

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

3. Board Action Items

- a) Approval of minutes from August 2, 2017
- b) Approval of TBID financial statements for July, 2017
- c) Approval of final TBID financial statements for June/FY year-end, 2017
- d) EPB Finals event grant application approval

4. Board Discussion

- a) Event Updates: Dragon Boat, Indoor Soccer
- b) Marketing Updates
- c) Group, M&C Updates

Enclosures: August 2, 2017 minutes
TBID financial statements for July 2017
TBID financial statements for June 2017
EPB Finals Event Grant Application
KCVB Updates

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.

Board of Directors Meeting
Kalispell Tourism Business Improvement District
August 2, 2017
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Zac Ford, Dawn Hendrickson, Lisa Brown, Shawn Campbell

Board Members Absent: Laurie Bradford-Otto, Janet Clark, Dan Moderie

Guests: Jan Stoddard and Carman Levick with MOTBD, Arlin Bird, Manager Hilton Garden Inn

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

Meeting was called to order by Dawn Hendrickson at 3:07 PM.

1. Hear from the Public – none
2. Presentation by Jan Stoddard, Bureau Chief of Industry Services & Outreach at the Montana Office of Tourism and Business Development. MOTBD is responsible for marketing Montana, providing the inspiration to visit the state and addressing perceptions about the visitor experience. Research indicates visitors prefer a safe urban experience with amenities, are interested in new experiences, but want to feel safe. People would like to come but there is a perception that Montana is hard to get to and hard to get around. Local businesses are encouraged to update listings on visitmt.com which receives more than 2 million visits per year. 17% of those visiting the website exit on a business listing. MOTBD advised to be prepared for an influx of visitors on the way to and from the solar eclipse August 21, especially since national parks are offering free admission August 25.
3. Board Action Items
 - a. Approve minutes from the July 5, 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 June, 2017:
Action: Motion was made by Zac Ford to approve the financial statements. Motion seconded by Shawn Campbell. Discussion: none. Board approved unanimously.
4. Board Discussion
 - a. Event Updates:
Indoor Soccer – the organizing committee is working on operations. A soccer club in Nelson, BC with 1,000+ players is partnering on promoting the event in eastern British Columbia. The Missoula Strikers have committed to bringing several teams. Team capacity may be an issue. The first tournament will be a test to see if we can drive enough demand to get a sufficient return on lodging. If so, venues will need to be expanded for future tournaments. The website and online registration will open early September on gotsoccer.com. Dragon Boat – Montana Lottery will be a sponsor, plans for the Dragon Bus are underway, 38 teams have registered to date including 5 Canadian teams.

- b. Event Grant status update:
FVHS - the contract with roomroster.com was effective for one year only. FVHS found the direct relationship with the hotels worked much better for them financially. FVHS is soliciting TBID properties individually for sponsorships for tournaments outside of the Craft Beer event that TBID is sponsoring. They are planning to apply for a tourism facility grant from MOTBD.
Firecracker Tournament – The KidSport parking lots and adjacent lots were filled with RV's. Event organizers don't charge participants to camp onsite nor do owners of adjacent properties. Spots are dispensed on a first-come first-served basis. Other tournaments in the state do charge to camp at the venue. This will be taken into consideration if a future event grant is requested.
- c. NSight destination data – uses search data from 5,000 OTA's and booking sites. KCVB comp. set is Montana as a whole. Monthly report provides year-over-year data, top markets searching for Kalispell, search to book conversion. Info will be used to plan short term and social media campaigns. CVB has joined the service so data will be made available to TBID members.
- d. Marketing Updates – Jan Stoddard provided an update on Chinese travel market trends and visitation to Glacier Park. More direct flights are being offered from Shanghai to Seattle. Chinese visitors typically come in two waves, the first looking for low cost lodging, Chinese food and limited retail. The second wave is made up of very high end travelers. Interest in dark skies is shifting to Glacier Park which is expected to attract an influx of Chinese visitors. STR Report showed year over year June occupancy up 3.2%, ADR up 2.2% and Rev Par up 5.4%. Strong in comparison to Montana and U.S. trends. GPIA sends CVB a flight schedule each month. It is available to interested TBID members. GNP set a new record for June with visitation up 28% over 2016 even though the road opened 12 days later. A fire crisis communication plan is being implemented along with Glacier Country, Whitefish CVB, GNP, and Forest Service. Diane will provide talking points to share with staff. Website stats – the site performed well in the 4th Quarter with 68,963 users. The Association of Chamber of Commerce Executives, selected the Kalispell Chamber/CVB and the CVB Winter Marketing Campaign for its highest honor in communication excellence at the national meeting in Nashville in July. The campaign was credited with helping expand air service on United's direct flight from Kalispell to SFO, July through September. Kalispell Chamber was a finalist for Chamber of the Year and won an additional award for membership retention. Kalispell VIC is one of several locations surrounding GNP that were invited by Clif Bars and American Park Network to participate in a nationwide promotion focused on national park gateway communities. Clif Bars provided 3,000 bars to the VIC to give away to summer visitors as a way of introducing the product to national park visitors. The City Council will vote on August 21 to approve the FY18 TBID budget and marketing plan.
- e. Group, M&C Updates:
National parks are offering free admission on August 25. GNP is offering a free dark skies event on the same date. Tickets are required and must be picked up at Apgar or St. Mary's Visitors Center bookstores. CVB is assisting with a FAM for Voyageurs, a French tour company here on September 7 researching Glacier to Yellowstone tours. CVB is hosting a FAM with Glacier Country on September 21. 27 meeting planners have applied to participate in the CVB Meeting Planner Fam the last week of September. Dawn is in the process of selecting four planners to attend. An individual meeting planner will do a FAM visit on September 18. Lodging packages are needed for the Flathead Celtic Festival, September 16. International Round-Up - Dawn is working with Glacier Country and MOTBD on

