

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – May 2, 2018
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Zac Ford, 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 April 4, 2018
- b) Approval of TBID financial statements for March, 2018

3. Board Discussion

- a) Event updates: Spartan, Dragon Boat
- b) IRU Recap Report
- c) May 24th – TBID Red Nose Day Gathering
- d) Marketing updates
- e) Group, M&C updates

Enclosures: April 4, 2018 minutes
TBID financial statements for March 2018
TBID Board Terms
KCVB Updates

For Further Information Please Contact:

Zac Ford, Board Chairman zachary.ford@hilton.com or 406-755-7900
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
April 4, 2018
3:00 pm – 5:00 pm
Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Dawn Hendrickson, Zac Ford, Janet Clark, Emily Schroeder

Board Members Absent: Shawn Campbell, Dan Moderie

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

Guests: Scott Rieke, Best Western; Sean Morris, Holiday Inn Express; Lucy Weeder, Marriott SpringHill Suites

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

1. Hear from the Public – none

2. Board Action Items

a. Approval of minutes from March 7, 2018:

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Emily Schroeder.

Discussion: none. Board approved unanimously.

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

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

Zac Ford. Discussion: None. Board approved unanimously.

c. Approval of FY19 Final marketing plan:

Motion was made by Zac Ford to approve the FY final marketing plan. Motion was seconded by Emily Schroeder. Discussion:

Highlights – US Association of Chamber Executives selected Kalispell’s winter campaign for its highest honor in communication excellence, top entry points have changed since FY 2018, Flathead County has reached 100,000 population.

Strengths - local economy is growing (one of the fastest in the state), development in the downtown area, variety of winter activity opportunities – MOTBD is focusing on researching ways to attract winter visitors.

Opportunities - resurgence of the Alberta economy, good feedback at the March Calgary Outdoor Show, strength in STR report numbers.

Challenges - two new properties coming into the market, wildfires and other results of climate change, entrance fee increase at Glacier Park, shortage of workforce and affordable housing.

Travel Decision Process – surveys indicate encouraging uptrends in traveler’s likelihood of travel to Montana. Improvements on the new DK website will reflect increased use of online info in trip planning cycle (discounts, etc.)

Key markets – Kalispell competes with other Flathead Valley towns for nature-based travelers, increasing flights are important in nurturing key markets, there’s a need to continue to encourage experiences outside GNP

Groups

10% of total Kalispell hotel room nights in FY17 came from groups, Kalispell TBID properties can accommodate groups of 10 – 500, the most common group size is 50 – 120. The largest number of M&C RFPs originate from the association market. The Bring It Home Campaign continues to be a good source

of leads drawing from 700 members of the Kalispell Chamber. City staff has also provided multiple Bring It Home leads. CVB will continue to build Puget Sound as a key geographical market for meeting and convention business. Direct flights and Amtrak service to Seattle provide easy transportation. CVB attended the Pacific Northwest Connect trade show in 2017 and continues to partner with MOTBD and Glacier Country to attend IMEX in Las Vegas.

Increasing international interest in Montana – CVB will seek out tour groups and clubs as international awareness of Montana increases. IRU Conference that Kalispell is hosting April 9-11 will provide a good opportunity to build interest in our area.

Travel industry trends – DMOs are moving out of promotion and more into improving the product. Visitors are doing a lot of the work for DMO's by sharing information about the destination. It's important for Discover Kalispell to get good data to measure the efficacy of what we do. DMOs have to stay on top of travel trends and tools which are constantly changing. Discover Kalispell will partner with Glacier Country and MOTBD to maximize winter campaign initiatives.

Board approved unanimously.

- d. Approval of applications for board trustees to fill expiring seats: Emily Schroeder (HGI) reapplied for another term, Sean Morris (HIE) submitted an application.

Motion was made by Janet Clark to approve the board member applications. Motion was seconded by Zac Ford. Discussion: Sean Morris is taking the board seat vacated by Lisa Brown, four year term. Emily Schroeder (HGI) will begin a new four year term. The board's decision will go to the next city council meeting for approval.

Board approved unanimously.

- e. Approval of board officer positions: Chairman, Vice-Chair/ Treasurer.

Motion was made by Janet Clark to approve Zac Ford as Chairman and Dawn Hendrickson as Vice-Chair/Treasurer. Discussion: none. Board approved unanimously. Vote will go to city council for approval.

- f. Approval of KCVB RFP outline and timeline.

