

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

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Zac Ford, Chair of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Board Action Items

- a) Approval of minutes from August 8, 2018
- b) Approval of TBID financial statements for July, 2018
- c) Approval of subscription to ARes, a booking platform to be incorporated into the redesigned discoverkalispell.com
- d) Approval to allocate funds for development of strategic marketing and organizational plan

3. Board Discussion

- a) Event updates
 - i. Dragon Boat
 - ii. Event transition press release
- b) Marketing updates
 - i. Crisis management – Fire communications
 - ii. September 11, 2018 – Voice of Montana Tourism Kalispell Business Roundtable, HGI
 - iii. Marketing strategy updates
 - iv. Website redesign updates
- c) Group, M&C updates
 - i. Upcoming shows: Small Market Meetings and IMEX
 - ii. International Tour Operators promotions

Enclosures: August 8, 2018 minutes
TBID financial statements for July 2018
Informational document on aRes, proposed online booking system
TBID revenue report
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
August 8, 2018
3:00 pm – 5:00 pm
Location: Hilton Garden Inn

Minutes

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

Board Members Absent: Dan Moderie, Shawn Campbell

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

Guests: Vanessa Moderie, Super 8

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

1. Hear from the Public – none
2. Board Action Items
 - a. Approval of minutes from July 11, 2018:
Motion was made by Emily Schroeder to approve the minutes. Motion was seconded by Sean Morris. Discussion: none. Board approved unanimously.
 - b. Approval of TBID financial statements for June, 2018:
Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.
3. Board Discussion
 - a. Event updates:
 - i. **Dragon Boat** – 2018 event plus potential transfer of ownership
The Bigfork Chamber has agreed to take over the festival starting in 2019. Representatives will be shadowing CVB staff as the event is being carried out this year. Diane is working with Partners Creative to put together an announcement of the transition. TBID 2019 sponsorship consists of letting Bigfork use event assets the first year with CVB retaining ownership. If Bigfork decides to go forward with the event after 2019, a valuation of the assets will be worked out in preparation for a transfer. Bigfork is planning to hold the 2019 event the same weekend in September.
 - ii. **Flathead Celtic Festival** – organizers were forced to cancel the 2017 festival due to wildfire smoke so returned the TBID cash grant of \$1,000. The funds were earmarked for 2018 Flathead Celtic Festival. Organizers provided an update of additions for this year's event including a second day to the event schedule, twice the vendors, more musicians, pipers and kids' games. The number of clans attending is increasing from 6 last year to 10.
 - iii. **Pond Hockey** – After researching venue options, Scott Crowder determined that it was too financially risky for him to continue the event in Montana. He's drafted a press release which will be distributed to his hockey database in September. Diane is working with Partners Creative to convey to the public the reasons for the discontinuation of the Dragon Boat Festival and the Pond Hockey Tournament. Since the CVB's strategic direction and market focus are in transition, Diane recommends a strategic planning session to update and refocus. Pond Hockey funds that have been freed up could be directed to hire a strategic planning consult. The timing is good since the TBID

renewal is approaching. The board agreed the strategic planning session should be top priority. Diane will research consultants and scope of work.

Event Grants – Skye Bassett at the Hockaday provided an answer to Janet Clark’s question about how the Hockaday is using the event grant funds since the board awarded \$500 when the grant request was for \$3,600. Skye said the \$500 will be used to provide travel honorariums to the two artists who are traveling the furthest to attend their event. Information about use of funds will be requested from future grant recipients who are awarded amounts different from what they apply for.

b. Marketing Updates:

- Flathead Beacon is working on site plans for the new website. Design plans will be shared with the board when available.
- Flathead Beacon is analyzing ad words, SEO, SEM, campaigns, strategies and fleshing out concepts as they transition into taking over creative services for Discover Kalispell and develop marketing strategy for FY2019. New photos and video assets are being gathered to use in FY19 campaigns and on the redesigned website.
- Travel show schedule: Diane has committed to attend the Travel & Adventure Show in LA, February 16 – 17, the Spokane Great Outdoor and Bike Expo, Feb 23-24, and the Calgary Outdoor Show in March, 2019. Partners are needed to attend the shows.
- Diane attended the DMA Leadership Summit for similar size destinations in the western US. Many comparable-sized communities share the same issues: the evolving role of DMO marketing and management (for example meeting the increasing demand for trail networks, keeping museums solvent, wayfinding) and the need to create content. The conference provided education and resources along with a good network of comparable DMO’s.

c. Group, M&C Updates:

- Proposals were sent for Montana National Guard for 6/19 and PNWER 11/19I Conference
- Site inspections of two conference facilities in Kalispell, one in Whitefish.
- Lodging packages requested from TBID hotels for the August 24 Jewel Concert at Abayance Bay near Eureka due to bus service from Kalispell being provided by the event organizers. The organizer is hoping to bring a concert series here next summer.
- Emily received word that the HAAS Conference in July, 2019 is going forward. Organizers may submit a KCVB event grant application.
- Work is underway on a proposal for a POMA Conference in June, 2020.
- Dawn is working with organizers of The International Bear Conference for a September meeting between 2021 – 2023.
- Work is underway on a Bring It Home lead for a USS St. Paul Reunion in August, 2020.
- Working with Kim and Dorothy from MWED on a spring or fall conference for MEDA.
- FY19 M&C Show Schedule: Dawn will attending Small Market Meetings in September instead of Connect. She will also attend IMEX in October with Glacier Country, Whitefish, Missoula, Bozeman, Great Falls, Big Sky. Dawn is also planning to attend IPW in Anaheim, June 2019 which will provide important connections and marketing opportunities to International tour operators.
- FY18 M&C Campaign Report: Campaign ran between April 1-June 3, 2018 in the markets of Tri-Cities and Seattle, Minneapolis and Portland. Targeted meeting planners who hold job

positions as a company's meeting and conventions location decision maker. Media used was content amplification articles titled "Retreat to Northwest Montana" and "Finding Zen in Montana". 2.9M Impressions; 0.57% CTR; 16.9k Clicks to website; 10.5k website sessions; 00:01:04 time spent on site; 1.29 pages/session.

- d. Website redesign – booking engine: One new feature being explored for the website redesign is an online platform that allows for booking directly from the Discover Kalispell site. Dawn has collected the OTA's that every hotel is working with. Initial cost will be \$5,000 - \$10,000. The majority of Kalispell hotels are already connected to the GDS system and 25% have the option of the extranet system. Other small CVB's are being contacted for references. Diane recommends pursuing the online booking platform as an effective way to make the website more engaging and contemporary.

e. Publicity

Kalispell has been featured in three great articles:

- Sunset Magazine, Mountain and Southwest Issue
- 7X7 Online lifestyle magazine in the Bay Area
- Rave and Review, a Seattle-based family-travel blogger

f. Community updates:

- The Brew Bus accommodates up to 14 people for brewery tours
- Snowline Event Center is being constructed from lumber reclaimed from Wright's Kalispell Lumber.
- More than \$15,000,000 has been raised for the performing arts center at FVCC, \$2,500,000 is needed to meet the goal of \$18,000,000.
- Airport traffic is up 16% this summer

Janet Clark informed the board that Diane and Dawn both reached their annual goals and were awarded a 20% bonus.

Meeting adjourned at 4:10pm

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
September 5, 2018

TBID Funds – Expense Summary July 2018

Admin: Audit = TBID B&O insurance; rent; bookkeeping; telephone (Charter, Verizon, Dawn); postage; misc. mileage & travel expenses; email accounts

Research, Education, Memberships: Glacier AERO sponsorship; Small Market Meetings membership; DMA West Leadership Summit expenses

Website: hosting subscription; domain renewal; M&C campaign landing page

Consumer: Deposit for LA Travel Show booth; airport display stocking

Event: Event operation mgmt. August; event grant sponsorships

Meetings & Convention: expenses for IMEX and Small Market Meetings shows; flash drives for shows and mtg planner packages; DK FAM dinner and lodging; M&C spring marketing campaign

PR/Publicity: Kalispell branded bags; PR reporting

KCVB Event Funds - Summary January through July 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)
Balance forward from 2017: \$10,511.51
Income: \$58,835.00
Expenses: \$9,711.29
Balance: \$59,635.22

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: (\$10,108.70)

Balance Sheet

As of July 31, 2018

	Jul 31, 18
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	29,800.64
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	86,115.16
Total Current Assets	86,115.16
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,198.08
TOTAL ASSETS	115,313.24
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	16,118.32
Total Accounts Payable	16,118.32
Total Current Liabilities	16,118.32
Total Liabilities	16,118.32
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	-53,635.13
Total Equity	99,194.92
TOTAL LIABILITIES & EQUITY	115,313.24

