

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – May 13, 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 April 15, 2015
- b) TBID financial statements for March, 2015
- c) Sponsorship request – event grant application received from Treasure State Cowboy Mounted Shooters Association

3. Board Discussion

- a) Spartan Race recap
- b) High School Rodeo and Dragon Boat updates
- c) Other event updates
- d) Meeting Planner FAM recap
- e) Group, M&C updates
- f) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: April 15, 2015 minutes
TBID financial statements for March 2015
Event Grant Application
STR Report
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-755-8100
Diane Medler, KCVB Director 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
April 15, 2015
3:00 pm – 5:00 pm

Minutes

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

Board Members Absent: none

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

Meeting was called to order by Janet Clark, Treasurer, at 3:07 PM.

1. Hear from the public – none
2. Board Action
 - a. Approve minutes from the March 11, 2015 meeting:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dawn Hendrickson.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for February, 2015:
Action: Motion made by Lisa Brown to approve the financial statements. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - c. Approval of FY'16 marketing plan:
Action: Motion was made by Lisa Brown to approve FY'16 marketing plan. Motion seconded by Dawn Hendrickson.
Discussion: FY'16 goals, objectives and budget were approved at March 11 board meeting. Board discussion of the marketing plan narrative focused on leveraging the National Park Centennial, promoting history-based tourism and the growing farm-to-table trend. Challenges continue with seasonality of visitor traffic, the drop in Canadian visitation/spending and lack of transportation infrastructure. Emerging markets include business travelers, multi-generational groups, volunteerism and a trend in the meetings & conventions sector toward more meetings with fewer attendees. Montana Department of Tourism is not offering Visitor Center grants this summer so weekend staffing may be cut back slightly. Board approved unanimously.
 - d. Approval of nomination from Dan Moderie to continue for another term. No other nominations were received.
Action: Motion was made by Gib Bissell to approve the nomination. Motion seconded by Lisa Brown.
Discussion: none. Board approved unanimously.
 - e. Approval of following slate of officers to serve May 1, 2015 – April 30, 2016:

Janet Clark - President, Vanessa Nordahl – Vice President, Karena Bemis – Treasurer.

Action: Motion was made by Dawn Hendrickson to approve the slate of officers. Motion seconded by Gib Bissell.

Discussion: none. Board approved unanimously.

3. Board Discussion

- a. Dragon Boat venue change update: application for Conditional Use Permit was approved by the Flathead County Board of Adjustment with 12 conditions that will be addressed by the CVB. Next step is to obtain the road-closure permit from Flathead County. Staff is putting together an agreement with property owners detailing how each property will be handled during the event.
- b. Other event updates: At City Council's invitation, Diane attended a work session to discuss modifying the alcohol ordinance to better facilitate beer service at future events in Woodland Park. The park is being considered as a possible venue for the 2016 Pond Hockey Classic. The 2014 Pond Hockey Classic was awarded Event of the Year by the Montana Office of Tourism. Montana High School Rodeo Finals are June 9-14. First committee meeting was held April 9. Spartan Race: 6,000 racers are projected over both days. The more challenging Spartan Beast is offered on Saturday, May 9 and the Spartan Sprint on Sunday, May 10. NBC Sports will film The Sprint. Volunteers are needed for the event. TBID members can pick up a VIP Parking Pass and Spectator Pass at the VIC. Western B Tournament attracted 4,471 paying fans according to the Athletic Director at Flathead High School. Kalispell will be hosting a large number of state and regional high school sporting events over the next two years. Kalispell Beer and Wine Open will be held at the Fairgrounds, June 13-14. Focus will be on educational opportunities for commercial and home brewers. 21 breweries have agreed to participate. Event is a fundraiser for Ronald McDonald House.
- c. Group, M&C updates: Dawn has visited nearly all properties. A Meeting Focus FAM group is scheduled to be in Kalispell May 5-6 as part of a collaborative effort with Glacier Country, Whitefish and Missoula CVB's. Clan MacDonald is planning a site tour in May in preparation for its September, 2016 convention. National Guard of Montana has requested a proposal for a convention in April, 2016. Dawn is forming a Kalispell CVB sales group that will meet to discuss RFP's and exchange ideas. A new RFP template is being developed. CVENT, a lead generation site, is experimenting with a new Missoula/Glacier region at the suggestion of KCVB. Professional Outdoor Media Associates 2016 Convention was awarded to Kalispell. Dawn and Diane attended Governor's Conference on Tourism and returned with a lot of new information including techniques for using social media to connect with meeting planners. CVB was approached by the Montana Wilderness Association about holding WildFest 2018 in Kalispell. CVB owns URL meetinmontana.com which will be used for Meeting Focus FAM and attached to the M&C page of website. Dawn is developing a digital meeting planning kit for M&C page of Discover Kalispell website that will allow tracking of downloads.
- d. Marketing updates: Senate Bill 264 that would offer a new funding stream for CVB's and other organizations is still being considered. Legislation strengthening protection offered by liability waivers is looking promising. Online winter campaigns in Spokesman Review, Calgary Herald, Google Display Network provided 1.2M impressions with an overall CTR of .07%. Placements that targeted Eastern WA and northern ID outperformed Calgary. Winter landing page saw 2,241 sessions, over 84% of those visits were

first time visitors. Ski page had an 80% increase in sessions over same period last year and 92% increase in mobile visitors. Engagement increased from 2:44 to 3:32 min on page. Orbitz ads were directed toward promotion of Glacier AERO's United flight from Chicago.

