

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – July 1, 2015  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**AGENDA**

3:00 pm Meeting Called to Order: Janet Clark, 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. Board Action

- a) Approval of minutes from June 3, 2015
- b) TBID financial statements for May, 2015
- c) Sponsorship request – event grant application received from Rocky Mountain Friesian Horse Chapter
- d) Sponsorship request – event grant application received from Flathead Celtic Festival

3. Board Discussion

- a) Recap of High School Rodeo
- b) Dragon Boat update
- c) Other events
- d) Group, M&C updates
- e) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: June 3, 2015 minutes  
TBID financial statements for May 2015  
Event grant applications  
STR Report  
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Chairman [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-755-8100  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

January 14	February 4	March 11	April 15	May 13	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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**  
**June 3, 2015**  
**3:00 pm – 5:00 pm**  
**Location: Kalispell Chamber**

# Minutes

**Board Members Present:** Janet Clark, Vanessa Nordahl, Dawn Hendrickson, Gib Bissell, Karena Bemis

**Board Members Absent:** Dan Moderie, Lisa Brown

**Visitors:** Scott David and DawnD Stadick (Montana Trolley), Nantam Patel (Travelodge), Dinesch Patel (Aero Inn)

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

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Meeting was called to order by Janet Clark, Board Chair, at 3:10 PM.

1. Hear from the public – DawnD Stadick with Montana Trolley told about their new historical tour. Montana Trolley is now licensed to carry individual passengers and is considering a hotel route in Kalispell.
2. Board Action
  - a. Approve minutes from the May 13, 2015 meeting:  
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Karena Bemis.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for April, 2015:  
Action: Motion made by Karena Bemis to approve the financial statements. Motion seconded by Gib Bissell.  
Discussion: none. Board approved unanimously.
3. Board Discussion
  - a. High School Rodeo – volunteers are needed over a period of seven days for the rodeo. Wristbands are available to TBID members who are interested in attending any of the events. The High School Rodeo Association has been notified that Kalispell CVB will not exercise third year option to host the event.
  - b. Dragon Boat Festival – Diane met with Flathead Lake area emergency agencies to discuss resources they can provide and will have a follow-up meeting with them in July. 40 teams are registered. A total of 60 teams is expected to register which is a reasonable number to work with considering the new location of the event. Diane has met with property owners affected by the closure of Lakeside Blvd. Randy Ogle drafted a use agreement. Some owners are allowing use of their property and docks. Others have said no.
  - c. Spartan Race – Most lodging properties have responded to CVB survey of room nights generated by the event. The Spartan Race brought in approximately 1,200 room nights for TBID properties. The date for next year's race is May 7. Spartan is considering adding a second day. NBC is using Gravity Shots footage for their feature on the Montana race, one of 5 races they covered. CVB will have use of NBC's B roll. The feature is airing July 21.

Kalispell Beer and Wine Open will take place June 13. 36 breweries will participate, many from out of our area and state. The event organizer may be open to moving the event to April next year.

- d. Group, M&C updates – POMA Conference board is doing a site visit today. POMA Conference is scheduled for June, 2016. Dawn is working with POMA to develop a social media campaign. She will also provide press kits and story ideas. One planner was unable to attend the Meeting Planner FAM in May so will be arriving for a private, abbreviated FAM June 17. Dawn has done site visits to several local venues to evaluate opportunities for VIP groups. FVCC can provide customized learning experiences and unique activities. Dawn and Diane met with Peter Fusaro who is on the board of the MT High School Association. Kalispell is hosting a number of sporting events and working on attracting more. Work on a downloadable meeting packet is proceeding. There will be a planning meeting for the Governor's Conference in July. Dawn will send a monthly status report of projects she's working on.
  
- e. Marketing updates – Glacier Aero: revenue guarantee amount for Chicago winter flight is \$16,600. Aero guaranteed up to \$235,000. The focus now is to retain that flight and add another weekly flight. CVB pledged \$10,000 for the Chicago flight. Going forward, CVB contributions will consist of in-kind marketing support. Aero is asking for input on target markets and schedules. TBID Q3 collections discrepancy has been worked out. TBID shows 6% increase over Q3 last year. Diane attended the Tourism Advisory Council meeting in Shelby where the FY16 marketing plan and bed tax budget were approved. The MT Office of Tourism and the Business Resource Division of the Department of Commerce are merging to pool resources and eliminate duplication of effort. State tourism officials have expressed concern that the merger might result in a dilution of effective messaging to non-resident visitors. MT Office of Tourism continues to focus on the Chicago market. A Montana Mercantile was set up in the city, offering samples of huckleberry ice cream and bison jerky. New MTOT efforts are focusing on biking activities, safety and infrastructure. MTOT has combined four separate marketing grants that have been awarded for the past few years into one pool of \$1 million that will be distributed on a first come, first served basis. Articles about Kalispell generated from story pitches have appeared in several publications including American Cowboy, National Parks Traveler and Calgary Herald. The Spring Online Campaign is performing well and showing strong click-through rates. Board discussed advertising on the pillars in the baggage claim area of the airport. The monthly cost has increased from \$500 to \$750 to brand all five pillars. Board consensus was that the cost was too high and agreed not to pursue at this time. The airport has created publications explaining the importance of passengers arriving 2 hours before outgoing flights.

