

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – March 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 Action Items

- a) Approval of minutes from February 7, 2018
- b) Approval of TBID financial statements for January, 2018
- c) Future direction of Pond Hockey event
- d) Approval of budget, goals and objectives and key markets - FY19 marketing plan

3. Board Discussion

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

Enclosures: February 7, 2018 minutes  
TBID financial statements for January 2018  
FY19 Marketing Plan – budget, goals/objectives, key markets  
KCVB Updates

For Further Information Please Contact:

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

2018 TBID Board Meeting Schedule (subject to change)

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

<del>January 11</del>	<del>February 7</del>	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**  
**February 7, 2018**  
**3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

# Minutes

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

**Board Members Absent:** Shawn Campbell, Emily Schroeder

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

**Guests:** Rob Brisendine

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Meeting was called to order by Zac Ford at 3:03 PM.

1. Hear from the Public – none
  
2. Board Discussion – Pond Hockey Classic owner Scott Crowder joined discussion by phone to recap and discuss the future of holding the event in Kalispell. Variable weather conditions leading up to the 2018 event created unsound ice on Foy's Lake and both backup locations, forcing cancellation of the event. Rob and Scott spent two full days searching for alternative locations and trying to condition the ice at Shady Lane Pond. The decision to cancel was made after attempts to build the ice to sufficient levels at the only viable alternative location failed. Other ice events in the area that weekend were cancelled also. CVB held a gathering at Moose's for teams that still came for event. The Moose's event was attended by 24 teams coming from Massachusetts, California, British Columbia and Alberta. Teams were overwhelmingly supportive and understanding. Cancellation of the Pond Hockey Classic has been forced two of the five years. One year it was held at Woodland Park due to unsafe ice on Foy's Lake. Given the event's popularity, alternatives are being researched. Other lakes, sliding dates, offering an alternative event as a backup and creating an artificial venue have been considered. The only one that appears worth further consideration is the artificial venue. Information is being gathered on several possible locations. Registration for 2018 teams has been refunded less the \$100 deposit. Player hats are being mailed to teams. A decision whether to hold the event in 2019 will be made in March or April of 2018.
  
3. Board Action Items
  - a. Approval of minutes from January 11, 2018:  
Motion was made by Zac Ford to approve the minutes. Motion was seconded by Dan Moderie.  
Discussion: none. Board approved unanimously.
  - b. Approval of TBID financial statements for December, 2017:  
Motion was made by Janet Clark to approve the financial statements. Motion was seconded by Dan Moderie. Discussion: Whitefish Credit Union savings account has been opened. Board approved unanimously.
  - c. Approval of projected revenue for FY'19:  
Motion was made by Janet Clark to set the projected revenue for FY'19 at \$600,800. Motion was seconded by Lisa Brown. Discussion: The new Country Inn & Suites will likely join the TBID, although it is unknown what the balance will be between new revenue it will generate for the TBID and how much will be pulled from existing TBID members.

A strong pull is expected from the new Whitefish Marriott. Since the first 2 quarters of FY'18 have shown an increase of 2% and 0% respectively over last year, the board based projected revenue for FY'19 on the actual numbers from the first two quarters of FY'18 plus last year's 3<sup>rd</sup> and 4<sup>th</sup> quarter numbers. Board approved unanimously.

#### 4. Board Discussion

##### a. Event updates:

###### Indoor Soccer

18 teams have signed up in the last 2 weeks, bringing the total to 30 registered teams from Missoula, Helena, Spokane, Sandpoint, Cranbrook, Nelson and Calgary. The event is sanctioned by US Soccer and teams can earn points from GotSoccer for participating in the event.

###### Dragon Boat Festival

Several new teams from California and British Columbia have registered for the 2018 event.

Pond Hockey – see #2 Board Discussion above

##### b. Event grant updates:

Tickets are available to TBID members for the Rocky Mountain Extreme Bull Riding Championship February 9 – 10. AMA Snow Bike Series is taking place February 24 at the Fairgrounds. Dawn expressed appreciation for properties that provided complimentary rooms for the FHS Wrestling Tournament staff. The event grant budget has been allocated for FY'18.

