

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – August 3, 2016
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

AGENDA

3:00 pm Meeting Called to Order: Dawn Hendrickson, Chairman 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. Safety Awareness Updates

4. Board Action

- a) Approval of minutes from July 6, 2016
- b) TBID financial statements for June, 2016

6. Board Discussion

- a) Board officer and member updates
- b) Event updates
- c) Group, M&C updates
- d) Marketing updates
- e) FY17 planning discussion
- f) Glacier National Park updates

5:00 pm Meeting Adjourns

Enclosures: July 6, 2016 minutes
TBID financial statements for June 2016
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

2016 TBID Board Meeting Schedule (subject to change)

January 6	February 3	March 2	April 6	May 4	June 1
July 6	August 3	September 7	October 5	November 2	December 7

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Location: Kalispell Chamber of Commerce
Wednesday, July 6, 2016
3:00 pm – 5:00 pm

Minutes

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

Board Members Absent: Nautam Patel, Lisa Brown, Laurie Otto-Bradford

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

Visitors: Scott Rieke, Larry Lambert, Rob Eberhardy

Meeting was called to order by Vanessa Nordahl, Board Chair, at 3:04 PM.

1. Hear from the Public – none
2. Flathead Celtic Festival – Rob Eberhardy presented information about his application for an event grant. Flathead Celtic Festival is held Sept 17th at Herron Park. Out of market participation with visiting Clans, vendors, performers. Also corresponds with Clan Donald conference held in Kalispell over that date.
3. TBID Safety Awareness Updates – none
4. Board Action
 - a. Approve minutes from the June 1, 2016 meeting:
Action: Motion was made by Dawn Hendrickson to approve the minutes. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for May, 2016:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
 - c. Approval of Event Grant Applications
Action: Motion was made by Janet Clark to approve a \$1,000 grant to Flathead Valley Celtic Festival. Motion seconded by Dawn Hendrickson. Discussion: event is growing, was well-run last year, good room night yield, potential to host supporting events such as regional Irish Dance contests. Board approved unanimously.
Action: Motion was made by Dawn Hendrickson to approve a \$500 grant to The Event at Rebecca Farm. Motion seconded by Dan Moderie. Discussion: repeat of grant awarded last year. Board approved unanimously.
Action: Motion was made by Dawn Hendrickson to approve a \$250 cash plus in-kind grant to Cowboy Mounted Shooter Association. Discussion: out of market attendance is small but increasing, board felt event would not yield substantial room nights to justify \$1,500 requested. Board approved unanimously.
5. Board Discussion
 - a. Event updates - Spartan Race created \$4,399,252 in economic impact. 37% of out of county visitors reported it was their first trip to the Flathead Valley. 56% stayed in hotel/motel (2014 = 64%) and 15% stayed in rental cabin/home (2014 + 10%) reflecting increasing use of short term rentals. The 2017 race will be held May 6 -7.

- b. Dragon Boat – 40 teams have registered. Nine of those teams are from Canada. The prolonged weakness of the Canadian dollar and Alberta economy have caused a decrease in the number of Canadian teams participating. Social media promotions continue including a two for one team registration offer to members of Pacific Dragon Boat Association. Individual paddlers and BCS teams are being recruited. Less expensive contract with Race Director Kevin Kwan has been negotiated. There will be no road closure permit, conditional use permit or property owner agreements which will reduce costs. Event merchandise will be handled in-house as an additional source of revenue. An RFP for merchandise production has been distributed.
- c. Group, M& C updates – 6 RFP's were distributed for leads sent in June. Dawn will send list to each TBID member. POMA Conference had 200 registrants. Received great feedback on the event. More than half attending were media people. CVB is holding several contests to encourage media attendees to feature Kalispell and Northwest Montana. Videos of the POMA Conference were created by CVB and will be added to photo library. POMA will make additional videos of the event available. A representative of Tourco will offer a presentation on ways to work with his organization on July 20. TBID members will be invited. Arrangements are underway for a Meeting Fam with qualified meeting planners on September 20. Dawn is available to assist groups with meeting planning.
- d. Marketing updates – Trip Advisor featured Kalispell in a list of Father's Day vacation ideas. Budget travel blogger Shereen Rayle (hosted by CVB in May) posted 3 articles about her trip to Kalispell. CVB will have rights to 20 photos of outdoor spring activities provided by travel writer Matt Gibson who visited in May. Numbers of social media followers continues to grow on Twitter, Instagram and Facebook. The majority of signs in the Wayfinding project have been installed. Feedback has been very positive. Correction to last month's 3rd quarter TBID collections report: total collections were \$100,756, a 9% increase year over year. There was 0% change when Greenwood and LaQuinta were removed. STR Report: occupancy was up .7% for May, ADR was down 6%. Some properties are lowering rates due to new facilities entering the market. Larry Lambert suggested having Smith Travel do a seminar in rate management for the TBID. Northwest Magazine featured Farwest Boat Tours and Examiner.com mentioned a police blotter report of canine crimes in the Flathead County. The Kalispell VIC is experiencing increased traffic over 2015 with walk-ins up 10% in May and 7% in June.
- e. Short term rentals were discussed at a City Council work session. Kalispell Chamber supported City staff recommendation that short term rentals be allowed as a conditional use with restrictions in residential areas. The minimum number of rooms required for inclusion in TBID is six. Short term rentals are supposed to pay bed tax, but not all do. There is a national effort to address bed tax collection by Airbnb and other short term rental organizations.
- f. Glacier National Park updates – park management is anticipating a very busy summer. CVB met with local tourism partners to develop a PR plan in case of fires or other crises. GNP is offering tips for enjoying the park including using the free shuttle, carpooling, visiting less-traveled areas of the park, etc. Updates on park conditions will be posted on Twitter.

