

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – July 11, 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. Presentation - Glacier AERO, Kim Morisaki, Montana West Economic Development

3. Presentation - KCVB Event Grant Application, Hockaday Museum Peace Park events, bring nationally acclaimed artists and their works to the Flathead Valley.

4. Board Action Items

- a) Approval of minutes from June 6, 2018
- b) Approval of TBID financial statements for May, 2018
- c) Approval to purchase TBID Directors and Officers Liability Insurance policy
- d) Approval of a \$2,500 contribution from the TBID to Glacier AERO to be matched by \$2,500 from the Chamber foundation for a total Chamber/CVB contribution of \$5,000.

5. Board Discussion

- a) Event updates:
  - i. Dragon Boat – 2018 event plus potential transfer of ownership
  - ii. Pond Hockey – potential plans for 2019
- b) RFP results
- c) Marketing updates
- d) Recap of June M&C Fam trips
- e) Group, M&C updates

Enclosures: June 6, 2018 minutes  
TBID financial statements for May 2018  
KCVB Event Grant Application from Hockaday Museum  
KCVB Updates

For Further Information Please Contact:

Zac Ford, Board Chairman [zachary.ford@hilton.com](mailto:zachary.ford@hilton.com) or 406-755-7900  
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>	<del>March 7</del>	<del>April 4</del>	<del>May 2</del>	<del>June 6</del>
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**  
**June 6, 2018**  
**3:00 pm – 5:00 pm**

**Location: Marriott SpringHill Inn & Suites**

# Minutes

**Board Members Present:** Dawn Hendrickson, Zac Ford, Janet Clark, Emily Schroeder, Shawn Campbell, Sean Morris

**Board Members Absent:** Dan Moderie

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

**Guests:** Lucy Weeder, Marriott SpringHill Suites

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Meeting was called to order by Chair Zac Ford at 3:06 PM.

1. Hear from the Public – none
2. Board Action Items
  - a. Approval of minutes from May 2, 2018:  
Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Shawn Campbell. Discussion: none. Board approved unanimously.
  - b. Approval of TBID financial statements for April, 2018:  
Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.
  - c. TBID Directors and Officers Liability Insurance  
Discussion: City Attorney reported that TBID is a separate entity so is not covered under the City liability policy. The suit against the Ravalli County TBID board and commissioners was dismissed for a second time, however the suit clarifies the need for liability coverage for directors and officers. Diane received a quote for an annual premium of \$1,163, zero deductible and recommends allocating funds from the audit line item in the budget. The Kalispell Chamber has liability and director and officer coverage. The board asked staff to compare this recommended policy to the Chambers and if the 1M coverage is per claim for per year. Item will be moved to the July meeting agenda.
3. Board Discussion
  - a. Event updates:  
**Spartan Race** – 7,316 racers participated with an almost equal split between the Beast and the Sprint. Racers going for Spartan’s Trifecta need to participate in a Beast event and ours is one of only four in the U.S. Spartan is considering making our race a U.S. Championship location. When Seattle gained that designation, participation increased more than 30%. The 2019 MT Spartan Race is scheduled for the first weekend in May. Nine properties reported 921 rooms for the event.  
  
**Indoor Soccer** – the inaugural event netted \$3,300. Dates for the 2019 tournament have been set for March 15 – 17 at the Fairgrounds Trade Center. Moving team check-in to the foyer and locating vendors outside will allow room for four fields in the Trade Center building. The increased field area will accommodate 42 teams. The County is talking to Flathead Valley Soccer Association about constructing

1 – 2 shared-use buildings adjacent to the Trade Center to accommodate horse stalls in the warmer months and soccer in the colder months.

**Pond Hockey** – preliminary discussions are underway with Terry DeVries about his new Sweet Pickin's property on Holt Stage as a possible event location.

**Dragon Boat** – 39 teams have signed up. Silver Linings, the BCS team from Missoula, has recruited Dr. McKenzie, the doctor who first identified the benefits of dragon boating for breast cancer survivors, to speak at a fundraiser in Kalispell, September 6<sup>th</sup>. Preliminary discussions have taken place with Flathead Lake Brewing Co. about taking over the organization of the event after 2018.

b. May 24<sup>th</sup> – TBID Red Nose Day Gathering:

Dawn hosted TBID hoteliers for the annual Red Nose Day, an opportunity to network and get up to date on things to do in Kalispell. The group boarded a trolley and visited Museum at Central School, the Conrad Mansion, the Hockaday and finished at the new SunRift Brewery. Activities included a social media photo scavenger hunt. First place winners were the Red Nose Queens team: Joanne Farrell, Homewood Suites and Kim Carson, LaQuinta.

c. Marketing updates:

- Summer Consumer Enews went out to CVB consumer database which now numbers more than 13,000 subscribers.
- The Summer M&C Enews will be sent to more than 900 qualified meeting planners the first week of June.
- SEM had more than 29,000 impressions and 1,700 clicks to site January – March
- STR Report for April: OCC up 13.9%, ADR up 3.7%, Rev Par up 18.1%. Kalispell performed well compared to comp set. April's positive trend may have been due to increased corporate and medical travel.
- TBID 3<sup>rd</sup> Quarter Collections were up 2% to \$101,926.
- The Flathead County Trail Project is holding public input sessions about ways to collaborate with local outdoor groups as well as get suggestions for trail names, activity points, lighting, etc. Diane is on the trail committee.
- The Kalispell CVB Annual Report, a 2018 year-to-date summary and the FY2019 Marketing Plan have been sent to TBID members.

d. KCVB RFP Updates – the first scoring meeting for the website redesign took place today prior to the TBID board meeting. Proposals were submitted by Flathead Beacon, Learned Reality, Simple View and Hagadone. Flathead Beacon received the highest score and will proceed to 2<sup>nd</sup> scoring on June 14. The scoring committee will meet to evaluate proposals for Creative & Media Buy on June 7. Partners Creative did not respond to any of the RFP's due to staff changes and concern that they couldn't be cost competitive. Only one proposal was submitted for PR (by Hagadone) so that RFP will be reissued in the fall in a few months.

e. Group, M&C Updates:

- Working leads: Wilderness Risk Management, MT League of Cities, HAAS Educator Conference, Professional Trail Builders and discussions with POMA who wants to return in 2020.

