desk staff to use when explaining to a guest that they're on the do-not-rent list. The current method of sharing information among hotels will be continued.
3. Board Action Items
 - a. Approve minutes from the March 1 , 2017 meeting:
Action: Motion was made by Dan Moderie to approve the minutes. Motion seconded by Zac Ford.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for February, 2017:
Action: Motion was made by Dan Moderie to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
 - c. Approval of FY18 marketing plan
Action: Motion was made by Lisa Brown to clarify that Objective 1(c) that was exempted from the last month's approval of the budget, goals, objectives and target markets, will use TBID collections as a measurement, that the time interval will be October to June and that it be moved to the top of the list of objectives. Motion was seconded by Zac Ford.
Discussion: results are more accurate using TBID collections, increasing revenue should be most important goal, the dates make sense because they follow FY quarters. Board approved unanimously. Action: Motion was made by Lisa Brown to approve FY18 Marketing Plan. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
 - d. Approve applications for expiring board seats
Action: Motion was made by Zac Ford to approve the following changes in board seats - Janet Clark with Kalispell Grand will renew her seat on the board, Shawn Campbell with ABVI will replace Nautam Patel, Dent Davis with Hilton Garden Inn will replace Laurie Otto-Bradford.
Discussion: none. Board approved unanimously.
 - e. Approve slate of officers for May 1, 2017 – April 30, 2018 term
Action: Motion was made by Dan Moderie to approve the following slate of officers – Dawn Hendrickson will remain as chair, Zac Ford as co-chair, Janet Clark will remain as treasurer.
Discussion: none. Board approved unanimously.

4. Board Discussion

a. Event updates:

Montana Indoor State Soccer Championship – nearly 200 winter soccer teams have been identified in the state, dates are March 3-4, 2018, event will probably be held on the first weekend of March annually. The championship will be announced in May with registration opening in Sept. It will be managed by a committee made up of representatives of local soccer clubs and will be chaired by Rob to start. Work is underway on logo and website.

Spartan Race – registration numbers are consistent with previous years, Canadian numbers are up. A Guinness World Record Attempt at “the most people performing burpees” will be held in Depot Park on the Saturday evening of the Spartan Race weekend to attract racers to downtown Kalispell. The current record of 689 is held by a school in the UK. Many volunteers will be needed for the weekend.

Glacier Half Marathon – date is June 24, current registration is 2,000 with 2,200 expected to participate. Camping reservations are closed which may direct some lodging business to Kalispell.

b. Group, M&C Updates:

Kalispell is hosting the International Roundup, April 8 – 11, 2018. Dawn is going to the 2017 RMI Roundup in Bismarck, ND in May to observe the event. She'll accompany tour operators on the FAM trips offered. Committee members will be needed to help plan the Kalispell Roundup. Dawn recently sent out a number of high quality meeting leads. Leads can also be access on the Glacier Country and MOTBD websites. Kalispell CVB is collaborating with Glacier Country and MOTBD to host a Brand USA Fam trip in May. Nine Bring It Home leads have been received, several of which are very strong. There was a discussion group for hoteliers at the Governor's Conference that offered the opportunity to exchange ideas and information about industry challenges. At the state-wide TBID meeting held in conjunction with the Governor's Conference, Billings CVB presented information to the group about their TBID renewal they just completed. They recommended having documents in order 6 months prior to the deadline, getting testimonials from properties and making sure all property owners are briefed on what the TBID does. Kalispell was nominated for Gateway Community of the Year. A Discover Kalispell tour is planned for this spring for TBID sales staff meeting. The board expressed interest in having front desk staff participate in a FAM tour of Kalispell and possibly one or more restaurant tours. The quarterly M&C enewsletter has 854 subscribers with an open rate of 19%. Dawn will attend the IMEX meeting in October. Montana Historical Society shared a new app at the Governor's Conference, Explore Big, which is a good source of historical information about the state including extensive history about downtown Kalispell.

c. Marketing Updates:

Pond Hockey Classic survey report shows the event generated \$842,803 to the local economy, 79% of those surveyed were from out-of-market. 96% say they will return to the event next year. Diane presented a report on the Winter marketing campaign which was focused on the San Francisco market. Campaign objective was to increase awareness of the new direct flight from SFO to FCA, promote winter activity in NW Montana, and generate email leads through a trip giveaway. Kalispell CVB, Whitefish CVB, Whitefish Mountain Resort collaborated utilizing a grant from MOTBD for bus wraps and BART station signs as the out-of-home portion of the campaign. KCVB featured native content on Weekend Sherpa, a Bay Area outdoors subscription company to promote the giveaway through digital media tactics. Facebook advertising was also used in the campaign. Total

impressions: 1.3 million, 242,000 reached in San Francisco Bay Area, campaign clicks to website: 4,259. Spring campaign will continue building awareness in San Francisco in preparation for new daily flights from SFO to FCA starting July 1 through September. Lodging packages are needed for the Spartan Race and the Dragon Boat Festival. Dawn will send a RFP for room blocks for the Kalispell PeeWee Firecracker Tournament.

Sponsorship of Voices of Montana Tourism – memberships are an approved item in the TBID budget. The board discussed the amount of sponsorship for Voice of Montana Tourism for FY17. Motion was made by Dawn Hendrickson to approve a \$2,500 sponsorship. Motion was seconded by Zac Ford. Discussion: last year the TBID provided a \$2,500 sponsorship to the organization which serves as an advocate for the tourism industry in the state. Some communities donate more but the board chose to remain at the \$2,500 amount.

The Flathead Flames host numerous hockey tournaments throughout the year. They're raising \$80,000 to do necessary upgrades to the Woodland Ice Rink. Kalispell Chamber asked whether the TBID would pay half of a \$1,000 donation to the group. CVB will ask Flathead Flames to submit an event grant application for the TBID board to review. Foy's to Blacktail Trails is also seeking grant funding for completion of their trail project. Trails and parks are very important amenities to promote to potential visitors. The managers of the three Hilton properties will discuss as there is funding available through Hilton corporate for local parks and trails.

