

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – October 4, 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. Event Grant Application presentation – EPB (Elite Professional Bullriders) Finals, Adam Libby

3. Board Action Items

- a) Approval of minutes from September 6, 2017
- b) Approval of TBID financial statements for August, 2017
- c) Approval of board application – Hilton Garden Inn: Emily Schroeder (DOS) to replace Laurie Otto.
- d) EPB Finals event grant application approval

4. Board Discussion

- a) Dragon Boat – recap of cancellation, discussion on 2018 dates
- b) Indoor Soccer
- c) Marketing Updates
- d) Group, M&C Updates

Enclosures: September 6, 2017 minutes  
TBID financial statements for July 2017  
Board application – Hilton Garden Inn, Emily Schroeder  
EPB Finals Event Grant Application  
KCVB Updates

Reports available at [www.kalispellchamber.com/tbid](http://www.kalispellchamber.com/tbid):  
Spring /Summer Consumer Campaign Media Report  
M&C Advertising Campaign Media 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

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.

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
September 6, 2017  
3:00 pm – 5:00 pm  
Location: Kalispell Chamber of Commerce**

## Minutes

**Board Members Present:** Zac Ford, Dawn Hendrickson, Lisa Brown, Shawn Campbell, Janet Clark, Dan Moderie

**Board Members Absent:** Laurie Bradford-Otto

**Guests:** Rob Brisendine and Scott Rieke were present, Kevin Kwan called in

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

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Meeting was called to order by Dawn Hendrickson at 3:05 PM.

1. Hear from the Public – none
2. Event Grant Application presentation – EPB (Elite Professional Bullriders) Finals,  
Adam Libby was not able to attend the meeting due to a family emergency. Board had questions about projected attendance, room night calculations and number of competitors at past Finals in Butte. Adam will be contacted about the questions and answers will be communicated to the board.
3. Board Action Items
  - a. Approve minutes from the August 2, 2017 meeting:  
Action: Motion was made by Zac Ford to approve the minutes. Motion seconded by Shawn Campbell. Discussion: none. Board approved unanimously.
  - b. TBID financial statements for July, 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 final TBID financial statements for June/FY year-end, 2017:  
Action: Motion was made by Zac Ford to approve financial statements for June/FY year-end, 2017. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.
  - d. EPB Finals event grant application approval. Vote was deferred until more information is available.
4. Board Discussion
  - a. Event Updates:  
Indoor Soccer – team registration platform being used is got.soccer, the website will go live September 15. Response from local teams has been strong with Missoula, Lethbridge and Nelson, B.C. bringing multiple teams. Tournament will be capped at 60 teams which will fill the four fields currently available. The number could be increased to 84 depending on the Friday night schedule. Save-the-date cards have been distributed at summer soccer tournaments and the event is being promoted on social media.  
  
Dragon Boat Festival – air quality levels have gone into the “very unhealthy range” according to the Montana Department of Environmental Quality website and discussions with local health and emergency officials. No rain or other mitigating weather conditions are forecast in the next 5 days. Kevin Kwan with Elemental Dragon Boat, Ltd. said this has been the worst year for air quality in his experience with two

Canadian dragon boat events cancelled due to smoke. He encouraged the board to base a decision whether to proceed with the event on numerical data (air quality readings), taking into consideration what other outdoor sporting events in the area are doing. If a majority of other outdoor events are being cancelled, then he recommends cancelling as well. If the festival is cancelled, Kevin will charge the deposit amount of \$5,600 and will not request payment for the remaining balance. A large regional soccer tournament in Sandpoint September 8-10 made the decision to cancel due to poor air quality. The board expressed concern that participants, volunteers and staff would be exposed to the poor air quality over two full days. They also felt it important to make a decision as soon as possible and notify out-of-town teams immediately so they could cancel travel plans and lodging reservations. Sponsorship funds will need to be returned if the event is cancelled. Approximately \$21,900 has been received in team registrations. It was decided to handle paid team registrations using the same method used when the 2016 Pond Hockey Classic was cancelled: teams will be given two options for their registrations, either deferment of the full registration amount to the 2018 festival or receive a 50% refund. Dawn Hendrickson asked for a vote of all members to determine whether or not event should be cancelled. The vote was unanimous to cancel the event. Board directed staff to notify participants and media by end of day if possible.