##### c. Marketing updates:

Content and photos are being put together for the new visitor guide which will come out mid-March. The CVB hosted Jeff Bartlett, a social media influencer from Canmore, Alberta for 5 days in January. In spite of bad weather, he was able to ski at Whitefish and Blacktail resorts, snowmobile and cross-country ski. He'll provide photos and blog and social media posts. Diane is representing Kalispell at the Great Outdoor and Bike Expo in Spokane, February 24 – 25 and at the Calgary Outdoor Expo the 3<sup>rd</sup> weekend of March. She is creating a flyer for the shows and will send out a request for Outdoor Packages to include. An additional Kalispell representative is needed for the Calgary show.

Board seats held by Lisa Brown and Emily Schroeder who both represent large properties are expiring the end of April. Diane will send out a notice. 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.

A motion was made by Janet Clark to renew the TBID membership in the Kalispell Downtown Association at the \$1,000 Silver level. Motion was seconded by Lisa Brown. Discussion: the budget for sponsorships is \$3,000. The KDA sponsors several TBID events every year. Board approved unanimously.

##### Montana High School Association:

In 2019 Kalispell is hosting the State AA Tennis Tournament, May 17 – 18; Speech Tournament, January 25 – 26; and Track and Field, May 24. CVB is meeting with Bryce Wilson about 2019 golf events not yet committed.

d. Group, M&C Updates:

RFP's have been submitted for Retired Shooters Association, DECA and MT Indoor Soccer Check-In. Group assistance was provided to Sky Wagon Adventure, Glacier Conservancy, Confluence, the Audubon Society and several others. Six Bring It Home leads were received at the Kalispell Chamber luncheon. MT State Cup Soccer – all but three hotels have provided packages. The Discover Kalispell website is being used to display which properties still have room. IRU takes place April 9 – 11. Sponsorships are available to TBID hotels and can be customized. DECA - CVB proposal was sent to Bozeman through a contact at Museum of the Rockies and was delivered by Rocky the T-Rex along with chocolates and a card of appreciation. Notification of the board's decision will be available February 15. POMA's meeting planner discussed her positive experience with the Kalispell CVB in *Empowerment for Meeting Planners* by POMA's.

Meeting was adjourned at 5:02 PM.

Respectfully Submitted: Diane Medler

For Further Information, please contact:  
Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Financials  
March 7, 2017

TBID Funds – Expense Summary January 2018

Admin: Annual report/meeting; rent; bookkeeping; office supplies; telephone, misc. mileage & expenses; Gov Conf registration and lodging; bank fees

Research, Education, Memberships: KDA annual memberships; BBER Economic Outlook Seminar

Website: website analysis reports; mthly website maintenance; SEO/SEM; M&C website updates; creating ompetitive events section.

Consumer: airport display stocking; Beermuda Triangle sponsorship; press room updates; winter campaign media buy and creative services; Calgary Outdoor Show booth final payment; quarterly emarketing; enews template updates.

Event: Event operation mgmt. monthly payment for February (Rob); sponsorship for Rebecca Farm Skijoring

Meetings & Convention: M&C Fam expenses; quarterly enews; Bring it Home brochure updates

PR/Publicity: Jeff Bartlett winter press trip expenses; summer press trip planning

KCVB Event Funds - Summary January 2018

Dragon Boat 2018: (2018 - \$30,000 TBID)  
Balance forward from 2017: \$37,459.40  
Income: \$38,519.62  
Expenses: \$1,060.22  
Balance: \$88,840.53

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: (\$7,450.00)  
Expenses: \$10,582.35  
Balance: \$39,701.25

Indoor Soccer 2018: (2017/2018 - \$20,000 TBID)  
Balance forward from 2017: \$16,752.85  
Income: \$1,312.50  
Expenses: \$755.00  
Balance: \$17,310.35

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses  
Balance: (\$7,327.00)

Tourism Business Improvement District  
**Balance Sheet**  
As of January 31, 2018

