

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – April 4, 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 Action Items

- a) Approval of minutes from March 7, 2018
- b) Approval of TBID financial statements for February, 2018
- c) Approval of FY19 Final marketing plan
- d) Approval of applications for board trustees to fill expiring seats: Emily Schroeder (HGI) reapplied for another term, Sean Morris (HIE) submitted an application.
- e) Approval of board officer positions: Chairman, Vice-Chair, Treasurer
- f) Approval of KCVB RFP outline and timeline

3. Board Discussion

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

Enclosures: March 7, 2018 minutes
TBID financial statements for February 2018
FY19 Marketing Plan for approval (posted as separate document on www.kalispellchamber.com/tbid)
Application from Sean Morris for board trustee position
RFP outline and timeline
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

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
March 7, 2018
3:00 pm – 5:00 pm

Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Dawn Hendrickson, Janet Clark, Dan Moderie, Emily Schroeder

Board Members Absent: Shawn Campbell, Zac Ford

Staff Present: Diane Medler, Dawn Jackson, Meche Ek, Vonnie Day

Guests: Heidi Gilman, Red Lion; Scott Rieke, Best Western; Jyl Sincavage and Claire Bain, Country Inn & Suites

Meeting was called to order by Dawn Hendrickson at 3:03 PM.

1. Hear from the Public – none

2. Board Action Items

a. Approval of minutes from February 7, 2018:

Motion was made by Janet Clark to approve the minutes. Motion was seconded by Emily Schroeder.

Discussion: none. Board approved unanimously.

b. Approval of TBID financial statements for January, 2018:

Motion was made by Janet Clark to approve the financial statements. Motion was seconded by

Emily Schroeder. Discussion: None. Board approved unanimously.

c. Future direction of Pond Hockey event:

Motion was made by Janet Clark to communicate to Scott Crowder at Pond Hockey that 1) Kalispell TBID would like to see the event continue in Kalispell, 2) The TBID will not invest in event infrastructure, 3) If PHC comes up with an alternative plan, TBID will consider supporting the event in 2019 or beyond in a manner similar to its support for past PHC events. Motion was seconded by Dan Moderie.

Discussion: Since weather conditions have forced cancellation of the event 2 out of 5 years, ways must be found to mitigate weather impact or the event will need to be dropped. Many participants would like to see the event continue. Two scenarios are being considered, both of which involve creating infrastructure:

1. Create a shallow artificial pond in a scenic location. Scott is exploring the possibility of buying land in the Kalispell area to establish a venue for the event and has asked whether TBID would commit to supporting the tournament for 3 – 5 years if he does. The event would be held at that location despite weather conditions and there would still be a risk of unsuitable ice conditions.

2. The owner of Sweet Pickins is purchasing land in the Holt Stage area and may be interested in leasing a section of his property for the event since his business operates in summer and fall.

Cost to construct a rink and other infrastructure would be about \$50,000. Board is generally positive about the event and would like to see it continue, however is not willing to invest in infrastructure. A venue lease or usage fee as has been done in previous years would be considered.

Board approved unanimously.

d. Approval of budget, goals and objectives, and key markets – FY19 Marketing Plan

Motion was made by Dan Moderie to approve the budget, goals and objectives, and key markets as proposed. Motion was seconded by Emily Schroeder. A summary of the discussion follows:

Updates to the TBID marketing budget for FY '19:

- Projected revenue for FY19 is \$606,000
- Component for market research to get feedback on initiatives was added for FY '19
- Includes funds for new website, replacing original website built in 2011
- Decreases in event segment budget due to changes in signature events. Dragon Boat decreased \$30,000 to \$20,000 due to rollover of assets from 2017 event cancellation. \$30,000 has been set aside for a winter event, possibly Pond Hockey, Indoor Soccer or something else.
- Groups/M&C budget increased to same level as Consumer and Events
- Bed tax budget has increased from \$123,000 to \$130,000
- Key and emerging markets have not changed
- Geographic markets haven't changed although will focus more on LA and possibly Chicago to capitalize on the direct flights.
- Dawn will continue to focus on state, regional and national association business, especially on the Seattle market where we've had some success with meeting planners. Continuing focus on interest groups, IRU, FIT's.

Marketing Goals and Objectives for FY '19:

- Similar to last year
- Social Media – get engagement from at least 10% of followers.
- #4 is a new goal, tied to research to understand effectiveness of marketing strategy.
- #5 objective - number of media stories was lowered to 10, due to the decrease in events (good source of media stories)
- M&C objectives include increasing meeting planner database, tradeshow attendance, hosting meeting planner FAM, targeted ad campaigns and increased referrals through Bring It Home program

Board approved unanimously.

