

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 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 October 3, 2018 and November 7, 2018
- b) Approval of TBID financial statements for September 2018 and October 2018
- c) Approval of application from Lucy Weeder, Marriott Springhill Suites to fill vacated board seat

3. Board Discussion

- a) Event updates
 - i. Montana Indoor Soccer Championship
- b) Event grant update
- c) Marketing updates
 - i. Strategic planning update
 - ii. Winter campaign creative
 - iii. Website redesign update
- d) Group, M&C updates

Enclosures: October 3, 2018 and November 7, 2018 minutes
TBID financial statements for September, 2018 and October, 2018
Board trustee application from Lucy Weeder
2019 TBID Board Meeting schedule
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
November 7, 2018
3:00 pm – 5:00 pm

Location: Kalispell Chamber of Commerce

Minutes

Board Members Present: Zac Ford, Emily Schroeder

Board Members Absent: Shawn Campbell, Dan Moderie, Dawn Hendrickson, Janet Clark, Sean Morris

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

Guests: Scott Rieke, Best Western Inn Plus; Jeff Thompson & Matt Downing, Flathead Wrestling Club; Marcia Spano, Skijoring at Rebecca Farm

A quorum was not met so no action was taken during the meeting.

1. Hear from the Public – none
2. KCVB Event Grant Requests – since a quorum was not present, proposals will be emailed to board members for a vote.

Jeff Thompson with Flathead Valley Wrestling Club submitted an application for \$2,000 - \$2,500 to be used for facility costs. The group is going to bid on two events for 1st quarter of 2019 (they will hold only one event). Both proposed events are projected to attract 700 – 800 wrestlers:

- a) The InterValley Wrestling Tournament, March 15 – 16 at Rankin, if held will draw wrestlers from Montana and northern Idaho, the event location moves around Montana every year.
- b) Making a Difference, February 23 at FHS, if held will attract wrestlers from a multi-state region, the event is new to Kalispell, FVWC hopes to make it an annual event

Proposal: a cash grant of \$1,000 and in-kind promotion of \$500 plus 16 room nights for event referees.

Discussion: the organizers are experienced and well-connected in the NW U.S. regional wrestling community. They've already reserved FHS and Rankin gyms to accommodate the respective events. Wrestling parents often travel for out-of-town tournaments. Projected room nights: 150-200 for either event.

Marcia Spano with Montana Equestrian Events submitted an application for a \$3,500 grant for Skijoring at Rebecca Farm, December 29 – 30. Grant funds will be applied to the prize purse. Last year's event attracted 88 teams and more than 2,000 spectators in spite of unusually severe winter weather. In addition to racing competition Saturday and Sunday, this year's event includes team registration Friday night, Calcutta Night on Saturday and an awards ceremony Sunday evening. Projected room nights: 120. Last year they had 35 out of market participants from around Montana and CO, WA, CA.

Proposal: \$2,000 cash grant plus \$500 in-kind promotion from KCVB. Kalispell Chamber will supplement with additional in-kind promotion.

Discussion: the event last year was well organized and feedback was excellent. It is the first of ten events on the www.skijoringamerica.com 2018/2019 winter schedule and offers one of the largest prize purses. Their goal for this year's purse is \$25,000. Organizers are hoping to have more than 100 teams and plan to expand the retail and food offerings. The event falls on the weekend before New Year's so has potential for extended stays.

3. Board Action Items

Quorum was not met so vote was not held to approve October 3rd minutes and September financials. Diane presented final FY2018 financial statements for review and discussion.

4. Board Discussion

a. Event updates:

i. Indoor Soccer – registration is open and two teams have signed up, initial meeting with MSI was held to begin recruiting teams, the need for a 4th field is being evaluated.

b. Event grant update:

The Big Sky 5V5 Wrestling Tournament was cancelled so grant funds were not distributed.

c. Marketing updates:

i. Strategic planning update – arrangements are moving forward with consultant Carl Ribaudo who will be working with CVB/TBID to develop a marketing and organizational strategic plan. Carl will begin the process by meeting with local stakeholders December 13 – 17 and conclude by providing an action plan in early March. Winter messaging is of special interest. Input on critical success factors is requested from TBID members.

