

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

**Location: Kalispell Chamber**

**AGENDA**

3:00 pm Meeting Called to Order: Dawn Hendrickson, 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. Safety Awareness Updates
3. Discussion – Current TBID signature events and potential new event. Guest: Rob Brisendine.
4. Board Action
  - a) Approval of minutes from September 7, 2016
  - b) TBID financial statements for August, 2016
5. Board Discussion
  - a) Chamber audit – reimbursement of costs related to TBID
  - b) Other event updates
  - c) Role of TBID Associate Members on the board
  - d) Group, M&C updates
  - e) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: September 7, 2016 minutes  
TBID financial statements for August 2016  
KCVB Updates  
TBID Revenue Report

For Further Information, Please Contact:

Dawn Hendrickson, Board Chairman [dawn.hendrickson@hilton.com](mailto:dawn.hendrickson@hilton.com) or 406-890-7021  
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>	<del>May 4</del>	<del>June 1</del>
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.

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Location: Kalispell Chamber of Commerce**  
**Wednesday, September 7, 2016**  
**3:00 pm – 5:00 pm**

# Minutes

**Board Members Present:** Janet Clark, Dan Moderie, Dawn Hendrickson, Zac Ford, Lisa Brown, Laurie Otto-Bradford

**Board Members Absent:** Nautam Patel

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

**Visitors:** Scott Rieke

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Meeting was called to order by Dawn Hendrickson, Board Chair, at 3:09 PM.

1. Hear from the Public – none
2. TBID Safety Awareness Updates – no safety issues reported
3. Presentation and discussion – proposed campaigns and initiatives for FY17. Suzanne Elfstrom, account rep with Partners Creative, presented information on recent campaigns and recommendations for FY17. Partners Creative worked with KCVB to establish brand over the past six years. In 2014, Flathead County received the highest non-resident visitor spending in the state. Now CVB is working with Partners Creative to refocus on engaging with our target audience. Trends have developed over the past few years that affect occupancy rates and marketing objectives: a drop in Canadian traffic due to the weak Canadian dollar and growth in short-term rentals. The effectiveness of Social Influencers was discussed. New media approaches in soliciting Meeting and Convention business will include a quarterly newsletter. Partners Creative will provide information about social media campaigns so TBID members can engage.
4. Board Action
  - a. Approve minutes from the August 3, 2016 meeting:  
Action: Motion was made by Zac Ford to approve the minutes. Motion seconded by Janet Clark.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for July, 2016:  
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Dan Moderie.  
Discussion: none. Board approved unanimously.
  - c. Glacier AERO sponsorship for direct winter service to ORD and SFO  
Action: Motion was made by Janet Clark to approve \$1,000 contribution to AERO. Motion seconded by Zac Ford.  
Discussion: AERO is negotiating with United for additional flights from Chicago and San Francisco during the winter of 2017. Every AERO board member was requested to contribute \$1,000 toward the minimum revenue guarantee to balance the account. Additional KCVB sponsorship is done through marketing.
5. Board Discussion
  - a. Board officer and member updates – discuss role of TBID Associate Members on the board. A Vice-Chair is needed. Bylaws do not allow for board seats for associate TBID members. Scott Rieke has attended many board meetings and been active in discussions, however is not currently eligible for

membership since Best Western is an associate member. Board has discussed extending board privileges to associate members in past meetings. A resolution would be required to change the bylaws. Diane will confirm proper procedure with the City Attorney. The question of allowing associate members to sit on the board will be listed on the agenda as a board action at next month's meeting.

