

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday – June 3, 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 May 13, 2015
- b) TBID financial statements for April, 2015

3. Board Discussion

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

5:00 pm Meeting Adjourns

Enclosures: May 13, 2015 minutes  
TBID financial statements for April 2015  
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)

<del>January 14</del>	<del>February 4</del>	<del>March 11</del>	<del>April 15</del>	<del>May 13</del>	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**  
**May 13, 2015**  
**3:00 pm – 5:00 pm**  
**Location: Kalispell Chamber**

# Minutes

**Board Members Present:** Janet Clark, Vanessa Nordahl, Dan Moderie, Dawn Hendrickson, Gib Bissell, Lisa Brown

**Board Members Absent:** Karena Bemis

**Visitors:** Scott Rieke

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

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Meeting was called to order by Janet Clark, Board Chair, at 3:05 PM.

1. Hear from the public – none
2. Board Action
  - a. Approve minutes from the April 15, 2015 meeting:  
Action: Motion was made by Vanessa Nordahl to approve the minutes. Motion seconded by Gib Bissell.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for March, 2015:  
Action: Motion made by Gib Bissell to approve the financial statements. Motion seconded by Dawn Hendrickson.  
Discussion: none. Board approved unanimously.
  - c. Sponsorship request – event grant application for \$1,000 received from Treasure State Cowboy Mounted Shooters Association:  
Action: Motion was made by Gib Bissell to contribute \$100. Motion seconded by Dawn Hendrickson. Board unanimously approved an amendment by Lisa Brown to increase the contribution amount to \$250 cash plus \$500 in-kind promotion assistance.  
Discussion: event organizers expect 75-100 participants this year plus 300 spectators. This is a rapidly growing sport and board discussion favored supporting the event as long as it is not scheduled at the same time as other major events.  
Board approved unanimously.
3. Board Discussion
  - a. Spartan Race recap – The Beast on Saturday attracted 2,800 racers, 1,400 spectators and 420 participants in the kid’ race. The Sprint had higher numbers with 4,200 racers, 2,600 spectators and 470 kids. 91% of The Beast racers were from out of market and 84% of The Sprint participants. 48 states were represented along with several Canadian provinces, New Zealand and Japan. Gross revenues for beer were \$10,400 with a net beer profit of \$5,700.
  - b. High School Rodeo – registration opened May 1. Diane will meet with the State President and Secretary on May 20 to inform them that the Kalispell CVB does not intend to exercise the 3<sup>rd</sup> year option to host the event. Staff is working on event logistics including volunteer recruitment and generating prize sponsorships.

Dragon Boat Festival – Diane attended the Lakeside Community Club to discuss the event with members and has begun meeting with property owners to discuss the impact of the event and to negotiate the use of their property for the festival. A reasonable goal for team registrations is around 60 for the first year in the Lakeside venue.

- c. Other event updates – Pond Hockey Classic is showing a negative \$5,000 for the event balance. However grant funds are coming and there are a couple outstanding expenses. It will balance out in the positive – around \$1,000 net gain. The City Council approved the first reading of the change to the ordinance that will allow beer sales on an expanded footprint in Woodland Park. If it passes the second reading, Woodland Park will be a viable option as a venue for the Pond Hockey Classic in 2016.

An accident policy for volunteers for all KCVB event is in place with annual premium of \$1,300.

- d. Meeting Planner FAM recap – the four planners were well-qualified and enjoyed their visit to Kalispell. They were impressed by the facilities, activities and enjoyed the food.
- e. Group, M&C updates – Clan Donald is considering holding their 2016 convention in Kalispell (first time ever in Montana) and will make a decision the first of June. Professional Outdoor Media Associates will hold their convention at the Red Lion, June 2016. The association is gathering in Kalispell for a board meeting June 3. Dawn organized two group sales meetings that were well-attended. Xanterra provided a presentation about GNP Red Bus Tours. Discussion at sales meetings included the downloadable meeting RFP form Dawn has created. Dawn will share leads and report on RFP's received, who responded and who was awarded. Glacier Country leads are accessible to members of that organization. Lodging packages are needed for Rodeo Finals and Dragon Boat Festival. Packages don't have to be discounted, but can offer added value in other ways by allowing late check out or other perks. Packages are also needed for the Kalispell Beer and Wine Open which takes place June 13-14. 35 breweries have committed to participating in the Beer and Wine Open which will offer tasting, symposiums, tours and a homebrewer's contest. Organizers may be willing to move the event to April in the future. Dawn is building a list of unique activities for visitors, for example a visit to Pure Mountain Lavender (new Chamber member).
- f. Marketing updates – TBID Q3 collections show room nights up 7% as compared to last year. It was noted that one property's payment was exact as same quarter last year. Diane will contact owner to have them double check. The Board discussed setting up audit procedures. La Quinta is looking promising as a new associate TBID member. Summer VIC hours will be Monday – Friday, 8am to 5pm, Saturday 10am to 4pm and Sunday, 10am to 3pm starting mid-June. VIC volunteer orientation will be held May 21 and will include a history tour on the Montana Trolley. Recent media coverage and advertising included Northwest Travel Magazine ran an article about the Conrad Mansion. Food and Travel Quarterly ran a 1.5 page article (next to half page ad) about Kalispell in its Farm and Sea to Table section. CVB covered header on Montana Cultural Treasures Kalispell page. Ran ¾ page ad in Spokesman Review Summer Planning Guide. Other ads in Calgary Herald, Avenue Calgary, TripAdvisor and Go Ranger. GNP Corridor Management Plan has presented four scenarios to address the growth in traffic on the Going to the Sun Road and is asking for public input. On May 28, The Hockaday is opening Timeless Legacy, an exhibit honoring women artists of Glacier National Park.