sponsorships. Montana Young Professionals have agreed to hold their conference here in June or July of 2019.

Vacation Races – Rob reported that the company is asking about TBID’s future interest in their event. They are planning to keep the event in East Glacier for next year, although will be moving the date up by one week. Survey results will be available in a couple of weeks and will be discussed at a future board meeting.

Meeting was adjourned at 4:47 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
September 6, 2017

TBID Funds – Expense Summary July 2017

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

Consumer: airport display stocking; FY16 campaign prize package expenses; Calgary Women's Show booth fee

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

Meetings & Convention: M&C Fam enews

Publicity: Press trip expenses for Adventure Cycling and Heather Brown, Points North Atlanta

Prior Fiscal Year Expense: JCCS audit (TBID portion)

KCVB Event Funds - Summary January through July 2017

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

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

Income: \$45,983.86

Expenses: \$6,692.80

Balance: \$36,796.04

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

Balance forward from 2016: \$5,298.11

Income: \$31,820.00

Expenses: \$41,716.75

Balance: (\$4,598.64)

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

Balance forward from 2016: \$12,764.48

Income: \$68,927.00

Expenses: \$58,112.97

Balance: \$23,578.51

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: (\$4,331.98)

Tourism Business Improvement District

Balance Sheet

08/23/17

As of July 31, 2017

Accrual Basis

	<u>Jul 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	169,605.61
Total Checking/Savings	<u>169,605.61</u>
Total Current Assets	169,605.61
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><u>198,790.89</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	70,909.12
Total Accounts Payable	<u>70,909.12</u>
Total Current Liabilities	<u>70,909.12</u>
Total Liabilities	70,909.12
Equity	
32000 · Unrestricted Net Assets	149,091.28
Net Income	<u>-21,209.51</u>
Total Equity	<u>127,881.77</u>
TOTAL LIABILITIES & EQUITY	<u><u>198,790.89</u></u>

Tourism Business Improvement District
Profit & Loss
July 2017

	<u>Jul 17</u>
Income	
4100 · Interest Income	18.19
Total Income	18.19
Expense	
5000 · Staffing	13,904.40
5100 · Administrative	
5110 · Bank Fees	2.40
5140 · Office Supplies	12.80
5180 · Telephone	223.10
5185 · Travel & Entertainment	60.33
5190 · Technology Support	40.00
Total 5100 · Administrative	338.63
5400 · Consumer Marketing	
5455 · Prize Packages	1,704.51
5450 · Media Buy Online	189.39
5460 · Travel Show Attendance	1,061.62
5480 · Airport Displays	100.00
Total 5400 · Consumer Marketing	3,055.52
5500 · Event Marketing	
5548 · Events Operations Management	2,500.00
Total 5500 · Event Marketing	2,500.00
5550 · Meetings & Conventions	
5567 · Meeting Planner FAM	31.07
Total 5550 · Meetings & Conventions	31.07
6000 · Prior Fiscal Year Expense	1,398.08
Total Expense	21,227.70
Net Income	<u><u>-21,209.51</u></u>