Meeting was adjourned at 4:12 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
July 1, 2015

TBID General Funds – Expense Summary May 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee, business cards, misc. mileage/expenses

Website: Word Press updates

Consumer Marketing: Trip Advisor banner ads; Facebook admin; spring campaign creative; airport stocking

Meetings & Convention: M&C FAM, M&C guide

Publicity: Winter press trip follow up survey and rental car expenses; submitting spring/summer events to media outlets; preparing earned media report; Kalispell branded bags

KCVB Event Funds - Summary May 2015

Dragon Boat: (2015 - \$25,000 TBID)  
Balance forward from 2014: (\$407.57)  
Income - \$12,174.50  
Expenses: \$3,415.02  
Balance – \$8,351.91

Rodeo 2015: (2015 - \$30,000 TBID)  
Balance forward from 2014: (\$158.53)  
Income - \$93,555.02  
Expenses - \$41,843.80  
Balance – \$51,552.69

Spartan 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$2,276.64  
Income - \$35,749.62  
Expenses – \$26,486.96  
Balance - \$11,539.30

Pond 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$37,424.34  
Income – \$23,814.32  
Expenses – 58,759.97  
Balance – \$2,478.69

Tourism Business Improvement District  
**Balance Sheet**  
As of May 31, 2015

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	May 31, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	86,720.40
<b>Total Checking/Savings</b>	86,720.40
<b>Total Current Assets</b>	86,720.40
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	29,185.28
<b>TOTAL ASSETS</b>	<b>115,905.68</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	16,556.18
<b>Total Accounts Payable</b>	16,556.18
<b>Total Current Liabilities</b>	16,556.18
<b>Total Liabilities</b>	16,556.18
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-85,665.60
<b>Total Equity</b>	99,349.50
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>115,905.68</b>

**Tourism Business Improvement District**  
**Profit & Loss**  
**May 2015**

06/29/15

Accrual Basis

	May 15	Jul '14 - May 15
<b>Income</b>		
4000 · TBID Revenue	0.00	455,864.00
4100 · Interest Income	4.40	85.20
<b>Total Income</b>	<b>4.40</b>	<b>455,949.20</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5040 · Contract Labor	2,500.00	19,644.01
5010 · Director	6,395.21	83,348.32
5020 · Sales Manager	4,729.86	52,673.30
5030 · Admin Assistant	3,609.20	41,779.91
<b>Total 5000 · Staffing</b>	<b>17,234.27</b>	<b>197,445.54</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	5,435.00
5110 · Bank Fees	3.00	31.83
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	166.25	2,108.75
5140 · Office Supplies	624.99	2,602.61
5150 · Postage & Copies	57.28	1,315.82
5160 · Rent	700.00	7,295.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	192.58	2,754.01
5185 · Travel & Entertainment	24.33	1,539.56
5190 · Technology Support	0.00	504.00
5195 · Equipment (Software)	0.00	23.88
5199 · Employee Search Exp	0.00	88.86
<b>Total 5100 · Administrative</b>	<b>1,768.43</b>	<b>26,239.32</b>
<b>5200 · Research &amp; Education</b>		
5230 · Organizational Memberships	0.00	7,775.00
5210 · Smith Travel Reports	0.00	5,500.00
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>13,275.00</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	221.00	8,645.30
5280 · SEO & SEM	0.00	4,443.00
<b>Total 5250 · Web Site</b>	<b>221.00</b>	<b>13,088.30</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	550.00
5420 · E-Marketing	0.00	6,278.36
5430 · Social Media Admin & Adv	5,523.04	10,524.32
5440 · Creative Services	323.00	19,129.60
5450 · Media Buy Online	0.00	36,006.53
5460 · Travel Show Attendance	0.00	2,579.76
5470 · Trade Show Booth	0.00	222.03
5480 · Airport VIC Kiosk	50.00	600.00
5496 · Visitor Guide & Niche Brochures	50.00	10,404.90
5400 · Consumer Marketing - Other	0.00	2,550.00
<b>Total 5400 · Consumer Marketing</b>	<b>5,946.04</b>	<b>88,845.50</b>
<b>5500 · Event Marketing</b>		
5501 · Dragon Boat	0.00	26,000.00
5502 · Spartan Event	0.00	25,000.00
5509 · Pond Hockey	0.00	25,000.00
5510 · Mt High School Rodeo Finals	0.00	30,000.00
5511 · Western B Basketball	0.00	5,679.98
5549 · Other Event Marketing	0.00	21,495.90
<b>Total 5500 · Event Marketing</b>	<b>0.00</b>	<b>133,175.88</b>
<b>5550 · Meetings &amp; Conventions</b>		