- b. Event updates – Dragon Boat Festival: 47 teams are competing in the festival, 11 from Canada, 2 from Washington, 2 from California. KCVB is handling the merchandise this year including a commemorative beer cup whose purchasers will receive discounts at bars and restaurants in Lakeside.  
Pond Hockey: 60 teams deferred registration to this year's tournament since last year's event was cancelled due to weather. Registration will open October 1 for new teams. Event will be held at Foy's Lake with Woodland Park as a backup. An alternative higher elevation location is being researched.
- c. Group, M& C updates – Group discussed whether CVB should submit bid for International Roundup in April, 2018 which is due September 16. Event is a conference for international tour operators and receptives. MOTBD and Glacier County have indicated they would provide sponsorships. Group agreed to move forward as we are seeing a need to build summer M&C business. CVB will host a meeting planner FAM Trip September 20 – 21 in cooperation with Glacier Country. TBID members are invited to accompany the group on a trolley tour on 9/20 and an excursion on the Far West on 9/21. The group visited the Conrad Mansion, Hockaday and several lodging properties.
- d. Marketing updates – Voices of Montana Tourism will hold a luncheon and business education round table at Hilton Garden Inn on October 6.

Meeting adjourned at 4:55 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  
October 5, 2016

TBID General Funds – Expense Summary August 2016

Admin: bookkeeping; office supplies; postage & copies; telephone, misc. mileage & expenses; rent; email hosting

Website: domain renewals

Consumer Marketing: social media admin; emarketing

Event: event operation mgmt. monthly payment for August (Rob); TBID sponsorship for Dragon Boat; event grant for Flathead Celtic Festival

Meetings & Convention: IMEX travel expenses

KCVB Event Funds - Summary January through August 2016

Dragon Boat: (2016 - \$30,000 TBID)  
Balance forward from 2015: (\$784.26)  
Income: \$73,801.75  
Expenses: \$23,937.70  
Balance: \$49,079.79

Spartan 2016: (2016 - \$25,000 TBID)  
Balance forward from 2015: \$3,706.40  
Income: \$35,424.50  
Expenses: \$33,183.39  
Balance: \$5,947.51

Pond 2016: (2016 - \$30,000 TBID)  
Balance forward from 2015: \$18,372.85  
Income: \$2,700.00  
Expenses: \$8,027.13  
Deferred Revenue: \$34,200.00  
Balance: \$47,125.72

## Tourism Business Improvement District

**Balance Sheet**

As of August 31, 2016

	Aug 31, 16
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	202,159.12
Total Checking/Savings	202,159.12
Total Current Assets	202,159.12
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>231,344.40</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	18,728.36
Total Accounts Payable	18,728.36
Total Current Liabilities	18,728.36
Total Liabilities	18,728.36
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	50,916.76
Total Equity	212,616.04
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>231,344.40</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss

09/21/16

August 2016

Accrual Basis

	Aug 16	Jul - Aug 16
<b>Income</b>		
4000 · TBID Revenue	150,650.45	150,650.45
4100 · Interest Income	6.80	14.00
<b>Total Income</b>	<b>150,657.25</b>	<b>150,664.45</b>
<b>Expense</b>		
5000 · Staffing	16,013.65	56,474.51
<b>5100 · Administrative</b>		
5110 · Bank Fees	3.95	8.47
5125 · Bookkeeping	240.00	520.00
5140 · Office Supplies	47.06	65.25
5150 · Postage & Copies	67.91	146.43
5160 · Rent	700.00	1,400.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	268.36	519.07
5185 · Travel & Entertainment	243.12	368.90
5190 · Technology Support	40.00	70.00
<b>Total 5100 · Administrative</b>	<b>1,610.40</b>	<b>3,278.12</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	30.34	30.34
<b>Total 5250 · Web Site</b>	<b>30.34</b>	<b>30.34</b>
<b>5400 · Consumer Marketing</b>		
5430 · Social Media Admin & Adv	845.00	845.00
5460 · Travel Show Attendance	0.00	707.50
5480 · Airport Displays	0.00	100.00
5420 · E-Marketing	116.11	116.11
<b>Total 5400 · Consumer Marketing</b>	<b>961.11</b>	<b>1,768.61</b>
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	1,750.00	3,500.00
5501 · Dragon Boat	30,000.00	30,000.00
5549 · Other Event Marketing	1,000.00	1,750.00
<b>Total 5500 · Event Marketing</b>	<b>32,750.00</b>	<b>35,250.00</b>
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	335.86	2,935.86
5570 · Meeting Planner Incentive Progm	0.00	10.25
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>335.86</b>	<b>2,946.11</b>
<b>Total Expense</b>	<b>51,701.36</b>	<b>99,747.69</b>
<b>Net Income</b>	<b>98,955.89</b>	<b>50,916.76</b>

