

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – August 8, 2018
3:00 pm – 5:00 pm**

Location: Hilton Garden Inn

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 July 11, 2018
- b) Approval of TBID financial statements for June, 2018

3. Board Discussion

- a) Event updates
 - i. Dragon Boat – 2018 event plus potential transfer of ownership
 - ii. Flathead Celtic Festival
- b) Marketing updates
 - i. FY19 consumer marketing campaign strategy
 - ii. FY19 travel show schedule
- c) Group, M&C updates
 - i. FY18 M&C campaign report
 - ii. FY19 trade show schedule

Enclosures: July 11, 2018 minutes
TBID financial statements for June 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 18	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

2018

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

~ = Absent

X = Present

Board of Directors Meeting
Kalispell Tourism Business Improvement District
July 11, 2018
3:00 pm – 5:00 pm

Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Dawn Hendrickson, Zac Ford, Dan Moderie, Emily Schroeder, Sean Morris

Board Members Absent: Janet Clark, Shawn Campbell

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

Guests: Lucy Weeder, Marriott SpringHill Suites; Kim Morisaki, MWED; Tracy Johnson, Hockaday Museum of Art; Grimm Storli, Blue & White Motel

Meeting was called to order by Chair Zac Ford at 3:04 PM.

1. Hear from the Public – none
2. Presentation – Glacier AERO, Kim Morisaki, MWED: AERO was started in 2014 to provide minimum revenue guarantees to reduce the risk of opening new markets. AERO funds along with a SCASDE grant, increased the number of airlines servicing GPIA from 2 to 4 and raised the number of hubs accessed from GPIA from 3 to 11. AERO has a fundraising goal of \$240,000 which will serve as a match for a SCASDE grant, plus an additional goal of \$80K- \$90K. The state is building awareness of Montana in Dallas and American Airlines flights from DFW to Bozeman and Missoula have been added. This year is seen as a critical point in attracting American Airlines to GPIA. Private businesses and tourism organizations are asked to contribute additional amounts for this year's initiative if possible.
3. Presentation – Tracy Johnson, Hockaday: the Hockaday's Timeless Legacy event is expanding its reach this year by extending invitations to Canadians and inviting male artists to participate as well as female. This year's theme is a celebration of Waterton-Glacier International Peace Park. 23 renowned artists have been invited to participate, 21 of those will be attending the opening weekend August 11 – 12. The Hockaday is requesting an event grant of \$3,500 to fund a travel honorarium for the visiting artists.
4. Board Action Items
 - a. Approval of minutes from June 6, 2018:
Motion was made by Emily Schroeder to approve the minutes. Motion was seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
 - b. Approval of TBID financial statements for May, 2018:
Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.
 - c. Approval to purchase TBID Directors and Officers Liability Insurance:
Motion was made by Emily Schroeder to approve purchase of TBID Directors and Officers Liability Insurance. Motion was seconded by Sean Morris.
Discussion: the carrier is Travelers Insurance obtained through Payne West. Annual coverage limit is

\$1,000,000, no deductible, coverage is similar to what the Chamber has. Board approved unanimously.

- 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:

Motion was made by Dawn Hendrickson to approve a \$2,500 contribution to AERO. Motion was seconded by Emily Schroeder.

Discussion: Chamber has approved their \$2,500 match. Board approved unanimously.

5. Board Discussion

a. Event updates:

- i. **Dragon Boat** – CVB is underwriting The Dragon Bus to provide free event transportation to teams staying at Kalispell hotels. Hotels will be asked to provide information about dragon boat guests to help determine demand and scheduling for bus transportation. Missoula BCS team Silver Lining participated in the Lethbridge Dragon Boat Festival and won the Best Team Spirit Award. A social media campaign is underway to fill the last Rocky Mountain Championship slot. Registered team count is currently at 45.

Event transition – conversations have been held with the Bigfork Chamber and Flathead Lake Brewing Company about taking over the event. They have expressed intention to keep the festival as a two-day event on the same weekend of September. A decision whether to proceed will be made at the Bigfork Chamber board meeting on July 12. TBID Board discussed a Memorandum of Understanding to allow Bigfork to use event assets for the first year while retaining ownership. Bigfork would shadow CVB staff on 2018 event operations, we would support them on 2nd year and 3rd year they would operate independently. Assets and assistance would be offered as a substantial in-kind sponsorship.

