

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 7, 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. Event Grant Application – Flathead Gymnastics Academy, The FGA Glacier Challenge, Jan 20-21

3. KCVB Event Sponsorship Report – Futsol Indoor Soccer Montana State Tournament, Rob Brisendine and Nate Evans, Montana Sports Indoors.

4. Safety Awareness Updates and Policy Discussion

5. Board Action

- a) Approval of minutes from November 2, 2016
- b) TBID financial statements for October, 2016

6. Board Discussion

- a) Event updates: Pond Hockey, Glacier Half Marathon, Dragon Boat
- b) Kalispell City Council Ordinance for Short Term Rentals
- c) Bringing It Home Campaign
- d) Group, M&C updates
- e) Marketing updates
- f) **Calendar Update:** Year in Review Presentation and Holiday Social is January 11th at the Hilton Garden Inn, 3:00-5:30. No board meeting on January 4th.

5:00 pm Meeting Adjourns

Enclosures: November 2, 2016 minutes
TBID financial statements for October 2016
2017 TBID Board of Directors Meeting Schedule
Draft – Bringing It Home Campaign
Flathead Gymnastics Academy Event Grant Application
TBID Revenue Report
KCVB Updates

For Further Information, Please Contact:

Dawn Hendrickson, Board Chairman dawn.hendrickson@hilton.com or 406-890-7021
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

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 & 12	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, November 2, 2016
3:00 pm

Minutes

Board Members Present: Janet Clark, Dawn Hendrickson, Lisa Brown, Laurie Otto-Bradford

Board Members Absent: Nautam Patel, Dan Moderie, Zac Ford

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

Visitors: Rob Brisendine, Sarah Yerkes, Steve Patyk, Tom Britz

Meeting was called to order by Dawn Hendrickson, Board Chair, at 3:10 PM.

1. Hear from the Public – Steve Patyk and Tom Britz presented information about a new Skijoring event that will be held in Lakeside over New Year’s weekend, December 30 – January 1. They are hoping to raise \$40,000 in sponsorships. Requested financial and in-kind assistance from the CVB for sponsorship, event promotion, lodging rates and packages.
2. KCVB Event Grant applications – Sarah Yerkes, President of the Flathead Valley Archers, was present to answer questions about their application for a \$1,200 grant for the Montana NFAA State Indoor Archery Championships, February 25 – 26, 2017. Motion was made by Dawn Hendrickson to approve a grant of \$500. Motion was seconded by Lisa Brown. Discussion: board felt event has potential to generate a modest number of room nights during a low traffic period. Board approved unanimously.
3. TBID Safety Awareness Updates – no safety issues reported.
4. Board Action
 - a. Approve minutes from the October 12, 2016 meeting:
Action: Motion was made by Laurie Otto-Bradford to approve the minutes. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - b. Approve financial statements for September, 2016:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
 - c. Glacier Half Marathon – potential event sponsorship
Rob Brisendine presented his report following research and discussions with event promoter. Vacation Races currently hosts 10 races at national parks across the country. National Parks Foundation has supported races and the events receive positive feedback and high consumer confidence. Date of event is June 24, 2017. Race course is in East Glacier, starting at Two Medicine Ranch and ending at Glacier Park Lodge. Recommending that CVB be exclusive destination sponsor to promote Kalispell as base camp for participants since there is limited lodging in East Glacier and the distance between. Sponsorship provides extensive exposure on event platforms and direct communication to registered racers. Event draws 90% of racers from over 100 miles from event location. Anticipate 2,000+/- racers first year.

Action: Motion was made by Lisa Clark to approve a \$3,500 sponsorship that includes naming Kalispell as the exclusive destination sponsor for the event. Motion seconded by Dawn Hendrickson.
Discussion: event is well-established and generates positive feedback. Although it may not generate a large return in room nights, association with the event will further Kalispell's brand as an outdoor activities destination. There is a possibility the race will be moved to West Glacier in the future.