Meeting was adjourned at 4:15 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  
June 3, 2015

TBID General Funds – Expense Summary April 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee, copies, postage  
Mileage and misc expenses reimbursement

Organizational Memberships: KDA – annual membership plus \$500 towards holiday decorations

Consumer Marketing: monthly FB admin; deposit for 2016 Calgary Outdoor Show; airport stocking

Events: transfer approved TBID sponsorship to High School Rodeo account

M&C: meeting planner FAM expenses

Publicity: press trip expenses

KCVB Event Funds - Summary January - April 2015

Dragon Boat: (2015 - \$25,000 TBID)  
Balance forward from 2014: (\$407.57)  
Income - \$6,450.00  
Expenses: \$2,181.08  
Balance – \$4,268.92

Rodeo 2015: (2015 - \$30,000 TBID)  
Balance forward from 2014: (\$158.53)  
Income - \$38,750.00  
Expenses - \$8,065.63  
Balance – \$30,684.37

Spartan 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$2,276.64  
Income - \$25,000 (TBID)  
Expenses – \$5,529.58  
Balance - \$20,220.42

Pond 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$37,424.34  
Income – \$25,000.00  
Expenses – \$57,759.97  
Balance – \$3,478.69

Tourism Business Improvement District  
**Balance Sheet**  
As of April 30, 2015

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	Apr 30, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	118,652.66
Total Checking/Savings	118,652.66
Total Current Assets	118,652.66
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
<b>TOTAL ASSETS</b>	<b><u>147,837.94</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	19,183.66
Total Accounts Payable	19,183.66
Total Current Liabilities	19,183.66
Total Liabilities	19,183.66
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-56,360.82
Total Equity	128,654.28
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>147,837.94</u></b>

3:02 PM

## Tourism Business Improvement District

## Profit &amp; Loss

April 2015

05/20/15

Accrual Basis

	Apr 15	Jul '14 - Apr 15
<b>Income</b>		
4000 · TBID Revenue	0.00	455,864.00
4100 · Interest Income	7.19	80.80
<b>Total Income</b>	<b>7.19</b>	<b>455,944.80</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5040 · Contract Labor	0.00	17,144.01
5010 · Director	6,590.29	76,953.11
5020 · Sales Manager	5,274.26	47,943.44
5030 · Admin Assistant	4,833.14	38,170.71
<b>Total 5000 · Staffing</b>	<b>16,697.69</b>	<b>180,211.27</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	5,435.00
5110 · Bank Fees	3.30	28.83
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	183.75	1,942.50
5140 · Office Supplies	204.27	2,958.20
5150 · Postage & Copies	0.00	277.96
5160 · Rent	700.00	6,595.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	236.67	2,561.43
5185 · Travel & Entertainment	381.18	1,515.23
5190 · Technology Support	50.00	504.00
5195 · Equipment (Software)	0.00	23.88
5199 · Employee Search Exp	0.00	88.86
<b>Total 5100 · Administrative</b>	<b>1,759.17</b>	<b>24,470.89</b>
<b>5200 · Research &amp; Education</b>		
5230 · Organizational Memberships	675.00	7,775.00
5210 · Smith Travel Reports	0.00	5,500.00
<b>Total 5200 · Research &amp; Education</b>	<b>675.00</b>	<b>13,275.00</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	8,343.45
5280 · SEO & SEM	0.00	4,443.00
5250 · Web Site - Other	0.00	80.85
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>12,867.30</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	350.00	5,001.28
5440 · Creative Services	0.00	18,806.60
5450 · Media Buy Online	0.00	36,006.53
5460 · Travel Show Attendance	332.26	2,579.76
5470 · Trade Show Booth	0.00	222.03
5480 · Airport VIC Kiosk	50.00	550.00
5496 · Visitor Guide & Niche Brochures	0.00	10,354.90
5400 · Consumer Marketing - Other	0.00	2,550.00
<b>Total 5400 · Consumer Marketing</b>	<b>732.26</b>	<b>82,899.46</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	30,000.00	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>30,000.00</b>	<b>133,175.88</b>