	<u>Jan 31, 18</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	104,661.59
1020 · Whitefish Credit Union	56,000.00
Total Checking/Savings	<u>160,661.59</u>
Total Current Assets	160,661.59
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u>189,846.87</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	5,327.89
Total Accounts Payable	<u>5,327.89</u>
Total Current Liabilities	<u>5,327.89</u>
Total Liabilities	5,327.89
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	34,261.10
Total Equity	<u>184,518.98</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>189,846.87</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss

January 2018

02/22/18

Accrual Basis

	Jan 18	Jul '17 - Jan 18
<b>Income</b>		
4000 · TBID Revenue	0.00	395,690.00
4100 · Interest Income	24.63	131.29
<b>Total Income</b>	24.63	395,821.29
<b>Expense</b>		
5000 · Staffing	16,970.70	145,896.85
<b>5100 · Administrative</b>		
5115 · Annual Report	1,861.72	1,861.72
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.75	20.93
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	210.00	1,770.00
5140 · Office Supplies	12.80	267.24
5150 · Postage & Copies	0.00	376.88
5160 · Rent	0.00	4,200.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	230.05	1,549.89
5185 · Travel & Entertainment	477.39	1,555.16
5190 · Technology Support	0.00	240.00
<b>Total 5100 · Administrative</b>	2,795.71	18,599.90
<b>5200 · Research &amp; Education</b>		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	1,100.00	1,100.00
5220 · Training & Education	120.00	1,288.05
<b>Total 5200 · Research &amp; Education</b>	1,220.00	8,138.05
<b>5250 · Web Site</b>		
5260 · New Website Analysis & Concepts	2,942.15	5,773.15
5270 · Maintenance & Enhancements	3,933.00	4,807.05
5280 · SEO & SEM	1,566.55	9,041.68
<b>Total 5250 · Web Site</b>	8,441.70	19,621.88
<b>5400 · Consumer Marketing</b>		
5455 · Prize Packages	50.00	1,943.90
5405 · Photo and Video Library	500.00	1,244.00
5430 · Social Media Admin & Adv	308.75	2,098.88
5440 · Creative Services	14,566.16	16,186.86
5450 · Media Buy Online	25,302.28	25,302.28
5460 · Travel Show Attendance	0.00	1,651.02
5470 · Trade Show Booth	895.38	895.38
5480 · Airport Displays	50.00	450.00
5420 · E-Marketing	1,306.25	3,283.96
5496 · Visitor Guide & Niche Brochures	0.00	2,753.00
<b>Total 5400 · Consumer Marketing</b>	42,978.82	55,809.28
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	2,500.00	17,500.00
5501 · Dragon Boat	0.00	30,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	1,500.00	5,500.00
<b>Total 5500 · Event Marketing</b>	4,000.00	83,000.00
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	0.00	8,808.43
5567 · Meeting Planner FAM	0.00	2,455.38
5570 · Meeting Planner Incentive Progm	71.95	847.38
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5575 · Advertising/Enews	2,222.70	4,962.83
<b>Total 5550 · Meetings &amp; Conventions</b>	2,294.65	20,074.02
<b>5650 · Publicity</b>		
5660 · Travel Media Press Trips/FAM	3,401.90	6,369.46

Tourism Business Improvement District  
**Profit & Loss**  
January 2018

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	<u>Jan 18</u>	<u>Jul '17 - Jan 18</u>
5665 · Proactive & Reactive PR	1,002.25	6,257.20
5680 · Kalispell Branded Merchandise	0.00	285.29
<b>Total 5650 · Publicity</b>	<b>4,404.15</b>	<b>12,911.95</b>
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
<b>Total Expense</b>	<b>83,105.73</b>	<b>361,560.19</b>
<b>Net Income</b>	<b><u><u>-83,081.10</u></u></b>	<b><u><u>34,261.10</u></u></b>