ii. Fall “Yourself” campaign – focus is on drive markets in Spokane, Eastern Washington, Calgary and Lethbridge. Testing is being done in LA, San Francisco, Seattle and Chicago markets. The drive market campaign features images showing road maps to Kalispell and talks about fall and winter activities. Objectives are to get viewers to sign up for the CVB enews, view the visitor guide and engage with the website. Spokane, Coeur d’Alene and Calgary are the focus of the winter campaign. The focus will be narrow since winter messaging will be evaluated in the upcoming strategic planning project.

iii. Other Marketing updates:

- National Forest Initiative – partnering with Glacier Country to sponsor a national program promoting Flathead National Forest. As partners we get full rights to video, images and B roll. Kalispell also be included in a corresponding national promotion.
- 1st Qtr FY19 website report – traffic is down from last year, however engagement is up. SEM or SEO was limited during the quarter due to the switch in ad agencies on July 1st.
- Kalispell Bed Tax collections were up 15% for 4th Qtr of FY18.
- The new Brewery, Winery, Distillery & Cidery map is available in the VIC and on discoverkalispell.com.

c. Group, M&C Updates:

- The aRes booking platform will be incorporated in the new Discover Kalispell website. All but four TBID properties are already part of the feed so will be automatically included on the platform. The remaining four properties are able to participate through an Extranet system. Expedia currently shows 194 lodging properties when searching for Kalispell as it includes properties in neighboring towns and short term rentals. The opportunity to direct book through aRes will help keep consumers focused on TBID hotels. A soft launch of the redesigned website is planned for the end of November.
- Waiting for response from POMA.
- PNWAR Conference went to Big Sky.
- Montana League of Cities is a potential conference for September 2020. They are visiting for a site tour at the end of November.
- Submitting RFP for Beer Now blogger conference pre/post excursions in fall of 2019.
- Working with MWED to evaluate whether Kalispell has the capacity to accommodate the Innovate Montana Symposium in early fall of 2019.
- The International Bear Association Conference has been confirmed for late September, 2020. Attendance will be 500+.
- MT High School Lacrosse Association is working with local teams to evaluate holding the 2020 championship in Kalispell.
- Meetings Today magazine featured Kalispell CVB in an article about the IRU Conference and how the CVB showcased our destination in April when many seasonal visitor activities, facilities and locations were not available.
- Dawn and Diane will schedule annual meetings with TBID members to be held late November and early December.
- Dawn will call TBID members to get updated meeting guide information.

iii. IMEX - this was the 5th year Kalispell has been represented at IMEX. The Glacier Country group had 18 scheduled appointments, three unscheduled and four walkups which was the largest number of walkups ever. Many were attracted to the Montana booth by the opportunity to take a photo with Montana Cowboy Jason St. Claire. The majority of the attendees were incentive planners looking for 4 – 5 diamond properties. Many had never been to Montana so the conference was an opportunity to build awareness of what the state offers. Since the incentive segment is not as strong for Kalispell the CVB will evaluate future participation in IMEX.

5. General discussion regarding recommended areas of focus for strategic planning process:

- Group discussed that they have felt the growth in WF: additional lodging properties, hockey tournaments appear to be increasingly moving to Whitefish because the indoor rink, Whitefish Mountain Resort's expansion of summer activities and the WF trail system add to Whitefish's attraction. They also do a good job of promoting their downtown.
- Important for consultant to look at how we message the redefined Kalispell based on upcoming changes in downtown with the removal of tracks and new development.

- More sports arenas and event centers are need in Kalispell. Missoula has increased their capacity and as such are securing more events.
- Group discussed pricing strategies. Many felt the TBID properties need rate integrity rather than simply lowering rates in a “race to the bottom”.
- Scott Rieke will approach Country Inn & Suites about joining TBID as he is also an Associate Member and can provide input on benefits.
- Should TBID assessment amount be reviewed? Should the amount be the same statewide?

Meeting adjourned at 5:00pm

Respectfully Submitted: Diane Medler

For Further Information, please contact:
Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

