

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – May 4, 2016  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**AGENDA**

3:00 pm Meeting Called to Order: Vanessa Nordahl, 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. Amy Robinson, Montana Wilderness Association – introduction of online hiking guide

3. Trevor Gonser, Flathead Job Service – available employment resources and employer services

4. Safety Awareness Updates

5. Board Action

- a) Approval of minutes from April 6, 2016
- b) TBID financial statements for March, 2016

6. Board Discussion

- a) Event updates
- b) Governor’s Conference on Tourism recap
- c) Group, M&C updates
- d) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: April 6, 2016 minutes  
TBID financial statements for March 2016  
KCVB Updates

For Further Information, Please Contact:

Vanessa Nordahl, Board Chairman [vandessa.nordahl2@hilton.com](mailto:vandessa.nordahl2@hilton.com) or 406-755-87900  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2016 TBID Board Meeting Schedule (subject to change)

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

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

Kaliispell Tourism Business Improvement District  
Board Attendance

2016

	Jan 6	Feb 3	Mar 2	Apr 6	May 4	Jun 1	Jul 6	Aug 3	Sep 7	Oct 5	Nov 2	Dec 7
Brown, Lisa	X	~	X	~								
Clark, Janet	X	X	X	X								
Hendrickson, Dawn	X	X	X	X								
Moderie, Dan	~	~	X	X								
Nordahl, Vanessa	X	X	X	X								
Otto, Laurie			X	X								
Patel, Nautam	X	~	~	X								
Schultz, Laurie	~											

~ = Absent

X = Present

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

# Minutes

**Board Members Present:** Janet Clark, Vanessa Nordahl, Dan Moderie, Dawn Hendrickson, Laurie Otto, Nautam Patel

**Board Members Absent:** Lisa Brown

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

**Visitors:** Tom and Denise Lewis, Hilltop Inn; Dennis Rasmussen, Greenwood Village; Joanne Schadowitz, Kalispell Grand; David Herberg, Guesthouse; Alex ?, Guesthouse Regional Manager; KPD Chief Roger Nasset, Officer Corbett

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Meeting was called to order by Janet Clark, Board Chair, at 3:06 PM.

1. Hear from the Public – no public comments
2. TBID Safety Awareness information sharing – properties continue to experience increased drug trafficking and theft activities. The TBID Safety Awareness Alert email system within the TBID hotels is working well. KPD Chief Nasset and Officer Corbett shared information and received updates from the hotels.
3. Board Action
  - a. Approve minutes from the March 2, 2016 meeting:  
Action: Motion was made by Dawn Hendrickson to approve the minutes. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
  - b. TBID financial statements for February, 2016:  
Action: Motion was made by Vanessa Nordahl to approve the financial statements. Motion seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
  - c. Approval of FY2017 marketing plan and budget:  
Action: Motion was made by Dawn Hendrickson to approve the FY2017 marketing plan and budget. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
  - d. Approval of applications for expiring board seats:  
Action: Dawn Hendrickson and Vanessa Nordahl applied to renew their four-year terms. Motion to approve was made by Dan Moderie. Motion was seconded by Laurie Otto. Discussion: none. Board approved unanimously.
  - e. Approval of slate of officers to May 1, 2016 – April 30, 2017:  
Action: Proposed slate of officers was Vanessa Nordahl, Chair; Dawn Hendrickson, Vice Chair; Janet Clark, Treasurer. Motion to approve was made by Laurie Otto. Motion was seconded by Dan Moderie. Discussion: none. Board approved unanimously.
4. Board Discussion
  - a. Event updates-  
Spartan Race – registration numbers are on track with last year’s event. NBC Sports is filming The Sprint again this year. Their production will air in July. Feedback on room nights for events is essential in determining ROI. Passes to the Spartan Race are available to board members. Spartan, Inc. is partnering with Miller-Coors. This year’s Beast is predicted to be the most challenging one Spartan has created.

Dragon Boat – meetings have been held with Lakeside-Somers Chamber and West Shore Visitors Bureau. Lakeside-Somers Chamber members will be offered an opportunity to submit vendor applications early and vendor fee will be waived. Lakeside Condo owners are supportive of the event. The road closure permit is in the works. Team marketing is under way.

Pond Hockey – Diane’s letter to the editor detailing the positive aspects of the tournament cancellation was well-received. 2017 Pond Hockey Classic is scheduled for January 20 – 22. TBID expenditures for the 2016 event totaled \$18,722. Those expenditures will result in some cost savings for the 2017 tournament.