Meeting was adjourned at 4:00 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 4, 2017

TBID Funds – Expense Summary August 2017

Admin: City admin fee; rent; bookkeeping; office supplies; telephone, misc. mileage & expenses; email hosting; bank fees

Research and Education: advanced reservation charge for DMA West conference hotel

Website: domain renewals; mthly website maintenance; annual hosting charge

Consumer: airport display stocking; social media ads (eclipse); emarketing

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

Meetings & Convention: IMEX booth fee; KCVB M&C Fam airline tickets and mileage; Meetings News NW ad content

KCVB Event Funds - Summary January through August 2017

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

Balance forward from 2016: (\$2,495.02) \*\*includes expenses for 2017 festival

Income: \$75,662.11

Expenses: \$10,955.21

Balance: \$62,211.88

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

Balance forward from 2016: \$5,298.11

Income: \$31,820.00

Expenses: \$45,206.57

Balance: (\$8,088.46)

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

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$58,178.32

Balance: \$23,513.16

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

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$1,387.15

Balance: \$18,612.85

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

Balance: (\$4,907.01)

**Balance Sheet**

As of August 31, 2017

	<u>Aug 31, 17</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	189,037.00
<b>Total Checking/Savings</b>	<u>189,037.00</u>
<b>Total Current Assets</b>	189,037.00
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u><u>218,222.28</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	25,541.29
<b>Total Accounts Payable</b>	<u>25,541.29</u>
<b>Total Current Liabilities</b>	<u>25,541.29</u>
<b>Total Liabilities</b>	25,541.29
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	42,423.11
<b>Total Equity</b>	<u>192,680.99</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>218,222.28</u></u></b>

## Tourism Business Improvement District

## Profit &amp; Loss

August 2017

09/21/17

Accrual Basis

	Aug 17	Jul - Aug 17
<b>Income</b>		
4000 · TBID Revenue	155,910.00	155,910.00
4100 · Interest Income	18.19	36.38
<b>Total Income</b>	155,928.19	155,946.38
<b>Expense</b>		
5000 · Staffing	44,389.13	60,756.46
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	3,897.75	3,897.75
5110 · Bank Fees	2.50	4.90
5125 · Bookkeeping	520.00	520.00
5140 · Office Supplies	12.80	25.60
5150 · Postage & Copies	78.91	123.07
5160 · Rent	700.00	1,400.00
5180 · Telephone	174.29	397.39
5185 · Travel & Entertainment	123.07	183.40
5190 · Technology Support	40.00	80.00
<b>Total 5100 · Administrative</b>	5,549.32	6,632.11
<b>5200 · Research &amp; Education</b>		
5220 · Training & Education	134.92	134.92
<b>Total 5200 · Research &amp; Education</b>	134.92	134.92
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	692.18	692.18
<b>Total 5250 · Web Site</b>	692.18	692.18
<b>5400 · Consumer Marketing</b>		
5455 · Prize Packages	0.00	1,893.90
5430 · Social Media Admin & Adv	95.38	95.38
5460 · Travel Show Attendance	0.00	1,061.62
5480 · Airport Displays	100.00	200.00
5420 · E-Marketing	932.06	932.06
<b>Total 5400 · Consumer Marketing</b>	1,127.44	4,182.96
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	2,500.00	5,000.00
5501 · Dragon Boat	30,000.00	30,000.00
<b>Total 5500 · Event Marketing</b>	32,500.00	35,000.00
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	2,650.00	2,650.00
5567 · Meeting Planner FAM	1,317.49	1,348.56
5575 · Advertising/Enews	728.00	728.00
<b>Total 5550 · Meetings &amp; Conventions</b>	4,695.49	4,726.56
6000 · Prior Fiscal Year Expense	0.00	1,398.08
<b>Total Expense</b>	89,088.48	113,523.27
<b>Net Income</b>	<b>66,839.71</b>	<b>42,423.11</b>