3. Board Discussion

a. Event updates:

Indoor Soccer

36 teams participated, 23 were from out of market. The event was well-received by players, coaches and parents. Rob is working with Mark at the Fairgrounds to put a tentative hold on dates for next year.

b. Event grant updates:

None

c. Marketing updates:

- Diane attended the Great Outdoor and Bike Expo in Spokane February 24 – 25. Booth was shared by Glacier Guides, show was attended by approximately 5,000 people.
- Diane will attend Calgary Outdoor Show March 24 – 25. Someone is still needed to accompany
- STR Report shows January OCC up .08% over last year, Montana occupancy was down 1.4% for the same period.
- The visitor guide went to the printer today, will be ready March 16.

- CVB hosted Jeff Bartlett, social influencer from Canmore, AB in January. He's been posting and stories about his visit.
- Mike Chilcoat continues work on a winter photo shoot.

Board seats held by Lisa Brown and Emily Schroeder who both represent large properties are expiring the end of April. Lisa Brown has resigned from the Red Lion and is moving to Marriott TownPlace in Whitefish. Diane will send out a notice about the board vacancies to TBID members. Board officer seats: vice-chair Zac Ford is moving to board chair and Janet Clark is stepping down as treasurer so the vice-president and treasurer positions are open. The election of new board members and officers will be held at the April meeting and will go to City Council the following Monday night for approval.

d. Group, M&C Updates:

- RFP's were sent for Tafel Marketing Seminar and Wilderness Risk Management Conference.
- Although Kalispell was not awarded the 2019-2020 DECA conference our proposal was well received and showed another example of how we can accommodate large conferences using our two conference hotels. DECA will be stay at Fairmont Hot Springs and Kalispell can reapply for 2021.
- Dawn will do a site tour for a rep from Montana Wheat Associates this month, working a lead for a June, 2019 meeting.
- Group assistance was provided to MT Coalition Against Domestic Violence, AMA Snowbike Series and MACE.
- Three Bring It Home leads were received. Two were for events larger than we can accommodate. The third lead for Montana League of Cities and Towns is active.
- MT State Cup Soccer – The Discover Kalispell website is being used to display which properties still have rooms available.
- IRU takes place April 9 – 11. Two more banquet wine sponsorships are available (two have been sold). The \$250 wine sponsorship includes a ticket to the dinner and an opportunity to talk with tour operators.
- Dawn and Diane met with Bryce Wilson, AD at Flathead High School to discuss upcoming events. New construction at FHS will add a gym, 18 classrooms, and 3 volleyball courts and provide space to host more statewide sports events.
- Tourico is doing a presentation for TBID members, Friday, March 23, 10 – 11am at the Kalispell Chamber. According to the Tourico representative, as a 3rd party agent, they were responsible for booking 1,670 room nights in Kalispell in 2017.

CVB is sponsoring 406 Hospitality, a tourism customer service seminar, March 15, 9am to noon at Hilton Garden Inn. The seminar is free and highly recommended for front-line employees. RSVP with Meche.

Meeting was adjourned at 4:27 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
April 4, 2018

TBID Funds – Expense Summary February 2018

Admin: rent; bookkeeping; office supplies; telephone; postage; misc. mileage & expenses; bank fees

Consumer: airport display stocking; Spokane Outdoor Show expenses; visitor guide content and photos

Event: Event operation mgmt. monthly payment for March (Rob)

Meetings & Convention: Smart Meetings advertising coop campaign

PR/Publicity: Jeff Bartlett winter press trip payment and expenses

KCVB Event Funds - Summary February 2018

Dragon Boat 2018: (2018 - \$30,000 TBID)

Balance forward from 2017: \$37,459.40

Income: \$40,394.62

Expenses: \$7,085.22

Balance: \$84,690.53

Spartan 2018: (2018 - \$23,000 TBID)

Balance forward from 2017: (\$7,559.16)

Income: \$0

Expenses: \$0

Balance: (\$7,559.16)

Pond 2018: (2018 - \$30,000 TBID)

Balance forward from 2017: \$57,733.60

Income: (\$9,050.00)

Expenses: \$10,898.37

Balance: \$37,785.23

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

Balance forward from 2017: \$16,752.85

Income: \$8,562.50

Expenses: \$12,291.56

Balance: \$13,023.79

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

Balance: (\$7,749.58)

