

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – November 4, 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 October 7, 2015
- b) TBID financial statements for September, 2015
- c) Event Grant Application - Kalispell Wrestling Club

3. Board Discussion

- a) Dragon Boat and Pond Hockey update
- b) Other events
- c) October Shows – IMEX, Calgary Women’s Show, Media Events
- d) Expedia and other OTA handling of TBID fee
- e) Group, M&C updates
- f) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: October 7, 2015 minutes
TBID financial statements for September 2015
Event Grant Application – Kalispell Wrestling Club
KCVB Updates
TBID Board Roster

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
October 7, 2015
3:00 pm – 5:00 pm

Location: Kalispell Chamber

Minutes

Board Members Present: Janet Clark, Lisa Brown, Karena Bemis, Nautam Patel, Dawn Hendrickson

Board Members Absent: Vanessa Nordahl, Dan Moderie

Staff Present: Diane Medler, Dawn Jackson, Vonnice Day

Visitor: Rich Vasquez, Kalispell Wrestling Club

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

1. Hear from the Public –Rich Vasquez proposed to the Board that CVB provide a grant of \$3,600 to cover facility rental for the Little Guy Wrestling Tournament in March, 2016. CVB provided a grant for the event in 2012 and 2013. A grant application was submitted for the 2014 event. Additional information necessary to complete the application was requested by the CVB, but was not provided so grant wasn't awarded. The Board asked Rich to submit an application for the 2016 event before the next scheduled meeting.

2. Board Action
 - a. Approve minutes from the September 2, 2015 meeting:
Action: Motion was made by Dawn Hendrickson to approve the minutes. Motion seconded by Karena Bemis. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for August, 2015:
Action: Motion was made by Dawn Hendrickson to approve the financial statements. Motion seconded by Karena Bemis. Discussion: none. Board approved unanimously.
 - c. Approval of allocation of TBID uncommitted rollover funds:
Action: Motion was made by Lisa Brown to approve allocation of uncommitted rollover funds. Motion seconded by Karena Bemis. Board approved unanimously.
Discussion: Total rollover funds are \$160,000 less 10% contingency funds of \$52,500. The remaining funds available for allocation are \$107,500. Following CVB staff recommendation, Board agreed to reserve \$49,300 for special projects and allocate the remaining \$58,200: \$12,000 to Consumer Marketing, \$700 to the Winter Geofencing Campaign prize package, \$10,000 to Event Operations and \$35,500 to Meetings and Conventions. Board authorized staff to make minor adjustments to the allocation as needed. If the \$12,000 grant for the Meetings and Conventions website is received, the allocation to M&C will be reassessed.
 - d. Confirmation of Laurie Schultz for Hilton Garden Inn board seat:
Board approved unanimously. The confirmations of Laurie Schultz and Nautam Patel will be forwarded to Kalispell City for approval by Mayor Johnson.

3. Board Discussion

- a. STR Report – occupancy was down 12% for August (19% for economy properties, 6% for mid/upper). Two properties did not report.

- b. Dragon Boat Festival –financials are not in yet. Diane met with representatives of the Lakeside/Somers Chamber and West Shore Visitors Bureau to review the impact of the event on the community. Leadership of those organizations would like the event to return, recognizing the long-term benefits to the community. There are some business owners who are opposed, voicing that the event had hurt their business that weekend. Some businesses over-prepared and many locals stayed away out of concerns about traffic and parking. CVB is looking at making the event more beneficial to Lakeside businesses by creating on-site vendor opportunities and other ways for the businesses to engage with festival attendees. The focus remains on attracting out-of-market teams. Events committee is discussing making the event a regional or national finals competition. Another option would be establishing the festival as a qualifying event for club teams to earn points for national finals. Promoter Kevin Kwan feels the venue would be excellent for this purpose. Closure of Lakeside Blvd. will not be necessary next year since it was minimally used this year. The park will accommodate up to 75 teams. The registration fee will be increased for 2016 to increase revenue. Lakeside covered the Friday welcome party, a cost savings to the KCVB of \$4,000 to \$5,000. Dragon Bash attendance was down this year at 250. A tiered system of ticket pricing, based on purchase date, is being discussed. RFP for the 2016 Dragon Bash will be sent in first part of December. Event dates for 2016 are September 9 – 10. Volunteer Park has been reserved. Flathead County is requiring a Conditional Use Permit. Board discussed possible incentives for teams to stay in hotels rather than vacation rentals.

Pond Hockey Classic – 30 teams have registered, including several new out-of-market teams. Pond Hockey lodging packages are requested by November 1, including early bird discounts. Scott will distribute package information to teams. Board requested that all possible methods be used to communicate packages with teams and suggested reworking the lodging package page on discoverkalisPELL.com and looking at offering Pond Hockey packages on Expedia. Moose's sponsored the player check-in party last year. The Board decided to keep the party at Moose's considering the cost to the TBID if held elsewhere.

- c. October Shows – IMEX, Calgary Women's Show, Media Events –Dawn will attend IMEX, October 12 - 14 in Las Vegas with Glacier Country, Whitefish, Missoula and Billings CVB's. Dawn has five appointments scheduled. Diane will attend the Calgary Women's Show, October 24 – 25. CVB is working on an event flyer featuring Black Friday promotions and activities. Diane will attend media events in San Francisco, Portland and Seattle.
- d. Montana Lodging and Hospitality Association Conference – October 26 – 28 at the Hilton Garden Inn. Janet and Lisa will attend statewide TBID meeting 10/26, representing KCVB.
- e. Group, M&C updates - Dawn attended a planning meeting for Governor's Conference on Tourism. She was involved in planning for the Montana Downtown Coalition and put together a panel on agri-

tourism and farm-to-table partnerships plus organized an Instagram scavenger hunt in downtown Kalispell.