## Tourism Business Improvement District

## Profit &amp; Loss Budget vs. Actual

09/21/16

Accrual Basis

July through August 2016

	Jul - Aug 16	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	150,650.45	574,000.00	-423,349.55	26.2%
4100 · Interest Income	14.00			
<b>Total Income</b>	150,664.45	574,000.00	-423,335.55	26.2%
<b>Expense</b>				
5000 · Staffing	56,474.51	227,000.00	-170,525.49	24.9%
5100 · Administrative	3,278.12	27,250.00	-23,971.88	12.0%
5200 · Research & Education	0.00	8,500.00	-8,500.00	0.0%
5250 · Web Site	30.34	18,000.00	-17,969.66	0.2%
5400 · Consumer Marketing	1,768.61	86,750.00	-84,981.39	2.0%
5500 · Event Marketing	35,250.00	118,500.00	-83,250.00	29.7%
5550 · Meetings & Conventions	2,946.11	58,000.00	-55,053.89	5.1%
5650 · Publicity	0.00	30,000.00	-30,000.00	0.0%
<b>Total Expense</b>	99,747.69	574,000.00	-474,252.31	17.4%
<b>Net Income</b>	<b>50,916.76</b>	<b>0.00</b>	<b>50,916.76</b>	<b>100.0%</b>

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 July through August 2016

09/21/16

Accrual Basis

	Jul - Aug 16	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	150,650.45	574,000.00	-423,349.55	26.2%
4100 · Interest Income	14.00			
<b>Total Income</b>	150,664.45	574,000.00	-423,335.55	26.2%
<b>Expense</b>				
5000 · Staffing	56,474.51	227,000.00	-170,525.49	24.9%
<b>5100 · Administrative</b>				
5350 · City of Kalispell Admin Fee	0.00	5,000.00	-5,000.00	0.0%
5110 · Bank Fees	8.47			
5120 · Audit	0.00	2,000.00	-2,000.00	0.0%
5125 · Bookkeeping	520.00	2,000.00	-1,480.00	26.0%
5140 · Office Supplies	65.25	2,000.00	-1,934.75	3.3%
5150 · Postage & Copies	146.43	750.00	-603.57	19.5%
5160 · Rent	1,400.00	7,500.00	-6,100.00	18.7%
5165 · Storage Unit	180.00	750.00	-570.00	24.0%
5180 · Telephone	519.07	2,800.00	-2,280.93	18.5%
5185 · Travel & Entertainment	368.90	2,515.00	-2,146.10	14.7%
5190 · Technology Support	70.00	500.00	-430.00	14.0%
5195 · Equipment (Software)	0.00	1,435.00	-1,435.00	0.0%
<b>Total 5100 · Administrative</b>	3,278.12	27,250.00	-23,971.88	12.0%
<b>5200 · Research &amp; Education</b>				
5210 · Smith Travel Reports	0.00	5,500.00	-5,500.00	0.0%
5230 · Organizational Memberships	0.00	3,000.00	-3,000.00	0.0%
<b>Total 5200 · Research &amp; Education</b>	0.00	8,500.00	-8,500.00	0.0%
<b>5250 · Web Site</b>				
5270 · Maintenance & Enhancements	30.34			
5250 · Web Site - Other	0.00	18,000.00	-18,000.00	0.0%
<b>Total 5250 · Web Site</b>	30.34	18,000.00	-17,969.66	0.2%
<b>5400 · Consumer Marketing</b>				
5405 · Photo and Video Library	0.00	5,000.00	-5,000.00	0.0%
5430 · Social Media Admin & Adv	845.00	12,000.00	-11,155.00	7.0%
5440 · Creative Services	0.00	20,000.00	-20,000.00	0.0%
5450 · Media Buy Online	0.00	30,000.00	-30,000.00	0.0%
5460 · Travel Show Attendance	707.50	2,500.00	-1,792.50	28.3%
5470 · Trade Show Booth	0.00	1,500.00	-1,500.00	0.0%
5480 · Airport Displays	100.00	750.00	-650.00	13.3%
5420 · E-Marketing	116.11	5,000.00	-4,883.89	2.3%
5496 · Visitor Guide & Niche Brochures	0.00	10,000.00	-10,000.00	0.0%
<b>Total 5400 · Consumer Marketing</b>	1,768.61	86,750.00	-84,981.39	2.0%
<b>5500 · Event Marketing</b>				
5548 · Events Operations Management	3,500.00	21,000.00	-17,500.00	16.7%
5501 · Dragon Boat	30,000.00	30,000.00	0.00	100.0%
5502 · Spartan Event	0.00	23,000.00	-23,000.00	0.0%
5509 · Pond Hockey	0.00	30,000.00	-30,000.00	0.0%
5549 · Other Event Marketing	1,750.00	14,500.00	-12,750.00	12.1%
<b>Total 5500 · Event Marketing</b>	35,250.00	118,500.00	-83,250.00	29.7%
<b>5550 · Meetings &amp; Conventions</b>				
5565 · Meeting Planner Shows	2,935.86	10,000.00	-7,064.14	29.4%
5567 · Meeting Planner FAM	0.00	12,000.00	-12,000.00	0.0%
5570 · Meeting Planner Incentive Progm	10.25	15,000.00	-14,989.75	0.1%
5573 · Group Photo & Video Library	0.00	6,000.00	-6,000.00	0.0%
5574 · M&C Guide	0.00	7,000.00	-7,000.00	0.0%
5583 · Customer Relationship Mgmt Syst	0.00	6,000.00	-6,000.00	0.0%
5585 · Sales Calls	0.00	1,000.00	-1,000.00	0.0%
5587 · Lead Generating Service	0.00	0.00	0.00	0.0%
5589 · M&C Memberships	0.00	1,000.00	-1,000.00	0.0%
<b>Total 5550 · Meetings &amp; Conventions</b>	2,946.11	58,000.00	-55,053.89	5.1%