Joe reported that \$30,000 is owed to United in payment toward the revenue guarantee . Total guarantee was \$235,000. United wants to repeat the flight. Glacier AERO is asking TBID members to provide data on guest arrival and departure dates, December 1, 2014 – April 1, 2015

Meeting was adjourned at 4:15 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 Expenditures
May 11, 2015

TBID General Funds – Expense Summary March 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee
Quarterly storage unit fee

Website: SEM, Canadian landing page for spring campaign

Consumer Marketing: quarterly emarketing campaign; press room updates; trip advisor quarterly reports; winter slider posts; monthly FB admin; paid ads; spring campaign creative and media buy; Calgary Outdoor Travel & Adventure Show; visitor guide design and photography

Events: Western B Basketball payment for KPD and referee lodging; transfer approved TBID sponsorship to Spartan account

Publicity: Press trip expenses

KCVB Event Funds - Summary March 2015

Dragon Boat: (2015 - \$25,000 TBID)
Balance forward from 2014: (\$407.57)
Income - \$3550.00
Expenses: \$845.00
Balance – \$2,705.00

Rodeo 2015: (2015 - \$30,000 TBID)
Balance forward from 2014: (\$158.53)
Income - \$4,000.00
Expenses - \$6,000.00
Balance – (\$2,000.00)

Spartan 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$2,276.64
Income - \$25,000 (TBID)
Expenses – 129.71

Pond 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$37,424.34
Income – \$750.00
Expenses – (\$5,863.58)
Balance – (\$5,113.58)

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04/29/15

Accrual Basis

Kalispell Chamber of Commerce
P&L by Class - Pond Hockey
July 1, 2014 through April 29, 2015

Ordinary Income/Expense

Income

Jul 1, '14 - Apr 29, 15

4925.00 · Vendor Fee	0.00
4850.00 · Sponsors	29,500.00
4700.00 · Registrations	35,950.00
Total Income	65,450.00

Expense

5040.00 · Awards & Recognition	25.00
5060.00 · Bank & Credit Card Fees	99.75
5380.00 · Meals (Staff/Volunteers)	296.42
5440.00 · Participant's Materials/Exp	432.00
5020.00 · Apparel	585.00
5670.00 · Supplies	625.71
5580.00 · Research & Surveys	700.00
5420.00 · Office	742.70
5160.00 · Contributions	750.00
5500.00 · Printing & Publications	1,057.00
5260.00 · Insurance	1,173.38
5140.00 · Contract Labor	1,251.81
5740.00 · Travel/Mileage	1,578.49
5460.00 · Permits & Fees	2,978.00
5720.00 · Transportation	6,023.00
5010.00 · Advertising & Marketing	8,078.36
5520.00 · Professional Services	8,965.25
5320.00 · Leased Equipment/Space	13,455.22
5540.00 · Promotor Fee	22,117.61
Total Expense	70,934.70

Net Ordinary Income -5,484.70

Net Income **-5,484.70**

Anticipated Income (grant)	6,764.32
Anticipated Additional Expense	500.00
Anticipated adjusted Net Income	779.62

Tourism Business Improvement District
Balance Sheet
As of March 31, 2015

	Mar 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	194,382.71
Total Checking/Savings	194,382.71
Total Current Assets	194,382.71
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	223,567.99
	<hr/>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	44,681.48
Total Accounts Payable	44,681.48
Total Current Liabilities	44,681.48
Total Liabilities	44,681.48
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-6,128.59
Total Equity	178,886.51
TOTAL LIABILITIES & EQUITY	223,567.99
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Tourism Business Improvement District
Profit & Loss
March 2015

