

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – October 3, 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. KCVB Event Grant Request – **Next Generation Bull Riders**, November 30 – December 1, 2018 at Majestic Valley Arena. Adam Libby will present information on this new event. The event showcases thirty up-and-coming riders as they compete in a two day bull riding event. Contestants, families, stock contractors and fans will be coming from five different states. Organizers estimate room nights at 220.

3. Board Action Items

- a) Approval of minutes from September 5, 2018
- b) Approval of TBID financial statements for August, 2018

4. Board Discussion

- a) Event updates
 - i. Dragon Boat recap
- b) Marketing updates
 - i. Strategic planning update
 - ii. International Media FAM
- c) Group, M&C updates
 - i. Small Market Meetings recap

Enclosures: September 5, 2018 minutes
TBID financial statements for August 2018
Event grant request – Next Generation Bull Riders
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 8	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
September 5, 2018
3:00 pm – 5:00 pm

Location: Kalispell Chamber of Commerce

Minutes

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

Board Members Absent: Shawn Campbell

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

Guests: None

Meeting was called to order by Chair Zac Ford at 3:05 PM.

1. Hear from the Public – none
2. Board Action Items
 - a. Approval of minutes from August 8, 2018:
Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.
 - b. Approval of TBID financial statements for July, 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 of subscription to aRes, a booking platform to be incorporated into the redesigned discoverkalispell.com. Motion was made by Emily Schroeder to approve the use of aRes using the Revenue Share model. Motion was seconded by Janet Clark.
Discussion: the transition to a new website is a good opportunity to incorporate an online booking widget which will help keep people from leaving the website as they research and book their lodging. 75% of Kalispell TBID members are using an online direct connect booking system. The aRes booking system is used by numerous DMO's. Dawn spoke with the Boise and Portland CVB's who reported they are having good results. The app will include only Kalispell hotels and properties will have full control over their content on the website. The Portland and Boise CVB's are using aRes' Revenue Share option for payment which means the booking commission is split approximately 50/50 between aRes and the CVB. Cost estimate is \$5,000 - \$6,500 per year. The board opted for the Revenue Share model as opposed to the "no commission" model which costs approximately \$7,500 per year. Board approved unanimously.
 - d. Approval to allocate funds for development of strategic marketing and organizational plan. Motion was made by Janet Clark to budget up to \$28K to secure a contract with a consultant to develop a strategic marketing and organizational plan. Motion was seconded by Dan Moderie. Discussion: with two major events in transition and the changing local market, it will be beneficial to get an outside perspective in charting marketing and organizational strategy for the CVB. Updated strategy will also be useful in the upcoming TBID renewal process. Diane is talking with two consultants who work with DMO's about heading up the strategic planning process.

3. Board Discussion

a. Event updates:

- i. Dragon Boat – 43 teams will be participating, volunteers are still needed and can sign up on montanadragonboat.com, and arrangements are set for paddle board boxing, human foosball, African drumming and other entertainment. Representatives of the Bigfork Chamber will be working the event with CVB staff and lead volunteers. Arrangements have been completed for the Dragon Bus to provide transportation to and from the festival for teams staying at TBID properties. Final schedules will be sent to the hotels.
- ii. Event transition press release – a press release about the transition of the Dragon Boat Festival to Bigfork and the cancellation of the Pond Hockey Tournament has been distributed to the media. Diane fulfilled several media requests for interviews.

b. Marketing updates:

- i. September 11, 2018 – Voices of Montana tourism Kalispell Business Roundtable, HGI. Everyone is welcome to attend, RSVP is needed for lunch.
- ii. Updates:
 - The west side of Going to the Sun Road is open to shuttle and Red Bus traffic. The Glacier and Beyond page of the DK website is being used to communicate GNP updates and alternative activities outside the park.
 - 4th Quarter TBID collections were \$166,606, up 7% over FY17.
 - STR occupancy for July was down 7.6%, although actual revenue numbers increased. Occupancy was down for everyone in the region including a 11.5% decline for Whitefish.
- iii. Nic with Flathead Beacon Productions gave an overview of two proposed creative campaigns for Discovery in Every Direction, focused on ages 25 – 65 with emphasis on 45 – 55 and higher income. One campaign is more traditional, the other is more creative and focused on the individual traveler experiencing new things. Nic also showed design work being done on the new website including a mockup of the new home page.

4. Group, M&C Updates:

i. Upcoming shows:

Small Market Meetings, September 23 – 25. Attendees are being emailed about setting up appointments with Dawn.