1:55 PM

09/21/16

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
July through August 2016

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	Jul - Aug 16	Budget	\$ Over Bud...	% of Budget
<b>5650 · Publicity</b>				
5660 · Travel Media Press Trips/FAM	0.00	13,000.00	-13,000.00	0.0%
5665 · Proactive & Reactive PR	0.00	16,000.00	-16,000.00	0.0%
5680 · Kalispell Branded Merchandise	0.00	1,000.00	-1,000.00	0.0%
<b>Total 5650 · Publicity</b>	0.00	30,000.00	-30,000.00	0.0%
<b>Total Expense</b>	99,747.69	574,000.00	-474,252.31	17.4%
<b>Net Income</b>	<u>50,916.76</u>	<u>0.00</u>	<u>50,916.76</u>	<u>100.0%</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	WAYFINDING	TOTAL
2015 Balance Forward	(784.26)	18,372.85	3,706.40	0.00	63,100.00	84,394.99
January 2016	6,902.04	8,094.75	0.00	0.00	0.00	14,996.79
February 2016	(642.16)	(13,695.93)	0.00	0.00	0.00	(14,338.09)
March 2016	(858.86)	603.30	(3,166.58)	0.00	0.00	(3,422.14)
April 2016	(791.00)	(629.25)	23,695.34	0.00	(19,884.69)	2,390.40
May 2016	5,875.00	300.00	(16,992.43)	0.00	(21,822.00)	(32,639.43)
June 2016	1,221.34	0.00	(1,295.22)	0.00	(7,974.75)	(8,048.63)
July 2016	12,201.01	(120.00)	0.00	0.00	(5,996.22)	6,084.79
August 2016	25,956.68	0.00	0.00	185.76	0.00	26,142.44
September 2016						0.00
October 2016						0.00
November 2016						0.00
December 2016						0.00
Deferred Revenue*		34,200.00				34,200.00
<b>EVENT BALANCES</b>	<b>49,079.79</b>	<b>47,125.72</b>	<b>5,947.51</b>	<b>185.76</b>	<b>7,422.34</b>	<b>109,761.12</b>