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

	<u>Jul - Aug 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	155,910.00	615,000.00	-459,090.00	25.4%
4100 · Interest Income	36.38			
<b>Total Income</b>	<u>155,946.38</u>	<u>615,000.00</u>	<u>-459,053.62</u>	<u>25.4%</u>
<b>Expense</b>				
5000 · Staffing	60,756.46	220,450.00	-159,693.54	27.6%
5100 · Administrative	6,632.11	28,800.00	-22,167.89	23.0%
5200 · Research & Education	134.92	12,500.00	-12,365.08	1.1%
5250 · Web Site	692.18	27,000.00	-26,307.82	2.6%
5400 · Consumer Marketing	4,182.96	88,250.00	-84,067.04	4.7%
5500 · Event Marketing	35,000.00	138,000.00	-103,000.00	25.4%
5550 · Meetings & Conventions	4,726.56	70,000.00	-65,273.44	6.8%
5650 · Publicity	0.00	30,000.00	-30,000.00	0.0%
6000 · Prior Fiscal Year Expense	1,398.08			
<b>Total Expense</b>	<u>113,523.27</u>	<u>615,000.00</u>	<u>-501,476.73</u>	<u>18.5%</u>
<b>Net Income</b>	<u><u>42,423.11</u></u>	<u><u>0.00</u></u>	<u><u>42,423.11</u></u>	<u><u>100.0%</u></u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MTGS & CONV	INDOOR SOCCER	ADMIN	TOTAL
2016 Balance Forward	(2,495.02)	12,764.48	5,298.11	(483.39)	0.00	0.00	15,084.18
January 2017	(300.00)	32,799.38	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	(320.38)	2,685.63
March 2017	783.66	(1,682.05)	20,864.82	0.00	0.00	(415.91)	19,550.52
April 2017	(370.01)	(150.00)	(1,272.36)	0.00	0.00	(339.48)	(2,131.85)
May 2017	8,094.13	(3,210.00)	(23,550.02)	0.00	(779.64)	1,364.79	(18,080.74)
June 2017	12,277.37	(21.99)	(9,429.01)	0.00	(561.00)	(2,837.86)	(572.49)
July 2017	16,821.90	0.00	0.00	0.00	0.00	(1,240.56)	15,581.34
August 2017	27,426.02	(65.35)	0.00	150.00	0.00	(575.03)	26,935.64
September 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2017	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
EVENT BALANCES	62,211.88	23,513.16	(8,088.46)	(333.39)	18,612.85	(4,907.01)	91,009.03



**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
January through August 2017

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Meetings/ Conv	Admin	TOTAL
Income							
4025.00 · Program Revenue	0.00	0.00	0.00	0.00	150.00	2,000.00	2,150.00
4700.00 · Special Events	45,662.14	38,927.00	8,820.00	0.00	0.00	0.00	93,409.14
4410.00 · TBID Revenue	30,000.00	30,000.00	23,000.00	20,000.00	0.00	0.00	103,000.00
Total Income	75,662.14	68,927.00	31,820.00	20,000.00	150.00	2,000.00	198,559.14
Gross Profit	75,662.14	68,927.00	31,820.00	20,000.00	150.00	2,000.00	198,559.14
Expense							
5000.00 · Direct Program	8,383.74	34,456.75	35,122.33	1,161.00	0.00	159.99	79,283.81
5600.00 · Salaries & Employee Benefits	0.00	1,210.00	0.00	0.00	0.00	0.00	1,210.00
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	0.00	237.14	237.14
5260.00 · Insurance	1,010.00	154.13	1,243.00	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	9,338.00
5520.00 · Professional Fees	625.34	10,627.95	2,579.40	226.15	0.00	2,751.04	16,809.88
5360.00 · Meetings	604.67	0.00	0.00	0.00	0.00	0.00	604.67
5500.00 · Printing & Publications	0.00	54.00	85.18	0.00	0.00	0.00	139.18
5400.00 · Miscellaneous	300.00	2,700.00	772.00	0.00	0.00	0.00	3,772.00
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	2,683.84	2,683.84
5740.00 · Travel	31.46	4,225.49	816.66	0.00	0.00	0.00	5,073.61
Total Expense	10,955.21	58,178.32	45,206.57	1,387.15	0.00	6,907.01	122,634.26
Net Income	64,706.90	10,748.68	-13,386.57	18,612.85	150.00	-4,907.01	75,924.85