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

FY18 FINAL

	Jul '17 - Se...	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				
5115 · Annual Report	1,861.72	2,000.00	-138.28	93.1%
5350 · City of Kalispell Admin Fee	5,000.00	5,000.00	0.00	100.0%
5110 · Bank Fees	83.00			
5120 · Audit	1,724.34	2,000.00	-275.66	86.2%
5125 · Bookkeeping	3,010.00	3,000.00	10.00	100.3%
5140 · Office Supplies	1,641.73	1,500.00	141.73	109.4%
5150 · Postage & Copies	1,380.48	750.00	630.48	184.1%
5160 · Rent	8,400.00	7,500.00	900.00	112.0%
5165 · Storage Unit	360.00	750.00	-390.00	48.0%
5180 · Telephone	2,856.05	2,800.00	56.05	102.0%
5185 · Travel & Entertainment	2,375.22	2,000.00	375.22	118.8%
5190 · Technology Support	480.00	500.00	-20.00	96.0%
5195 · Equipment (Software)	0.00	1,000.00	-1,000.00	0.0%
Total 5100 · Administrative	29,172.54	28,800.00	372.54	101.3%
5200 · Research & Education				
5210 · Smith Travel Reports	5,750.00	5,500.00	250.00	104.5%
5230 · Organizational Memberships	3,100.00	3,000.00	100.00	103.3%
5220 · Training & Education	2,048.05	4,000.00	-1,951.95	51.2%
Total 5200 · Research & Education	10,898.05	12,500.00	-1,601.95	87.2%
5250 · Web Site				
5260 · New Website	9,588.40	9,000.00	588.40	106.5%
5270 · Maintenance & Enhancements	7,984.80	9,000.00	-1,015.20	88.7%
5280 · SEO & SEM	9,668.34	9,000.00	668.34	107.4%
Total 5250 · Web Site	27,241.54	27,000.00	241.54	100.9%
5400 · Consumer Marketing				
5475 · Annual Report	0.00	0.00	0.00	0.0%
5455 · Prize Packages	439.39	0.00	439.39	100.0%
5405 · Photo and Video Library	6,239.13	4,000.00	2,239.13	156.0%
5430 · Social Media Admin & Adv	2,174.88	7,000.00	-4,825.12	31.1%
5440 · Creative Services	23,621.56	26,000.00	-2,378.44	90.9%
5450 · Media Buy Online	37,779.53	35,000.00	2,779.53	107.9%
5460 · Travel Show Attendance	4,137.57	2,500.00	1,637.57	165.5%
5470 · Trade Show Booth	1,144.38	1,000.00	144.38	114.4%
5480 · Airport Displays	700.00	750.00	-50.00	93.3%
5420 · E-Marketing	5,542.40	5,000.00	542.40	110.8%
5496 · Visitor Guide & Niche Brochures	7,588.95	8,000.00	-411.05	94.9%
Total 5400 · Consumer Marketing	89,367.79	89,250.00	117.79	100.1%
5500 · Event Marketing				
5512 · Futsol/Indoor Soccer	0.00	20,000.00	-20,000.00	0.0%
5548 · Events Operations Management	28,500.00	25,000.00	3,500.00	114.0%
5501 · Dragon Boat	30,000.00	30,000.00	0.00	100.0%
5502 · Spartan Event	29,000.00	29,000.00	0.00	100.0%
5509 · Pond Hockey	30,000.00	30,000.00	0.00	100.0%
5549 · Other Event Marketing	11,500.00	10,000.00	1,500.00	115.0%
Total 5500 · Event Marketing	129,000.00	144,000.00	-15,000.00	89.6%
5550 · Meetings & Conventions				
5576 · Digital	0.00	0.00	0.00	0.0%
5588 · E-News	0.00	0.00	0.00	0.0%
5565 · Meeting Planner Shows	8,898.38	15,000.00	-6,101.62	59.3%
5567 · Meeting Planner FAM	13,824.78	12,000.00	1,824.78	115.2%
5570 · Meeting Planner Incentive Progm	13,704.36	15,000.00	-1,295.64	91.4%

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

	Jul '17 - Se...	Budget	\$ Over Bud...	% of Budget
5573 · Group Photo & Video Library	550.00	2,000.00	-1,450.00	27.5%
5574 · M&C Collateral, Website	1,362.25	2,000.00	-637.75	68.1%
5583 · Customer Relationship Mgmt Syst	6,000.00	6,000.00	0.00	100.0%
5575 · Advertising/Enews	17,833.33	16,000.00	1,833.33	111.5%
5585 · Sales Calls	887.19	2,000.00	-1,112.81	44.4%
5589 · M&C Memberships	300.00	1,000.00	-700.00	30.0%
Total 5550 · Meetings & Conventions	63,360.29	71,000.00	-7,639.71	89.2%
5650 · Publicity				
5660 · Travel Media Press Trips/FAM	13,748.78	13,000.00	748.78	105.8%
5665 · Proactive & Reactive PR	15,658.20	16,000.00	-341.80	97.9%
5680 · Kalispell Branded Merchandise	285.29	1,000.00	-714.71	28.5%
Total 5650 · Publicity	29,692.27	30,000.00	-307.73	99.0%
Total Expense	613,959.80	623,000.00	-9,040.20	98.5%
Net Income	-10,225.13	-8,000.00	-2,225.13	127.8%