5. Board Discussion

- a. Event updates – Pond Hockey currently has 66 teams registered. Foys Lake and Woodland Park sites reserved. Working on sponsors and team recruitment. Dragon Boat – CVB is working on new branding for 2017 Dragon Boat. Creating a Rocky Mountain Dragon Boat Championship to boost out of area dragon boat club team attendance and provide new excitement to the event for participants and spectators. More information will be presented at the December meeting.
- b. Role of TBID Associate Members on the board – deferred to future meeting
- c. Group, M& C updates – Dawn attended the IMEX Meeting Show in Las Vegas, October 18 - 20. Montana booth was a collaborative effort by Montana Office of Tourism, Glacier Country, Kalispell, Missoula and Whitefish CVB's. Dawn met with 25 meeting planners considering Montana as a destination.
- d. Marketing updates – a new trade show back-drop was acquired since the old one was lost in shipping. Cost to replace will be reimbursed by Kalispell Regional Healthcare since they had borrowed the back-drop. CVB attended the Calgary Women's Show Oct 22-23. Approximately 10,000 in attendance, good attention to the Kalispell booth, lots of interest from people who have heard about Kalispell but have not yet visited. Quarterly digital report was included in board packet which outlines website stats, social media activity, STR report.
- e. CVB Year in Review meeting, in lieu of regular monthly board meeting, will be held January 11th. Location TBD.
- f. Meeting adjourned at 4:10 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
December 7, 2016

TBID Funds – Expense Summary October 2016

Admin: bookkeeping; business cards; postage & copies; telephone, misc. mileage & expenses; rent; email hosting

Research & Education: KDA membership

Website: domain renewals; quarterly reporting; annual extended maintenance fee; annual hosting fee; annual SEO subscription

Consumer Marketing: social media admin (Oct & July); airport display stocking; Kalispell stickers; Calgary Outdoor Show expenses; enews – quarterly consumer, Calgary Women’s Show, Found Your Park entries

Event: event operation mgmt. monthly payment for October (Rob); R&D for Glacier Half Marathon

Meetings & Convention: IMEX show expenses; branded merch for FAM; group event photos; M&C enews template

Publicity/PR: winter press trip travel stipend and planning; quarterly slider stories; PR reporting; reactive requests; Kalispell sticker printing

Prior FY Expenses: PAR invoices – PR, SEO, web maintenance, spring summer campaign

KCVB Event Funds - Summary January through October 2016

Dragon Boat 2016: (2016 - \$30,000 TBID)
Balance forward from 2015: (\$784.26)
Income: \$92,603.97
Expenses: \$92,493.80
Balance: (\$971.09)

Spartan 2016: (2016 - \$25,000 TBID)
Balance forward from 2015: \$3,706.40
Income: \$35,424.50
Expenses: \$33,832.79
Balance: \$5,298.11

Pond 2017: (2017 - \$30,000 TBID)
Balance forward from 2015: \$18,372.85
Income: \$5,100.00
Expenses: \$11,139.43
Deferred Revenue: \$34,200.00
Balance: \$46,533.42

Tourism Business Improvement District

Balance Sheet

As of October 31, 2016

	Oct 31, 16
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	140,778.74
Total Checking/Savings	140,778.74
Total Current Assets	140,778.74
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	169,964.02
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	45,338.32
Total Accounts Payable	45,338.32
Total Current Liabilities	45,338.32
Total Liabilities	45,338.32
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	-37,073.58
Total Equity	124,625.70
TOTAL LIABILITIES & EQUITY	169,964.02

