

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – February 7, 2018
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 Discussion – Pond Hockey recap and discussion on future of event. Scott Crowder will join via conference call.

3. Board Action Items

- a) Approval of minutes from January 11, 2018
- b) Approval of TBID financial statements for December, 2017
- c) Approval of projected revenue for FY'19

4. Board Discussion

- a) Event updates: Indoor Soccer, Pond Hockey, Dragon Boat
- b) Event grant updates
- c) Marketing updates
- d) Group, M&C updates
- e) Safety Awareness Updates

Enclosures: January 11, 2018 minutes
TBID financial statements for December 2017
TBID Revenue Report – FY13-FY18
KCVB Updates

Reports now available on www.kalispellchamber.com/tbid:
2017 Annual Report

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

2018 TBID Board Meeting Schedule (subject to change)

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

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

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
January 11, 2018
3:00 pm – 5:30 pm
Location: Red Lion Hotel, Kalispell

Minutes

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

Board Members Absent: Dawn Hendrickson, Dan Moderie

Staff Present: Diane Medler, Dawn Jackson, Vonnie Day

Meeting was called to order by Zac Ford at 3:00 PM.

- a. Hear from the Public – none

- b. Board Action Items
 - a. Approve minutes from the December 6, 2017 meeting:
Action: Motion was made by Lisa Brown to approve the minutes. Motion seconded by Emily Schroeder. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for November, 2017:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Shawn Campbell. Discussion: none. Board approved unanimously.
 - c. CVB Event Grant Applications:
Rocky Mountain Extreme Bullriding –
Action: Motion was made by Janet Clark to follow staff recommendation of offering an in-kind promotional package of up to \$750 in value. Motion seconded by Emily Schroeder. Motion was approved unanimously. Discussion: organizers requested a cash grant of \$5,000 for the event February 9 – 10, 2018 at Majestic Valley Arena. The event is in its 10th year and appears to be well-established and well-run. Participants are PRCA members and come from across the U.S. Organizers are adding a Saturday concert which they think will boost attendance. Since the event does not meet grant requirements of being new or adding features that will create significant out of market growth, staff recommended an in-kind promotional package.

Montana State Cup Soccer Tournament –
Action: Motion was made by Zac Ford to follow staff recommendation of providing a cash grant to Montana Youth Soccer Association of up to \$2,000 for staff and referee lodging. Motion was seconded by Shawn Campbell. Motion was approved unanimously. Discussion: CVB coordinated hotel room inventory and assisted Flathead Soccer Club in submitting the RFP to host the event in Kalispell. The tournament will generate 1,000 room nights June 7 – 9, 2018.

Meeting was adjourned at 3:07 PM and was followed by the **2017 Year-In-Review Presentation and Reception.**

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
February 7, 2018

TBID Funds – Expense Summary December 2017

Admin: City of Kalispell admin fee; Rent; bookkeeping; office supplies; quarterly storage unit, misc. mileage & expenses; email hosting; bank fees

Consumer: airport display stocking; transfer of show booth fee expenses to bed tax

Event: event operation mgmt. monthly payment for December (Rob); TBID sponsorship for Pond Hockey to events account; Elite Professional Bullriders sponsorship

Meetings & Convention: Connect NW show lodging; IRU sponsorship brochure design; quarterly payment to IDSS

KCVB Event Funds - Summary January through December 2017

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

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

Income: \$30,038.24

Expenses: \$17,031.71

Deferred Revenue: \$37,869.62 (income will be recorded in same calendar yr as event is held)

Balance: \$51,381.13

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: \$119,837.00

Expenses: \$71,867.88

Balance: \$57,733.60

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

Balance forward from 2016: 0

Income: \$20,000.00

Expenses: \$3,247.15

Balance: \$16,752.85

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

Balance: (\$6,582.22)

Tourism Business Improvement District

Balance Sheet

01/22/18

As of December 31, 2017

Accrual Basis

	<u>Dec 31, 17</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	293,093.02
Total Checking/Savings	<u>293,093.02</u>
Total Current Assets	293,093.02
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>322,278.30</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	54,534.42
Total Accounts Payable	<u>54,534.42</u>
Total Current Liabilities	<u>54,534.42</u>
Total Liabilities	54,534.42
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	117,486.00
Total Equity	<u>267,743.88</u>
TOTAL LIABILITIES & EQUITY	<u>322,278.30</u>