**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 July 2017 through January 2018

	<u>Jul '17 - Jan...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	395,690.00	615,000.00	-219,310.00	64.3%
4100 · Interest Income	131.29			
<b>Total Income</b>	<u>395,821.29</u>	<u>615,000.00</u>	<u>-219,178.71</u>	<u>64.4%</u>
<b>Expense</b>				
5000 · Staffing	145,896.85	220,450.00	-74,553.15	66.2%
5100 · Administrative	18,599.90	28,800.00	-10,200.10	64.6%
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	55,809.28	88,250.00	-32,440.72	63.2%
5500 · Event Marketing	83,000.00	138,000.00	-55,000.00	60.1%
5550 · Meetings & Conventions	20,074.02	70,000.00	-49,925.98	28.7%
5650 · Publicity	12,911.95	30,000.00	-17,088.05	43.0%
6000 · Prior Fiscal Year Expense	-2,491.74			
<b>Total Expense</b>	<u>361,560.19</u>	<u>615,000.00</u>	<u>-253,439.81</u>	<u>58.8%</u>
<b>Net Income</b>	<u><b>34,261.10</b></u>	<u><b>0.00</b></u>	<u><b>34,261.10</b></u>	<u><b>100.0%</b></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	(18,032.35)	0.00	0.00	557.50	0.00	1.00	(948.06)	(744.78)	18,292.71
February 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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	88,840.53	39,701.25	(7,559.16)	0.00	17,310.35	(236.14)	39.00	710.18	(7,327.00)	131,479.01

\*Deferred revenue is listed on the balance sheet as a payable, because the event was cancelled, and registrations will carry over to the next event.

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

	Dragon Boat	Pond Hockey	Indoor Soccer	MOTBD Grant	VC Merch	Admin	TOTAL
<b>Income</b>							
4700.00 · Special Events	38,519.62	-37,450.00	1,312.50	0.00	1.00	0.00	2,383.12
4410.00 · TBID Revenue	0.00	30,000.00	0.00	0.00	0.00	0.00	30,000.00
<b>Total Income</b>	38,519.62	-7,450.00	1,312.50	0.00	1.00	0.00	32,383.12
<b>Expense</b>							
5000.00 · Direct Program	280.00	4,792.13	55.00	775.00	0.00	0.00	5,902.13
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	0.00	0.00	34.00	34.00
5260.00 · Insurance	0.00	0.00	700.00	0.00	0.00	0.00	700.00
5520.00 · Professional Fees	0.00	5,495.00	0.00	0.00	0.00	330.00	5,825.00
5360.00 · Meetings	480.22	0.00	0.00	0.00	0.00	0.00	480.22
5400.00 · Miscellaneous	300.00	40.00	0.00	0.00	0.00	0.00	340.00
5420.00 · Office	0.00	243.22	0.00	0.00	0.00	380.78	624.00
5740.00 · Travel	0.00	12.00	0.00	173.06	0.00	0.00	185.06
<b>Total Expense</b>	1,060.22	10,582.35	755.00	948.06	0.00	744.78	14,090.41
<b>Net Income</b>	37,459.40	-18,032.35	557.50	-948.06	1.00	-744.78	18,292.71

