

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 6, 2017
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Dawn Hendrickson, Chair 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 Items

- a) Approval of minutes from November 1, 2017
- b) Approval of TBID financial statements for October, 2017
- c) CVB Event Grant Requests – 1) AMA (American Motorcyclist Association) Championship Snow Bike Series, February 24, 2018, held at the Fairgrounds, and 2) Glacier Half Marathon Destination Sponsor.

3. Board Discussion

- a) Indoor Soccer, Pond Hockey, Dragon Boat
- b) Event grant updates
- c) Marketing updates
- d) Group, M&C updates
- e) City of Kalispell Downtown Plan updates

Enclosures: November 1, 2017 minutes
TBID financial statements for October 2017
KCVB Updates
2018 TBID Board Meeting Schedule

Reports now available on www.kalispellchamber.com/tbid:

Letter submitted to Kalispell City Council regarding the City Downtown Plan on behalf of the TBID BOD

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman dawn.hendrickson@hilton.com or 406-890-7021
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2017 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 11	February 1	March 1	April 5	May 3	June 7
–July 5	August 2	September 6	October 4	November 1	December 6

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.

Kalispell Tourism Business Improvement District
Board Attendance

2017

	Jan 11	Feb 1	Mar 1	Apr 5	May 1	Jun 7	Jul 5	Aug 2	Sep 6	Oct 4	Nov 2	Dec 7
Bradford, Laurie	~	X	~	~	~	X	~	~	~			
Brown, Lisa	X	X	X	X	~	X	X	X	X	X	X	
Campbell, Shawn					X	X	X	X	X	~	X	
Clark, Janet	X	X	X	~	X	X	X	~	X	X	X	
Ford, Zac	X	X	~	X	X	X	X	X	X	~	X	
Hendrickson, Dawn	X	~	X	X	X	X	X	X	X	X	X	
Moderie, Dan	X	~	X	X	~	~	X	~	X	X	~	
Patel, Nautam	~	~	~	~								
Schroeder, Emily										X	X	

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
November 1, 2017
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Dawn Hendrickson, Lisa Brown, Janet Clark, Emily Schroeder, Shawn Campbell, Zac Ford

Board Members Absent: Dan Moderie

Guests: Rob Brisendine; Marcia Spano - Development Coordinator, Event at Rebecca Farm; Tom Jentz – Planning Director, City of Kalispell; Lucy Weeder and Kyle Christman, SpringHill Suites

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

Meeting was called to order by Dawn Hendrickson at 3:10 PM.

1. Hear from the Public – none
2. Event Grant Application presentation – Marcia Spano presented information about the Skijoring Championship at Rebecca Farm, December 30 – 31. 50 to 60 competitors from out-of-market are expected to participate. Many will be accompanied by friends and family and most will stay in local lodging facilities. Organizers expect several thousand spectators to attend.
3. City of Kalispell Downtown Plan – Tom Jentz reviewed the Downtown Plan highlighting parking issues, traffic behavior and the importance of the Courthouse couplet as a gateway to downtown. City Council will hold a public hearing on November 6 and vote on the Downtown Plan on November 20.
4. Board Action Items
 - a. Approve minutes from the October 4, 2017 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 September, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Zac Ford. Discussion: none. Board approved unanimously.
 - c. Approval of TBID statement on the City of Kalispell Downtown Plan. See notes from board discussion in section 5e.
Action: Diane will summarize board viewpoints in a letter to the City Council that will be sent to board members for review.
 - d. Approval of event grant sponsorship for Skijoring, held at Rebecca Farm:
Action: Motion was made by Janet Clark to approve a grant of \$1,500 cash and an in-kind media promotion package valuing \$1,500. Motion seconded by Shawn Campbell.
Discussion: CVB is basing a Discover Kalispell social media drive-market campaign around the event. The timing of the event may promote additional room nights on the long New Year's Eve weekend. Board expressed desire to be able to gather feedback on out-of-market room pick-up resulting from

event grants. Room nights from the skijoring event will likely be weighted in favor of the economy properties. Board approved unanimously.

5. Board Discussion

a. Indoor Soccer – a press release is going out tomorrow to major markets in the state and region. Commitments have been received from 20 teams from Nelson, BC, Missoula, Stevensville, Sandpoint, ID and Henderson, NV. Interest in indoor soccer continues to grow. If the event increases in size over time, more turf and additional game venues will be needed. The event has been advertised through social media, eblasts and promotion at state soccer tournaments. Pond Hockey – more than 40 teams from Massachusetts, Connecticut, California, Idaho, Washington, British Columbia and Alberta have registered. Tamarack Brewing has returned as the largest sponsor and Moose's is again hosting and sponsoring the welcome party. The event will be held at Foy's Lake with Woodland Park as a backup. Dragon Boat – registration for the 2018 festival will open November 15. Teams selected for the Rocky Mountain Championship division are being invited to return. All but four teams from the cancelled 2017 race have opted to defer their registration fee to 2018. Two teams chose a 50% refund and two teams requested to delay a decision until November 15.

b. Event grant updates – the board has approved \$5,000 in new grants for FY18 which leaves \$5,000 in grant funds remaining. Flathead Celtic Festival returned a \$1,000 FY17 grant because of the cancellation of their event due to wildfire smoke. This amount has been earmarked for their 2018 event.