Meeting was adjourned at 5:00 PM

Respectfully Submitted: Diane Medler

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

Kalispell Tourism Business Improvement District
Summary of Financials
May 3, 2017

TBID Funds – Expense Summary March 2017

Admin: bookkeeping; postage & copies; telephone, misc. mileage & expenses; rent; email hosting; storage unit quarterly payment; Gov Conf expenses; Conrad Mansion tickets

Website Maintenance: quarterly reporting; campaign landing page; press room maintenance; monthly web maintenance

Consumer Marketing: social media admin; airport display stocking; winter campaign prize package; Calgary Outdoor Show expenses; winter campaign creative; quarterly enews; annual visitor guide

Event: event operation mgmt. monthly payment for March (Rob); TBID sponsorship for Spartan Race; Event grant to Peewee Baseball

Meetings & Convention: Enews; M&C guide; M&C web pages; RMI Roundup conference expenses and sponsorship; IDSS quarterly payment

Publicity: Thrifty NW Mom trip expenses; winter and spring press trip planning; seasonal website slider updates; proactive PR pitches

KCVB Event Funds - Summary March 2017

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

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

Income: 1,396.50

Expenses: \$466.34

Balance: (\$1,564.86)

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

Balance forward from 2016: \$5,298.11

Income: \$24,750.00

Expenses: \$3,885.18

Balance: \$26,162.93

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

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$55,423.73

Balance: \$26,267.75

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

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$46.51

Balance: \$19,953.49

Event account admin: bookkeeping; bank fees; copies; postage

Tourism Business Improvement District

Balance Sheet

As of March 31, 2017

04/24/17
Accrual Basis

	<u>Mar 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	194,016.20
Total Checking/Savings	<u>194,016.20</u>
Total Current Assets	194,016.20
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u><u>223,201.48</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	22,445.91
Total Accounts Payable	<u>22,445.91</u>
Total Current Liabilities	<u>22,445.91</u>
Total Liabilities	22,445.91
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	39,056.29
Total Equity	<u>200,755.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>223,201.48</u></u>

Tourism Business Improvement District

Profit & Loss

March 2017

04/24/17

Accrual Basis

	Mar 17	Jul '16 - Mar 17
Income		
4000 · TBID Revenue	0.00	494,931.00
4100 · Interest Income	24.35	131.91
Total Income	24.35	495,062.91
Expense		
5000 · Staffing	15,924.68	171,673.86
5100 · Administrative		
5115 · Annual Report	0.00	579.46
5199 · Other Admin	0.00	0.00
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	3.45	57.97
5125 · Bookkeeping	250.00	2,440.00
5140 · Office Supplies	12.24	419.32
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	265.57	900.86
5160 · Rent	0.00	5,600.00
5165 · Storage Unit	180.00	720.00
5180 · Telephone	269.47	2,314.04
5185 · Travel & Entertainment	420.43	1,622.06
5190 · Technology Support	40.00	350.00
5195 · Equipment (Software)	123.64	123.64
Total 5100 · Administrative	1,564.80	20,627.35
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,100.00
5220 · Training & Education	30.00	155.00
Total 5200 · Research & Education	30.00	7,005.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,131.45	3,117.52
5280 · SEO & SEM	0.00	7,493.93
Total 5250 · Web Site	1,131.45	10,611.45
5400 · Consumer Marketing		
5475 · Annual Report	0.00	1,202.00
5455 · Winter Prize Package	1,217.08	1,217.08
5430 · Social Media Admin & Adv	931.00	7,002.23
5440 · Creative Services	3,817.87	11,377.49
5450 · Media Buy Online	0.00	14,645.45
5460 · Travel Show Attendance	849.58	3,889.02
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	550.00
5420 · E-Marketing	1,230.26	4,825.77
5496 · Visitor Guide & Niche Brochures	4,511.10	5,058.40
Total 5400 · Consumer Marketing	12,606.89	49,767.44
5500 · Event Marketing		
5512 · Futsol/Indoor Soccer	0.00	20,000.00
5548 · Events Operations Management	3,000.00	17,750.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	23,000.00	23,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	2,000.00	11,050.51
Total 5500 · Event Marketing	28,000.00	131,800.51
5550 · Meetings & Conventions		
5576 · Digital	1,548.50	5,148.05
5588 · E-News	1,344.25	6,468.87
5565 · Meeting Planner Shows	539.60	7,045.49
5567 · Meeting Planner FAM	0.00	4,894.35
5570 · Meeting Planner Incentive Progm	510.00	1,369.16
5573 · Group Photo & Video Library	0.00	825.00

Tourism Business Improvement District
Profit & Loss
March 2017

	<u>Mar 17</u>	<u>Jul '16 - Mar 17</u>
5574 · M&C Guide	355.40	8,217.65
5583 · Customer Relationship Mgmt Syst	1,500.00	4,906.26
5575 · Advertising	0.00	1,004.25
Total 5550 · Meetings & Conventions	5,797.75	39,879.08
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	3,284.25	8,211.42
5665 · Proactive & Reactive PR	2,718.90	7,961.00
5680 · Kalispell Branded Merchandise	0.00	1,271.66
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	6,003.15	18,444.08
5700 · Publications		
5710 · Visitor Guide	125.00	125.00
Total 5700 · Publications	125.00	125.00
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	71,183.72	456,006.62
Net Income	<u><u>-71,159.37</u></u>	<u><u>39,056.29</u></u>