- b. Governor’s Conference on Tourism – 425 are registered and the event is on track to surpass previous attendance records. Area tours focusing on a variety of topics will be offered on Sunday afternoon. 320 have signed up for the welcome reception, hosted by the CVB. There will be shuttle busses running between the Hilton and the Red Lion. Local businesses will be provided with welcome signs and the CVB is collaborating with the Flathead Beacon and the Kalispell Downtown Association to create a virtual coupon for conference attendees.
- c. Group, M& C updates – Job Service will present at the next board meeting about resources available for attracting and retaining hotel staff in the current tight labor market. Job Service staff can be consulted in the meantime for help with summer hiring challenges. Employment posters are available. The new CRM system is working well. A monthly report of upcoming conference leads will be distributed. The economic impact of the Governor’s Conference will be shared. A group sales meeting will be scheduled for the last week of April. A Red Bus Tour hosted by Xanterra is being planned for the end of May or first of June. Group leads are coming in from locals who are members of national boards.
- d. Marketing updates – Attendance at Calgary Outdoor Adventure Show was 13,800. There was a lot of interest in Kalispell from a higher income demographic, especially in hiking, kayaking and scenic driving. Diane won a drawing for \$500 of booth fee for next year. Northwest Regional Elementary Duels, an event at the Fairgrounds that received KCVB Event Grant dollars is taking place at the fairgrounds this weekend. Second installment of a print and online piece by travel writer from Time Out Chicago characterized Kalispell as the hub for Glacier Park. Printed copies of the new Kalispell Visitor Guide are available, along with a link to a PDF on [discoverkalispell.com](http://discoverkalispell.com). Discover Kalispell Facebook post showing the Space Needle in downtown Kalispell had a reach of 92,000. Social media results are strong and growing on Twitter, Instagram and Facebook gathering 10,334,000 impressions. Fall/Winter media campaign completed. Total budget was \$32,314, total impressions 10,339,785, campaign clicks to website 7,801, campaign leads 1,359. February STR report showed a decrease in occupancy of 3.4%, ADR up 1.4%. Statewide, occupancy is down 4.3%, ADR is up 1.6%.

Meeting adjourned at 4:49 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 Financials  
May 4, 2016

TBID General Funds – Expense Summary March 2016

Admin: rent; postage; bookkeeping; telephone, misc. mileage/expenses; office supplies; email hosting (Apr & May)

Organizational Memberships: Voice of Montana Tourism

Website: domain renewals

Consumer Marketing: airport stocking; social media admin; correction of invoices between bed tax and TBID; Calgary Outdoor Show; visitor guide

Event: event operation mgmt. monthly payment for March (Rob); Western B Basketball

Meetings & Convention: MT State Parks Conference incentive; IDSS quarterly payment

Publicity: Kalispell branded bags

KCVB Event Funds - Summary March 2016

Dragon Boat: (2016 - \$30,000 TBID)  
Balance forward from 2015: (\$784.26)  
Income - \$7,378.25  
Expenses: \$1,977.23  
Balance – \$4,616.76

Spartan 2016: (2016 - \$25,000 TBID)  
Balance forward from 2015: \$3,706.40  
Income - \$0  
Expenses – \$3,166.58  
Balance - \$549.82

Pond 2016: (2016 - \$30,000 TBID)  
Balance forward from 2015: \$18,372.85  
Income – \$2,400.00  
Expenses – \$7,397.88  
Deferred Revenue - \$34,800  
Balance - \$48,174.97

## Tourism Business Improvement District

**Balance Sheet**

As of March 31, 2016

	Mar 31, 16
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	213,176.37
Total Checking/Savings	213,176.37
Accounts Receivable	
1200 · Accounts Receivable	193.34
Total Accounts Receivable	193.34
Total Current Assets	213,369.71
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>242,554.99</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	24,826.36
Total Accounts Payable	24,826.36
Total Current Liabilities	24,826.36
Total Liabilities	24,826.36
Equity	
32000 · Unrestricted Net Assets	164,312.26
Net Income	53,416.37
Total Equity	217,728.63
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>242,554.99</u></b>