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

	<u>Jul 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	0.00	615,000.00	-615,000.00	0.0%
4100 · Interest Income	18.19			
Total Income	18.19	615,000.00	-614,981.81	0.0%
Expense				
5000 · Staffing	13,904.40	220,450.00	-206,545.60	6.3%
5100 · Administrative	338.63	28,800.00	-28,461.37	1.2%
5200 · Research & Education	0.00	12,500.00	-12,500.00	0.0%
5250 · Web Site	0.00	27,000.00	-27,000.00	0.0%
5400 · Consumer Marketing	3,055.52	88,250.00	-85,194.48	3.5%
5500 · Event Marketing	2,500.00	138,000.00	-135,500.00	1.8%
5550 · Meetings & Conventions	31.07	70,000.00	-69,968.93	0.0%
5650 · Publicity	0.00	30,000.00	-30,000.00	0.0%
6000 · Prior Fiscal Year Expense	1,398.08			
Total Expense	21,227.70	615,000.00	-593,772.30	3.5%
Net Income	<u>-21,209.51</u>	<u>0.00</u>	<u>-21,209.51</u>	<u>100.0%</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	4,604.31	(3,210.00)	(20,060.20)	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	22,321.90	0.00	0.00	0.00	0.00	(1,240.56)	21,081.34
August 2017	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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	36,796.04	23,578.51	(4,598.64)	(483.39)	18,612.85	(4,331.98)	69,573.39

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

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	Admin	TOTAL
Income						
4025.00 · Program Revenue	0.00	0.00	0.00	0.00	2,000.00	2,000.00
4700.00 · Special Events	45,983.86	38,927.00	8,820.00	0.00	0.00	93,730.86
4410.00 · TBID Revenue	0.00	30,000.00	23,000.00	20,000.00	0.00	73,000.00
Total Income	45,983.86	68,927.00	31,820.00	20,000.00	2,000.00	168,730.86
Gross Profit	45,983.86	68,927.00	31,820.00	20,000.00	2,000.00	168,730.86
Expense						
5000.00 · Direct Program	4,152.79	34,456.75	31,632.51	1,161.00	159.99	71,563.04
5600.00 · Salaries & Employee Benefits	0.00	1,210.00	0.00	0.00	0.00	1,210.00
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	177.76	177.76
5260.00 · Insurance	1,010.00	154.13	1,243.00	0.00	1,075.00	3,482.13
5160.00 · Contributions & Scholarships	0.00	4,750.00	4,588.00	0.00	0.00	9,338.00
5520.00 · Professional Fees	625.34	10,562.60	2,579.40	226.15	2,511.04	16,504.53
5360.00 · Meetings	604.67	0.00	0.00	0.00	0.00	604.67
5500.00 · Printing & Publications	0.00	54.00	85.18	0.00	0.00	139.18
5400.00 · Miscellaneous	300.00	2,700.00	772.00	0.00	0.00	3,772.00
5420.00 · Office	0.00	0.00	0.00	0.00	2,408.19	2,408.19
5740.00 · Travel	0.00	4,225.49	816.66	0.00	0.00	5,042.15
Total Expense	6,692.80	58,112.97	41,716.75	1,387.15	6,331.98	114,241.65
Net Income	39,291.06	10,814.03	-9,896.75	18,612.85	-4,331.98	54,489.21

Tourism Business Improvement District
Balance Sheet
As of June 30, 2017

Revised
Year-end

	<u>Jun 30, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	193,291.66
Total Checking/Savings	<u>193,291.66</u>
Total Current Assets	193,291.66
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><u>222,476.94</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	73,385.66
Total Accounts Payable	<u>73,385.66</u>
Total Current Liabilities	<u>73,385.66</u>
Total Liabilities	73,385.66
Equity	
32000 · Unrestricted Net Assets	161,699.28
Net Income	-12,608.00
Total Equity	<u>149,091.28</u>
TOTAL LIABILITIES & EQUITY	<u><u>222,476.94</u></u>