Motion was made by Zac Ford to approve the outline, timeline and the evaluation committee consisting of Joe Unterreiner, Diane Medler, Kate Lufkin, Dawn Hendrickson and Zac Ford. Motion was seconded by Janet Clark. Discussion: state regulations require that an RFP be issued every seven years. The last RFP was issued when the CVB was established in 2010 and renewed annually. Whitefish CVB is issuing an RFP at the same time. It's possible that agencies will respond to both RFPs. There was some concern among board members that due to the small pool of agencies, we might be forced to use the same agency as Whitefish or settle for our second choice. The board discussed that Whitefish and Kalispell markets are different and there might be cooperative opportunities and advantages of scale. It was suggested to require applicants to disclose whether they're working with competitor DMOs. Board approved unanimously.

3. Board Discussion

- a. Event updates:

Indoor Soccer - the event was well-received by players, coaches and parents. The Fairgrounds Trade Center has tentatively been reserved for March 9 – 10, 2019 for next year's tournament.

Dragon Boat – two new BCS teams from Los Angeles and Kelowna, BC have registered.

Spartan Race – 5,800 racers have registered which is on par for this date in prior years. CVB will be tracking room availability and posting updates on the DK website which is linked to www.spartan.com

- b. Event grant updates:

A local youth wrestling group is working on getting a large tournament involving 1,790 athletes

awarded to Kalispell in 2019. Dawn Hendrickson is encouraging them to apply for an event grant in FY19 as this year's event grant funds have been expended.

c. Marketing updates:

- The 2018 – 2019 visitor guide has been printed and is available in VIC
- The consumer enews database now has 13,000+ names
- The winter photo shoot has been completed. Our photo library now includes winter shots of people enjoying events in downtown Kalispell, Main Street and surrounding area, and the Conrad Mansion with holiday lights.
- Year-over-year STR Report shows February up 7.4%, ADR up .1% and RevPAR up 7.5%. Three properties did not report.
- 2017 bed tax was up 6% over 2016
- Diane attended the Calgary Outdoor Show March 24 – 25. Concern over border crossing seems to have subsided.
- The Governor's Conference on Tourism takes place in Big Sky, April 15 – 18.
- Glacier Park video from a webcam directed at a bear waking up from hibernation has gone viral.

d. Group, M&C Updates:

- RFP's were sent for International Air Cadet Exchange Program
- A site tour with Wheat Associates was completed
- A proposal was submitted to Wilderness Risk Management, awaiting a decision
- After receiving our proposal, Montana League of Cities and Towns is considering whether a two-property conference will work for them
- MT State Cup Soccer – The Discover Kalispell website lodging package page is being used to update info on hotel room availability
- Plans are coming together well for IRU, April 9 – 11. There is still a wine sponsorship opportunity available for the banquet. The \$250 sponsorship includes two banquet tickets. 34 tour operators, 6 country reps, state reps from Montana, Wyoming, North and South Dakota, and 45 suppliers will be participating.

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
May 2, 2018

TBID Funds – Expense Summary March 2018

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

Website: website user study; monthly maintenance

Consumer: winter photo shoot; airport display stocking; Calgary Outdoor Show expenses; quarterly emarketing campaign; visitor guide photos

Event: Event operation mgmt. monthly payment for April (Rob); transfer to Spartan (approved TBID budget and rollover funds to balance account)

Meetings & Convention: Fam trip expenses; M&C guide updates; IDSS quarterly payment; M&C advertising campaign; M&C quarterly enews; M&C memberships

PR/Publicity: press trip administration - Bartlett; press trip expenses - Larson

KCVB Event Funds - Summary March 2018

Dragon Boat 2018: (2018 - \$30,000 TBID)
Balance forward from 2017: \$51,381.13
Income: \$40,394.62
Expenses: \$8,275.22
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: (\$11,050.00)
Expenses: \$13,994.73
Balance: \$37,785.23

Indoor Soccer 2018: (2017/2018 - \$20,000 TBID)
Balance forward from 2017: \$16,752.85
Income: \$11,068.00
Expenses: \$24,507.20
Balance: \$13,023.79

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$7,749.58)