## Tourism Business Improvement District

04/25/16

## Profit &amp; Loss

Accrual Basis

March 2016

	Mar 16	Jul '15 - Mar 16
<b>Income</b>		
4000 · TBID Revenue	0.00	450,590.78
4100 · Interest Income	10.21	66.57
<b>Total Income</b>	10.21	450,657.35
<b>Expense</b>		
5000 · Staffing	15,161.40	154,898.54
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	4.62	151.31
5125 · Bookkeeping	250.00	1,877.50
5140 · Office Supplies	35.49	930.50
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	33.30	600.09
5160 · Rent	700.00	6,300.00
5165 · Storage Unit	180.00	540.00
5180 · Telephone	206.06	1,907.59
5185 · Travel & Entertainment	150.38	1,623.89
5190 · Technology Support	100.00	500.00
5195 · Equipment (Software)	0.00	222.36
<b>Total 5100 · Administrative</b>	1,659.85	20,203.24
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,500.00
5230 · Organizational Memberships	2,500.00	3,100.00
<b>Total 5200 · Research &amp; Education</b>	2,500.00	8,600.00
5250 · Web Site		
5270 · Maintenance & Enhancements	80.85	8,517.05
5280 · SEO & SEM	0.00	7,726.75
<b>Total 5250 · Web Site</b>	80.85	16,243.80
5400 · Consumer Marketing		
5455 · Winter Prize Package	0.00	493.84
5405 · Photo and Video Library	0.00	5,734.00
5430 · Social Media Admin & Adv	845.00	7,071.71
5440 · Creative Services	0.00	13,012.14
5450 · Media Buy Online	-2,943.17	18,506.66
5460 · Travel Show Attendance	599.60	4,986.11
5480 · Airport Displays	0.00	500.00
5420 · E-Marketing	28.24	2,929.17
5496 · Visitor Guide & Niche Brochures	8,730.50	8,880.50
<b>Total 5400 · Consumer Marketing</b>	7,260.17	62,114.13
5500 · Event Marketing		
5548 · Events Operations Management	1,750.00	18,000.00
5501 · Dragon Boat	0.00	45,572.00
5509 · Pond Hockey	0.00	30,000.00
5511 · Western B Basketball	2,432.00	2,768.00
5549 · Other Event Marketing	1,557.54	4,384.42
<b>Total 5500 · Event Marketing</b>	5,739.54	100,724.42
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	4,825.76
5570 · Meeting Planner Incentive Progm	500.00	5,601.23
5574 · M&C Guide	0.00	390.00
5583 · Customer Relationship Mgmt Syst	1,500.00	4,500.00
<b>Total 5550 · Meetings &amp; Conventions</b>	2,000.00	15,316.99
5650 · Publicity		
5660 · Travel Media FAM	0.00	9,129.17
5665 · PR/Story Pitches	0.00	9,031.25
5680 · Kalispell Merchandise	350.00	979.44

10:11 AM

04/25/16

Accrual Basis

# Tourism Business Improvement District

## Profit & Loss

March 2016

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	Mar 16	Jul '15 - Mar 16
Total 5650 · Publicity	350.00	19,139.86
Total Expense	34,751.81	397,240.98
Net Income	<u>-34,741.60</u>	<u>53,416.37</u>



## Tourism Business Improvement District

## Profit &amp; Loss Budget vs. Actual

July 2015 through March 2016

04/25/16

Accrual Basis

	Jul '15 - Ma...	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	450,590.78	632,500.00	-181,909.22	71.2%
4100 · Interest Income	66.57			
<b>Total Income</b>	<b>450,657.35</b>	<b>632,500.00</b>	<b>-181,842.65</b>	<b>71.3%</b>
<b>Expense</b>				
5000 · Staffing	154,898.54	206,635.00	-51,736.46	75.0%
5100 · Administrative	20,203.24	28,865.00	-8,661.76	70.0%
5200 · Research & Education	8,600.00	8,000.00	600.00	107.5%
5250 · Web Site	16,243.80	18,000.00	-1,756.20	90.2%
5400 · Consumer Marketing	62,114.13	97,700.00	-35,585.87	63.6%
5500 · Event Marketing	100,724.42	134,072.00	-33,347.58	75.1%
5550 · Meetings & Conventions	15,316.99	75,500.00	-60,183.01	20.3%
5600 · Opportunity	0.00	33,728.00	-33,728.00	0.0%
5650 · Publicity	19,139.86	30,000.00	-10,860.14	63.8%
<b>Total Expense</b>	<b>397,240.98</b>	<b>632,500.00</b>	<b>-235,259.02</b>	<b>62.8%</b>
<b>Net Income</b>	<b><u>53,416.37</u></b>	<b><u>0.00</u></b>	<b><u>53,416.37</u></b>	<b><u>100.0%</u></b>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	WAYFINDING	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	63,100.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)			(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)		(3,422.14)
April 2016					0.00
May 2016					0.00
June 2016					0.00
July 2016					0.00
August 2016					0.00
September 2016					0.00
October 2016					0.00
November 2016					0.00
December 2016					0.00
Deferred Revenue*		34,800.00			34,800.00
EVENT BALANCES	4,616.76	48,174.97	539.82	63,100.00	116,431.55

\*Deferred revenue is listed on the balance sheet as a payable, because there is a portion that is refundable.