9:14 AM  
06/29/15  
Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
May 2015

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	May 15	Jul '14 - May 15
5565 · Trade Show, FAM Trips	901.94	6,411.57
5567 · Meeting Planner FAM	0.00	2,000.00
5570 · Incentive Program	0.00	4,048.34
5574 · M&C Guide	140.00	417.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>1,041.94</b>	<b>13,877.86</b>
5650 · Publicity		
5660 · Travel Media FAM	719.96	17,378.54
5665 · Press Releases	1,598.00	21,706.20
5680 · Kalispell Merchandise	779.54	1,482.54
5690 · Airline Subsidies	0.00	5,000.00
<b>Total 5650 · Publicity</b>	<b>3,097.50</b>	<b>45,567.28</b>
6000 · Prior Fiscal Year Expense	0.00	10,100.12
<b>Total Expense</b>	<b>29,309.18</b>	<b>541,614.80</b>
<b>Net Income</b>	<b><u>-29,304.78</u></b>	<b><u>-85,665.60</u></b>

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 July 2014 through May 2015

	Jul '14 - Ma...	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	455,864.00	550,000.00	-94,136.00	82.9%
4100 · Interest Income	85.20			
<b>Total Income</b>	455,949.20	550,000.00	-94,050.80	82.9%
<b>Expense</b>				
5000 · Staffing	197,445.54	190,400.00	7,045.54	103.7%
5100 · Administrative	26,239.32	28,650.00	-2,410.68	91.6%
5200 · Research & Education	13,275.00	10,500.00	2,775.00	126.4%
5250 · Web Site	13,088.30	21,500.00	-8,411.70	60.9%
5400 · Consumer Marketing	88,845.50	91,950.00	-3,104.50	96.6%
5500 · Event Marketing	133,175.88	130,000.00	3,175.88	102.4%
5550 · Meetings & Conventions	13,877.86	36,000.00	-22,122.14	38.5%
5650 · Publicity	45,567.28	41,000.00	4,567.28	111.1%
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	541,614.80	550,000.00	-8,385.20	98.5%
<b>Net Income</b>	<b>-85,665.60</b>	<b>0.00</b>	<b>-85,665.60</b>	<b>100.0%</b>



KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	WAYFINDING	TOTAL
2014 Balance Forward	(407.57)	37,424.34	2,276.64	(158.53)	50,000.00	89,134.88
January 2015	425.00	1,327.03	0.00	(628.38)	13,100.00	14,223.65
February 2015	(269.83)	(22,224.04)	0.00	(1,088.00)	0.00	(23,581.87)
March 2015	2,705.00	(5,113.58)	24,870.22	1,000.00	0.00	23,461.64
April 2015	1,408.75	(7,935.06)	(4,649.87)	34,400.75	0.00	23,224.57
EVENT BALANCES	3,861.35	3,478.69	22,496.99	33,525.84	63,100.00	126,462.87