Tourism Business Improvement District

Balance Sheet

04/19/18

As of March 31, 2018

Accrual Basis

	<u>Mar 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	140,163.49
1020 · Whitefish Credit Union	56,000.00
Total Checking/Savings	<u>196,163.49</u>
Total Current Assets	196,163.49
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>225,361.57</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	49,057.25
Total Accounts Payable	<u>49,057.25</u>
Total Current Liabilities	<u>49,057.25</u>
Total Liabilities	49,057.25
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	26,046.44
Total Equity	<u>176,304.32</u>
TOTAL LIABILITIES & EQUITY	<u><u>225,361.57</u></u>

Tourism Business Improvement District

Profit & Loss

March 2018

04/19/18

Accrual Basis

	Mar 18	Jul '17 - Mar 18
Income		
4000 · TBID Revenue	0.00	501,300.00
4100 · Interest Income	17.65	158.51
Total Income	17.65	501,458.51
Expense		
5000 · Staffing	16,873.02	183,100.48
5100 · Administrative		
5115 · Annual Report	0.00	1,861.72
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.75	71.88
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	260.00	2,280.00
5140 · Office Supplies	60.76	351.88
5150 · Postage & Copies	244.59	643.10
5160 · Rent	700.00	6,300.00
5165 · Storage Unit	180.00	540.00
5180 · Telephone	211.55	1,971.49
5185 · Travel & Entertainment	65.44	1,662.62
5190 · Technology Support	40.00	360.00
Total 5100 · Administrative	1,766.09	22,440.77
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	0.00	1,100.00
5220 · Training & Education	60.00	1,348.05
Total 5200 · Research & Education	60.00	8,198.05
5250 · Web Site		
5260 · New Website Analysis & Concepts	3,815.25	9,588.40
5270 · Maintenance & Enhancements	795.15	5,602.20
5280 · SEO & SEM	0.00	9,041.68
Total 5250 · Web Site	4,610.40	24,232.28
5400 · Consumer Marketing		
5455 · Prize Packages	0.00	1,943.90
5405 · Photo and Video Library	4,930.00	6,239.13
5430 · Social Media Admin & Adv	0.00	2,098.88
5440 · Creative Services	104.50	16,291.36
5450 · Media Buy Online	0.00	25,302.28
5460 · Travel Show Attendance	866.22	3,465.01
5470 · Trade Show Booth	0.00	895.38
5480 · Airport Displays	50.00	550.00
5420 · E-Marketing	1,009.18	4,293.14
5496 · Visitor Guide & Niche Brochures	475.00	4,591.95
Total 5400 · Consumer Marketing	7,434.90	65,671.03
5500 · Event Marketing		
5548 · Events Operations Management	2,500.00	22,500.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	29,000.00	29,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	0.00	5,500.00
Total 5500 · Event Marketing	31,500.00	117,000.00
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	68.85	945.18
5574 · M&C Guide	1,268.25	1,268.25
5583 · Customer Relationship Mgmt Syst	1,500.00	4,500.00
5575 · Advertising/Enews	7,903.34	15,899.67
5589 · M&C Memberships	300.00	300.00

Tourism Business Improvement District

Profit & Loss

March 2018

04/19/18

Accrual Basis

	<u>Mar 18</u>	<u>Jul '17 - Mar 18</u>
Total 5550 · Meetings & Conventions	11,040.44	34,176.91
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	3,049.65	13,002.30
5665 · Proactive & Reactive PR	3,539.50	9,796.70
5680 · Kalispell Branded Merchandise	<u>0.00</u>	<u>285.29</u>
Total 5650 · Publicity	6,589.15	23,084.29
6000 · Prior Fiscal Year Expense	<u>0.00</u>	<u>-2,491.74</u>
Total Expense	<u>79,874.00</u>	<u>475,412.07</u>
Net Income	<u><u>-79,856.35</u></u>	<u><u>26,046.44</u></u>

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July 2017 through March 2018

04/26/18

Accrual Basis

	<u>Jul '17 - Ma...</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	158.51			
Total Income	<u>501,458.51</u>	<u>615,000.00</u>	<u>-113,541.49</u>	<u>81.5%</u>
Expense				
5000 · Staffing	183,100.48	220,450.00	-37,349.52	83.1%
5100 · Administrative	22,440.77	28,800.00	-6,359.23	77.9%
5200 · Research & Education	8,198.05	12,500.00	-4,301.95	65.6%
5250 · Web Site	24,232.28	27,000.00	-2,767.72	89.7%
5400 · Consumer Marketing	65,671.03	89,250.00	-23,578.97	73.6%
5500 · Event Marketing	117,000.00	144,000.00	-27,000.00	81.3%
5550 · Meetings & Conventions	34,176.91	71,000.00	-36,823.09	48.1%
5650 · Publicity	23,084.29	30,000.00	-6,915.71	76.9%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	<u>475,412.07</u>	<u>623,000.00</u>	<u>-147,587.93</u>	<u>76.3%</u>
Net Income	<u><u>26,046.44</u></u>	<u><u>-8,000.00</u></u>	<u><u>34,046.44</u></u>	<u><u>-325.6%</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
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 March 2018