04/29/15

Accrual Basis

	Mar 15	Jul '14 - Mar 15
Income		
4000 · TBID Revenue	0.00	455,864.00
4100 · Interest Income	10.35	73.61
Total Income	10.35	455,937.61
Expense		
5000 · Staffing		
5040 · Contract Labor	6,444.01	17,144.01
5010 · Director	6,538.04	70,362.82
5020 · Sales Manager	185.63	42,669.18
5030 · Admin Assistant	3,468.67	33,337.57
Total 5000 · Staffing	16,636.35	163,513.58
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,435.00
5110 · Bank Fees	3.60	25.53
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	131.25	1,758.75
5140 · Office Supplies	65.93	2,753.93
5150 · Postage & Copies	76.80	277.96
5160 · Rent	700.00	5,895.00
5165 · Storage Unit	180.00	540.00
5180 · Telephone	201.63	2,324.76
5185 · Travel & Entertainment	9.45	1,134.05
5190 · Technology Support	50.00	454.00
5195 · Equipment (Software)	0.00	23.88
5199 · Employee Search Exp	0.00	88.86
Total 5100 · Administrative	1,418.66	22,711.72
5200 · Research & Education		
5230 · Organizational Memberships	0.00	7,100.00
5210 · Smith Travel Reports	0.00	5,500.00
Total 5200 · Research & Education	0.00	12,600.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,344.25	8,343.45
5280 · SEO & SEM	306.00	4,443.00
5250 · Web Site - Other	80.85	80.85
Total 5250 · Web Site	1,731.10	12,867.30
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	550.00
5420 · E-Marketing	1,362.28	6,278.36
5430 · Social Media Admin & Adv	3,663.14	4,651.28
5440 · Creative Services	5,999.65	18,806.60
5450 · Media Buy Online	6,424.97	36,006.53
5460 · Travel Show Attendance	664.82	2,247.50
5470 · Trade Show Booth	0.00	222.03
5480 · Airport VIC Kiosk	100.00	500.00
5496 · Visitor Guide & Niche Brochures	8,075.00	10,354.90
5400 · Consumer Marketing - Other	0.00	2,550.00
Total 5400 · Consumer Marketing	26,289.86	82,167.20
5500 · Event Marketing		
5501 · Dragon Boat	0.00	26,000.00
5502 · Spartan Event	25,000.00	25,000.00
5509 · Pond Hockey	0.00	25,000.00
5511 · Western B Basketball	5,187.98	5,679.98
5549 · Other Event Marketing	0.00	21,495.90
Total 5500 · Event Marketing	30,187.98	103,175.88
5550 · Meetings & Conventions		

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Accrual Basis

Tourism Business Improvement District
Profit & Loss
March 2015

	Mar 15	Jul '14 - Mar 15
5565 · Trade Show, FAM Trips	249.30	5,468.63
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
Total 5550 · Meetings & Conventions	249.30	12,794.92
5650 · Publicity		
5660 · Travel Media FAM	3,662.55	16,324.28
5665 · Press Releases	2,184.50	20,108.20
5680 · Kalispell Merchandise	600.00	703.00
5690 · Airline Subsidies	0.00	5,000.00
Total 5650 · Publicity	6,447.05	42,135.48
6000 · Prior Fiscal Year Expense	0.00	10,100.12
Total Expense	82,960.30	462,066.20
Net Income	<u>-82,949.95</u>	<u>-6,128.59</u>

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04/29/15

Accrual Basis

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

	Jul '14 - Ma...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	455,864.00	550,000.00	-94,136.00	82.9%
4100 · Interest Income	73.61			
Total Income	455,937.61	550,000.00	-94,062.39	82.9%
Expense				
5000 · Staffing	163,513.58	190,400.00	-26,886.42	85.9%
5100 · Administrative	22,711.72	28,650.00	-5,938.28	79.3%
5200 · Research & Education	12,600.00	10,500.00	2,100.00	120.0%
5250 · Web Site	12,867.30	21,500.00	-8,632.70	59.8%
5400 · Consumer Marketing	82,167.20	91,950.00	-9,782.80	89.4%
5500 · Event Marketing	103,175.88	130,000.00	-26,824.12	79.4%
5550 · Meetings & Conventions	12,794.92	36,000.00	-23,205.08	35.5%
5650 · Publicity	42,135.48	41,000.00	1,135.48	102.8%
6000 · Prior Fiscal Year Expense	10,100.12			
Total Expense	462,066.20	550,000.00	-87,933.80	84.0%
Net Income	-6,128.59	0.00	-6,128.59	100.0%

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
EVENT BALANCES	2,452.60	11,413.75	27,146.86	(874.91)	63,100.00	103,238.30

**Kaispell Chamber of Commerce
KCVB P&L by Class
March 2015**

	Dragon Boat	Pond Hockey	Spartan	HS Rodeo	TOTAL
Ordinary Income/Expense					
Income					
4700.00 · Registrations	3,550.00	750.00	0.00	0.00	4,300.00
4850.00 · Sponsors	0.00	0.00	25,000.00	4,000.00	29,000.00
Total Income	3,550.00	750.00	25,000.00	4,000.00	33,300.00
Expense					
5010.00 · Advertising & Marketing	0.00	1,017.40	0.00	0.00	1,017.40
5040.00 · Awards & Recognition	0.00	25.00	0.00	0.00	25.00
5060.00 · Bank & Credit Card Fees	0.00	19.95	0.00	0.00	19.95
5140.00 · Contract Labor	0.00	198.70	0.00	0.00	198.70
5160.00 · Contributions	0.00	750.00	0.00	0.00	750.00
5320.00 · Leased Equipment/Space	250.00	0.00	0.00	0.00	250.00
5420.00 · Office	0.00	0.00	129.71	0.00	129.71
5440.00 · Participant's Materials/Exp	0.00	432.00	0.00	0.00	432.00
5460.00 · Permits & Fees	0.00	-300.00	0.00	0.00	-300.00
5500.00 · Printing & Publications	0.00	1,057.00	0.00	0.00	1,057.00
5520.00 · Professional Services	0.00	778.75	0.00	6,000.00	6,778.75
5540.00 · Promotor Fee	0.00	1,752.53	0.00	0.00	1,752.53
5740.00 · Travel/Mileage	0.00	132.25	0.00	0.00	132.25
5780.00 · Web Site	595.00	0.00	0.00	0.00	595.00
Total Expense	845.00	5,863.58	129.71	6,000.00	12,838.29
Net Ordinary Income	2,705.00	-5,113.58	24,870.29	-2,000.00	20,461.71
Net Income	2,705.00	-5,113.58	24,870.29	-2,000.00	20,461.71