Balance Sheet

As of February 28, 2018

	<u>Feb 28, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	192,979.76
1020 · Whitefish Credit Union	56,000.00
Total Checking/Savings	<u>248,979.76</u>
Total Current Assets	248,979.76
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,198.08</u>
TOTAL ASSETS	<u><u>278,177.84</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	22,017.17
Total Accounts Payable	<u>22,017.17</u>
Total Current Liabilities	<u>22,017.17</u>
Total Liabilities	22,017.17
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	105,902.79
Total Equity	<u>256,160.67</u>
TOTAL LIABILITIES & EQUITY	<u><u>278,177.84</u></u>

Tourism Business Improvement District
Profit & Loss
 February 2018

	Feb 18	Jul '17 - Feb 18
Income		
4000 · TBID Revenue	105,610.00	501,300.00
4100 · Interest Income	9.57	140.86
Total Income	105,619.57	501,440.86
Expense		
5000 · Staffing	17,849.44	166,227.46
5100 · Administrative		
5115 · Annual Report	0.00	1,861.72
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	47.20	68.13
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	250.00	2,020.00
5140 · Office Supplies	23.88	291.12
5150 · Postage & Copies	11.78	398.51
5160 · Rent	700.00	5,600.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	210.05	1,759.94
5185 · Travel & Entertainment	42.02	1,597.18
5190 · Technology Support	40.00	320.00
Total 5100 · Administrative	1,324.93	20,674.68
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,100.00
5220 · Training & Education	0.00	1,288.05
Total 5200 · Research & Education	0.00	8,138.05
5250 · Web Site		
5260 · New Website Analysis & Concepts	0.00	5,773.15
5270 · Maintenance & Enhancements	0.00	4,807.05
5280 · SEO & SEM	0.00	9,041.68
Total 5250 · Web Site	0.00	19,621.88
5400 · Consumer Marketing		
5455 · Prize Packages	0.00	1,943.90
5405 · Photo and Video Library	65.13	1,309.13
5430 · Social Media Admin & Adv	0.00	2,098.88
5440 · Creative Services	0.00	16,186.86
5450 · Media Buy Online	0.00	25,302.28
5460 · Travel Show Attendance	947.77	2,598.79
5470 · Trade Show Booth	0.00	895.38
5480 · Airport Displays	50.00	500.00
5420 · E-Marketing	33.50	3,317.46
5496 · Visitor Guide & Niche Brochures	1,363.95	4,116.95
Total 5400 · Consumer Marketing	2,460.35	58,269.63
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	20,000.00
5501 · Dragon Boat	0.00	30,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	0.00	5,500.00
Total 5500 · Event Marketing	2,500.00	85,500.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	8,808.43
5567 · Meeting Planner FAM	0.00	2,455.38
5570 · Meeting Planner Incentive Progm	28.95	876.33
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5575 · Advertising/Enews	3,000.00	7,962.83
Total 5550 · Meetings & Conventions	3,028.95	23,102.97
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	3,583.19	9,952.65

Tourism Business Improvement District

Profit & Loss

February 2018

	<u>Feb 18</u>	<u>Jul '17 - Feb 18</u>
5665 · Proactive & Reactive PR	0.00	6,257.20
5680 · Kalispell Branded Merchandise	<u>0.00</u>	<u>285.29</u>
Total 5650 · Publicity	3,583.19	16,495.14
6000 · Prior Fiscal Year Expense	<u>0.00</u>	<u>-2,491.74</u>
Total Expense	<u>30,746.86</u>	<u>395,538.07</u>
Net Income	<u><u>74,872.71</u></u>	<u><u>105,902.79</u></u>

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July 2017 through February 2018

	<u>Jul '17 - Fe...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	501,300.00	615,000.00	-113,700.00	81.5%
4100 · Interest Income	140.86			
Total Income	<u>501,440.86</u>	<u>615,000.00</u>	<u>-113,559.14</u>	<u>81.5%</u>
Expense				
5000 · Staffing	166,227.46	220,450.00	-54,222.54	75.4%
5100 · Administrative	20,674.68	28,800.00	-8,125.32	71.8%
5200 · Research & Education	8,138.05	12,500.00	-4,361.95	65.1%
5250 · Web Site	19,621.88	27,000.00	-7,378.12	72.7%
5400 · Consumer Marketing	58,269.63	88,250.00	-29,980.37	66.0%
5500 · Event Marketing	85,500.00	138,000.00	-52,500.00	62.0%
5550 · Meetings & Conventions	23,102.97	70,000.00	-46,897.03	33.0%
5650 · Publicity	16,495.14	30,000.00	-13,504.86	55.0%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	<u>395,538.07</u>	<u>615,000.00</u>	<u>-219,461.93</u>	<u>64.3%</u>
Net Income	<u>105,902.79</u>	<u>0.00</u>	<u>105,902.79</u>	<u>100.0%</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
2017 Balance Forward	51,381.13	57,733.60	(7,559.16)	0.00	16,752.85	(236.14)	38.00	1,658.24	(6,582.22)	113,186.30
January 2018	37,459.40	(18,532.35)	0.00	0.00	1,057.50	0.00	1.00	(948.06)	(744.78)	18,292.71
February 2018	(4,150.00)	(1,416.02)	0.00	0.00	(4,786.56)	10,000.00	0.00	0.00	(422.58)	(775.16)
March 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deferred Revenue*										
EVENT BALANCES	84,690.53	37,785.23	(7,559.16)	0.00	13,023.79	9,763.86	39.00	710.18	(7,749.58)	130,703.85