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

	<u>Jul '16 - Ma...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	494,931.00	574,000.00	-79,069.00	86.2%
4100 · Interest Income	131.91			
Total Income	<u>495,062.91</u>	<u>574,000.00</u>	<u>-78,937.09</u>	<u>86.2%</u>
Expense				
5000 · Staffing	171,673.86	227,000.00	-55,326.14	75.6%
5100 · Administrative	20,627.35	27,250.00	-6,622.65	75.7%
5200 · Research & Education	7,005.00	8,500.00	-1,495.00	82.4%
5250 · Web Site	10,611.45	18,000.00	-7,388.55	59.0%
5400 · Consumer Marketing	49,767.44	90,250.00	-40,482.56	55.1%
5500 · Event Marketing	131,800.51	146,750.00	-14,949.49	89.8%
5550 · Meetings & Conventions	39,879.08	95,000.00	-55,120.92	42.0%
5650 · Publicity	18,444.08	30,000.00	-11,555.92	61.5%
5700 · Publications	125.00			
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	<u>456,006.62</u>	<u>642,750.00</u>	<u>-186,743.38</u>	<u>70.9%</u>
Net Income	<u><u>39,056.29</u></u>	<u><u>-68,750.00</u></u>	<u><u>107,806.29</u></u>	<u><u>-56.8%</u></u>

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

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Admin	TOTAL
Income						
4700.00 · Special Events	1,396.50	38,927.00	1,750.00	0.00	0.00	42,073.50
4410.00 · TBID Revenue	0.00	30,000.00	23,000.00	20,000.00	0.00	73,000.00
Total Income	1,396.50	68,927.00	24,750.00	20,000.00	0.00	115,073.50
Gross Profit	1,396.50	68,927.00	24,750.00	20,000.00	0.00	115,073.50
Expense						
5000.00 · Direct Program	-560.66	34,284.76	3,800.00	0.00	89.70	37,613.80
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	55.50	55.50
5260.00 · Insurance	0.00	154.13	0.00	0.00	0.00	154.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	0.00	0.00	0.00	4,750.00
5520.00 · Professional Fees	595.00	10,562.60	0.00	46.51	710.00	11,914.11
5360.00 · Meetings	132.00	472.67	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	700.00	0.00	0.00	0.00	1,000.00
5420.00 · Office	0.00	220.08	0.00	0.00	203.59	423.67
5740.00 · Travel	0.00	4,225.49	0.00	0.00	0.00	4,225.49
Total Expense	466.34	55,423.73	3,885.18	46.51	1,058.79	60,880.55
Net Income	930.16	13,503.27	20,864.82	19,953.49	-1,058.79	54,192.95

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	INDOOR SOCCER	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	0.00	15,084.18
January 2017	(300.00)	32,579.30	0.00	0.00	0.00	(322.50)	31,956.80
February 2017	446.50	(17,393.98)	0.00	0.00	19,953.49	(320.38)	2,685.63
March 2017	783.66	(1,682.05)	20,864.82	0.00	0.00	(415.91)	19,550.52
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	(1,564.86)	26,267.75	26,162.93	(483.39)	19,953.49	(1,058.79)	69,277.13

*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.

Tourism Business Improvement District

May 1, 2016 – April 30, 2017

Board officers:

Dawn Hendrickson, Chairman of the Board

Zac Ford, Vice-Chair

Janet Clark, Treasurer

<u>Board Member</u>	<u>Term Expires</u>
Lisa Brown Manager, Red Lion Hotel (large)	04/30/2018
Laurie Otto-Bradford Director of Sales, Hilton Garden Inn (large)	04/30/2018
Dan Moderie Manager, Super 8 (medium)	04/30/2019
Zac Ford Manager, Hampton Inn (large)	04/30/2020
Dawn Hendrickson Director of Sales, Homewood Suites (medium)	04/30/2020
Shawn Campbell Manager, America's Best Value Inn (small)	04/30/2021
Janet Clark Owner/Manager, Kalispell Grand (small)	04/30/2021

Large (6): Fairbridge Inn & Suites, Red Lion, Hilton Garden Inn, Motel 6, Hampton Inn, Holiday Inn Express

Medium (6): Blue & White Motel, Comfort Inn, Econo Lodge, Homewood Suites, Marriott Springhill Suites, Super 8, Travelodge

Small (5): America's Best Value Inn, Kalispell Hilltop Inn, Kalispell Grand, Glacier Ridge Suites, Aero Inn

1. Visitor Metrics

Jan 1, 2017 - Mar 31, 2017
Compare to: Jan 1, 2016 - Mar 31, 2016

Pageviews

Jan 1, 2017 - Mar 31, 2017

61,454

% of Total: 100.00% (61,454)



Jan 1, 2016 - Mar 31, 2016

66,929

% of Total: 100.00% (66,929)



Unique Visitors (Users)

Jan 1, 2017 - Mar 31, 2017

23,369

% of Total: 100.00% (23,369)



Jan 1, 2016 - Mar 31, 2016

25,970

% of Total: 100.00% (25,970)



Pages / Session

Jan 1, 2017 - Mar 31, 2017

2.18

Avg for View: 2.18 (0.00%)



Jan 1, 2016 - Mar 31, 2016

2.21

Avg for View: 2.21 (0.00%)



Avg. Session Duration

Jan 1, 2017 - Mar 31, 2017

00:01:42

Avg for View: 00:01:42 (0.00%)



Jan 1, 2016 - Mar 31, 2016

00:01:48

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



Bounce Rate

Jan 1, 2017 - Mar 31, 2017

60.74%

Avg for View: 60.74% (0.00%)



Jan 1, 2016 - Mar 31, 2016

59.32%

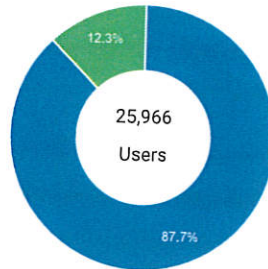
Avg for View: 59.32% (0.00%)