Kalispell Tourism Business Improvement District
Summary of Financials
November 7, 2018

TBID Funds – Expense Summary September 2018

Admin: Asset transition from PAR to FBP; legal notice for RFQ – strategic planning; rent; bookkeeping; telephone (Charter, Verizon, Dawn); quarterly storage unit fee; postage; misc. mileage & travel expenses; email accounts

Research, Education, Memberships: Smith Travel Research annual fee

Website: URL renewals; SEO/SEM

Consumer: Monthly retainer for creative services for September; airport brochure stocking; FNF video/photo assets; annual Dropbox fee; quarterly consumer enews

Event: Event operation mgmt. September; Dragon Boat/Event transition PR; FY17 event sponsorship that had not been paid (FVHA).

Meetings & Convention: Small Market Meetings expenses; MACE conference sponsorship; MLCT bid presentation; meeting planner FAM; quarterly M&C enews article copy

PR/Publicity: Intl. media fam expenses; Lodging for travel writer Michael Lanza

KCVB Event Funds - Summary January through September 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)
Balance forward from 2017: \$10,511.51
Income: \$66,896.00
Expenses: \$76,914.82
Balance: \$492.69

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 (transfer \$6,000 into aRes budget)
Balance: \$21,662.52

Indoor Soccer 2018: (2017/2018 - \$20,000 FY18 TBID)
Balance forward from 2017: \$16,752.85
Income: \$11,068.00
Expenses: \$25,260.95
Balance: \$2,559.90

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$11,174.25)

Tourism Business Improvement District

Balance Sheet

As of September 30, 2018

	<u>Sep 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	107,061.27
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	<u>163,375.79</u>
Accounts Receivable	
1200 · Accounts Receivable	355.00
Total Accounts Receivable	<u>355.00</u>
Total Current Assets	163,730.79
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>192,928.87</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	45,274.95
Total Accounts Payable	<u>45,274.95</u>
Total Current Liabilities	<u>45,274.95</u>
Total Liabilities	45,274.95
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	-5,176.13
Total Equity	<u>147,653.92</u>
TOTAL LIABILITIES & EQUITY	<u>192,928.87</u>

Tourism Business Improvement District
Profit & Loss - FY19
September 2018

	Sep 18	Jul - Sep 18
Income		
4000 · TBID Revenue	0.00	166,606.00
4100 · Interest Income	18.07	39.14
Total Income	18.07	166,645.14
Expense		
5000 · Staffing	17,317.90	79,375.88
5100 · Administrative		
5199 · Other Admin	3,261.40	3,261.40
5350 · City of Kalispell Admin Fee	0.00	4,165.15
5110 · Bank Fees	2.70	2.70
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	250.00	900.00
5140 · Office Supplies	72.56	158.46
5150 · Postage & Copies	478.79	873.09
5160 · Rent	700.00	2,100.00
5180 · Telephone	56.08	458.18
5185 · Travel & Entertainment	24.63	143.07
5190 · Technology Support	40.00	120.00
Total 5100 · Administrative	4,886.16	13,345.05
5200 · Research & Education		
5240 · Research	0.00	28.94
5210 · Smith Travel Reports	6,700.00	6,700.00
5230 · Organizational Memberships	0.00	3,465.00
5220 · Training & Education	54.00	449.85
Total 5200 · Research & Education	6,754.00	10,643.79
5250 · Web Site		
5260 · New Website	0.00	5,014.50
5270 · Maintenance & Enhancements	76.15	760.17
5280 · SEO & SEM	10.40	494.89
Total 5250 · Web Site	86.55	6,269.56
5400 · Consumer Marketing		
5405 · Photo and Video Library	2,599.00	2,599.00
5440 · Creative Services	4,000.00	12,000.00
5450 · Media Buy Online	2,500.00	2,500.00
5460 · Travel Show Attendance	0.00	3,795.00
5480 · Airport Displays	125.00	350.00
5420 · E-Marketing	405.20	405.20
Total 5400 · Consumer Marketing	9,629.20	21,649.20
5500 · Event Marketing		
5548 · Events Operations Management	2,000.00	6,000.00
5501 · Dragon Boat	2,698.00	2,698.00
5549 · Other Event Marketing	0.00	1,675.00
Total 5500 · Event Marketing	4,698.00	10,373.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	429.83	6,464.87
5567 · Meeting Planner FAM	220.17	220.17
5570 · Meeting Planner Incentive Progm	3,059.79	4,457.29
5583 · Customer Relationship Mgmt Syst	1,500.00	1,500.00
5575 · Advertising/Enews	140.00	140.00
Total 5550 · Meetings & Conventions	5,349.79	12,782.33
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	664.97	692.97
5665 · Proactive & Reactive PR	0.00	400.00
5680 · Kalispell Branded Merchandise	0.00	696.11
Total 5650 · Publicity	664.97	1,789.08