3:02 PM  
05/20/15  
Accrual Basis

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

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	Apr 15	Jul '14 - Apr 15
5550 · Meetings & Conventions		
5565 · Trade Show, FAM Trips	290.30	5,509.63
5567 · Meeting Planner FAM	0.00	2,000.00
5570 · Incentive Program	0.00	4,048.34
5574 · M&C Guide	0.00	277.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>290.30</b>	<b>12,835.92</b>
5650 · Publicity		
5660 · Travel Media FAM	85.00	16,658.58
5665 · Press Releases	0.00	20,108.20
5680 · Kalispell Merchandise	0.00	703.00
5690 · Airline Subsidies	0.00	5,000.00
<b>Total 5650 · Publicity</b>	<b>85.00</b>	<b>42,469.78</b>
6000 · Prior Fiscal Year Expense	0.00	10,100.12
<b>Total Expense</b>	<b>50,239.42</b>	<b>512,305.62</b>
<b>Net Income</b>	<b><u>-50,232.23</u></b>	<b><u>-56,360.82</u></b>

3:03 PM

05/20/15

Accrual Basis

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

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	Jul '14 - Apr...	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	80.80			
<b>Total Income</b>	455,944.80	550,000.00	-94,055.20	82.9%
<b>Expense</b>				
5000 · Staffing	180,211.27	190,400.00	-10,188.73	94.6%
5100 · Administrative	24,470.89	28,650.00	-4,179.11	85.4%
5200 · Research & Education	13,275.00	10,500.00	2,775.00	126.4%
5250 · Web Site	12,867.30	21,500.00	-8,632.70	59.8%
5400 · Consumer Marketing	82,899.46	91,950.00	-9,050.54	90.2%
5500 · Event Marketing	133,175.88	130,000.00	3,175.88	102.4%
5550 · Meetings & Conventions	12,835.92	36,000.00	-23,164.08	35.7%
5650 · Publicity	42,469.78	41,000.00	1,469.78	103.6%
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	512,305.62	550,000.00	-37,694.38	93.1%
<b>Net Income</b>	<u>-56,360.82</u>	<u>0.00</u>	<u>-56,360.82</u>	<u>100.0%</u>



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 April 2015

	Dragon Boat	Pond Hockey	Spartan	HS Rodeo	Wayfinding Grant	TOTAL
Ordinary Income/Expense						
Income						
4400.00 · Grants	0.00	6,764.32	0.00	0.00	13,100.00	19,864.32
4700.00 · Registrations	6,450.00	12,550.00	0.00	0.00	0.00	19,000.00
4850.00 · Sponsors	0.00	4,500.00	25,000.00	37,550.00	0.00	67,050.00
4925.00 · Vendor Fee	0.00	0.00	750.00	1,200.00	0.00	1,950.00
<b>Total Income</b>	<b>6,450.00</b>	<b>23,814.32</b>	<b>25,750.00</b>	<b>38,750.00</b>	<b>13,100.00</b>	<b>107,864.32</b>
Expense						
5010.00 · Advertising & Marketing	252.00	6,232.06	0.00	0.00	0.00	6,484.06
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	0.00	0.00	25.00
5060.00 · Bank & Credit Card Fees	0.00	64.90	0.00	15.50	0.00	80.40
5140.00 · Contract Labor	0.00	1,251.81	0.00	0.00	0.00	1,251.81
5160.00 · Contributions	0.00	750.00	0.00	0.00	0.00	750.00
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	3,000.00	248.00	0.00	16,903.22
5360.00 · Meetings	25.00	0.00	0.00	0.00	0.00	25.00
5380.00 · Meals (Staff/Volunteers)	0.00	296.42	0.00	0.00	0.00	296.42
5420.00 · Office	0.00	388.90	216.22	0.00	0.00	605.12
5440.00 · Participant's Materials/Exp	0.00	432.00	0.00	0.00	0.00	432.00
5460.00 · Permits & Fees	300.00	2,978.00	20.00	0.00	0.00	3,298.00
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	6,000.00	0.00	13,860.25
5540.00 · Promotor Fee	0.00	12,352.53	0.00	0.00	0.00	12,352.53
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	153.35	0.00	0.00	810.91
5720.00 · Transportation	0.00	6,023.00	0.00	0.00	0.00	6,023.00
5740.00 · Travel/Mileage	17.83	1,600.69	0.00	448.50	0.00	2,067.02
5780.00 · Web Site	595.00	0.00	0.00	179.88	0.00	774.88
<b>Total Expense</b>	<b>2,181.08</b>	<b>57,759.97</b>	<b>5,529.58</b>	<b>8,065.63</b>	<b>0.00</b>	<b>73,536.26</b>
<b>Net Income</b>	<b>4,268.92</b>	<b>-33,945.65</b>	<b>20,220.42</b>	<b>30,684.37</b>	<b>13,100.00</b>	<b>34,328.06</b>