c. Marketing updates – Year in Review meeting will be held January 10. Properties will be contacted about hosting. CVB had a booth at the Calgary Women's Show in October and distributed a Kalispell shopping brochure with lodging packages. Show attendance was up 7% over last year. CVB is considering attending the Great Outdoor and Bike Expo in Spokane in February, 2018. This show is in conjunction with the Spokane Golf Show. Glacier Guides/Montana Raft Company is interested in sharing the booth fee of \$800. A Kalispell lodging brochure will be created for the show. CVB is scheduled to do the Calgary Outdoor Adventure and Travel Show in March. The CVB website www.discoverkalispell.com was created in 2011 and is due for an update. TBID members are asked to complete an online survey. A link to the survey will be sent to TBID members via email.

d. Group, M&C Updates –TBID members are encouraged to sign up for the International Round-Up in April, 2018. Spaces are limited and are going quickly. Diane and Dawn are in the process of conducting hotel visits with TBID properties to share information about CVB initiatives and get feedback on individual properties' challenges and successes. Lodging packages are being sought for numerous events. A lodging package template has been created making it easier for hotels to provide all information needed. Links to lodging packages are sent to event participants and used for drive-market promos. TBID members are encouraged to check their current lodging packages on the Discover Kalispell website. Dawn attended the IMEX conference in October along with representatives of Glacier Country, MOTBD and Whitefish, Missoula, Bozeman and Billings CVB's. She met with 20 meeting planners who were specifically interested in Montana, several mentioning their perception of Montana as a safe location. Dawn also attended Glacier Country group meetings plus additional unscheduled and walk-up meetings. The conference was well-attended with 12,000 participants from 150 countries. In December, Dawn will be attending Connect, a conference for NW regional meeting planners in Seattle.

e. Board discussion of a TBID statement on the City of Kalispell Downtown Plan - as a representative organization for tourism in Kalispell, the board discussed the importance of submitting a statement to the city council as it considers approval of the Downtown Plan. The CVB's mission is to influence travel to Kalispell and sees a vibrant, quaint, walkable downtown as an important draw for visitors. The board agreed that the Courthouse couplet should remain as it is: one lane going each direction. There was discussion whether it was a good idea to follow the section of the Downtown Plan that proposes to narrow Main Street to three lanes since that might deter traffic from going through the downtown area. Other members felt there was a need to slow traffic to create a more pedestrian-friendly downtown that encourages visitors to park and explore. Two members said their front desk sends visitors to Whitefish for a quaint downtown experience and also the lively nightlife. Others said their guests enjoy the shops and restaurants in downtown Kalispell and find plenty to do. The board discussed what assets make downtown Whitefish attractive to visitors and what Kalispell can do to increase the downtown area's draw and convince tourists to spend their dollars there. Members agreed on features such as increased parking, enhanced landscaping, a performance hall/event center and more nightlife - which is dependent on more liquor licenses becoming available. The group was not unified in support of legislation proposing unlimited liquor licenses in the downtown area. Board members unanimously supported actions to promote transportation options and pedestrian and bicyclist safety including street lighting and bike lanes. Discussion favored creating a unique and identifiable image for Downtown Kalispell including architectural design standards that encourage blending in with existing historic flavor, widening of sidewalks to accommodate sidewalk eateries and working with MDT to allow event banners to be strung across Main Street. It was agreed that Downtown Kalispell should resume its historic role as the epicenter for arts, culture and historic preservation in the Flathead Valley. Diane will draft a letter to City Council on behalf of the TBID BOD. The draft will be emailed to the board by Friday for review. Board is asked to respond asap with any changes or approval. Final letter submitted to the Mayor and City Council is posted at www.kalispellchamber.com/tbid.

Meeting was adjourned at 5:11 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 Financials
December 6, 2017

TBID Funds – Expense Summary October 2017

Admin: Rent; bookkeeping; office supplies; telephone, misc. mileage & expenses; email hosting; bank fees

Website: preparing survey for website analysis; domain renewals; mthly website maintenance; SEO/SEM

Consumer: annual music rights renewal (destination video); airport display stocking; Calgary Women's Show expenses; B-W-D brochure reprint

Event: event operation mgmt. monthly payment for October (Rob); cash sponsorship for EPB

Meetings & Convention: IMEX expenses; M&C fam expenses

PR/Publicity: winter press trip planning; Adventure Cycling press trip wrap up; winter slider stories; master reporting; press room updates

KCVB Event Funds - Summary January through October 2017

Dragon Boat 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: (\$2,495.02)

Income: \$70,546.99

Expenses: \$16,531.71

Balance: \$51,520.26

Spartan 2017: (2017 - \$23,000 TBID)

Balance forward from 2016: \$5,298.11

Income: \$31,820.00

Expenses: \$44,677.27

Balance: (\$7,559.16)

Pond 2017: (2017 - \$30,000 TBID)

Balance forward from 2016: \$12,764.48

Income: \$95,577.00

Expenses: \$62,867.37

Balance: \$45,474.11

Indoor Soccer 2018: (2017 - \$20,000 TBID)

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$3,087.15

Balance: \$16,912.85

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses

Balance: (\$5,793.35)