- f. Marketing updates – recent media: Travel Bliss: Blog - Flathead Lake and Where to Eat and Drink in Kalispell and Motor Home magazine - Montana's Grand Glacier Country.

The robust and targeted fall/winter campaign is underway. Details of campaign were provided in October board packet. Two fall e-newsletters have been sent, one general and targeted toward outdoor enthusiasts.

Meeting was adjourned at 4:45 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
November 4, 2015

TBID General Funds – Expense Summary September 2015

Admin:

Rent; Postage; Bookkeeping; Telephone, misc. mileage/expenses; quarterly storage unit charge; October and November email hosting charges

Research & Education: annual STR subscription

Website: domain renewals; URL hosting; monthly CMS maintenance and updates; annual payment for SEM campaign

Consumer Marketing: airport stocking; social media admin; quarterly enews

Event: event operation mgmt. monthly payment for September (Rob)

Meetings & Convention: giveaways for IMEX

Publicity: Lodging for Canadian travel writer; Kalispell branded flash drives; reactive request (GNP fires, DB story for Corridor Magazine, Huckleberry 100 for Distinctly Montana; Calgary blogger

KCVB Event Funds - Summary January through September 2015

Dragon Boat: (2015 - \$25,000 TBID)

Balance forward from 2014: (\$1,907.57)

Income - \$109,056.00

Expenses: \$121,065.15

Balance – (\$13,916.72)

Rodeo 2015: (2015 - \$30,000 TBID)

Balance forward from 2014: \$1,341.47

Income - \$152,693.02

Expenses - \$159,013.05

Balance – (\$3,738.15)

Spartan 2015: (2015 - \$25,000 TBID)

Balance forward from 2014: \$2,276.64

Income - \$36,749.62

Expenses – \$31,601.71

Balance - \$7,424.55

Pond 2015: (2015 - \$25,000 TBID)

Balance forward from 2014: \$37,424.34

Income – \$27,864.32

Expenses – \$59,109.97

Balance – \$6,178.69

Tourism Business Improvement District
Balance Sheet
As of September 30, 2015

Sep 30, 15

ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	171,482.64
Total Checking/Savings	171,482.64
Total Current Assets	171,482.64
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	<u>200,667.92</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	19,042.15
Total Accounts Payable	19,042.15
Total Current Liabilities	19,042.15
Total Liabilities	19,042.15
Equity	
32000 · Unrestricted Net Assets	164,312.26
Net Income	17,313.51
Total Equity	181,625.77
TOTAL LIABILITIES & EQUITY	<u>200,667.92</u>

12:09 PM

10/21/15

Accrual Basis

Tourism Business Improvement District
Profit & Loss
September 2015

	Sep 15	Jul - Sep 15
Income		
4000 · TBID Revenue	0.00	140,636.00
4100 · Interest Income	8.04	18.33
Total Income	8.04	140,654.33
Expense		
5000 · Staffing	15,413.96	58,899.53
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	3,515.90
5110 · Bank Fees	17.90	70.37
5125 · Bookkeeping	183.75	630.00
5140 · Office Supplies	5.96	56.21
5150 · Postage & Copies	116.28	235.71
5160 · Rent	700.00	2,100.00
5165 · Storage Unit	180.00	180.00
5180 · Telephone	294.12	600.14
5185 · Travel & Entertainment	42.20	170.48
5190 · Technology Support	100.00	200.00
5195 · Equipment (Software)	0.00	198.48
Total 5100 · Administrative	1,640.21	7,957.29
5200 · Research & Education		
5210 · Smith Travel Reports	5,500.00	5,500.00
5230 · Organizational Memberships	0.00	500.00
Total 5200 · Research & Education	5,500.00	6,000.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,004.36	1,004.36
5280 · SEO & SEM	7,000.00	7,000.00
Total 5250 · Web Site	8,004.36	8,004.36
5400 · Consumer Marketing		
5405 · Photo and Video Library	99.00	99.00
5430 · Social Media Admin & Adv	350.00	679.96
5450 · Media Buy Online	0.00	500.00
5480 · Airport Displays	50.00	250.00
5420 · E-Marketing	115.29	231.70
Total 5400 · Consumer Marketing	614.29	1,760.66
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	7,500.00
5501 · Dragon Boat	0.00	25,000.00
5549 · Other Event Marketing	1,076.88	1,826.88
Total 5500 · Event Marketing	3,576.88	34,326.88
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	481.21
5570 · Meeting Planner Incentive Progm	276.51	3,431.80
5574 · M&C Guide	0.00	20.00
Total 5550 · Meetings & Conventions	276.51	3,933.01
5650 · Publicity		
5660 · Travel Media FAM	215.86	539.65
5665 · PR/Story Pitches	1,572.50	1,572.50
5680 · Kalispell Merchandise	282.50	346.94
Total 5650 · Publicity	2,070.86	2,459.09
Total Expense	37,097.07	123,340.82