Tourism Business Improvement District

Profit & Loss

11/30/16

October 2016

Accrual Basis

	Oct 16	Jul - Oct 16
Income		
4000 · TBID Revenue	0.00	150,650.45
4100 · Interest Income	6.99	29.09
Total Income	6.99	150,679.54
Expense		
5000 · Staffing	18,290.31	90,996.07
5100 · Administrative		
5110 · Bank Fees	4.05	40.77
5125 · Bookkeeping	260.00	1,190.00
5140 · Office Supplies	252.08	358.12
5150 · Postage & Copies	21.75	335.46
5160 · Rent	700.00	2,800.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	263.07	1,051.30
5185 · Travel & Entertainment	210.70	677.19
5190 · Technology Support	40.00	150.00
Total 5100 · Administrative	1,751.65	6,962.84
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	1,000.00	1,000.00
Total 5200 · Research & Education	1,000.00	6,750.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,482.15	1,680.17
5280 · SEO & SEM	6,999.93	6,999.93
Total 5250 · Web Site	8,482.08	8,680.10
5400 · Consumer Marketing		
5430 · Social Media Admin & Adv	1,700.91	3,390.91
5440 · Creative Services	1,200.00	1,200.00
5460 · Travel Show Attendance	1,177.09	1,884.59
5480 · Airport Displays	50.00	300.00
5420 · E-Marketing	1,566.60	1,682.71
5496 · Visitor Guide & Niche Brochures	0.00	547.30
Total 5400 · Consumer Marketing	5,694.60	9,005.51
5500 · Event Marketing		
5548 · Events Operations Management	1,750.00	7,000.00
5501 · Dragon Boat	0.00	30,000.00
5549 · Other Event Marketing	750.00	2,500.00
Total 5500 · Event Marketing	2,500.00	39,500.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	1,263.15	4,269.82
5567 · Meeting Planner FAM	244.00	4,510.95
5570 · Meeting Planner Incentive Progm	0.00	-562.25
5573 · Group Photo & Video Library	650.00	650.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5550 · Meetings & Conventions - Other	1,701.00	1,701.00
Total 5550 · Meetings & Conventions	3,858.15	12,069.52
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	3,083.00	3,749.00
5665 · Proactive & Reactive PR	2,151.75	2,151.75
5680 · Kalispell Branded Merchandise	815.48	815.48
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	6,050.23	7,716.23
6000 · Prior Fiscal Year Expense	5,117.85	6,072.85
Total Expense	52,744.87	187,753.12

Tourism Business Improvement District
Profit & Loss
October 2016

	Oct 16	Jul - Oct 16
Net Income	<u>-52,737.88</u>	<u>-37,073.58</u>

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

	Jul - Oct 16	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	150,650.45	574,000.00	-423,349.55	26.2%
4100 · Interest Income	29.09			
Total Income	150,679.54	574,000.00	-423,320.46	26.3%
Expense				
5000 · Staffing	90,996.07	227,000.00	-136,003.93	40.1%
5100 · Administrative	6,962.84	27,250.00	-20,287.16	25.6%
5200 · Research & Education	6,750.00	8,500.00	-1,750.00	79.4%
5250 · Web Site	8,680.10	18,000.00	-9,319.90	48.2%
5400 · Consumer Marketing	9,005.51	86,750.00	-77,744.49	10.4%
5500 · Event Marketing	39,500.00	118,500.00	-79,000.00	33.3%
5550 · Meetings & Conventions	12,069.52	58,000.00	-45,930.48	20.8%
5650 · Publicity	7,716.23	30,000.00	-22,283.77	25.7%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	187,753.12	574,000.00	-386,246.88	32.7%
Net Income	-37,073.58	0.00	-37,073.58	100.0%

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

	Dragon Boat	Pond Hockey	Spartan	Meetings/ Conv.	Wayfinding Grant	Brochure	TOTAL
Income							
4025.00 · Program Revenue	0.00	0.00	0.00	300.00	0.00	2,075.00	2,375.00
4700.00 · Special Events	62,129.76	5,100.00	10,424.50	0.00	0.00	0.00	77,654.26
4400.00 · Grants & Contributions	177.21	0.00	0.00	0.00	0.00	0.00	177.21
4410.00 · TBID Revenue	30,000.00	0.00	25,000.00	0.00	0.00	0.00	55,000.00
Total Income	92,306.97	5,100.00	35,424.50	300.00	0.00	2,075.00	135,206.47
Gross Profit	92,306.97	5,100.00	35,424.50	300.00	0.00	2,075.00	135,206.47
Expense							
5000.00 · Direct Program	44,349.16	3,518.05	20,898.95	123.23	59,600.39	0.00	128,489.78
5060.00 · Bank Fees & Service Charges	243.48	18.00	54.46	0.00	0.00	0.00	315.94
5260.00 · Insurance	3,657.00	442.00	1,806.00	0.00	0.00	0.00	5,905.00
5160.00 · Contributions & Scholarships	5,533.00	0.00	4,600.00	0.00	0.00	0.00	10,133.00
5520.00 · Professional Fees	33,494.65	6,510.51	2,096.70	0.00	0.00	0.00	42,101.86
5360.00 · Meetings	33.00	0.00	0.00	620.00	0.00	0.00	653.00
5500.00 · Printing & Publications	140.39	141.25	147.89	0.00	0.00	0.00	429.53
5400.00 · Miscellaneous	1,022.70	96.00	600.00	0.00	0.00	0.00	1,718.70
5420.00 · Office	976.91	205.69	568.42	0.00	0.00	0.00	1,751.02
5740.00 · Travel	3,043.51	207.93	3,080.37	40.16	0.00	0.00	6,351.97
Total Expense	92,493.80	11,139.43	33,832.79	783.39	59,600.39	0.00	197,849.80
Net Income	-186.83	-6,039.43	1,591.71	-483.39	-59,600.39	2,075.00	-62,643.33