Tourism Business Improvement District

Profit & Loss

July 2018

	Jul 18	Jul 18
Income		
4100 · Interest Income	11.25	11.25
Total Income	11.25	11.25
Expense		
5000 · Staffing	30,295.00	30,295.00
5100 · Administrative		
5120 · Audit	1,163.00	1,163.00
5125 · Bookkeeping	380.00	380.00
5140 · Office Supplies	69.25	69.25
5150 · Postage & Copies	243.66	243.66
5160 · Rent	700.00	700.00
5180 · Telephone	226.05	226.05
5185 · Travel & Entertainment	67.21	67.21
5190 · Technology Support	40.00	40.00
Total 5100 · Administrative	2,889.17	2,889.17
5200 · Research & Education		
5240 · Research	28.94	28.94
5230 · Organizational Memberships	2,895.00	2,895.00
5220 · Training & Education	359.21	359.21
Total 5200 · Research & Education	3,283.15	3,283.15
5250 · Web Site		
5270 · Maintenance & Enhancements	1,174.09	1,174.09
Total 5250 · Web Site	1,174.09	1,174.09
5400 · Consumer Marketing		
5460 · Travel Show Attendance	1,897.50	1,897.50
5480 · Airport Displays	100.00	100.00
Total 5400 · Consumer Marketing	1,997.50	1,997.50
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	2,000.00
5549 · Other Event Marketing	1,675.00	1,675.00
Total 5500 · Event Marketing	3,675.00	3,675.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	3,235.04	3,235.04
5567 · Meeting Planner FAM	1,772.32	1,772.32
5570 · Meeting Planner Incentive Progm	2,795.00	2,795.00
5575 · Advertising/Enews	1,325.75	1,325.75
Total 5550 · Meetings & Conventions	9,128.11	9,128.11
5650 · Publicity		
5665 · Proactive & Reactive PR	508.25	508.25
5680 · Kalispell Branded Merchandise	696.11	696.11
Total 5650 · Publicity	1,204.36	1,204.36
Total Expense	53,646.38	53,646.38
Net Income	-53,635.13	-53,635.13

Tourism Business Improvement District
Profit & Loss by Class
July 2018

	FY18	FY19	TOTAL
Income			
4100 · Interest Income	0.00	11.25	11.25
Total Income	0.00	11.25	11.25
Expense			
5000 · Staffing	0.00	30,295.00	30,295.00
5100 · Administrative			
5120 · Audit	0.00	1,163.00	1,163.00
5125 · Bookkeeping	0.00	380.00	380.00
5140 · Office Supplies	0.00	69.25	69.25
5150 · Postage & Copies	0.00	243.66	243.66
5160 · Rent	0.00	700.00	700.00
5180 · Telephone	0.00	226.05	226.05
5185 · Travel & Entertainment	0.00	67.21	67.21
5190 · Technology Support	0.00	40.00	40.00
Total 5100 · Administrative	0.00	2,889.17	2,889.17
5200 · Research & Education			
5240 · Research	0.00	28.94	28.94
5230 · Organizational Memberships	0.00	2,895.00	2,895.00
5220 · Training & Education	0.00	359.21	359.21
Total 5200 · Research & Education	0.00	3,283.15	3,283.15
5250 · Web Site			
5270 · Maintenance & Enhancements	593.75	580.34	1,174.09
Total 5250 · Web Site	593.75	580.34	1,174.09
5400 · Consumer Marketing			
5460 · Travel Show Attendance	0.00	1,897.50	1,897.50
5480 · Airport Displays	0.00	100.00	100.00
Total 5400 · Consumer Marketing	0.00	1,997.50	1,997.50
5500 · Event Marketing			
5548 · Events Operations Management	0.00	2,000.00	2,000.00
5549 · Other Event Marketing	0.00	1,675.00	1,675.00
Total 5500 · Event Marketing	0.00	3,675.00	3,675.00
5550 · Meetings & Conventions			
5565 · Meeting Planner Shows	0.00	3,235.04	3,235.04
5567 · Meeting Planner FAM	1,772.32	0.00	1,772.32
5570 · Meeting Planner Incentive Progm	0.00	2,795.00	2,795.00
5575 · Advertising/Enews	1,325.75	0.00	1,325.75
Total 5550 · Meetings & Conventions	3,098.07	6,030.04	9,128.11
5650 · Publicity			
5665 · Proactive & Reactive PR	508.25	0.00	508.25
5680 · Kalispell Branded Merchandise	0.00	696.11	696.11
Total 5650 · Publicity	508.25	696.11	1,204.36
Total Expense	4,200.07	49,446.31	53,646.38
Net Income	-4,200.07	-49,435.06	-53,635.13