- National Retired Shooters Association has chosen the Red Lion for their October conference.
- North American Rail Car Operators will meet in Kalispell but will arrange their own room block.
- KCVB is collaborating with Glacier Country and Whitefish CVB on a FAM for four qualified meeting planners from New Jersey, California, Minnesota and Georgia. They will tour three properties, downtown Kalispell, the Hockaday, Museum at Central School and wrap up with dinner at the Conrad Mansion.
- KCVB will host a similar FAM for meeting planners from the Pacific Northwest in late June.
- Kalispell conference facilities were featured in Meetings News Northwest Magazine.

f. General updates:

**Glacier AERO** – AERO is applying for a SCASD grant to get American to add a flight from Dallas. MWED has taken on the role of fundraising. Kalispell Chamber/CVB is the highest contributor of cash since 2011; in addition, the CVB has directed in-kind marketing support to new direct flights the past two years. Research shows spending by visitors arriving by air is several times larger and they stay longer. AERO has been focusing on winter, SCASD grant may allow to expand focus to spring and fall. Joe will propose to Chamber board to contribute \$2,500 to match a \$2,500 CVB contribution. The board discussed that individual TBID properties should consider a contribution as more flights equate to more room nights sold in the valley. Janet Clark suggested that a property could value the contribution on a per room basis: example - if ownership feels it is worth \$50 per room x total number of rooms = annual contribution. Kim Morisaki will be invited to attend the July TBID board meeting to provide more information.

**July Board Meeting** – will take place July 11 since regular meeting day falls on July 4.

**TBID Rep on Chamber Board** – since the CVB is part of the Chamber, the TBID is the voice for tourism as it relates to issues discussed by the Chamber board. Since Dawn Hendrickson is on the Chamber board, she can serve as the TBID representative as applicable.

Meeting was adjourned at 4:25 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  
July 11, 2018

TBID Funds – Expense Summary May 2018

Admin: rent; bookkeeping; office supplies (KCVB note cards); telephone (Charter, Verizon, Dawn); postage; misc. mileage & travel expenses; TBID board May tourism luncheon; bank fees

Research, Education, Memberships: Hockaday Museum; Rail trail deep dive sponsorship

Website: website and press room maintenance; SEM

Consumer: airport display stocking; spring/summer campaign creative and media; quarterly enews

Event: Event operation mgmt. June; Event at Rebecca Farm sponsorship

Meetings & Convention: meeting planner FAM expenses; TBID sales team red nose day; branded apparel for M&C show.

PR/Publicity: proactive and reactive story pitches; media reports

KCVB Event Funds - Summary January through May 2018

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

Balance forward from 2017: \$10,511.51

Income: \$44,394.62

Expenses: \$8,472.22

Balance: \$46,433.91

Spartan 2018: (2018 - \$29,000 TBID)

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

Income: \$38,908.81

Expenses: \$37,981.13

Balance: (\$6,631.48)

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

Balance forward from 2017: \$14,358.82

Income: \$26,900.00

Expenses: \$13,327.55

Balance: \$27,931.27

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

Balance forward from 2017: \$16,752.85

Income: \$11,068.00

Expenses: \$24,627.20

Balance: \$3,193.65

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

Balance: (\$7,815.46)

## Tourism Business Improvement District

**Balance Sheet**

06/21/18

As of May 31, 2018

Accrual Basis

	<u>May 31, 18</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	147,555.11
1020 · Whitefish Credit Union	56,000.00
Total Checking/Savings	<u>203,555.11</u>
Total Current Assets	203,555.11
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<b><u>232,753.19</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	38,989.08
Total Accounts Payable	<u>38,989.08</u>
Total Current Liabilities	<u>38,989.08</u>
Total Liabilities	38,989.08
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	43,506.23
Total Equity	<u>193,764.11</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>232,753.19</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss

06/21/18

May 2018

Accrual Basis

	May 18	Jul '17 - May 18
<b>Income</b>		
4000 · TBID Revenue	101,926.00	603,226.00
4100 · Interest Income	11.16	179.61
<b>Total Income</b>	<b>101,937.16</b>	<b>603,405.61</b>
<b>Expense</b>		
5000 · Staffing	17,192.05	217,887.55
<b>5100 · Administrative</b>		
5115 · Annual Report	0.00	1,861.72
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.65	77.68
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	260.00	2,750.00
5140 · Office Supplies	512.80	1,563.26
5150 · Postage & Copies	418.62	1,101.93
5160 · Rent	700.00	7,700.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	261.52	2,594.53
5185 · Travel & Entertainment	338.98	2,215.67
5190 · Technology Support	40.00	440.00
<b>Total 5100 · Administrative</b>	<b>2,534.57</b>	<b>27,242.87</b>
<b>5200 · Research &amp; Education</b>		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	400.00	3,000.00
5220 · Training & Education	0.00	1,348.05
<b>Total 5200 · Research &amp; Education</b>	<b>400.00</b>	<b>10,098.05</b>
<b>5250 · Web Site</b>		
5260 · New Website Analysis & Concepts	0.00	9,588.40
5270 · Maintenance & Enhancements	1,522.85	7,125.05
5280 · SEO & SEM	0.00	9,041.68
<b>Total 5250 · Web Site</b>	<b>1,522.85</b>	<b>25,755.13</b>
<b>5400 · Consumer Marketing</b>		
5455 · Prize Packages	0.00	1,943.90
5405 · Photo and Video Library	0.00	6,239.13
5430 · Social Media Admin & Adv	0.00	2,098.88
5440 · Creative Services	6,453.35	22,744.71
5450 · Media Buy Online	5,695.08	30,997.36
5460 · Travel Show Attendance	0.00	3,808.57
5470 · Trade Show Booth	0.00	1,144.38
5480 · Airport Displays	50.00	650.00
5420 · E-Marketing	1,201.76	5,494.90
5496 · Visitor Guide & Niche Brochures	0.00	10,041.95
<b>Total 5400 · Consumer Marketing</b>	<b>13,400.19</b>	<b>85,163.78</b>
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	2,000.00	26,500.00
5501 · Dragon Boat	0.00	30,000.00
5502 · Spartan Event	0.00	29,000.00
5509 · Pond Hockey	0.00	30,000.00
5549 · Other Event Marketing	500.00	6,000.00
<b>Total 5500 · Event Marketing</b>	<b>2,500.00</b>	<b>121,500.00</b>
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	89.95	8,898.38
5567 · Meeting Planner FAM	650.95	3,106.33
5570 · Meeting Planner Incentive Progm	93.50	13,038.68
5573 · Group Photo & Video Library	0.00	550.00
5574 · M&C Guide	0.00	1,362.25
5583 · Customer Relationship Mgmt Syst	0.00	4,500.00
5575 · Advertising/Enews	36.50	15,936.17
5585 · Sales Calls	587.19	587.19

## Tourism Business Improvement District

## Profit &amp; Loss

06/21/18

May 2018

Accrual Basis

	<u>May 18</u>	<u>Jul '17 - May 18</u>
5589 · M&C Memberships	0.00	300.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>1,458.09</b>	<b>48,279.00</b>
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	13,152.75
5665 · Proactive & Reactive PR	3,230.00	13,026.70
5680 · Kalispell Branded Merchandise	0.00	285.29
<b>Total 5650 · Publicity</b>	<b>3,230.00</b>	<b>26,464.74</b>
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
<b>Total Expense</b>	<b>42,237.75</b>	<b>559,899.38</b>
<b>Net Income</b>	<b><u>59,699.41</u></b>	<b><u>43,506.23</u></b>



## Tourism Business Improvement District

## Profit &amp; Loss Budget vs. Actual

July 2017 through May 2018

	<u>Jul '17 - Ma...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	603,226.00	615,000.00	-11,774.00	98.1%
4100 · Interest Income	179.61			
<b>Total Income</b>	<u>603,405.61</u>	<u>615,000.00</u>	<u>-11,594.39</u>	<u>98.1%</u>
<b>Expense</b>				
5000 · Staffing	217,887.55	220,450.00	-2,562.45	98.8%
5100 · Administrative	27,242.87	28,800.00	-1,557.13	94.6%
5200 · Research & Education	10,098.05	12,500.00	-2,401.95	80.8%
5250 · Web Site	25,755.13	27,000.00	-1,244.87	95.4%
5400 · Consumer Marketing	85,163.78	89,250.00	-4,086.22	95.4%
5500 · Event Marketing	121,500.00	144,000.00	-22,500.00	84.4%
5550 · Meetings & Conventions	48,279.00	71,000.00	-22,721.00	68.0%
5650 · Publicity	26,464.74	30,000.00	-3,535.26	88.2%
6000 · Prior Fiscal Year Expense	-2,491.74			
<b>Total Expense</b>	<u>559,899.38</u>	<u>623,000.00</u>	<u>-63,100.62</u>	<u>89.9%</u>
<b>Net Income</b>	<u><u>43,506.23</u></u>	<u><u>-8,000.00</u></u>	<u><u>51,506.23</u></u>	<u><u>-543.8%</u></u>

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

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/ Conv	VC Merch	Admin	TOTAL
Ordinary Income/Expense									
Income									
4025.00 · Program Revenue	0.00	0.00	307.81	198.00	0.00	0.00	0.00	0.00	505.81
4700.00 · Special Events	44,394.62	-1,100.00	9,601.00	10,870.00	0.00	32,870.70	1.00	0.00	96,637.32
4410.00 · TBID Revenue	0.00	28,000.00	29,000.00	0.00	0.00	12,000.00	0.00	2,000.00	71,000.00
Total Income	44,394.62	26,900.00	38,908.81	11,068.00	0.00	44,870.70	1.00	2,000.00	168,143.13
Gross Profit	44,394.62	26,900.00	38,908.81	11,068.00	0.00	44,870.70	1.00	2,000.00	168,143.13
Expense									
5000.00 · Direct Program	7,005.00	5,336.11	31,354.91	12,029.87	775.00	22,554.84	0.00	0.00	79,055.73
5060.00 · Bank Fees & Svc Chgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	296.41	298.16
5260.00 · Insurance	0.00	-667.18	1,293.00	700.00	0.00	0.00	0.00	0.00	1,325.82
5160.00 · Contributions & Schol.	0.00	0.00	4,557.00	0.00	0.00	0.00	0.00	0.00	4,557.00
5520.00 · Professional Fees	595.00	8,363.40	0.00	7,695.51	0.00	650.00	0.00	1,670.00	18,973.91
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	138.95	0.00	0.00	502.89
5400.00 · Miscellaneous	300.00	40.00	454.49	0.00	0.00	0.00	0.00	0.00	794.49
5420.00 · Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	1,263.83	4,957.04
5740.00 · Travel	92.00	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	23,990.91
Total Expense	8,472.22	13,327.55	37,981.13	24,627.20	948.06	46,349.77	0.00	3,230.24	134,936.17
Net Ordinary Income	35,922.40	13,572.45	927.68	-13,559.20	-948.06	-1,479.07	1.00	-1,230.24	33,206.96
Net Income	35,922.40	13,572.45	927.68	-13,559.20	-948.06	-1,479.07	1.00	-1,230.24	33,206.96