Kalispell Chamber of Commerce  
**KCVB P&L by Class**  
January through May 2015

	Dragon Boat	Pond Hockey	Spartan	HS Rodeo	Wayfinding Grant	TOTAL
Ordinary Income/Expense						
Income						
4225.00 · Beverage Sales	0.00	0.00	9,783.37	0.00	0.00	9,783.37
4400.00 · Grants	0.00	6,764.32	0.00	0.00	13,100.00	19,864.32
4600.00 · Other Income	0.00	0.00	516.25	0.00	0.00	516.25
4650.00 · Parking/Camping	0.00	0.00	0.00	40,655.02	0.00	40,655.02
4700.00 · Registrations	12,174.50	12,550.00	0.00	0.00	0.00	24,724.50
4850.00 · Sponsors	0.00	4,500.00	25,000.00	50,050.00	0.00	79,550.00
4925.00 · Vendor Fee	0.00	0.00	450.00	2,850.00	0.00	3,300.00
<b>Total Income</b>	<b>12,174.50</b>	<b>23,814.32</b>	<b>35,749.62</b>	<b>93,555.02</b>	<b>13,100.00</b>	<b>178,393.46</b>
Expense						
5010.00 · Advertising & Marketing	1,275.40	6,232.06	450.00	-145.50	0.00	7,811.96
5020.00 · Apparel	0.00	585.00	0.00	0.00	0.00	585.00
5040.00 · Awards & Recognition	0.00	25.00	0.00	28,963.67	0.00	28,988.67
5060.00 · Bank & Credit Card Fees	0.00	64.90	0.00	92.15	0.00	157.05
5140.00 · Contract Labor	0.00	1,251.81	0.00	0.00	0.00	1,251.81
5160.00 · Contributions	0.00	1,750.00	2,500.00	0.00	0.00	4,250.00
5180.00 · Catering	0.00	0.00	4,029.70	0.00	0.00	4,029.70
5260.00 · Insurance	333.75	1,173.38	1,649.75	840.00	0.00	3,996.88
5320.00 · Leased Equipment/Space	500.00	13,155.22	11,112.90	248.00	0.00	25,016.12
5360.00 · Meetings	25.00	0.00	0.00	0.00	0.00	25.00
5380.00 · Meals (Staff/Volunteers)	0.00	296.42	2,136.46	41.80	0.00	2,474.68
5420.00 · Office	0.00	388.90	216.22	308.34	0.00	913.46
5440.00 · Participant's Materials/Exp	0.00	432.00	0.00	150.00	0.00	582.00
5460.00 · Permits & Fees	300.00	2,978.00	520.00	0.00	0.00	3,798.00
5480.00 · Event Performers	0.00	0.00	0.00	3,500.00	0.00	3,500.00
5500.00 · Printing & Publications	0.00	1,057.00	140.26	0.00	0.00	1,197.26
5520.00 · Professional Services	157.50	7,702.75	0.00	6,806.25	0.00	14,666.50
5540.00 · Promotor Fee	0.00	12,352.53	3,050.00	0.00	0.00	15,402.53
5560.00 · Repairs & Maintenance	165.00	0.00	0.00	0.00	0.00	165.00
5580.00 · Research & Surveys	0.00	700.00	350.00	0.00	0.00	1,050.00
5620.00 · Employee Benefits	0.00	333.75	0.00	333.75	0.00	667.50
5670.00 · Supplies	0.00	657.56	171.59	76.96	0.00	906.11
5720.00 · Transportation	0.00	6,023.00	0.00	0.00	0.00	6,023.00
5740.00 · Travel/Mileage	63.37	1,600.69	160.08	448.50	0.00	2,272.64
5780.00 · Web Site	595.00	0.00	0.00	179.88	0.00	774.88
<b>Total Expense</b>	<b>3,415.02</b>	<b>58,759.97</b>	<b>26,486.96</b>	<b>41,843.80</b>	<b>0.00</b>	<b>130,505.75</b>
<b>Net Ordinary Income</b>	<b>8,759.48</b>	<b>-34,945.65</b>	<b>9,262.66</b>	<b>51,711.22</b>	<b>13,100.00</b>	<b>47,887.71</b>
<b>Net Income</b>	<b>8,759.48</b>	<b>-34,945.65</b>	<b>9,262.66</b>	<b>51,711.22</b>	<b>13,100.00</b>	<b>47,887.71</b>

9:27 AM  
06/29/15  
Accrual Basis

Kalispell Chamber of Commerce  
**P&L by Class - Spartan**  
January 1 through June 29, 2015

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Jan 1 - Jun 29, 15

Ordinary Income/Expense	
Income	
4925.00 · Vendor Fee	450.00
4600.00 · Other Income	516.25
4225.00 · Beverage Sales	9,783.37
4850.00 · Sponsors	25,000.00
Total Income	35,749.62
Expense	
5500.00 · Printing & Publications	140.26
5740.00 · Travel/Mileage	160.08
5670.00 · Supplies	171.59
5420.00 · Office	216.22
5580.00 · Research & Surveys	350.00
5010.00 · Advertising & Marketing	450.00
5460.00 · Permits & Fees	520.00
5520.00 · Professional Services	1,400.00
5260.00 · Insurance	1,649.75
5380.00 · Meals (Staff/Volunteers)	2,761.46
5540.00 · Promotor Fee	3,050.00
5160.00 · Contributions	4,000.00
5180.00 · Catering	4,029.70
5320.00 · Leased Equipment/Space	11,112.90
Total Expense	30,011.96
Net Ordinary Income	5,737.66
Net Income	<u>5,737.66</u>



Event/Program Proposal Form

**1. Contact Information**

Business/Organization: Rocky Mountain Friesian Horse Chapter  
Designated Event Contact: Marquis L. Laude  
Address: 108 Cooperative Way  
City: Kalispell State: MT Zip: 59901  
Telephone: 406-249-1651 Fax: 406-755-2506  
Email: mlaude@mtiss.com Website: www.rmfhc.org

**2. Event Information**

Event Name: Friesian Keuring (Judging of the Friesian Horse)

Event Description (please include the event purpose/objectives, entertainment elements, as well as a tentative outline of the schedule of events, attach all relevant documentation):

Friesian owners from Montana, Idaho, Wyoming, North and South Dakota  
Canada and Washington will bring their Friesian horses to Majestic Valley  
Arena to have their Friesian horses evaluated by professional Dutch  
judges. The evaluation is required by the Dutch Friesian Horse Registry KFPS  
in order to maintain the integrity of the Friesian horse breed.