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

	<u>Jul 18</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	0.00	606,000.00	-606,000.00	0.0%
4100 · Interest Income	11.25			
Total Income	11.25	606,000.00	-605,988.75	0.0%
Expense				
5000 · Staffing	30,295.00	238,000.00	-207,705.00	12.7%
5100 · Administrative	2,889.17	29,000.00	-26,110.83	10.0%
5200 · Research & Education	3,283.15	18,500.00	-15,216.85	17.7%
5250 · Web Site	580.34	37,000.00	-36,419.66	1.6%
5400 · Consumer Marketing	1,997.50	80,500.00	-78,502.50	2.5%
5500 · Event Marketing	3,675.00	93,000.00	-89,325.00	4.0%
5550 · Meetings & Conventions	6,030.04	80,000.00	-73,969.96	7.5%
5650 · Publicity	696.11	30,000.00	-29,303.89	2.3%
Total Expense	49,446.31	606,000.00	-556,553.69	8.2%
Net Income	-49,435.06	0.00	-49,435.06	100.0%

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	5,891.36	0.00	(350.00)	0.00	0.00	0.00	1,200.00	0.00	(230.55)	6,510.81
August 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deferred Revenue*										
EVENT BALANCES	59,635.22	27,662.52	(7,100.23)	2,629.90	(1,765.21)	41.00	1,375.00	710.18	(10,108.70)	73,079.68

*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 July 2018

Ordinary Income/Expense										
	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merch	WBD Brochure	Admin	TOTAL
Income										
4025.00 · Program Revenue	0.00	0.00	307.81	198.00	0.00	0.00	0.00	1,200.00	0.00	1,705.81
4700.00 · Special Events	58,835.00	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	3.00	0.00	0.00	111,029.70
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	58,835.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	3.00	1,200.00	2,000.00	183,735.51
Gross Profit	58,835.00	26,900.00	38,908.81	11,068.00	0.00	44,820.70	3.00	1,200.00	2,000.00	183,735.51
Expense										
5000.00 · Direct Program	7,308.63	5,336.11	31,204.91	12,284.87	775.00	22,554.84	0.00	0.00	2.95	79,467.31
5060.00 · Bank Fees & Svc Chrgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	373.41	375.16
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 · Contrib & Scholarships	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	3,208.01	20,582.26
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	1,939.11	5,632.32
5740.00 · Travel	203.35	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	24,102.26
Total Expense	9,711.29	13,596.30	38,449.88	25,190.95	948.06	46,349.77	0.00	0.00	5,523.48	139,769.73
Net Ordinary Income	49,123.71	13,303.70	458.93	-14,122.95	-948.06	-1,529.07	3.00	1,200.00	-3,523.48	43,965.78
Net Income	49,123.71	13,303.70	458.93	-14,122.95	-948.06	-1,529.07	3.00	1,200.00	-3,523.48	43,965.78

aRes Travel

What is aRes?

aRes is an online booking engine via the web as well as through their branded US based reservation call center. A dedicated 800 number will be set up for the KCVB and secondary numbers may be set up to track additional sites and campaigns.

Robust Reporting and Analytics

aRes provides detailed reporting on all consumer and transactional data to the KCVB allowing a partner to find out information about consumer transactions and consumer demographics. In addition, aRes integrates the clients Google Analytics code, allowing them to see detailed statistics about the booking engine traffic.

User Experience

With the aRes solution, the consumer has all the information to make an educated purchasing decision on all of their travel needs, without leaving Discover Kalispell website and extending the authoritative voice of the destination.

Trip Advisor Reviews

aRes has a partnership with Trip Advisor that allows for the display of reviews on property listings through the booking engine.

Branded Integration with Responsive Design

- Booking engine is a branded Software as a Service solution
- Allows the branded image of Discover Kalispell to feel like part of the website, have the same look and navigation feel - doesn't look like an outside vendor
- Branded widgets, tracking IDs, toll free numbers, and templates
- Any mini-site or event site can be separately tracked
- Responsive by nature and will be optimized for desktop, tablet and mobile browsers
- Once an agreement is signed it should be fully integrated within 30 days

Dedicated Account Team

aRes provides a dedicated Account and Market Management team to each of the lodging partners, to help support marketing initiatives, product development and merchandising needs.