Event/Program Proposal Form

1. Contact Information

Business/Organization: Treasure State Cowboy Mounted Shooters Assoc.
 Designated Event Contact: KEN JONES
 Address: 734 KM RANCH RD.
 City: Whitefish State: MT Zip: 59937
 Telephone: 406-257-1840 Fax: (S)
 Email: ULUCKYHORSE@YAHOO.COM Website: -

2. Event information

We are excited to bring Cowboy Mounted Shooting to Majestic Valley Arena in the form of the Montana State Championships. The CMSA is active all over the country and each state holds a championship every year before the World Championships in October. Mounted Shooting is called the fastest growing Equine sport. We will host shooters from Alberta, British Columbia, Washington, Oregon, Idaho, Utah and Wyoming as well as Montana. Being this is the first time the event has been held in Kalispell we want to make it great for the competitors as well as the spectators. If we are successful, our club, Treasure State CMSA, will have the rights to hold the State Championships every year. MVA is the premier venue in Montana for our sport. We would like to build this up to a five day event within two years. We are expecting 75 participants and total numbers of over 300, people and 100+ horses. In a couple of years, it could be over 500 total attendees, and up to 200 horses. This will provide a significant impact to our local businesses. The event will start Friday afternoon and go through Sunday. Shooters will start arriving on wed. before the event. There are several classes including double pistol, shotgun and rifle classes. Please refer to the CMSA web site for videos and further information on the sport. Your help in sponsoring this event is very important to us. Thanks for your time and attention.

While many people will be staying in their horse trailers, all of the support group, spectators and some shooters need lodging for the event.

Proposed Date(s): Sept. 11-12-13, 2015
 Load-in Start Time: Sept. 10 Load-out End Time: Sept. 13

List all corporate sponsors and provide description of sponsorship information: _____

We are just beginning our search for Sponsors.
The exciting thing is that we have the opportunity to host this event here every year and it is our goal to make this a for 5 day event in two years.
Will food and/or beverage be distributed at the event and who retains revenue? by Majesty Concession

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Please provide detailed description of requested assistance from KCVB (attach additional documents as needed):

We are requesting \$1,000.00 to help defer the cost of Majesty Volley arena. By next year we should have a large-enough event to handle it ourselves

Please detail any requested assistance from other organization(s): We are looking for business sponsors

4. History of Event

How many years has this event been conducted: T.S.C.M.S.A. is a fairly new club

We hosted the event last year in Belgrade, MT. We were

only given the rights to hold, 6 weeks before the event.

List how the event was promoted (list all media used): mostly by social media & flyers around Bozeman

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: _____

We will have about 25% of attendees come from Canada and 50% from WA, OR, ID, WY, UT. and 25% from Montana. Locally only about -5%

Venue Location: Majestic Valley Arena

Event Start Time: Sept. 11 pm Event End Time: Sept 13, pm

Estimated Attendance: 1st year - 300

Description of Audience: This sport appeals to males & females of all ages and draws a diversified group of participants and spectators.

Is the event free to public, by invitation only or tickets for purchase: Yes it is free however we are hoping to partner with a "Rough Stock producer" to put on a SAT. Night Showcase.

Provide a detailed marketing plan:

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

press releases to Radio & TV

Radio (include live broadcast and station information):

Press Releases, try to get time on talk shows

Print: Press Release in all local & area newspapers

Classified in N.M. trader

Other Marketing (social media, e-news, website, on-line, direct mail, etc.):

Social Media, facebook, Majestic Marquee

5. References

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

Name: DAVE SCHULTZ Title: Accountant
 Address: 2 sunset plaza
 City: Kalispell State: MT Zip: 59904-1600
 Telephone: 406-752-1040 Email: Schultz@js-cpa.com

