

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – June 6, 2018
3:00 pm – 5:00 pm**

Location: Marriott Springhill Suites

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 May 2, 2018
- b) Approval of TBID financial statements for April, 2018
- c) TBID Directors and Officers Liability Insurance

3. Board Discussion

- a) Event updates: Spartan, Dragon Boat, Pond Hockey
- b) May 24th – TBID Red Nose Day Gathering
- c) Marketing updates
- d) Group, M&C updates
- e) TBID support of Glacier AERO
- f) Water bottling plant – discussion on upcoming ballot initiative

Enclosures: May 2, 2018 minutes
TBID financial statements for April 2018
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.

Kalispell Tourism Business Improvement District
Board Attendance

2017

	Jan 11	Feb 1	Mar 1	Apr 5	May 1	Jun 7	Jul 5	Aug 2	Sep 6	Oct 4	Nov 1	Dec 6
Bradford, Laurie	~	X	~	~	~	X	~	~	~			
Brown, Lisa	X	X	X	X	~	X	X	X	X	X	X	X
Campbell, Shawn					X	X	X	X	X	~	X	~
Clark, Janet	X	X	X	~	X	X	X	~	X	X	X	X
Ford, Zac	X	X	~	X	X	X	X	X	X	~	X	X
Hendrickson, Dawn	X	~	X	X	X	X	X	X	X	X	X	X
Moderie, Dan	X	~	X	X	~	~	X	~	X	X	~	~
Patel, Nautam	~	~	~	~								
Schroeder, Emily										X	X	X

2018

	Jan 11	Feb 7	Mar 7	Apr 4	May 2	Jun 6	Jul 4	Aug 1	Sep 5	Oct 3	Nov 7	Dec 5
Brown, Lisa	X	X	~									
Campbell, Shawn	X	~	~	~	X							
Clark, Janet	X	X	X	X	X							
Ford, Zac	X	X	~	X	X							
Hendrickson, Dawn	~	X	X	X	X							
Moderie, Dan	~	X	X	~	X							
Morris, Sean					X							
Schroeder, Emily	X	~	X	X	X							

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

Location: Kalispell Chamber of Commerce

Minutes

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

Board Members Absent: none

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

Guests: Heidi Gilmond, Red Lion; Lucy Weeder, Marriott SpringHill Suites

Meeting was called to order by Chair Zac Ford at 3:01 PM.

1. Hear from the Public – none
2. Board Action Items
 - a. Approval of minutes from April 4, 2018:

Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - b. Approval of TBID financial statements for March, 2018:

Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Janet Clark. Discussion: None. Board approved unanimously.
3. Board Discussion
 - a. Event updates:

Spartan Race – lodging updates are active on the DK website which is linked to www.spartan.com. Racer numbers are tracking with previous years. The Beast Feast will take place at the Trade Center at the Fairgrounds. Racers are being invited to Ladies Night in Downtown Kalispell and CVB organized a Spartan after-party anchored by live music and drink specials at Scotty's and Kalispell Brewing Company. Downtown Kalispell businesses were offered the opportunity to provide Spartan discounts and receive a welcome poster to display. Comp codes for runners are available from Diane.

Dragon Boat – of the 36 registered teams, 19 are from out-of-market. One new Rocky Mountain Championship team from Portland has signed up.
 - b. IRU Recap Report:

36 tour operators and 6 country reps participated along with 80 suppliers. Attendees participated in pre and post-event fams in Billings in South Dakota. 3,600 face-to-face appointments took place between suppliers and tour operators during the conference. CVB collaborated with Glacier Country to showcase the area and arranged for numerous contacts between IRU attendees and local activity vendors. The local fam trip included a stop at Xanterra's Red Bus Barn, a visit with Gracie the Bark Ranger at Apgar, an opportunity to see inside Lake McDonald Lodge and hear from Jeff Mow and Mark Ducharme. The group stopped at Glacier Outdoor Center for lunch and to meet activity providers who

work in and around the park. Brash Rodeo provided a special rodeo at MVA Monday night. The evening also included line dancing, stick horse racing, roping games and dinner by DeSoto Grill. Tuesday's banquet took place at the Hilton Garden Inn which opened with a local activity showcase closed with a performance by David Walburn. Thank you to the banquet wine sponsors: Red Lion, Hilton, Springhill Suites and Homewood Suites. The conference wrapped up with a celebration Wednesday evening at the Museum at Central School.