Tourism Business Improvement District

Balance Sheet

As of October 31, 2017

11/22/17

Accrual Basis

	<u>Oct 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	118,809.88
Total Checking/Savings	<u>118,809.88</u>
Total Current Assets	118,809.88
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
TOTAL ASSETS	<u>147,995.16</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	36,503.50
Total Accounts Payable	<u>36,503.50</u>
Total Current Liabilities	<u>36,503.50</u>
Total Liabilities	36,503.50
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	<u>-38,766.22</u>
Total Equity	<u>111,491.66</u>
TOTAL LIABILITIES & EQUITY	<u>147,995.16</u>

Tourism Business Improvement District

Profit & Loss

October 2017

	Oct 17	Jul - Oct 17
Income		
4000 · TBID Revenue	0.00	155,910.00
4100 · Interest Income	15.04	68.67
Total Income	15.04	155,978.67
Expense		
5000 · Staffing	16,801.18	94,753.04
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	3,897.75
5110 · Bank Fees	2.57	11.09
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	330.00	1,000.00
5140 · Office Supplies	148.85	200.05
5150 · Postage & Copies	42.41	262.15
5160 · Rent	700.00	2,800.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	235.40	857.67
5185 · Travel & Entertainment	295.14	709.58
5190 · Technology Support	40.00	160.00
Total 5100 · Administrative	1,794.37	11,476.37
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5220 · Training & Education	0.00	1,168.05
Total 5200 · Research & Education	0.00	6,918.05
5250 · Web Site		
5260 · New Website Analysis & Concepts	2,831.00	2,831.00
5270 · Maintenance & Enhancements	290.52	830.70
5280 · SEO & SEM	7,475.13	7,475.13
Total 5250 · Web Site	10,596.65	11,136.83
5400 · Consumer Marketing		
5455 · Prize Packages	0.00	1,893.90
5405 · Photo and Video Library	645.00	744.00
5430 · Social Media Admin & Adv	-95.25	845.13
5440 · Creative Services	270.75	1,620.70
5460 · Travel Show Attendance	998.52	2,060.14
5480 · Airport Displays	50.00	300.00
5420 · E-Marketing	10.13	1,602.44
5496 · Visitor Guide & Niche Brochures	2,753.00	2,753.00
Total 5400 · Consumer Marketing	4,632.15	11,819.31
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	10,000.00
5501 · Dragon Boat	0.00	30,000.00
5549 · Other Event Marketing	2,500.00	1,500.00
Total 5500 · Event Marketing	5,000.00	41,500.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	841.92	4,176.53
5567 · Meeting Planner FAM	332.25	2,455.38
5570 · Meeting Planner Incentive Progm	0.00	286.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5575 · Advertising/Enews	0.00	2,707.32
Total 5550 · Meetings & Conventions	1,174.17	11,125.23
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	2,730.30	2,967.56
5665 · Proactive & Reactive PR	2,347.00	5,254.95
5680 · Kalispell Branded Merchandise	0.00	285.29
Total 5650 · Publicity	5,077.30	8,507.80

Tourism Business Improvement District

Profit & Loss

October 2017

	<u>Oct 17</u>	<u>Jul - Oct 17</u>
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
Total Expense	<u>45,075.82</u>	<u>194,744.89</u>
Net Income	<u><u>-45,060.78</u></u>	<u><u>-38,766.22</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July through October 2017

	<u>Jul - Oct 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	155,910.00	615,000.00	-459,090.00	25.4%
4100 · Interest Income	68.67			
Total Income	<u>155,978.67</u>	<u>615,000.00</u>	<u>-459,021.33</u>	<u>25.4%</u>
Expense				
5000 · Staffing	94,753.04	220,450.00	-125,696.96	43.0%
5100 · Administrative	11,476.37	28,800.00	-17,323.63	39.8%
5200 · Research & Education	6,918.05	12,500.00	-5,581.95	55.3%
5250 · Web Site	11,136.83	27,000.00	-15,863.17	41.2%
5400 · Consumer Marketing	11,819.31	88,250.00	-76,430.69	13.4%
5500 · Event Marketing	41,500.00	138,000.00	-96,500.00	30.1%
5550 · Meetings & Conventions	11,125.23	70,000.00	-58,874.77	15.9%
5650 · Publicity	8,507.80	30,000.00	-21,492.20	28.4%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	<u>194,744.89</u>	<u>615,000.00</u>	<u>-420,255.11</u>	<u>31.7%</u>
Net Income	<u><u>-38,766.22</u></u>	<u><u>0.00</u></u>	<u><u>-38,766.22</u></u>	<u><u>100.0%</u></u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	INDOOR SOCCER	MTGS & CONV	VC MERCH	MOTBD GRANT	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	0.00	0.00	(483.39)	0.00	0.00	0.00	15,084.18
January 2017	(300.00)	32,799.38	0.00	0.00	0.00	0.00	0.00	0.00	(542.58)	31,956.80
February 2017	(26.17)	(16,921.31)	0.00	0.00	19,953.49	0.00	0.00	0.00	(320.38)	2,685.63
March 2017	783.66	(1,682.05)	20,864.82	0.00	0.00	0.00	0.00	0.00	(415.91)	19,550.52
April 2017	(370.01)	(150.00)	(1,272.36)	0.00	0.00	0.00	0.00	0.00	(339.48)	(2,131.85)
May 2017	8,094.13	(3,210.00)	(23,550.02)	0.00	(779.64)	0.00	0.00	0.00	1,364.79	(18,080.74)
June 2017	12,277.37	(21.99)	(9,429.01)	0.00	(561.00)	0.00	0.00	0.00	(2,837.86)	(572.49)
July 2017	16,821.90	0.00	0.00	0.00	0.00	0.00	6.50	0.00	(1,240.56)	15,587.84
August 2017	27,426.02	(65.35)	0.00	0.00	0.00	150.00	31.50	0.00	(575.03)	26,967.14
September 2017	(13,531.09)	16,780.60	529.30	0.00	0.00	97.25	0.00	0.00	(504.98)	3,371.08
October 2017	2,839.47	5,180.35	0.00	0.00	(1,700.00)	0.00	0.00	3,537.37	(381.36)	9,475.83
November 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	51,520.26	45,474.11	(7,559.16)	0.00	16,912.85	(236.14)	38.00	3,537.37	(5,793.35)	103,893.94