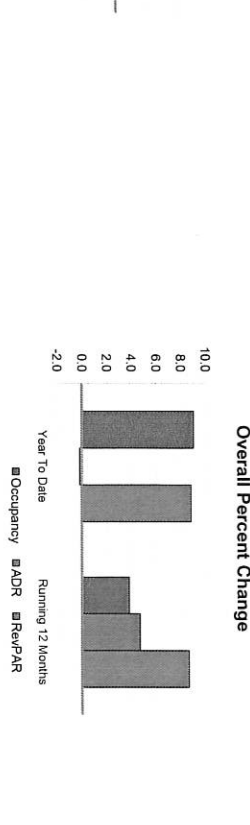
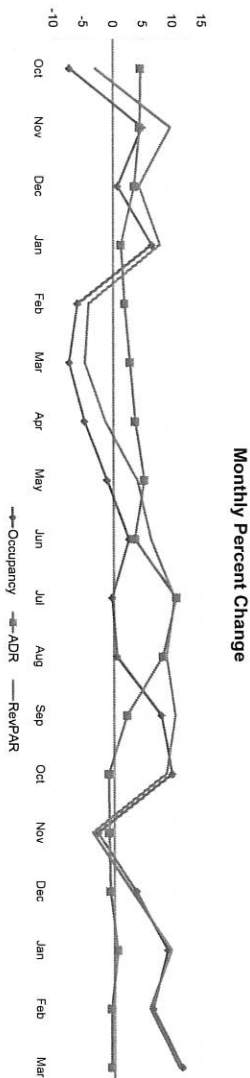
Name: Pierre Kaptanion Title: Banker
 Address: 85 N. Main
 City: Kalispell State: MT Zip: 59901
 Telephone: 406-751-1740 Email: pkaptanion@FNBmontana.com

Name: Michael Collins Title: ASSOC.
 Address: _____
 City: Whitefish State: MT Zip: 59937
 Telephone: 406-250-2536 Email: _____

Print Name of Applicant: L. Ken Jones, for Treasure State Mounted Shooting Assoc.
 Signature of Applicant: [Signature] Date: 4/28/2015

For Office Use Only

Date application received:



Occupancy (%)	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	45.8	38.8	32.3	30.3	38.8	38.8	38.2	48.8	68.1	68.1	68.1	68.1	68.1	68.1	68.1	68.1	68.1	36.3	50.3	37.7	36.3	50.3	37.7	36.3	50.3	37.7							
Last Year	48.4	37.0	32.1	28.5	41.3	30.6	40.1	48.3	66.4	66.4	66.4	66.4	66.4	66.4	66.4	66.4	66.4	55.4	36.3	38.1	55.4	36.3	38.1	55.4	36.3	38.1							
Percent Change	-7.3	5.0	0.8	6.6	-6.0	-7.4	-4.9	-1.1	7.6	-0.3	0.3	0.3	0.3	0.3	0.3	0.3	-2.9	37.1	-2.7	-2.9	37.1	-2.7	-2.9	37.1	-2.7								

ADR	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	80.70	77.33	70.51	75.38	74.40	75.68	75.73	70.24	70.24	73.53	85.65	100.67	141.93	141.93	141.93	141.93	141.93	74.48	78.02	73.88	74.48	78.02	73.88	74.48	78.02	73.88							
Last Year	77.12	74.00	73.85	74.40	75.43	75.68	73.04	72.88	73.04	73.53	81.62	100.05	128.17	128.17	128.17	128.17	128.17	74.48	74.48	73.02	74.48	74.48	73.02	74.48	74.48	73.02							
Percent Change	4.6	4.5	3.8	1.3	-1.9	1.9	2.8	-3.7	5.2	3.6	5.2	3.6	10.6	10.6	10.6	10.6	4.9	2.1	-0.2	4.9	2.1	-0.2	4.9	2.1	-0.2								

RevPAR	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	35.94	30.00	24.75	22.87	29.64	27.74	29.09	41.90	68.43	68.43	68.43	68.43	128.01	128.01	128.01	128.01	128.01	27.02	26.71	29.07	27.02	26.71	29.07	27.02	26.71	29.07							
Last Year	38.08	27.36	23.70	21.18	31.14	20.13	29.49	40.27	69.43	69.43	69.43	69.43	114.43	114.43	114.43	114.43	114.43	27.02	27.02	27.02	27.02	27.02	27.02	27.02	27.02	27.02							
Percent Change	-3.0	9.7	4.4	6.0	-4.2	-4.8	-1.4	4.0	6.3	6.3	6.3	6.3	10.3	10.3	10.3	10.3	0.0	-1.1	8.8	0.0	-1.1	8.8	0.0	-1.1	8.8								

Supply	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	51,336	49,710	51,367	51,367	46,398	51,367	49,710	51,367	48,236	48,236	48,236	48,236	51,336	51,336	51,336	51,336	51,336	140,040	148,130	148,220	140,040	148,130	148,220	140,040	148,130	148,220							
Last Year	48,236	46,800	48,236	48,236	43,368	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	140,040	148,130	148,130	140,040	148,130	148,130	140,040	148,130	148,130							
Percent Change	6.4	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	0.0	8.9	0.1	0.0	8.9	0.1	0.0	8.9	0.1							

Demand	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	23,459	19,866	19,866	15,383	18,003	18,015	18,989	23,603	30,995	30,995	30,995	30,995	45,856	45,856	45,856	45,856	45,856	58,786	58,786	58,786	58,786	58,786	58,786	58,786	58,786	58,786							
Last Year	23,619	17,256	16,482	13,933	17,963	16,082	18,723	23,603	30,995	30,995	30,995	30,995	42,897	42,897	42,897	42,897	42,897	58,786	58,786	58,786	58,786	58,786	58,786	58,786	58,786	58,786							
Percent Change	-1.3	11.8	7.3	13.3	0.1	-1.4	1.3	8.3	8.3	8.3	8.3	8.3	7.1	7.1	7.1	7.1	7.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0							