Income will be recorded the same calendar year as the event is held.

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

	Dragon Boat	Pond Hockey	Spartan	TOTAL
<b>Income</b>				
4700.00 · Special Events				
4700.10 · Registrations	7,378.25	2,400.00	0.00	9,778.25
4850.00 · Sponsors	0.00	0.00	0.00	0.00
<b>Total 4700.00 · Special Events</b>	<b>7,378.25</b>	<b>2,400.00</b>	<b>0.00</b>	<b>9,778.25</b>
<b>Total Income</b>	<b>7,378.25</b>	<b>2,400.00</b>	<b>0.00</b>	<b>9,778.25</b>
<b>Expense</b>				
5000.00 · Direct Program				
5010.00 · Advertising & Marketing	161.10	453.00	20.00	634.10
5320.00 · Leased Equipment/Space	0.00	927.33	3,000.00	3,927.33
5460.00 · Permits & Fees	0.00	0.00	0.00	0.00
5670.00 · Supplies	0.00	57.72	0.00	57.72
<b>Total 5000.00 · Direct Program</b>	<b>161.10</b>	<b>1,438.05</b>	<b>3,020.00</b>	<b>4,619.15</b>
5060.00 · Bank Fees & Service Charges				
5060.10 · Bank & Credit Card Fees	0.00	18.00	0.00	18.00
<b>Total 5060.00 · Bank Fees &amp; Service Charges</b>	<b>0.00</b>	<b>18.00</b>	<b>0.00</b>	<b>18.00</b>
5260.00 · Insurance	0.00	50.00	0.00	50.00
5520.00 · Professional Fees				
5780.00 · Web Site	595.00	0.00	0.00	595.00
5520.10 · Professional Services	265.00	5,536.43	0.00	5,801.43
<b>Total 5520.00 · Professional Fees</b>	<b>860.00</b>	<b>5,536.43</b>	<b>0.00</b>	<b>6,396.43</b>
5400.00 · Miscellaneous				
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	300.00
5580.00 · Research & Surveys	350.00	0.00	0.00	350.00
<b>Total 5400.00 · Miscellaneous</b>	<b>650.00</b>	<b>0.00</b>	<b>0.00</b>	<b>650.00</b>
5420.00 · Office				
5420.10 · Office Supplies	194.45	147.47	146.58	488.50
<b>Total 5420.00 · Office</b>	<b>194.45</b>	<b>147.47</b>	<b>146.58</b>	<b>488.50</b>
5740.00 · Travel				
5740.10 · Travel/Mileage	47.74	2.16	0.00	49.90
5380.00 · Meals (Staff/Volunteers)	63.94	205.77	0.00	269.71
<b>Total 5740.00 · Travel</b>	<b>111.68</b>	<b>207.93</b>	<b>0.00</b>	<b>319.61</b>
<b>Total Expense</b>	<b>1,977.23</b>	<b>7,397.88</b>	<b>3,166.58</b>	<b>12,541.69</b>
<b>Net Income</b>	<b>5,401.02</b>	<b>-4,997.88</b>	<b>-3,166.58</b>	<b>-2,763.44</b>

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Smith Travel Research Report for Montana Lodging & Hospitality Association - March 2016 vs March 2015

**Month to Month**

Segment	Occupancy Percent		
	2016	2015	% Chg
United States	66.4	66.7	-0.4
Mountain	69.2	68.2	1.4
Montana	48.7	51.0	-4.7
Billings	49.9	58.9	-15.3
Bozeman/Yellowstone Area	54.6	49.9	9.5
Missoula	51.4	51.7	-0.6
Helena/Great Falls	56.3	59.3	-5.1

**Year to Date**

Segment	Occupancy Percent		
	2016	2015	% Chg
United States	60.7	61.0	-0.5
Mountain	63.0	62.9	0.2
Montana	44.4	46.5	-4.7
Billings	46.5	52.4	-11.4
Bozeman/Yellowstone Area	51.8	47.3	9.5
Missoula	45.7	44.0	3.8
Helena/Great Falls	49.9	53.6	-7.0