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	MOTBD GRANT	ADMIN	TOTAL
2017 Balance Forward	10,511.51	14,358.82	(7,559.16)	16,752.85	(236.14)	38.00	1,658.24	(6,585.22)	28,938.90
January 2018	37,459.40	20,667.65	0.00	1,057.50	0.00	1.00	(948.06)	(744.78)	57,492.71
February 2018	(4,150.00)	(1,416.02)	0.00	(4,786.56)	10,000.00	0.00	0.00	(575.05)	(927.63)
March 2018	(595.00)	(5,096.36)	3,200.00	(9,710.14)	(1,237.47)	0.00	0.00	870.61	(12,568.36)
April 2018	3,050.00	(582.82)	24,100.64	(120.00)	(9,941.86)	0.00	0.00	(414.04)	16,091.92
May 2018	158.00	0.00	(26,372.96)	0.00	(299.74)	0.00	0.00	(366.98)	(26,881.68)
June 2018	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
August 2018	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
October 2018	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
December 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deferred Revenue*									
EVENT BALANCES	46,433.91	27,931.27	(6,631.48)	3,193.65	(1,715.21)	39.00	710.18	(7,815.46)	62,145.86

\*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.

**Q4 (Apr-Jun) WEBSITE REPORT - DISCOVERKALISPELL.COM**

Unique visitors	40,782 (-33.84%)
Page views	99,600 (-25.17%)
Pages/session	1.99 (+11.69%) (Returning visitors 2.10, a 16.46% increase)
Avg Session Duration	1:37 (+27.87%) (Returning visitors 2:35, a 43.83% increase)
New vs. returning	87.7% new; 12.3% returning
Session by device	48.78% sessions on mobile; 39.70% desktop; 11.52% tablet

Top 10 states visiting site:

Montana	Oregon
Washington	Texas
California	Colorado
Minnesota	Idaho
Utah	Florida

Top 10 cities visiting site:

Kalispell	Dallas
Seattle	Whitefish
Salt Lake City	Not Set
Minneapolis	San Francisco
Portland	Missoula

Top referring sites:

Facebook	Visitmt.com
Montana youth soccer.com	Glaciermt.com
Kalispell.com	Pinterest
Ad campaigns	

Top 10 pages visited:

Home page	Outdoor activities family fun
Outdoor activities	Glacier National Park
Lodging page	Events listing
Shopping	Lodging directory
Outdoor activities hiking	Packages and special offers

Top paid search terms:

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

**STR REPORT – MAY**

Year over year, OCC: +10.8% to 57%; ADR: + 1.2% to \$82.99; RevPAR: +12.2% to \$47.30. Three properties did not report.

Kalispell Economy class OCC: +6.6%, ADR: +2.8%; Mid/Upper class OCC: +12.7%, ADR: +0.1%

Comp set OCC: Missoula -0.2%; Butte +1.9%; Bozeman -0.7%; Whitefish +17.5%; Helena/GFalls -0.7%;

CDA +5.5%; Sandpoint +1.0%; Bend +0.6%; Spokane +7.6%; Billings -7.8%; Rapid City +4.3%

United States: OCC: +0.7%; ADR: +2.6%; RevPAR: +3.3%. Montana: OCC: -0.8%; ADR: +1.0%; RevPAR: +0.2%

**nSIGHT**

Top source markets searching for Kalispell between 6/6/2018 to 9/4/2018:

Market	Search demand %	YOY change demand %	Top personas
CA	15.35%	8.95%	Self Seekers & Families
TX	8.21%	3.66%	Families & Dream Trippers
NY	6.66%	14.38%	Experience seekers & Bucket listers
PA	5.70%	-11.76%	Experience seekers & Bucket listers
FL	5.27%	-11.73%	Bucket Listers & Families
MO	4.58%	19.58%	Bucket Listers & Families
IN	4.53%	18.58%	Adventure Seekers & Bucket listers
IL	3.80%	-4.52%	Bucket Listers & Adventure Seekers
NC	3.68%	-14.21%	Bucket Listers & Experience Seekers
GA	3.65%	20.06%	Bucket Listers & Adventure Seekers

**RECENT PRESS**

Heather Larson, Seattle-based travel writer hosted in March:

Go East to Go West: 5 Western Adventures for Families – Parent Map.com

Kalispell, NW Montana’s Retail Gem – NW Travel & Life Magazine

Kalispell’s conference facilities featured in Meetings Northwest: Meet Here – Western Montana

Small Town in Montana that’s the Next Pizza Capital of The World – OnlyInYourState.com

**VISITOR INFORMATION CENTER**

The Kalispell Chamber VIC is open 7-days a week through the summer:

Monday-Friday 8am-5pm

Saturday 10am-4pm

Sunday 10am-3pm

**GLACIER NATIONAL PARK – Important Information about the 2018 Summer Season**

- Encourage your guests to reference GNP Twitter page for real time updates on road status and closures due to crowding. <https://twitter.com/glaciernps>
- Suggest to your guests that they stop by either the Kalispell visitor center or the West Glacier Belton train depot for information and maps on what to do outside the park.