Supplier Inventory

It is direct connect and real-time rates and availability using a variety of different channels. About 71% of the Kalispell hotels are currently in the system. They are able to connect to the majority of properties, utilizing one of the three models:

- **Chain Agreements** (meaning the hotels do not have to manage an extranet or do anything outside of the normal scope of operation. Hilton, Best Western (those logos show up due to an agreement with aRes), IHG, Starwood, Hyatt, Omni, La Quinta, Wyndam, JCV and Kimpton). Marriott and Choice are preferred vendors and inventory is through GDS.
- **Global Distribution Channel (GDS)**-Rates and availability are pulled via their GDS connections. Most branded properties push their rates and availability via third parties, such as aRes, to collect, consolidate and display to the consumer. Hotels do not need to do anything different than normal operating procedure.
- **aRes Travel Extranet**-smaller hotels can have full yield control of their inventory through their online Extranet tool. Done in real time so any change is automatically reflected on the front end. If they have a channel management system, most are compliant with aRes so the Extranet doesn't need to be accessed. Examples of those channel systems are Channelrush, Ratetire, travelclick ect. The hotels that would require an extranet are Aero, Blue & White, Glacier Ridge Suites, Greenwood Village Inn, Kalispell Grand, Kalispell Hilltop.

Benefits to KCVB:

- Better consumer experience (similar look/feel to OTA's) – encourages booking without leaving website.
- While OTA's such as Expedia show all area inventory including VRBO's and lodging in other nearby communities, aRes would only display Kalispell hotel inventory.
- Visitors can sort by: Featured Picks (used for CVB memberships), Price, Rating, Name, Deals, City
- This is a great time to add this feature as we are getting our website redesigned
- Great tracking information
- Hotels control what web users see
- Received great feedback from other CVB's on how responsive aRes was
- We would utilize the groups and attractions once we understand the basic's- would already be included in the set up cost

aRes Booking Engine Cost Options

aRes is flexible in the services and booking engine models. Here are a couple of options to consider for the KCVB:

- For the **Revenue Share model**, consumers would be able to book product directly from Discover Kalispell's website, or through the aRes dedicated call center. CVB would collect commissions and/or margins from the sale of any travel services

sold through the system and then revenue share that commission with the affiliate. The TBID board would determine how that commission income would be directed within the TBID marketing plan. The revenue share is roughly a 50/50 split on web bookings and 25% of the commissions collected on call center bookings. This model offers all reporting features. Cost estimated at \$5,000-\$6,500

Example of reservation set up with a Chain Agreement:

Website User pays \$250 + taxes

aRes Chain Agreement=\$220

Remaining Revenue=\$30

- Service fee to process a credit card online is about 2% and is charged on the total amount of \$250 so that equals \$5 and is taken out of the remaining revenue.
- That leaves \$25 of the revenue to be split between aRes and KCVB
- KCVB=\$12.50
- aRes=\$12.50
- Hotel=\$220

- The **No Commission model** essentially offers the same services as the Revenue Share model, allowing transactions to happen directly through Discover Kalispell website, but no commissions are collected from the hotels. Under the No Commission model aRes will create records for the properties that are not currently available through the aRes booking engine. aRes will also expose contact information (phone number and web address) for all properties in the destination, so the consumer can get to them directly if they would like. This model offers all reporting features. Cost estimated at \$7,500

Contract Information

- 3 Year contract, each year is auto renewed
- For the KCVB contract, they agreed to add language relative to the TBID renewal, that if for some reason the renewal didn't occur we are not obligated past a 2 year agreement.

Feedback from other CVB's-Travel Portland & Boise CVB

- System takes little management from the CVB once launched
- Reporting is a great value and simple-from the hotel information to the analytic side-helps determine the visitor demographics and how visitors are interacting with our website
- Very responsive support team
- aRes works with hotels directly to set them up on the Extranet
- Customizable to CVB and looks and feels like it is part of the website
- Can be used to promote citywide Packages-Example Portland Perks
- Great for promoting events-Boise Music Festival

- Not used as a revenue generator but more of a resource tool for local hotels
- Disadvantage was the system didn't have the search features like Expedia, which for us it would be a benefit as it would only SELL Kalispell hotels and not get lost with all the VRBO's showing like Expedia searches do
- Page display 20 hotels at a time and rotates every 48 hours

Example from www.boise.org



Sample booking
widget to be put on
our website



[BOOK YOUR STAY](#)

Hotels

Showing Hotels in: Burbank

Map View

SORT BY: **Featured Picks** Price Rating Name Deals City

Showing 1 through 17 of 17



Burbank Inn and Suites

Burbank, CA

[Contact Property](#) ⓘ

TripAdvisor Traveler Rating

of 85 reviews

Universal Studios Hollywood Preferred Hotel

Easy access to 5 FWY, Downtown Hollywood, Universal Studios, The Ellen Show, Jimmy Kimmel and more