# Kalispell Tourism Business Improvement District Board Application

## Large Category Hotel Owner or Designated Representative

Name Emily M. Schroeder Phone 406.758.2579  
Address 1840 Hwy 93 South E-Mail emily.schroeder@hilton.com  
Kalispell, MT  
Relevant Experience and/or Employment (attach a resume if relevant)

please see attached

Why are you interested in our organization? Having a position on  
the committee is an intricate role that will  
lead to the continued growth of this area and  
my property directly.

Area(s) of expertise/Contribution you feel you can make  
Event Planning, contract negotiation, ect.

Other volunteer commitments Coach / <sup>Asst.</sup> Gen. Mgr. of Flathead Breeze  
Girls Fastpitch Softball Association

Authorization by owner(s) of property if nominee is designated representative  
Arlin Bird [Signature] 9/25/17  
Printed Name Signature Date

# Emily M. Schroeder

34 Wild Turkey Lane, Montana 59901  
406.260.0409 | emschroeder74@gmail.com

## HIGHLIGHT OF QUALIFICATIONS:

I have been an Event & Sales Executive, for corporate, private, government and not-for-profit for 15+ years. In that time I have had many responsibilities that require discretion, sound judgment, tact and poise. I pride myself on being innovative, creative, energetic, self-motivating, inspirational and trustworthy. I have a strong personal commitment to successfully completing all projects, surpassing set goals, and my attention to detail is second to none.

I have a high level of expertise when it comes to people, projects and account management, from the research and analysis, to the execution of critical activities in support of various projects; including but not limited to, marketing, budget analysis, business development, negotiation of sale, and account maintenance. I excel in the area of people and relationships, event coordination/logistics, lead of staff, personal handling of executives, dignitaries and VIP personnel; and facilitation at meetings, and events.

- High Level of Initiative
- Goal Oriented and Driven
- Superb Communication Skills
- Excellent Employee Management
- Incomparable Organizational Skills
- Exceptional Multi-tasking & Problem Solving
- Excels in Self Supervision and Self Improvement
- Superior Contract Negotiation
- New Location Start-Up Management
- Outstanding Time Management Skills
- Cultivates & Nurtures Strong Business Relationships
- Professional Culinary & Wine Knowledge
- Accurate Forecasting, Budgeting/Record Keeping

## PROFESSIONAL EXPERIENCE:

**Director of Sales, and Event Sales**                                  Hilton Garden Inn Kalispell                                  September 13, 2017 to Present

Lead and direct Sales and Catering team to exceed annual Sale and Catering budgets. Define strategy for and develop, execute, and manage comprehensive marketing plan to include marketing initiatives designed to penetrate and grow targeted markets, particularly LNR, National and State Conventions, the weekend-driven SMERF, and Sports markets. Communicate with customers, management, internal departments, and vendors to coordinate overall Sales and Catering effort. Nurture positive relationships with local officials, other hotel properties and regional attractions to recruit and manage local events that drive incremental room nights.

**Dir of Food & Beverage, Catering & Event Sales**     Hilton Garden Inn Kalispell                                  November 1, 2016 to Present

Direct and manage all Food and Beverage marketing, sales and operation activities property wide (including Garden Grill, Blue Canyon Kitchen and Tavern, and Hilton Conference Center) while simultaneously and seamlessly managing all the marketing, sales and execution of Special Events, ensuring all client needs and service standards are met and/or exceeded. Maintain thorough knowledge (expertise) of the current trends, practices and procedures of food & beverage, weddings/special events, destination catering, and hospitality. Possess strong and effective communication skills, leading to the ability to negotiate, influence and sell professionals and/or prospective hotel guests on not only the event services, but the hotel as a whole. Doing so, by soliciting new and existing accounts to meet/exceed revenue goals through telephone solicitation, social media, outside sales calls, tradeshows, site inspections and written communication.