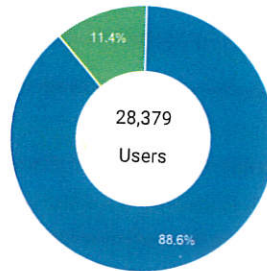
New vs Returning

■ New Visitor ■ Returning Visitor

Jan 1, 2017 - Mar 31, 2017



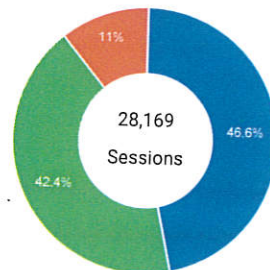
Jan 1, 2016 - Mar 31, 2016



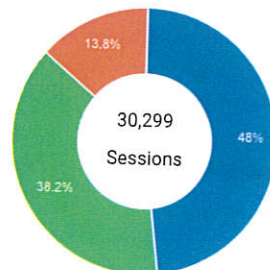
Sessions by Device Category

■ desktop ■ mobile ■ tablet

Jan 1, 2017 - Mar 31, 2017



Jan 1, 2016 - Mar 31, 2016



Sessions by Region

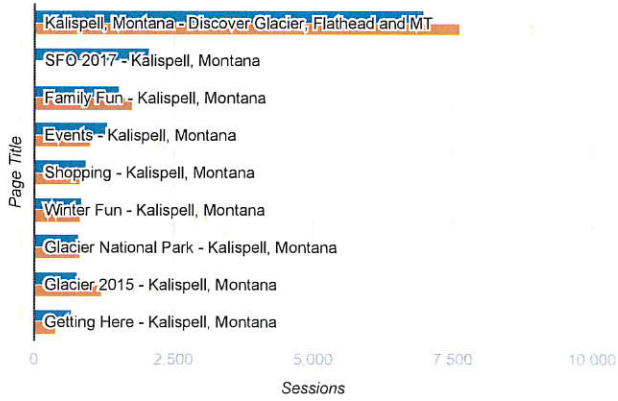
Region	Sessions
Montana	
Jan 1, 2017 - Mar 31, 2017	6,571
Jan 1, 2016 - Mar 31, 2016	6,274
% Change	4.73%
California	
Jan 1, 2017 - Mar 31, 2017	3,584
Jan 1, 2016 - Mar 31, 2016	1,841
% Change	94.68%
Alberta	
Jan 1, 2017 - Mar 31, 2017	2,456
Jan 1, 2016 - Mar 31, 2016	2,436
% Change	0.82%
Washington	
Jan 1, 2017 - Mar 31, 2017	1,422
Jan 1, 2016 - Mar 31, 2016	1,675
% Change	-15.10%
Texas	
Jan 1, 2017 - Mar 31, 2017	1,201
Jan 1, 2016 - Mar 31, 2016	1,532
% Change	-21.61%
Utah	
Jan 1, 2017 - Mar 31, 2017	1,194
Jan 1, 2016 - Mar 31, 2016	1,152
% Change	3.65%
Florida	
Jan 1, 2017 - Mar 31, 2017	658
Jan 1, 2016 - Mar 31, 2016	1,143
% Change	-42.43%
Colorado	
Jan 1, 2017 - Mar 31, 2017	607
Jan 1, 2016 - Mar 31, 2016	865
% Change	-29.83%
British Columbia	
Jan 1, 2017 - Mar 31, 2017	552
Jan 1, 2016 - Mar 31, 2016	600
% Change	-8.00%
Oregon	
Jan 1, 2017 - Mar 31, 2017	549
Jan 1, 2016 - Mar 31, 2016	638

3. Content Metrics

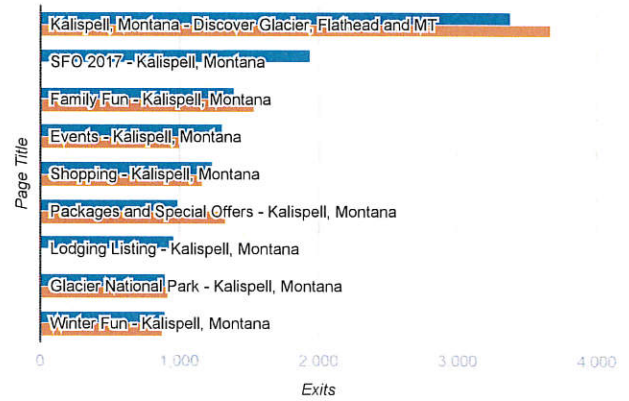
Jan 1, 2017 - Mar 31, 2017
Compare to: Jan 1, 2016 - Mar 31, 2016

All Users
+0.00% Sessions

Top 10 Pages



Top 10 Exit Pages



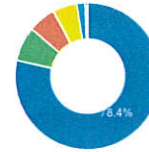
Top 10 Referring Websites & Bounce Rate

Source / Medium	Sessions	Bounce Rate
m.facebook.com / referral		
Jan 1, 2017 - Mar 31, 2017	1,081	82.24%
Jan 1, 2016 - Mar 31, 2016	57	50.88%
% Change	1,796.49%	61.64%
kalispell.com / referral		
Jan 1, 2017 - Mar 31, 2017	308	27.92%
Jan 1, 2016 - Mar 31, 2016	882	27.44%
% Change	-65.08%	1.77%
glacierhalfmarathon.com / referral		
Jan 1, 2017 - Mar 31, 2017	306	36.60%
Jan 1, 2016 - Mar 31, 2016	0	0.00%
% Change	100.00%	100.00%
kalispellchamber.com / referral		
Jan 1, 2017 - Mar 31, 2017	149	52.35%
Jan 1, 2016 - Mar 31, 2016	102	34.31%
% Change	46.08%	52.56%
l.facebook.com / referral		
Jan 1, 2017 - Mar 31, 2017	121	83.47%
Jan 1, 2016 - Mar 31, 2016	18	55.56%
% Change	572.22%	50.25%
visitmt.com / referral		
Jan 1, 2017 - Mar 31, 2017	116	26.72%
Jan 1, 2016 - Mar 31, 2016	116	28.45%
% Change	0.00%	-6.06%
weekendsherpa.com / referral		
Jan 1, 2017 - Mar 31, 2017	112	31.25%
Jan 1, 2016 - Mar 31, 2016	0	0.00%
% Change	100.00%	100.00%
pondhockeyclassic.com / referral		
Jan 1, 2017 - Mar 31, 2017	97	61.86%
Jan 1, 2016 - Mar 31, 2016	114	48.25%
% Change	-14.91%	28.21%
downtownkalispell.com / referral		
Jan 1, 2017 - Mar 31, 2017	73	20.55%
Jan 1, 2016 - Mar 31, 2016	101	22.77%
% Change	-27.72%	-9.77%
facebook.com / referral		
Jan 1, 2017 - Mar 31, 2017	64	64.06%
Jan 1, 2016 - Mar 31, 2016	33	66.67%
% Change	93.94%	-3.91%