**Average Room Rate**

Segment	Average Room Rate		
	2016	2015	% Chg
United States	124.37	120.56	3.2
Mountain	121.83	116.62	4.5
Montana	84.35	83.02	1.6
Billings	86.90	89.58	-3.0
Bozeman/Yellowstone Area	88.59	81.41	8.8
Missoula	81.13	81.28	-0.2
Helena/Great Falls	87.18	83.86	4.0

**Average Room Rate**

Segment	Average Room Rate		
	2016	2015	% Chg
United States	120.92	117.16	3.2
Mountain	121.92	117.78	3.5
Montana	82.89	81.81	1.3
Billings	87.62	88.40	-0.9
Bozeman/Yellowstone Area	84.78	80.21	5.7
Missoula	78.24	78.28	0.0
Helena/Great Falls	84.48	81.73	3.4

**RevPAR**

Segment	RevPAR		
	2016	2015	% Chg
United States	82.60	80.39	2.7
Mountain	84.27	79.57	5.9
Montana	41.05	42.37	-3.1
Billings	43.34	52.76	-17.9
Bozeman/Yellowstone Area	48.39	40.60	19.2
Missoula	41.72	42.05	-0.8
Helena/Great Falls	49.09	49.76	-1.4

**RevPAR**

Segment	RevPAR		
	2016	2015	% Chg
United States	73.34	71.44	2.7
Mountain	76.85	74.08	3.7
Montana	36.78	38.07	-3.4
Billings	40.71	46.34	-12.2
Bozeman/Yellowstone Area	43.94	37.96	15.8
Missoula	35.72	34.44	3.7
Helena/Great Falls	42.14	43.83	-3.9

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	4.4	1.6	1.2
Mountain	6.6	0.7	2.1
Montana	-1.3	1.8	-2.9
Billings	-16.4	1.8	-13.8
Bozeman/Yellowstone Area	20.7	1.3	10.9
Missoula	-0.8	0.0	-0.6
Helena/Great Falls	-0.5	0.9	-4.3

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	4.2	1.5	1.0
Mountain	4.4	0.6	0.8
Montana	-1.8	1.6	-3.1
Billings	-10.5	1.8	-9.8
Bozeman/Yellowstone Area	16.0	0.2	9.8
Missoula	3.7	0.0	3.8
Helena/Great Falls	-3.0	0.9	-6.2

<b>DiscoverKalispell.com</b>	<b>Q3 (Jan - Mar 2016)</b>	<b>% change vs. Q3 2015</b>
Unique Visits	25,970	7.99%
Page Views	66,929	4.93%
Pg/Visit	2.21	-0.93%
New Visits	25,116	83% of total
Returning Visitor	5,133	16.9% of total
Growth in Mobile	desktop	48% of total traffic
	mobile	38.2% of total traffic
	tablet	13.8% of total traffic
Top pages (all searches)	home; shred/sled/swish & fish; family fun; Glacier; Events; Shopping; GNP; Winter Fun; Canadian Visitor Center	
Top exit pages	home; Shred/sled/swish & fish; family fun; packages; lodging; shopping; events; GNP; Glacier 2015; winter fun	
Traffic metrics	Organic search	2.69%
	direct	25.38%
	referral	-28.83%
Referring Sites	City of Kalispell; Trip Advisor; Visitmt; Pondhockey; KalispellChamber; Downtown Kalispell; ad campaign; Facebook	
Visits by Location	Top cities: Calgary, Whitefish, Missoula, NYC, SLC, Seattle, Denver, Provo	Top states: MT, CA, WA, TX, UT, FL, CO, NY, OR, MN
Organic Search	Top keywords: GNP; Kalispell; Kalispellmt; kalispellweather; GNP montana; things to do in kalispell mt; GNP map	Top pages: home, family fun, events, shopping, winter fun, GNP, Canadian visitor center; winter in GNP; Trails and routes; flathead lake
Paid Search	Top search terms: GNP; kalispell mt; things to do in kalispell; GNP Mt; kalispell weather; glacier park, things to do in WF; GNP map	

**Social Media - March 15 - April 15**

Discover Kalispell FB	31,464	Total Reach = 366,672 Avg reach = 14,667
Twitter - 2,161 followers	24.8k impressions	4.6% engagement rate
Instagram - 1,921 followers	increase of 248 followers	
You Tube - 234 subscribers	104,376 views on Kalispell Video; 5,997 on winter video	

**March STR Report**

March Year over Year: OCC + 0.7% at 41.1%; ADR - 2.3% at \$77.11; RevPAR + 3.0% at \$31.70.