\*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 August 2016

	Dragon Boat	Pond Hockey	Spartan	Meetings/ Conv	Wayfinding Grant	TOTAL
<b>Income</b>						
4025.00 · Program Revenue						
4600.00 · Other Income	0.00	0.00	0.00	300.00	0.00	300.00
Total 4025.00 · Program Revenue	0.00	0.00	0.00	300.00	0.00	300.00
<b>4700.00 · Special Events</b>						
4225.00 · Beverage Sales	0.00	0.00	8,923.00	0.00	0.00	8,923.00
4700.10 · Registrations	25,871.75	2,700.00	0.00	0.00	0.00	28,571.75
4850.00 · Sponsors	13,000.00	0.00	0.00	0.00	0.00	13,000.00
4900.00 · Ticket Sales	1,180.00	0.00	0.00	0.00	0.00	1,180.00
4925.00 · Vendor Fee	1,950.00	0.00	1,100.00	0.00	0.00	3,050.00
4928.00 · VIP Tents	1,800.00	0.00	0.00	0.00	0.00	1,800.00
4945.00 · Other Events Revenue	0.00	0.00	401.50	0.00	0.00	401.50
Total 4700.00 · Special Events	43,801.75	2,700.00	10,424.50	0.00	0.00	56,926.25
4410.00 · TBID Revenue	30,000.00	0.00	25,000.00	0.00	0.00	55,000.00
Total Income	73,801.75	2,700.00	35,424.50	300.00	0.00	112,226.25
Gross Profit	73,801.75	2,700.00	35,424.50	300.00	0.00	112,226.25
<b>Expense</b>						
<b>5000.00 · Direct Program</b>						
5000.10 · Purchases	0.00	0.00	0.00	0.00	55,677.66	55,677.66
5010.00 · Advertising & Marketing	1,635.88	453.00	815.00	0.00	0.00	2,903.88
5020.00 · Apparel	6,302.73	0.00	100.00	0.00	0.00	6,402.73
5040.00 · Awards & Recognition	1,245.96	0.00	208.85	0.00	0.00	1,454.81
5080.00 · Bed Tax						
5080.01 · Administration						
5080.04 · Office Supplies	13.28	0.00	0.00	0.00	0.00	13.28
Total 5080.01 · Administration	13.28	0.00	0.00	0.00	0.00	13.28
Total 5080.00 · Bed Tax	13.28	0.00	0.00	0.00	0.00	13.28
5140.00 · Contract Labor	0.00	0.00	237.26	0.00	0.00	237.26
5180.00 · Catering	0.00	0.00	5,747.11	0.00	0.00	5,747.11
5320.00 · Leased Equipment/Space	8,470.00	1,047.33	13,691.55	0.00	0.00	23,208.88
5460.00 · Permits & Fees	0.00	0.00	20.00	0.00	0.00	20.00
5480.00 · Event Performers	0.00	0.00	0.00	114.24	0.00	114.24
5540.00 · Promotor Fee	-500.00	0.00	0.00	0.00	0.00	-500.00
5670.00 · Supplies	12.54	57.72	79.18	0.00	0.00	149.44
Total 5000.00 · Direct Program	17,180.39	1,558.05	20,898.95	114.24	55,677.66	95,429.29
<b>5060.00 · Bank Fees &amp; Service Charges</b>						
5060.10 · Bank & Credit Card Fees	70.07	18.00	54.46	0.00	0.00	142.53
Total 5060.00 · Bank Fees & Service Charges	70.07	18.00	54.46	0.00	0.00	142.53
5260.00 · Insurance	3,143.00	442.00	1,806.00	0.00	0.00	5,391.00
<b>5160.00 · Contributions &amp; Scholarships</b>						
5160.10 · Contributions	0.00	0.00	4,600.00	0.00	0.00	4,600.00
Total 5160.00 · Contributions & Scholarships	0.00	0.00	4,600.00	0.00	0.00	4,600.00
<b>5520.00 · Professional Fees</b>						
5780.00 · Web Site	675.34	0.00	0.00	0.00	0.00	675.34
5520.10 · Professional Services	925.00	5,536.43	1,447.30	0.00	0.00	7,908.73
Total 5520.00 · Professional Fees	1,600.34	5,536.43	1,447.30	0.00	0.00	8,584.07
5500.00 · Printing & Publications	75.39	141.25	147.89	0.00	0.00	364.53
<b>5400.00 · Miscellaneous</b>						
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	0.00	0.00	300.00
5580.00 · Research & Surveys	700.00	96.00	350.00	0.00	0.00	1,146.00
5400.10 · Other Miscellaneous	0.00	0.00	250.00	0.00	0.00	250.00
Total 5400.00 · Miscellaneous	1,000.00	96.00	600.00	0.00	0.00	1,696.00
<b>5420.00 · Office</b>						
5420.10 · Office Supplies	682.99	147.47	568.42	0.00	0.00	1,398.88