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10/21/15
Accrual Basis

Tourism Business Improvement District
Profit & Loss
September 2015

	Sep 15	Jul - Sep 15
Net Income	<u>-37,089.03</u>	<u>17,313.51</u>

12:10 PM

10/21/15

Accrual Basis

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

	Jul - Sep 15	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	140,636.00	525,000.00	-384,364.00	26.8%
4100 · Interest Income	18.33			
Total Income	140,654.33	525,000.00	-384,345.67	26.8%
Expense				
5000 · Staffing	58,899.53	206,635.00	-147,735.47	28.5%
5100 · Administrative	7,957.29	28,865.00	-20,907.71	27.6%
5200 · Research & Education	6,000.00	8,000.00	-2,000.00	75.0%
5250 · Web Site	8,004.36	18,000.00	-9,995.64	44.5%
5400 · Consumer Marketing	1,760.66	85,000.00	-83,239.34	2.1%
5500 · Event Marketing	34,326.88	108,500.00	-74,173.12	31.6%
5550 · Meetings & Conventions	3,933.01	40,000.00	-36,066.99	9.8%
5650 · Publicity	2,459.09	30,000.00	-27,540.91	8.2%
Total Expense	123,340.82	525,000.00	-401,659.18	23.5%
Net Income	<u>17,313.51</u>	<u>0.00</u>	<u>17,313.51</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	(1,907.57)	37,424.34	2,276.64	1,341.47	63,100.00	102,234.88
January 2015	425.00	1,327.03	0.00	(628.38)	0.00	1,123.65
February 2015	(269.83)	(22,224.04)	0.00	(1,088.00)	0.00	(23,581.87)
March 2015	3,455.00	(5,863.58)	24,870.29	1,000.00	0.00	23,461.71
April 2015	1,408.75	(7,935.06)	(4,649.87)	34,400.76	0.00	23,224.58
May 2015	4,490.56	(1,000.00)	(10,957.76)	20,476.84	0.00	13,009.64
June 2015	(885.95)	0.00	(3,987.00)	(54,020.63)	0.00	(58,893.58)
July 2015	16,342.42	0.00	(127.75)	(2,740.62)	0.00	13,474.05
August 2015	30,955.90	0.00	0.00	(850.00)	0.00	30,105.90
September 2015	(67,931.00)	4,450.00	0.00	(1,629.59)	0.00	(65,110.59)
EVENT BALANCES	(13,916.72)	6,178.69	7,424.55	(3,738.15)	63,100.00	59,048.37

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

	Dragon Boat	Pond Hockey	Spartan	HS Rodeo	TOTAL
Income					
4025.00 · Program Revenue					
4050.00 · Advertising	0.00	0.00	0.00	500.00	500.00
Total 4025.00 · Program Revenue	0.00	0.00	0.00	500.00	500.00
4700.00 · Special Events					
4225.00 · Beverage Sales	8,374.00	0.00	9,783.37	0.00	18,157.37
4550.00 · Merchandise	50.00	0.00	0.00	2,098.00	2,148.00
4650.00 · Parking/Camping	0.00	0.00	0.00	41,665.02	41,665.02
4700.10 · Registrations	33,548.00	16,600.00	0.00	43,900.00	94,048.00
4850.00 · Sponsors	29,850.00	4,500.00	0.00	19,500.00	53,850.00
4900.00 · Ticket Sales	4,288.75	0.00	0.00	11,750.00	16,038.75
4925.00 · Vendor Fee	2,700.00	0.00	450.00	3,650.00	6,800.00
4928.00 · VIP Tents	2,400.00	0.00	0.00	0.00	2,400.00
4945.00 · Other Events Revenue	2,845.25	0.00	1,516.25	0.00	4,361.50
Total 4700.00 · Special Events	84,056.00	21,100.00	11,749.62	122,563.02	239,468.64
4400.00 · Grants & Contributions					
4400.10 · Grants	0.00	6,764.32	0.00	0.00	6,764.32
Total 4400.00 · Grants & Contributions	0.00	6,764.32	0.00	0.00	6,764.32
4410.00 · TBID Revenue	25,000.00	0.00	25,000.00	30,000.00	80,000.00
Total Income	109,056.00	27,864.32	36,749.62	153,063.02	326,732.96
Expense					
5000.00 · Direct Program					
5000.10 · Purchases	0.00	0.00	0.00	1,000.00	1,000.00
5010.00 · Advertising & Marketing	12,931.25	6,582.06	1,689.75	5,618.22	26,821.28
5020.00 · Apparel	1,310.00	585.00	0.00	0.00	1,895.00
5040.00 · Awards & Recognition	2,862.92	25.00	0.00	30,085.54	32,973.46
5080.00 · Bed Tax					
5088.00 · Marketing Support					
5080.50 · Fulfillment/Telemarketing					
5080.53 · Supplies	126.62	0.00	0.00	0.00	126.62
Total 5080.50 · Fulfillment/Telemarketing	126.62	0.00	0.00	0.00	126.62
Total 5088.00 · Marketing Support	126.62	0.00	0.00	0.00	126.62
Total 5080.00 · Bed Tax	126.62	0.00	0.00	0.00	126.62
5140.00 · Contract Labor	2,120.00	1,251.81	0.00	30.00	3,401.81
5180.00 · Catering	3,257.60	0.00	4,029.70	0.00	7,287.30
5240.00 · Hospitality	125.00	0.00	0.00	0.00	125.00
5320.00 · Leased Equipment/Space	23,402.97	13,155.22	11,112.90	32,590.02	80,261.11
5440.00 · Participant's Materials/Exp	313.50	432.00	0.00	596.45	1,341.95
5460.00 · Permits & Fees	320.00	2,978.00	520.00	129.00	3,947.00
5480.00 · Event Performers	2,350.00	0.00	0.00	3,500.00	5,850.00
5540.00 · Promotor Fee	38,285.28	12,352.53	3,050.00	0.00	53,687.81
5670.00 · Supplies	1,657.78	657.56	171.59	7,805.46	10,292.39
Total 5000.00 · Direct Program	89,062.92	38,019.18	20,573.94	81,354.69	229,010.73
5600.00 · Salaries & Employee Benefits					
5620.00 · Employee Benefits	0.00	333.75	0.00	333.75	667.50
Total 5600.00 · Salaries & Employee Benefits	0.00	333.75	0.00	333.75	667.50
5060.00 · Bank Fees & Service Charges					
5060.10 · Bank & Credit Card Fees	164.49	64.90	0.00	1,296.05	1,525.44
Total 5060.00 · Bank Fees & Service Charges	164.49	64.90	0.00	1,296.05	1,525.44
5560.00 · Building & Maintenance	235.00	0.00	0.00	1,030.00	1,265.00
5260.00 · Insurance	3,430.75	1,173.38	1,649.75	840.00	7,093.88