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	WAYFINDING	WBD BROCHURE	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	0.00	63,100.00	0.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)	0.00	0.00	0.00	0.00	(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)	0.00	0.00	0.00	(3,422.14)
April 2016	(791.00)	(629.25)	23,695.34	0.00	(19,884.69)	0.00	2,390.40
May 2016	5,875.00	300.00	(16,992.43)	0.00	(21,822.00)	0.00	(32,639.43)
June 2016	1,221.34	0.00	(1,295.22)	0.00	(7,974.75)	0.00	(8,048.63)
July 2016	12,201.01	(120.00)	0.00	0.00	(5,996.22)	0.00	6,084.79
August 2016	25,956.68	0.00	0.00	185.76	0.00	0.00	26,142.44
September 2016	(43,625.14)	(649.40)	(649.40)	0.00	(4,095.40)	2,075.00	(46,944.34)
October 2016	(6,425.74)	57.10	0.00	(669.15)	172.67	0.00	(6,865.12)
November 2016							0.00
December 2016							0.00
Deferred Revenue*		34,200.00					34,200.00
EVENT BALANCES	(971.09)	46,533.42	5,298.11	(483.39)	3,499.61	2,075.00	55,951.66

*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.

2017 Kalispell TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 11	Business meeting and Year In Review Annual Meeting – Hilton Garden Inn
February 1	Approval of projected revenue for next fiscal year budget planning
March 1	Approval of draft marketing plan and budget Nomination process initiated for upcoming board of director vacancies
April 5	Final approval of marketing plan and budget Board nomination approval Election of TBID board officers
May 3	New board members and officers in place
June 7	
July 5	
August 2	
September 6	
October 4	
November 1	
December 6	

Draft

Bringing it Home Campaign for 2017

3 ways to win when you refer business.

Provide a lead to the Kalispell CVB

Recommend a potential piece of group business. It can be an association, sporting event, reunions, corporate meeting/seminar/workshop or destination weddings. A group that requires overnight stays in the Kalispell TBID hotels.

Earn \$5 gift card for every lead referred.

Gift cards will be for a variety of Kalispell businesses.

Referrals will be compiled monthly and gift cards will be distributed at the Chamber Luncheons.

*Any existing business on the KCVB books or already received leads do not qualify.

Booked Business

When your referral results in business and a contractual agreement is signed by both parties (hotel & client) that means more money in your pocket.

A minimum of 20 actualized room nights is considered a group.

1 point for every room contracted

1 point for every \$100 in meeting room fees and/or food and beverage (minimum F&B in contract will be used)

# Points	Amount Earned	OR	.50 Cents for each point
25-75	\$25		
76-125	\$50		
126-175	\$75		
176-225	\$125		
226-275	\$150		
276-325	\$175		
326-475	\$200		
476-525	\$250		

Example: ABC Annual Meeting

56 contracted Rooms = 56 Points

Meeting Room Charge and Food and Beverage minimum = \$1750 / 100 = 175 points

Total = 231 points = \$150

OR .50 cents for each point = \$115.50

Recipients will be notified and receive a check in December. If it is over \$600 a 1099 will be required.

Grand Prize

A referral of a total of 500 contracted rooms earns \$1000. Valid with 1 or more referrals.

Winner will be notified and a check disbursed in December. 1099 required.

Rules

1. Valid dates to receive leads and definite contracts must happen between January and December 2017. Definite contractual agreement are when both hotel and client have signed a contract.
2. Excludes TBID hotel staff, owner and Kalispell Chamber staff.
3. Referral must be to one of the 21 Kalispell TBID Hotels
4. Leads must be given to Dawn Jackson by either email or phone.
5. Any existing business or already received leads are not qualified.