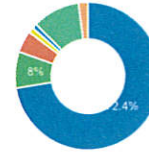
Top Channels

■ Organic Search
 ■ Referral
 ■ Paid Search
 ■ Social
 ■ Email
 ■ (Other)
 ■ Other

Jan 1, 2017 - Mar 31, 2017



Jan 1, 2016 - Mar 31, 2016



8. Growth in Mobile

Jan 1, 2017 - Mar 31, 2017
Compare to: Jan 1, 2016 - Mar 31, 2016

All Users
+0.00% Sessions

Mobile Traffic

Jan 1, 2017 - Mar 31, 2017

15,037

% of Total: 53.38% (28,169)

Jan 1, 2016 - Mar 31, 2016

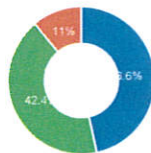
15,757

% of Total: 52.01% (30,299)

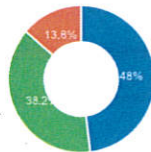
Mobile vs Desktop

desktop mobile tablet

Jan 1, 2017 - Mar 31, 2017



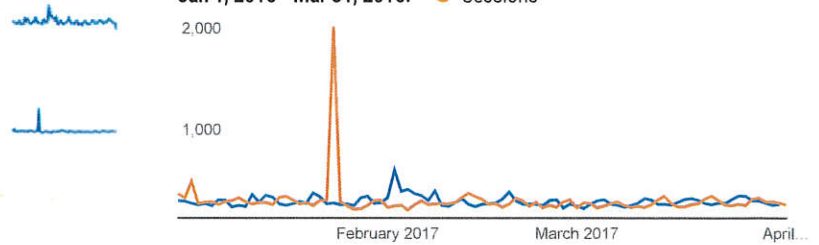
Jan 1, 2016 - Mar 31, 2016



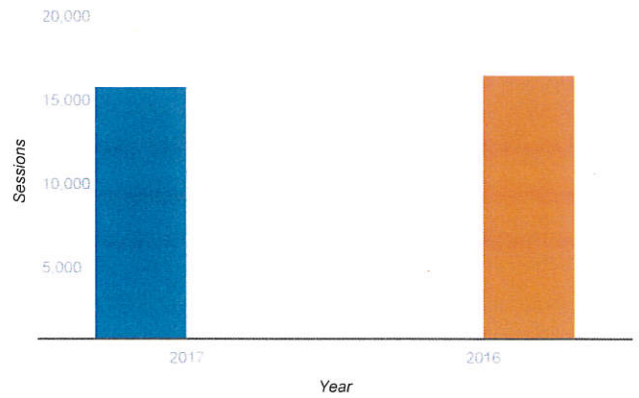
Mobile Traffic Over Time

Jan 1, 2017 - Mar 31, 2017: Sessions

Jan 1, 2016 - Mar 31, 2016: Sessions



Mobile Traffic (Year Over Year)



Search reports and help

CUSTOMIZATION

Dashboards

Custom Reports

Shortcuts

Custom Alerts

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

ADMIN

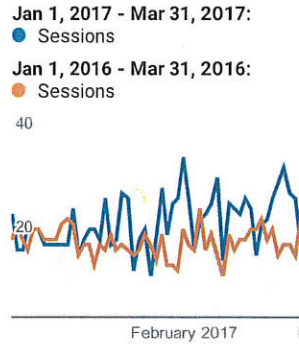
+ Add Widget Share Email Export

Customize Dashboard



+ Add Segment

Sessions Over Time From P...



Sessions



% New Sessions



Search Terms and Avg. Time on Page

Keyword	Sessions	Avg
kalispell		
Jan 1, 2017 - Mar 31, 2017	330	
Jan 1, 2016 - Mar 31, 2016	217	
% Change	52.07%	
glacier national park		
Jan 1, 2017 - Mar 31, 2017	184	
Jan 1, 2016 - Mar 31, 2016	166	
% Change	10.84%	
things to do in whitefish montana		
Jan 1, 2017 - Mar 31, 2017	102	
Jan 1, 2016 - Mar 31, 2016	0	
% Change	100.00%	
things to do in kalispell mt		
Jan 1, 2017 - Mar 31, 2017	100	
Jan 1, 2016 - Mar 31, 2016	0	
% Change	100.00%	
map of glacier national park		
Jan 1, 2017 - Mar 31, 2017	90	
Jan 1, 2016 - Mar 31, 2016	0	

7. Conversion Metrics

Jan 1, 2017 - Mar 31, 2017
Compare to: Jan 1, 2016 - Mar 31, 2016

All Users
+0.00% Sessions

Visitor Guide: Requests By Mail

Jan 1, 2017 - Mar 31, 2017

197

% of Total: 100.00% (197)



Jan 1, 2016 - Mar 31, 2016

0

% of Total: 0.00% (0)



Visitor Guide: PDF Views Online

Jan 1, 2017 - Mar 31, 2017

82

% of Total: 100.00% (82)



Jan 1, 2016 - Mar 31, 2016

0

% of Total: 0.00% (0)



Clicks from Main Packages & Offers to Specific Pa...