How will this event create room nights in Kalispell hotels from out of area visitors: We anticipate an  
estimated a minimum of 20-40 horses to attend this Keuring. While there  
is a possibility that some owner(s) will bring more than one horse to the  
event, we estimate that there will be 50-100 individuals attend.

Proposed Date(s): September 24, 2015

Load-in Start Time: September 23 Load-out End Time: assume Sept 25, 2015

Venue Location: Majestic Valley Arena, Kalispell

Event Start Time: Estimated 8:00am Event End Time: Estimated 5:00pm

Estimated Attendance: 50-100 non-Kalispell residents

Description of Audience: Friesian horse owners and Friesian enthusiasts. We also anticipate that there will be an interest from the local population for viewing.

Is the event free to public, by invitation only or tickets for purchase: We haven't decided if there will be admission cost to the public at this time. Probably not.

Provide a detailed marketing plan:

Television (include live telecast and air-time information): None.

Radio (include live broadcast and station information): None anticipated.

Print: Advertisement posters have been created locally and additional advertisement posters will be provided by FHANA (www.fhana.com).

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): We hope to advertise in local media, and it currently is referenced on [www.facebook.com/RMFHC](http://www.facebook.com/RMFHC) but the website is not up and running yet.

List all corporate sponsors and provide description of sponsorship information: We have done some preliminary soliciting and we have verbally identified some local sponsors for the event. Some sponsors include Murdocks, Valley Ford, CHS, Integrated Security Solutions, Inc., Boot Barn.

Will food and/or beverage be distributed at the event and who retains revenue? At the current time we anticipate all revenue will be retained by vendors.

### 3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Please provide detailed description of requested assistance from KCVB (attach additional documents as needed): The RMFHC respectfully requests that the KCVB reimburse us for the cost of the venue charges from Majestic Valley Arena. Other sponsors are paying for the rooms at the Red Lion Inn for the judges, a tour to Glacier Park and Dinner at Jagz Restaurant for the judges.

Please detail any requested assistance from other organization(s): As previously indicated.

### 4. History of Event

How many years has this event been conducted: This event has never been conducted in this area.

Site of last event: There are currently 5 locations within the United States that host this event.

List how the event was promoted (list all media used): Facebook, posters throughout the valley at horse related activities, distributors and vendors.

Actual Attendance Numbers (provide complete breakdown if possible):

Flathead County Residents:	Participants: <u>10</u>	Spectators: <u>Unk</u>	Total: <u>Unk</u>
Other Montana Counties:	Participants: <u>20</u>	Spectators: <u>Unk</u>	Total: <u>Unk</u>
Out of State:	Participants: <u>40</u>	Spectators: <u>Unk</u>	Total: <u>Unk</u>
Out of U.S.:	Participants: <u>10</u>	Spectators: <u>Unk</u>	Total: <u>Unk</u>

**5. References**

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

Name: Jason Tice Title: Executive Director / FHANA  
Address: 4037 Iron Works Parkway, Suite 160  
City: Lexington State: KY Zip: 40511  
Telephone: 859-455-7430 Email: jason.tice62@gmail.com

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Print Name of Applicant: Marquis L. Laude  
Signature of Applicant: Marquis Laude Digitally signed by Marquis Laude  
DN: cn=US, o=IdentTrust ACES Business Representative, ou=INTEGRATED  
SECURITY SOLUTIONS INC, cn=Marquis Laude,  
0.9.2342.19200300.100.1.1=A010999000012969F9850F0008CE4  
Date: 2015.06.14 22:39:19 -0800 Date: June 14, 2015

For Office Use Only

Date application received:



## Event/Program Proposal Form

### 1. Contact Information

Business/Organization: Flathead Celtic Festival

Designated Event Contact: Rob Eberhardy

Address: P.O. Box 10913

City: Kalispell State: MT Zip: 59904

Telephone: 406-314-2568 Fax: \_\_\_\_\_

Email: flatheadcelticfestival@gmail.com Website: www.flatheadcelticfestival.com

### 2. Event Information

Event Name: Flathead Celtic Festival

Event Description (please include the event purpose/objectives, entertainment elements, as well as a tentative outline of the schedule of events, attach all relevant documentation): ATTACHED

To spread the Celtic Culture, educate people about cultural and their own heritage and the history of the Flathead Valley, to have a fun community, family friendly event, to start a major event in Kalispell, and to do it by including; Highland games (cabers, hammer throw, etc...), Highland and Irish dance, music, vendors, clans and families, and more! The Games will last all day, as well as the music and dancing stages.

There will be a parade of families and a massed band (bagpipers and drums) at 12noon.