KCVB Combined Budgets FY'19					
	TBID Projected Revenue	\$ 600,000		Bed Tax Projected Revenue	\$ 130,000
	FY'18 Carryover	\$ 6,000		FY'18 Carryover	\$ 5,000
	Total	\$ 606,000		Total	\$ 135,000
Program Description	Project	Program Total		Project	Program Total
<b>Administration</b>					<b>\$18,000</b>
<b>Staffing</b>		<b>\$238,000</b>	Staff employer expenses	\$11,000	
<b>Operations</b>		<b>\$29,000</b>	Rent	\$700	
Rent	\$7,700		Office Supplies	\$750	
Phone	\$2,800		Postage & copies	\$1,000	
Office Supplies	\$1,500		Bookkeeping	\$2,500	
Postage & copies	\$750		Tech support	\$250	
Audit	\$2,000		Equipment & furniture	\$800	
Bookkeeping	\$3,000		Miscellaneous	\$1,000	
City of Kalispell Assessment Fee	\$5,000				
Travel & entertainment expenses	\$2,000				
Tech support	\$500				
Equipment, Software & furniture	\$1,000				
Annual meeting	\$2,000				
Storage Unit	\$750				
<b>Marketing Support</b>		<b>\$18,500</b>			<b>\$48,700</b>
Smith Travel Reports	\$6,500		TAC/Gov Conf	\$700	
Organizational Memberships	\$3,000		VIC staff - year round	\$31,000	
Training and Education	3,000		seasonal	\$2,000	
Research	6,000		Opportunity	\$9,000	
			Outreach	\$1,000	
			Wayfinding	\$5,000	
<b>Website</b>		<b>\$37,000</b>			<b>\$ -</b>
Maintenance and enhancements	\$0				
SEO & SEM	\$7,000				
New website	\$30,000				
<b>Fulfillment</b>		<b>\$ -</b>			<b>\$4,300</b>
			phone (800 line)	\$100	
			postage	\$4,000	
			supplies	\$200	
<b>Consumer Marketing</b>		<b>\$80,500</b>			<b>\$38,000</b>
Photo and video library	\$2,000		Photo and video library	\$3,000	
Social Media admin & advertising	\$5,000		Social Media admin & advertising	\$8,000	
Creative services	\$22,000		Online Advertising	\$15,000	
Media buy: print and online	\$35,000		Print Advertising	\$7,000	
Travel show attendance	\$2,750		Travel show attendance	\$2,000	
Trade show booth	\$1,000				
Airport displays	\$750				
EMarketing	\$4,000				
Visitor guide and niche brochures	\$8,000		Printed Materials	\$3,000	

<b>Events and Sports -Operations and Promotion</b>		<b>\$93,000</b>		<b>\$4,000</b>
	Dragon Boat Festival	\$20,000	Event Promotion - press/media	\$1,000
	Spartan Race	\$23,000	Event Promotion - Social Media	\$2,000
	Winter event	\$30,000	Event Promotion - Electronic	\$1,000
	Other event & sports sponsorships	\$10,000		
	Event Operations Management	\$10,000		
<b>Groups and M&amp;C</b>		<b>\$80,000</b>		<b>\$22,000</b>
	Meeting Planner Shows	\$15,000		
	Meeting Planner FAM	\$14,800		
	Meeting planner incentive program	\$17,800		
	Advertising/Enews	\$17,800		
	Group photo and video library	\$600		
	M&C collateral, website	\$5,000		
	Customer Relationship Mgmt System	\$6,000		
	M&C memberships	\$1,000	Online Digital Advertising	\$10,000
	Sales calls	\$2,000	Group Marketing Personnel	\$12,000
<b>Publicity</b>		<b>\$30,000</b>		<b>\$ -</b>
	Travel media press trips/FAM	\$13,000		
	Proactive & reactive PR	\$16,000		
	Kalispell branded merchandise	\$1,000		
	<b>TOTAL</b>	<b>\$ 606,000</b>	<b>TOTAL</b>	<b>\$ 135,000</b>

## Discover Kalispell FY19 Marketing Plan – Key and Emerging Markets

### Consumer

High Potential Visitors – Family travelers, winter enthusiasts, active matures

Key Geographical Markets – Washington, San Francisco, Los Angeles, Alberta

Warm Season – San Francisco and Los Angeles, Seattle, Spokane/CDA, Tri-Cities, Calgary

Winter and Shoulder Season – Spokane/CDA, Seattle, Calgary, Chicago, Los Angeles, San Francisco

### M&C

Key Segment - Association Business-State, regional and national

Key Geographical Market – Seattle and the Puget Sound area including Tacoma, Olympia and Everett, Washington.

Emerging Market - Tour Groups/ Clubs, Domestic & International



## Discover Kalispell FY19 Marketing Plan - Goals and Objectives

### Goals

1. Generate increased press and public awareness of Kalispell in targeted U.S. and International markets.
2. Build relationships with visitors as demonstrated through increased usage and engagement with our key platforms.
3. Grow winter and shoulder season visitations.
4. Acquire applicable research to understand the ROI of KCVB initiatives and incorporate data insights to make effective marketing decisions.
5. Promote Kalispell for tour group travel, domestic and international.
6. Connect with active meeting planners in drive market and regional areas.
7. Promote Kalispell as a meeting destination to local businesses and organizations.
8. Educate meeting planners on services the CVB provides.
9. Play an active role as a voice for tourism in the state and the community through positive publicity and outreach and involvement in the downtown and core area redevelopment projects.