Process

1. Leads must be logged in IDSS
2. Talled monthly
3. 1099 required for amounts over \$600
4. Monthly lead prizes announced at Chamber luncheons
5. Thank you letter goes out with monthly gift card
6. Award letter notification to winners of the booked business
7. Quarterly report to the TBID Board and Chamber

Marketing

1. Create promotional piece
2. Put together a Power point
3. Announce at:
 - o Chamber Staff Meeting-give info to Margit/Mora
 - o January 11 KCVB Annual Meeting
 - o January Chamber Luncheon
4. Promote on media:
 - o LinkedIn-personal and business
 - o M&C Enews
 - o Monthly KCVB Newsletter
 - o Chamber Newsletter
 - o Leadership Flathead Facebook
 - o Add to Discover Kalispell website and make downloadable promotion piece
5. Promote at Organizational events:
 - o Inspired Luncheon
 - o Biz to Biz
 - o KDA
 - o Rotary
 - o Leadership Flathead January Session



Event/Program Grant Application

1. Contact Information

Business/Organization: FLATHEAD GYMNASTICS ACADEMY

Designated Event Contact: MICHAELA LACHANCE

Address: 153 7TH AVE WN

City: KALISPELL State: MT Zip: 59901

Telephone: 752.4000 Fax: _____

Email: coachmichaela.fga@gmail.com Website: flatheadgymnastics.com

2. Event Information

Event Name: PCA'S GLACIER CHALLENGE

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

GYMNASTICS COMPETITION. Athletes from Coeur D'Alene, Bozeman, Helena, Great Falls, Missoula, Hamilton, & Conrad are attending this year. Our goal is to grow the event to upwards of 500 athletes extending to Spokane & Calgary. We book local vendors for food/drink and have performances

from Levitation Nation and
Event Type: New to Kalispell _____ Returning to Kalispell after _____ years Existing event X (1 year)

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

their families travel from all over and need accommodations either before or after their competition session. In the future we hope to market this as a potential Family "mini-vacation"

Anticipated number of room nights: 200+ (# of rooms x number of nights = total room nights)

Event Date(s): Jan 21, 22

Load-in Start Time: Friday 500 Load-out End Time: Sunday 400

Venue Location: Flathead County Fairgrounds

Event Start Time: Sat. 8am Event End Time: Sunday 4pm

Estimated Attendance: 300+ Athletes have committed this year.

Description of Audience: Families and friends of these families -
Because all of our athletes travel fairly good distances and
are under 18, we are lucky to have a "guaranteed" client base

Is the event free to public, by invitation only or tickets for purchase: Tickets for
purchase at the Door. Athletes have already
paid an entry fee.

of typically
middle to
upper middle
class families
who value
being a part of
their child's lives
in a positive
manner.

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

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

Radio (include live broadcast and station information): In the past we brought
athletes into _____ to go on air to talk
about life as a gymnast, and the Event.

Print: This event is advertised in Our annual program,
flyers are handed out to the 300+ families that
are a part of our developmental program.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Info is posted
on our website at flatheadgymnastics.com and
through our facebook page.

List all corporate sponsors and provide description of sponsorship information: _____
At this point FGIA has no corporate sponsors.

Will food and/or beverage be distributed at the event and who retains revenue? YES - vendors
retain revenue. Alacier Gourmet / Jumpin Java / Hokulia
Shave ice.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$4,000 - Cost of Venue

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): Any grant funds received will go directly towards Venue Rental Fees.

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

Provide details on requested assistance from other organization(s): Other than working with the Hilton Garden Inn (Kalispell) to create an affordable room block, we have not sought any additional assistance.

4. History of Event

How many years has this event been conducted: 1

Site of last event: Kalispell Fair Grounds

List how the event was promoted (list all media used): Facebook, e-mail, flyers, posters at businesses/schools, annual program

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

Flathead County Residents: Participants: 50+ Spectators: 200+ Total: 250

Other Montana Counties: Participants: 200 Spectators: 700+ Total: 900

Provide breakdown of other counties and attendance per county: HELENA-35 athletes
MISSOULA-34 athletes HAMILTON-27 BOZEMAN-69 GREAT FALLS-33

Out of State: Participants: 50 Spectators: 150 Total: 200

Out of U.S.: Participants: _____ Spectators: _____ Total: _____

5. References

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

Name: Deanna Lisle Title: Slicks Smokehorse Owner

Address: 117 Frontier Trail

City: Kalispell State: MT Zip: 59901

Telephone: 406. 471. 2352 Email: slicks@slickssmokehouse.com

Name: Mark Niemeyer Title: Event Coordinator - FCF

Address: 265 N Meridian Rd.