# Nsight Seasonal Report

7/5/2018 7:02:16 PM

## Top Source Markets Searching KALISPELL MT Last Year for Fall Travel

Travel Dates: 09/01/2017 - 11/01/2017

Region	Source Market Rank	Source Market	Search Demand %	Top Persona	Search to Book Avg.
US	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	5.5299%	Bucket Listers	10.70
US	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	4.7069%	Dream Tripper	11.02
US	3	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.2283%	Dream Tripper	9.46
US	4	DALLAS-FORT WORTH-ARLINGTON TX	2.8938%	Adventure Seekers	8.74
US	5	DENVER-AURORA-LAKEWOOD CO	2.6288%	Adventure Seekers	7.93
US	6	ST. LOUIS MO-IL	2.4131%	Adventure Seekers	3.02
US	7	SAN DIEGO-CARLSBAD CA	2.1571%	Dream Tripper	8.18
US	8	SAN FRANCISCO-OAKLAND-HAYWARD CA	2.1020%	Adventure Seekers	10.85
US	9	PHOENIX-MESA-SCOTTSDALE AZ	2.0353%	Dream Tripper	6.90
US	10	ATLANTA-SANDY SPRINGS-ROSWELL GA	2.0235%	Adventure Seekers	7.30
US	11	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.9706%	Adventure Seekers	10.93
US	12	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	1.8361%	Dream Tripper	7.85
US	13	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.7621%	Adventure Seekers	7.11
US	14	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	1.7188%	Go For It Families	5.93
US	15	SEATTLE-TACOMA-BELLEVUE WA	1.6504%	Dream Tripper	9.51
US	16	HOUSTON-THE WOODLANDS-SUGAR LAND TX	1.5617%	Dream Tripper	7.93
US	17	PORTLAND-VANCOUVER-HILLSBORO OR-WA	1.3028%	Bucket Listers	9.09
US	18	BOSTON-CAMBRIDGE-NEWTON MA-NH	1.2761%	Adventure Seekers	5.62
US	19	PITTSBURGH PA	1.2430%	Adventure Seekers	9.90
US	20	NASHVILLE-DAVIDSON--MURFREESBORO--FRANKLIN TN	1.2091%	Bucket Listers	9.92

## Top Source Markets Booking KALISPELL MT Last Year for Fall Travel

Travel Dates: 09/01/2017 - 11/01/2017

Region	Source Market Rank	Source Market	Conversion %	Top Persona	Book to Stay Avg.
US	1	LOS ANGELES-LONG BEACH-ANAHEIM CA	5.3749%	Dream Tripper	13.41
US	2	NEW YORK-NEWARK-JERSEY CITY NY-NJ-PA	4.6354%	Dream Tripper	14.78
US	3	CHICAGO-NAPERVILLE-ELGIN IL-IN-WI	3.1752%	Dream Tripper	17.44
US	4	DALLAS-FORT WORTH-ARLINGTON TX	2.9085%	Adventure Seekers	15.79
US	5	DENVER-AURORA-LAKEWOOD CO	2.5859%	Bucket Listers	12.99
US	6	ATLANTA-SANDY SPRINGS-ROSWELL GA	2.2556%	Adventure Seekers	21.61
US	7	MINNEAPOLIS-ST. PAUL-BLOOMINGTON MN-WI	2.1875%	Dream Tripper	15.64
US	8	SAN DIEGO-CARLSBAD CA	2.1316%	Dream Tripper	13.34
US	9	SAN FRANCISCO-OAKLAND-HAYWARD CA	2.0547%	Adventure Seekers	14.79
US	10	ST. LOUIS MO-IL	2.0165%	Bucket Listers	14.70
US	11	PHOENIX-MESA-SCOTTSDALE AZ	1.9826%	Dream Tripper	13.75
US	12	WASHINGTON-ARLINGTON-ALEXANDRIA DC-VA-MD-WV	1.9474%	Adventure Seekers	16.79
US	13	PHILADELPHIA-CAMDEN-WILMINGTON PA-NJ-DE-MD	1.7534%	Adventure Seekers	16.74
US	14	RIVERSIDE-SAN BERNARDINO-ONTARIO CA	1.7107%	Go For It Families	14.23
US	15	SEATTLE-TACOMA-BELLEVUE WA	1.6325%	Adventure Seekers	11.73
US	16	HOUSTON-THE WOODLANDS-SUGAR LAND TX	1.5450%	Dream Tripper	18.95
US	17	BOSTON-CAMBRIDGE-NEWTON MA-NH	1.4568%	Bucket Listers	19.97
US	18	PORTLAND-VANCOUVER-HILLSBORO OR-WA	1.2583%	Bucket Listers	12.39
US	19	PITTSBURGH PA	1.2238%	Adventure Seekers	15.71
US	20	BOISE CITY ID	1.2161%	Adventure Seekers	19.25



### **Kalispell Convention & Visitor Bureau Request for Proposal**

Seeking professional services for 1) Creative Development & Media buy, 2) Website Redesign, and 3) PR/Publicity Services.

#### **Bid Request #1: Creative Development and Media Buy. Budget \$90,000-\$105,000.**

Proposals submitted by: Flathead Beacon Productions, Kernel – Spectrum, Hagadone Digital, and Simpleview

Flathead Beacon Productions received highest total average score from committee in stage one. Based on score, FBP was the only proposal to move on to Stage Two -presentation and oral interview.

- Working knowledge of the Discover Kalispell brand and goals.
- Experience with multi-faceted campaigns (digital, print, multi-media, out of home).
- In-house services for creative, copywriting, photo and video, including current assets available for use.
- Cost proposal for agency monthly retainer and media buy is within stated budget.
- Concerns:
  - KCVB contract plus potential of Whitefish CVB contract – assured they would have appropriate staffing resources.
  - FBP have not produced national campaigns outside of social/digital.

*Committee recommendation is to award the annual contract to Flathead Beacon Productions.*

#### **Bid Request #2: Website Redesign. Budget \$30,000-\$45,000.**

Proposals submitted by: Flathead Beacon Productions, Learned Reality, Hagadone Digital, and Simpleview

Flathead Beacon Productions received highest total average score from committee in stage one. Based on score, FBP was the only proposal to move on to Stage Two -presentation and oral interview.