Brand marketing liaison for all customer engagement programs related to the restaurant, events and sales, including, but not limited to: print advertising, online advertising, tradeshows, social media, parades, onsite property tours, destination property tours, customer meetings, event planning, and menus tastings. Responsible for all aspects of sales, from engaging client, contract signing, to client turnover for execution; establishing and maintaining positive rapport with clients, prior to, during, and after conclusion of catering events, and conferences; exceeding their expectation and driving repeat business.

Conduct annual performance reviews for FOH Restaurant Staff, FOH Grill Staff, Event Banquet Staff, and Department Colleagues. Maintain seat on Executive Committee, attend weekly meetings, and lead meetings within the hotel that directly affect the Restaurants, Catering and Conference Services, and/or Events Departments. Assist GM with development of Marketing Plan for Blue Canyon Kitchen & Tavern, Garden Grill, onsite and offsite Catering, Conference Services and Events; including monthly forecasts and department budgets, ensuring accuracy and achievement.

*Emily M. Schroeder*

34 Wild Turkey Lane, Montana 59901  
406.260.0409 | emschroeder74@gmail.com

**Director of Catering & Events Sales**

Hilton Garden Inn Kalispell

February 9, 2016 – November 1, 2016

Direct and manage all activities related to the Events, Catering, Private Dining, and Conference Services; ensuring all client needs and service standards are met and/or exceeded. Brand Marketing liaison for all customer engagement programs related to events and catering sales. Responsible for all catering and conference related events from engaging client, to contract signing, to client turnover for execution. Handle VIP and protocol related activities/Events/Groups. Establish and maintain positive rapport with clients, prior to, during, and after conclusion of catering events, and conferences; exceeding their expectation and driving repeat business.

**Catering & Events Sales**

Hilton Garden Inn Kalispell

January 13, 2015 - February 9, 2015

Responsible for quickly learning and adapting to MT culture and market, to ensure success in long and short term planning and management of the catering sales and corresponding room block efforts, while simultaneously achieving customer satisfaction, and meeting and exceeding individual and team goals. Thorough knowledge (expertise) of the practices and procedures of weddings/special events, onsite and offsite catering, food & beverage, and hospitality. Strong and effective communication skills, leading to the ability to negotiate, influence and sell professionals and/or prospective hotel guests on not only the catering services, but the hotel as a whole. Administer, supervise and analyze all marketing, sales objectives and goals developed through the Marketing Plan or specified by the Director of Sales. Consult, collaborate and share knowledge on development of Offsite Catering, with end result of expanded Offsite Catering Sales for 2015 and beyond. Lead Banquets Team, and assist in development of Banquet Manager in Task Force position, that includes, but is not limited to, implementing new practices and HGI standard, side by side event execution, event management software training, time management and organizational lessons.

**Director of Catering & Events**

The Citizen, a JDV Hotel

February 3, 2014 – January 5, 2015

Oversees a team of creative and talented Catering Sales Managers, Banquet Managers, Event Captains, and Banquet Staff, that exclusively sells and executes meetings, conference, special events and weddings at The Citizen Hotel. Oversees and is responsible for executing all offsite catering events, philanthropic pursuits, and partnership in the community. Maintains a seat on the Executive Committee, Offsite Catering Committee, and Marketing Committee.

2014 Annual Individual Sales: \$ 750,000.00

2014 Team Sales: \$ 2,735,442.00

**Director of Marketing & Events**

EVENT ARCHITECTS, LLC

January 11, 2012 – January 30, 2014

Oversee a team of creative and talented Event Planners/Account Managers, Event Designers, Catering Executives and Banquet Staff. Lead the team at Event Architects in the management and selling of our exclusive property, The Sacramento Grand Ballroom; exclusive catering contract at Courtyard D'Oro; and sell, design, coordinate, and execute special events, meetings, tradeshow, and cater throughout the region and beyond.