Ordinary Income/Expense	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	198.00	0.00	0.00	0.00	0.00	198.00
4700.00 · Special Events	40,394.62	-39,050.00	550.00	10,870.00	0.00	10,000.00	1.00	0.00	22,765.62
4410.00 · TBID Revenue	0.00	28,000.00	6,000.00	0.00	0.00	0.00	0.00	2,000.00	36,000.00
Total Income	40,394.62	-11,050.00	6,550.00	11,068.00	0.00	10,000.00	1.00	2,000.00	58,963.62
Gross Profit	40,394.62	-11,050.00	6,550.00	11,068.00	0.00	10,000.00	1.00	2,000.00	58,963.62
Expense									
5000.00 · Direct Program	6,305.00	5,336.11	3,000.00	12,029.87	775.00	687.47	0.00	0.00	28,133.45
5060.00 · Bank Fees & Svc Chrgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	220.45	222.20
5260.00 · Insurance	0.00	0.00	0.00	700.00	0.00	0.00	0.00	0.00	700.00
5520.00 · Professional Fees	1,190.00	8,363.40	0.00	7,575.51	0.00	550.00	0.00	1,070.00	18,748.91
5360.00 · Meetings	480.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	480.22
5500.00 · Printing & Publications	0.00	0.00	0.00	363.94	0.00	0.00	0.00	0.00	363.94
5400.00 · Miscellaneous	300.00	40.00	350.00	0.00	0.00	0.00	0.00	0.00	690.00
5420.00 · Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	1,158.77	4,851.98
5740.00 · Travel	0.00	12.00	0.00	386.14	173.06	0.00	0.00	0.00	571.20
Total Expense	8,275.22	13,994.73	3,350.00	24,507.20	948.06	1,237.47	0.00	2,449.22	54,761.90
Net Ordinary Income	32,119.40	-25,044.73	3,200.00	-13,439.20	-948.06	8,762.53	1.00	-449.22	4,201.72
Net Income	32,119.40	-25,044.73	3,200.00	-13,439.20	-948.06	8,762.53	1.00	-449.22	4,201.72

Tourism Business Improvement District

May 1, 2018 – April 30, 2019

Board officers:

Zac Ford, Chairman of the Board

Dawn Hendrickson Vice-Chair

Dawn Hendrickson, Treasurer

<u>Board Member</u>	<u>Term Expires</u>
Dan Moderie Manager, Super 8 (medium)	04/30/2019
Zac Ford Manager, Hampton Inn (large)	04/30/2020
Dawn Hendrickson Director of Sales, Homewood Suites (medium)	04/30/2020
Shawn Campbell Manager, America's Best Value Inn (small)	04/30/2021
Janet Clark Owner/Manager, Kalispell Grand (small)	04/30/2021
Emily Schroeder Director of Sales, Hilton Garden Inn (large)	04/30/2022
Sean Morris Director of Sales, Holiday Inn Express (large)	04/30/2022

Large (6): Fairbridge Inn & Suites, Red Lion, Hilton Garden Inn, Motel 6, Hampton Inn, Holiday Inn Express

Medium (6): Blue & White Motel, Quality Inn, Econo Lodge, Homewood Suites, Marriott Springhill Suites, Super 8, Travelodge

Small (5): America's Best Value Inn, Kalispell Hilltop Inn, Kalispell Grand, Glacier Ridge Suites, Aero Inn

Q3 (Jan-Mar) WEBSITE REPORT - DISCOVERKALISPELL.COM

Unique visitors	46,982 (99% increase)
Page views	91,812 (49% increase)
Pages/session	1.65 (24% decrease)
New vs. returning	88.7% new; 11% returning
Session by device	60.8% sessions on mobile (181% increase); 29.1% desktop; 10.1% tablet

Top 10 states visiting site:

California (624% increase)	Idaho
Montana	Oregon
Washington	Arizona
Utah	Florida
Texas	Illinois

Top 10 cities visiting site:

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

Top referring sites:

Facebook ads	Visitmt
Ad campaigns	Montana.soccer
Kalispell.com	Montanadragonboat
Visitmt	Montanayouthsoccer.com

Top 10 pages visited:

Home page	Shopping
Winter campaign landing page	Glacier National Park
Outdoor activities	Outdoor Activities – Winter Fun
Cozy Apres Adventure	Outdoor Activities – Family Fun
Lodging page	Packages and special offers

Top paid search terms:

Kalispell	Fun things to do in Kalispell mt
Glacier national park	Things to do in Kalispell
Glacier national park mt	Kalispell events
Things to do in Kalispell mt	Kalispell montana
Things to do in Kalispell montana	Glacier park montana

STR REPORT – MARCH

Year over year, OCC: +4.9% to 40.6%; DEMAND: +4.9; ADR: + 0.5% to \$74.20; RevPAR: +5.4% to \$30.14.

Three properties did not report.

Kalispell Economy class OCC: +9.2%, ADR: 0.0%; Mid/Upper class OCC: +3.1%, ADR: +1.3%

Comp set OCC: Missoula +3.7%; Butte +4.8%; Bozeman +2.7%; Whitefish +15%; Helena/GFalls -5.1%;

CDA +1.8%; Sandpoint -10.5%; Bend +4.4%; Spokane +3.7%; Billings -3.9%; Rapid City -8.8%

United States: OCC: +0.9%; ADR: +3.0%; RevPAR: +3.9%. Montana: OCC: +0.1%; ADR: +1.0%; RevPAR: +1.1%

nSIGHT

Top search markets summer 2017:

Market	Search to Book Avg
LA	12.10
NY	12.11
Chicago	10.96
Dallas/Ft-Worth	9.92
Philadelphia	9.42
Denver	9.86

Top booking markets summer 2017:

Market	Search to Stay Avg
LA	12.95
NY	15.33
Chicago	14.61
Dallas/Ft-Worth	14.41
Philadelphia	16.85
Denver	13.19

SOCIAL MEDIA REPORT - MARCH

Twitter – 34,400 tweet impressions; 3,260 followers; engagement rate 1.3%; retweets 69; link clicks 83

Instagram – 6,420 followers - 30 new

Facebook – 34,858 likes; reach 247,565; impressions 335,821

WINTER MARKETING CAMPAIGN

Campaign Dates: November 27, 2017 through March 11, 2018

Markets: San Francisco and Los Angeles, adults 25-65 that take up to 6+ trips per year; Spokane, CDA & Tri Cities

Media: Targeted social media and digital advertising placements and outdoor placement (wallscape)

Objective: connect the idea of Montana, GNP and winter activities with a stay in friendly, welcoming Kalispell which is located in the heart of everything.

Overall Results:

12M impressions (11.9M trackable digital impressions)

CTR .58%

69K clicks

32,890 website sessions on landing page(s)

Native ads: 25k sessions, 55 enews signups; Avg CTR of 0.47%; \$0.19 avg CPC

SF market: 4.2M impressions; 18,638 clicks; website sessions 10,143

LA market: 5.95M impressions; 29,190 clicks; website sessions 15,428

Social ads (Facebook display, carousel and canvas ads and Instagram display and carousel ads)

SF market: overall CTR of 1.09%; outbound CTR (ad to website) of 4.35%; 21 enews signups

Drive market: 1.73% CTR; 5 enews signups

Outdoor wallscape: 227,968 impressions



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

<p>4.46%</p>	<p>SAN DIEGO-CARLSBAD CA</p> <ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 	<p>2.60%</p>	<p>SAN ANTONIO-NEW BRAUNFELS TX</p> <ul style="list-style-type: none"> • Frugal Boomers • Couponing Families
<p>3.82%</p>	<p>LOS ANGELES-LONG BEACH-ANAHEIM CA</p> <ul style="list-style-type: none"> • Dream Tripper • Bucket Listers 	<p>2.44%</p>	<p>TAMPA-ST. PETERSBURG-CLEARWATER FL</p> <ul style="list-style-type: none"> • Experience Seekers • Bucket Listers
<p>3.38%</p>	<p>NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA</p> <ul style="list-style-type: none"> • Dream Tripper • Experience Seekers 	<p>2.42%</p>	<p>DALLAS-FORT WORTH-ARLINGTON TX</p> <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers
<p>3.19%</p>	<p>CHICAGO-NAPERVILLE-ELGIN IL-IN-WI</p> <ul style="list-style-type: none"> • Go For It Families • Dream Tripper 	<p>2.32%</p>	<p>JACKSONVILLE FL</p> <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper
<p>3.19%</p>	<p>RIVERSIDE-SAN BERNARDINO-ONTARIO CA</p> <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers 	<p>2.05%</p>	<p>SEATTLE-TACOMA-BELLEVUE WA</p> <ul style="list-style-type: none"> • Dream Tripper • Go For It Families