Kaispell Chamber of Commerce
KCVB P&L by Class
January through October 2017

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merchandise	Admin	TOTAL
Income									
4025.00 · Program Revenue	0.00	0.00	0.00	0.00	0.00	375.00	0.00	2,000.00	2,375.00
4700.00 · Special Events	40,546.99	65,577.00	8,820.00	0.00	0.00	0.00	38.00	0.00	114,981.99
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	5,000.00
4410.00 · TBID Revenue	30,000.00	30,000.00	23,000.00	20,000.00	0.00	0.00	0.00	0.00	103,000.00
Total Income	70,546.99	95,577.00	31,820.00	20,000.00	5,000.00	375.00	38.00	2,000.00	225,356.99
Gross Profit	70,546.99	95,577.00	31,820.00	20,000.00	5,000.00	375.00	38.00	2,000.00	225,356.99
Expense									
5000.00 · Direct Program	12,489.27	38,956.75	34,593.03	1,361.00	1,462.63	0.00	0.00	159.99	89,022.67
5600.00 · Salaries & Employee Benefits	0.00	1,210.00	0.00	0.00	0.00	127.75	0.00	0.00	1,337.75
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	295.28	295.28
5260.00 · Insurance	1,010.00	154.13	1,243.00	0.00	0.00	0.00	0.00	1,075.00	3,482.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	4,588.00	0.00	0.00	0.00	0.00	0.00	9,338.00
5520.00 · Professional Fees	785.87	10,697.60	2,579.40	1,726.15	0.00	0.00	0.00	3,281.04	19,070.06
5360.00 · Meetings	644.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	644.67
5500.00 · Printing & Publications	0.00	54.00	85.18	0.00	0.00	0.00	0.00	0.00	139.18
5760.00 · Utilities & Phone	1,225.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,225.50
5400.00 · Miscellaneous	300.00	2,819.40	772.00	0.00	0.00	0.00	0.00	0.00	3,891.40
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,982.04	2,982.04
5740.00 · Travel	76.40	4,225.49	816.66	0.00	0.00	0.00	0.00	0.00	5,118.55
Total Expense	16,531.71	62,867.37	44,677.27	3,087.15	1,462.63	127.75	0.00	7,793.35	136,547.23
Net Income	54,015.28	32,709.63	-12,857.27	16,912.85	3,537.37	247.25	38.00	-5,793.35	88,809.76

DISCOVERKALISPELL.COM

Winter slider story to enjoy and share! Face of the Flathead, Winter Edition:

<http://www.discoverkalispell.com/faces-flathead-winter-edition/>

FALL CAMPAIGN REPORT – Montana Tourism Emergency Marketing Grant

Campaign Objective: KCVB received a grant from MT Dept. of Commerce for a fall marketing campaign to increase visitations from drive markets during late fall/early winter to offset losses incurred in September due to wildfire smoke.

Campaign dates: October 17 – November 13, 2017

Target geographic markets: Tri-cities and Spokane, Alberta, central and eastern Montana

Media tactics: Facebook funnel ad campaign

Encouraged to *Live like a Local*, they entered the contest by playing a game - "What boots fit you?" which divided the entrants into categories of interest. The winner received a prize package based on their interest. 1) Hiking boots: guided hike, hiking boots, map, etc., 2) Fishing boots: guided fishing tour, boots/waders, tackle/gear, etc., 3) Slippers: spa package, massage, locally made essential oils, robe and slippers, etc., 4) Cowboy boots: guided horse trip, new boots and apparel, etc. By gamifying the contest we engaged with our existing and new customer base in a fun way to create interest to travel over the fall and early winter months.

Results: 138,160 total impressions
 5,940 clicks to website
 63,321 reach
 \$0.29 cost per click
 Quiz saw 2,789 views with a 60.1% completion rate

WINTER CAMPAIGN – Nov 20 through Mar 4

Capitalize on the San Francisco bay area's increasing knowledge of Kalispell's accessibility and offerings. Continue campaign launched last winter with similar content including adding one tactic to test in Los Angeles market. 'Kalispell is an easy trip away and once visitors arrive in Kalispell our highlight reel of winter activities are easily accessible.'