Meeting adjourned at 4:32 pm.

Respectfully Submitted: Diane Medler

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

Kalispell Tourism Business Improvement District
Summary of Financials
August 3, 2016

TBID General Funds – Expense Summary June 2016

Admin: Leadership Flathead sponsorship (Dawn; bookkeeping; office supplies; postage & copies; telephone, misc mileage & expenses; email hosting

Website: SEO/SEM; quarterly reporting

Consumer Marketing: airport stocking; social media admin; spring/summer campaign media buy and creative; summer enews; prize for Calgary golf auction package; photo usage visitor guide

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

Meetings & Convention: POMA; IDSS quarterly payment

Publicity: Press trips - Matt Gibson and Shereen Rayle

KCVB Event Funds - Summary January through June 2016

Dragon Boat: (2016 - \$30,000 TBID)
Balance forward from 2015: (\$784.26)
Income: \$17,233.25
Expenses: \$5,526.89
Balance: \$10,897.10

Spartan 2016: (2016 - \$25,000 TBID)
Balance forward from 2015: \$3,706.40
Income: \$35,424.50
Expenses: \$33,183.39
Balance: \$7,267.73

Pond 2016: (2016 - \$30,000 TBID)
Balance forward from 2015: \$18,372.85
Income: \$2,700.00
Expenses: \$8,027.13
Deferred Revenue: \$34,200.00
Balance: \$45,950.50

Tourism Business Improvement District
Balance Sheet
As of June 30, 2016

	Jun 30, 16
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	180,797.72
Total Checking/Savings	180,797.72
Accounts Receivable	
1200 · Accounts Receivable	3,380.60
Total Accounts Receivable	3,380.60
Total Current Assets	184,178.32
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	<u>213,363.60</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	47,249.65
Total Accounts Payable	47,249.65
Total Current Liabilities	47,249.65
Total Liabilities	47,249.65
Equity	
32000 · Unrestricted Net Assets	164,312.26
Net Income	1,801.69
Total Equity	166,113.95
TOTAL LIABILITIES & EQUITY	<u>213,363.60</u>

Tourism Business Improvement District
Profit & Loss
June 2016

	Jun 16	Jul '15 - Jun 16
Income		
4000 · TBID Revenue	0.00	551,432.88
4100 · Interest Income	8.41	91.47
Total Income	8.41	551,524.35
Expense		
5000 · Staffing	15,612.64	201,324.65
5100 · Administrative		
5199 · Other Admin	975.00	975.00
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	28.55	213.05
5125 · Bookkeeping	190.00	2,427.50
5140 · Office Supplies	72.23	1,155.14
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	132.61	806.65
5160 · Rent	-700.00	7,000.00
5165 · Storage Unit	0.00	547.00
5180 · Telephone	241.27	2,683.44
5185 · Travel & Entertainment	158.37	2,277.65
5190 · Technology Support	50.00	600.00
5195 · Equipment (Software)	0.00	222.36
5100 · Administrative - Other	0.00	100.00
Total 5100 · Administrative	1,148.03	24,557.79
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,500.00
5230 · Organizational Memberships	-10.00	3,512.00
Total 5200 · Research & Education	-10.00	9,012.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	9,265.05
5280 · SEO & SEM	212.50	8,143.25
5285 · Quarterly Reporting	1,542.75	1,542.75
Total 5250 · Web Site	1,755.25	18,951.05
5400 · Consumer Marketing		
5455 · Winter Prize Package	0.00	493.84
5405 · Photo and Video Library	0.00	5,734.00
5430 · Social Media Admin & Adv	1,169.89	10,084.60
5440 · Creative Services	6,941.00	19,953.14
5450 · Media Buy Online	6,986.37	32,243.03
5460 · Travel Show Attendance	75.00	5,234.02
5480 · Airport Displays	50.00	700.00
5420 · E-Marketing	527.00	3,615.72
5496 · Visitor Guide & Niche Brochures	125.00	8,767.50
Total 5400 · Consumer Marketing	15,874.26	86,825.85
5500 · Event Marketing		
5548 · Events Operations Management	1,750.00	23,250.00
5501 · Dragon Boat	0.00	45,572.00
5502 · Spartan Event	0.00	25,000.00
5509 · Pond Hockey	0.00	30,000.00
5511 · Western B Basketball	0.00	4,325.54
5549 · Other Event Marketing	0.00	4,826.88
Total 5500 · Event Marketing	1,750.00	132,974.42
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	4,825.76
5570 · Meeting Planner Incentive Progm	10,517.58	28,100.72
5574 · M&C Guide	0.00	390.00
5583 · Customer Relationship Mgmt Syst	1,500.00	6,000.00
Total 5550 · Meetings & Conventions	12,017.58	39,316.48
5650 · Publicity		

Tourism Business Improvement District

Profit & Loss

June 2016

	Jun 16	Jul '15 - Jun 16
5660 · Travel Media FAM	3,183.65	19,528.98
5665 · PR/Story Pitches	4,029.00	16,252.00
5680 · Kalispell Merchandise	0.00	979.44
Total 5650 · Publicity	7,212.65	36,760.42
Total Expense	55,360.41	549,722.66
Net Income	<u>-55,352.00</u>	<u>1,801.69</u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2015 through June 2016