c. May 24th – TBID Red Nose Day Gathering

Open to TBID board members and their frontline crews. A trolley tour of Kalispell museums is planned. Time and details TBA.

d. Marketing updates:

- The Fall / winter campaign focused on San Francisco, Los Angeles and drive markets. Target travelers were experience seekers aged 25 – 65 who take up to 6+ trips per year. The objective was to associate Montana winter activities with staying in a welcoming, comfortable location (Kalispell). Media used was social media, digital advertising placements and a wallscape in San Francisco. The campaign garnered 12 million impressions and a high click rate, especially from Los Angeles showing that the LA market is interested in Kalispell. The campaign achieved a low cost per click of 19 cents. Social media ads to our drive market (Spokane, Coeur d'Alene, and Tri Cities) were focused on skijoring, Glacier Park winter activities and Pond Hockey event. Facebook canvas ads were included in the social media mix and performed well.
- The spring / summer campaign is being directed at San Francisco. The ad budget is not sufficient to include LA for this campaign.
- Proposals for the CVB RFP for Professional Services are due May 24.
- The FY 2019 Marketing Plan was approved by City Council.
- Diane has accepted a seat on the Conrad Mansion board of directors.
- MOTBD tourism grant program opens July 1. \$750,000 in grants will be awarded in three categories: arts, culture & heritage; visitor facility upgrades; niche product development. Tourism related businesses, including lodging properties, are encouraged to apply.
- MOTBD is launching a Made in Montana program focusing on restaurants that use locally-sourced ingredients.
- STR report for March showed a 4.9% increase in occupancy over 2017, an increase in demand of 4.9%, ADR was up .5% and RevPar up 5.4%.
- ITRR is in the process of completing a Resident study that will be helpful to show legislators how residents and state businesses would be affected by an increase in bed tax.
- Diane and Dawn attended the Governor's Conference on Tourism in Big Sky. The Montana TBID's met during the conference. It was confirmed at that meeting that TBID funds cannot be used for brick and mortar projects. A MLHA study on Airbnb in the state found that there are 680,000 rooms with an occupancy rate of 49%. A suit was filed against the Ravalli County TBID by a member lodging property. The original suit was thrown out but the plaintiff has filed a new suit against the county and the individual board members. Joe will check on board member liability coverage under the city's insurance. The state TBID's will meet next at the fall MLHA Conference.
- California is the top state accessing the DK website. The top three CA cities are LA, San Francisco and San Jose.

- The top search and booking markets data for summer 2017 according to NSight were LA, New York, Chicago, Dallas/Ft. Worth, Philadelphia and Denver.
- The TBID membership budget has been allocated to Voices of Montana Tourism for \$2,500 and Kalispell Downtown Association for \$1,000. The board advised that a \$150 membership in the Hockaday would be a good way to express support to that cultural asset. The CVB currently supports the Conrad Mansion and Museum at Central School by booking events and hosting tours.
- The board recommended that the \$500 event grant to the Event at Rebecca be awarded again this year. The sponsorship provides the opportunity to have a Kalispell display and presence at the event.
- Heather Larson, a Pacific Northwest writer hosted by the CVB earlier this year has published two articles thus far about her visit to Kalispell: one in Sip Magazine and the other in Northwest Ranger.
- Another location will be needed for the June TBID board meeting since the Chamber conference room will be reserved for a trail planning session for the new corridor. Diane will send an email to TBID partners.

d. Group, M&C Updates:

- RFP was sent for HAAS Educator Conference for July 2019.
- Working leads: International Air Cadet Exchange, National Retired Shooters Association (has chosen the Red Lion), US Wheat Associates, Wilderness Management and MT League of Cities.
- Hope with H Tech whose conference is in July 2019 is hoping for a lower rate (\$110) if the group separates into two locations.
- Chany Ockert provided a Bring It Home lead for the Professional Trail Builders Association.
- State CVB sales professionals met at the Governor's Conference to discuss unique challenges they face and ways to convey the info to partners in the state tourism system.
- TBID members are reminded to get group info to Dawn. CVB can provide welcome bags.
- The lodging package page will be used to post updates on room availability for the State Soccer Cup in June. Inform Dawn of any updates.

e. General updates:

- Holiday Inn Express has postponed remodel for 18 months. Rooms will be scheduled first.
- Hilton Garden Inn will start room remodel the end of May, lobby remodel will begin later this year.
- Super 8 is finishing up the room remodel and getting new landscaping.
- ABVI will get new exterior paint.
- Red Lion is get new exterior paint and a new lighting panel for the ballrooms.
- Country Inn & Suites has opted to wait a year to join the TBID.
- Columbia Falls is erecting a sign over the entrance to Nucleus Avenue identifying it as the Gateway to Glacier.
- Hiker, biker access is open on the Going to the Sun. Guided rides are available through Glacier Guides.

Meeting was adjourned at 4:07 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
June 6, 2018

TBID Funds – Expense Summary April 2018

Admin: rent; bookkeeping; office supplies (annual report graphics); telephone (DJ Feb, Mar, Apr); postage; misc. mileage & expenses; bank fees

Research & Education: Voice of Montana annual sponsorship

Consumer: airport display stocking; Calgary Outdoor Show expenses; visitor guide graphics and photos; Kalispell pull up display

Event: Event operation mgmt. monthly payment for May

Meetings & Convention: transfer to KCVB for IRU (approved budget amount); group photo shoot; M&C guide updates

PR/Publicity: press trip expenses - Larson

KCVB Event Funds - Summary January through April 2018

Dragon Boat 2018: (2018 - \$30,000 TBID)
Balance forward from 2017: \$51,381.13
Income: \$43,644.62
Expenses: \$7,880.22
Balance: \$86,550.53

Spartan 2018: (2018 - \$23,000 TBID)
Balance forward from 2017: (\$7,559.16)
Income: \$32,150.00
Expenses: \$5,034.81
Balance: \$19,556.03

Pond 2018: (2018 - \$30,000 TBID)
Balance forward from 2017: \$57,733.60
Income: (\$12,300.00)
Expenses: \$13,327.55
Balance: \$32,106.05

Indoor Soccer 2018: (2017/2018 - \$20,000 TBID)
Balance forward from 2017: \$16,752.85
Income: \$11,068.00
Expenses: \$24,507.20
Balance: \$3,313.65

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$7,445.48)

Tourism Business Improvement District

Balance Sheet

As of April 30, 2018

	<u>Apr 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	70,135.00
1020 · Whitefish Credit Union	56,000.00
Total Checking/Savings	<u>126,135.00</u>
Total Current Assets	126,135.00
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>155,333.08</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	21,268.38
Total Accounts Payable	<u>21,268.38</u>
Total Current Liabilities	<u>21,268.38</u>
Total Liabilities	21,268.38
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	-16,193.18
Total Equity	<u>134,064.70</u>
TOTAL LIABILITIES & EQUITY	<u>155,333.08</u>