Media: Native ads/content amplification – SF and Los Angeles market (Nov 20-Mar 4)

Facebook display and canvas ads – SF and Kalispell's drive markets (CDA, Spokane, Tri-Cities) (Dec 4-Mar 4)

Instagram display ads – SF and Kalispell's drive markets (Dec 4 – Mar 4)

Wallscape billboard – SF's south of market area (SOMA) (Dec 4-Feb 11)

STR REPORT – OCTOBER

Year over year, October OCC: -6.4% to 45.9%; ADR: + 9.7% to \$86.64; RevPAR: +2.6% to \$39.75. Two properties did not report.

Kalispell Economy class OCC: -10.0%, ADR: +2.1%; Mid/Upper class OCC: -4.9%, ADR: +10.8%

Comp Set OCC: Missoula +0.9%; Butte -11%; Bozeman -3.7%; WF -0.4%; Rapid City SD -4%;

Helena/GFalls -6.5%; CDA +1.4%; Sandpoint -3.2%; Bend -2.8%; Spokane +3%; Billings -13.4%

United States: OCC: +1.6%; ADR: +2.5%; RevPAR: +4.1%. Montana: OCC: -6.3%; ADR: +1.6%; RevPAR: -4.9%

WINTER CONSUMER ENEWS

Quarterly consumer enews was sent on Nov 9th to 12,009 subscribers. View the enews here:

<http://email.connectablenews.com/t/y-8FEED237084E4E82>

WINTER M&C ENEWS

Quarterly meeting planner enews was sent on Nov 30th to 927 subscribers. View the enews here:

<http://email.connectablenews.com/t/y-FD45D1BF4E018C96>

DECEMBER EVENTS - [Contact Meche](#) to request a PDF of the December Event list to share with your staff and guests, 758-2811 or info@discoverkalispell.com

- 1 Downtown Kalispell Art Walk
- 1-2 Christmas Tours at the Conrad Mansion
- 1-2 Elite Professional Bullriders Finals (EPB) 2017
- 1-3 Craft Brewers Cup: Hockey Tournament & Beer Festival
- 2 Christmas Tea & Tour at the Conrad Mansion
- 2 West Shore Holidayfest in Lakeside
- 2 Bigfork Parade Of Lights
- 3 Kalispell Music Festival, Kalispell Eagles Club
- 7-10 Miracle on 34th Street at the O'Shaughnessy Center
- 8-9 Christmas Tours at the Conrad Mansion
- 8-9 Arena Cross at Majestic Valley Arena
- 9 KALISPELL HOLIDAY PARADE in Downtown Kalispell
- 9 Christmas Tea & Tour at the Conrad Mansion
- 9 Making Our World More Beautiful: The Collection of Sam & Jean Bibler, Hockaday Museum
- 9-10 GS&C presents "Peter and the Wolf Polar Express Pops"
- 9-10 Valley Voices Community Choir presents "Jingle All The Way!"
- 14 Crits & Croissants: A Saturday Morning Artists' Critique with Ken Yarus
- 14 Senior Tour & Tea at the Hockaday Museum
- 14 Valley Voices Concert at the Conrad Mansion
- 15-16 Christmas Tours at the Conrad Mansion
- 15-16 Brash Winter Series Rodeo at the Majestic Valley Arena
- 15-17 A Christmas Carol—Old Time Radio Show at the Conrad Mansion
- 15-17 Miracle on 34th Street at the O'Shaughnessy Center
- 15-17 GS&C presents "Chorale Messiah Sing"
- 16 Christmas Tea & Tour at the Conrad Mansion
- 16-17 Noble Dance Ballet School presents "Winter Celebration"
- 21-23 Yuletide Affair 14, Alpine Theatre Project
- 22-23 Christmas Tours at the Conrad Mansion
- 23 Christmas Tea & Tour at the Conrad Mansion
- 26-31 Christmas Tours at the Conrad Mansion
- 30-31 Skijoring at Rebecca Farm
- 31 New Year's Eve Party at the Red Lion



Monthly



KALISPELL MT

All Source Markets

Search Vol. Last 30 Days	0.00M	Search Vol. Next 60 Days	0.00M
Last 30 Days Search MoM	-25.00%	Next 60 Days Search -MoM	-25.00%
Last 30 Days Search -YoY	-10.05%	Next 60 Days Search -YoY	-1.33%
Last 30 Days Booking -YoY	-5.23%	Next 60 Days Booking -YoY	-4.79%

For more detailed information or market specific analysis, please login to <https://analytics.nsftravel.com>. or reach out to your Customer Engagement Representative at support@nsightfortravel.com.