*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.

Kalispell Chamber of Commerce
KCVB P&L by Class
January through February 2018

	Dragon Boat	Pond Hockey	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merch	Admin	TOTAL
Ordinary Income/Expense								
Income								
4700.00 · Special Events	40,394.62	-39,050.00	8,562.50	0.00	10,000.00	1.00	0.00	19,908.12
4410.00 · TBID Revenue	0.00	30,000.00	0.00	0.00	0.00	0.00	0.00	30,000.00
Total Income	40,394.62	-9,050.00	8,562.50	0.00	10,000.00	1.00	0.00	49,908.12
Gross Profit	40,394.62	-9,050.00	8,562.50	0.00	10,000.00	1.00	0.00	49,908.12
Expense								
5000.00 · Direct Program	6,305.00	5,108.15	2,187.38	775.00	0.00	0.00	0.00	14,375.53
5060.00 · Bank Fees & Svc Chrgs	0.00	0.00	0.00	0.00	0.00	0.00	66.58	66.58
5260.00 · Insurance	0.00	0.00	700.00	0.00	0.00	0.00	0.00	700.00
5520.00 · Professional Fees	0.00	5,495.00	2,920.51	0.00	0.00	0.00	720.00	9,135.51
5360.00 · Meetings	480.22	0.00	0.00	0.00	0.00	0.00	0.00	480.22
5500.00 · Printing & Publications	0.00	0.00	182.50	0.00	0.00	0.00	0.00	182.50
5400.00 · Miscellaneous	300.00	40.00	0.00	0.00	0.00	0.00	0.00	340.00
5420.00 · Office	0.00	243.22	5,949.99	0.00	0.00	0.00	380.78	6,573.99
5740.00 · Travel	0.00	12.00	351.18	173.06	0.00	0.00	0.00	536.24
Total Expense	7,085.22	10,898.37	12,291.56	948.06	0.00	0.00	1,167.36	32,390.57
Net Ordinary Income	33,309.40	-19,948.37	-3,729.06	-948.06	10,000.00	1.00	-1,167.36	17,517.55
Net Income	33,309.40	-19,948.37	-3,729.06	-948.06	10,000.00	1.00	-1,167.36	17,517.55

Kalispell Tourism Business Improvement District Board Application

4- Year Term Commencing May 1, 2018

Name Sean Morris Phone 406-270-3548

Property Name Holiday Inn Express

Address 275 TreeLine Rd E-Mail smorris@impressguest.com

Relevant Experience and/or Employment (attach a resume if relevant)

Director of Sales - Holiday Inn Express

Rooms Division Manager - The Lodge at Whitefish Lake

Guest Services Manager - Horseshoe Bay Resort, Horseshoe Bay, TX

Why are you interested in our organization? I would like to participate in fostering healthy, even, sustainable growth in the Flathead Valley's tourism industry.

Area(s) of expertise/Contribution you feel you can make

I have significant experience in Hotel operations, event execution and planning, and industrial operations.

Other volunteer commitments Kalispell Chamber Ambassador

Authorization by owner(s) of property if nominee is designated representative

Jody Sander
Printed Name

Jody Sander
Signature

3/12/18
Date



Discover Kalispell 2018 RFP

Request for Proposal for the following services:

1. Media Buy/Creative Services
2. Website Redesign
3. Public Relations/Publicity

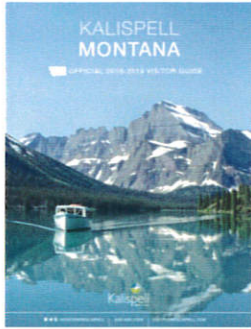
Each component will be scored separately. Responding agencies/companies can bid on one or more of the components, but each component is scored and awarded separately.