Tourism Business Improvement District

Profit & Loss

April 2018

05/17/18

Accrual Basis

	Apr 18	Jul '17 - Apr 18
Income		
4000 · TBID Revenue	0.00	501,300.00
4100 · Interest Income	9.94	168.45
Total Income	9.94	501,468.45
Expense		
5000 · Staffing	17,595.02	200,695.50
5100 · Administrative		
5115 · Annual Report	0.00	1,861.72
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.15	75.03
5120 · Audit	0.00	1,398.08
5125 · Bookkeeping	210.00	2,490.00
5140 · Office Supplies	698.58	1,050.46
5150 · Postage & Copies	40.21	683.31
5160 · Rent	700.00	7,000.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	361.52	2,333.01
5185 · Travel & Entertainment	214.07	1,876.69
5190 · Technology Support	40.00	400.00
Total 5100 · Administrative	2,267.53	24,708.30
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	1,500.00	2,600.00
5220 · Training & Education	0.00	1,348.05
Total 5200 · Research & Education	1,500.00	9,698.05
5250 · Web Site		
5260 · New Website Analysis & Concepts	0.00	9,588.40
5270 · Maintenance & Enhancements	0.00	5,602.20
5280 · SEO & SEM	0.00	9,041.68
Total 5250 · Web Site	0.00	24,232.28
5400 · Consumer Marketing		
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	0.00	16,291.36
5450 · Media Buy Online	0.00	25,302.28
5460 · Travel Show Attendance	343.56	3,808.57
5470 · Trade Show Booth	249.00	1,144.38
5480 · Airport Displays	50.00	600.00
5420 · E-Marketing	0.00	4,293.14
5496 · Visitor Guide & Niche Brochures	5,450.00	10,041.95
Total 5400 · Consumer Marketing	6,092.56	71,763.59
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	24,500.00
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	0.00	5,500.00
Total 5500 · Event Marketing	2,000.00	119,000.00
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	12,000.00	12,945.18
5573 · Group Photo & Video Library	550.00	550.00
5574 · M&C Guide	94.00	1,362.25
5583 · Customer Relationship Mgmt Syst	0.00	4,500.00
5575 · Advertising/Enews	0.00	15,899.67
5589 · M&C Memberships	0.00	300.00

Tourism Business Improvement District
Profit & Loss
April 2018

	<u>Apr 18</u>	<u>Jul '17 - Apr 18</u>
Total 5550 · Meetings & Conventions	12,644.00	46,820.91
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	150.45	13,152.75
5665 · Proactive & Reactive PR	0.00	9,796.70
5680 · Kalispell Branded Merchandise	0.00	285.29
Total 5650 · Publicity	150.45	23,234.74
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
Total Expense	<u>42,249.56</u>	<u>517,661.63</u>
Net Income	<u>-42,239.62</u>	<u>-16,193.18</u>

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July 2017 through April 2018

	<u>Jul '17 - Apr...</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	168.45			
Total Income	<u>501,468.45</u>	<u>615,000.00</u>	<u>-113,531.55</u>	<u>81.5%</u>
Expense				
5000 · Staffing	200,695.50	220,450.00	-19,754.50	91.0%
5100 · Administrative	24,708.30	28,800.00	-4,091.70	85.8%
5200 · Research & Education	9,698.05	12,500.00	-2,801.95	77.6%
5250 · Web Site	24,232.28	27,000.00	-2,767.72	89.7%
5400 · Consumer Marketing	71,763.59	89,250.00	-17,486.41	80.4%
5500 · Event Marketing	119,000.00	144,000.00	-25,000.00	82.6%
5550 · Meetings & Conventions	46,820.91	71,000.00	-24,179.09	65.9%
5650 · Publicity	23,234.74	30,000.00	-6,765.26	77.4%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	<u>517,661.63</u>	<u>623,000.00</u>	<u>-105,338.37</u>	<u>83.1%</u>
Net Income	<u><u>-16,193.18</u></u>	<u><u>-8,000.00</u></u>	<u><u>-8,193.18</u></u>	<u><u>202.4%</u></u>

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	51,381.13	57,733.60	(7,559.16)	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	1,057.50	0.00	1.00	(948.06)	(744.78)	18,292.71
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	(1,190.00)	(5,096.36)	3,200.00	(9,710.14)	(1,237.47)	0.00	0.00	870.61	(13,163.36)
April 2018	3,050.00	(582.82)	23,915.19	0.00	(9,876.41)	0.00	0.00	(414.04)	16,091.92
May 2018	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
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	86,550.53	32,106.05	19,556.03	3,313.65	(1,350.02)	39.00	710.18	(7,445.48)	133,479.94