Tourism Business Improvement District

Profit & Loss

01/22/18

December 2017

Accrual Basis

	Dec 17	Jul - Dec 17
Income		
4000 · TBID Revenue	0.00	395,690.00
4100 · Interest Income	28.81	106.66
Total Income	28.81	395,796.66
Expense		
5000 · Staffing	2,481.17	128,926.15
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	1.87	17.18
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	240.00	1,560.00
5140 · Office Supplies	41.59	254.44
5150 · Postage & Copies	8.62	376.88
5160 · Rent	700.00	4,200.00
5165 · Storage Unit	180.00	360.00
5180 · Telephone	0.00	1,219.84
5185 · Travel & Entertainment	228.15	1,047.22
5190 · Technology Support	40.00	240.00
Total 5100 · Administrative	1,440.23	15,673.64
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	0.00	2,831.00
5270 · Maintenance & Enhancements	43.35	874.05
5280 · SEO & SEM	0.00	7,475.13
Total 5250 · Web Site	43.35	11,180.18
5400 · Consumer Marketing		
5455 · Prize Packages	0.00	1,893.90
5405 · Photo and Video Library	0.00	744.00
5430 · Social Media Admin & Adv	0.00	1,790.13
5440 · Creative Services	0.00	1,620.70
5460 · Travel Show Attendance	-402.50	1,651.02
5480 · Airport Displays	50.00	400.00
5420 · E-Marketing	10.00	1,977.71
5496 · Visitor Guide & Niche Brochures	0.00	2,753.00
Total 5400 · Consumer Marketing	-342.50	12,830.46
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	15,000.00
5501 · Dragon Boat	0.00	30,000.00
5509 · Pond Hockey	30,000.00	30,000.00
5549 · Other Event Marketing	2,500.00	4,000.00
Total 5500 · Event Marketing	35,000.00	79,000.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	257.40	8,795.18
5567 · Meeting Planner FAM	0.00	2,455.38
5570 · Meeting Planner Incentive Progm	489.43	775.43
5583 · Customer Relationship Mgmt Syst	1,500.00	3,000.00
5575 · Advertising/Enews	0.00	2,740.13
Total 5550 · Meetings & Conventions	2,246.83	17,766.12
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,967.56
5665 · Proactive & Reactive PR	0.00	5,254.95
5680 · Kalispell Branded Merchandise	0.00	285.29
Total 5650 · Publicity	0.00	8,507.80

Tourism Business Improvement District
Profit & Loss
December 2017

	<u>Dec 17</u>	<u>Jul - Dec 17</u>
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
Total Expense	<u>40,869.08</u>	<u>278,310.66</u>
Net Income	<u><u>-40,840.27</u></u>	<u><u>117,486.00</u></u>

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

	<u>Jul - Dec 17</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	395,690.00	615,000.00	-219,310.00	64.3%
4100 · Interest Income	106.66			
Total Income	<u>395,796.66</u>	<u>615,000.00</u>	<u>-219,203.34</u>	<u>64.4%</u>
Expense				
5000 · Staffing	128,926.15	220,450.00	-91,523.85	58.5%
5100 · Administrative	15,673.64	28,800.00	-13,126.36	54.4%
5200 · Research & Education	6,918.05	12,500.00	-5,581.95	55.3%
5250 · Web Site	11,180.18	27,000.00	-15,819.82	41.4%
5400 · Consumer Marketing	12,830.46	88,250.00	-75,419.54	14.5%
5500 · Event Marketing	79,000.00	138,000.00	-59,000.00	57.2%
5550 · Meetings & Conventions	17,766.12	70,000.00	-52,233.88	25.4%
5650 · Publicity	8,507.80	30,000.00	-21,492.20	28.4%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	<u>278,310.66</u>	<u>615,000.00</u>	<u>-336,689.34</u>	<u>45.3%</u>
Net Income	<u><u>117,486.00</u></u>	<u><u>0.00</u></u>	<u><u>117,486.00</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	20.50	0.00	(575.03)	26,956.14
September 2017	(13,531.09)	16,780.60	529.30	0.00	0.00	97.25	11.00	0.00	(504.98)	3,382.08
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	(1,264.13)	8,518.69	0.00	0.00	(100.00)	0.00	0.00	(1,879.13)	(425.75)	4,849.68
December 2017	(36,744.62)	3,740.80	0.00	0.00	(60.00)	0.00	0.00	0.00	(363.12)	(33,426.94)
Deferred Revenue*	37,869.62									
EVENT BALANCES	51,381.13	57,733.60	(7,559.16)	0.00	16,752.85	(236.14)	38.00	1,658.24	(6,582.22)	75,316.68

*Deferred revenue is listed on the balance sheet as a payable, because the event was cancelled, and registrations will be carried over .
Income will be recorded the same calendar year as the event is held.