How will this event create room nights in Kalispell hotels from out of area visitors: To start, the Scottish American Athletic Association who is running the Games, are from Idaho and bring a contingent with them. There are two music groups from Missoula and Polson and have a strong fanbase, Canadians are always interested in Celtic Events as well as people from this region (there is a festival in Libby, Missoula, Hamilton, and Butte that all do very well.) The Macdonald clan (of Post creek, Fort Connah origin) alone have 150 members coming and all are scattered throughout Washington and the East coast. There are pipe bands from Helena, Great Falls, Polson, and Missoula that will attend, as well as Athletes from Libby and the Hamilton area.

Proposed Date(s): September 19th, 2015

Load-in Start Time: September 18th, evening Load-out End Time: September 19th, evening



Venue Location: Herron Park, Kalispell, Montana

Event Start Time: 9am 9/19/2015 Event End Time: 8pm 9/19/2015

Estimated Attendance: 1,000

Description of Audience: This event will be a great draw for local residents as well as those from the region that frequent the other festivals throughout the summer (they're very popular). There will also be a great draw from Canada as Celtic culture is a prevalent part of their heredity.

Is the event free to public, by invitation only or tickets for purchase: The event is free and open to the public.

Provide a detailed marketing plan:

Television (include live telecast and air-time information): There are no plans for TV coverage, barring news coverage.

Radio (include live broadcast and station information): Glacier Bank has agreed to provide us with spots on FM stations, I will be doing spots on KGEZ and tentatively KOFI, as well as Whitefish Community Radio, who will also be doing a live broadcast the day of the festival.

Print: There will be adds running in both the Daily Interlake and the Flathead Beacon as well as an article in the This Week in the Flathead section of the Interlake. Flyers will be placed throughout towns, table tents will be placed with our sponsors and mailers used on a limited basis. Every clan and pipe band have newsletters that are distributed world wide to thousands of members.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): The Flathead Celtic Festival website has been used for our other small events and has been a focal point for many of our fans. This will not change for this major event as we have a large following on social media and online in general. Social media will be heavily used as well as online event calendars, press releases, and our sponsor's social media and websites.

List all corporate sponsors and provide description of sponsorship information: \_Parkside Credit Union - cash sponsorship. Glacier Bank- cash sponsorship and radio spots. Kalispell Brewing- cash sponsorship Tamarack Brewing- cash sponsorship. Crystal Winters- in-kind sponsorship. Whitefish Community Radio- radio airtime. Celebrate party rentals- corporate discount on stages. Montana Gaelic Cultural Society- insurance rider. Montana Highlanders Association- cash sponsorship.

Will food and/or beverage be distributed at the event and who retains revenue? \_Food and beverages will be sold and distributed and most vendors will retain their revenue minus a registration fee and small percentage of sales, unless they are a sponsor and will then keep all their revenue.

**3. Assistance Requested from the Kalispell Convention and Visitors Bureau**

Please provide detailed description of requested assistance from KCVB (attach additional documents as needed):\_(Attached) The Flathead Celtic Festival is requesting \$1000 from the Kalispell Convention and Visitors Bureau to complete the funds needed for the music and dance stage.

Please detail any requested assistance from other organization(s): \_\_\_\_\_ N/A \_\_\_\_\_

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**4. History of Event**

How many years has this event been conducted: \_\_This is the inaugural year of this event. \_\_\_\_\_

Site of last event: \_\_\_\_\_

List how the event was promoted (list all media used): \_\_\_\_\_

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Actual Attendance Numbers (provide complete breakdown if possible):

Flathead County Residents:      Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Other Montana Counties:      Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Out of State:      Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Out of U.S.:      Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

**5. References**

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

Name: CJ Mckee Title: Marketing Media Specialist

Address: 1300 Baker Avenue

City: Whitefish State: MT Zip: 59937

Telephone: 406-862-2652 Email: cmckee@parksidefcu.com

Name: Crystal Macinnes Title: Instructor (Kalispell Irish Dancers)

Address: \_\_\_\_\_

City: Kalispell State: MT Zip: 59901

Telephone: 756-9361 Email: cristalal@yahoo.com

Name: Eric Waier Title: President/Station Manager

Address: 250 2nd St. East Suite 4

City: Whitefish State: MT Zip: 59937

Telephone: 406-260-0525 Email: info@whitefishcommunityradio.com

Print Name of Applicant: Robert A. Eberhardy

Signature of Applicant: \_\_\_\_\_ Date: June 12th, 2015

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Date application received:



# Tab 4 - Multi-Segment

Kalispell Area CVB  
For the month of: May 2015

Currency: USD - US Dollar

Economy Class+ Mid/Upper Up/Downscale Class+	Current Month - May 2015 vs May 2014												Year to Date - May 2015 vs May 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from May 2014		Occ %		ADR		RevPAR		Percent Change from YTD 2014		Properties		Rooms									
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Avail	Room Sold	Room	Room	Room	Room	Room	Room	Census	Sample	Census	Sample							
Kalispell, MT+	55.2	47.9	88.43	86.38	48.84	41.37	15.3	2.4	18.1	18.1	0.1	15.4	42.0	38.4	79.02	78.76	33.18	30.26	9.3	0.3	9.6	9.7	0.1	9.3	20	16	1658	1501
Missoula, MT+	68.4	65.0	94.33	89.89	64.54	58.39	5.3	4.9	10.5	13.6	2.8	8.2	52.1	49.2	83.30	80.96	43.37	39.83	5.8	2.9	6.9	11.9	2.8	8.8	42	26	3193	2320
Butte, MT+	52.3	50.8	86.37	84.72	45.17	43.07	2.9	1.9	4.9	4.8	-0.1	2.8	42.7	41.6	82.57	81.44	35.26	33.87	2.7	1.4	4.1	4.1	-0.0	2.6	14	10	1249	972
Bozeman, MT+	67.6	65.5	97.02	92.44	65.57	60.52	3.2	5.0	8.3	14.2	5.4	8.8	57.5	55.3	85.09	82.52	48.93	45.61	4.0	3.1	7.3	11.9	4.3	8.5	30	18	2266	1610
Whitefish, MT+	58.2	58.4	82.30	77.01	47.91	44.98	-0.3	6.9	6.5	6.7	0.2	-0.2	43.6	43.9	70.81	69.18	30.89	30.40	-0.7	2.4	1.6	2.1	0.5	-0.2	14	2	760	222
Rapid City, SD	42.3	41.2	141.97	131.11	59.98	53.99	2.6	8.3	11.1	10.1	-0.9	1.6	49.5	49.6	337.90	321.79	167.13	159.48	-0.2	5.0	4.8	4.6	-0.2	-0.4	32	15	3790	2320
Park City, UT	58.0	58.8	82.59	84.28	47.93	49.54	-1.3	-2.0	-3.2	-3.3	-0.0	-1.3	55.4	52.4	81.66	83.75	45.25	43.92	5.7	-2.5	3.0	3.0	0.0	5.6	50	36	3852	3258
Helena/Great Falls, MT	69.0	63.3	119.47	116.28	82.42	73.64	8.9	2.7	11.9	11.9	0.0	8.9	50.1	45.8	103.95	103.42	52.12	47.35	9.5	0.5	10.1	10.1	0.0	9.5	21	14	1762	1585
Coeur D'Alene, ID+	56.1	53.0	101.99	95.96	57.24	50.83	6.0	6.3	12.6	12.6	0.0	6.0	45.1	43.4	84.37	82.08	38.07	35.60	4.0	2.8	6.9	6.9	0.0	4.0	8	4	396	244
Sandpoint, ID+	72.0	67.1	113.79	108.56	81.95	72.85	7.3	4.8	12.5	17.1	4.1	11.7	62.7	57.5	105.47	99.51	66.18	57.21	9.1	6.0	15.7	21.7	5.2	14.8	40	20	2908	1662
Bend, OR+	69.8	69.9	104.66	100.32	73.07	70.14	-0.1	4.3	4.2	4.2	0.0	-0.1	58.8	57.0	98.80	93.76	58.14	53.48	3.2	5.4	8.7	7.9	-0.8	2.4	54	35	5624	4856
Spokane, WA+	61.5	70.8	91.64	89.79	56.37	63.54	-13.1	2.1	-11.3	-1.9	10.6	-3.9	55.1	59.7	89.06	87.51	49.09	52.22	-7.6	1.8	-6.0	2.7	9.3	0.9	51	34	4585	3692
Economy Class+ Mid/Upper Up/Downscale Class+	44.6	37.4	62.79	59.61	28.01	22.28	19.3	5.3	25.7	25.9	0.1	19.5	32.1	29.4	54.69	53.79	17.53	15.83	8.9	1.7	10.8	10.9	0.1	9.1	10	7	774	623
	64.7	58.3	103.16	100.98	66.73	58.83	11.0	2.2	13.4	13.4	0.0	11.0	51.7	46.7	91.85	91.74	47.48	42.82	10.8	0.1	10.9	10.9	0.0	10.8	6	5	531	525

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Dawn Jackson  
Group Sales Manager  
May 29-June 26, 2015

Meeting Planner FAM site tour continuation – A meeting planner from Helms Briscoe that originally could not make the first trip was able to come in June. She was here for a very brief period of time and we did site tours with BW Flathead Lake Inn & Suites, Hilton and Red Lion. We talked in length about activity options around the downtown area and she shared with us how she can inform other meeting planners that are considering this area. She will write up a brief summary of her trip, information about the properties she saw and potential activities in the planner notes and also offered for us to use her as a reference when we have other RFP's that use CVENT. She works with 50 corporations and state and regional associations. She already works with one Montana association.