Kalispell Chamber of Commerce
KCVB P&L by Class

January through September 2015

	Dragon	Pond	Spartan	HS Rodeo	TOTAL
	Boat	Hockey			
5160.00 · Contributions & Scholarships					
5160.10 · Contributions	4,000.00	1,750.00	4,000.00	1,000.00	10,750.00
Total 5160.00 · Contributions & Scholarships	4,000.00	1,750.00	4,000.00	1,000.00	10,750.00
5520.00 · Professional Fees					
5780.00 · Web Site	621.34	0.00	0.00	179.88	801.22
5520.10 · Professional Services	19,387.37	7,702.75	1,400.00	65,897.85	94,387.97
Total 5520.00 · Professional Fees	20,008.71	7,702.75	1,400.00	66,077.73	95,189.19
5360.00 · Meetings	25.00	0.00	0.00	0.00	25.00
5500.00 · Printing & Publications	0.00	1,057.00	140.26	5,445.75	6,643.01
5760.00 · Utilities & Phone					
5120.00 · Communications	101.62	0.00	0.00	0.00	101.62
5760.10 · Utilities	0.00	0.00	0.00	255.38	255.38
Total 5760.00 · Utilities & Phone	101.62	0.00	0.00	255.38	357.00
5400.00 · Miscellaneous					
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	0.00	300.00
5580.00 · Research & Surveys	431.83	700.00	700.00	765.00	2,596.83
Total 5400.00 · Miscellaneous	731.83	700.00	700.00	765.00	2,896.83
5420.00 · Office					
5420.10 · Office Supplies	1,028.80	388.90	216.22	688.94	2,322.86
Total 5420.00 · Office	1,028.80	388.90	216.22	688.94	2,322.86
5740.00 · Travel					
5740.10 · Travel/Mileage	1,018.09	1,600.69	160.08	684.41	3,463.27
5720.00 · Transportation	159.90	6,023.00	0.00	0.00	6,182.90
5380.00 · Meals (Staff/Volunteers)	1,098.04	296.42	2,761.46	1,370.94	5,526.86
Total 5740.00 · Travel	2,276.03	7,920.11	2,921.54	2,055.35	15,173.03
Total Expense	121,065.15	59,109.97	31,601.71	161,142.64	372,919.47
Net Income	-12,009.15	-31,245.65	5,147.91	-8,079.62	-46,186.51



Kalispell Convention and Visitors Bureau Event/Program Grant Application

Kalispell Convention & Visitor Bureau (KCVB) Event Grant awards funds to events or programs that demonstrate ability to strengthen Kalispell's economy and create significant room nights at Kalispell hotels during the shoulder and winter seasons.

The Event/Program Grant Application Process:

In order to determine whether your proposed event can be supported by the KCVB, please complete the Event/Program Proposal Form. It is recommended that applications be submitted a minimum of 6 months prior to actual event date. All Event/Program Proposal forms are reviewed by the KCVB staff, as well as the KCVB Board of Directors. Submission of application does not guarantee approval of proposed event.

Why is the Event/Program Application required?

The Events/Program Application is required to provide the KCVB with a comprehensive understanding of the objectives, production requirements and potential to increase non-resident visitation to Kalispell. Detailed answers to the Event/Program Proposal will assist KCVB staff and the KCVB Board of Directors in evaluating the suitability of the event and the economic impact.

How long will it take for my application to be evaluated?

Fully completed applications are usually reviewed within a one month period depending on time of submission and KCVB Board of Directors meeting schedule. Once all questions have been answered and all supplementary materials submitted, you will be notified by the KCVB staff of whether your application has been approved.

Where do I submit my application?