Kalspell Chamber of Commerce
KCVB P&L by Class
January through December 2017

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings /Conv	VC Merch	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	38.24	89,837.00	8,820.00	0.00	0.00	0.00	38.00	0.00	98,733.24
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	30,038.24	119,837.00	31,820.00	20,000.00	5,000.00	375.00	38.00	2,000.00	209,108.24
Gross Profit	30,038.24	119,837.00	31,820.00	20,000.00	5,000.00	375.00	38.00	2,000.00	209,108.24
Expense									
5000.00 · Direct Program	12,989.27	46,558.95	34,593.03	1,521.00	3,341.76	0.00	0.00	159.99	99,164.00
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	368.70	368.70
5260.00 · Insurance	1,010.00	972.44	1,243.00	0.00	0.00	0.00	0.00	1,075.00	4,300.44
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	11,277.60	2,579.40	1,726.15	0.00	0.00	0.00	3,691.04	20,060.06
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	3,290.49	3,290.49
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	17,031.71	71,867.88	44,677.27	3,247.15	3,341.76	127.75	0.00	8,585.22	148,878.74
Net Income	13,006.53	47,969.12	-12,857.27	16,752.85	1,658.24	247.25	38.00	-6,585.22	60,229.50

TBID Revenue Report FY13 - FY18

FY 2013 \$2/rm night

Total Gross Revenue	Projected	Actual	% Change
	\$465,000	\$491,006	6%
	FY 2013	rm nights	FY13 vs FY 12
Q1 JUL-SEP	\$ 197,799.00	98,900	5%
Q2 OCT-DEC	\$ 90,171.00	45,086	11%
Q3 JAN-MAR	\$ 80,902.00	40,451	5%
Q4 APR-JUN	\$ 122,134.00	61,067	7%

FY 2014 \$2/ rm night

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

FY 2015 \$2/ rm night

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

FY 2016 \$2/ rm night

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

FY 2017 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$596,513	14%
	FY 2017	rm nights	FY17 vs FY16
Q1 JUL-SEP	\$ 235,046.00	117,523	12% *
Q2 OCT-DEC	\$ 105,423.00	52,712	5% *
Q3 JAN-MAR	\$ 100,134.00	50,067	-1% *
Q4 APR-JUN	\$ 155,910.00	77,955	1% *

FY 2018 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$560,000		
	FY 2018	rm nights	FY18 vs FY17
Q1 JUL-SEP	\$ 239,739.00	119,865	2%
Q2 OCT-DEC			
Q3 JAN-MAR			
Q4 APR-JUN			

*inclusion of new property

Q2 (Oct - Dec) WEBSITE REPORT - DISCOVERKALISPELL.COM

Unique visitors	22,573 (11.6% increase)
Page views	48,724 (4.77% decrease)
Pages/session	1.85 (11.7% decrease)
New vs. returning	89.2% new; 10.8% returning
Session by device	50.1% sessions on mobile (25.3% increase)

Top 10 states visiting site:

Montana	Idaho
California	Oregon
Washington	Colorado
Utah	Minnesota
Texas	Illinois

Top 10 U.S. cities visiting site:

Kalispell	Seattle
San Francisco	Missoula
Salt Lake City	San Jose
Los Angeles	Dallas
Whitefish	Spokane

Top referring sites:

City of Kalispell	Pondhockeyclassic.com
Facebook	Digital ads
Montana.soccer	Montanadragonboat.com
Visitmt	Ad campaign landing page on Discoverkalispell

Top pages visited:

Home page	Family Fun
Cozy-Up apres adventure	Glacier National Park
Events	Winter Fun
Winter 2018 landing page	Packages and Special offers
Shopping	

Top organic search terms:

Glacier national park	Kalispell events
Kalispell montana	Things to do in whitefish montana
Kalispell chamber of commerce	Where is glacier national park
Things to do in kalispell	What to do in kalispell

Top paid search terms:

Kalispell

Map of glacier national park

Kalispell montana

Things to do in kalispell montana

Glacier national park

Things to do in whitefish montana

Fun things to do in kalispell mt

Kalispell chamber of commerce

Things to do in kalispell mt

Things to do in whitefish mt

STR REPORT – DECEMBER

YOY - December OCC: +2.6% to 33.5%; DEMAND: +2.6%; ADR: + 0.7% to \$73.32; RevPAR: +3.3% to \$24.56. Two properties did not report.