	Jul '15 - Ju...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	551,432.88	632,500.00	-81,067.12	87.2%
4100 · Interest Income	91.47			
Total Income	551,524.35	632,500.00	-80,975.65	87.2%
Expense				
5000 · Staffing	201,324.65	206,635.00	-5,310.35	97.4%
5100 · Administrative	24,557.79	28,865.00	-4,307.21	85.1%
5200 · Research & Education	9,012.00	8,000.00	1,012.00	112.7%
5250 · Web Site	18,951.05	18,000.00	951.05	105.3%
5400 · Consumer Marketing	86,825.85	97,700.00	-10,874.15	88.9%
5500 · Event Marketing	132,974.42	134,072.00	-1,097.58	99.2%
5550 · Meetings & Conventions	39,316.48	75,500.00	-36,183.52	52.1%
5600 · Opportunity	0.00	33,728.00	-33,728.00	0.0%
5650 · Publicity	36,760.42	30,000.00	6,760.42	122.5%
Total Expense	549,722.66	632,500.00	-82,777.34	86.9%
Net Income	<u>1,801.69</u>	<u>0.00</u>	<u>1,801.69</u>	<u>100.0%</u>

KALISPELL CONVENTION & VISITOR'S BUREAU
EVENT BALANCES
Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	WAYFINDING	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	63,100.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)			(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)		(3,422.14)
April 2016	(791.00)	(629.25)	23,695.34	(19,884.69)	2,390.40
May 2016	5,850.00	300.00	(16,967.43)	(21,822.00)	(32,639.43)
June 2016	1,221.34	(1,295.22)	0.00	(7,974.75)	(8,048.63)
July 2016					0.00
August 2016					0.00
September 2016					0.00
October 2016					0.00
November 2016					0.00
December 2016					0.00
Deferred Revenue*		34,200.00			34,200.00
EVENT BALANCES	10,897.10	45,950.50	7,267.73	13,418.56	77,533.89

*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 through June 2016

	Dragon Boat	Pond Hockey	Spartan	Wayfinding Grant	TOTAL
Income					
4700.00 · Special Events					
4225.00 · Beverage Sales	0.00	0.00	8,923.00	0.00	8,923.00
4700.10 · Registrations	15,978.25	2,700.00	0.00	0.00	18,678.25
4850.00 · Sponsors	750.00	0.00	0.00	0.00	750.00
4900.00 · Ticket Sales	505.00	0.00	0.00	0.00	505.00
4925.00 · Vendor Fee	0.00	0.00	1,100.00	0.00	1,100.00
4945.00 · Other Events Revenue	0.00	0.00	401.50	0.00	401.50
Total 4700.00 · Special Events	17,233.25	2,700.00	10,424.50	0.00	30,357.75
4410.00 · TBID Revenue	0.00	0.00	25,000.00	0.00	25,000.00
Total Income	17,233.25	2,700.00	35,424.50	0.00	55,357.75
Gross Profit	17,233.25	2,700.00	35,424.50	0.00	55,357.75
Expense					
5000.00 · Direct Program					
5000.10 · Purchases	0.00	0.00	0.00	49,681.44	49,681.44
5010.00 · Advertising & Marketing	341.10	453.00	815.00	0.00	1,609.10
5020.00 · Apparel	0.00	0.00	100.00	0.00	100.00
5040.00 · Awards & Recognition	0.00	0.00	208.85	0.00	208.85
5140.00 · Contract Labor	0.00	0.00	237.26	0.00	237.26
5180.00 · Catering	0.00	0.00	5,747.11	0.00	5,747.11
5320.00 · Leased Equipment/Space	400.00	927.33	13,691.55	0.00	15,018.88
5460.00 · Permits & Fees	0.00	0.00	20.00	0.00	20.00
5540.00 · Promotor Fee	-500.00	0.00	0.00	0.00	-500.00
5670.00 · Supplies	0.00	57.72	79.18	0.00	136.90
Total 5000.00 · Direct Program	241.10	1,438.05	20,898.95	49,681.44	72,259.54
5060.00 · Bank Fees & Service Charges					
5060.10 · Bank & Credit Card Fees	12.50	18.00	54.46	0.00	84.96
Total 5060.00 · Bank Fees & Service Charges	12.50	18.00	54.46	0.00	84.96
5260.00 · Insurance	2,911.00	442.00	1,806.00	0.00	5,159.00
5160.00 · Contributions & Scholarships					
5160.10 · Contributions	0.00	0.00	4,600.00	0.00	4,600.00
Total 5160.00 · Contributions & Scholarships	0.00	0.00	4,600.00	0.00	4,600.00
5520.00 · Professional Fees					
5780.00 · Web Site	625.34	0.00	0.00	0.00	625.34
5520.10 · Professional Services	535.00	5,536.43	1,447.30	0.00	7,518.73
Total 5520.00 · Professional Fees	1,160.34	5,536.43	1,447.30	0.00	8,144.07
5500.00 · Printing & Publications	0.00	141.25	147.89	0.00	289.14
5400.00 · Miscellaneous					
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	0.00	300.00
5580.00 · Research & Surveys	350.00	96.00	350.00	0.00	796.00
5400.10 · Other Miscellaneous	0.00	0.00	250.00	0.00	250.00
Total 5400.00 · Miscellaneous	650.00	96.00	600.00	0.00	1,346.00
5420.00 · Office					
5420.10 · Office Supplies	433.20	147.47	568.42	0.00	1,149.09
Total 5420.00 · Office	433.20	147.47	568.42	0.00	1,149.09
5740.00 · Travel					
5740.10 · Travel/Mileage	54.81	2.16	98.44	0.00	155.41
5380.00 · Meals (Staff/Volunteers)	63.94	205.77	2,961.93	0.00	3,231.64