Timeline:

April 1-20:	RFP Proposal and Evaluation Criteria edited and finalized
April 18:	TBID and Chamber board review and approval of RFP Proposal Evaluation Committee selected and approved
April 20:	KCVB sends notices by 12:30pm to Daily Interlake, Flathead Beacon Publishes notice on Kalispell Chamber and City of Kalispell websites RFP sent to RFP Notification List
April 23:	Public notice in paper & RFP Released
May 7:	Deadline for Receipt of Written Inquiries
May 9:	Written Responses Distributed
May 23:	Proposal Due Date (31 Days from Release of RFP)
May 25:	Distribute Proposals & Scoring Sheets to Evaluation Committee Members
May 30 – June 6:	Evaluation Committee Meetings
June 7 - 15:	Oral Interviews/Site Visit (If Deemed Necessary)
June 20:	Intended Date for Contract Award

Committee Recommendation:

Zac Ford, TBID board chair
Dawn Hendrickson, TBID Immediate past chair
Kate Lufkin, Marketing and Communications Manager, Kalispell Chamber
Diane Medler, Director, KCVB



2018-2019 KALISPELL VISITOR GUIDE

The 2018-2019 Kalispell Visitor Guide is out! Pick up copies for your property at the VIC, contact Meche at 758-2811 or stop by. Share the guide with your guests: <http://www.discoverkalispell.com/travel-guide/>

DISCOVERKALISPELL.COM

Spring slider stories to enjoy and share! Native American Culture: <http://www.discoverkalispell.com/native-american-culture/>

Test your Fortitude: <http://www.discoverkalispell.com/adrenaline-hounds/>

SPRING CONSUMER ENEWS

View the quarterly meeting planner newsletter sent to the CVB's database of over 13,000 consumers interested in Kalispell. <http://email.connectablenews.com/t/y-93656DA01D2928BC>

MONTANA SPARTAN RACE – May 5-6

The Montana race is part of Spartan's Mountain Series where racers earn points and cash prizes. The Montana Beast race on May 5th is the first race of the series. Over 7,000 racers are anticipated to our race this year. A link to Kalispell lodging packages (<http://www.discoverkalispell.com/packages-listing/?type=montana-spartan-race>) is displayed on the Spartan Montana Race web page. We currently have eight packages, if your property is not represented please send your package information asap to vonnie@discoverkalispell.com. Additionally, as we get about two weeks out from the event KCVB will request information from TBID hotels on who has availability that weekend. That information will be added to the Spartan Montana race webpage. KCVB is also working with Spartan organizers to plan a Beast Feast, ticketed dinner for Beast Racers on Friday May 4th in Kalispell. **Volunteers are needed!** Please contact Vonnie Day if interested at 758-2809.

CALGARY OUTDOOR ADVENTURE AND TRAVEL SHOW

Kalispell exhibited at the Calgary Outdoor show on March 24-25. It is the seventh year we have attended and the show keeps getting better and better. High attendance numbers again this year with continued interest and questions about Kalispell. There were eight other Montana booths: Helena, Missoula, Great Falls, Butte, Southwest Montana region as well as hotel properties. More and more Montana destinations are vying for the Calgary audience so it is important that Kalispell continues to be present. We heard from a few people that stopped by the booth that they talked to us at last year's show then visited Kalispell and plan to go back again this year!



WINTER PHOTO SHOOT

The KCVB completed our winter downtown Kalispell photo shoot. We received over 100 images taken at downtown locations, from the County courthouse building, outside the Conrad Mansion and Chamber, and of a family enjoying a rodeo at the Majestic Valley Arena. The images will be very helpful when promoting winter travel to Kalispell.

STR REPORT – FEBRUARY

Year over year, February OCC: +7.4% to 39.2%; ADR: + 0.1% to \$74.86; RevPAR: +7.5% to \$29.38. Three properties did not report.

Kalispell Economy class OCC: +3.6%, ADR: +1.0%; Mid/Upper class OCC: +8.9%, ADR: -0.7%

Comp Set OCC: Missoula -3.0%; Butte +6.8%; Bozeman +3.7%; WF +19.7%; Rapid City SD +2.6%;

Helena/GFalls -7.0%; CDA +6.2%; Sandpoint -1.2%; Bend -3.3%; Spokane +3.0%; Billings +2.5%

United States: OCC: +1.2%; ADR: +2.3%; RevPAR: +3.5%. Montana: OCC: +1.5%; ADR: +0.5%; RevPAR: +2.0%

BED TAX – 2017 calendar year end

Kalispell Total Revenue= \$1,225,471, a +6% increase

State +5% (\$30,665,944); Glacier Country +8% (\$9,446,440); Missoula +2% (\$2,407,842); Whitefish +15% (\$1,110,081)