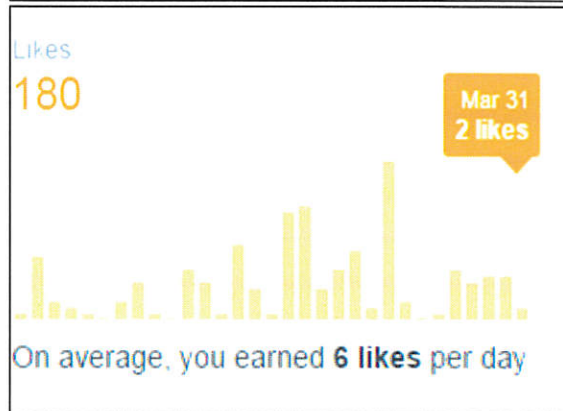
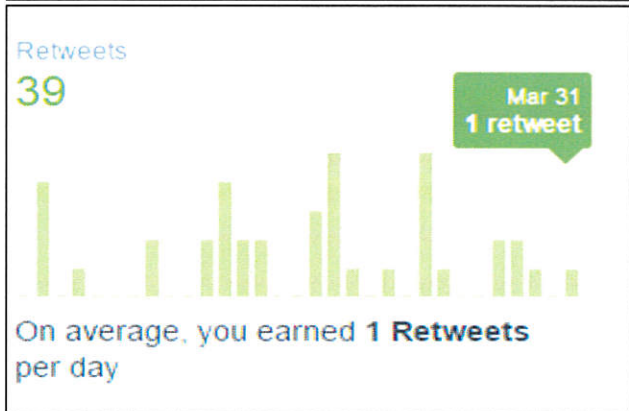
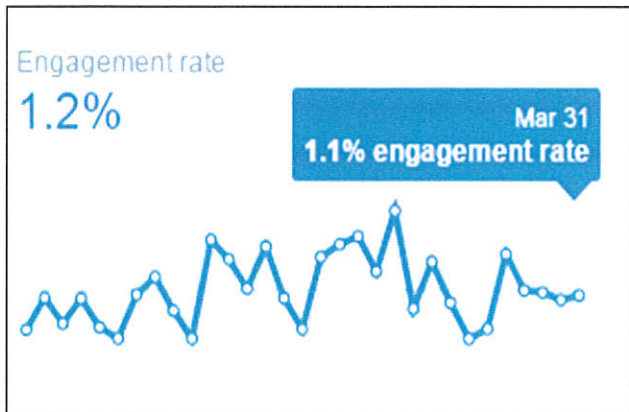
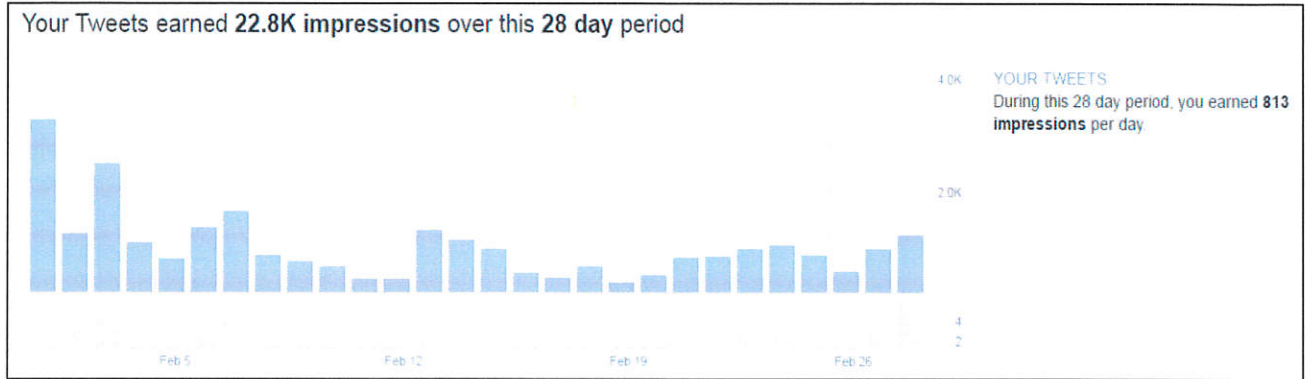


Discover Kalispell – Social Media Report

March 2017

Twitter:

- Followers up 39 to 2,796

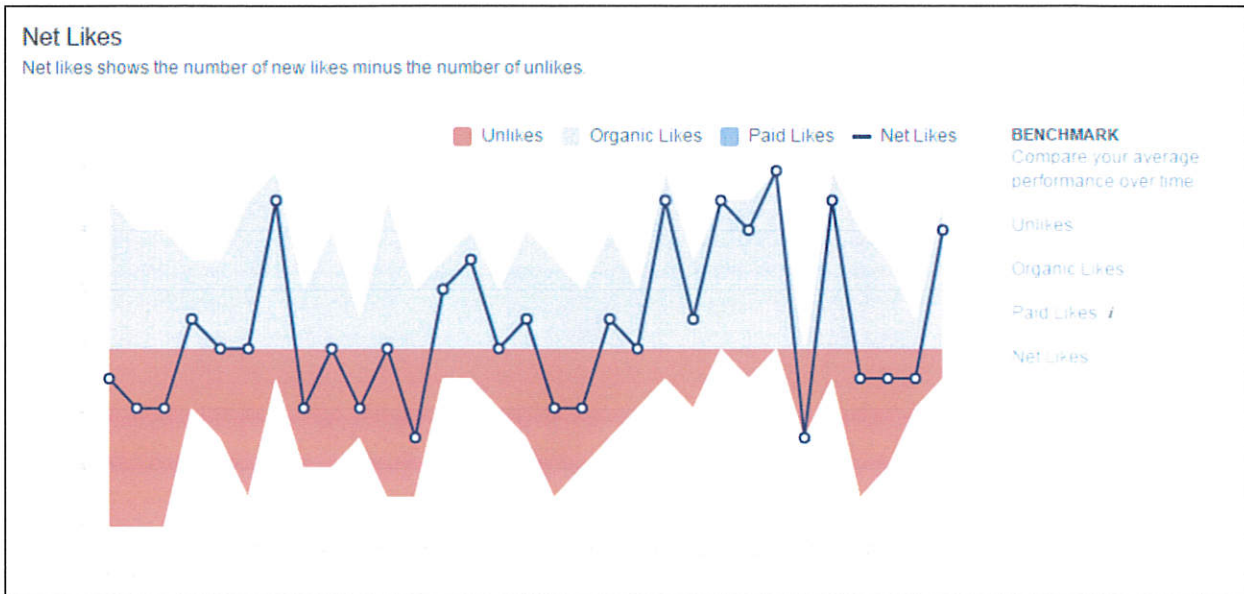
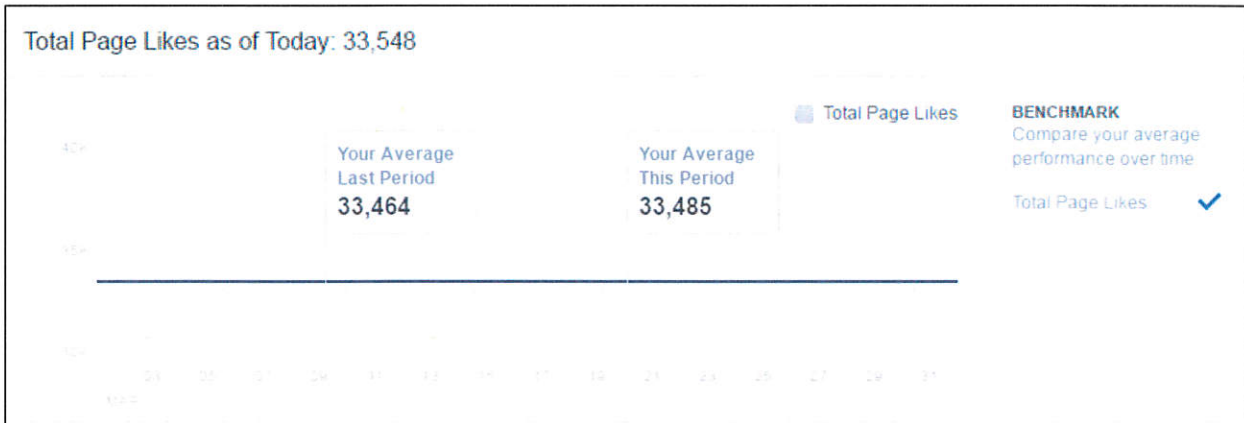