IMEX meetings conference, October 16 – 18. Kalispell CVB will share a booth with Glacier Country, Missoula, Whitefish, Great Falls and Big Sky. Appointments will be shared with Glacier Country, Whitefish and Missoula.

IPW, international inbound travel show in Anaheim, CA, June 1 – 5, 2019.

ii. Following the successful 2017 IRU conference in Kalispell, the CVB is ramping up promotions to international tour operators.

iii. Other updates:

- A proposal was sent to POMA for a conference in June, 2020. Dawn is researching options for a gun range and locations for the POMA camp.
- No response from PWNWAR on proposals for conferences in the fall and winter of 2020.

- Working with Doug Russell and Montana League of Cities on a proposal for an October conference in 2020.
- The HAAS Conference has been confirmed at Hilton Garden Inn for July of 2019.
- Working on the USS St. Paul Reunion for 2020.
- Provided information to Lori Roberts for a presentation to organizers of The International Bear.

Meeting adjourned at 4:20pm

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
October 3, 2018

TBID Funds – Expense Summary August 2018

Admin: City of Kalispell admin fee; rent; bookkeeping; telephone (Charter, Verizon, Dawn); postage; misc. mileage & travel expenses; email accounts

Research, Education, Memberships: DMA West Leadership Summit expenses; Destination Leadership books

Website: website redesign deposit; hosting site fees; URL renewals

Consumer: Monthly retainer for creative services for July and August; airport brochure stocking

Event: Event operation mgmt. September

Meetings & Convention: IMEX booth fee

PR/Publicity: press trip expenses; proactive PR – Intl Tour Operator itineraries

KCVB Event Funds - Summary January through August 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)

Balance forward from 2017: \$10,511.51

Income: \$62,320.00

Expenses: \$11,690.02

Balance: \$61,141.49

Spartan 2018: (\$29,000 FY18 TBID)

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

Income: \$38,908.81

Expenses: \$38,449.88

Balance: (\$7,100.23)

Pond 2018: (\$30,000 FY18 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 FY18 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: (\$10,765.68)

Tourism Business Improvement District

Balance Sheet

As of August 31, 2018

09/24/18
Accrual Basis

	<u>Aug 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	157,646.52
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	<u>213,961.04</u>
Total Current Assets	213,961.04
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>243,159.12</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	34,743.39
Total Accounts Payable	<u>34,743.39</u>
Total Current Liabilities	<u>34,743.39</u>
Total Liabilities	34,743.39
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	55,585.68
Total Equity	<u>208,415.73</u>
TOTAL LIABILITIES & EQUITY	<u>243,159.12</u>

Tourism Business Improvement District

Profit & Loss

August 2018

09/24/18

Accrual Basis

	Aug 18	Jul - Aug 18
Income		
4000 · TBID Revenue	166,606.00	166,606.00
4100 · Interest Income	9.82	21.07
Total Income	166,615.82	166,627.07
Expense		
5000 · Staffing	31,762.98	62,057.98
5100 · Administrative		
5350 · City of Kalispell Admin Fee	4,165.15	4,165.15
5110 · Bank Fees	3.85	3.85
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	270.00	650.00
5140 · Office Supplies	12.80	82.05
5150 · Postage & Copies	150.64	394.30
5160 · Rent	700.00	1,400.00
5180 · Telephone	176.05	402.10
5185 · Travel & Entertainment	51.23	118.44
5190 · Technology Support	40.00	80.00
Total 5100 · Administrative	5,569.72	8,458.89
5200 · Research & Education		
5240 · Research	0.00	28.94
5230 · Organizational Memberships	570.00	3,465.00
5220 · Training & Education	36.64	395.85
Total 5200 · Research & Education	606.64	3,889.79
5250 · Web Site		
5260 · New Website	5,014.50	5,014.50
5270 · Maintenance & Enhancements	103.68	1,277.77
5280 · SEO & SEM	484.49	484.49
Total 5250 · Web Site	5,602.67	6,776.76
5400 · Consumer Marketing		
5440 · Creative Services	8,000.00	8,000.00
5460 · Travel Show Attendance	0.00	3,795.00
5480 · Airport Displays	125.00	225.00
Total 5400 · Consumer Marketing	8,125.00	12,020.00
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	4,000.00
5549 · Other Event Marketing	0.00	1,675.00
Total 5500 · Event Marketing	2,000.00	5,675.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	2,800.00	6,035.04
5567 · Meeting Planner FAM	0.00	1,772.32
5570 · Meeting Planner Incentive Progm	0.00	1,397.50
5575 · Advertising/Enews	0.00	1,325.75
Total 5550 · Meetings & Conventions	2,800.00	10,530.61
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	28.00	28.00
5665 · Proactive & Reactive PR	400.00	908.25
5680 · Kalispell Branded Merchandise	0.00	696.11
Total 5650 · Publicity	428.00	1,632.36
Total Expense	56,895.01	111,041.39
Net Income	109,720.81	55,585.68