Please email, fax or mail Event/Program Grant Application to:

Diane Medler

Kalispell Convention and Visitors Bureau

15 Depot Park

Kalispell, MT 59901

or email to diane@discoverkalispell.com or fax 406.758.2805

Questions? Please forward all your questions to Diane at (406) 758-2808 or email diane@discoverkalispell.com



Event/Program Grant Application

1. Contact Information

Business/Organization: Kalispell Wrestling Club

Designated Event Contact: Rich Vasquez

Address: 77 Konley Drive

City: Kalispell

State: MT **Zip:** 59901

Telephone: 406-212-8782

Fax: 406-752-7423

Email: richvasquez@yahoo.com

Website: www.kalispellwrestligclub.org

2. Event Information

Event Name: Western MT Little Guy State Championships

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):

Host a proven successful tournament with roughly 1,300 participants and 4,500 in attendance from all over western Montana. The event will begin at approximately 4 p.m. on Friday, March 25th through 5 p.m. on Saturday, March 26th. This is a two day commitment from all teams and will require an over night stay of at least one night and for some families and teams two nights will be required.

How will this event create room nights in Kalispell hotels from out of area visitors: There are 38 participating clubs excluding our local groups. All of these require more than a 90 minute drive and it would not be logical to commute both days.

Proposed number of room nights: 500 - 550 room nights

Proposed Date(s): Friday March 25th - Saturday March 26th

Load-in Start Time: Friday March 25th, 2016 **Load-out End Time:** Sunday March 26th, 2016

Venue Location: Fairgrounds Expo Building **Event Start Time:** Friday March 25th, 2016 4 p.m.

Event End Time: Saturday March 26th, 2016 5:00 p.m. **Estimated Attendance:** 4400

Description of Audience: All ages and demographics supporting male and female athletes ages 4 to 15 (middle school and under)

Is the event free to public, by invitation only or tickets for purchase: This event is open to the public with a gate fee for all non-participating athletes and attendees. Gate fees will be \$5 for adults and \$2 for children with a family maximum of \$15.00

Provide a detailed marketing plan:

Television (include live telecast and air-time information): KCFW provides marketing for the tournament prior to and during the competition.

Radio (include live broadcast and station information): Our local wrestlers will be interviewed on "The Bear" prior to the event which promotes the support of wrestling as a wholesome and exciting way to keep fit and establish critical life skills. This will also recognize all local sponsors and hosting facilities including hotels.

Print: There will be fliers distributed throughout town promoting the event, the athletes, and the sport of wrestling. Results will be printed in local newspapers for all teams throughout western Montana. Sponsors and hosting facilities will also be recognized.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Kalispell Wrestling Club Facebook page and the Kalispell wrestling club website. Western MT Little Guy website will also have information regarding this tournament. Mailings and emails to all participating clubs will be distributed.

List all corporate sponsors and provide description of sponsorship information: While this has not been historically an opportunity we have explored, we will solicit and accept sponsorships in exchange for advertising and exclusive coverage at the event dependent upon sponsor amount.

Will food and/or beverage be distributed at the event and who retains revenue? Yes. Kalispell

Wrestling Club will provide concessions and manage concession sales. Kalispell Wrestling Club will retain revenue to be contributed back to the club's expenses.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

please provide detailed description of requested assistance from KCVB (attach additional documents as needed): Kalispell Wrestling Club is requesting KCVB assist by paying the facility rental cost of \$3,600. Also, Kalispell Wrestling Club would like KCVB to contact the city and request delivery of bleachers at no cost.

Please detail any requested assistance from other organization(s): Kalispell Wrestling Club would like to request assistance from the City of Kalispell through free delivery of bleachers for the event taking place.

4. History of Event

How many years has this event been conducted: This event has been conducted annually since 1977.

Site of last event: Hamilton, MT

List how the event was promoted (list all media used): Television (KCFW), Facebook, Kalispell Wrestling Club website and Montana Sportsline Website, Internet, and a variety of newspaper ads.

Actual Attendance Numbers (provide complete breakdown if possible):

Flathead County	Participants: 450	Spectators: 1500	Total: 2050
Residents: Other Montana	Participants: 850	Spectators: 1500	Total: 2350
Counties: Out of State:	Participants: 0	Spectators: 0	Total: 0
Out of U.S.:	Participants: 0	Spectators: 0	Total: 0

5. References

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

Name: Matthew Downing **Title:** Kalispell Wrestling Club volunteer coach and parent

Address: 142 Oberlin Loop **City:** Kalispell **State:** MT **Zip:** 59901

Telephone: 406-890-8748 **Email:** mdowning80@yahoo.com

Name: Kelly Rieke **Title:** Big Fork Wrestling Board Member

Address: 655 Lee Road **City:** Bigfork **State:** MT **Zip:** 59912

Telephone: 406-250-3912 **Email:** kellymrieke@yahoo.com

Name: Tom Vanek **Title:** Kalispell Wrestling Club President

Address: 1607 8th Ave E **City:** Kalispell **State:** MT **Zip:** 59901

Telephone: 406-250-8368 **Email:** none

Print Name of Applicant: Rich Vasquez

Signature of Applicant:  _____ **Date:** 10/22/2015

For Office Use Only

Date application received:

DiscoverKalispell.com	Q1 (Jul-Sep 2015)	% change vs. Q1 2015
Unique Visits	40,373	12.99%
Page Views	102,191	4.40%
Pg/Visit	2.1	-7.19%
New Visits	38,579	12.13%
	Pgs/session = 2.13	Avg Duration = 01:47
Returning Visitor	9,997	13.91%
	Pgs/Session = 2.02	Avg Duration = 02:07
Devices		
desktop	visits = 21,154	0.74%
mobile	visits = 18,613	44.99%
	pages/visit = 1.63	0.07%
	avg duration = 1.15	0.87%
tablet	visits = 8,809	-5.76%
	pages/visit = 2.32	-1.37%
	avg duration = 2:25	1.12%
Referring Sites	City of Kalispell; trip advisor; bing.com; downtownkalispell; yahoo.com; kalispellchamber; visitmt; duckduckgo.com; montanadragonboat; glaciermt	
Visits by Location	US = 37,742 / +30.80%	
	MT, TX, CO, CA, WA, UT, OR, IL MN, ID (largest increase from IL)	
	CANADA = 9,571 / -28.10%	Saskatchewan = -24.75%
Canadian Provinces	Alberta = -31.75%	Ontario = -3.14%
	British Columbia = -24.71%	Quebec = -1.94%
Social Media - September		
Discover Kalispell	Total Likes 30,295	Total Reach = 125,421 (avg = 3,583)
Twitter - 1,788 followers	9.4k impressions	1.8% increase in engagement rate
Instagram - 578 followers (+55)	You Tube - 201 subscribers	92k views on Kalispell Video
Fall Quarterly ENews		
Total recipients = 2,805	Avg open rate = 40.05%	Avg Clicks = 12.42%

September STR Report

Year over Year, Sept OCC down 6.4% to 68.8%; ADR up 0.6% to \$104.97; RevPAR down 5.9% to \$72.24.

Two properties did not report



Dawn Jackson
Group Sales Manager
September 30-October 28 2015

IMEX- October 11-15, 2015. Prepared for the show, made booth giveaways, emails to go out for the Contact the Buyers programs, loaded the flash drives. I had 5 personal appointments and between walk ups and appointments with Debbie Picard, I had 23 total. Overall the show had 10,732 participants, 3,030 hosted buyers (these are buyers that IMEX pays airfare and other expenses for) 57,000 prescheduled appointments. The buyers that were there were mostly Incentive 38%, Corporate 32%, Association & Independent Planners both 11% and Other at 8%. See attached statistics and appointments.

Sent thank you cards for the Dragon Boat Bash and Festival.

MT Lodging and Hospitality Conference-KCVB did a \$500 sponsorship. We put up a table with information, attended the TBID session, Welcome Reception and Banquet.

Worked with Skye Bennett on a film they are doing in Kalispell. Researched information and sent her a list of resources.

Site tour with MT State Parks. They are doing a conference in September 2017 National Association of State Park Directors. Interested only in the convention properties, Hilton and Red Lion. The planner is revising the RFP and they have a board meeting next week to determine the properties for locations they are considering. Kalispell, Missoula and Whitefish.

Put together a Discover Kalispell Package for the Pepperdine University

Out of the office from October 21-13.

RFP and Room Requests submitted for September:

Northwest Mosquito and Vector Control Association

Meetings/Events Attended (not listed):

Tours of Applied Materials, Nomad and Vizn Energy in conjunction with Manufacturing Days

Oktoberfest Bavarian Business Night – Area Chamber gathering

Downtown Wrap Up meeting from the MT Downtown Association

Chamber Luncheon

Site Tours

Sweet Pickins

Continuing Projects not listed

2016 Governors Conference

POMA Planning

Trying to connect with Chicago CVB to create a contest

Researched CRM software-Simpleview, Infusion, Salesforce and IDSS

Reviewing the event/program application and scoring criteria for event requests

October 2015

RFP'S/ REQUESTS SUBMITTED	Date Submitted	Meeting Date or Event Date	Estimated # of room nights	Meeting EventsSpace & F & B opportunity	# Hotels that Submitted proposals or offered a rate	# of Properties RFP Sent or Requested	Industry	Proposed Decision Date	Final decision	Comments
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Northwest Mosquito and Vector Contr 10/5/2015 October 2017 110 YES 2 2 Association October 2015

Received proposal from Will Patterson who is coordinating this group out of Columbus MT. He will present to his board and get back to us.

GROUPS STILL PENDING										
Governor Highway Safety Association- Board of Directors	7/20/2015	June 2016	60	YES	2	4	Association	August 2015		Coordinator wanted just the properties where meetings could be held presented in the bid.
Kirby Divisional Leaders-Montana	6/1/2015	September 2015	300	YES	1	2	Incentive	6/30/2015		Incentive trip. Lead from CVENT. Requested hotels and resorts that could accommodate entire group. This is a RFP through CVENT requesting specific properties. It is a planner that was here in June on a site tour. Looking at Glacier Country Region.
Philanthropy Northwest 2016 Annual Conference	8/27/2015	September 2016	736	YES	TBD	4	Association	September 2015		The planner does Lady Pamper evenings all over the US-it is typically locally attended and uses local vendors in an event space. This planner already sent out RFP's to 3 properties and I sent out Kalispell information.
Ladies Pamper Night		December 2015	TBD	YES	4	3	Event	October 2015		

GROUPS AWARDED/RATE QUOTES										
LEADS BEING WORKED										
MT Rocky Mountain Association of Fairs		November 2020	940	YES	TBD	TBD	Association	November 2016		Will start working this RFP need first to determine that we have the space. Mark Campbell from the Fairgrounds will bring it to their meeting in Utah, November 12.
SPECIAL EVENT ROOMS										

LOST BUSINESS from previous										
HTEC-Haas Technical Education Center	7/1/2015	July 2017	430	YES	4	All	Corporate	August 2015	Texas	They choose Texas for 2017. It ended up being a board decision.
TURNED DOWN BUSINESS this year										
Gordon and Rees Partner Group										Needed guest rooms of 300 in one location.