*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 April 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	0.00	198.00	0.00	0.00	0.00	0.00	198.00
4700.00 · Special Events	43,644.62	-40,300.00	3,150.00	10,870.00	0.00	32,870.70	1.00	0.00	50,236.32
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	43,644.62	-12,300.00	32,150.00	11,068.00	0.00	44,870.70	1.00	2,000.00	121,434.32
Gross Profit	43,644.62	-12,300.00	32,150.00	11,068.00	0.00	44,870.70	1.00	2,000.00	121,434.32
Expense									
5000.00 · Direct Program	6,505.00	5,336.11	3,116.36	12,029.87	775.00	22,745.10	0.00	0.00	50,507.44
5060.00 · Bank Fees & Svc Charges	0.00	0.00	0.00	1.75	0.00	0.00	0.00	269.43	271.18
5260.00 · Insurance	0.00	-667.18	1,293.00	700.00	0.00	0.00	0.00	0.00	1,325.82
5520.00 · Professional Fees	595.00	8,363.40	120.00	7,575.51	0.00	650.00	0.00	1,330.00	18,633.91
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	65.45	363.94	0.00	73.50	0.00	0.00	502.89
5400.00 · Miscellaneous	300.00	40.00	440.00	0.00	0.00	0.00	0.00	0.00	780.00
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	0.00	12.00	0.00	386.14	173.06	22,515.98	0.00	0.00	23,087.18
Total Expense	7,880.22	13,327.55	5,034.81	24,507.20	948.06	45,984.58	0.00	2,863.26	100,545.68
Net Ordinary Income	35,764.40	-25,627.55	27,115.19	-13,439.20	-948.06	-1,113.88	1.00	-863.26	20,888.64
Net Income	35,764.40	-25,627.55	27,115.19	-13,439.20	-948.06	-1,113.88	1.00	-863.26	20,888.64



AIRLINE ENHANCEMENT & RETENTION ORGANIZATION

An investment in our community's future airline service.

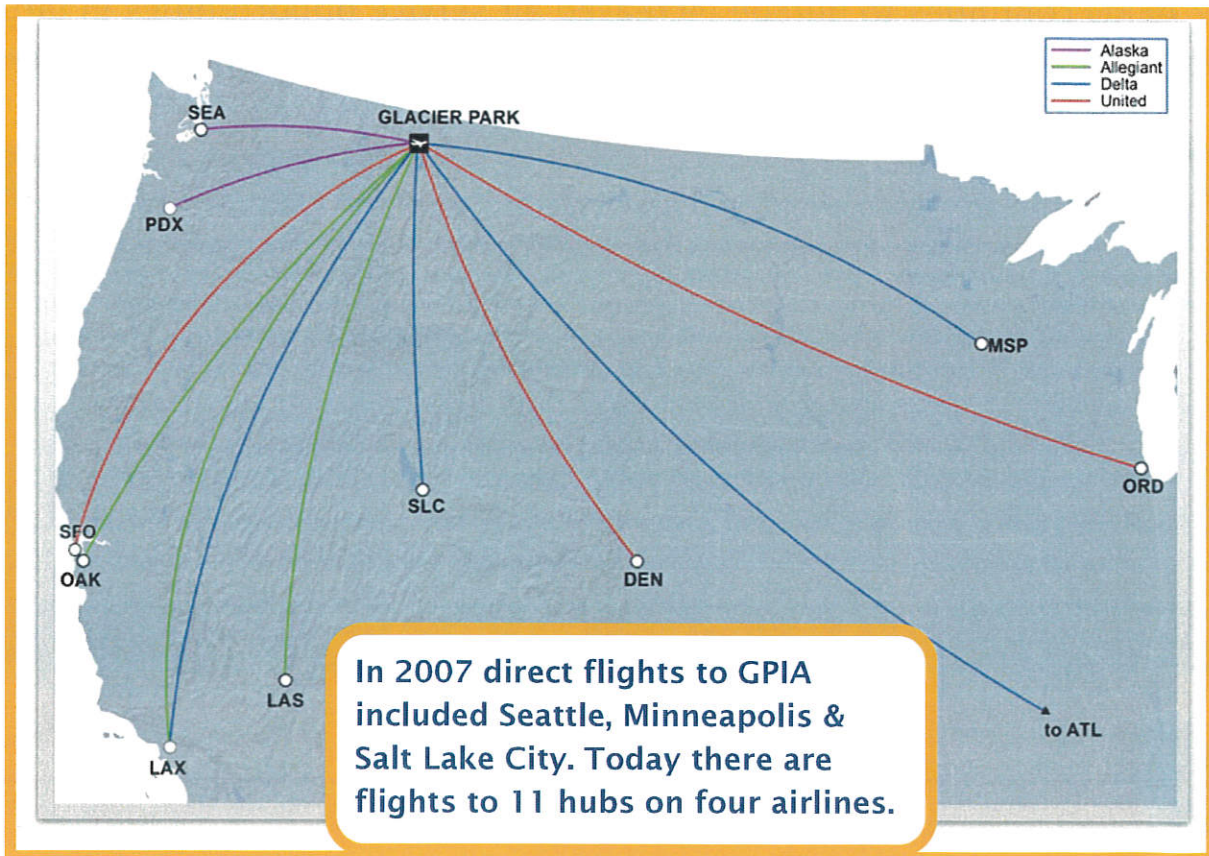
Glacier AERO is a 501c6 organized to promote business and community growth by investing in strategies designed to expand commercial air service to the Flathead Valley.