## Kalispell Convention & Visitors Bureau Sales Report

4/1/2016 - 4/30/2016

Event Type: All

Sales Rep: **Dawn Jackson**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est Actual	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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**Status:** ALL FUTURE DEFINITE

POMA	2016 POMA Annual Conference	Meeting		Local referral	6/12/2016 6/18/2016	National New	\$0.00 \$0.00	130	110	457	0	
				Definite								
	Spartan Race	2016 Spartan Race-Accommodations	Sporting Event	Athletic & Sports/Recreation	KCVB Event 5/5/2016 5/10/2016	National Repeat	\$0.00 \$0.00	7,000	12	58	0	
				Definite								
	Spring Brook Yak Ranch, LLC	Yak Camp 2016	Meeting	Agricultural, Commodities, Food/Food Products	Local referral 5/27/2016 5/28/2016	National New	\$0.00 \$0.00	0	8	16	0	
				Definite								
	The Summit Medical Fitness Center	XTERRA Flathead Triathlon	Tour	Athletic & Sports/Recreation	KRMC 8/5/2016 8/8/2016	International New	\$0.00 \$0.00	0	0	0	0	
				Definite								
<b>Event Count:</b>								4	7,130	130	531	0
								\$0.00				

**Status:** CURRENT DEFINITE

Enlisted Association of the National Guard of Montana	2016 EANGMT Annual Meeting	Meeting	Military	Glacier Country	4/28/2016 4/30/2016	State Repeat	\$0.00 \$0.00	40	40	85	0	
				Definite								
MT Office of Tourism and Business Development	2016 MT Governors Conference on Tourism and Recreation	Meeting	Meetings, Convention, Tourism Industry Events	Definite	4/9/2016 4/11/2016	State Repeat	\$0.00 \$0.00	0	300	0	450	
				Definite								
<b>Event Count:</b>								2	40	340	85	450
								\$0.00				

**Status:** CURRENT LEAD

Artex Risk Solutions	Wisconsin Board of Directors Meeting	Meeting		CVENT	7/19/2016 7/21/2016	Regional New	\$0.00 \$0.00	32	32	64	0
				Lead							

**Sales Rep: Dawn Jackson**

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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**STATUS: CURRENT LEAD**

MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting		Called KCVB	5/15/2017	National	\$0.00	40	50	105	0
				Lead	5/17/2017	New	\$0.00				
UR Energy	2016 UR Energy Board of Directors Meeting	Meeting	Utilities	Local referral	7/26/2016	National	\$0.00	11	11	33	0
				Lead	7/28/2016	New	\$0.00				
				<b>Event Count:</b>		3	\$0.00	83	93	202	0
							\$0.00				

**STATUS: LEADS SENT**

American Highland Cattle Association	2017 American Highland Cattle Association Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Local referral	6/8/2017	National	\$0.00	150	100	300	0
				RFI	6/11/2017	New	\$0.00				
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting		Called KCVB	5/15/2017	National	\$0.00	40	50	105	0
				Lead	5/17/2017	New	\$0.00				
Taco Bell Corporation	2016 Taco Bell Corporation Planning Meeting for 2017	Meeting	Agricultural, Commodities, Food/Food Products	CVENT	9/25/2016	Regional	\$0.00	21	0	0	0
				Lost	9/25/2016	New	\$0.00				
UR Energy	2016 UR Energy Board of Directors Meeting	Meeting	Utilities	Local referral	7/26/2016	National	\$0.00	11	11	33	0
				Lead	7/28/2016	New	\$0.00				
				<b>Event Count:</b>		4	\$0.00	222	161	438	0
							\$0.00				

**STATUS: TURNED DEFINITE**

Enlisted Association of the National Guard of Montana	2016 EANGMT Annual Meeting	Meeting	Military	Glacier Country	4/28/2016	State	\$0.00	40	40	85	0
				Definite	4/30/2016	Repeat	\$0.00				
POMA	2016 POMA Annual Conference	Meeting		Local referral	6/12/2016	National	\$0.00	130	110	457	0
				Definite	6/18/2016	New	\$0.00				
Spartan Race	2016 Spartan Race-Accommodations	Sporting Event	Athletic & Sports/Recreation	KCVB Event	5/5/2016	National	\$0.00	7,000	12	58	0
				Definite	5/10/2016	Repeat	\$0.00				