2012 Annual Individual Sales: \$ 509,078.00

2012 Team Sales: \$ 826,399.72

2013 Annual Individual Sales: \$ 536,526.96

2013 Team Sales: \$ 1,043,988.94

**Meeting & Event Planner**

CSSA/CSSAF

January 8, 2008 – December 15, 2011

Responsible for seeking locations throughout the State and California, and Nationally annually; performing site inspections, negotiating contracts for 1 day to 5 days training/conferences, conventions and tradeshow. Secured and arranged travel for visiting VIP Moderators, Presenters and Trainers. oversaw/supervised onsite management of each event, and post-event reconciliation of all POST trainings for all 58 Counties, for Sergeants, Captains, Lieutenants, Chiefs, Undersheriff and Sheriffs. Maintain seat on various committees, attended confidential Executive Board Meetings and Trainings, In addition to daily administrative duties, and annual budget planning.

## *Emily M. Schroeder*

34 Wild Turkey Lane, Montana 59901  
406.260.0409 | [emschroeder74@gmail.com](mailto:emschroeder74@gmail.com)

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### EDUCATION:

California State University, Sacramento (CSUS)

Equivalency: Bachelor of Arts | Organized Communication & Marketing

### COMMUNITY OUTREACH / CURRENT ASSOCIATION ACTIVITY

- Vice President/Asst. General Manager, Flathead Breeze Fast pitch Softball Association

### PAST ASSOCIATION ACTIVITY

- Kalispell Fastpitch Softball (KYSA) - Past Board Member
- Society of Government Meeting Professionals, Sacramento Chapter – President 07-09, 1<sup>st</sup> Vice President 05-07, Board Member 02-05

**Event Grant Application Addendum**  
**Event: Elite Professional Bullriders Finals**  
**Applicant: Libby Productions LLC**

Anticipated number of room nights: 360

Here's the breakdown -

30 staff x 30 nights = 90

30 bull riders x 2 nights = 60

30 contestant families x 2 nights = 60

25 stock contractors/staff x 3 nights = 75

5 vendors x 3 nights = 15

30 fans x 2 nights = 60

Number of competitors: 30 (same as Butte) from a 5 state area. No local competitors.

Estimated spectator attendance: 5,000 (2,500 per night)

Actual spectator attendance in Butte was 2,000 – 2,500 per night (for two nights)



Event/Program Grant Application

1. Contact Information

Business/Organization: Libby Productions LLC

Designated Event Contact: Adam Libby

Address: PO Box 2343

City: Eureka State: MT Zip: 59917

Telephone: 701-300-2918 Fax: \_\_\_\_\_

Email: alibbyproductions@gmail.com Website: eliteprobullriders.com

2. Event Information

Event Name: Elite Professional Bullriders Finals

Event Description (Include the event purpose/objectives, entertainment elements, and a tentative outline of the schedule of events. Attach all relevant documentation):

The Elite Professional Bull Riders are the legends of tomorrow. The top 30 bull riders in the EPB will compete for the year end champion title in a two day bull riding event  
This event brings first class production to the Flathead valley. The EPB finals will be jam packed with high energy bull rides, entertainer Danger Dave and a cowboy Christmas extravaganza.

Event Type: New to Kalispell  Returning to Kalispell after \_\_\_\_\_ years Existing event \_\_\_\_\_

How will this event create room nights in Kalispell hotels from out of area visitors: Contestants, families, personnel, stock contractors and fans will be coming from five different states.

Anticipated number of room nights: 360 (# of rooms x number of nights = total room nights)

Event Date(s): Dec 1st, 2nd, 2017

Load-in Start Time: Nov 29th Load-out End Time: Dec 3rd

Venue Location: Majestic Valley Arena

Event Start Time: 7:00 pm Event End Time: 9:30 pm

Estimated Attendance: 5,000

Description of Audience: Adults 18-65 and kids of all ages.

Is the event free to public, by invitation only or tickets for purchase: Tickets for purchase

Attach copy of event marketing plan or provide detailed information below:

Television (include live telecast and air-time information): No television advertisement

Radio (include live broadcast and station information): Bee Broadcasting ads playing on 7 stations starting the middle of November

Print: Daily Interlake and the Beacon. Event posters covering the Flathead Valley and surrounding areas.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Facebook advertising, Instagram and EPB website.