Instagram:

- Followers up 168 to 4,679

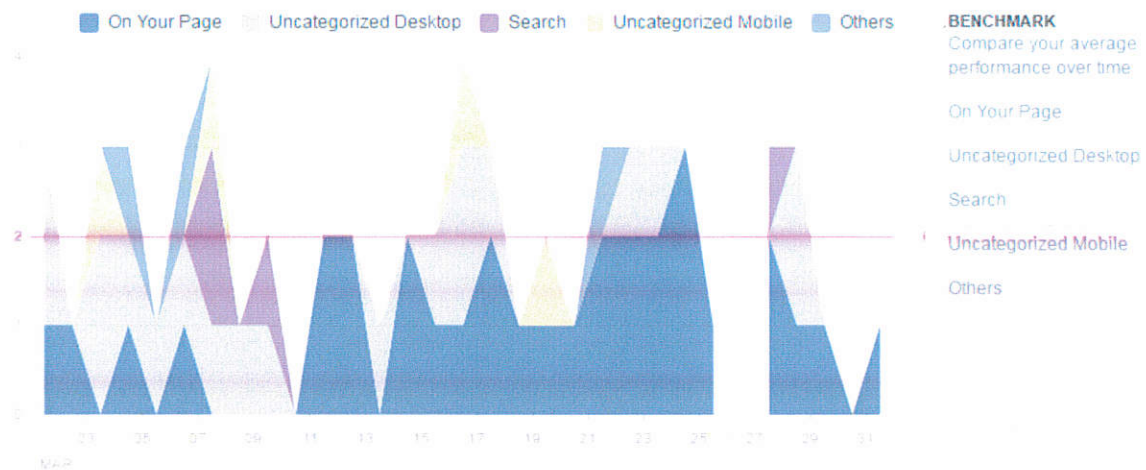
339 posts	4,679 followers	157 following
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Facebook:



Where Your Page Likes Happened

The number of times your Page was liked, broken down by where it happened



Post Message	Type	Lifetime Post Total Reach	Lifetime Post Total Impressions
Check out this beautiful retrospective of all four seasons in Glacier National Park...	SharedVideo	5913	8641
Looking for some spring time activities around the Flathead? Here are a few ideas!	Link	5920	8728
Spring is coming to Glacier National Park, and it will be spectacular as usual 📷: Jacob W. Frank photo courtesy of the National Park Service	Photo	5710	8143
Watching a storm move in, over the North Fork of the Flathead River, is one of the best views on the planet #Montana	Video	8668	13483
Hey Kalispell, take time to vote for two of our local favorites: Hop's Downtown Grill and Scotty's Bar and Grill.	Photo	1175	1800
Spring is here, and our friends with Western Montana's Glacier Country have got the goods on fun activities for the new season!	Link	7159	10696
Many Glacier is still buttoned up for winter, but you can bet we are ready for more evenings like this soon enough!	Photo	2859	4193
It's a beautiful first day of spring, and we're already looking forward to early season bike rides on Going-to-the-Sun Road!	Photo	2234	3161
Happy St. Patrick's Day from #DowntownKalispell!	Photo	4061	5753
It's starting to feel like Spring is in the air! #Montana	Photo	2556	3814
Going-to-the-Sun Road is a pretty special place in winter...	Photo	4848	6702

A nice and frosty day on McDonald Creek in Glacier National Park	Photo	4645	6229
Hello weekend #Montana #SuperWinter2017	Photo	3961	6498
We're just over here, thinking about summer floats...with Glacier Guides and Montana Raft Co.	Photo	2487	3756
What a view! Happy #MontanaMonday	Photo	5493	7595
Cruising into the weekend...#Montana #HappyFriday	Photo	5680	7894
The North Fork is a wild place any time of year, but winter can be particularly awe-inspiring #Montana	Photo	7496	10363

Total:		80865	117449
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Average:		4757	6909
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April 2017 Goal Sheet

Dawn Jackson-Group Sales Manager

RFP's Sent:

1. 2019 Dude Ranchers Association-January
2. 2017 Rocky Mountain Championships-Dragon Boat-September
3. 2017 Spring Campaign (pkg request)-Bigfork Whitewater Festival, Bigfork Summer Playhouse, Event at Rebecca Farm
4. 2017 Firecracker Tournament-June-July
5. 2017 Elite Legacy Education (meeting space only)-Jessica Arroyo-June