[View Packages](#)

\$159

avg. night



Burbank Inn and Suites

Burbank, CA

[Contact Property](#) ⓘ

(818) 842-1114

[Property Website](#)

TripAdvisor Traveler Rating

of 85 reviews

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[View Packages](#)

\$159

avg. night

[Overview](#)

[Photos](#)

[Location](#)

[Rooms](#)

TBID Revenue Report FY13 - FY18
FY 2013 \$2/rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$465,000	\$491,006	6%
		FY 2013	rm nights	FY13 vs FY 12
Q1 JUL-SEP	\$	197,799.00	98,900	5%
Q2 OCT-DEC	\$	90,171.00	45,086	11%
Q3 JAN-MAR	\$	80,902.00	40,451	5%
Q4 APR-JUN	\$	122,134.00	61,067	7%

FY 2014 \$2/ rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$475,000	\$527,406	11%
		FY 2014	rm nights	FY14 vs FY 13
Q1 JUL-SEP	\$	209,558.00	104,779	6%
Q2 OCT-DEC	\$	99,290.00	49,645	10%
Q3 JAN-MAR	\$	86,500.00	43,250	7%
Q4 APR-JUN	\$	132,058.00	66,029	8%

FY 2015 \$2/ rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$550,000	\$556,622	1%
		FY 2015	rm nights	FY15 vs FY 14
Q1 JUL-SEP	\$	223,424.00	111,712	7%
Q2 OCT-DEC	\$	100,382.00	50,166	1%
Q3 JAN-MAR	\$	92,180.00	46,090	7%
Q4 APR-JUN	\$	140,636.00	70,318	6%

FY 2016 \$2/ rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$525,000	\$565,159	8%
		FY 2016	rm nights	FY16 vs FY 15
Q1 JUL-SEP	\$	209,450.88	104,725	-6%
Q2 OCT-DEC	\$	100,490.00	50,245	0% *
Q3 JAN-MAR	\$	100,756.00	50,378	9% *
Q4 APR-JUN	\$	154,462.00	77,231	10% *

FY 2017 \$2/ rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$525,000	\$596,513	14%
		FY 2017	rm nights	FY17 vs FY16
Q1 JUL-SEP	\$	235,046.00	117,523	12% *
Q2 OCT-DEC	\$	105,423.00	52,712	5% *
Q3 JAN-MAR	\$	100,134.00	50,067	-1% *
Q4 APR-JUN	\$	155,910.00	77,955	1% *

FY 2018 \$2/ rm night

Total	Gross Revenue	Projected	Actual	% Change
		\$560,000	\$613,881	10%
	YOY comparison			3%
		FY 2018	rm nights	FY18 vs FY17
Q1 JUL-SEP	\$	239,739.00	119,865	2%
Q2 OCT-DEC	\$	105,610.00	52,805	0%
Q3 JAN-MAR	\$	101,926.00	50,963	2%
Q4 APR-JUN	\$	166,606.00	83,303	7%

*inclusion of new property

VOLUNTEERS STILL NEEDED FOR THE DRAGON BOAT FESTIVAL! A variety of shifts are available, with a particular need for volunteers on Sunday. Please contact Vonnie at 758-2809 or sign up at <https://www.signupgenius.com/go/4090c4bafa82da5fe3-volunteer2>

WILDFIRE COMMUNICATION GUIDELINES

Even though wildfires have forced temporary closures and evacuations in Glacier Park, thousands of visitors continue to arrive with a desire to see Glacier Park and the Flathead Valley, many for their first and sometimes only lifetime visit. It's our hope that we can work together as a community to mitigate the potential negative effects of the wildfires on visitors already here and those planning to come as we transition to late summer and fall. Here are two resources to use when communicating with guests' concerns about the wildfires:

For Visitors: To Glacier and Beyond page on DiscoverKalispell.com offers up to date information regarding the fires as well as resources including Glacier's web cams and the air quality index. The smoke from the fires changes daily so please encourage any concerned visitor to visit those sites for current information. Please share this page with your guests: <http://www.discoverkalispell.com/to-glacier-and-beyond/>

For KCVB partners: This web page offers suggested guidelines and resources when speaking with visitors: <http://www.discoverkalispell.com/tourism-partners-fire-communication-guidelines/> . Wildfire Season Do's and Don'ts handout is also included in this board packet.