List all corporate sponsors and provide description of sponsorship information: Kalispell Ford, Larry's Tractors and Flathead Beverage. Presently in negotiation with many other sponsors.

Will there be proceeds from the event and who will retain them? Yes, the EPB will retain the proceeds.



Will food and/or beverage be distributed at the event and who retains revenue? Yes, the Majestic Valley Arena will retain the revenue.

**3. Assistance Requested from the Kalispell Convention and Visitors Bureau**

Grant Amount Requested: \$5,000.00

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): The KCVB Event Grant funds will be used for venue cost and marketing for the event.

Will assistance be needed in arranging for room blocks? Yes  No

Provide details on requested assistance from other organization(s): No other assistance is requested.

**4. History of Event**

How many years has this event been conducted: 8 years

Site of last event: Butte Montana, Butte Civic Center

List how the event was promoted (list all media used): Posters and radio.

Actual Attendance Numbers from previous year event (provide complete breakdown if possible):

Flathead County Residents: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Other Montana Counties: Participants: 30 Spectators: 2500 Total: 2530

Provide breakdown of other counties and attendance per county: \_\_\_\_\_

Out of State: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Out of U.S.: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

**5. References**

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

Name: Sandy McNamara Title: Executive Secretary

Address: PO Box 749

City: Stevensville State: MT Zip: 59870

Telephone: 888-776-5609 Email: secretary@eliteprobullriders.com

Name: Kurt Solari Title: Managing Director

Address: 5581 Meadow View

City: Florence State: MT Zip: 59833

Telephone: 406-544-2168 Email: kurtsolari.ai@gmail.com

Name: Reuben Toavs Title: Managing Director

Address: 3854 US Hwy 93 N

City: Stevensville State: MT Zip: 59870

Telephone: 406-369-2979 Email: fortnorthwest@live.com

I agree to the conditions of this application and post event report. I verify that the information submitted is accurate to the best of my knowledge.

Print Name of Applicant: \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

For Office Use Only

Date application received:

### **DISCOVERKALISPELL.COM**

Fall slider story to enjoy and share. Autumn in Kalispell: <http://www.discoverkalispell.com/autumn-in-kalispell/>

### **SPRING/SUMMER CAMPAIGN MEDIA REPORT**

Objective: Increase awareness of Kalispell area major events to nearby drive markets and build on brand awareness in San Francisco bay area.

Campaign dates: June 5 – September 3, 2017

Target audience: Adults 20-65+ looking for arts and culture, in combination with an enthusiasm for the outdoors

Key Performance Indicators: 1) Click through rate of ads, 2) engagements with website, 3) conversion such as newsletter signups.

Target geographic markets: Tri-cities and Spokane, San Francisco Bay Area

Media tactics: Targeted social media, sponsored stories, in-feed article headlines, page display takeovers, newsletter ad and print ad in GNP publication

Results: 5,556,267 total impressions  
15,442 clicks to website  
0.28% - overall CTR  
2,466 sessions on landing pages  
3,442 story views on CBS SF and SF Gate

### **SOCIAL MEDIA REPORT - AUGUST**

Twitter – 18K tweet impressions; 3,000 followers; engagement rate 1.0%; retweets 27

Instagram – 5,442 followers - 121 new

Facebook – 34,050 likes; monthly total post reach 108,581; monthly total post impressions 158,562

### **STR REPORT – AUGUST**

Year over year, August OCC: +7.4% to 85.5%; DEMAND: +7.5; ADR: + 12.6% to \$156.42; RevPAR: +20.9% to \$133.75. Two properties did not report.

Kalispell Economy class OCC: -0.5%, ADR: +11.9%; Mid/Upper class OCC: +11.7%, ADR: +11.0%

United States: OCC: +0.9%; ADR: +1.6%; RevPAR: +2.5%. Montana: OCC: +2.0%; ADR: +5.2%; RevPAR: +7.3%

### **FALL CONSUMER ENEWS**

Quarterly consumer enews was sent on Aug 30<sup>th</sup> to 9,677 subscribers. View the enews here:

<http://email.connectablenews.com/t/y-17C68B35C0093A39>

### **FALL M&C ENEWS**

Quarterly meeting planner enews was sent on Sep 12<sup>th</sup> to 894 subscribers. View the enews here:

<http://email.connectablenews.com/t/y-5386FE2A967F9B01>

### **VISITOR INFORMATION CENTER**

The summer wildfires caused a change in activity at the VIC. Particularly in August and September the VIC is received a lot of calls curious about smoke and fires, prompted by what they are reading/hearing on national news. Phone calls were up in July, August and September and walk-in traffic was down.