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

5.90%	LOS ANGELES-LONG BEACH-ANAHEIM CA <ul style="list-style-type: none"> • Experience Seekers • Dream Tripper 	2.59%	PHOENIX-MESA-SCOTTSDALE AZ <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers
4.49%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA <ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 	2.41%	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD <ul style="list-style-type: none"> • Bucket Listers • Experience Seekers
3.44%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 	2.39%	HOUSTON-THE WOODLANDS-SUGAR LAND TX <ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
3.15%	SAN DIEGO-CARLSBAD CA <ul style="list-style-type: none"> • Bucket Listers • Dream Tripper 	2.26%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA <ul style="list-style-type: none"> • Adventure Seekers • Bucket Listers
3.12%	DALLAS-FORT WORTH-ARLINGTON TX <ul style="list-style-type: none"> • Experience Seekers • Bucket Listers 	2.20%	ATLANTA-SANDY SPRINGS-ROSWELL GA <ul style="list-style-type: none"> • Dream Tripper • Go For It Families



Target Markets - Next 90 Days

Total Volume Next 90 Days: 0.01M

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

5.76%	LOS ANGELES-LONG BEACH-ANAHEIM CA	2.27%	ATLANTA-SANDY SPRINGS-ROSWELL GA
	<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
4.11%	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	2.14%	RIVERSIDE-SAN BERNARDINO-ONTARIO CA
	<ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
3.28%	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	2.04%	SAN DIEGO-CARLSBAD CA
	<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Experience Seekers
2.89%	DALLAS-FORT WORTH-ARLINGTON TX	2.01%	HOUSTON-THE WOODLANDS-SUGAR LAND TX
	<ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers
2.69%	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.94%	PHOENIX-MESA-SCOTTSDALE AZ
	<ul style="list-style-type: none"> • Bucket Listers • Experience Seekers 		<ul style="list-style-type: none"> • Bucket Listers • Adventure Seekers

Next 60 Days

Travel Dates: 4/4/2018 to 6/3/2018

YOY Change in Search Next 60 Days:		
Subscriber:		0.00%
Comp Set 1:		-20.65%

Top Source Markets Searching Next 60 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	18.73%	4.63%	Dream Tripper	Bucket Listers
US	2	TX	9.05%	19.84%	Bucket Listers	Adventure Seekers
US	3	FL	6.73%	7.55%	Bucket Listers	Adventure Seekers
US	4	NY	6.07%	21.86%	Dream Tripper	Young Free Spirits
US	5	PA	5.03%	-4.01%	Dream Tripper	Experience Seekers
US	6	IL	4.16%	0.24%	Experience Seekers	Bucket Listers
US	7	NC	3.54%	-5.60%	Go For It Families	Adventure Seekers
US	8	OH	3.15%	-0.32%	Go For It Families	Self Seekers
US	9	GA	3.06%	24.36%	Go For It Families	Bucket Listers
US	10	AZ	3.03%	7.82%	Dream Tripper	Go For It Families

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	95.41%	-2.44%	Experience Seekers	Bucket Listers
Canada	2	CA	1.97%	1.34%	Dream Tripper	Bucket Listers
Europe	3	GB	0.44%	11.72%	Experience Seekers	Self Seekers
Europe	4	DE	0.30%	15.57%	Frugal Boomers	Self Seekers
Mexico	5	MX	0.21%	6.59%	Experience Seekers	Go For It Families
Asia/Pac	6	TH	0.16%	20.75%	Self Seekers	Bucket Listers
Asia/Pac	7	SG	0.12%	14.73%	Couponing Families	Frugal Boomers
Middle East/Africa	8	IL	0.11%	21.23%	Frugal Boomers	Dream Tripper
Europe	9	FR	0.08%	17.38%	Dream Tripper	Go For It Families
Europe	10	SK	0.08%	13.46%	Young Free Spirits	Go For It Families