KCVB EVENT TRANSITIONS

The KCVB is transitioning two of our signature events. Now that the Montana Dragon Boat Festival has been established as a sustainable signature event in the Flathead Valley, the CVB is excited to turn it over to a long-term presenter as we intended to do from the beginning. The Bigfork Area Chamber of Commerce and their partners have strong ties to dragon boat racing and are eager to take on the organization of the event beginning in 2019.

Due to unpredictable weather the CVB has decided not to continue the Montana Pond Hockey Classic. We applied a great deal of creativity in trying to determine a safe, enjoyable way to hold the tournament but there was no way to ensure that weather wouldn't again undermine the event.

The CVB will continue to support the Montana Spartan Race and MT Indoor Soccer Championship and provide sponsorships to local organizations for new and expanding events that have an out of market draw.

TBID COLLECTIONS – Q4 FY18

Total revenue \$166,606.00. 7% increase over last year

Total collections for FY18 were \$613,881. 10% over projected revenue and 3% over FY18 collections.

STR REPORT – JULY

Year over year, July OCC: -7.6% to 81.2%; ADR: + 4.4% to \$168.30; RevPAR: -3.5% to \$136.64; SUPPLY: +5.6. Three properties did not report.

Kalispell Economy class OCC: -7.0%, ADR: +3.7%; Mid/Upper class OCC: -7.9%, ADR: +3.7%

United States: OCC: -0.2%; ADR: +2.0%; RevPAR: +1.8%. Montana: OCC: -3.1%; ADR: +0.9%; RevPAR: -2.2%

Comp Set OCC:

Missoula -5.8; Butte -3.3; Bozeman +3.3; Whitefish -11.5; Rapid City +0.3; Helena/Great Falls -2.8; Coeur D'Alene -2.9; Sandpoint -0.7; Bend -5.5; Spokane -4.4; Billings -1.6



Dear Kalispell Convention & Visitor Tourism Partners,

Even though wildfires have forced temporary closures and evacuations in Glacier Park, thousands of visitors continue to arrive with a desire to see Glacier Park and the Flathead Valley, many for their first and sometimes only lifetime visit. It's our hope that we can work together as a community to mitigate the potential negative effects of the wildfires on visitors already here and those planning to come as we transition to late summer and fall. The way we communicate will have a big impact on how the situation is perceived locally, nationally and beyond. Focusing on the following points will help get the message out that we're open for business:

Give perspective on what is open: Glacier National Park is over a million acres, only the west side is currently impacted by wildfire management. The Flathead Beacon published a helpful piece with facts about the fires and followed with this concise list showing most of the park is accessible [What's Open and What's Closed](#)

Suggest indoor activities such as shops and restaurants to check out, live theater productions, breweries and distilleries, museums, art galleries, indoor pools, spas, etc.

Discover Kalispell has lots of ideas for things to do outside the park and indoor activities

<http://www.discoverkalispell.com/>

Check Glacier Country's great suggestions for regional activities outside Glacier Park.

<http://glaciermt.com/outside-glacier-park>

Montana Office of Tourism and Business Development (MOTBD) has posted a statewide list of indoor activities [Indoor Activities](#)

Emphasize that restrictions are temporary and precautionary. Stay up-to-date on the facts using Glacier National Park's Twitter page and website road update page:

<https://twitter.com/GlacierNPS>

<https://www.nps.gov/applications/glac/roadstatus/roadstatus.cfm>

MOTBD provides state-wide information with frequent postings including: latest activity, webcams, air quality, fire restrictions and links to additional resources. Visit <http://marketmt.com/Resources/FireInformation>

Wildfire Season - Do's and Don'ts when communicating with visitors

Please share with your employees.

Dos:

- Do highlight where the fire is located and that (most likely) it is not affecting many locations in Western Montana.
- Do remain calm and helpful when visitors inquire about a fire.

- Do remain up-to-date on the latest fire information, including road closures, destination closures, attraction closures, camping and fishing restrictions, etc.
- Do share information with all frontline employees who work with visitors— consider having a fire update meeting each morning or distributing updates from reputable sources: GNP, Flathead National Forest, Montana Office of Tourism and Business Development, Glacier Country Regional Tourism, Whitefish and Kalispell CVB to all appropriate employees. See full list of links below.
- Do highlight areas of NW Montana and other parts of the state that are *not* affected by the fire and direct visitors to these areas and attractions.
- Do encourage visitors to continue their travel in Montana.
- Do talk about the role that fire plays in helping create the beautiful wild lands we enjoy.
- Do highlight the efforts fire crews are making to fight the fire.
- Do assure visitors that public officials have their safety in mind—if it's open, it's safe.
- Do focus on the positive and the locations that are open.