3:48 PM
07/21/16
Accrual Basis

Kalispell Chamber of Commerce

KCVB P&L by Class

January through June 2016
Dragon Pond

	Boat	Hockey	Spartan	Wayfinding Grant	TOTAL
Total 5740.00 · Travel	118.75	207.93	3,060.37	0.00	3,387.05
Total Expense	5,526.89	8,027.13	33,183.39	49,681.44	96,418.85
Net Income	<u>11,706.36</u>	<u>-5,327.13</u>	<u>2,241.11</u>	<u>-49,681.44</u>	<u>-41,061.10</u>

RECENT PRESS

Adventure travel writer Matt Gibson visited in May and found out Kalispell is in the middle of the coolest things to do in Montana. See Matt's blog in the [Huffington Post](http://www.huffingtonpost.com/matt-gibson/kalispell-way-out-in-the-b_10962406.html), http://www.huffingtonpost.com/matt-gibson/kalispell-way-out-in-the-b_10962406.html

Dragon Boat: Helena teams prep for Flathead Race" (DIL, 7/24/16)
Kalispell Regional to sponsor dragon boat races (DIL, 7/19/16)

SOCIAL MEDIA REPORT (June 15 – July 15)

Twitter – 246K tweet impressions; 2,370 followers; profile visits 553

Instagram – 3,189 followers - 580 new

Facebook – 32,314 likes; total reach 154,830; avg reach 7.742

KALISPELL VIC – JUNE

1,386 total interactions, 11% increase over 2015

QUARTERLY WEBSITE ANALYTICS

See attached report

MONTANA DRAGON BOAT FESTIVAL

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

No Experience Necessary and We Provide The Boats

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

No team? No problem. There are opportunities for individual paddlers as well.

To register: www.montanadragonboat.com

For more information, contact Vonnie Day at 406-758-2809 or vonnie@discoverkalispell.com.

STR REPORT – JUNE

Year over year, June OCC: -3.8% to 69.8%; ADR: + 0.5% to \$108.41; RevPAR: - 3.3% to \$75.67. Three properties did not report.

Kalispell Economy class OCC: + 0.3%, ADR: – 0.4%; Mid/Upper class OCC: -7.1%, ADR: +0.3%

United States: OCC: +0.3%; ADR: +3.5%; RevPAR: +3.8%. Montana: OCC: -0.9%; ADR: +2.9%; RevPAR: +1.9%

GLACIER PARK SETS NEW RECORD FOR JUNE VISITATION

Nearly 430,000 people visited the park in June, 15,000 more than last year and the most all-time for the month of June, according to the NPS. Overall visitation is up 8.7 percent in 2016. "2016 is the Centennial of the National Park Service and we are anticipating record visitation. June was up almost four percent over last year," said GNP Superintendent Jeff Mow. "You have to remember that in June 2015 it was

really dry and we had a 24% increase over 2014. That's a 28 percent increase in two years."

Here are a few tips to share with your guests:

1. If possible, avoid the peak hours of 10am-3pm when traveling the Going to the Sun Road.
2. Recommend heading from east to west (less crowded route) vs west to east.
3. Visit other parts of the park such as Many Glacier, Two Medicine, St. Mary's, Polebridge/North Fork.
4. Free shuttles service begins July 1 and runs through September 18 – [see schedule](#)
5. If camping or backpacking use the shuttle to avoid leaving a vehicle in a parking lot overnight (important for locals)
6. Carpool to the park (important for locals)
7. Best source for up-to-date information and road status is GNP Twitter - @GlacierNPS. Other good sources are www.nps.gov/glac and Facebook at [GlacierNPS](#).
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. If that happens motorists will be directed to Belton Bookstore/West Glacier VIC and the Discovery Center for ideas of what to do outside the park.
10. Recommend to your guests that they carry bear spray and visit the GNP website for other tips and recommendations.

Visitor Metrics – Discover Kalispell.com

Q 4: Apr 1, 2016 - Jun 30, 2016
Compare to: Apr 1, 2015 - Jun 30, 2015

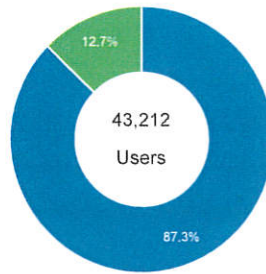
Sessions by Region

Region	Sessions
Montana	
Apr 1, 2016 - Jun 30, 2016	9,680
Apr 1, 2015 - Jun 30, 2015	9,428
% Change	2.67%
Alberta	
Apr 1, 2016 - Jun 30, 2016	5,197
Apr 1, 2015 - Jun 30, 2015	6,652
% Change	-21.87%
Washington	
Apr 1, 2016 - Jun 30, 2016	3,201
Apr 1, 2015 - Jun 30, 2015	2,368
% Change	35.18%
California	
Apr 1, 2016 - Jun 30, 2016	2,877
Apr 1, 2015 - Jun 30, 2015	2,623
% Change	9.68%
Utah	
Apr 1, 2016 - Jun 30, 2016	2,643
Apr 1, 2015 - Jun 30, 2015	2,063
% Change	28.11%
Texas	
Apr 1, 2016 - Jun 30, 2016	2,383
Apr 1, 2015 - Jun 30, 2015	1,720
% Change	38.55%
Colorado	
Apr 1, 2016 - Jun 30, 2016	1,706
Apr 1, 2015 - Jun 30, 2015	1,414
% Change	20.65%
Illinois	
Apr 1, 2016 - Jun 30, 2016	1,351
Apr 1, 2015 - Jun 30, 2015	726
% Change	86.09%
Oregon	
Apr 1, 2016 - Jun 30, 2016	1,310
Apr 1, 2015 - Jun 30, 2015	801
% Change	63.55%
British Columbia	
Apr 1, 2016 - Jun 30, 2016	1,117
Apr 1, 2015 - Jun 30, 2015	1,272
% Change	-12.19%