Next 90 Days

Travel Dates: 4/4/2018 to 7/3/2018

YOY Change in Search Next 90 Days:	
Subscriber:	-21.33%
Comp Set 1:	-20.90%

Top Source Markets Searching Next 90 Days

Region	Source Market Rank	Source Market - State	Search Demand %	YOY Change Demand %	Top Personas	
US	1	CA	16.54%	13.44%	Experience Seekers	Go For It Families
US	2	TX	7.99%	6.53%	Experience Seekers	Visiting Family
US	3	FL	5.92%	-3.58%	Dream Tripper	Bucket Listers
US	4	PA	5.89%	4.24%	Dream Tripper	Bucket Listers
US	5	NY	5.65%	7.41%	Adventure Seekers	Frugal Boomers
US	6	IN	4.83%	7.39%	Visiting Family	Experience Seekers
US	7	IL	4.11%	0.24%	Adventure Seekers	Go For It Families
US	8	MO	3.52%	-10.03%	Go For It Families	Dream Tripper
US	9	GA	3.36%	-4.00%	Adventure Seekers	Dream Tripper
US	10	NC	3.23%	-21.78%	Go For It Families	Adventure Seekers

Region	Source Market Rank	Source Market - Country	Search Demand %	YOY Change Demand %	Top Personas	
US	1	US	96.30%	-1.72%	Dream Tripper	Self Seekers
Canada	2	CA	1.00%	17.82%	Dream Tripper	Bucket Listers
Europe	3	GB	0.51%	15.83%	Go For It Families	Bucket Listers
Europe	4	ES	0.30%	4.65%	Bucket Listers	Dream Tripper
Europe	5	DE	0.23%	21.00%	Couponing Families	Visiting Family
Asia/Pac	6	AU	0.20%	22.64%	Young Free Spirits	Self Seekers
Europe	7	PL	0.13%	19.63%	Adventure Seekers	Dream Tripper
Asia/Pac	8	TH	0.12%	7.24%	Experience Seekers	Self Seekers
Mexico	9	MX	0.12%	15.79%	Frugal Boomers	Dream Tripper
Europe	10	SE	0.09%	10.71%	Experience Seekers	Bucket Listers

Top Source Markets Booking KALLSPELL MT Last Year for Summer Travel

Travel Dates: 06/01/2017 - 08/31/2017

Region	Source Market Rank	Source Market	Conversion %	Top Persona	Book to Stay Avg.
US	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	5.1777%	Adventure Seekers	12.95
US	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	4.4240%	Adventure Seekers	15.33
US	3	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.2674%	Adventure Seekers	14.61
US	4	DALLAS-FORT WORTH-ARLINGTON TX	3.0010%	Adventure Seekers	14.41
US	5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	2.5865%	Adventure Seekers	16.85
US	6	DENVER-AURORA-LAKEWOOD CO	2.4703%	Adventure Seekers	13.19
US	7	PHOENIX-MESA-SCOTTSDALE AZ	2.1811%	Adventure Seekers	13.83
US	8	SAN FRANCISCO-OAKLAND-HAYWARD CA	1.9727%	Dream Tripper	14.05
US	9	ATLANTA-SANDY SPRINGS-ROSWELL GA	1.9551%	Adventure Seekers	14.09
US	10	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.9492%	Dream Tripper	15.35
US	11	HOUSTON-THE WOODLANDS-SUGAR LAND TX	1.9338%	Dream Tripper	14.48
US	12	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	1.8986%	Bucket Listers	13.11
US	13	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	1.7579%	Bucket Listers	13.57
US	14	SAN DIEGO-CARLSBAD CA	1.7043%	Bucket Listers	14.10
US	15	ST. LOUIS MO-IL	1.5254%	Bucket Listers	14.24
US	16	BOSTON-CAMBRIDGE-NEWTON MA-NH	1.4506%	Adventure Seekers	15.33
US	17	PITTSBURGH PA	1.3344%	Adventure Seekers	14.65
US	18	BALTIMORE-COLUMBIA-TOWSON MD	1.2811%	Adventure Seekers	15.03
US	19	DETROIT-WARREN-DEARBORN MI	1.2729%	Adventure Seekers	16.46
US	20	SEATTLE-TACOMA-BELLEVUE WA	1.2554%	Adventure Seekers	10.15