Tourism Business Improvement District

Profit & Loss Budget vs. Actual

July through August 2018

	<u>Jul - Aug 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	166,606.00	606,000.00	-439,394.00	27.5%
4100 · Interest Income	21.07			
Total Income	<u>166,627.07</u>	<u>606,000.00</u>	<u>-439,372.93</u>	<u>27.5%</u>
Expense				
5000 · Staffing	62,057.98	238,000.00	-175,942.02	26.1%
5100 · Administrative	8,458.89	29,000.00	-20,541.11	29.2%
5200 · Research & Education	3,889.79	18,500.00	-14,610.21	21.0%
5250 · Web Site	6,183.01	37,000.00	-30,816.99	16.7%
5400 · Consumer Marketing	12,020.00	80,500.00	-68,480.00	14.9%
5500 · Event Marketing	5,675.00	93,000.00	-87,325.00	6.1%
5550 · Meetings & Conventions	7,432.54	80,000.00	-72,567.46	9.3%
5650 · Publicity	1,124.11	30,000.00	-28,875.89	3.7%
Total Expense	<u>106,841.32</u>	<u>606,000.00</u>	<u>-499,158.68</u>	<u>17.6%</u>
Net Income	<u>59,785.75</u>	<u>0.00</u>	<u>59,785.75</u>	<u>100.0%</u>

KALISPELL CONVENTION & VISITOR'S BUREAU
EVENT BALANCES
Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	MOTBD GRANT	ADMIN	TOTAL
2017 Balance Forward	10,511.51	14,358.82	(7,559.16)	16,752.85	(236.14)	38.00	175.00	1,658.24	(6,585.22)	29,113.90
January 2018	37,459.40	20,667.65	0.00	1,057.50	0.00	1.00	0.00	(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	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	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	0.00	(414.04)	16,041.92
May 2018	158.00	0.00	(26,372.96)	0.00	(299.74)	0.00	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	0.00	(2,062.69)	4,298.01
July 2018	4,911.36	0.00	(350.00)	0.00	0.00	0.00	1,200.00	0.00	(230.55)	5,530.81
August 2018	2,486.27	0.00	0.00	0.00	0.00	10.50	2,700.00	0.00	(656.98)	4,539.79
September 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deferred Revenue *										
EVENT BALANCES	61,141.49	27,662.52	(7,100.23)	2,629.90	(1,765.21)	51.50	4,075.00	710.18	(10,765.68)	76,639.47

*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 August 2018

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merch	Brochure	Admin	TOTAL
Income										
4025.00 · Program Revenue	0.00	0.00	307.81	198.00	0.00	0.00	0.00	3,900.00	0.00	4,405.81
4700.00 · Special Events	62,320.00	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	13.50	0.00	0.00	114,525.20
4410.00 · TBID Revenue	0.00	28,000.00	29,000.00	0.00	0.00	12,000.00	0.00	0.00	2,000.00	71,000.00
Total Income	62,320.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	13.50	3,900.00	2,000.00	189,931.01
Gross Profit	62,320.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	13.50	3,900.00	2,000.00	189,931.01
Expense										
5000.00 · Direct Program	9,259.11	5,336.11	31,204.91	12,284.87	775.00	22,554.84	0.00	0.00	2.95	81,417.79
5060.00 · Bank Fees & Svc Chgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	405.91	407.66
5260.00 · Insurance	443.75	-398.43	1,561.75	968.75	0.00	0.00	0.00	0.00	0.00	2,575.82
5160.00 · Contributions & Scholar	0.00	0.00	4,557.00	0.00	0.00	0.00	0.00	0.00	0.00	4,557.00
5520.00 · Professional Fees	625.34	8,363.40	0.00	7,735.51	0.00	650.00	0.00	0.00	3,638.01	21,012.26
5360.00 · Meetings	480.22	0.00	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	0.00	502.89
5400.00 · Miscellaneous	650.00	40.00	804.49	0.00	0.00	0.00	0.00	0.00	0.00	1,494.49
5420.00 · Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	0.00	2,133.59	5,826.80
5740.00 · Travel	231.60	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	24,130.51
Total Expense	11,690.02	13,596.30	38,449.88	25,190.95	948.06	46,349.77	0.00	0.00	6,180.46	142,405.44
Net Income	50,629.98	13,303.70	458.93	-14,122.95	-948.06	-1,529.07	13.50	3,900.00	-4,180.46	47,525.57