- ii. **Pond Hockey** – potential plans for 2019. Scott Crowder and Terry DeVries are discussing using the Sweet Pickin's site as a venue. TBID will not pay for infrastructure but would sponsor the event at the same level as in the past. Another substantial sponsor would be needed in order for the event to go forward. Tamarack Brewing Co. may be interested. A decision on continuing the event will be made next month.

b. RFP Results:

The website redesign and creative/media buy were both awarded to Flathead Beacon Productions (FBP). Diane expressed appreciation to members of the scoring committee (Zac Ford, Dawn Hendrickson, Kate Lufkin) for the extensive amount of work they put into reviewing and scoring proposals. FBP had the highest average score for both RFP's and were the only ones who moved forward to stage 2 on both. Since FBP has handled the CVB's social media for several years along with other projects, they are familiar with the Discover Kalispell brand. The Public Relations RFP will be reissued in the fall. CVB will contract on a per project basis for PR needs in the meantime. Whitefish CVB disqualified both their applicants so will be reissuing their RFP.

c. Marketing Updates:

- Quarter 4 webstats - unique visitor numbers and page views were down, however session duration increased by 28%.
- May STR Report: occupancy was up 10.8%, ADR up 1.2%, RevPAR up 12.2%. Board members have seen increases in leisure, group and corporate segments.

- Seasonal report – the LA area was the top search-to-book market, followed by NYC area, Chicago and Dallas
- Travel shows – last fiscal year, Diane attended the Women’s and Outdoor Adventure Shows in Calgary and the Bike and Golf Expo in Spokane. The Travel & Adventure Show in LA, February 16 – 17, 2019, is being considered. The booth fee is \$3,700. Emily Schroeder has attended and reported that it is a great show. National Parks are heavily represented. Central Montana and Billings also attend the show. Rollover funds may be available to cover the estimated \$5,000+ cost of the show. If not, Diane recommended eliminating the Calgary Women’s Show but retaining the Spokane Bike & Golf Expo and the Calgary Outdoor Show. The board agreed to eliminate the Calgary Women’s Show to allow participation in the LA show. Diane needs someone to assist her with both the Calgary Outdoor Show and the LA Show. Emily volunteered to attend the Calgary show.

d. Recap of June M&C Fam trips:

The CVB hosted two FAMS in June that had been scheduled for last September but were cancelled due to wildfire smoke. For the first FAM in early June, CVB partnered with Glacier Country and the Whitefish CVB to host four 3rd party planners. Among other activities, they toured a lavender farm, our three museums, restaurants, meeting facilities and several hotel properties. Their visit to Kalispell was capped off with a tour and dinner at the Conrad Mansion that was attended by several local activity providers and tourism partners. CVB is evaluating whether it makes sense to participate in the 3rd party planner FAM in the future since Kalispell is bookended on the tour schedule by two luxury resorts. The second FAM, June 25 – 27, was planned and carried out by Kalispell CVB for two qualified regional meeting planners. They toured event venues, the museums, did a Red Bus ride in GNP, visited breweries and distilleries and wrapped up with a dinner at the Conrad Mansion attended by several Kalispell ambassadors and tourism partners. The second FAM shows strong potential in generating meeting business for Kalispell.

e. Group, M&C Updates:

- RFP’s were sent for June of 2020: the President’s Summit and POMA
- Working on leads for MT Air National Guard and for HAAS which was booked for summer 2019 before organizers researched summer room rates
- Nearly 600 Kalispell welcome bags were compiled and distributed to visiting groups
- Big Sky Brews Cruise and Montana Brew Bus are offering brewery tours
- KXLY Radio in Spokane is considering organizing 1 – 3 bus trips to Kalispell as a promotion
- Dorothy Meyers brought in a Bring It Home lead for MT National Guard

6. Event Grant – Hockaday Museum of Art’s Timeless Legacy

Board action: Motion was made by Zac Ford to award a \$500 cash grant and provide in-kind assistance with coordinating hotel discounts for artists. Motion was seconded by Dawn Hendrickson.

Discussion: even though the event takes place during peak summer season, it brings value to the community through association with an extremely high quality international event. Board approved unanimously.

7. Next TBID board meeting date will be August 8 since Diane will be returning from a leadership summit on the regular meeting date of August 1.