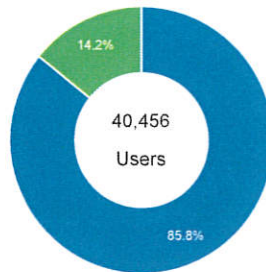
New vs Returning

■ New Visitor ■ Returning Visitor

Apr 1, 2016 - Jun 30, 2016



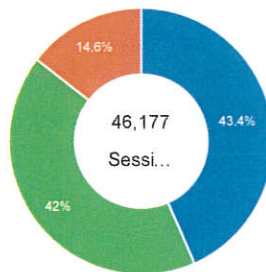
Apr 1, 2015 - Jun 30, 2015



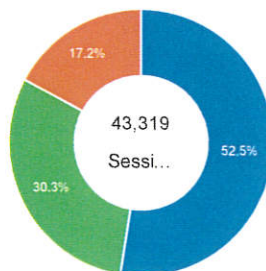
Sessions by Device Category

■ desktop ■ mobile ■ tablet

Apr 1, 2016 - Jun 30, 2016



Apr 1, 2015 - Jun 30, 2015



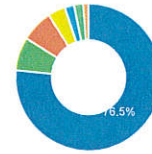
Top 10 Referring Websites & Bounce Rate

Source / Medium	Sessions	Bounce Rate
m.facebook.com / referral		
Apr 1, 2016 - Jun 30, 2016	596	75.00%
Apr 1, 2015 - Jun 30, 2015	164	81.71%
% Change	263.41%	-8.21%
kalispell.com / referral		
Apr 1, 2016 - Jun 30, 2016	560	23.04%
Apr 1, 2015 - Jun 30, 2015	1,760	30.40%
% Change	-68.18%	-24.22%
visitmt.com / referral		
Apr 1, 2016 - Jun 30, 2016	294	20.75%
Apr 1, 2015 - Jun 30, 2015	166	24.70%
% Change	77.11%	-15.99%
spartan.com / referral		
Apr 1, 2016 - Jun 30, 2016	249	68.27%
Apr 1, 2015 - Jun 30, 2015	0	0.00%
% Change	100.00%	100.00%
kalispellchamber.com / referral		
Apr 1, 2016 - Jun 30, 2016	230	50.87%
Apr 1, 2015 - Jun 30, 2015	120	20.83%
% Change	91.67%	144.17%
downtownkalispell.com / referral		
Apr 1, 2016 - Jun 30, 2016	137	29.93%
Apr 1, 2015 - Jun 30, 2015	182	36.26%
% Change	-24.73%	-17.47%
keywords-monitoring-your-success.com / referral		
Apr 1, 2016 - Jun 30, 2016	128	100.00%
Apr 1, 2015 - Jun 30, 2015	0	0.00%
% Change	100.00%	100.00%
glaciermt.com / referral		
Apr 1, 2016 - Jun 30, 2016	102	17.65%
Apr 1, 2015 - Jun 30, 2015	61	27.87%
% Change	67.21%	-36.68%
l.facebook.com / referral		
Apr 1, 2016 - Jun 30, 2016	90	72.22%
Apr 1, 2015 - Jun 30, 2015	61	63.93%
% Change	47.54%	12.96%
duckduckgo.com / referral		
Apr 1, 2016 - Jun 30, 2016	88	60.23%
Apr 1, 2015 - Jun 30, 2015	35	62.86%
% Change	151.43%	-4.18%

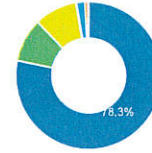
Top Channels

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

Apr 1, 2016 - Jun 30, 2016



Apr 1, 2015 - Jun 30, 2015



Search Terms and Avg. Time on Page

Apr 1, 2016 - Jun 30, 2016:

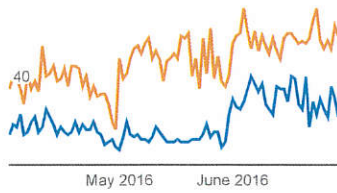
● Sessions

Apr 1, 2015 - Jun 30, 2015:

● Sessions

Apr 1, 2016 - Jun 30, 2016

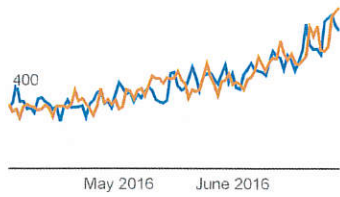
80



Keyword	Sessions	Avg. Time on Page
glacier national park	327	00:01:07
Apr 1, 2016 - Jun 30, 2016	142	00:01:32
Apr 1, 2015 - Jun 30, 2015	130.28%	-27.19%
% Change	100.00%	100.00%
glacier national park map	218	00:01:06
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
Apr 1, 2015 - Jun 30, 2015	0	00:00:00
% Change	100.00%	100.00%
glacier national park mt	147	00:01:37
Apr 1, 2016 - Jun 30, 2016	152	00:00:54
Apr 1, 2015 - Jun 30, 2015	152	00:00:54
% Change	-3.29%	80.35%
glacier national park montana	110	00:01:15
Apr 1, 2016 - Jun 30, 2016	53	00:01:07
Apr 1, 2015 - Jun 30, 2015	53	00:01:07
% Change	107.55%	11.11%
glacier national park montana map	109	00:01:38
Apr 1, 2016 - Jun 30, 2016	555	00:01:35
Apr 1, 2015 - Jun 30, 2015	555	00:01:35
% Change	-80.36%	3.46%
glacier national park montana mt	60	00:00:44
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
Apr 1, 2015 - Jun 30, 2015	0	00:00:00
% Change	100.00%	100.00%
glacier national park montana map	51	00:01:57
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
Apr 1, 2015 - Jun 30, 2015	0	00:00:00
% Change	100.00%	100.00%
glacier national park montana map	48	00:00:55
Apr 1, 2016 - Jun 30, 2016	343	00:01:24
Apr 1, 2015 - Jun 30, 2015	343	00:01:24
% Change	-86.01%	-35.26%
glacier national park montana mt	48	00:01:40
Apr 1, 2016 - Jun 30, 2016	0	00:00:00
Apr 1, 2015 - Jun 30, 2015	0	00:00:00
% Change	100.00%	100.00%
glacier national park montana map	33	00:01:20
Apr 1, 2016 - Jun 30, 2016	391	00:01:38
Apr 1, 2015 - Jun 30, 2015	391	00:01:38
% Change	-91.56%	-18.76%

Search Terms

Apr 1, 2016 - Jun 30, 2016:
 Search Query Sessions
 (not set)
 Apr 1, 2015 - Jun 30, 2015:
 Sessions
 Apr 1, 2016 - Jun 30, 2016
 800



Search Query	Sessions	Avg. Time on Page
(not set)	44,628	00:01:33
	39,631	00:01:39
% Change	12.61%	-6.17%
kalispell montana	267	00:01:13
	89	00:01:32
% Change	200.00%	-20.78%
Apr 1, 2016 - Jun 30, 2016	47	00:01:29
Apr 1, 2015 - Jun 30, 2015	217	00:01:31
% Change	-78.34%	-1.75%
glacier national park map	44	00:00:55
	80	00:01:40
% Change	-45.00%	-45.63%
kalispell mt	32	00:01:12
	161	00:01:30
% Change	-80.12%	-19.88%
glacier national park camping	22	00:00:35
	2	00:00:15
% Change	1,000.00%	132.82%
things to do in kalispell mt	22	00:00:49
	47	00:01:31
% Change	-53.19%	-45.78%
kalispell	17	00:01:41
	55	00:00:48
% Change	-69.09%	108.12%
things to do in kalispell montana	14	00:00:47
	22	00:01:07
% Change	-36.36%	-29.31%
glacier national park lodging	12	00:02:03
	2	00:01:57
% Change	500.00%	4.43%

8. Growth in Mobile

Apr 1, 2016 - Jun 30, 2016
Compare to: Apr 1, 2015 - Jun 30, 2015

All Users
+0.00% Sessions

Mobile Traffic

Apr 1, 2016 - Jun 30, 2016

26,132

% of Total: 56.59% (46,177)

Apr 1, 2015 - Jun 30, 2015

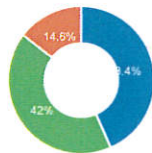
20,563

% of Total: 47.47% (43,319)

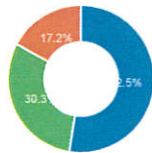
Mobile vs Desktop

desktop mobile tablet

Apr 1, 2016 - Jun 30, 2016



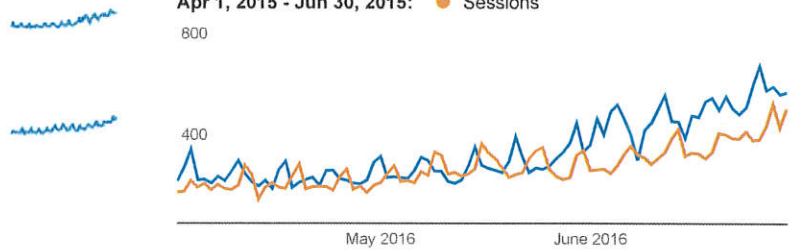
Apr 1, 2015 - Jun 30, 2015



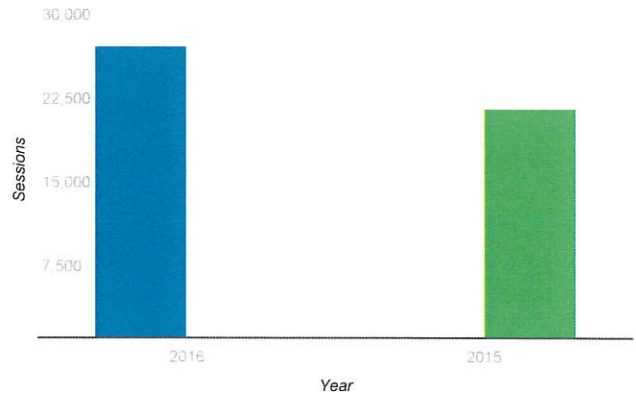
Mobile Traffic Over Time

Apr 1, 2016 - Jun 30, 2016: Sessions

Apr 1, 2015 - Jun 30, 2015: Sessions



Mobile Traffic (Year Over Year)