3:03 PM  
 09/21/16  
 Accrual Basis

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

	Dragon Boat	Pond Hockey	Spartan	Meetings/ Conv	Wayfinding Grant	TOTAL
Total 5420.00 · Office	682.99	147.47	568.42	0.00	0.00	1,398.88
5740.00 · Travel						
5740.10 · Travel/Mileage	121.58	2.16	98.44	0.00	0.00	222.18
5380.00 · Meals (Staff/Volunteers)	63.94	205.77	2,961.93	0.00	0.00	3,231.64
Total 5740.00 · Travel	185.52	207.93	3,060.37	0.00	0.00	3,453.82
Total Expense	23,937.70	8,147.13	33,183.39	114.24	55,677.66	121,060.12
Net Income	49,864.05	-5,447.13	2,241.11	185.76	-55,677.66	-8,833.87

**RECENT PRESS**

Recent article on U.S. News & World Report that is a result of a Glacier Country media visit last winter.  
<http://travel.usnews.com/features/how-to-plan-the-perfect-fall-trip-to-glacier-national-park/>

Flathead Lake was selected as one of the top 10 clearest lakes in the U.S. Article includes mention of Kalispell as the place to go after the lake. [Top 10 Clearest Lakes In The U.S. You Have To See To Believe](https://www.vacationsmadeeasy.com/TheBLT/Top10ClearestLakesintheUS776.html?r=51740)  
<https://www.vacationsmadeeasy.com/TheBLT/Top10ClearestLakesintheUS776.html?r=51740>

**EXPLORE SHOULDER SEASON MARKETING TRENDS**

*Thursday, October 13th at 3pm, Belton Chalet, West Glacier (12575 U.S. Highway 2)*

Free town hall meeting hosted by [Glacier Country Regional Tourism](#). Discuss ways to more effectively extend our warm season visitation to include spring and fall. We have seen a growing increase in numbers of visitors to Glacier Country during fall and many areas, communities and businesses are experiencing a higher demand for visitor services in towns around the park.

**DISCOVERKALISPELL.COM**

Fall slider stories posted. Enjoy Vistas To View: <http://www.discoverkalispell.com/vistas-view/>. Please share on your social media channels.

**SOCIAL MEDIA REPORT (August 15-September 15)**

Twitter – 186K tweet impressions; 2,529 followers; profile visits 902

Instagram – 3,801 followers - 168 new

Facebook – 33,018 likes; total reach 112,606; post engagement 15,791

**KALISPELL VIC**

AUGUST– 1,966 total interactions, 18% increase over 2015

**STR REPORT – AUGUST**

Year over year, Aug OCC: -0.4% to 79.2%; DEMAND: +5.7; SUPPLY: +6.2; ADR: - 1.7% to \$138.78;

RevPAR: - 2.1% to \$109.87. Two properties did not report.