Profit & Loss

June 2017

Revised
Year-end

08/23/17

Accrual Basis

	Jun 17	Jul '16 - Jun 17
Income		
4000 · TBID Revenue	50.00	595,118.00
4100 · Interest Income	19.98	186.38
Total Income	69.98	595,304.38
Expense		
5000 · Staffing	15,033.65	220,161.79
5100 · Administrative		
5115 · Annual Report	0.00	1,852.86
5199 · Other Admin	0.00	0.00
5350 · City of Kalispell Admin Fee	0.00	4,950.00
5110 · Bank Fees	3.80	67.74
5125 · Bookkeeping	210.00	3,210.00
5140 · Office Supplies	12.80	502.85
5145 · License & Tax	0.00	550.00
5150 · Postage & Copies	152.70	1,399.00
5160 · Rent	700.00	7,000.00
5165 · Storage Unit	180.00	900.00
5180 · Telephone	228.09	3,044.56
5185 · Travel & Entertainment	466.22	2,467.01
5190 · Technology Support	40.00	470.00
5195 · Equipment (Software)	20.00	143.64
Total 5100 · Administrative	2,013.61	26,557.66
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	2,600.00
5220 · Training & Education	0.00	155.00
Total 5200 · Research & Education	0.00	8,505.00
5250 · Web Site		
5270 · Maintenance & Enhancements	974.75	4,454.77
5280 · SEO & SEM	31.13	7,525.06
Total 5250 · Web Site	1,005.88	11,979.83
5400 · Consumer Marketing		
5455 · Prize Packages	143.46	2,985.53
5405 · Photo and Video Library	0.00	100.00
5430 · Social Media Admin & Adv	4,439.80	11,442.03
5440 · Creative Services	17,414.00	28,791.49
5450 · Media Buy Online	15,856.09	29,071.94
5460 · Travel Show Attendance	0.00	3,738.80
5470 · Trade Show Booth	0.00	0.00
5480 · Airport Displays	50.00	700.00
5420 · E-Marketing	5.00	5,125.80
5496 · Visitor Guide & Niche Brochures	0.00	9,663.40
Total 5400 · Consumer Marketing	37,908.35	91,618.99
5500 · Event Marketing		
5512 · Futsol/Indoor Soccer	0.00	20,000.00
5548 · Events Operations Management	2,500.00	25,250.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	0.00	23,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	1,620.38	12,670.89
Total 5500 · Event Marketing	4,120.38	140,920.89
5550 · Meetings & Conventions		
5576 · Digital	0.00	5,148.05
5588 · E-News	32.00	6,533.38
5565 · Meeting Planner Shows	0.00	7,852.96
5567 · Meeting Planner FAM	4,336.09	9,230.44
5570 · Meeting Planner Incentive Progm	115.50	2,133.11
5573 · Group Photo & Video Library	0.00	825.00

Tourism Business Improvement District
Profit & Loss
June 2017

	<u>Jun 17</u>	<u>Jul '16 - Jun 17</u>
5574 · M&C Guide	0.00	8,217.65
5583 · Customer Relationship Mgmt Syst	1,500.00	6,406.26
5575 · Advertising/Enews	1,073.50	22,918.11
Total 5550 · Meetings & Conventions	7,057.09	69,264.96
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	5,083.15	14,364.32
5665 · Proactive & Reactive PR	6,437.50	15,438.75
5680 · Kalispell Branded Merchandise	0.00	2,027.34
5690 · Airline Subsidies	0.00	1,000.00
Total 5650 · Publicity	11,520.65	32,830.41
6000 · Prior Fiscal Year Expense	0.00	6,072.85
Total Expense	78,659.61	607,912.38
Net Income	<u><u>-78,589.63</u></u>	<u><u>-12,608.00</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2016 through June 2017