City: Kalispell State: MT Zip: 59901

Telephone: 406. 758. 5810 Email: mniemeyer@flathead.mt.gov

Name: Katie Ramey Title: Parent of former team member

Address: 167 Rivercreek Dr.

City: Kalispell State: MT Zip: 59901

Telephone: 314. 4940 Email: katie.ramey@gmail.com

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

Print Name of Applicant: MICHAELA LACHANCE

Signature of Applicant:  Date: _____

For Office Use Only

Date application received:



Flathead Gymnastics Academy is excited to host the 2017 Glacier Challenge January 20th & 21st



THE COMPETITION

Nestled in the picturesque Flathead Valley, a region known worldwide for its amazing landscapes, Flathead Gymnastics Academy of Kalispell is proud to host our annual competition, The Glacier Challenge.

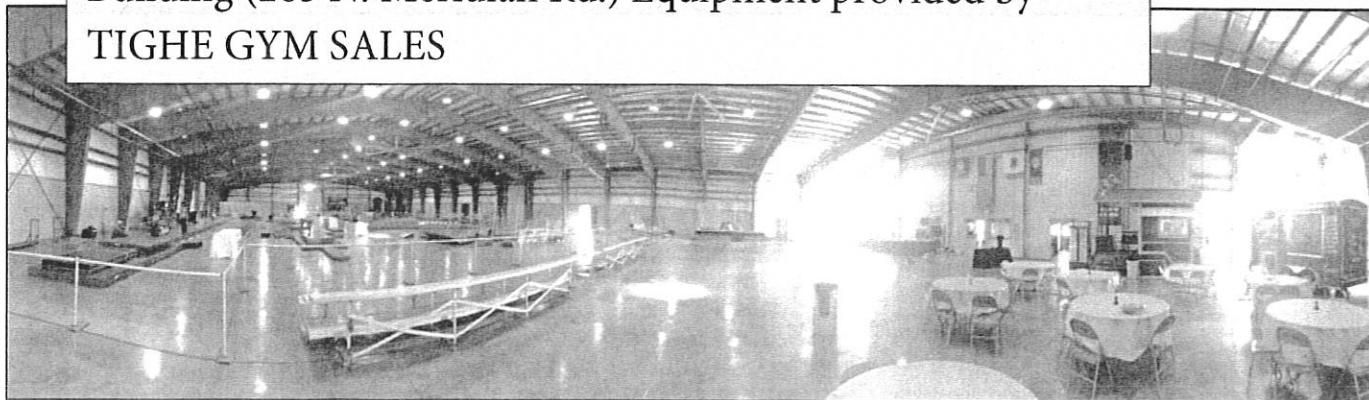
THE CHALLENGE

At FGA's Glacier Challenge, AA scores from every competitor participating for your team will be averaged for ALL sessions to declare the winner of the Glacier Team Challenge! This meet is a fun and unique way to challenge your club individually, by level, and your team program as a whole!

GC LEOS

Entry fees include a Glacier Challenge leotard specially designed by Destira!
Fees are \$60 for Level 2
\$100 for Levels 3 & up
\$85 for Xcel

Now at a BIGGER venue~ The Fairgrounds Trade Center Building (265 N. Meridian Rd.) Equipment provided by TIGHE GYM SALES



TBID Revenue Report FY13 - FY16

FY 2013 \$2/rm night

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

FY 2014 \$2/ rm night

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

FY 2015 \$2/ rm night

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

FY 2016 \$2/ rm night

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

FY 2017 \$2/ rm night

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

*inclusion of new properties

RECENT PRESS

Article about winter group activities in Smart Meetings that is a result of the San Francisco Media Event we attended in November. <http://www.smartmeetings.com/destinations/95016/get-wild-winter-6-montana-winter-activities>

<https://www.lonelyplanet.com/usa/rocky-mountains/montana/travel-tips-and-articles/outdoor-adventures-in-the-flathead-valley-experiencing-montanas-wild-side>

MEDIA EVENTS

KCVB attended invitational networking events in San Francisco and Seattle. These are in cooperation with Glacier Country, WF CVB and Missoula CVB. Invited are top bloggers, freelance writers and staff writers from those cities who have interest in Montana. San Francisco event hosted 15 journalists. Seattle event had over 50 in attendance. This event continues to grow each year.