Sales Calls & Site Visits:

Venue Site Visits

1. Imagineif Library

Sales/Phone Calls

1. Edward Jones Meeting-Alida Tinch-looking for meeting space-Bring it Home
2. MMIA-MT Municipal Interlock Authority-Doug Russell-potential for March 2018
3. Leonburger Club of America-Peggy Atchley-potential for March 2019

Groups Assisted

1. Rotary Welcome Bags-150 bags
2. Great Northern Resort-30 bags
3. Midway Rental Teambuilding-provided activity options

April Highlights:

1. Holiday Inn site tour
2. Sent ABA, NTA, GoWest Summit, Connect leads to industry partners
3. Provided activity information for Western Governors Conference
4. Attended Express Personnel Leadership Conference

Kalispell Convention & Visitors Bureau Sales Report

4/1/2017 - 4/30/2017

Event Type: All

Sales Rep: Dawn Jackson

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

Status: ALL FUTURE DEFINITE

Edward Jones	2017 Edward Jones Meeting	Meeting	Financial, Investment	Local referral	5/4/2017	Local	\$0.00	0	0	0	0	
				Definite	5/4/2017	New	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		KCVB Event	9/8/2017	International	\$0.00	0	0	0	0	
				Definite	9/9/2017	Repeat	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Spartan-Staff Rooms	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/2/2017	International	\$0.00	0	0	0	0	
				Definite	5/11/2017	Repeat	\$0.00					
Kalispell Convention & Visitors Bureau	2017 Glacier Half Marathon	Sporting Event	Athletic & Sports/Recreation	KCVB Event	6/22/2017	International	\$0.00	0	0	0	0	
				Definite	6/25/2017	New	\$0.00					
Montana Equestrian Events	2017 North American Junior & Young Rider Championships	Sporting Event	Athletic & Sports/Recreation	Definite	7/1/2017	International	\$0.00	0	40	280	210	
				Definite	7/23/2017	New	\$0.00					
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	5/15/2017	National	\$0.00	40	50	105	0	
				Definite	5/17/2017	New	\$0.00					
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018	International	\$0.00	170	180	485	0	
				Definite	4/12/2018	New	\$0.00					
Event Count:								7	210	270	870	210
							\$0.00					

Status: CURRENT ASSIST

Midway Rental	May Teambuilding	Meeting	Trade, Commercial	Local referral	5/7/2017	Local	\$0.00	0	0	0	0
				Services Assist	5/13/2017	New	\$0.00				
Western Governors Association	2017 Western Governors Annual Meeting	Meeting	Association	Local referral	6/26/2017	Regional	\$0.00	0	0	0	0
				Services Assist	6/28/2017	New	\$0.00				

Event Count: 2 \$0.00 0 0 0 0 0
 \$0.00

Status: **CURRENT LEAD**

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB RFP	7/19/2020 7/23/2020	International New	80	40	180	0	
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/27/2017 5/28/2017	International	0	0	0	0	
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/19/2017 8/9/2017	International	0	0	0	0	
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	7/19/2017 7/23/2017	International	0	0	0	0	
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier County Lead	1/15/2019 1/19/2019	National New	0	0	0	0	
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier County Lead	1/22/2019 1/26/2019	National New	0	111	451	0	
Event Count:							6	80	151	631	0
							\$0.00		\$0.00		

Status: **LEADS SENT**

Edward Jones	2017 Edward Jones Meeting	Meeting	Financial, Investment	Local referral	5/4/2017 5/4/2017	Local New	0	0	0	0
Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		Definite	9/8/2017 9/9/2017	International Repeat	0	0	0	0
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/27/2017 5/28/2017	International	0	0	0	0
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	5/19/2017 8/9/2017	International	0	0	0	0
Kalispell Convention & Visitors Bureau	2017 Spring Campaign	Social Gathering		Lead	7/19/2017 7/23/2017	International	0	0	0	0

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

Kalispell PeeWee Baseball	2017 Firecracker Tournament	Sporting Event	Athletic & Sports/Recreation	Local referral	6/29/2017	Regional	\$0.00	1,850	0	0	0
				History	7/1/2017	Repeat	\$0.00				
Midway Rental	May Teambuilding	Meeting	Trade, Commercial	Local referral	5/7/2017	Local	\$0.00	0	0	0	0
				Services Assist	5/13/2017	New	\$0.00				
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier County	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 County	1/22/2019	National	\$0.00	0	111	451	0
				Lead	1/26/2019	New	\$0.00				
Event Count: 9							\$0.00	1,850	111	451	0
							\$0.00				

Status: TURNED ASSIST

Midway Rental	May Teambuilding	Meeting	Trade, Commercial	Local referral	5/7/2017	Local	\$0.00	0	0	0	0
				Services Assist	5/13/2017	New	\$0.00				
Western Governors Association	2017 Western Governors Annual Meeting	Meeting	Association	Local referral	6/26/2017	Regional	\$0.00	0	0	0	0
				Services Assist	6/28/2017	New	\$0.00				
Event Count: 2							\$0.00	0	0	0	0
							\$0.00				

Status: TURNED DEFINITE

Edward Jones	2017 Edward Jones Meeting	Meeting	Financial, Investment	Local referral	5/4/2017	Local	\$0.00	0	0	0	0
				Definite	5/4/2017	New	\$0.00				
Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		KCVB Event	9/8/2017	International	\$0.00	0	0	0	0
				Definite	9/9/2017	Repeat	\$0.00				
Kalispell PeeWee Baseball	2017 Firecracker Tournament	Sporting Event	Athletic & Sports/Recreation	Local referral	6/29/2017	Regional	\$0.00	1,850	0	0	0
				History	7/1/2017	Repeat	\$0.00				

Event Count:	3	\$0.00	1,850	0	0	0
		\$0.00				
Event Count:	29	\$0.00	3,990	532	1,952	210
		\$0.00				