Don'ts:

- Don't provide false information.
- Don't dwell on the negative effects of the fire; instead, work to help the visitors have a great vacation despite the presence of fire.
- Avoid sharing photos or news of the fire on your personal or company / organization social media channels. Instead show the beauty and other activities still available.
- If you don't know the answer to a guest question about closures or the fire, donot make up an answer. Instead, help your guest check the sources listed below.

Information Resources:

- Keep apprised of closures and other advisories by following [@GlacierNPS](#) on Twitter or visiting the park's Facebook page at <https://www.facebook.com/GlacierNPS>.
- Flathead National Forest updates can be found on Facebook at <https://www.facebook.com/discovertheflathead/> or @FlatheadNF on Twitter.
- Don't forget the park webcams: <http://www.nps.gov/glac/learn/photosmultimedia/webcams.htm>.
- State-wide activity for wildfire and smoke related issues: <http://www.marketmt.com/Resources/FireInformation>
- Resource for current air quality reports: <http://flatheadhealth.org/environmental-health/air-quality/>
- Frequent updates on fires/closures: <https://inciweb.nwcg.gov/accessible-view/>
- Posting of fishing, camping and other recreation restrictions due to drought and fire: <http://fwp.mt.gov/news>
- Discover Kalispell www.discoverkalispell.com
- Glacier Country Tourism www.glaciermt.com
- Explore Whitefish www.explorewhitefish.com

August 2018 Goal Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

Proposals Sent:

1. 2020 POMA-Professional Outdoor Media Association-June 2020

Lodging Package Requests:

Working leads:

1. 2019 PNWER Fall Conference-November 2019-Still no word from contact
2. 2020 Montana League of Cities-Working with Doug Russell on potential presentation
3. 2021 or 2013 International Bear Association-provided information to help Lori Roberts do a presentation – September 5
4. 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-currently working on - no new details
5. 2020 USS St. Paul Reunion – August 2020 – Sent Visitor Guides
6. 2019-Express Personnel Owners Retreat potential

Groups Lost:

1. 2019 MT National Guard-June 2019-Went to Whitefish
2. 2020 President's Summit – June 2020-Group Cancelled

Groups Won:

1. 2019 HAAS Educator Conference – July 2019 - Hilton

Groups Assist:

- Melissa Lombardi-MT Disability of MT-venue suggestions-Gateway Community Center was viable
- Valerie Baker-needed suggestions for group dinner with Rhode Scholar Program-they were evacuated from the park
- Kay Lyn-provided lunch box options for Elite Tours
- 20 Welcome Bags for Timeless Legacy Artists
- 50 Welcome Bags for Hampton Inn

New Group Activities and Venues:

1. Pavilion at Creative Vision-Kalispell, MT
2. Snoline Event Center to open in late spring of 2019-Old Kalispell Lumber Building rovided Kristen Davis with area information

August Highlights

1. KCVB team worked with Flathead Beacon (FB)on web redesign
2. Worked with FB on Small Market Meetings (SMM) Strategy
3. Researched meeting planners attending SMM and made appointments
4. Talked with Cranbrook Radio station for potential tours
5. Toured Pavilion at Creative Vision for possible POMA site
6. Worked on Itineraries for Tour Operator e-news
7. Attended Kalispell Chamber Luncheon
8. Attended Dragon Boat Committee Meeting
9. Researched CVBs that work with aRes
10. Worked on MACE conference items
11. Met with MT Montana Wedding staff on setting up a booth in November
12. Helped with MT Young Professionals budget for 2019

8/1/2018 - 8/31/2018

AII

Dawn Jackson

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

ALL FUTURE DEFINITE

KCVB Sales Call	10/7/2018	State	\$0.00	40	40	70	0
	10/8/2018	repeat	\$0.00				
Definite							
Local referral	6/2/2019	State	\$0.00	250	0	0	0
	9/14/2019	new	\$0.00				
Definite							
Event Count:		2	\$0.00	290	40	70	0
			\$0.00				

TURNED LOST

2017 Bring it Home Lost	6/3/2019 6/6/2019	State new	\$0.00 \$0.00	0	125	300	0
<hr/>							
Event Count:	1		\$0.00	0	125	300	0
			\$0.00				
<hr/>							
Event Count:	3		\$0.00	290	165	370	0
			\$0.00				