WINTER CAMPAIGN

KCVB is launching a winter consumer marketing campaign. Starts with social media advertising during December directed to drive markets and Chicago to promote a NW Montana winter getaway and to promote direct flight on United in the Chicago market. Beginning in January the campaign is focused in the San Francisco bay area to promote new direct flight on United. Campaign includes out-of-home displays (bus wraps, Bart station signs) as part of a coop with WF, WF Mtn and Montana Office of Tourism; native content on Weekend Sherpa and promotion within their enews and social media; and Discover Kalispell Facebook campaign.

ST PAUL ICE FISHING And WINTER SPORTS SHOW

Kalispell is represented by AAble Fishing at the Dec 2-4 St. Paul Show. It is the 3rd year Mike Howe has attended to promote ice fishing in the Flathead Valley and other winter sports in and around Kalispell. The CVB sponsors a portion of the show booth cost. Kalispell visitor guides and other materials are distributed.

DISCOVERKALISPELL.COM

Winter slider stories posted. Enjoy Simply Winter, Family Fun In The Flathead:
<http://www.discoverkalispell.com/simply-winter/>. Please share on your social media channels.

SOCIAL MEDIA REPORT (October 2016)

Twitter – 34.4K tweet impressions; 2,565 followers; avg 3 retweets/day and 1.4% engagement rate
Instagram – 3,955 followers - 125 new
Facebook – 33,267 likes; total reach 116,353; average reach 4,475

KALISPELL VIC

SEPTEMBER – 1,326 total interactions, 36% increase over 2015
OCTOBER – 401 total interactions, 19% decrease over 2015

STR REPORT – OCTOBER

Year over year, Oct OCC: -5% to 49.7%; DEMAND: +0.9%; SUPPLY: +6.2; ADR: - 0.9% to \$77.90; RevPAR: - 5.9% to \$38.74. Two properties did not report.

Comp Set (12 destinations): avg occupancy +2.2%

Kalispell Economy class OCC: +8.7%, ADR: -2.4%; Mid/Upper class OCC: -11.1%, ADR: +0.7%

United States: OCC: -0.3%; ADR: +1.9%; RevPAR: +1.6%. Montana: OCC: +0.1%; ADR: +1.4%; RevPAR: +1.5%

UPCOMING EVENTS - with Out of Market Attendance

Dec 31-Jan 1 – Flathead Lake Ski Joring, Lakeside Club

November 2016 Goal Sheet

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

1. 2017 Flathead Lake Skijoring
2. 2017 Pacific Coast Opt homological Society
3. 2017 MT Pond Hockey-Staff
4. 2017 Ladies Pamper Night

Sales Calls & Site Visits:

Sales Calls

1. Sunburst Community Service-Josh Starcher-informed Josh of KCVB services-he is a new Chamber member and works with many non-profit groups
2. Northwest Permaculture Convergence-Tawyna O'Rourke-helped Tawyna with information on locations for an August 2017 conference
3. Good Times Guru-Billee Reiss-does concierge duties for individuals and groups for Flathead Valley
4. Reliable Facility Placement-Mark Feldman-Provided information for a 2017 potential conference
5. MT Nursery & Landscape Association-Jyl Story-f/u with Jyl to let her know of KCVB services she also has a meeting planner business-Parigon Meeting Solutions

Information is logged in IDSS please let me know if you have any questions

Site Visits

1. Chick-Fil-A

November Highlights:

1. Attended B2B Chinese Workshop
2. Attended Leadership Flathead November Session
3. Attended Kalispell Chamber Annual Banquet
4. Team Member for Big Brothers Big Sisters Bowling Fundraiser
5. Watched Empowermint.com webinar-Meeting Spaces Reimagined
6. Attended Chick-Fil-A breakfast opening
7. Attended VIC Volunteer Appreciation Luncheon
8. Attended Kalispell Chamber Board Retreat Reception
9. "New" Meeting pop up display arrived
10. Sent our "1st" M&C E-news Winter Edition
11. Created our Kalispell Convention & Visitor Bureau LinkedIn Page
12. Attended Lakeside-Somers After Business Social at PTA
13. Worked on campaign ideas for Bringing it Home referral program