Target Markets - Next 30 Days

Total Volume Next 30 Days: 0.00M

Below, you will see the top target markets and Personas for the next 30 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 30 days for you and your competitor. They can be actively targeted to increase your penetration within 30 days. The percentage listed is the market's share of search for the forward-looking 30-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

8.00%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none">• Bucket Listers• Adventure Seekers	2.80%	SEATTLE-TACOMA-BELLEVUE WA <ul style="list-style-type: none">• Dream Tripper• Go For It Families
5.49%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none">• Adventure Seekers• Experience Seekers	2.75%	DENVER-AURORA-LAKEWOOD CO <ul style="list-style-type: none">• Go For It Families• Experience Seekers
4.17%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none">• Experience Seekers• Adventure Seekers	2.53%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none">• Adventure Seekers• Bucket Listers
4.08%	HOUSTON-THE WOODLANDS-SUGAR LAND TX <ul style="list-style-type: none">• Adventure Seekers• Dream Tripper	1.95%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none">• Adventure Seekers• Experience Seekers
2.95%	PHOENIX-MESA-SCOTTSDALE AZ <ul style="list-style-type: none">• Adventure Seekers• Dream Tripper	1.85%	ATLANTA-SANDY SPRINGS-ROSWELL GA <ul style="list-style-type: none">• Adventure Seekers• Go For It Families



Target Markets - Next 60 Days

Total Volume Next 60 Days: 0.00M

Below, you will see the top target markets and Personas for the next 60 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 60 days for you and your competitor. They can be actively targeted to increase your penetration within 60 days. The percentage listed is the market's share of search for the forward-looking 60-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

7.90%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 	2.67%	PHOENIX-MESA-SCOTTSDALE AZ <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
4.44%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 	2.57%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none"> • Experience Seekers • Dream Tripper
3.76%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 	2.48%	SAN FRANCISCO-OAKLAND-HAYWARD CA <ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers
3.60%	HOUSTON-THE WOODLANDS-SUGAR LAND TX <ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 	2.40%	COLUMBIA SC <ul style="list-style-type: none"> • Visiting Family • Self Seekers
2.99%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper 	2.40%	SEATTLE-TACOMA-BELLEVUE WA <ul style="list-style-type: none"> • Dream Tripper • Go For It Families



Target Markets - Next 90 Days

Total Volume Next 90 Days: 0.00M

Below, you will see the top target markets and Personas for the next 90 days. These targets have a large portion of their Total Lead Time (Search to Book and Book to Stay) in less than 90 days for you and your competitor. They can be actively targeted to increase your penetration within 90 days. The percentage listed is the market's share of search for the forward-looking 90-day period. You can access nSight Persona details on our [website](#).

UNITED STATES

7.15%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers 	2.57%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none"> • Experience Seekers • Dream Tripper
4.03%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 	2.39%	SAN FRANCISCO-OAKLAND-HAYWARD CA <ul style="list-style-type: none"> • Adventure Seekers • Experience Seekers
3.26%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 	2.34%	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper
3.19%	HOUSTON-THE WOODLANDS-SUGAR LAND TX <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper 	2.30%	PHOENIX-MESA-SCOTTSDALE AZ <ul style="list-style-type: none"> • Go For It Families • Bucket Listers
2.73%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper 	2.10%	COLUMBIA SC <ul style="list-style-type: none"> • Experience Seekers • Young Free Spirits

Next 60 Days

Travel Dates: 11/1/2017 to 12/31/2017

YOY Change in Search Next 60 Days:

Subscriber:	0.00%
Comp Set 1:	-12.58%

Top Source Markets Searching Next 60 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	20.01%	2.46%	Dream Tripper	Bucket Listers
US	2	TX	7.73%	-7.31%	Dream Tripper	Experience Seekers
US	3	PA	6.85%	7.55%	Experience Seekers	Dream Tripper
US	4	NY	6.69%	0.35%	Young Free Spirits	Adventure Seekers
US	5	OH	5.24%	20.36%	Bucket Listers	Couponing Families
US	6	NC	4.02%	1.13%	Dream Tripper	Bucket Listers
US	7	FL	3.72%	-19.80%	Adventure Seekers	Frugal Boomers
US	8	IL	3.39%	-11.94%	Dream Tripper	Couponing Families
US	9	IN	3.13%	21.79%	Young Free Spirits	Dream Tripper
US	10	MO	3.02%	23.74%	Go For It Families	Young Free Spirits

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	96.16%	0.72%	Experience Seekers	Couponing Families
Canada	2	CA	1.03%	-22.43%	Experience Seekers	Go For It Families
Europe	3	DE	0.39%	-7.45%	Frugal Boomers	Couponing Families
Europe	4	GB	0.29%	15.57%	Frugal Boomers	Visiting Family
Asia/Pac	5	TW	0.20%	6.59%	Young Free Spirits	Self Seekers
Mexico	6	MX	0.18%	20.75%	Go For It Families	Adventure Seekers
Europe	7	FR	0.16%	14.73%	Adventure Seekers	Dream Tripper
Europe	8	IT	0.15%	22.77%	Bucket Listers	Dream Tripper
Europe	9	ES	0.13%	17.38%	Go For It Families	Young Free Spirits
Middle East/Africa	10	AE	0.11%	6.10%	Go For It Families	Self Seekers

Top Source Markets Searching KALISPELL MT Last Year for Winter Travel*Travel Dates: 11/01/2016 - 03/01/2017*