Revenue	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
This Year	1,888,481	1,491,434	1,271,232	1,174,655	1,384,237	1,424,831	1,446,232	2,152,231	3,511,620	3,511,620	3,511,620	3,511,620	6,438,856	6,438,856	6,438,856	6,438,856	6,438,856	3,783,199	3,983,723	4,351,723	3,783,199	3,983,723	4,351,723	3,783,199	3,983,723	4,351,723							
Last Year	1,839,689	1,277,018	1,143,388	1,021,958	1,338,505	1,405,127	1,376,729	1,942,284	3,100,962	3,100,962	3,100,962	3,100,962	5,519,689	5,519,689	5,519,689	5,519,689	5,519,689	3,783,199	3,983,723	3,983,723	3,783,199	3,983,723	3,983,723	3,783,199	3,983,723	3,983,723							
Percent Change	3.2	16.8	11.2	15.0	2.0	1.4	5.1	10.8	13.2	13.2	13.2	13.2	16.0	16.0	16.0	16.0	16.0	0.0	5.3	9.9	0.0	5.3	9.9	0.0	5.3	9.9							

Consensus %	2013												2014												2015			Year To Date			Running 12 Months		
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	2013	2014	2015	2013	2014	2015	2013	2014	2015						
Census Progs	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20	20						
Census Rooms	1656	1657	1657	1657	1657	1657	1657	1657	1657	1657	1657	1657	1658	1658	1658	1658	1658	1658	1656	1656	1656	1656	1656	1656	1656	1656	1656						
% Rooms Participating	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5						

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Source: 2015 STR, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Kalispell Area CVB
For the month of: March 2015

	Current Month - March 2015 vs March 2014												Year to Date - March 2015 vs March 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2014						Occ %		ADR		RevPAR		Percent Change from YTD 2014						Properties	Rooms		
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kalispell, MT+	40.8	36.6	75.36	75.73	30.77	27.74	11.5	-0.5	10.9	11.0	0.1	11.5	38.3	35.1	75.88	76.02	29.07	26.71	9.0	-0.2	8.8	8.9	0.1	9.1	20	16	1658	1501
Missoula, MT+	53.5	48.6	80.79	78.05	43.19	37.90	10.1	3.5	14.0	17.1	2.8	13.1	44.9	41.9	78.06	75.69	35.07	31.69	7.3	3.1	10.7	13.7	2.8	10.3	42	26	3193	2320
Butte, MT+	45.0	41.9	83.68	81.58	37.85	34.15	7.5	2.6	10.2	10.2	0.0	7.5	38.9	37.3	81.62	79.74	31.78	29.74	4.4	2.4	6.8	6.8	0.0	4.4	14	10	1250	973
Bozeman, MT+	58.7	58.9	81.71	81.25	47.99	47.89	-0.4	0.6	0.2	3.8	3.6	3.2	53.6	51.8	80.33	79.07	43.10	40.97	3.5	1.6	5.2	9.0	3.6	7.2	29	17	2228	1572
Whitefish, MT+																									13	2	710	222
Rapid City, SD	39.7	39.1	66.26	67.38	26.31	26.34	1.6	-1.7	-0.1	-0.8	-0.7	0.8	38.8	39.4	66.83	66.60	25.92	26.21	-1.4	0.4	-1.1	-0.6	0.5	-0.9	71	39	5434	4085
Park City, UT+	58.4	61.3	391.34	375.78	228.47	230.35	-4.8	4.1	-0.8	-0.8	0.0	-4.8	56.3	56.8	425.20	406.77	239.23	231.08	-1.0	4.5	3.5	3.6	0.0	-0.9	34	16	3846	2356
Helena/Great Falls, MT	59.1	54.8	84.14	85.01	49.76	48.56	8.0	-1.0	6.9	6.8	-0.1	7.9	53.6	48.5	81.81	83.50	43.82	40.47	10.5	-2.0	8.3	8.2	-0.1	10.5	50	36	3852	3258
Coeur D'Alene, ID+	49.7	46.6	99.17	99.11	49.27	46.17	6.6	0.1	6.7	6.7	0.0	6.6	42.0	38.4	97.27	97.96	40.84	37.66	9.2	-0.7	8.4	8.4	0.0	9.2	21	14	1762	1565
Sandpoint, ID+	45.3	45.1	78.05	75.30	35.37	33.95	0.5	3.7	4.2	4.2	0.0	0.5	40.0	40.1	78.45	77.41	31.34	31.06	-0.4	1.3	0.9	0.9	0.0	-0.4	8	4	396	244
Bend, OR+	65.3	63.8	106.56	96.73	69.60	61.70	2.4	10.2	12.8	19.5	6.0	8.5	57.7	52.5	102.04	96.51	58.91	50.60	9.9	5.9	16.4	23.4	6.0	16.5	40	21	2908	1721
Spokane, WA+	62.1	63.5	102.80	99.28	63.85	63.03	-2.2	3.6	1.3	1.3	0.0	-2.2	53.7	52.1	95.47	91.21	51.23	47.49	3.1	4.7	7.9	7.9	0.0	3.1	54	35	5623	4855
Billings, MT+	58.9	64.3	88.85	87.91	52.36	56.49	-8.3	1.1	-7.3	0.4	8.4	-0.6	52.4	55.0	87.65	85.86	45.97	47.18	-4.6	2.1	-2.6	5.6	8.4	3.4	50	33	4494	3601
Economy Class+	29.8	28.0	51.23	52.18	15.26	14.58	6.6	-1.8	4.7	4.8	0.1	6.7	27.7	26.8	51.30	51.56	14.18	13.82	3.2	-0.5	2.7	2.8	0.1	3.3	10	7	774	623
Mid/Upper Up/UpScale Class+	52.0	43.2	87.99	87.66	45.77	37.89	20.3	0.4	20.8	20.8	0.0	20.3	49.2	42.5	87.88	88.28	43.13	37.51	15.8	-0.7	15.0	15.0	0.0	15.8	6	5	631	525