Total Contracted Rooms:

Kalispell Convention & Visitors Bureau Sales Report

11/1/2016 - 11/30/2016

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms	
				Current Status		New/Repeat	Actual					
Status: ALL FUTURE DEFINITE												
Kalispell Convention & Visitors Bureau	2017 MT Pond Hockey-Staff	Sporting Event		KCVB Event	1/14/2017 1/22/2017	National Repeat	\$0.00 \$0.00	0	4	28	0	
				Definite								
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting		Called KCVB	5/15/2017 5/17/2017	National New	\$0.00 \$0.00	40	50	105	0	
				Definite								
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018 4/12/2018	International New	\$0.00 \$0.00	170	180	485	0	
				Definite								
West Shore Visitors Bureau	2017 Flathead Lake Skiing Championships	Sporting Event		West Shore Visitor Bureau	12/30/2016 1/1/2017	Regional New	\$0.00 \$0.00	0	0	0	0	
				Definite								
				Event Count:	4		\$0.00	210	234	618	0	
							\$0.00					
Status: CURRENT DEFINITE												
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/1/2016 11/1/2016	Local New	\$0.00 \$0.00	60	0	0	0	
				Definite								
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/8/2016 11/8/2016	Local New	\$0.00 \$0.00	60	0	0	0	
				Definite								
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/15/2016 11/15/2016	Local New	\$0.00 \$0.00	60	0	0	0	
				Definite								
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/29/2016 11/29/2016	Local New	\$0.00 \$0.00	60	0	0	0	
				Definite								
				Event Count:	4		\$0.00	240	0	0	0	
							\$0.00					

Sales Rep: Dawn Jackson

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

Status: CURRENT LEAD

Kaiser Frazier Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020	International	\$0.00	80	40	180	0	
				RFP	7/23/2020	New	\$0.00					
Event Count:								1	80	40	180	0
								\$0.00				

Status: LEADS SENT

Kalspell Convention & Visitors Bureau	2017 MTR Pond Hockey-Staff	Sporting Event		KCVB Event	1/14/2017	National	\$0.00	0	4	28	0	
				Definite	1/22/2017	Repeat	\$0.00					
Pacific Coast Oto Ophthalmological Society	2018-102nd Annual Pacific Coast Oto Ophthalmological Society	Meeting	Health & Medical	2016 IMEX	6/19/2018	Regional	\$0.00	80	75	230	0	
				RFP-Request for Proposal	6/25/2018	New	\$0.00					
PPES INC.	2017 Ladies Pamper Night	Meeting	Social	CVENT	5/5/2017	Local	\$0.00	310	5	10	0	
				RFP-Request for Proposal	5/6/2017	Repeat	\$0.00					
West Shore Visitors Bureau	2017 Flathead Lake Skijoring Championships	Sporting Event		West Shore Visitor Bureau	12/30/2016	Regional	\$0.00	0	0	0	0	
				Definite	1/1/2017	New	\$0.00					
Event Count:								4	390	84	268	0
								\$0.00				

Status: TURNED CANCELLED

Kleinfield Hotel Blocks	2017 Thomas/Reynolds Wedding	Social Gathering	Weddings	CVENT	7/21/2017	Unknown	\$0.00	5	5	10	0	
				Cancelled	7/22/2017	New	\$0.00					
Event Count:								1	5	5	10	0
								\$0.00				

Status: TURNED DEFINITE

Kalspell Convention & Visitors Bureau	2017 MTR Pond Hockey-Staff	Sporting Event		KCVB Event	1/14/2017	National	\$0.00	0	4	28	0
				Definite	1/22/2017	Repeat	\$0.00				
West Shore Visitors Bureau	2017 Flathead Lake Skijoring Championships	Sporting Event		West Shore Visitor Bureau	12/30/2016	Regional	\$0.00	0	0	0	0
				Definite	1/1/2017	New	\$0.00				

Event Count:	2	\$0.00	0	4	28	0
		\$0.00				
Event Count:	16	\$0.00	925	367	1,104	0
		\$0.00				