MONTANA HIGH SCHOOL ASSOCIATION TOURNAMENTS IN KALISPELL:

May 17-18, 2018: State AA Tennis, held at FVCC

January 25-26, 2018: State AA Speech

May 24-25, 2018: State AA-B Track and Field Meet



Target Markets - Next 30 Days

Total Volume Next 30 Days: 0.00M

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

UNITED STATES

6.20%	LOS ANGELES-LONG BEACH-ANAHEIM CA	2.85%	ATLANTA-SANDY SPRINGS-ROSWELL GA
	<ul style="list-style-type: none"> • Adventure Seekers • Experience Seekers 		<ul style="list-style-type: none"> • Adventure Seekers • Go For It Families
3.90%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	2.65%	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	<ul style="list-style-type: none"> • Experience Seekers • Bucket Listers 		<ul style="list-style-type: none"> • Experience Seekers • Adventure Seekers
3.69%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	2.45%	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 		<ul style="list-style-type: none"> • Experience Seekers • Bucket Listers
3.41%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	2.15%	SAN ANTONIO-NEW BRAUNFELS TX
	<ul style="list-style-type: none"> • Experience Seekers • Go For It Families 		<ul style="list-style-type: none"> • Dream Tripper • Bucket Listers
2.88%	DENVER-AURORA-LAKEWOOD CO	2.15%	SAN FRANCISCO-OAKLAND-HAYWARD CA
	<ul style="list-style-type: none"> • Experience Seekers • Go For It Families 		<ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper



Non-U.S.

0.60%

CALGARY, CA

- Couponing Families
- Go For It Families

0.20%

ADELAIDE, AU

- Dream Tripper
- Self Seekers

0.20%

TORONTO, CA

- Young Free Spirits
- Couponing Families

0.15%

PARIS, FR

- Dream Tripper
- Adventure Seekers

0.10%

VANCOUVER, CA

- Frugal Boomers
- Young Free Spirits

0.10%

EDMONTON, CA

- Dream Tripper
- Adventure Seekers

0.10%

LONDON, GB

- Frugal Boomers
- Bucket Listers

0.10%

MEXICALI, MX

- Bucket Listers
- Adventure Seekers

0.05%

KIEL, DE

- Adventure Seekers
- Dream Tripper

0.05%

LYON, FR

- Experience Seekers
- Adventure Seekers



Target Markets - Next 60 Days

Total Volume Next 60 Days: 0.00M

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

UNITED STATES

6.20%	LOS ANGELES-LONG BEACH-ANAHEIM CA	2.75%	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD
	<ul style="list-style-type: none"> • Dream Tripper • Adventure Seekers 		<ul style="list-style-type: none"> • Go For It Families • Adventure Seekers
3.64%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	2.20%	DALLAS-FORT WORTH-ARLINGTON TX
	<ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
3.60%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	2.20%	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	<ul style="list-style-type: none"> • Experience Seekers • Bucket Listers 		<ul style="list-style-type: none"> • Go For It Families • Dream Tripper
3.49%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	2.15%	DENVER-AURORA-LAKEWOOD CO
	<ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 		<ul style="list-style-type: none"> • Go For It Families • Adventure Seekers
2.85%	ATLANTA-SANDY SPRINGS-ROSWELL GA	1.85%	SEATTLE-TACOMA-BELLEVUE WA
	<ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 		<ul style="list-style-type: none"> • Bucket Listers • Dream Tripper



Non-U.S.