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Source 2015 STR, Inc.

TBID Board of Directors Meeting, May 13, 2015

Consumer Marketing Updates

Montana Spartan Race – May 9 & 10

Over 5,800 racers – 86% out of market

Top states of origin: MT, AB, WA, ID, CA, UT, BC, WY

Beast 2,400+; Sprint 3,400+

NBC Sports Network filming event

Montana High School Rodeo Finals – June 9-14, 2015

Registration opened May 1

Montana Dragon Boat Festival – September 12-13, 2015

Flathead County Board of Adjustments approved application to hold 2015 festival in Lakeside

23 teams registered to date: Portland, Medicine Hat, Lethbridge, Calgary, Edmonton, Long Beach CA, Alameda CA, as well as Missoula and Flathead Valley.

Montana Pond Hockey

Kalispell City Council held workshop session to discuss (with KCVB input) how the City parks ordinance as it relates to special events and alcohol could be adjusted to better accommodate an event such as Pond Hockey (in Woodland Park). Those discussions were put into modifications to the ordinance. The first reading was held at the May 4th City Council meeting. Passed first reading 5-3. The KCVB is pleased with the changes to the ordinance, if adopted it will allow us to have Woodland Park as a viable venue option for next year's Pond Hockey event.

Spring Consumer Marketing Campaign March 15 – June 30, 2015

Print:

Northwest Travel Magazine – 1/3 page ad and newsletter feature: May/June issue (editorial on Conrad Mansion included in this issue)

Food and Travel Quarterly – half page print ad and 1.5 pages editorial: June/August issue (Farm to table section)

MT Cultural Treasures – sponsored header on Kalispell page: annual publication

Spokesman Review – ¾ pg ad: Summer family planning guide that comes out in May

Avenue Calgary Magazine – 1/3 pg ad: June issue (life/mountains travel editorial)

Digital:

Spokesman Review.com, March – May: banner ads 340,000 impressions, plus home page mobile ad

Calgary Herald, March – May: leaderboard banner ad, 165,000 impressions

Trip Advisor, March – May: banners on MT destination pages, 294,118 impressions

Avenue Calgary, June: featured partner on website and newsletter listing 6/2/15

April 16, 2015

Ms. Diane Medler
Kalispell CVB
15 Depot Park
Kalispell, MT 59901

Dear Diane:

Congratulations on recently winning two categories; one for the "Event of the Year" and the other for the "Film Friendly Community" at the recent Governor's Conference on Tourism.

The Montana Pond Hockey Classic sounds like such a fun event. I only wish that I could ice-skate well enough to participate. I've heard from a number of people about what a fun time they had last February. I am so thrilled that our Tourism Department's "Special Event Grant" was used to assist with event promotion. It is so gratifying to be a partner with a great event like the Pond Hockey Classic.

And special kudos to the city of Kalispell and its citizens as you quietly and successfully are becoming 'the' place to be for small companies living and working in the Flathead while supporting projects on both coasts. From music videos, to TV series to independent films, Kalispell is becoming a burgeoning community supporting media projects.

Way to go!

Sincerely,



Meg O'Leary, Director
Department of Commerce



Dawn Jackson
Group Sales Manager
April 16-May 13, 2015

Meeting Planner FAM completion, May 5-6, 2015. Finalized the details and plans with the activity vendors, coordinated signs and amenities, times for videography. Thanks to all the partners: Red Lion, Hilton Garden Inn & Blue Canyon, Hampton Inn, Homewood Suites, BW Flathead Lake Inn & Suites, Kalispell Brewing, Hockaday Art Museum, Conrad Mansion, Artemis Acres, Flathead Travel and Glacier Country. It was a very successful FAM. The planners were very impressed and it was exciting to hear the ooooohhss and awesss. Each of them book 20-50 meetings a year with attendance ranging from 20-22,000 for each meeting. They booked all markets, corporate, incentive, SMERF.