Top Source Markets Searching KALISPELL MT Last Year for Summer Travel

Travel Dates: 06/01/2017 - 08/31/2017

Region	Source Market Rank	Source Market	Search Demand %	Top Persona	Search to Book Avg.
US	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	5.2002%	Adventure Seekers	12.10
US	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	4.4706%	Adventure Seekers	12.11
US	3	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.2808%	Adventure Seekers	10.96
US	4	DALLAS-FORT WORTH-ARLINGTON TX	3.0198%	Adventure Seekers	9.92
US	5	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	2.6050%	Adventure Seekers	9.42
US	6	DENVER-AURORA-LAKEWOOD CO	2.4599%	Adventure Seekers	9.86
US	7	PHOENIX-MESA-SCOTTSDALE AZ	2.1924%	Adventure Seekers	9.82
US	8	SAN FRANCISCO-OAKLAND-HAYWARD CA	1.9820%	Dream Tripper	11.91
US	9	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.9676%	Dream Tripper	11.13
US	10	HOUSTON-THE WOODLANDS-SUGAR LAND TX	1.9465%	Dream Tripper	8.30
US	11	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	1.9199%	Bucket Listers	6.41
US	12	ATLANTA-SANDY SPRINGS-ROSWELL GA	1.9186%	Dream Tripper	8.63
US	13	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	1.7773%	Dream Tripper	9.45
US	14	SAN DIEGO-CARLSBAD CA	1.7447%	Dream Tripper	8.94
US	15	ST. LOUIS MO-IL	1.6309%	Bucket Listers	3.13
US	16	BOSTON-CAMBRIDGE-NEWTON MA-NH	1.4574%	Adventure Seekers	9.82
US	17	PITTSBURGH PA	1.3427%	Adventure Seekers	6.39
US	18	SEATTLE-TACOMA-BELLEVUE WA	1.2784%	Adventure Seekers	10.45
US	19	BALTIMORE-COLUMBIA-TOWSON MD	1.2750%	Adventure Seekers	6.00
US	20	CINCINNATI OH-KY-IN	1.2533%	Adventure Seekers	5.41

April 2018 Sales Sheet

Dawn Jackson-Group Sales Manager

RFP's Sent:

1. 2019 HAAS Educator Conference – July

Working leads:

1. 2018 International Air Cadet Exchange Program-still trying to determine location selection in Kalispell
2. 2018 National Guard Retired Shooters Association-still trying to determine hotel selection in Kalispell
3. 2019 US Wheat Associates Summer Meeting-waiting to hear hotel selection
4. 2019 Wilderness Risk Management Conference-waiting to hear back
5. 2020 Montana League of Cities-waiting to hear if Kalispell will make the list

Groups Assist:

Stop AIS-provided venue information
Petrasik Reunion-information for group activities-2018 June

Bring it Home Leads:

Chany Ockert-Professional Trailbuilder's Association

April Highlights:

1. Coordinated and attended 2018 International Roundup
2. Attended MT Governor's Conference
Organized a CVB/Region sales/professional meeting from state offices
3. Attended and helped plan Leadership Flathead April Session
4. Attended Inspired Women's Brunch-Discover Kalispell did an annual sponsorship
5. Participated in monthly Real America Chat
6. LinkedIn posts include: Lending a Helping Hand

Kalispell Convention & Visitors Bureau Sales Report 4/1/2018 - 4/30/2018

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				

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	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					
Event Count:								4	1,290	60	130	0
\$0.00												

Status: CURRENT DEFINITE

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:								1	170	180	485	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	7/20/2018	International	\$0.00	20	15	30	0
				RFP	7/21/2018	new	\$0.00				
Kaiser Frazer Owners Club, International	2020 KFOCI Convention	Social Gathering	Hobby & Vocational	Called KCVB	7/19/2020	International	\$0.00	80	40	180	0
				RFP	7/23/2020	new	\$0.00				

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
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
Event Count: 3											
							\$0.00	150	85	300	0
Event Count: 8											
							\$0.00	1,610	325	915	0
							\$0.00				

STATUS: CURRENT LEAD

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		Current Status	5/5/2018		\$0.00	0	0	0	0
				Definite	5/6/2018		\$0.00	0	0	0	0
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				

Status: CURRENT LEAD

Kalispell Convention & Visitors Bureau	Glacier Half Marathon	Sporting Event			6/16/2018	Regional	\$0.00	0	0	0	0
				Lead	6/16/2018		\$0.00	0	0	0	0
				Event Count:	1		\$0.00	0	0	0	0
							\$0.00				
				Event Count:	2		\$0.00	0	0	0	0
							\$0.00				