Region	Source Market Rank	Source Market	Search Demand %	Top Persona	Search to Book Avg.
UNITED STATES	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	5.9977%	Adventure Seekers	12.50
UNITED STATES	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	4.0094%	Adventure Seekers	13.66
UNITED STATES	3	DALLAS-FORT WORTH-ARLINGTON TX	3.4675%	Adventure Seekers	11.29
UNITED STATES	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.3518%	Adventure Seekers	11.87
UNITED STATES	5	PHOENIX-MESA-SCOTTSDALE AZ	2.8898%	Adventure Seekers	13.46
UNITED STATES	6	SEATTLE-TACOMA-BELLEVUE WA	2.8870%	Adventure Seekers	13.75
UNITED STATES	7	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	2.7353%	Adventure Seekers	9.51
UNITED STATES	8	SAN DIEGO-CARLSBAD CA	2.4622%	Adventure Seekers	11.19
UNITED STATES	9	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	2.4424%	Dream Tripper	9.55
UNITED STATES	10	SAN FRANCISCO-OAKLAND-HAYWARD CA	2.3365%	Dream Tripper	13.88
UNITED STATES	11	HOUSTON-THE WOODLANDS-SUGAR LAND TX	2.2558%	Experience Seekers	13.77
UNITED STATES	12	PORTLAND-VANCOUVER-HILLSBORO OR-WA	2.0958%	Dream Tripper	9.35
UNITED STATES	13	ATLANTA-SANDY SPRINGS-ROSWELL GA	2.0080%	Adventure Seekers	11.39
UNITED STATES	14	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.8331%	Bucket Listers	16.06
UNITED STATES	15	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.7964%	Adventure Seekers	10.68
UNITED STATES	16	DENVER-AURORA-LAKEWOOD CO	1.7358%	Dream Tripper	9.69
UNITED STATES	17	TAMPA-ST. PETERSBURG-CLEARWATER FL	1.3357%	Dream Tripper	10.01
UNITED STATES	18	BOSTON-CAMBRIDGE-NEWTON MA-NH	1.1213%	Adventure Seekers	9.86
UNITED STATES	19	SAN ANTONIO-NEW BRAUNFELS TX	1.1181%	Bucket Listers	13.29
UNITED STATES	20	SACRAMENTO--ROSEVILLE--ARDEN-ARCADE CA	1.0988%	Adventure Seekers	3.33

Top Source Markets Booking KALISPELL MT Last Year for Winter Travel*Travel Dates: 11/01/2016 - 03/01/2017*

Region	Source Market Rank	Source Market	Conversion %	Top Persona	Book to Stay Avg.
UNITED STATES	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	4.3162%	Experience Seekers	15.61
UNITED STATES	2	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	3.6695%	Adventure Seekers	18.65
UNITED STATES	3	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	3.3634%	Bucket Listers	19.51
UNITED STATES	4	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.3480%	Bucket Listers	20.00
UNITED STATES	5	DALLAS-FORT WORTH-ARLINGTON TX	3.0843%	Experience Seekers	31.42
UNITED STATES	6	KANSAS CITY MO-KS	2.8567%	Bucket Listers	17.31
UNITED STATES	7	PROVIDENCE-WARWICK RI-MA	2.6360%	Bucket Listers	43.82
UNITED STATES	8	DENVER-AURORA-LAKEWOOD CO	2.4295%	Bucket Listers	19.16
UNITED STATES	9	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	2.4213%	Dream Tripper	15.19
UNITED STATES	10	PORTLAND-VANCOUVER-HILLSBORO OR-WA	2.3825%	Dream Tripper	9.96
UNITED STATES	11	HOUSTON-THE WOODLANDS-SUGAR LAND TX	2.1736%	Bucket Listers	8.10
UNITED STATES	12	SAN FRANCISCO-OAKLAND-HAYWARD CA	2.0221%	Experience Seekers	17.60
UNITED STATES	13	LAS VEGAS-HENDERSON-PARADISE NV	1.9561%	Bucket Listers	20.98
UNITED STATES	14	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.8421%	Adventure Seekers	14.02
UNITED STATES	15	ATLANTA-SANDY SPRINGS-ROSWELL GA	1.7853%	Experience Seekers	14.48
UNITED STATES	16	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.7288%	Experience Seekers	25.46
UNITED STATES	17	SAN DIEGO-CARLSBAD CA	1.7216%	Adventure Seekers	14.60
UNITED STATES	18	PHOENIX-MESA-SCOTTSDALE AZ	1.6527%	Young Free Spirits	10.89
UNITED STATES	19	OCALA FL	1.5864%	Couponing Families	40.00
UNITED STATES	20	ORLANDO-KISSIMMEE-SANFORD FL	1.5446%	Adventure Seekers	7.09

November 2017 Goal Sheet

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

1. 2018 North America Young Riders-July
2. 2018 Council of State Executives Meeting-July
3. 2018 MT Indoor Soccer Championship Packages-March
4. 2017 Skijoring at Rebecca Farm Packages-December

Sales Calls & Site Visits:

Marcia Spano-met with Marcia to review details for Skijoring

Dorothy Meyer-MWED-talked about being possible event and shared KCVB services

Sherlee Santorno-Skill Builders, LLC-discussed KCVB services

Brie Johnson-American Road & Transportation Builders Association-Sent RFP for meeting in 2018

Greg Gunderson-Forestoration-starting conversation for potential of Sustainable Trails Conference in 2019

Ron Dillon-R & R Promotions-AMA Snowbike Series for February – he is looking for an event grant

Group Assist:

David Cronenwett-Montana Audubon-holding their conference at Red Lion and discussed potential group grant funds

November Highlights:

- KCVB Hotel Visits for November-Homewood Suites, Quality Inn, Aero Inn, LaQuinta, Hampton Inn, Hilton Garden, FairBridge Inn, Greenwood Village Inn & Suites, Econolodge, Kalispell Grand
- Session planner for Leadership Flathead Business, Technology & Innovation
- Assisted with check-in and auction for the Chamber banquet
- Toured US Optics Grand Opening
- Assisted with VIC Volunteer Thank you celebration
- Prepared for Connect Pacific Northwest Show
- Worked with hotels to secure room block for MT State Cup Soccer Tournament
- Finished IRU Sponsorship brochure

Contracted Rooms:

Northwest Public Power Association-September 2019-60 rooms

Kalispell Convention & Visitors Bureau Sales Report

11/1/2017 - 11/28/2017

Event Type: All

Sales Rep: Dawn Jackson

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms		
				Current Status	New/Repeat		Actual						
ALL FUTURE DEFINITE													
Libby Productions	Elite Professional Bullriders Final (EBR)	Sporting Event	Equestrian	Called KCVB	11/29/2017 12/2/2017	Regional new	\$0.00 \$0.00	3,700	25	81	0		
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018 10/8/2018	State repeat	\$0.00 \$0.00	40	40	70	0		
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018 4/12/2018	International new	\$0.00 \$0.00	170	180	485	0		
								Event Count: 3	\$0.00	3,910	245	636	0
CURRENT LEAD													
Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020 7/23/2020	International new	\$0.00 \$0.00	80	40	180	0		
Kalispell Convention & Visitors Bureau	2018 MT Pond Hockey-Packages	Sporting Event	Athletic & Sports/Recreation	KCVB Event	1/16/2018 1/22/2018	National repeat	\$0.00 \$0.00	0	0	0	0		
Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018 6/9/2018	State new	\$0.00 \$0.00	1,000	20	60	0		
Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018 6/9/2018	State new	\$0.00 \$0.00	0	0	0	0		
MT Department of Labor & Industry	2018 SafetyFestMT-Package Information	Workshop	Labor Industry	Local referral	1/7/2018 1/12/2018	State new	\$0.00 \$0.00	425	0	0	0		
								Event Count: 5	\$0.00	1,505	60	240	0
								\$0.00					

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				

Status: CURRENT TENTATIVE

MT Young Professionals Summit	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	State	\$0.00	250	0	0	0
				Tentative	9/14/2019	new	\$0.00				
				Event Count:	1		\$0.00	250	0	0	0
							\$0.00				

Status: LEADS SENT

American Road & Transportation Builders Association	2018 Council of State Executives Meeting	Meeting		KCVB Website	7/9/2018	National	\$0.00	30	30	60	0
				RFP-Request for Proposal	7/11/2018		\$0.00				
				Event Count:	1		\$0.00	30	30	60	0
							\$0.00				

Status: TURNED CANCELLED

Montana Youth Soccer Association	2018 MT Showcase-Referee & Administrative Rm Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018	State	\$0.00	850	20	40	0
				Cancelled	6/16/2018	new	\$0.00				
Montana Youth Soccer Association	2018 MT Showcase-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/15/2018	State	\$0.00	850	0	0	0
				Cancelled	6/16/2018	repeat	\$0.00				
				Event Count:	2		\$0.00	1,700	20	40	0
							\$0.00				

Status: TURNED TENTATIVE

MT Young Professionals Summit	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	State	\$0.00	250	0	0	0
				Tentative	9/14/2019	new	\$0.00				
				Event Count:	1		\$0.00	250	0	0	0
							\$0.00				
				Event Count:	13		\$0.00	7,645	355	976	0
							\$0.00				

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				

STATUS: CURRENT LEAD

Kaispell Convention & Visitors Bureau	2018 MT Indoor Soccer Championships - Package	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/1/2018	Regional	\$0.00	0	0	0	0
				Lead	3/4/2018	new	\$0.00				
Kaispell Convention & Visitors Bureau	2018 Skiing at Rebecca Farm - Package	Sporting Event		KCVB Event	12/29/2017	International	\$0.00	0	0	0	0
				Lead	12/31/2017		\$0.00				
				Event Count:	2		\$0.00	0	0	0	0

STATUS: LEADS SENT

Kaispell Convention & Visitors Bureau	2018 MT Indoor Soccer Championships - Package	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/1/2018	Regional	\$0.00	0	0	0	0
				Lead	3/4/2018	new	\$0.00				
Kaispell Convention & Visitors Bureau	2018 Skiing at Rebecca Farm - Package	Sporting Event		KCVB Event	12/29/2017	International	\$0.00	0	0	0	0
				Lead	12/31/2017		\$0.00				
				Event Count:	2		\$0.00	0	0	0	0

				Event Count:	4		\$0.00	0	0	0	0
							\$0.00				

2018 Kalispell TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 11 (Thursday) Business meeting and Year In Review Annual Meeting – Red Lion Hotel

February 7 Approval of projected revenue for next fiscal year budget planning

March 7 Approval of draft marketing plan and budget

Nomination process initiated for upcoming board of director vacancies

April 4 Final approval of marketing plan and budget

Board nomination approval

Election of TBID board officers

May 2 New board members and officers in place

June 6

July 11

August 1

September 5

October 3

November 7

December 5