# Tab 4 - Multi-Segment

Kalspell Area CVB

For the month of April 2015

Currency: USD - US Dollar

	Current Month - April 2015 vs April 2014												Year to Date - April 2015 vs April 2014												Participation				
	Occ %		ADR		RevPAR		Percent Change from April 2014		Room		Room		Room		Room		Room		Room		Properties		Rooms						
	2015	2014	2015	2014	2015	2014	2015	2014	RevPAR	Room	Avail	Sold	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014					
Kalspell, MT+	39.6	38.5	74.57	76.44	29.54	29.44	2.9	-2.4	0.3	0.4	0.1	2.9	38.6	36.0	75.54	76.13	29.19	27.39	7.4	-0.8	6.6	6.6	0.1	7.5	20	15	1658	1448	
Missoula, MT+	56.6	54.9	81.97	82.09	46.38	45.05	3.1	-0.1	2.9	5.8	2.8	5.9	47.8	45.1	79.22	77.63	37.90	35.03	6.0	2.0	8.2	11.2	2.8	9.0	42	26	3193	2320	
Butte, MT+	44.1	44.9	80.45	81.87	35.49	36.74	-1.7	-1.7	-3.4	-3.5	-0.1	-1.8	40.2	39.2	81.30	80.35	32.70	31.49	2.6	1.2	3.8	3.8	-0.0	2.6	14	10	1249	972	
Bozeman, MT+	58.4	55.1	82.98	80.11	48.47	44.14	6.0	3.6	9.8	15.7	5.3	11.7	54.8	52.6	81.09	79.34	44.44	41.76	4.1	2.2	6.4	10.7	4.0	8.3	30	17	2266	1572	
Whitefish, MT+																													
Rapid City, SD	41.0	40.6	63.24	63.75	25.96	25.91	1.0	-0.8	0.2	1.0	0.8	1.8	39.4	39.7	65.84	65.80	25.93	26.13	-0.8	0.1	-0.7	-0.2	0.6	-0.2	82	40	5932	4015	
Park City, UT+	36.5	36.4	163.46	145.81	59.71	53.12	0.3	12.1	12.4	12.3	-0.1	0.2	51.3	51.7	379.00	360.81	194.41	186.59	-0.8	5.0	4.2	4.2	-0.0	-0.8	34	16	3944	2354	
Helena/Great Falls, MT	58.1	57.8	80.52	83.83	46.77	48.45	0.5	-3.9	-3.5	-3.5	-0.1	0.4	54.7	50.8	81.41	83.60	44.56	42.46	7.8	-2.6	4.9	4.9	-0.1	7.7	50	36	3852	3258	
Coeur D'Alene, ID+	55.2	49.7	99.09	99.14	54.69	49.22	11.2	-0.0	11.1	11.1	0.0	11.2	45.3	41.3	97.83	98.31	44.30	40.55	9.8	-0.5	9.2	9.2	0.0	9.8	21	14	1762	1565	
Sandpoint, ID+	49.3	43.2	78.03	77.49	38.44	33.47	14.0	0.7	14.8	14.8	0.0	14.0	42.3	40.9	78.33	77.43	33.12	31.66	3.4	1.2	4.6	4.6	0.0	3.4	8	4	396	244	
Bend, OR+	68.2	62.1	105.09	97.35	71.66	60.50	9.7	8.0	18.4	23.3	4.1	14.2	60.4	55.0	102.90	96.61	62.10	53.11	9.8	6.5	16.9	23.4	5.5	15.8	40	21	2908	1721	
Spokane, WA+	63.1	59.3	100.59	93.36	63.51	55.35	6.5	7.7	14.7	14.8	0.0	6.5	56.0	53.9	96.92	91.80	54.29	49.45	4.0	5.6	9.8	9.8	0.0	4.0	54	35	5623	4855	
Billings, MT+	56.4	62.4	89.92	89.22	50.76	55.65	-9.5	0.8	-8.8	0.8	10.6	0.0	53.4	56.8	88.28	86.78	47.18	49.30	-5.9	1.7	-4.3	4.2	8.9	2.5	51	34	4585	3692	
Economy Class+	32.9	29.1	52.38	52.26	17.25	15.20	13.2	0.2	13.5	13.6	0.1	13.4	29.0	27.4	51.61	51.74	14.95	14.16	5.9	-0.3	5.6	5.7	0.1	6.0	10	6	774	570	
Mid/Upper Up/Upscale Class+	45.8	47.2	88.78	89.30	40.63	42.18	-3.1	-0.6	-3.7	-3.7	0.0	-3.1	48.3	43.7	87.94	88.55	42.50	38.68	10.7	-0.7	9.9	9.9	0.0	10.7	6	5	531	525	