Who Is Glacier AERO?

Some of the 42 Businesses supporting the effort include:

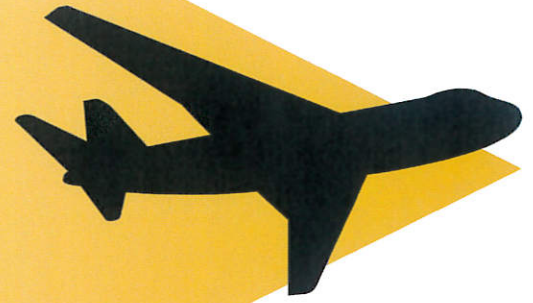
- Big Mountain Commercial Association
- Northwest Montana Association of Realtors
- Kalispell Regional Healthcare
- Flathead Electric Coop
- National Parks Realty
- North Valley Hospital
- Rental Car Companies
- Whitefish Credit Union
- Glacier Bank
- First Interstate Bank
- Kalispell & Whitefish Chambers
- Kalispell & Whitefish CVBs
- Whitefish Mountain Resort
- Glacier Restaurant Group
- The Daily Inter Lake
- Nomad GCS

Current Service Hubs:



What is an MRG?

Minimum Revenue Guarantee Contracts are a tool for communities to partner with airlines in sharing the risk of adding flights in new, untested markets. Funds are only transferred to the airline when flights under-perform and do not cover costs.



MRGs - A Strategy that Works

- In 2007 with a \$50,000 local match to a SCASD grant GPIA was able to secure United flights to Denver and Chicago with an MRG. Today GPIA has year-round service to Denver and summer service to Chicago with no MRG required.
- A SCASD grant secured in 2012 provided MRGs for seasonal flights to LAX on Delta and Allegiant which continue today with no guarantee required.
- Glacier AERO entered into an MRG contract with United to provide an additional 16 weeks of service out of Chicago each winter since 2014. Total MRG paid over three seasons was \$68,000 or approximately \$9/seat.
- In June 2017 United increased capacity on daily summer flights to Chicago and Denver with no MRG.
- In June 2018 United will add direct flights to LAX with no MRG.
- Glacier AERO continues to pursue increased air service opportunities in target markets such as Dallas/Fort Worth, Southern California, Portland and Phoenix.

Enhancing the ability of real estate developers and buyers to travel to the Flathead Valley more directly benefits our business by allowing our customers to arrive more easily and spend more time here once they arrive. Additionally, due to the new flight to Chicago I am now able to visit my home country, Switzerland, with just one stop – simplifying international travel.

~Marc Liechi
Owner
APEC Architecture and Engineering



As a public relations firm in a rural market, engaging in the latest industry training generally means flying to large metro markets. The good news is that we're enjoying lower airfare costs than we were five years ago. That, along with our improved access to hubs like Chicago and Denver via direct flights means that more of our dollars are actually invested in training time, not travel time.