Meeting was adjourned at 4:45 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
August 8, 2018

TBID Funds – Expense Summary June 2018

Admin: rent; bookkeeping; annual report for TBID mailing; telephone (Charter, Verizon, Dawn); postage; misc. mileage & travel expenses; quarterly storage unit fee; Chamber annual audit – TBID portion

Research, Education, Memberships: Associated Chamber annual membership; DMA West Leadership Summit conference registration

Website: website and press room maintenance; SEM

Consumer: airport display stocking; Calgary show drawings expenses; photo use for visitor guide

Event: Event operation mgmt. July; MT State Cup Soccer sponsorship

Meetings & Convention: meeting planner FAM expenses; IDSS quarterly payment; MT Trolley; expenses hosting individual tour operators and planners.

PR/Publicity: proactive and reactive story pitches; press trip expenses and FAM planning

KCVB Event Funds - Summary January through June 2018

Dragon Boat 2018: (2018 - \$30,000 TBID)
Balance forward from 2017: \$10,511.51
Income: \$52,135.00
Expenses: \$8,902.65
Balance: \$53,743.86

Spartan 2018: (2018 - \$29,000 TBID)
Balance forward from 2017: (\$7,559.16)
Income: \$38,908.81
Expenses: \$38,099.88
Balance: (\$6,750.23)

Pond 2018: (2018 - \$30,000 TBID)
Balance forward from 2017: \$14,358.82
Income: \$26,900.00
Expenses: \$13,596.30
Balance: \$27,662.52

Indoor Soccer 2018: (2017/2018 - \$20,000 TBID)
Balance forward from 2017: \$16,752.85
Income: \$11,068.00
Expenses: \$25,190.95
Balance: \$2,629.90

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$9,878.15)

Tourism Business Improvement District
Balance Sheet
As of June 30, 2018

	<u>Jun 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	97,507.92
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	<u>153,822.44</u>
Total Current Assets	153,822.44
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>183,020.52</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	30,099.56
Total Accounts Payable	<u>30,099.56</u>
Total Current Liabilities	<u>30,099.56</u>
Total Liabilities	30,099.56
Equity	
32000 · Unrestricted Net Assets	150,257.88
Net Income	2,663.08
Total Equity	<u>152,920.96</u>
TOTAL LIABILITIES & EQUITY	<u><u>183,020.52</u></u>

Tourism Business Improvement District

Profit & Loss

June 2018

07/17/18

Accrual Basis

	Jun 18	Jul '17 - Jun 18
Income		
4000 · TBID Revenue	0.00	603,226.00
4100 · Interest Income	329.06	508.67
Total Income	329.06	603,734.67
Expense		
5000 · Staffing	17,339.77	235,227.32
5100 · Administrative		
5115 · Annual Report	0.00	1,861.72
5199 · Other Admin	-86.78	-86.78
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	5.32	83.00
5120 · Audit	1,724.34	3,122.42
5125 · Bookkeeping	260.00	3,010.00
5140 · Office Supplies	190.85	1,754.11
5150 · Postage & Copies	278.55	1,380.48
5160 · Rent	700.00	8,400.00
5165 · Storage Unit	180.00	720.00
5180 · Telephone	261.52	2,856.05
5185 · Travel & Entertainment	125.64	2,341.31
5190 · Technology Support	40.00	480.00
Total 5100 · Administrative	3,679.44	30,922.31
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,750.00
5230 · Organizational Memberships	100.00	3,100.00
5220 · Training & Education	700.00	2,048.05
Total 5200 · Research & Education	800.00	10,898.05
5250 · Web Site		
5260 · New Website Analysis & Concepts	0.00	9,588.40
5270 · Maintenance & Enhancements	266.00	7,391.05
5280 · SEO & SEM	351.50	9,393.18
Total 5250 · Web Site	617.50	26,372.63
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	76.00	2,174.88
5440 · Creative Services	0.00	22,744.71
5450 · Media Buy Online	0.00	30,997.36
5460 · Travel Show Attendance	329.00	4,137.57
5470 · Trade Show Booth	0.00	1,144.38
5480 · Airport Displays	50.00	700.00
5420 · E-Marketing	47.50	5,542.40
5496 · Visitor Guide & Niche Brochures	300.00	10,341.95
Total 5400 · Consumer Marketing	802.50	85,966.28
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	28,500.00
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	2,000.00	8,000.00
Total 5500 · Event Marketing	4,000.00	125,500.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	8,898.38
5567 · Meeting Planner FAM	8,946.13	12,052.46
5570 · Meeting Planner Incentive Progm	665.68	13,704.36
5573 · Group Photo & Video Library	0.00	550.00
5574 · M&C Guide	0.00	1,362.25
5583 · Customer Relationship Mgmt Syst	1,500.00	6,000.00
5575 · Advertising/Enews	-22.34	15,913.83