### Objectives

1. Increase occupancy at TBID hotels between October and June by 2% (as measured by TBID Collections).
2. Increase total unique visitors to website by 15% over FY18.
3. Increase consumer database by 7% over FY18 (equates to additional 1,000 opt-in subscribers)
4. Increase total social media reach by 5% over FY18
5. Generate 10 media stories in target markets through public relations efforts.
6. Maintain crisis communication plan to effectively communicate with Discover Kalispell's audience and to assist local businesses and stakeholders.
7. Host two press trips with travel media from key markets.
8. Successfully produce KCVB signature events: on budget and with increased economic impact to community.
9. Provide sponsorship through the CVB Event Grant program for new or expanding events or sports tournaments that have long term growth potential during off-season.
10. Increase database of qualified and interested meeting planners by 30% over FY18.
11. Retain engagement of meeting planner database through quarterly newsletters.
12. Attend two regional tradeshow to promote Kalispell as a meeting destination.
13. Host one meeting planner FAM of qualified planners who have never been to Glacier Country.
14. Connect and engage with meeting planners through two targeted advertising campaigns.
15. Increase referrals to the KCVB Bring It Home program by 20% over FY18.

**DISCOVERKALISPELL.COM**

Spring slider stories to enjoy and share! Lending A Hand: <http://www.discoverkalispell.com/lending-a-hand/>  
Team Building, Morale Boost: <http://www.discoverkalispell.com/morale-boost/>

**SPOKANE GREAT OUTDOORS & BIKE EXPO**

Diane attended the February 24-25<sup>th</sup> Spokane Outdoor show. The show attracted approximately 5,000 attendees. The Spokane Golf Show was open as well and attendees could go to both shows for one ticket price. Many exhibitors in the Outdoor Show section were bicycle related, others more general outdoors and a few other destinations such as Kimberley B.C. Kalispell booth received 185 entries to our drawing and we distributed several hundred visitors' guides and the lodging package brochure created for this show and the Calgary Outdoors show in March. We received several comments about how they had not been to our area for a while and some stated they had just driven through Kalispell on the way to GNP or Whitefish. We felt that attending the show was beneficial and would recommend trying it again next year.

**TR REPORT – JANUARY**

Year over year, January OCC: +0.8% to 33.8%; ADR: + 1.7% to \$76.07; RevPAR: +2.5% to \$25.09. Three properties did not report.

Kalispell Economy class OCC: -7.8%, ADR: +4.6%; Mid/Upper class OCC: +4.3%, ADR: -0.3%

Comp Set OCC: Missoula +5.1%; Butte -6.9%; Bozeman +0.7%; WF -2.2%; Rapid City SD -0.2%;

Helena/GFalls -9.3%; CDA +11.5%; Sandpoint +4.8%; Bend -6.2%; Spokane -4.3%; Billings -0.0%

United States: OCC: +0.9%; ADR: +2.0%; RevPAR: +2.9%. Montana: OCC: -1.4%; ADR: +0.7%; RevPAR: -0.8%

**SPRING M&C ENEWS**

View the quarterly meeting planner newsletter sent to 930 qualified and targeted planners.