*Revised
 Year-end*

	<u>Jul '16 - Ju...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	595,118.00	574,000.00	21,118.00	103.7%
4100 · Interest Income	186.38			
Total Income	<u>595,304.38</u>	<u>574,000.00</u>	<u>21,304.38</u>	<u>103.7%</u>
Expense				
5000 · Staffing	220,161.79	227,000.00	-6,838.21	97.0%
5100 · Administrative	26,557.66	29,250.00	-2,692.34	90.8%
5200 · Research & Education	8,505.00	8,500.00	5.00	100.1%
5250 · Web Site	11,979.83	18,000.00	-6,020.17	66.6%
5400 · Consumer Marketing	91,618.99	88,250.00	3,368.99	103.8%
5500 · Event Marketing	140,920.89	146,750.00	-5,829.11	96.0%
5550 · Meetings & Conventions	69,264.96	95,000.00	-25,735.04	72.9%
5650 · Publicity	32,830.41	30,000.00	2,830.41	109.4%
6000 · Prior Fiscal Year Expense	6,072.85			
Total Expense	<u>607,912.38</u>	<u>642,750.00</u>	<u>-34,837.62</u>	<u>94.6%</u>
Net Income	<u>-12,608.00</u>	<u>-68,750.00</u>	<u>56,142.00</u>	<u>18.3%</u>



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 X 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:

VOLUNTEERS STILL NEEDED FOR THE DRAGON BOAT FESTIVAL! Contact Vonnie at 758-2809 or sign up at <http://www.signupgenius.com/go/4090c4bafa82da5fe3-volunteer1>

DISCOVERKALISPELL.COM

Fall slider stories posted. Enjoy Catch The Best View: <http://www.discoverkalispell.com/catch-best-view/>. We encourage you to share the link to this and other seasonal stories on your social media channels.

M&C MARKETING CAMPAIGN REPORT

Online campaign to increase awareness of Kalispell as desirable destination for meetings and conventions and to solicit sign-ups by qualified planners for the KCVB FAM trip.

Campaign dates: April 10 – August 6, 2017

Target audience: Event organizers, meeting planners, admin assistants, exec assistants in the medical, business leisure, and agricultural segments.

Target geographic markets: Tri-cities and Spokane, Minneapolis and Portland

Media tactics: Content amplification articles and sponsored content ads on Linked In

Results: 11,735,719 total impressions
82,745 clicks
0.71% - overall CTR

TBID COLLECTIONS – Q4 FY17

Total revenue \$155,910.00. 1% increase over last year

SOCIAL MEDIA REPORT - July

Twitter – 18.5K tweet impressions; 2,955 followers; engagement rate 1.1%; retweets 16

Instagram – 5,321 followers - 144 new

Facebook – 32,949 likes; total unique users 116,088; total count 172,363

Eclipse Facebook ad campaign:

Total spend \$220.88

Total reach = 42,546 Lodging copy reach = 26,677

Total impressions = 67,327 Lodging copy impressions = 35,598

Total clicks = 1,412 Lodging copy clicks = 305

KCVB WINTER CAMPAIGN RECEIVES RECOGNITION

The Kalispell Chamber/CVB won a Communications Excellence Best in Show award from the Association of Chamber of Commerce Executives at the group’s annual convention in Nashville, Tennessee in July 2017. The winter campaign has received additional coverage on the ACCE website as a Spotlight article: <https://secure.acce.org/index.php?src=blog&srctype=detail&blogid=1360>

STR REPORT – JULY

Year over year, July OCC: +3.8% to 87.8%; DEMAND: +3.8; ADR: + 6.3% to \$161.64; RevPAR: +10.3% to \$141.89; SUPPLY: +6.20.1. Two properties did not report.

Kalispell Economy class OCC: -2.7%, ADR: +4.8%; Mid/Upper class OCC: +7.3%, ADR: -+5.4%

United States: OCC: -0.5%; ADR: +1.4%; RevPAR: +0.8%. Montana: OCC: -1.0%; ADR: +2.7%; RevPAR: +1.7%

Comp Set OCC:

Missoula +4.5

Coeur D'Alene +1.8

Butte -5.1

Sandpoint +8.2

Bozeman -3.3

Bend +0.3

Whitefish +4.4

Spokane +4.2

Rapid City -3.7

Billings -9.3

Helena/Great Falls +1.8

GLACIER PARK INTERNATIONAL AIRPORT had a 14% increase in total passengers in July, 10.3% increase for the year.