0.50%

CALGARY, CA

- Dream Tripper
- Young Free Spirits

0.20%

EDMONTON, CA

- Bucket Listers
- Go For It Families

0.20%

HAMILTON, CA

- Self Seekers
- Young Free Spirits

0.20%

STOCKHOLM, SE

- Frugal Boomers
- Experience Seekers

0.20%

TORONTO, CA

- Visiting Family
- Self Seekers

0.20%

ADELAIDE, AU

- Frugal Boomers
- Visiting Family

0.10%

FRANKFURT, DE

- Go For It Families
- Visiting Family

0.10%

JERUSALEM, IL

- Visiting Family
- Bucket Listers

0.10%

LONDON, GB

- Couponing Families
- Self Seekers

0.10%

PARIS, FR

- Dream Tripper
- Bucket Listers



Target Markets - Next 90 Days

Total Volume Next 90 Days: 0.00M

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

UNITED STATES

5.30%	LOS ANGELES-LONG BEACH-ANAHEIM CA	2.64%	DALLAS-FORT WORTH-ARLINGTON TX
	<ul style="list-style-type: none"> • Experience Seekers • Dream Tripper 		<ul style="list-style-type: none"> • Adventure Seekers • Experience Seekers
4.00%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	2.60%	ATLANTA-SANDY SPRINGS-ROSWELL GA
	<ul style="list-style-type: none"> • Adventure Seekers • Dream Tripper 		<ul style="list-style-type: none"> • Go For It Families • Experience Seekers
3.65%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	2.00%	DENVER-AURORA-LAKEWOOD CO
	<ul style="list-style-type: none"> • Go For It Families • Experience Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Dream Tripper
3.10%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	2.00%	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	<ul style="list-style-type: none"> • Go For It Families • Dream Tripper 		<ul style="list-style-type: none"> • Adventure Seekers • Experience Seekers
2.80%	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.95%	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI
	<ul style="list-style-type: none"> • Go For It Families • Adventure Seekers 		<ul style="list-style-type: none"> • Go For It Families • Adventure Seekers



Non-U.S.

0.40%

CALGARY, CA

- Bucket Listers
- Experience Seekers

0.20%

EDMONTON, CA

- Couponing Families
- Self Seekers

0.20%

LONDON, GB

- Bucket Listers
- Young Free Spirits

0.20%

TORONTO, CA

- Self Seekers
- Couponing Families

0.10%

ADELAIDE, AU

- Visiting Family
- Young Free Spirits

0.10%

BANGKOK, TH

- Young Free Spirits
- Self Seekers

0.10%

HAMILTON, CA

- Frugal Boomers
- Experience Seekers

0.10%

STOCKHOLM, SE

- Dream Tripper
- Visiting Family

0.10%

VANCOUVER, CA

- Go For It Families
- Young Free Spirits

0.05%

BARCELONA, ES

- Experience Seekers
- Dream Tripper

Next 60 Days

Travel Dates: 3/7/2018 to 5/6/2018

YOY Change in Search Next 60 Days:	
Subscriber:	-4.82%
Comp Set 1:	-17.87%

Top Source Markets Searching Next 60 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	19.10%	9.20%	Go For It Families	Experience Seekers
US	2	TX	9.75%	6.90%	Adventure Seekers	Dream Tripper
US	3	FL	7.36%	7.55%	Bucket Listers	Go For It Families
US	4	NY	4.86%	13.02%	Bucket Listers	Go For It Families
US	5	PA	4.45%	10.14%	Bucket Listers	Adventure Seekers
US	6	OH	3.48%	1.13%	Go For It Families	Adventure Seekers
US	7	IL	3.32%	-22.96%	Experience Seekers	Go For It Families
US	8	MN	3.07%	15.41%	Adventure Seekers	Couponsing Families
US	9	MO	3.06%	14.60%	Young Free Spirits	Frugal Boomers
US	10	NC	3.01%	-9.87%	Experience Seekers	Frugal Boomers

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	96.26%	-1.70%	Bucket Listers	Self Seekers
Canada	2	CA	1.56%	1.34%	Visiting Family	Self Seekers
Asia/Pac	3	AU	0.30%	11.72%	Self Seekers	Dream Tripper
South America	4	CO	0.25%	15.57%	Go For It Families	Young Free Spirits
Mexico	5	MX	0.20%	6.59%	Go For It Families	Bucket Listers
Europe	6	GB	0.17%	-20.62%	Self Seekers	Experience Seekers
Europe	7	ES	0.10%	14.73%	Adventure Seekers	Experience Seekers
Europe	8	DE	0.09%	11.60%	Self Seekers	Bucket Listers
Middle East/Africa	9	IL	0.09%	17.38%	Frugal Boomers	Go For It Families
Asia/Pac	10	SG	0.05%	22.93%	Self Seekers	Visiting Family

March 2018 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

1. 2018-International Air Cadet Exchange Program-July

Proposals Sent:

1. 2018-International Air Cadet Exchange Program-July

Working Leads:

1. 2018 National Guard Retired Shooters Association-still deciding on a property
2. 2019 US Wheat Associates Summer Meeting-June-still deciding a location- Kalispell or Whitefish
3. 2019 Wilderness Risk Management Conference-waiting to hear back on decision
4. 2020 Montana League of Cities

Group Assist:

1. NOVARE-provided suggestions for group/spouse activities, group restaurants, Montana Made ideas for a welcome gift
2. Rooms & Itinerary suggestions for Travelco/Albatros

Bring it Home Leads

1. International Air Cadet Exchange Program-July

Lodging Package requests sent:

1. Dragon Boat Races

March Highlights

1. Site tour with US Wheat Associates
2. Red Lion Site tour
3. Worked on IRU details
4. Worked on Marketing Strategy
5. Hosted Tourico presentation for hoteliers
6. Participated in monthly Real America Chat
7. Leadership Flathead-working on session for April
8. LinkedIn posts include: Morale Boost, Best Backdrops
9. Worked the 1st Montana Indoor Soccer Tournament
10. Monthly Kalispell Chamber Staff Meeting

Kalispell Convention & Visitors Bureau Sales Report

3/1/2018 - 3/28/2018

Event Type: All

Sales Rep: **Dawn Jackson**

Account Name	Event Name	Event Type	Market Type	Source	Event Start	Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
				Current Status			New/Repeat	Actual				

Status: ALL FUTURE DEFINITE

Montana Youth Soccer Association	2018 MT State Cup-Referee & Administrative Room Block	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	6/9/2018	State new	\$0.00 \$0.00	1,000	20	60	0	
Montana Youth Soccer Association	2018 MT State Cup-Participant Rate	Sporting Event	Athletic & Sports/Recreation	Local referral	6/7/2018	6/9/2018	State new	\$0.00 \$0.00	0	0	0	0	
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018	10/8/2018	State repeat	\$0.00 \$0.00	40	40	70	0	
MT Young Professionals	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	9/14/2019	State new	\$0.00 \$0.00	250	0	0	0	
Rocky Mountain International	2018 International Roundup	Meeting	Meetings, Convention, Tourism Industry Events	MT Office of Tourism	4/8/2018	4/12/2018	International new	\$0.00 \$0.00	170	180	485	0	
Event Count: 5									\$0.00	1,460	240	615	0
\$0.00													

Status: CURRENT DEFINITE

Kalispell Convention & Visitors Bureau	2018 Montana Indoor Soccer Team Check In	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/2/2018	3/2/2018	Regional new	\$0.00 \$0.00	0	0	0	0	
Event Count: 1									\$0.00	0	0	0	0
\$0.00													

Status: CURRENT LEAD

International Cadet Exchange Program	2018 International Air Cadet Exchange Program	Social Gathering	Heritage, Patriotic, Veterans	2017 Bring it Home RFP	7/20/2018	7/21/2018	International new	\$0.00 \$0.00	20	15	30	0
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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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Status: CURRENT LEAD

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				
National Guard Retired Shooters Association	2018 Annual National Guard Retired Shooters Association	Social Gathering	Heritage, Patriotic, Veterans	Chamber Master	9/6/2018	new	\$0.00	50	30	90	0
				RFP	9/8/2018	new	\$0.00				
				Event Count:		3	\$0.00	150	85	300	0
							\$0.00				

Status: LEADS SENT

International Cadet Exchange Program	2018 International Air Cadet Exchange Program	Social Gathering	Heritage, Patriotic, Veterans	2017 Bring it Home	7/20/2018	International	\$0.00	20	15	30	0
				RFP	7/21/2018	new	\$0.00				
				Event Count:		1	\$0.00	20	15	30	0
							\$0.00				

Status: TURNED LEAD

International Cadet Exchange Program	2018 International Air Cadet Exchange Program	Social Gathering	Heritage, Patriotic, Veterans	2017 Bring it Home	7/20/2018	International	\$0.00	20	15	30	0
				RFP	7/21/2018	new	\$0.00				
				Event Count:		1	\$0.00	20	15	30	0
							\$0.00				

Status: TURNED LOST

Tafel Marketing System	2018 Seminar-Venue Only	Meeting	Financial, Investment	Called KCVB	2/21/2018	Local	\$0.00	20	0	0	0
				Lost	2/21/2018	new	\$0.00				
				Event Count:		1	\$0.00	20	0	0	0
							\$0.00				

				Event Count:		12	\$0.00	1,670	355	975	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
				Current Status	Event End	New/Repeat	Actual				

Status: ALL FUTURE DEFINITE

Kalspell Convention & Visitors Bureau	2018 Montana Spartan Race	Sporting Event		Definite	5/5/2018 5/6/2018		\$0.00 \$0.00	0	0	0	0
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				

Status: CURRENT DEFINITE

Kalspell Convention & Visitors Bureau	2018 MT Indoor Soccer Championships - Package	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/1/2018 3/4/2018	Regional new	\$0.00 \$0.00	0	0	0	0
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				

Status: CURRENT LEAD

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

Status: TURNED DEFINITE

Kalspell Convention & Visitors Bureau	2018 MT Indoor Soccer Championships - Package	Sporting Event	Athletic & Sports/Recreation	KCVB Event	3/1/2018 3/4/2018	Regional new	\$0.00 \$0.00	0	0	0	0
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				
				Event Count:	4		\$0.00	0	0	0	0
							\$0.00				