- Working knowledge of the Chamber Master system, have already developed work-arounds and enhancements for Kalispell Chamber and MWED websites.
- Knowledge of the Discover Kalispell brand, strengths of destination, and regional tourism efforts.
- Demonstrated good communication, project management and ongoing response to maintenance during the Chamber website project and as outlined in proposal.
- In-house services including creative, copywriting, photography and video.
- Clearly outlined the timeline and expectations of client and agency.
- Cost proposal for website build, monthly maintenance, SEM and hosting/plugin is within stated budget.

*Committee recommendation is to award the contract to Flathead Beacon Productions.*

#### **Bid Request #3: PR/Publicity Services. Budget \$25,000-\$35,000.**

Only one proposal submitted. KCVB will reissue RFP in the fall.

# MLHA CALLS FOR TRANSPARENCY IN AIRBNB TAX COMPLIANCE

## COMPANY AGREES TO START COLLECTING & REMITTING MONTANA BED TAXES STARTING JUNE 1

During the last several months the Montana Lodging & Hospitality Association (MLHA) leadership has been pushing state and local leaders to help bring Airbnb in tax compliance with the same oversight as other lodging facilities in the state. The good news is that after our media efforts in early May, Airbnb responded to a reporter for the *Great Falls Tribune* that they had reached agreement with the Montana Department of Revenue to collect and remit Montana bed taxes. Highlights of the notification from Airbnb to Montana contacts stated, "Great news! If you have a listing in Montana State, Airbnb will start remitting the following tax(es) for all reservations booked on or after June 01, 2018: Lodging Facility Use Tax, Lodging Sales Tax....."

MLHA was successful in getting the attention of decision makers about the extent of Airbnb's activities in the Montana after securing information from CBRE, a renowned hotel

research firm. Their information verified Airbnb's growth and industry performance in the state. The analysis indicated the following for Montana:

- 2017 Airbnb industry generated revenue \$69,278,568
- 2017 room/unit supply 667,173
- 2017 room/units demand or use 332,766
- Average room night rental \$208.20
- Increase in the supply of inventory available in Montana from August 2016 to August 2017 approximately 83%

(Sources: CBRE Hotels' Americas Research, Airdna, STR, Q4 2017)

MLHA statements to members of interim legislative committees and to the Montana press included the following: "Airbnb's growth in our state's economy is commendable, and there is recognition amongst the traditional lodging industry that technology has created new commerce models. The concern is that they are not collecting taxes like other lodging properties that go to the state general fund and help promote tourism," stated Steve Wahrlich, Chair of the MLHA Legislative Committee from Billings. He added, "Our properties don't begrudge the shifting economy, but our concern is for fairness and an even playing field on taxes." Wahrlich noted, "Airbnb boasted a 91% increase in Montana rentals in 2017 through a press report in January.

This leaves millions in tax revenues that Montana is failing to collect."

MLHA Chair Matt Sease of Whitefish noted, "In 2017 Montana hotels/motels, participating

campgrounds and short-term rentals collected nearly \$31 million to support tourism promotion efforts to assist Montana State Parks, the Montana Historical Society and the Montana Heritage Commission. In the same year lodging taxes sent \$23 million to the state's general fund, a 5% increase from the year before."

Wahrlich said, "At a time of state budget cuts, lodging operators are asking state revenue officials to collect taxes from Airbnb in a transparent way. To this end we will work to make sure Airbnb is complying with the commitment they made to collect Montana bed taxes and if necessary we will pursue further legislation in the 2019 session to ensure statewide compliance."





# June 2018 Goal Sheet

## Dawn Jackson, Group Sales Manager

### RFP's Sent:

1. 2020 President's Summit-June
2. 2020 POMA-Professional Outdoor Media Association-June

### Working leads:

1. 2019 Wilderness Risk Management Conference-still waiting to hear back
2. 2020 Montana League of Cities-still waiting to hear if Kalispell will make the list
3. 2019 HAAS Educator Conference – not confirmed rooms yet
4. 2020 POMA-June-will send proposal in July
5. 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-currently working no new details
6. 2019 MT National Guard Association-RFP to go out in July

### Groups Assist:

1. Rocky Mountain Bank-venues for Christmas party
2. MT Auto Dealers Assn-Needs Video to promote 2019 conference in Kalispell
3. VFW-Provided 300 Welcome Bags
4. Audabon-Provided 100 Welcome bags and Silent Auction gift
5. Skywagon International-Provided 125 Welcome bags
6. Swing Dancers-Provided 50 Welcome bags
7. Motorcycle group-provided 15 Welcome bags

### New Group Activities and Venues:

1. Big Sky Brews

### Bring it Home Leads:

1. Dorothy Meyer-2019 MT National Guard Association

### June Highlights

1. Met with Jaymie Little-Smart Meetings
2. Sent out Summer Enews
3. Provided welcome basket for Ashley Vanderhoff – winner of POMA Silent Auction basket
4. Coordinated and hosted Meet in MT FAM-in conjunction with Glacier Country –June 7-8
5. Coordinated and hosted Discover Kalispell FAM-June 25-27
6. Provided Auction item for 2018 POMA Conference
7. Attended Kalispell Chamber Luncheon-20 under 40
8. Coordinated and did a site tour with Suzie Dunn of KXLY Radio Group for a potential Kalispell promotion that could bring a group to Kalispell
9. Attended the VIC Volunteer Orientation
10. Participated in the Real America Chat monthly chat call
11. LinkedIn post included: Kalispell's Meeting Minute-Summer Enews