Tourism Business Improvement District
Profit & Loss
June 2018

	<u>Jun 18</u>	<u>Jul '17 - Jun 18</u>
5585 · Sales Calls	300.00	887.19
5589 · M&C Memberships	0.00	300.00
Total 5550 · Meetings & Conventions	11,389.47	59,668.47
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	596.03	13,748.78
5665 · Proactive & Reactive PR	1,947.50	14,974.20
5680 · Kalispell Branded Merchandise	0.00	285.29
Total 5650 · Publicity	2,543.53	29,008.27
6000 · Prior Fiscal Year Expense	0.00	-2,491.74
Total Expense	41,172.21	601,071.59
Net Income	-40,843.15	2,663.08

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

	Jul '17 - Ju...	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	603,226.00	615,000.00	-11,774.00	98.1%
4100 · Interest Income	508.67			
Total Income	603,734.67	615,000.00	-11,265.33	98.2%
Expense				
5000 · Staffing	235,227.32	220,450.00	14,777.32	106.7%
5100 · Administrative	30,922.31	28,800.00	2,122.31	107.4%
5200 · Research & Education	10,898.05	12,500.00	-1,601.95	87.2%
5250 · Web Site	26,372.63	27,000.00	-627.37	97.7%
5400 · Consumer Marketing	85,966.28	89,250.00	-3,283.72	96.3%
5500 · Event Marketing	125,500.00	144,000.00	-18,500.00	87.2%
5550 · Meetings & Conventions	59,668.47	71,000.00	-11,331.53	84.0%
5650 · Publicity	29,008.27	30,000.00	-991.73	96.7%
6000 · Prior Fiscal Year Expense	-2,491.74			
Total Expense	601,071.59	623,000.00	-21,928.41	96.5%
Net Income	2,663.08	-8,000.00	10,663.08	-33.3%

Kalispell Chamber of Commerce
KCVB P&L by Class
January through June 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	52,135.00	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	3.00	0.00	104,329.70
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	52,135.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	3.00	2,000.00	175,835.51
Gross Profit	52,135.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	3.00	2,000.00	175,835.51
Expense									
5000.00 · Direct Program	7,127.00	5,336.11	31,204.91	12,284.87	775.00	22,554.84	0.00	2.95	79,285.68
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.00	1.75	0.00	0.00	0.00	340.91	342.66
5260.00 · Insurance	268.75	-398.43	1,561.75	968.75	0.00	0.00	0.00	0.00	2,400.82
5160.00 · Contributions & Scholarships	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	7,735.51	0.00	650.00	0.00	3,208.01	20,551.92
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	1,741.06	5,434.27
5740.00 · Travel	131.68	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	24,030.59
Total Expense	8,902.65	13,596.30	38,099.88	25,190.95	948.06	46,349.77	0.00	5,292.93	138,380.54
Net Ordinary Income	43,232.35	13,303.70	808.93	-14,122.95	-948.06	-1,529.07	3.00	-3,292.93	37,454.97
Net Income	43,232.35	13,303.70	808.93	-14,122.95	-948.06	-1,529.07	3.00	-3,292.93	37,454.97

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)	(9,991.86)	0.00	0.00	(414.04)	16,041.92
May 2018	158.00	0.00	(26,372.96)	0.00	(299.74)	0.00	0.00	(366.98)	(26,881.68)
June 2018	7,309.95	(268.75)	(118.75)	(563.75)	0.00	2.00	0.00	(2,062.69)	4,298.01
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	53,743.86	27,662.52	(6,750.23)	2,629.90	(1,765.21)	41.00	710.18	(9,878.15)	66,393.87

*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.

MONTANA SPARTAN RACE – May 5-6

7,946 racers, 2,150 spectators, 3,882 traveled over 200 miles; 2,000+ traveled over 500 miles. 46 states and 5 provinces represented. \$4,280,640 created and spent in valley from the event.