MISC Request Information										
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Chris	Glenn	Individual	Smart Meetings	chris@smartmeetings.com
Christopher	Souza	Group	Liberty Travel	dsouza@libertytravel.com
Lukasz	Adamowicz	Walk Up	BFC Incentive	lukasz.adamowicz@bfc.pl
Arnaldo	Ferreira	Group	Tour Hero	aferreira@tourhero.com
Dan	Waddell	Walk Up	Western CPE	dan.waddell@westerncpe.com
Jodi	McCullough	Individual	Strategic Site Selection	jodim@strategicselection.com
Sam	Brier	Group	Experience Abroad	sam@AEastudyabroad.com
Erik	Hirnebaugh	Individual	World Food Travel Assn	erik@worldfoodtravel.org
Ashley	Fleener	Group	Sigma Theta Tau International Society of Nursing	ashley@stt.org www.nursingsociety.org
Terry	Quick	Walk Up	Creative Event Team	execdirector@creativeeventteam.com
Machette	Higueros	Group	Global Discovery Meetings & Incentive	machette@globaldiscoverymeetings.com
Ashley	Hirnebaugh	Group	Fire Light Group	ashleyh@firelightgroup.com
Lei	Yang	Individual	CTS MICE SERVICE CO., LTD.	yieih@ctsho.com
Gail	Meyer	Individual	Mighty Auto Parts	gail.meyer@mightyautoparts.com
Brian	Meyer	Individual	Meeting Expectations	bmever@meetingexpectations.com
Arlyce	Musal	Walk Up	Global Cynergies	amusal@globalcynergies.com
Katarzyna	Dyczek	Walk Up	Incentive/Digital/Events	kdyczek@ute.pl
Bev	Allen	Walk Up	Helms Briscoe	ballen@HelmsBriscoe

Met with Chris about possible advertising opportunities, upcoming Smart Events (included the 2016 Smart Meetings calendar and the editorial calendar) and having their Mountain Meetings Event in September 2016 in Montana. It has never been in Montana and the CEO of the company has reached out to the sales team to help determine a location for the Smart Events. Chris will get me additional information on holding FAMs and how they can help with that and information regarding an RFP.

Plans for the United Nations and reached out to GC to do some fact finding about MT. They have 200-250 ppl and it needs to be eco-friendly and have unique spaces. He was very interested in the Garden of 1000 Buddhas in Arlee.

She does planning for 6000 members, individual, incentive and Ski. Was interested in Whitefish Mtn Resort and Big Sky. Had Debbie visit with her.

Wants itineraries for Corporate and incentive-40-60 ppl, needs active outdoor sites, has 1/2 day meeting for sales team (some spouses), various times during the year

He is located out of Bozeman and they do CPE seminars around the world, mostly in 4 & 5 diamond locations. They do a program at Flathead Lake Lodge and one in Whitefish at Grouse and Lodge at WF Lake.

170-200 ppl for late September or early October-requested resort only. This is a high end incentive group and only want 4 diamond or higher accommodations.

Customizes group travel for university. They use local partners for the logistics-more of a club-doesn't have to be university related events. About 23 students that come from southern California for 2-3 days. Need a receptive contact to make and pay deposits. Debbie gave them Western Leisures contact information.

This organization is about uniting food & tourism and driving economic development for the food, drink, travel and hospitality trade. They promote "Food Tourism" which is inclusive and includes the food carts and street vendors as much as the local-only pubs, dramatic wineries, or one-of-a-kind restaurants. They are also forming Consulates or Chapters to help develop food and drink tourism in the communities and our area is within the Cascadia chapter. They are looking for unique food experiences and to hold future events within the chapter areas. Would also like to package with hotels and food activities. They are also looking to partner with colleges that have culinary programs.

Goal is to get new ideas and places to go. They have a younger membership, 40-100 attendees 90% are female. 2 1/2 day program with General Session for the fall of 2017. A lot of time will be on their own.

Has worked with Debarthio group to book Entertainment and loves the area. Occasionally is asked about unique locations and wanted to know more about Kalispell. Gave him a flash drive.

Incentives-they want new experiences. Hold Corporate and incentive conferences that want business and adventure. 200-150 people, 100 rooms, Jan-June and they hold some government programs. Interested in FAM trips

Wanted to find out about Montana, her clients have expressed an interest. The client have a meeting in March or April, with 30-50 Tech people and they come from 10 different countries. It is a 2 day meeting with a full day for fun.

Wanted to have more USA locations to offer to their clientele. He was doing some fact finding about the Glacier Park area. He also had appointments with the other CVB's doing the same.

Incentive for 75-85 ppl, includes spouses in the fall 2016. They hold one meeting every year and another every other year. It is a 6 month program and then the winner is chosen. It is for business owners. She is interested in FAM trip

Wanted to find out more about Montana. He doesn't have a specific program but wanted something different. Gave him the Kalispell Flashdrive and gift

Wanted information about Montana-gave her the Glacier country Flashdrive with all the Montana information

Wanted information about Montana-gave her the Glacier country Flashdrive with all the Montana information

Find out when the RFP is submitted and f/u on the FAM information.

Send itinerary information and space ideas

Send an email to thank for stopping by and see if she needs additional information

Send itinerary ideas and see if she needs additional information

Send a thank you for stopping by the booth.

Send information to Dylan and email her a thank you.