MT High School Rodeo-worked at the rodeo to help fill in volunteer positions and handled the rooming list for the rodeo staff and association.

Kalispell Beer and Wine Open-Set up a information table at the event.

Provided Welcome Bags for several groups. A total of 400 bags were done and distributed

Clan Donald Group for September 2016- Clan Donald choose Hilton Garden Inn as their host hotel. Sent travel planners and brochures to Coordinator to distribute at their Highland Games to inform and attract attendees for the Kalispell conference.

POMA-Professional Outdoor Media Association-Did a site tour with board members to determine locations for Welcome Reception and Camps. Will work with them on a marketing strategy, Welcome reception, camps pre and post activities, ideas for story content, volunteers, incentives for early registration and prizes for media contests. The conference takes place in June 2016 at Red Lion.

Sent out hotel survey with 3 goals, determine group sales meeting name, meetings days and frequency, determine which market the KCVB should put our sales effort, determine a method/target that we work on as a group. I received 5 responses with the following results:

1. Quarterly meetings for the Group Sales Team.
2. Wednesday and Thursday are most popular for meeting times.
3. Local activity information most wanted for meetings.
4. No group name ideas.
5. Corporate Group and Leisure most desired for KCVB to put sales focus.
6. TBID properties current efforts for winter and shoulder season are put in Consumer/Transient.
7. The least amount of effort from TBID properties but the a good portion of their business comes from Leisure.
8. The most popular method of sales effort from the KCVB is Pacific Northwest Region Sales Calles for Corporate, Association, Government and SMERF and email blasts to targeted markets determined by the KCVB.
9. Everyone was willing to go on sales calls together and attend trade shows with KCVB.

***Meetings/Events Attended (not listed):***

Superhost Training

Events at Rebecca Farms-met with the planners to discuss how they can get more community awareness

Chamber Luncheon-Aero Information

***Site Visits***

Amore-They can offer customized spa parties and are willing to shut down in the evening and weekends, provide small gift bags and roll out the red carpet. They can offer \$25 discount vouchers with individuals names (they provide the Vouchers-need lead time). You could offer chair massages for small number of people. They have one chair massage and looking into purchasing more. Maximum number of people will depend on the treatments. Call Shari Neubauer, Director of Fund Raising for Amore Salon & Spa 755-5513.

***Continuing Projects not listed***

Downloadable meeting packet for the website

2016 Governors Conference

2015 Dragon Boat Bash Committee

June 2015

RFP'S SUBMITTED	Date Submitted	Meeting Date or Event Date	Estimated # of room nights	Meeting Eventspace & F & B opportunity	# Hotels that Submitted proposals or offered a rate	# of Properties RFP Sent	Industry	Proposed Decision Date	Final decision	Comments
Kirby Divisional Leaders-Montana	6/1/2015	September 2015	300	YES	1	2 All	Incentive	6/30/2015		Incentive trip. Lead from CVENT. Requested hotels and reasons that could accommodate entire group.
Penzien Family Reunion	6/18/2015	July 22-24, 2016	120	YES	3	All properties	Social	TBD		Family member requested our area.

GROUPS AWARDED/RATE QUOTES

Clan Donald	3/31/2015	9/13-17/2016	305	YES	2	2	Social	5/7/2015	HILTON	Client requested proposals from only RL and HGI-they are coming for a site tour May 5-8 and will determine location at that time
Kalispell Beer and Wine Open-Rate Quote	4/20/2015	6/13-14/2015	17	YES	4	All Properties	Social	Rate Quote	TBD	This is a first time event, hoping to have it next April. Please remember to get this event package information to Vonnie to put on our website. Success to be measured by actualized rooms.
Wrangler Team Roping Championships	6/2/2015	June 27 & 28 2015	RATE QUOTE	NO	3	All properties	Sports	Rate Quote	Guesthouse Inn & Suites	Guesthouse Inn & Suites was selected as the host hotel.

LEADS BEING WORKED

MT Rocky Mountain Association of Fairs		November 2020	940	YES	TBD	TBD	Association	November 2016		
HTC-Haas Technical Education Center		July 2016	TBD	YES	TBD	TBD	Corporate	TBD		

SPECIAL EVENT ROOMS

MT High School Rodeo	4/22/2015	6/8-15/2015	222-not all calculated	YES	5	All Properties	Sports	5/1/2015	RED LION, GUESTHOUSE, AM BEST VALUE	The KCVB paid for 107 rooms and properties that tracked rooms were, ABV, Homewood, BW Flathead Inn, Red Lion, HGI, Hampton, Super 8, Holiday Inn, Hilltop Inn. Properties that had rooms but not tracked were, Comfort Inn, Travelodge & Motel 6, Kalispell Grand, Blue and White, Econolodge & Aero are still TBD.
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