Full report in board packet

MONTANA DRAGON BOAT FESTIVAL – Sept 8-9

- Volunteers needed for a variety of tasks. Contact Vonnie if you or your staff is able to assist. 758-2809
- 48 teams registered so far who are attending from Lethbridge, Tempe AZ, Yardley PA, Edmonton, LA, Liberty Lake WA, Carson CA, Kelowna, Long Beach, Bozeman, Gig Harbor WA, Las Vegas, Portland, Missoula, Helena and Havre.
- Dragon Bus – The KCVB is sponsoring free shuttle from Kalispell hotels to the event for your registered guests that are paddlers or spectators. Please track teams and individuals staying at your hotel that are interested in using the Dragon Bus shuttle. We'll be in touch mid-August to get your reservation information.

DISCOVER KALISPELL SEM REPORT (Search Engine Marketing) – April-June, 2018

28,832 impressions (1.2% decrease); 2,717 clicks to site (59% increase); 9.42% CTR (62% increase)
2,345 clicks on mobile; 192 desktop; 180 tablet

Top performing ads:

Glacier National Park

Things To do in Kalispell

Explore Montana

Discover Glacier National Park

A Unique Montana Experience

Top keywords:

glacier national park

things to do in kalispell mt

kalispell

things to do in kalispell montana

things to do in kalispell

KALISPELL IN THE NEWS

Sunset Magazine – two page spread on a “Perfect Day” in Kalispell appeared in the August issue of the Mountain and Southwest Region Sunset magazine reaching a readership of 827,000.

7x7.com – a San Francisco bay area travel and lifestyle website featured a story about An August Gateway to Glacier which was based on a stay in Kalispell.

Rave and Review – Kalispell was the focus of an article in the Seattle based family-travel blog.

STR REPORT – JUNE

Year over year, June OCC: +0.6% to 71.9%; ADR: + 12.4% to \$124.16; RevPAR: +13% to \$89.24. Four properties did not report.

Kalispell Economy class OCC: +3.6%, ADR: +10.1%; Mid/Upper class OCC: -0.9%, ADR: +12.4%

Comp Set OCC: Missoula +2.8%; Butte +5.3%; Bozeman +3.4%; Rapid City SD +0.1%; Helena/GFalls – 2.0%; CDA +0.4%; Sandpoint +15.9%; Bend +2.3%; Spokane +6.5%; Billings -4.6%

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

GLACIER PARK UPDATES

Get up to the minute info on traffic, road construction, parking lot and trail status on Twitter at @GlacierNPS.

GLACIER PARK INTERNATIONAL AIRPORT – has been very busy!

April 15% increase; May 23.6% increase; June 20.2% increase

18% increase YTD over last year

KALISPELL VIC

Summer hours: Mon-Fri 8am-5pm; Saturday 10am-4pm; Sunday 10am-3pm. In June and July, 2,200 travelers entered the VIC looking for information on lodging, restaurants, shopping, activities and events. Please make sure we have an ample supply of your rack brochures.

WILDFIRE SEASON

The Montana Office of Tourism has a resource website for all information on air quality, fire status, and potential impacts on travel. <http://marketmt.com/Resources/FireInformation> . Help your guests understand that there is a lot of accessible spectacular unspoiled nature available in our area including state parks, GNP, Flathead National Forest and city and county parks and trails. If a fire occurs in our immediate area that will impact travel and visitations the KCVB will provide regular updates to the TBID properties including recommended talking points.



Montana Spartan Race 2018

Event Summary Report Kalispell Convention and Visitors Bureau

Montana Spartan Sprint and Beast : The Montana Spartan Race returned for the 6th year on May 5 & 6, 2018. Saturday's Spartan Beast was approx. 15 miles and 30+ obstacles. Sunday's Spartan Sprint was over 5 miles with approx. 25 obstacles. The 2019 Montana Spartan Race is May 4th & 5th. Registration is open.

Racers: 7,946 racers: Beast = 3,659; Sprint = 3,657; Kids = 648
2,150 spectators
3,882 traveled over 200 miles; 2,000+ traveled over 500 miles
Total of 5,882 racers were from 200 miles or more away

Top 10 states: MT, WA, ID, CA, UT, OR, ND, WY, AZ, TX. 46 states and 5 provinces represented.

Kalispell Room Nights: TBID properties (that have reported) received over 1,000 room nights from the event.