Event/Program Grant Application

1. Contact Information

Business/Organization: Libby Productions LLC
Designated Event Contact: Adam Libby
Address: PO Box 2343
City: Eureka State: MT Zip: 59917
Telephone: 701-300-2918 Fax:
Email: alibbyproductions@gmail.com Website: libbypro.com

2. Event Information

Event Name: Next Generation Bull Riders

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

Next Generation Bull Riders are the legends of tomorrow. 30 bull riders will compete in a two day bull riding event. This event brings first class production to the Flathead valley. Next Gen is packed with high energy bull rides and great entertainment by Danger Dave.

Event Type: New to Kalispell Returning to Kalispell after years Existing event X

How will this event create room nights in Kalispell hotels from out of area visitors: Contestants, families, stock contractors and fans will be coming from five different states.

Anticipated number of room nights: 220 (# of rooms x number of nights = total room nights)

Event Date(s): Nov 30th Dec 1st 2018 (FRI + SAT)

Load-in Start Time: Nov 30th Load-out End Time: Dec 1st

Venue Location: Majestic Valley Arena

Event Start Time: 7:00 pm Event End Time: 9:30 pm

Estimated Attendance: 4,000 (2,000 x 2)

Description of Audience: Adults 18-65 and kids of all ages.

Is the event free to public, by invitation only or tickets for purchase: Tickets for purchase

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

Television (include live telecast and air-time information): NO television advertisement

Radio (include live broadcast and station information): Bee Broadcasting ads playing on 7 stations starting the middle of November.

Print: Daily Interlake and the Beacon. Event posters covering the Flathead Valley and surrounding areas.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Facebook advertising, Instagram and Libbypro.com

List all corporate sponsors and provide description of sponsorship information: The Hilton, Larry's Tractors, Scotty's, Flathead Beverage, The Party Store. Presently in negotiation with many other sponsors

Will there be proceeds from the event and who will retain them? Yes, Libby Productions will retain the proceeds.

Will food and/or beverage be distributed at the event and who retains revenue? Yes, the
Majestic Valley Arena will retain the revenue.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$5,000

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): The KCVB Event Grant funds will
be used for Venue and hotel costs.

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

Provide details on requested assistance from other organization(s): No other
assistance is requested.

4. History of Event

How many years has this event been conducted: 2 years

Site of last event: Majestic Valley Arena

List how the event was promoted (list all media used): Radio, print and Social
Media Marketing

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

Flathead County Residents: Participants: 1 Spectators: 1300 Total: 1301

Other Montana Counties: Participants: 10 Spectators: 500 Total: 510

Provide breakdown of other counties and attendance per county: _____

Out of State: Participants: 30 Spectators: 300 Total: 330

Out of U.S.: Participants: 0 Spectators: 75 Total: 75

5. References

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

Name: Sandy McNamara Title: Executive Secretary

Address: PO Box 749

City: Stevensville State: MT Zip: 59870

Telephone: 406-777-7221 Email: _____

Name: Rhonda Packineau Title: Owner of 4 Bears Casino

Address: 4 Bears Casino

City: Newtown State: ND Zip: _____

Telephone: 701-421-1990 Email: rhonda-packineau@yahoo.com

Name: Bob Nelson Title: Deadwood City Manager

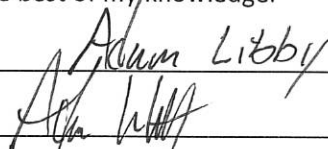
Address: City of Deadwood

City: Deadwood State: SD Zip: _____

Telephone: 605-641-7733 Email: _____

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: Adam Libby

Signature of Applicant:  Date: 8-30-18

For Office Use Only

Date application received:

STR REPORT – AUGUST

Year over year, August OCC: -10.1% to 76.9%; ADR: + 1.1% to \$158; RevPAR: -9.1% to \$121.66; SUPPLY: +5.6. Three properties did not report.