Courtenay Sprunger
Principal, Big Sky Public Relations



To support or for questions, contact:
Kim Morisaki, Glacier AERO Board Member
406-257-7711 x3 or kim@dobusinessinmontana.com

Glacier Park's Annualized Load Factor is 85.5%

- Glacier Park ended 2017 with nonstop service to 11 destinations.
- Recent Glacier Park new service additions;

- Winter 2013/2014; Delta holiday season LAX
- Summer 2014; Delta seasonal LAX
- Summer 2014; Allegiant seasonal LAX
- Summer 2014; Alaska seasonal daily PDX
- Winter 2014; United winter seasonal ORD
- Winter 2016; United winter seasonal SFO
- Summer 2017; United summer seasonal SFO
- Summer 2018; United summer seasonal LAX

- Color coding;

- SCASD Grant supported
- AERO supported

GLACIER PARK AIR SERVICE: NOV 2016 TO OCT 2017					
Route	Carrier	Enplaned	Seats	Load Factor	
ATL	Delta	3,928	4,462	88.0%	
DEN	United	111,220	130,726	85.1%	
LAS	Allegiant	29,335	34,644	84.7%	
LAX	Allegiant	6,866	8,444	81.3%	
LAX	Delta	3,881	4,616	84.1%	
MSP	Delta	82,072	93,216	88.0%	
OAK	Allegiant	6,740	8,112	83.1%	
ORD	United	23,925	28,560	83.8%	
PDX	Alaska	14,788	18,316	80.7%	
SEA	Alaska	121,950	140,828	86.6%	
SFO	United	7,754	9,396	82.5%	
SLC	Delta	124,004	146,168	84.8%	
Total	All	536,463	627,488	85.5%	

Glacier **AERO**



AIRLINE ENHANCEMENT & RETENTION OUTREACH

An investment in our community's future airline service.

Join Glacier AERO in partnering with national airlines and Glacier Park International Airport to continue expanding air service in the Flathead Valley for the benefit of residents, industry and your business.

Business Name _____
Street Address _____
City _____ State _____ Zip _____
Website _____ Phone # _____
Primary Contact Name _____ Job Title _____
Email Address _____ Phone # _____

Billing Contact Same as Primary Other (complete below)

Billing Contact Name _____ Job Title _____
Street Address _____ City _____ State _____ Zip _____
Email Address _____ Phone # _____
Special Billing Instructions: _____

Annual Investment \$ _____

Frequency of Invoice One Time Annually for 3 years

Delivery Method Print Email to Billing Contact

Glacier AERO
44 2nd Avenue West
Kalispell, MT 59901
406.257.7711 x3
kim@dobusinessinmontana.com

Authorized Signature _____ Date _____

DISCOVERKALISPELL.COM

Summer slider stories to enjoy and share!

To Glacier and Beyond: <http://www.discoverkalispell.com/to-glacier-and-beyond/>

The Monster-ous Lake: <http://www.discoverkalispell.com/tame-flathead-monster/>

SUMMER CONSUMER ENEWS

Summer in Northwest Montana: relax and enjoy the beauty of it" was sent to CVB's database of over 13,000 consumers interested in Kalispell. <http://email.connectablenews.com/t/y-B37D2483513D03CF>

SUMMER M&C ENEWS

Kalispell's Montana Meeting Minute: Summer 2018 Edition is going out to over 900 qualified meeting planners on June 5th.

MONTANA SPARTAN RACE – May 5-6

7,316 total racers (record number)

Beast 3,659 racers; 73.79% from 200+ miles away

Sprint 3,657 racers; 76.31% from 200+ miles away

TBID room pickup: 9 properties reported a total of 911 room nights

SOCIAL MEDIA REPORT – APRIL

Twitter: 3,292 followers; 35,600 impressions; 760 profile visits

Instagram: 6,458 followers

Facebook: 34,829 followers; 111,940 impressions; 77,103 reach

You Tube: (Jan through March) 16,494 views which is a 56% increase from Q3 FY17

SEM REPORT (Search Engine Marketing) – January 1 – March 31, 2018

29,120 impressions; 1,698 clicks to site; 5.83% CTR (industry average is 3.17%)

Top performing ads:

Visit Glacier National Park/Discover Kalispell, Montana

Things To Do in Kalispell/ Discover Kalispell, Montana

Winter Activities in Kalispell/ Discover Kalispell, Montana

Explore Montana/ Discover Kalispell, Montana

A Unique Montana Experience/ Discover Kalispell, Montana

STR REPORT – APRIL

Year over year, April OCC: +13.9% to 44.3%; ADR: + 3.7% to \$76.61; RevPAR: +18.1% to \$33.59. Three properties did not report.