## Kalispell Convention & Visitors Bureau Sales Report

### 6/1/2018 - 6/30/2018

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**

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
				Definite				290	40	70	0
				Event Count:	2		\$0.00				0

**Status: CURRENT 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
				Definite				1,000	20	60	0
				Event Count:	2		\$0.00				0

**Status: LEADS SENT**

HD Supply, Inc	2020 Presidents Summit	Meeting	Labor Industry	CVENT	6/15/2020 6/17/2020	Regional new	\$0.00 \$0.00	0	120	245	0
				RFP-Request for Proposal							

POMA	2020 POMA Annual Business Conference	Meeting		RFP-Request for Proposal	6/7/2020 6/12/2020	National repeat	\$0.00 \$0.00	0	110	427	0
				Event Count:	2		\$0.00	0	230	672	0

				Event Count:	6		\$0.00	1,290	290	802	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
Kalispell Convention & Visitors Bureau	Glacier Half Marathon	Sporting Event		Current Status	6/16/2018	Regional	\$0.00	0	0	0	0
				Lead	6/16/2018		\$0.00				

**STATUS: CURRENT LEAD**

Event Count:	1	\$0.00	0	0	0	0
		\$0.00				



Event/Program Grant Application

1. Contact Information

Business/Organization: Hockaday Museum of Art

Designated Event Contact: Tracy Johnson, Executive Director

Address: 302 2nd Avenue East

City: Kalispell State: MT Zip: 59901

Telephone: 406-755-5268 x225 Fax: 406-755-2023

Email: tjohnson@hockadaymuseum.org Website: www.hockadaymuseum.org

2. Event Information

Event Name: A Timeless Legacy: Peace Park 2018 Event and Workshops

Event Description (Include the event purpose/objectives, entertainment elements, and a tentative outline of the schedule of events. Attach all relevant documentation):

A Timeless Legacy: Peace Park is an historic collaboration between American and Canadian artists celebrating Waterton-Glacier International Peace Park. In this first ever international edition of our highly popular A Timeless Legacy annual series, the Hockaday welcomes 23 renowned artists from the United States and Canada to the Flathead Valley. Please see attached Event Information for more details.

Event Type: New to Kalispell  Returning to Kalispell after \_\_\_\_\_ years Existing event

How will this event create room nights in Kalispell hotels from out of area visitors: 78% of participating artists live outside Flathead Valley and will be staying in hotels for at least 3 nights during the event.

Likewise, 90% of workshop registrations are from out of the state and will stay in hotels.

As an international event, we expect many attendees to require hotel stays in Kalispell.

Anticipated number of room nights: 150 (# of rooms x number of nights = total room nights)

Event Date(s): August 6-11, 2018

Load-in Start Time: 9 AM Load-out End Time: 9 PM

Venue Location: Hockaday Museum of Art/Glacier National Park

Event Start Time: 6 PM Event End Time: 9 PM

Estimated Attendance: 400

Description of Audience: The set-up of this event is geared towards adults of varying ages that will interest both Flathead Valley residents and visitors from out of town.

Is the event free to public, by invitation only or tickets for purchase: Tickets are available for purchase. Proceeds will be used towards event programming, catering, and set-up costs.

Attach copy of event marketing plan or provide detailed information below:

Television (include live telecast and air-time information): KAJ-TV Montana News with Nicole Miller (tentative)

Radio (include live broadcast and station information): Anderson Broadcasting Radio Group, KGEZ (tentatively), Glacier Bank nonprofit radio spots (tentative), no live broadcast

Print: Daily Inter Lake ads and advertorials, Fine Art Connoisseur Magazine ad, American Art Collector ad and editorial, Western Art Collector ad and editorial, Big Sky Journal ad, and Glacier Adventure Guide ad

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Hockaday social media including Facebook and Twitter (over 4,000 followers), website, e-news and hard copy letters to members, and direct mail to members, sponsors, and art collectors.

List all corporate sponsors and provide description of sponsorship information: Private/Individual donors - cash / Fine Art Connoisseur Magazine - in-kind / Glacier Guides and Montana raft - in-kind / Daily Inter Lake - in-kind (\$26,000), Western Art Collector - in-kind Big Sky Journal - in-kind. Our goal is to replicate last year's cash donations of \$30,000.

Will there be proceeds from the event and who will retain them? Yes, all event ticket sales and a portion of art sales and workshop fees will support Hockaday's mission and event costs.

Will food and/or beverage be distributed at the event and who retains revenue? Yes, the Art Event and Sale on August 11 will be catered, food and beverages are included in ticket price so there will be no direct revenue from food and drinks.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$3,600

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): KCVB funds would be used to give a \$200 travel honorarium to the 18 artists coming from out of town. Having artists able to attend the event increases sales as well as provides connections between artists and local galleries, resulting in increased arts and culture business in the Flathead Valley.

Will assistance be needed in arranging for room blocks? Yes \_\_\_\_\_ No X

Provide details on requested assistance from other organization(s): We are looking for individual and business sponsors for this event. We also have grant applications submitted for TransCanada and Ford Motor Company to cover event, exhibition, and education programming costs.