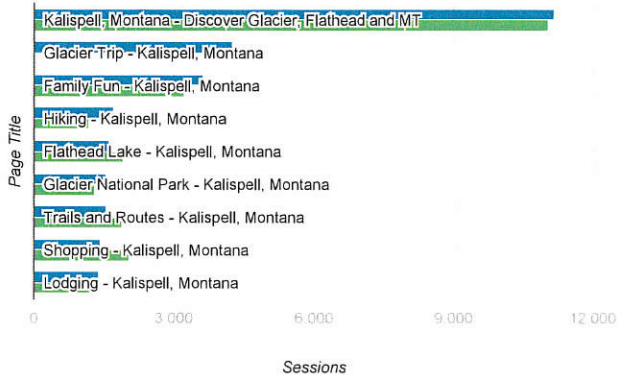


3. Content Metrics

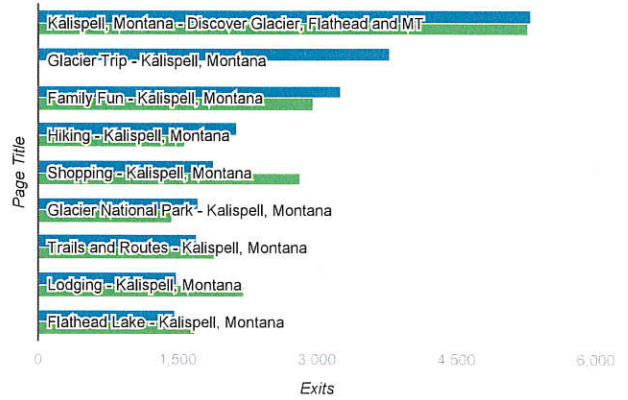
Apr 1, 2016 - Jun 30, 2016
Compare to: Apr 1, 2015 - Jun 30, 2015

All Users
+0.00% Sessions

Top 10 Pages



Top 10 Exit Pages



Popular Pages from Organic Search

Page Title	Sessions	Bounce Rate
KalisPELL, Montana - Discover Glacier, Flathead and MT		
Apr 1, 2016 - Jun 30, 2016	7,451	28.59%
Apr 1, 2015 - Jun 30, 2015	7,350	28.97%
% Change	1.37%	-1.31%
Family Fun - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	3,110	67.11%
Apr 1, 2015 - Jun 30, 2015	2,935	67.05%
% Change	5.96%	0.08%
Hiking - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,485	70.91%
Apr 1, 2015 - Jun 30, 2015	1,043	68.26%
% Change	42.38%	3.87%
Flathead Lake - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,389	72.14%
Apr 1, 2015 - Jun 30, 2015	1,686	68.68%
% Change	-17.62%	5.03%
Trails and Routes - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,371	75.78%
Apr 1, 2015 - Jun 30, 2015	1,729	70.79%
% Change	-20.71%	7.05%
Shopping - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,304	67.41%
Apr 1, 2015 - Jun 30, 2015	1,864	68.08%
% Change	-30.04%	-0.99%
Glacier National Park - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,301	71.79%
Apr 1, 2015 - Jun 30, 2015	1,049	72.07%
% Change	24.02%	-0.39%
State Parks - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	1,034	77.76%
Apr 1, 2015 - Jun 30, 2015	1,458	75.99%
% Change	-29.08%	2.32%
Events - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	917	77.10%
Apr 1, 2015 - Jun 30, 2015	1,162	76.76%
% Change	-21.08%	0.44%
Fishing - KalisPELL, Montana		
Apr 1, 2016 - Jun 30, 2016	888	71.96%
Apr 1, 2015 - Jun 30, 2015	792	69.07%
% Change	12.12%	4.19%

July 2016 Goal Sheet

Dawn Jackson-KCVB Group Sales Manager

RFP's Sent:

1. 2016 Meeting FAM-Red Lion
2. 2016 Lakeside Somers Dragon Boat Concert-Cancelled
3. 2020 KFOCI Convention-RFP

Sales Calls & Site Visits:

1. Tabletree-Susan & Gary Snow-Agritourism group activity option
2. Flathead Valley Bridge Center-Kalispell has an opportunity for a 2020 Regional Tournament will f/u in 2018
3. Laura Munson-Haven Writing Retreat-resource for group activities
4. KFOCI (Car Club)-Set up site tour for August 18 with the possibility of a 2020 National Convention in July
5. MT Department of Labor & Industry-contacted Casey West-they plan to do a SafetyFest in January 2018. Will work with her when she comes for a September visit.
6. Ladies Pamper Night-CVENT lead from 2016-she is looking for some information and different dates
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

(More detailed information is logged in IDSS. Please let me know if you have any questions.)

July Highlights:

1. Set up Tourico Holidays presentation
2. Rebecca Farms-VIP Tent Networking
3. 82 Welcome bags for Airstream Convention
4. Met with Partners Creative
5. Sent out new Available Rooms report to W. Glacier VIC

Total Contracted Rooms:

1. 2016 Meeting FAM-5

Kalispell Convention & Visitors Bureau Sales Report

7/1/2016 - 7/30/2016

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
				Current Status		New/Repeat					
ALL FUTURE DEFINITE											
Clan Donald	2016 Clan Donald	Meeting	Heritage, Patriotic, Veterans	Glacier County	9/13/2016 9/17/2016	International New	\$0.00 \$0.00	0	65	265	265
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/12/2016 9/12/2016	Regional New	\$0.00 \$0.00	0	20	20	0
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/16/2016 9/16/2016	Regional New	\$0.00 \$0.00	0	40	40	0
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/18/2016 9/18/2016	Regional New	\$0.00 \$0.00	0	14	14	0
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting		Called KCVB Definite	5/15/2017 5/17/2017	National New	\$0.00 \$0.00	40	50	105	0
MT Organic Association	2016 MT Organic Association Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB Definite	11/30/2016 12/3/2016	State Repeat	\$0.00 \$0.00	200	20	55	0
SCORE	2016 MT District SCORE Meeting	Meeting	Business Consulting	Local referral Definite	9/12/2016 9/15/2016	State New	\$0.00 \$0.00	25	25	56	0
The Summit Medical Fitness Center	XTERRA Flathead Triathlon	Tour	Athletic & Sports/Recreation	KRMC Definite	8/5/2016 8/8/2016	International New	\$0.00 \$0.00	0	0	0	0
				Event Count:	8		\$0.00	265	234	555	265
							\$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	\$0.00 \$0.00	80	40	180	0
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Event Count:	1	\$0.00	80	40	180	0
		\$0.00				

Status: LEADS SENT

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB RFP	7/19/2020 7/23/2020	International New	\$0.00 \$0.00	80	40	180	0
Kalspell Convention & Visitors Bureau	2016 Meeting FAM	FAM	Meetings, Convention, Tourism Industry Events	Glacier Country Definite	9/20/2016 9/20/2016	National Repeat	\$0.00 \$0.00	5	5	5	0
Lakeside-Somers Chamber of Commerce	2016 Lakeside Somers Dragon Boat Concert	Social Gathering	Social	Local referral Cancelled	9/8/2016 9/9/2016	Local New	\$0.00 \$0.00	8	5	10	0
Event Count:	3	\$0.00	93	50	195	0	\$0.00				

Status: TURNED ASSIST

Wally Bynum Caravan Club International	2016 Region 10 WBCCI Rally (Airstream)	Social Gathering	Hobby & Vocational	Called KCVB Services Assist	7/27/2016 7/27/2016	International New	\$0.00 \$0.00	160	0	0	0
Event Count:	1	\$0.00	160	0	0	0	\$0.00				
Event Count:	13	\$0.00	598	324	930	265	\$0.00				



2016 POMA Annual Conference

Conference Summary Report Kalispell Convention and Visitors Bureau

The Professional Outdoor Media Association held their conference in Kalispell, June 15-18, 2016. There were 209 registered attendees gathered at the Red Lion (headquarter hotel). POMA members included national and international journalists for broadcasting, web, print and photography that promote traditional outdoor sporting, hunting, fishing, archery, camping and more. Corporate partners were also in attendance from small start-ups to Fortune 100 companies. These partners sent representatives to showcase their indoor/outdoor products and services. Major partner's included: GM, Ram Trucks, Nissan, NRA, Yamaha, Brownell's, Camp Chef and O.F. Mossberg to mention a few.

The conference is a result of the KCVB efforts to bring a national conference to Kalispell with the support of two local residents on POMA's Board of Directors. The location was determined after the KCVB presented to the POMA Board of Directors at the 2015 POMA Conference in Springfield MS. March is the preferred time for the annual conference but due to the cool spring weather in Kalispell the date was moved back to June for the 2016 conference.

Planning between KCVB and the POMA Executive & Membership Director began 14 months prior to the conference. The KCVB provide assistance with: Conference sticker, transportation to all of the off-site activities, coordination of the Far West Boat ride to Flathead Lake Lodge, Welcome Reception arrangements, reaching out to vendors for activity offers, volunteers, setting up the Welcome Table and bags for attendees, marketing through social media channels, attendee promotion incentives, providing pantry items and judging the POMA Cook Off.

Attendees:

- 209 registered attendees from over 35 states and several brought families.
- 85% arrived by plane
- 50% visited Glacier National Park (early opening of the Going to Sun Road)
- 400 plus hotels rooms (as reported by TBID hotels)

Estimated Economic Impact:

\$38,000	Hotel rooms and RV fees
\$40,000	Food and beverage, AV
\$1,500	Glacier National Park entrance fees
\$4,500	spent by Corporate partners for their events
\$3,500	off-site expenses (food, gas, etc.)
\$23,000	KCVB sponsorship

Estimated Total of EIC=\$110,500

Based on tractable expenditures provided by POMA the economic impact to the Flathead Valley was \$110,500. Many individual's extended their stays with families. The early opening of the Going to Sun Road pushed many into our park. This was a first time visit for a large percentage of the attendees.

Off-site Conference Events

Attendees enjoyed a cruise on Far West as a method of transportation to the Flathead Lake Lodge for their Welcome Reception. A Montana barbeque, a favorite local musician- John Dunnigan, keynote speaker Shane Mahoney, and a surprise visit from Jack Hanna.

Manufacturers showcased their guns, ammo and scopes for an afternoon at Bigfork Gun Range.

Lakeside Club was the location of their POMA Camp where rides were available in trucks and ATV's. A cook-off took place with archery and survival skill competitions.

On the final night the Award Banquet took place with keynote speaker Congressman Ryan Zinke, POMA awards, and a silent and live auction.

Conference Highlights

The 2016 POMA conference pulled in the highest attendance since it began 11 years ago.

Glacier National Park proved to be a popular attraction.

Early planning with the executive team, gave us the opportunity to lay out the foundation of how the KCVB can promote and support future conferences. Collateral and promotions created for the conference included: Customization flyer of getting to Kalispell, sticker that creates a brand for the conference and Kalispell, activity discount template, sponsorship opportunity ideas, story pitches, contest ideas and attendee promotion incentives.