Kalispell Economy class OCC: +7.2%, ADR: +4.3%; Mid/Upper class OCC: +17.1%, ADR: +2.4%

Comp Set OCC: Missoula -1.7%; Butte +2.6%; Bozeman -2.2%; Rapid City SD -8.8%; Helena/GFalls -9.6%;

CDA +4.3%; Sandpoint -2.9%; Bend -8.0%; Spokane -1.0%; Billings +10.9%

United States: OCC: +0.9%; ADR: +3.3%; RevPAR: +4.2%. Montana: OCC: +0.8%; ADR: +0.8%; RevPAR: +1.5%

TBID Q3 COLLECTIONS

Kalispell Total Revenue= \$101,926.00, a +2% increase

May 2018 Sales Sheet

Dawn Jackson-Group Sales Manager

RFP's Sent:

1. 2018 North America Rail Car Operators-June

Working leads:

1. 2019 Wilderness Risk Management Conference-waiting to hear back
2. 2020 Montana League of Cities-waiting to hear if Kalispell will make the list
3. 2019 HAAS Educator Conference – waiting to hear back
4. 2020 POMA-June-waiting to hear back from planner on a few questions then will send out RFP
5. 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association

Won leads:

1. 2018 National Guard Retired Shooters Association-Red Lion
2. 2018 North America Rail Car Operators-decided to make their own reservations rather than go with a group room block

Lost leads:

1. 2018 International Air Cadet Exchange Program-assuming lost, I have not heard back from the organizer
2. 2019 US Wheat Associates Summer Meeting-Choose Grouse Mountain in Whitefish

Groups Assist:

1. National Landscapers Association-provided activity suggestions-July 2019-Whitefish
2. AAA of Northern California-looking for an event coordinator for fundraiser event
3. Montana Tree Farm Program-provided venue and catering information
4. Piikani Childcare Organization – provided teambuilding ideas
5. Silver Lining Dragon Boat Team-provided catering information

Bring it Home Leads:

May Highlights:

1. Coordinated volunteers at Spartan Race at the Beer Stand
2. Attended Beast Feast for Spartan
3. Attended Leadership Flathead Graduation
4. Attended Kalispell Chamber Luncheon
5. Coordinated and hosted Kalispell Red Nose Day for hoteliers
6. Prepared for 2 FAM trips in June
7. Met and coordinated Kalispell visit with product coordinator, Lisbet Pors with Alabatos Travel from Copenhagen Denmark
8. Participated in monthly Real America Chat
9. LinkedIn posts include: Promoted National Travel Week, One Simple Idea for Results-Orientated Meeting, Fun Event Scavenger Hunts

Kalispell Convention & Visitors Bureau Sales Report 5/1/2018 - 5/31/2018

Event Type: All

Sales Rep: Dawn Jackson

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

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	K/CVB 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							\$0.00	1,290	60	130	0
							\$0.00				

Status: LEADS SENT

North American Rail Car Operators Association	Kalispell Visit North American Rail Car Operators Association	Meeting	Association	Local referral	6/6/2018	Unknown	\$0.00	10	10	20	0
				RFP-Request for Proposal	6/7/2018	new	\$0.00				
Event Count: 1							\$0.00	10	10	20	0
							\$0.00				
Event Count: 5							\$0.00	1,300	70	150	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	2018 Montana Spartan Race	Sporting Event		Current Status	5/5/2018 5/6/2018	New/Repeat	\$0.00 \$0.00	0 0	0 0	0 0	0 0

STATUS: CURRENT DEFINITE

Definite

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