Clan Donald Group for September 2016-worked on the itinerary and met with them on activity information.

POMA-Professional Outdoor Media Association-Continue to work on pre and post activities, social media calendar to attract their attendees for this group, ideas for story content. The group will be here in June 2016.

Group Sales Meetings - held two meetings at the Chamber and Americas Best Value Inn- The purpose of these meetings will be to have an educational component, discuss current trends, updates from each property, know other hoteliers in the industry-those in attendance included: Lisa Brown, Pearl Galbraith, Jenn Bouchard & Megan Waters from Red Lion, Scott Rieke from Best Western Flathead Lake Inn & Suites, Joann Schadewitz from Kalispell Grand, Vanessa Nordahl, Zac Ford & Chris Junge from Hampton Inn & Suites, Dawn Hendrickson from Homewood Suites, Shawn Campbell from Americas Best Value Inn, Mandi Bullock and Karen Whitman from Guesthouse Inn & Suites. We had a presentation from Xanterra about the Red Bus tours, reviewed RFP Process, upcoming Meeting FAM, group ideas, ways the CVB can help with groups in house, suggestions and tips for good site tours. We decided we will meet quarterly, have an activity vendor do a small presentation each time, meet in different venues, have an activity vendor/hotel/restaurant expo in the fall. Dawn will work on a downloadable meeting packet for the website.

2016 Governors' Conference-Had our first committee meeting with tourism partners: MT Office of Tourism, Glacier Country, Red Lion, Hilton Garden Inn, National Park Service. The Governor's Conference will take place April 10-13, 2016

2015 Dragonboat Bash-Had our first committee meeting with Donna Townsley. Dawn will be on their Bash committee as a representative from the CVB.

Meetings/Events Attended (not listed):

- TBID Officers Meeting
- Associated Chamber Meeting
- Partners Creative Marketing Strategy
- Instagram Training
- Gone Fishin-Glacier Distilling
- Andy Kris-Kalispell Beer and Wine Open
- Kalispell Chamber Member Drive
- Chris Glenn-Smart Meetings
- Kim Collier-Possible wellness workshop ideas

Site Visits

- NW Fairgrounds
- Hockaday
- Central School Museum
- Majestic Valley Arena
- LaQuinta

Meeting Planner FAM Wine Dinner Tuesday
May 5, 2015

Course One:

Arugula, spinach, quinoa compressed watermelon salad tossed with an apple white balsamic vinaigrette, chopped walnuts and feta cheese.

Wine Pairing: Dr L Reisling

Course Two:

Braised Bison Short Ribs with garlic roasted baby carrots and saffron risotto finished with a root beer demi glaze.

Wine Pairing: Mark Ryan Dissident

Course Three:

Almond crusted Walleye with a sweet potato, Brussels sprout and asiago hash, finished with a whole grain mustard huckleberry beurre-blanc.

Wine Pairing: Kim Crawford Sauvignon Blanc

Course Four:

Brandy poached pear, Crème Anglaise

Wine Pairing: Steele Late Harvest Chardonnay

April 2015

RFP'S SUBMITTED	Date Submitted	Meeting Date or Event Date	Estimated # of room nights	Meeting Space & F & B opportunity	# Hotels that Submitted proposals or offered a rate	# of Properties RFP Sent	Proposed Decision Date	Final decision	Comments
Clan Donald	3/31/2015	9/13-17/2016	305	YES	2	2	5/7/2015	TBD	Client requested proposals from only RL and HGT-they are coming for a site tour May 5-8 and will determine location at that time
Enlisted Assn of Natnl Guard of Montana	3/27/2015	4/29-5/1/2016	85	YES	4	All Properties	4/21/2015	RED LION	We won over Missoula because they hadn't been here in a while and many will be bringing their families. Red Lion was chosen because of location
Kalispell Beer and Wine Open-Rate Quote	4/20/2015	6/13-14/2015	Rate quote and new event	YES	4	All Properties	Rate Quote	TBD	This is a first time event, hoping to have it next April. Please remember to get this event package information to Yonnie to put on our website. Success to be measured by actualized rooms.
MT High School Rodeo	4/22/2015	6/8-15/2015	78	YES	5	All Properties	5/1/2015	RED LION, GUESTHOUSE, AM BEST VALUE	The KCVB will be paying for rodeo staff and coordinators. We based our decision on chosen property by room cost, location to Majestic Valley Arena and amenities. Please remember to get this event package information to Yonnie to put on our website.
GROUPS AWARDED									
POMA-Professional Outdoor Media	3/10/2015	6/12-18/2016	390	YES	2	Unsure	3/25/2015	RED LION	This is a group of outdoor media attendees. The KCVB will be providing support and assistance. We are encouraged that we will get good media with this conference.
Enlisted Assn of Natnl Guard of Montana	3/27/2015	4/29-5/1/2016	85	YES	4	All Properties	4/21/2015	RED LION	We won over Missoula because they hadn't been here in a while and many will be bringing their families. Red Lion was chosen because of location