Comp Set (12 destinations): avg occupancy -0.7%

Kalispell Economy class OCC: -2.6%, ADR: -1.0%; Mid/Upper class OCC: +1.1%, ADR: -3.8%

United States: OCC: -0.4%; ADR: +3.6%; RevPAR: +2.1%. Montana: OCC: +1.1%; ADR: +2.1%; RevPAR: +3.2%

**U.S. TRAVEL DATA**

According to U.S. Travel's latest Leading Travel Index, growth in domestic tourism has slowed down to 2012 levels and international visitation is also seeing weaker growth as the result of a more expensive U.S. dollar and more limited routes from domestic carriers.

**UPCOMING EVENTS - with Out of Market Attendance**

Oct 1 Craft Beer Relay – Flathead Lake Lodge

Oct 14-15 Rim Ranch Jr. Rodeo – Majestic Valley Arena

Oct 22 All-State Cross Country Track Meet – Rebecca Farm

# September 2016 Goal Sheet

Dawn Jackson-KCVB Group Sales Manager

## RFP's Sent:

1. 2018 International Roundup

## Sales Calls:

1. Arrowhead Conferences-Erin Ingler-F/U on a visit to Kalispell
2. Farm to School Summit-Aubrey Roth-Looking to see if this can be a potential for Kalispell
3. Leslie Padzik-HelmsBriscoe-Meeting Fam
4. Sandi Daniel-Fire Light Group-Meeting Fam
5. Rachel Dobbs-HelmsBriscoe-Meeting Fam
6. Sam Spiwak-Rocky Mountain Institute-Meeting Fam
7. Diane Bokor-ClassOne Technology-sourced information for Diane on activities and potential future business
8. Rose Heider-Farmhands-discussed ways we can work together to promote agritourism

## Site Visits

## August Highlights:

1. Chamber Luncheon-Healthcare
2. Dragon Boat Festival-September 10-11
3. Dragon Boat Bash-September 10
4. Leadership Flathead Orientation & Retreat
5. Clan Donald-Delivered 114 Welcome bags
6. Global Travel Alliance-Provided 30 Welcome bags
7. Meeting Fam-September 20-21
8. UNWIND-Flathead Travel
9. NW Meeting News-Provided information for an article to be named Creative Logistic to be in their Nov/Dec issue
10. Best Western Flathead Lake Inn & Suites Open House
11. M & C Digital Guide-began working on this project
12. IMEX-working on preparation for this show in October

## Total Contracted Rooms:

# Kaispell Convention & Visitors Bureau Sales Report

## 9/1/2016 - 9/30/2016

Event Type: All

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
				Current Status	Event End	New/Repeat	Actual				
<b>ALL FUTURE DEFINITE</b>											
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	10/4/2016	Local	\$0.00	60	0	0	0
				Definite	10/4/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	10/18/2016	Local	\$0.00	60	0	0	0
				Definite	10/18/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	10/25/2016	Local	\$0.00	60	0	0	0
				Definite	10/25/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/1/2016	Local	\$0.00	60	0	0	0
				Definite	11/1/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/8/2016	Local	\$0.00	60	0	0	0
				Definite	11/8/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/15/2016	Local	\$0.00	60	0	0	0
				Definite	11/15/2016	New	\$0.00				
Keller Williams Realty	2016 Keller Williams Seminars	Workshop	Real Estate	Local referral	11/29/2016	Local	\$0.00	60	0	0	0
				Definite	11/29/2016	New	\$0.00				
MT Dept of Agriculture	2017 AFVISA Annual Meeting	Meeting		Called KCVB	5/15/2017	National	\$0.00	40	50	105	0
				Definite	5/17/2017	New	\$0.00				
MT Organic Association	2016 MT Organic Association Annual Meeting	Meeting	Agricultural, Commodities, Food/Food Products	Called KCVB	11/30/2016	State	\$0.00	200	20	55	0
				Definite	12/3/2016	Repeat	\$0.00				
Voices of MT Tourism	2016 Tourism Business Education Roundtables-Lunch	Meeting	Meetings, Convention, Tourism Industry Events	Local referral	10/6/2016	Local	\$0.00	80	0	0	0
				Definite	10/6/2016	New	\$0.00				