4. History of Event

How many years has this event been conducted: 4 yrs-but this international edition is the first

Site of last event: Hockaday Museum of Art

List how the event was promoted (list all media used): Print, television, radio, website, and social media, word of mouth

Actual Attendance Numbers from previous year event (provide complete breakdown if possible):

Flathead County Residents: Participants: 9 Spectators: 160 Total: 169

Other Montana Counties: Participants: 9 Spectators: 8 Total: 17

Provide breakdown of other counties and attendance per county: Lake County - 2, Cascade County - 8, Teton County - 4, Lewis and Clark County - 3

Out of State: Participants: 66 Spectators: 51 Total: 117

Out of U.S.: Participants: \_\_\_\_\_ Spectators: 1 Total: \_\_\_\_\_

5. References

Please list three references who have been involved with this organization and/or event:

Name: Robin Bailey Title: President of Museum Board of Directors

Address: PO Box 567

City: West Glacier State: MT Zip: 59936

Telephone: 406-888-5858 Email: rbailey@montanasky.us

Name: Mark Ogle Title: Artist

Address: PO Box 1821

City: Kalispell State: MT Zip: 59903

Telephone: 406-752-4217 Email: ogle.mark@gmail.com

Name: Lucy Smith Title: Former President, Rotary Club of Kalispell

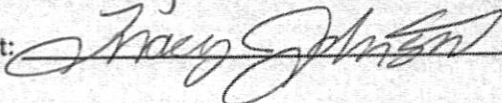
Address: 192 Juniper Bend Drive

City: Kalispell State: MT Zip: 59903

Telephone: 406-471-4902 Email: kalispellrotary@gmail.com

I agree to the conditions of this application and post event report. I verify that the information submitted is accurate to the best of my knowledge.

Print Name of Applicant: Tracy Johnson, Executive Director

Signature of Applicant:  Date: 7/3/2018

For Office Use Only

Date application received:

The Hockaday Museum of Art's, ***A Timeless Legacy: Peace Park 2018***, is an historic collaboration between American and Canadian artists celebrating *Waterton-Glacier International Peace Park*. In this first ever international edition of our highly popular *A Timeless Legacy* annual series, *Peace Park 2018* welcomes 23 renowned artists to visually tell the story of the United States and Canada's longstanding fellowship by commemorating the first international Peace Park, established in 1932. Participants include some of the finest plein air and studio artists in North America. Their works will depict landscapes, wildlife, and cultures of the Park, as well as environmental changes from wildfires, receding glaciers, and other causes.

Project components include:

- Art Event and Sale, August 11, 2018 - all featured artists will display four to six works inspired by visits to both Glacier National Park and Waterton Lakes National Park. Their pieces will be offered for purchase at a public fundraising event at the Hockaday. Artists will be there to discuss their works and meet with visitors. Event will include hors d'oeuvres, beverages, and live music from local musicians. A portion of the proceeds will support Hockaday exhibitions and educational programs.
- Exhibition, August 14 – December 1, 2018, at the Hockaday in Kalispell, MT. This features contemporary artists' plein air and studio works, field notes, sketches and other personal documented experiences of their time in the Peace Park; it will also include an historic exhibit component highlighting a number of artists who painted Waterton-Glacier in the late 1800's – 1950's;
- *Discovery Series* August 11, 2018 – education seminar for adults to learn the ins and outs of art collecting from beginner to expert levels, and adventures in curating collections from museums and galleries. Presenters include Montana businessman and art collector Loren Solberg and University of Utah Art History professor Donna Poulton;
- International outreach programming through artist workshops in and around Waterton Lakes and Glacier National Parks (partnering with Glacier National Park Conservancy with permission from the Parks and have received letters of support from both Parks' Superintendents)

An international arts project to commemorate the Peace Park has never been done before and thus provides a unique opportunity to impact the community through art, environmental awareness, history, and the importance of international cooperation and engagement. Linda Tippetts, a participating artist in this event says, "In 1932 the stroke of a pen created the world's first international peace park between Waterton and Glacier. In 2018, the brushstrokes of artists from both Canada and America will again remind all of us of the importance of this unprecedented partnership. It will manifest Art as the universal language."



Project goals include:

- Share the importance of places like the *Waterton-Glacier International Peace Park* through an historic collaboration of artists from both Canada and the US;
- Support both National Parks by bringing awareness to the beauty and fragile nature of our parks and supporting their continued development. For example, each workshop artist is donating one spot in their workshop to be raffled off for Glacier and Waterton-Lakes conservancy projects;
- Using art to document the landscapes, culture of the Parks, climate change (forest fires, receding glaciers) and finding common ground on environmental conservation and resources;
- Provide outreach opportunities to communities that may not have access to these artist's works;
- Engaging with aspiring artists and empowering art as a connector of people, communities, and countries.
- Bringing nationally acclaimed artists and their works to the Flathead Valley.



# United States Department of the Interior

NATIONAL PARK SERVICE  
P.O. Box 128  
Glacier National Park  
West Glacier, Montana 59936



A3815(9.D)

January 9, 2017

Tracy Johnson, Executive Director  
Hockaday Museum of Art  
302 Second Avenue East  
Kalispell, MT 59901

Dear Mrs. Johnson:

I am writing to express my support for the *A Timeless Legacy: Peace Park* exhibition that the Hockaday Museum of Art is undertaking in 2018.

Glacier National Park is also known as the "Crown of the Continent" and I am proud to endorse this project that will promote its significance as a national landmark. The Hockaday's mission to preserve the artistic legacy of Glacier ensures that artwork from the past and present will live on for future generations. This is exemplified through the *A Timeless Legacy: Peace Park* exhibit as it brings together artists from both countries in an historic partnership for the arts. Furthermore, it strengthens the collaborative ties between the United States and Canada, in particular Montana, British Columbia, and Alberta.

I am also excited about the potential economic benefits such a project will bring to Glacier National Park, Flathead Valley, and surrounding areas. By bringing international recognition to the Hockaday through the education outreach, artistic engagement, and collaborative networks represented in this project, it aids in further developing Northwest Montana as a tourist destination for the arts.

As the world's first international Peace Park, we serve as an example of the harmony and goodwill our two nations share. Projects such as this bring recognition to the transboundary cooperation and stewardship first commemorated in 1932.

I am pleased to continue a relationship that is beneficial to both Glacier National Park and the Hockaday Museum of Art and look forward to aiding in the development of this project.

Sincerely,

Jeff Mow  
Superintendent