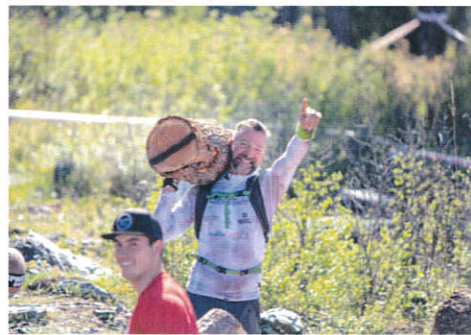
Survey results: (463 respondents)

- 34% reported this being their first time visiting the Flathead Valley
- 98% state it was their primary reason for being in the area
- Average travel size 3.08 people
- Mean number of nights spent in Kalispell was 1.52; nights spent in other Valley locations 1.48
- Accommodations: 60% stayed in hotel/motel (2017 = 59%); 21% stayed in rental cabin/home (2017= 11%)
- 78% say they would attend Montana Spartan Race next year (2016 = 88%) Cost of event was item most dissatisfied with.

What they liked: Beautiful area & people are friendly; best festival area I've been to; challenging but friendly environment; awesome mental & physical test; good food/beer; Montanans; very family oriented; weather, people, scenery; well organized.

What they didn't like: Cost; long bucket & sand bag carry; outhouses—not enough, not clean enough; need baby changing station; want hand-outs for spectators so they know where to go.

Event Economic Impact: \$4,280,640 was created and spent in the Flathead Valley from this event. (The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help determine this value and satisfaction ranking.)



Continued on back

July 2018 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

1. 2020 NWPPA NIC: Northwest Communications & Energy Innovations-September 2020

Proposals Sent:

1. 2019 MT National Guard-June 2019
2. 2019 PNWER Fall Conference-November 2019

Lodging Package Requests:

1. 2018 Jewel Concert (Lodging Package request): August 24, 2018

Working leads:

1. 2020 Montana League of Cities-No new details-confirming if Kalispell can accommodate
2. 2019 HAAS Educator Conference – July 2019 - No new details
3. 2020 POMA-June 2020 -will send proposal in August
4. 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-currently working on - no new details
5. 2021 or 2013 International Bear Association-providing information to help Lori Roberts with FWP submit a complete proposal
6. 2020 USS St. Paul Reunion – August 2020 – Local Bring it Home Lead
7. 2020 Presidents Summit – June 2020

Groups Lost:

1. 2019 Wilderness Risk Management Conference-haven't heard back

Groups Assist:

- Sent additional activity information to Natalie Fore with 2020 Presidents Summit
- Northwest Young Riders-50 welcome bags
- Bags for MIA-Montana Institute of Art - 20 for the students
- Venue information to Glacier Bank-Connie Tuman
- MT Wing Cap-23 bags-family fun
- Donna England-gave her lodging link for Michael Martin Murphy concert in Eureka and coordinated web site link for lodging
- Chelsea Pelc-Confluence-assisting with some planning
- Jason Cronk-NOVARE-sent information to promote Kalispell for 2019 conference

Sales related:

- MEDA-MT Economic Development Assn-researching getting the spring or fall conference here
- MT Library Association-Debbi Kramer-waiting to hear about potential of 2022 MT Library Assn and Offline Conference
- 2020 USS St. Paul Reunion-provided information and will follow up-Bob Lampe
- American Trails-Candace Mitchell-contact of International Trail Symposium-following up on future opportunities
- Trails Partnership-Lindy-will follow up for future opportunities

Bring it Home Leads:

1. Dorothy Meyer-International Fly Fishing Federation

New Group Activities and Venues:

1. Spirit Dance Ranch

Kalispell Convention & Visitors Bureau Sales Report 7/1/2018 - 7/31/2018

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

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:		2	\$0.00	290	40	70	0

Status: CURRENT DEFINITE

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
				Definite	7/21/2018	new	\$0.00				
				Event Count:		1	\$0.00	20	15	30	0

Status: LEADS SENT

Northwest Public Power Association	2020 NWPPA NIC-NW Communications & Energy Innovations	Meeting	Utilities	CVENT	9/19/2020	Regional	\$0.00	0	90	265	0
				RFP-Request for Proposal	9/22/2020	new	\$0.00				
Pacific Northwest Economic Region	2019 PNWER Economic Leadership Forum & Legislative Academy Meeting	Meeting	Association	KCVB Sales Call	11/11/2019	Regional	\$0.00	0	63	184	0
				RFP-Request for Proposal	11/16/2019	new	\$0.00				
				Event Count:		2	\$0.00	0	153	449	0

				Event Count:		5	\$0.00	310	208	549	0
							\$0.00				