A blank row indicates insufficient data.  
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 Source 2015 STR, Inc.

<b>DiscoverKalispell.com</b>	<b>Q3 (Jan-Mar 2015)</b>	<b>% change vs. Q3 2014</b>
Unique Visits	24,049	-5.87%
Page Views	63,786	-5.28%
Pg/Visit	2.23	0.22%
Bounce Rate	59.08%	2.93%
New Visits	23,379	-6.12%
	Pgs/session = 2.22	Avg Duration = 01:46
Returning Visitor	5,228	-2.54%
	Pgs/Session = 2.26	Avg Duration = 02:26
Devices		
desktop	visits = 16,326	-7.04%
mobile	visits = 7,626	3.05%
	pages/visit = 1.79	18.82%
	avg duration = 1.20	55.25%
	bounce rate = 69.59%	-8.90%
tablet	visits = 4,655	-12.24%
	pages/visit = 2.34	4.14%
	avg duration = 2:18	6.87%
	bounce rate = 55.94%	-1.26%
Referring Sites	City of Kalispell; trip advisor; pondhockeyclassic, facebook, kalispellchamber, banner ads, downtownkalispell, calgaryherald	
Visits by Location	US = 21,242	718.00%
	CANADA = 5,987	3.03%
Canadian Provinces	Alberta = 4,078	0.15%
	British Columbia = 1,002	-25%
	Saskatchewan = 392	17.01%
<b>Social Media</b>		
Discover Kalispell	Total Likes 29,749	Avg reach/day = 3,490 (organic)



Dawn Jackson  
Group Sales Manager  
May 13-28, 2015

Meeting Planner FAM - May 5-6, 2015. Did follow up with thank you cards for planners and vendors.

MT High School Rodeo-Submitted rooming lists for rodeo staff.

Clan Donald Group for September 2016-continuing follow up and assisting with information, decision to be made by June 1.

POMA-Professional Outdoor Media Association-Continuing to work on pre and post activities, social media calendar to attract their attendees for this group, ideas for story content. Arranging site location tours in preparation for their board meeting June 3. The conference takes place in June 2016.

**Group Sales Meetings** –Sent out hotel survey. We have 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.

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

- TBID Officers Meeting
- Alaska Airlines-Candice Payne
  - Discussed Group discounts
- Volunteer Luncheon and Kalispell Historic Tour
- Katie LeBlanc-Marketing Director for Cabela's
  - Discussed various partnership opportunities

**Site Visits**

- Raceway Park-Ted Cummins
  - Great opportunity for groups to have their own private VIP setting on the decks to watch to watch the race-Maximum of 40 ppl for the largest and the other 2 will hold 15-12. They have 3 decks and the cost is \$200 per night. Contact Ted for information.
- FVCC College-Susie Burch, Debbie Struck
  - Can provide customized learning experiences-endless options
  - Have a Conference Registration Service
- Flathead High School-Peter Fusaro
  - Spoke with Peter about any assistance they might need for upcoming tournaments
  - Makes sure to have the following on your calendars:
    - May 26-28, 2016 Class AA – B – C Softball @ Conrad Complex
    - October 22, 2016 Allstate Cross Country @ Rebecca Farms
    - May 18-19, 2017 Class AA State Tennis @ FVCC
    - February 2017 Western B boys & girls Basketball (Wed, Thurs, Fri & Sat)

**Continuing Projects**

- Downloadable meeting packet for the website
- 2016 Governors Conference
- 2015 Dragon Boat Bash Committee
- Kalispell Beer and Wine Open