Vacation and relocation package requests were also down.

July total activity was equal to 2016. August had a 22% decrease in total activity.

## Next 60 Days

Travel Dates: 9/6/2017 to 11/5/2017

### YOY Change in Search Next 60 Days:

Subscriber:	19.61%
Comp Set 1:	6.84%

### Top Source Markets Searching Next 60 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas
US	1	CA	15.41%	-0.71%	Adventure Seekers
US	2	TX	7.42%	16.11%	Bucket Listers
US	3	PA	6.57%	10.23%	Dream Tripper
US	4	FL	6.23%	7.59%	Adventure Seekers
US	5	NY	6.22%	6.14%	Experience Seekers
US	6	NC	4.53%	14.08%	Dream Tripper
US	7	IL	4.10%	7.04%	Experience Seekers
US	8	MO	3.90%	13.69%	Experience Seekers
US	9	IN	3.08%	18.88%	Experience Seekers
US	10	OH	3.08%	-14.66%	Visiting Family

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas
US	1	US	97.30%	0.53%	Bucket Listers
Canada	2	CA	0.87%	8.73%	Self Seekers
Europe	3	GB	0.30%	11.72%	Adventure Seekers
Europe	4	DE	0.28%	-16.20%	Bucket Listers
Mexico	5	MX	0.15%	6.59%	Adventure Seekers
Asia/Pac	6	AU	0.08%	20.75%	Go For It Families
Asia/Pac	7	JP	0.08%	14.73%	Couponing Families
South America	8	CL	0.07%	22.77%	Visiting Family
South America	9	CO	0.07%	17.38%	Couponing Families
Asia/Pac	10	TW	0.06%	-13.35%	Visiting Family

## Next 90 Days

Travel Dates: 9/6/2017 to 12/5/2017

### YOY Change in Search Next 90 Days:

Subscriber:	22.42%
Comp Set 1:	7.57%

### Top Source Markets Searching Next 90 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas
US	1	CA	15.77%	-0.44%	Dream Tripper Go For It Families
US	2	TX	7.54%	17.07%	Adventure Seekers Frugal Boomers
US	3	PA	6.46%	10.04%	Adventure Seekers Go For It Families
US	4	NY	6.15%	8.65%	Dream Tripper Couponing Families
US	5	FL	6.05%	0.00%	Self Seekers Young Free Spirits
US	6	NC	4.49%	17.20%	Adventure Seekers Bucket Listers
US	7	IL	4.05%	5.74%	Self Seekers Visiting Family
US	8	MO	3.87%	15.50%	Experience Seekers Frugal Boomers
US	9	OH	3.43%	-1.72%	Experience Seekers Bucket Listers
US	10	IN	3.10%	21.02%	Dream Tripper Adventure Seekers

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas
US	1	US	97.35%	0.55%	Experience Seekers Bucket Listers
Canada	2	CA	0.87%	8.72%	Couponing Families Go For It Families
Europe	3	GB	0.28%	15.83%	Young Free Spirits Dream Tripper
Europe	4	DE	0.27%	-14.58%	Go For It Families Visiting Family
Mexico	5	MX	0.15%	2.02%	Go For It Families Visiting Family
Asia/Pac	6	AU	0.08%	22.64%	Bucket Listers Frugal Boomers
Asia/Pac	7	JP	0.08%	19.63%	Experience Seekers Adventure Seekers
South America	8	CO	0.07%	7.24%	Frugal Boomers Dream Tripper
South America	9	CL	0.07%	15.79%	Bucket Listers Young Free Spirits
Europe	10	ES	0.06%	10.71%	Couponing Families Self Seekers