Event Count:	10	\$0.00	740	70	160	0
		\$0.00				

**Status: CURRENT DEFINITE**

Clan Donald	2016 Clan Donald	Meeting	Heritage, Patriotic, Veterans	Glacier Country Definite	9/13/2016	9/17/2016	International	New	\$0.00	0	65	265	265
Flathead Celtic Festival	2016 Flathead Celtic Festival-Judges	Social Gathering	Heritage, Patriotic, Veterans	Local referral Definite	9/16/2016	9/17/2016	International	Repeat	\$0.00	900	6	12	0
Flathead Celtic Festival	2016 Flathead Celtic Festival-Participants & Spectators	Social Gathering	Heritage, Patriotic, Veterans	Local referral Definite	9/15/2016	9/17/2016	International	Repeat	\$0.00	900	0	0	0
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/12/2016	9/12/2016	Regional	New	\$0.00	0	20	20	0
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/16/2016	9/16/2016	Regional	New	\$0.00	0	40	40	0
Glacier National Park	2016 Hands Across Borders	Meeting	Government, Public Administration	Local referral Definite	9/18/2016	9/18/2016	Regional	New	\$0.00	0	14	14	0
SCORE	2016 MT District Meeting	Meeting	Business Consulting	Local referral Definite	9/12/2016	9/15/2016	State	New	\$0.00	25	25	56	0
<b>Event Count:</b>					7				\$0.00	1,825	170	407	265
									\$0.00				

**Status: CURRENT LEAD**

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB RFP	7/19/2020	7/23/2020	International	New	\$0.00	80	40	180	0
<b>Event Count:</b>					1				\$0.00	80	40	180	0
									\$0.00				

**Status: LEADS SENT**

Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism RFP-Request for Proposal	4/8/2018	4/12/2018	International	New	\$0.00	170	180	485	0
<b>Event Count:</b>					1				\$0.00	170	180	485	0
									\$0.00				



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Event Count:	19	\$0.00	2,815	460	1,232	265
		\$0.00				

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## TBID Revenue Report FY13 - FY16

### FY 2013 \$2/rm night

Total Gross Revenue	Projected	Actual	% Change
	\$465,000	\$491,006	5%
	FY 2013	rm nights	FY13 vs FY 12
Q1 JUL-SEP	\$ 197,799.00	98,900	5%
Q2 OCT-DEC	\$ 90,171.00	45,086	11%
Q3 JAN-MAR	\$ 80,902.00	40,451	5%
Q4 APR-JUN	\$ 122,134.00	61,067	7%

### FY 2014 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$475,000	\$527,406	11%
	FY 2014	rm nights	FY14 vs FY 13
Q1 JUL-SEP	\$ 209,558.00	104,779	6%
Q2 OCT-DEC	\$ 99,290.00	49,645	10%
Q3 JAN-MAR	\$ 86,500.00	43,250	7%
Q4 APR-JUN	\$ 132,058.00	66,029	8%

### FY 2015 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$550,000	\$556,622	1%
	FY 2015	rm nights	FY15 vs FY 14
Q1 JUL-SEP	\$ 223,424.00	111,712	7%
Q2 OCT-DEC	\$ 100,382.00	50,166	1%
Q3 JAN-MAR	\$ 92,180.00	46,090	7%
Q4 APR-JUN	\$ 140,636.00	70,318	6%

### FY 2016 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$565,159	8%
	FY 2016	rm nights	FY16 vs FY 15
Q1 JUL-SEP	\$ 209,450.88	104,725	-6%
Q2 OCT-DEC	\$ 100,490.00	50,245	0% *
Q3 JAN-MAR	\$ 100,756.00	50,378	9% *
Q4 APR-JUN	\$ 154,462.00	77,231	10% *

\*inclusion of new properties