Kalispell Economy class OCC: -11.6%, ADR: +0.3%; Mid/Upper class OCC: -9.6%, ADR: +0.1%

United States: OCC: +1.2%; ADR: +2.3%; RevPAR: +3.5%. Montana: OCC: -3.9%; ADR: +1.2%; RevPAR: -2.8%

Comp Set OCC:

Missoula -6.4; Butte -7.3; Bozeman +3.0; Whitefish -6.4; Rapid City -1.8; Helena/Great Falls -4.4; Coeur D’Alene -5.4; Sandpoint -9.4; Bend -1.8; Spokane -0.3; Billings +1.0

FACEBOOK CAMPAIGN – Dragon Boat

Goals: Lead generation, awareness building, promotion of Rocky Mountain Championship – filling additional team spot

Method: used 2017’s promotion as a springboard, created new FB audiences (MT DB Facebook fans + lookalikes), and live broadcast of entire weekend on MT DB + Discover Kalispell social media channels.

Ad spend: \$640

Ad campaign Results: 98,400 impressions, 49,504 Reach, 309 link clicks, 21 leads, 4 complete registrations, 192 total reactions, 33 page likes.

DB weekend stats:

MT DB FB: 32,736 post reach, 74,402 post impressions, 76 new page likes

MT DB Twitter: 4.4k impressions

SOCIAL MEDIA REPORT – AUGUST

Facebook: 152,390 impressions; 98,566 reach; 35,600 lifetime page likes

Most popular post: 46,946 reach, 658 likes, 488 shares

Discover Kalispell
Published by Clare Menzel · August 17 · 🌐

Though Flathead Lake is the largest freshwater lake in the west, water moves quickly through it. A single droplet will only spend approx. 2-2.5 years in Flathead Lake before moving downstream, thanks to the lake's geology and the rapid flow of new water from the mighty Flathead River, which drains huge portions of Glacier National Park and the Bob Marshall Wilderness (For comparison, Lake Tahoe, which has less surface area and is deeper than Flathead Lake, takes about 600 years to flush.) This quick retention time contributes massively to Flathead's renowned water quality. So, if you visited Flathead Lake over two years ago, here's your excuse to come back and see a whole new lake!

PHOTO: Noah Couser

46,946 People Reached 2,952 Engagements 5,742 Clicks

GOOGLE AD WORDS CAMPAIGN – AUGUST

Total ad word groups results:

Clicks – 1,000; Impressions – 32,677; CTR – 3.06%; Avg CPC – \$0.51; Total spend – \$506.19; Avg position – 1.2

September 2018 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

Proposals Sent:

Lodging Package Requests:

Working leads:

1. 2020 POMA-Professional Outdoor Media Association-June 2020
2. 2019 PNWER Fall Conference-November 2019-Still no word from contact
3. 2020 Montana League of Cities-Presentation at their annual conference held in Butte
4. 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-currently working on - no new details

Groups Lost:

1. 2020 Kaiser Frazer Owners Car Club-Went to Country Inn & Suites

Groups Won:

1. 2020 International Bear Association-Won the bid for September of 2020
2. 2020 USS St. Paul Reunion – August/September 2020

Groups Assist:

- Provided 60 Welcome Bags for MT National Guard
- Provided 100 Welcome Bags for Confluence Conference
- 2019-Express Personnel Owners Retreat potential-helped with information

August Highlights

1. Assisted with Montana Dragon Boat Festival-September 7-9
2. Attended the Voices of Tourism Luncheon
3. FAM site tour with Leah Horn of Western Arts Federation
4. Attended Kalispell Chamber Luncheon
5. Prepared for and attended Small Market Meetings Trade Show-Ontario California-Sept 23-25-Had 32 appointments

Kalispell Convention & Visitors Bureau Sales Report

9/1/2018 - 9/26/2018

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

International Bear Association	2020 IBA Conference	Meeting		Local referral	9/21/2020	International	\$0.00	0	150	750	0
				Definite	9/26/2020	new	\$0.00				
MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018	State	\$0.00	40	40	70	0
				Definite	10/8/2018	repeat	\$0.00				
MT Young Professionals	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019	State	\$0.00	250	0	0	0
				Definite	9/14/2019	new	\$0.00				
USS St Paul	2020 USS St. Paul Reunion	Meeting		Local referral	9/14/2020	National	\$0.00	0	100	300	0
				Definite	9/16/2020	new	\$0.00				
Event Count:							\$0.00	290	290	1,120	0
							\$0.00				

Status: CURRENT LEAD

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

Status: TURNED DEFINITE

International Bear Association	2020 IBA Conference	Meeting		Local referral	9/21/2020	International	\$0.00	0	150	750	0
				Definite	9/26/2020	new	\$0.00				
USS St Paul	2020 USS St. Paul Reunion	Meeting		Local referral	9/14/2020	National	\$0.00	0	100	300	0
				Definite	9/16/2020	new	\$0.00				
Event Count:							\$0.00	0	250	1,050	0
							\$0.00				