<http://email.connectablenews.com/t/y-CBF88867C786A798>



# February 2018

*Dawn Jackson, Group Sales Manager for KCVB*

## **RFP's Sent:**

1. 2018 Tafel Marketing Seminar-February
2. 2019 Wilderness Risk Management Conference-October

## **Proposals Sent:**

1. 2019 Wilderness Risk Management Conference-October

## **Working Leads:**

1. 2019 US Wheat Associates Summer Meeting-June
2. 2020 Montana League of Cities

## **Group Assist:**

1. MT Coalition Against Domestic Violence-venue information
2. Comp rooms for AMA Snowbike Series
3. MACE-contract negotiations

## **Bring it Home Leads:**

1. ITMC Annual Conference
2. PRSA North Pacific District Conference
3. MLCT Annual Conference

## **Lodging Packages:**

1. Spartan Race

## **February Highlights:**

1. Sent out Spring M & C quarterly enews
2. MT State Cup Soccer Tournament follow up
3. Working on details for IRU-Sponsorships and event planning for reception and FAM day
4. Participated in monthly Real America chat
5. Worked on budget for FY19
6. Worked on M & C portion of Visitor Guide
7. Leadership Flathead-working on session for April
8. LinkedIn posts included: Developing Creative Campaigns and Incentives to Help Planners Bolster Attendance, Creating Family-Friendly Corporate Events, Holistic Meeting Planning, Kalispell's Spring M & C E-news
9. Met with Bryce Wilson-AD at Flathead High School regarding upcoming events
10. Attended Kalispell Chamber Luncheon
11. Working on preplanning for FAM with Glacier Country June 5-7 and Discover Kalispell June 25-27

## Kalispell Convention & Visitors Bureau Sales Report

### 2/1/2018 - 2/28/2018

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
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**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	
<b>Event Count:</b>								5	1,460	240	615	0
<b>\$0.00</b>												

**Status:** CURRENT LEAD

Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020 7/23/2020	International new	\$0.00 \$0.00	80	40	180	0	
National Guard Retired Shooters Association	2018 Annual National Guard Retired Shooters Association	Social Gathering	Heritage, Patriotic, Veterans	Chamber Master RFP	9/6/2018 9/8/2018	new	\$0.00 \$0.00	50	30	90	0	
<b>Event Count:</b>								2	130	70	270	0
<b>\$0.00</b>												

**Status:** LEADS SENT

**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: LEADS SENT**

National Guard Retired Shooters Association	2018 Annual National Guard Retired Shooters Association	Social Gathering	Heritage, Patriotic, Veterans	Chamber Master RFP	9/6/2018 9/8/2018	new	\$0.00 \$0.00	50	30	90	0
Tafel Marketing System	2018 Seminar-Venue Only	Meeting	Financial, Investment	Called KCVB RFI	2/21/2018 2/21/2018	Local new	\$0.00 \$0.00	20	0	0	0
Wilderness Risk Management Conference	2019 Wilderness Risk Management Conference (WRMC)	Meeting	Environmental	Local Hotel RFP-Request for Proposal	10/5/2019 10/11/2019	Regional new	\$0.00 \$0.00	500	200	667	0
				<b>Event Count:</b>	<b>3</b>			<b>570</b>	<b>230</b>	<b>757</b>	<b>0</b>
							\$0.00				\$0.00

**Status: TURNED 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
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
				<b>Event Count:</b>	<b>3</b>			<b>1,000</b>	<b>20</b>	<b>60</b>	<b>0</b>
							\$0.00				\$0.00

**Status: TURNED LEAD**

National Guard Retired Shooters Association	2018 Annual National Guard Retired Shooters Association	Social Gathering	Heritage, Patriotic, Veterans	Chamber Master RFP	9/6/2018 9/8/2018	new	\$0.00 \$0.00	50	30	90	0
				<b>Event Count:</b>	<b>1</b>			<b>50</b>	<b>30</b>	<b>90</b>	<b>0</b>
							\$0.00				\$0.00

**Status: TURNED LOST**

Montana DECA Inc.	2019 & 2020 State Career Development Conference	Meeting		Local referral	2/9/2019 2/12/2019	State new	\$0.00 \$0.00	600	155	324	0
				<b>Event Count:</b>	<b>1</b>			<b>600</b>	<b>155</b>	<b>324</b>	<b>0</b>
							\$0.00				\$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: ALL FUTURE DEFINITE**

Kalispell 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	0	0	0	0

**Status: CURRENT LEAD**

Kalispell 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	0	0	0	0

**Status: LEADS SENT**

Kalispell 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	0	0	0	0

**Status: TURNED DEFINITE**

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