YTD 2017 - OCC: -0.9 to 52.2%; DEMAND: +1.6%; ADR: +4.6% to \$107.23; RevPAR: +3.7% to \$55.96

YOY - Kalispell Economy class December OCC: +5.2%, ADR: +1.8%; Mid/Upper class OCC: +1.5%, ADR: +0.8%

YTD – Kalispell Economy class OCC: -1.7%, ADR: +3.2; Mid/Upper class OCC: -0.6%, ADR: +4.5%

United States: OCC: +2.3%; ADR: +2.2%; RevPAR: +4.6%. Montana: OCC: +1.3%; ADR: +2.2%; RevPAR: +3.6%

SOCIAL MEDIA REPORT – Year End, 2017

Twitter – 3,142 followers; total impressions 282,378; total likes on posts 2,473; avg impressions per post 853

Instagram – 6,018 followers ; total impressions 307,966; total likes on posts 30,086; avg impression per post 2,424

Facebook – 34,399 likes; total impressions 4,788,582; total organic post impressions 3,153,715; avg impression per organic post 19,625

DISCOVERKALISPELL.COM

Winter slider story to enjoy and share. Faces of the Flathead, Winter Edition:

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

Kalispell Convention & Visitors Bureau Sales Report

1/1/2018 - 1/31/2018

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					
ALL FUTURE DEFINITE												
Kalispell Convention & Visitors Bureau	2018 Montana Indoor Soccer Team Check In	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/2/2018	Regional	\$0.00	0	0	0	0	
				Definite	3/2/2018	new	\$0.00					
Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	1,000	20	60	0	
				Definite	6/9/2018	new	\$0.00					
Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	0	0	0	0	
				Definite	6/9/2018	new	\$0.00					
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018	State	\$0.00	40	40	70	0	
				Definite	10/8/2018	repeat	\$0.00					
MT Young Professionals	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	State	\$0.00	250	0	0	0	
				Definite	9/14/2019	new	\$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:								6	1,460	240	615	0
\$0.00												
STATUS: CURRENT DEFINITE												
MT Department of Labor & Industry	2018 SafetyFestMT-Package Information	Workshop	Labor Industry	Local referral	1/7/2018	State	\$0.00	425	0	0	0	
				Definite	1/12/2018	new	\$0.00					
Event Count:								1	425	0	0	0
\$0.00												
STATUS: CURRENT LEAD												

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
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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				

Kalspell Convention & Visitors Bureau	2018 MT Pond Hockey-Packages	Sporting Event	Athletic & Sports/Recreation	KCVB Event	1/16/2018	National	\$0.00	0	0	0	0
				Lead	1/22/2018	repeat	\$0.00				

Status:		CURRENT TENTATIVE		Event Count:		2	\$0.00	80	40	180	0
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Montana DECA Inc.	2019 & 2020 State Career Development Conference	Meeting	Athletic & Sports/Recreation	Local referral	2/9/2019	State	\$0.00	600	155	324	0
				Tentative	2/12/2019	new	\$0.00				

Status:		LEADS SENT		Event Count:		1	\$0.00	600	155	324	0
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Kalspell Convention & Visitors Bureau	2018 Montana Indoor Soccer Team Check In	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/2/2018	Regional	\$0.00	0	0	0	0
				Definite	3/2/2018	new	\$0.00				

Montana DECA Inc.	2019 & 2020 State Career Development Conference	Meeting	Athletic & Sports/Recreation	Local referral	2/9/2019	State	\$0.00	600	155	324	0
				Tentative	2/12/2019	new	\$0.00				

Status:		TURNED LEAD		Event Count:		2	\$0.00	600	155	324	0
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Kalspell Convention & Visitors Bureau	2018 Montana Indoor Soccer Team Check In	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/2/2018	Regional	\$0.00	0	0	0	0
				Definite	3/2/2018	new	\$0.00				

Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	1,000	20	60	0
				Definite	6/9/2018	new	\$0.00				

Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	0	0	0	0
				Definite	6/9/2018	new	\$0.00				

Kalispell Convention & Visitors Bureau Sales Report

1/1/2018 - 1/31/2018

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					
ALL FUTURE DEFINITE												
Kalispell Convention & Visitors Bureau	2018 Montana Indoor Soccer Team Check In	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/2/2018	Regional	\$0.00	0	0	0	0	
				Definite	3/2/2018	new	\$0.00					
Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	1,000	20	60	0	
				Definite	6/9/2018	new	\$0.00					
Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	State	\$0.00	0	0	0	0	
				Definite	6/9/2018	new	\$0.00					
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018	State	\$0.00	40	40	70	0	
				Definite	10/8/2018	repeat	\$0.00					
MT Young Professionals	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	State	\$0.00	250	0	0	0	
				Definite	9/14/2019	new	\$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:								6	1,460	240	615	0
Status:								\$0.00				
CURRENT DEFINITE												
MT Department of Labor & Industry	2018 SafetyFest/MT-Package Information	Workshop	Labor Industry	Local referral	1/7/2018	State	\$0.00	425	0	0	0	
				Definite	1/12/2018	new	\$0.00					
Event Count:								1	425	0	0	0
Status:								\$0.00				
CURRENT LEAD												

Status:

TURNED TENTATIVE

Montana DECA Inc.