August 2017 Goal Sheet

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

Sales Calls & Site Visits:

- CedarHouse Partners-Jonene Bernhardt-let her know of KCVB services
- US Department of Transportation-Federal Railroad Administration-Ken Naylor-previous worked with Ken and he brings in groups and has seminars for safety purposes-let him know of the KCVB services
- Chany Reon Ockert-met with Chany and let her know of KCVB services and understood better what she does-potential for national meeting with Forest Service-will contact in the fall
- Site tour of NEW LaSalle Grange Theatre-use as a unique venue potential
- Site tour of YWAM-Youth with a Mission-understanding of what they do, facilities and ways we can work together in the future
- Maritz Global Events/Experient-interviewed for FAM trip
- Success Unlimited-Richard Danley-interviewed for FAM trip
- Legendary Journeys-Daniel- discussed future itinerary options and will provide bags
- Masonic Temple-Frank Noble-will provide bags for their September conference and discussed KCVB services
- Flathead Industries-Sarah Mathiason-provided information on venues for a February Fashion Show Fundraiser
- Center for Restorative Youth Justice –provided information on possible venues

Group Assist:

- Elite Tours-Steve Goodman-needed a step on guide for upcoming visit-wants itineraries for April/May next year
- Delivered 50 Welcome bags for the USS Salmon Conference
- Provided 250 bags for TCCE/TEA/PUG conference
- Provided information for rooms dates during Vietnam Veterans Traveling Wall

August Highlights:

- Attended final celebration of 20 under 40 on the Far West
- Met with committee for 2019 MT Young Professional conference that will be held in Kalispell
- Attended Dragon Boat planning meeting
- Provided 2 weeks of Kalispell room availability to the VIC in West Glacier
- Diane and I had lunch with Sandra King-Meeting News Northwest Magazine to upcoming opportunities
- Finalized FAM participants for Discover Kalispell FAM and started planning process
- Followed up with POMA contest finalists-didn't have required number of articles
- Finalized FY18 editorial calendar for quarterly e-news
- Attended planning session meeting and presentation to LF Advisory for 2nd year Leadership Flathead-Business, Innovation & Technology in Nov.
- Presented staycation ideas to Kalispell's Women's Connection group
- Reviewed FY17 M & C Campaign with Partners Creative
- Attended Kalispell Rail Way Groundbreaking Ceremony
- Attended Senator Tester's Last Best Outdoor event
- Started planning process for IRU FAM day
- Attended FVCC Student Housing Ribbon Cutting
- Attended Kalispell Chamber Board meeting
- Provided assistance for the B2B International Workshop to be held September 18
- Assisted with Dragon Boat shuttle bus /staff rooms

Kalispell Convention & Visitors Bureau Sales Report

8/1/2017 - 8/31/2017

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				

Status: ALL FUTURE DEFINITE

Kalispell Convention & Visitors Bureau	2017 Dragon Boat-Rocky Mountain Host Hotel	Sporting Event		KCVB Event	9/8/2017	International	\$0.00	0	0	0	0
				Definite	9/9/2017	Repeat	\$0.00				
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018	International	\$0.00	170	180	485	0
				Definite	4/12/2018	New	\$0.00				
				Event Count:		2		170	180	485	0
							\$0.00				

Status: CURRENT DEFINITE

Holder/Dermody Wedding	Holder/Dermody Wedding	Social Gathering		Local referral	8/18/2017	Regional	\$0.00	0	10	20	0
				Definite	8/19/2017	New	\$0.00				
				Event Count:		1		0	10	20	0
							\$0.00				

Status: CURRENT LEAD

HOSC	2017 Producer Roadshow Kalispell	Social Gathering	Cultural, Fine Arts, Libraries	CVENT	10/5/2017	Local	\$0.00	0	0	0	0
				Lead	10/5/2017	New	\$0.00				
Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020	International	\$0.00	80	40	180	0
				RFP	7/23/2020	New	\$0.00				
MT Department of Labor & Industry	2018 SafetyFestMT	Workshop	Labor Industry	Local referral	1/7/2018	Repeat	\$0.00	600	0	0	0
				Lead	1/12/2018		\$0.00				
The Dude Ranchers' Association	2019 Dude Ranchers Annual Conference	Meeting	Association	Glacier Country	1/15/2019	National	\$0.00	0	0	0	0
				Lead	1/19/2019	New	\$0.00				