Send an email to thank for stopping by and see if he needs additional information

Find out further information from Erik about hotel packaging and connect him with Pat McGlynn from the Extension Agency and someone from the FVCC. There are some publications to look at for advertising possibilities.

Send meeting planner fact sheet and f/u to see if she is sending an RFP.

Send thank you.

Send an email to thank for meeting and see if she needs additional information

Send an email to thank for meeting and see if she needs additional information

Send a thank you email.

Send itinerary for fall activities along with fall pictures and things to do. Ask about her interest in the Fam trip.

Send a thank you email and ask if we can send any additional information

Send an email to ask if we can send any additional information

Send an email to ask if we can send any additional information



OCTOBER 13-15, 2015
LAS VEGAS

IMEX AMERICA 2015 at a glance



If you require show photography in support of your report, please download from our [2015 Show Photo File >](#)

IMEX AMERICA
October 18-20, 2016
Las Vegas

Contact the
IMEX America
Sales Team

+44 (0) 1273 224955
sales@imexexhibitions.com



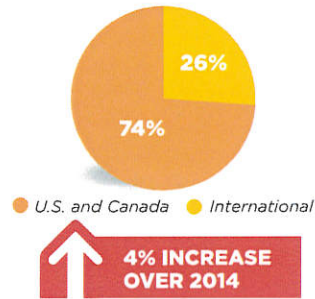
OVERALL BOOTH SPACE
INCREASED BY
5%
OVER 2014

10,732
TOTAL PARTICIPANTS
(including exhibitors)

TOTAL PARTICIPANTS
INCREASED BY
4%
OVER 2014

10,935 total show visitors
ACROSS THREE DAYS

NUMBER OF
HOSTED BUYERS
3,030 from 54 countries



HOSTED BUYERS
BY DESTINATION

U.S.	69%
Canada	5%
Brazil	5%
UK	3.5%
China	3%
Mexico	2.5%
Germany	1.5%
India	1.5%
Argentina	1.5%
Australia	1.5%
Other	6%

LONG HAUL BUYERS
CAME FROM 51 COUNTRIES

brazil, china,
germany, india,
argentina, australia,
switzerland, poland,
russia, france, israel,
italy, netherlands, spain,
belgium

HOSTED BUYERS by nature of business

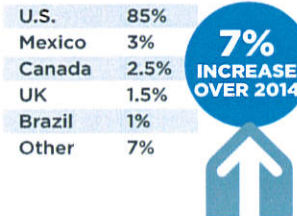


57,000 PRESCHEDULED
APPOINTMENTS
(one-on-one and booth presentations)

plus **9,700** buyers in
group appointments

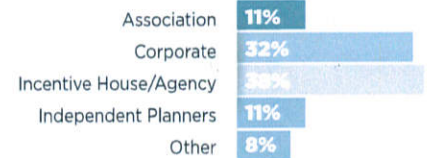
**7% INCREASE
OVER 2014**

2,053
TRADE
ATTENDEES
from 69 countries



U.S.	85%
Mexico	3%
Canada	2.5%
UK	1.5%
Brazil	1%
Other	7%

BUYER ATTENDEES by nature of business

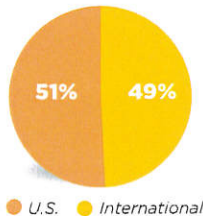


NUMBER OF PRESS
99 from 10 countries

● U.S. press ● International

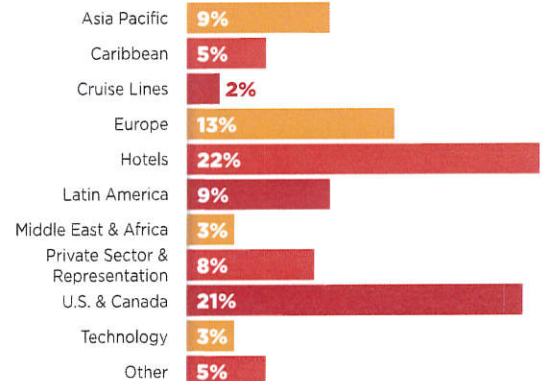


NUMBER OF EXHIBITORS
**3,100 representing
150 countries**
with 80 new booths in 2015



**6% INCREASE
OVER 2014**

BREAKDOWN OF BOOTH SPACE TAKEN by region or type



Tourism Business Improvement District

May 1, 2015 – April 30, 2016

Board officers:

Janet Clark, Chairman of the Board

Vanessa Nordahl, Vice-Chair

Laurie Schultz, Treasurer

<u>Board Member</u>	<u>Term Expires</u>
Vanessa Nordahl Manager, Hampton Inn (large)	04/30/2016
Dawn Hendrickson Director of Sales, Homewood Suites (medium)	04/30/2016
Natam Patel Owner/Manager, Aero Inn (small)	04/30/2017
Janet Clark Owner/Manager, Kalispell Grand (small)	04/30/2017
Lisa Brown Manager, Red Lion Hotel (large)	04/30/2018
Laurie Schultz General Manager, Hilton Garden Inn (large)	04/30/2018
Dan Moderie Manager, Super 8 (medium)	04/30/2019

Large (6): Guesthouse Inn, Red Lion, Hilton Garden Inn, Motel 6, Hampton, Holiday Inn Express

Medium (6): Blue & White Motel, Comfort Inn, Econo Lodge, Super 8, Travelodge, Homewood Suites

Small (5): America's Best Value Inn, Hilltop Inn, Kalispell Grand, Glacier Ridge Suites, Aero Inn