2019 & 2020 State Career Development Conference

Meeting

Local referral
Tentative

Event Count:	3	\$0.00	1,000	20	60	0
		\$0.00				
Event Count:	1	\$0.00	600	155	324	0
		\$0.00				
Event Count:	16	\$0.00	4,765	765	1,827	0
		\$0.00				

Sales Rep: Vonnie Day

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: CURRENT LEAD

Kalspell 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				
Kalspell 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				
Kalspell Convention & Visitors Bureau	Glacier Half Marathon	Sporting Event			6/16/2018	Regional	\$0.00	0	0	0	0
				Lead	6/16/2018		\$0.00				
				Event Count:	3		\$0.00	0	0	0	0
							\$0.00				

Status: LEADS SENT

Kalspell Convention & Visitors Bureau	Glacier Symphony Easter Festival	Social Gathering			4/5/2018		\$0.00	0	0	0	0
				Package Request	4/9/2018		\$0.00				
Kalspell Convention & Visitors Bureau	Glacier Half Marathon	Sporting Event			6/16/2018	Regional	\$0.00	0	0	0	0
				Lead	6/16/2018		\$0.00				
				Event Count:	2		\$0.00	0	0	0	0
							\$0.00				

Status: TURNED LEAD

Kalspell Convention & Visitors Bureau	Glacier Half Marathon	Sporting Event			6/16/2018	Regional	\$0.00	0	0	0	0
				Lead	6/16/2018		\$0.00				
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				
				Event Count:	6		\$0.00	0	0	0	0
							\$0.00				

Status:**TURNED TENTATIVE**

Montana DECA Inc.

2019 & 2020 State Career
Development Conference

Meeting

Event Count:	3	\$0.00	1,000	20	60	0
		\$0.00				

Event Count:	1	\$0.00	600	155	324	0
		\$0.00				

Event Count:	16	\$0.00	4,765	765	1,827	0
		\$0.00				

January 2018

Dawn Jackson, Group Sales Manager for KCVB

RFP's Sent:

1. 2018 National Guard Retired Shooters Association-September
2. 2019 & 2020 Montana DECA State Career Development Conference-February
3. 2018 MT Indoor Soccer Tournament team check in

Proposals Sent:

1. 2019 & 2020 Montana DECA State Career Development Conference-February

Working Leads:

1. 2018 Philanthropy Northwest Women's Retreat-July
2. 2019 US Wheat Associates Summer Meeting-June

Group Assist:

1. Health Heart Healing Fair-venue information
2. Petrsek Reunion-maps and Visitor Guide
3. 2018 Skywagon Convention-transportation information and welcome bags
4. Wrestling Divisional-room for their official
5. Glacier Conservancy-provided information for new hotel
6. Confluence (MT Leadership)-attended local planning meeting and will provide activity information and welcome bags
7. MT Audabon Society-Silent Auction Item

Bring it Home Leads:

1. Flathead Electric
2. MT Brewers Association
3. Notary Convention
4. NW Shoot Out
5. MT Meat Processors
6. International Education Travel

Lodging Packages:

1. Glacier Half Marathon
2. Glacier Symphony Easter Festival

January Highlights:

1. 2017 Annual Review Presentation
2. MT State Cup Soccer Tournament follow up
3. Provided Information for Empowermint Blog
[Planners prospective working with the KCVB](#)
[KCVB Services](#)
4. Working on details for IRU-Sponsorships and event planning for reception and FAM day
5. KCVB M & C summary presentation at the KC luncheon
6. Participated in monthly Real America chat

7. Leadership Flathead-met with class session planner for April
8. Helped with Moose's reception of Pond Hockey players who came into town
9. Working on MACE meeting details
10. LinkedIn posts included: Montana Innovation & Winter Fun from our enews, SelfSpott, Unconventional Icebreakers, Governor Bullock announces Tourism Grants, Empowerment Blog
11. Started preplanning for FAM with Glacier Country June 5-7 and Discover Kalispell June 25-27