Tourism Business Improvement District
Profit & Loss - FY19
September 2018

	<u>Sep 18</u>	<u>Jul - Sep 18</u>
Total Expense	49,386.57	156,227.89
Net Income	<u><u>-49,368.50</u></u>	<u><u>10,417.25</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY19
 July through September 2018

	<u>Jul - Sep 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	39.14			
Total Income	<u>166,645.14</u>	<u>606,000.00</u>	<u>-439,354.86</u>	<u>27.5%</u>
Expense				
5000 · Staffing	79,375.88	238,000.00	-158,624.12	33.4%
5100 · Administrative	13,345.05	29,000.00	-15,654.95	46.0%
5200 · Research & Education	10,643.79	18,500.00	-7,856.21	57.5%
5250 · Web Site	6,269.56	37,000.00	-30,730.44	16.9%
5400 · Consumer Marketing	21,649.20	80,500.00	-58,850.80	26.9%
5500 · Event Marketing	10,373.00	93,000.00	-82,627.00	11.2%
5550 · Meetings & Conventions	12,782.33	80,000.00	-67,217.67	16.0%
5650 · Publicity	1,789.08	30,000.00	-28,210.92	6.0%
Total Expense	<u>156,227.89</u>	<u>606,000.00</u>	<u>-449,772.11</u>	<u>25.8%</u>
Net Income	<u><u>10,417.25</u></u>	<u><u>0.00</u></u>	<u><u>10,417.25</u></u>	<u><u>100.0%</u></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	ARES	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	0.00	(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)	0.00	(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	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	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	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	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	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	0.00	(470.55)	5,290.81
August 2018	1,861.27	0.00	0.00	0.00	0.00	10.50	2,700.00	0.00	0.00	(416.98)	4,154.79
September 2018	(60,023.80)	(6,000.00)	0.00	(70.00)	0.00	5.00	0.00	0.00	3,250.00	(408.57)	(63,247.37)
October 2018	0.00	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	0.00
December 2018	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Deferred Revenue*											
EVENT BALANCES	492.69	21,662.52	(7,100.23)	2,559.90	(1,765.21)	56.50	4,075.00	710.18	3,250.00	(11,174.25)	12,767.10

*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 September 2018

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merch	Brochure	Admin	aRes	TOTAL
Ordinary Income/Expense											
Income											
4025.00 · Program Revenue	0.00	0.00	307.81	198.00	0.00	0.00	0.00	3,900.00	0.00	0.00	4,405.81
4700.00 · Special Events	66,896.00	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	18.50	0.00	0.00	0.00	119,106.20
4410.00 · TBID Revenue	0.00	22,000.00	29,000.00	0.00	0.00	12,000.00	0.00	0.00	2,000.00	6,000.00	71,000.00
Total Income	66,896.00	20,900.00	38,908.81	11,068.00	0.00	44,820.70	18.50	3,900.00	2,000.00	6,000.00	194,512.01
Gross Profit	66,896.00	20,900.00	38,908.81	11,068.00	0.00	44,820.70	18.50	3,900.00	2,000.00	6,000.00	194,512.01
Expense											
5000.00 · Direct Program	56,006.23	5,336.11	31,204.91	12,354.87	775.00	22,554.84	0.00	0.00	2.95	0.00	128,234.91
5060.00 · Bank Fees & Svc Chrgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	453.89	0.00	455.64
5260.00 · Insurance	3,945.75	-398.43	1,561.75	968.75	0.00	0.00	0.00	0.00	0.00	0.00	6,077.82
5160.00 · Contributions & Scholar	4,573.00	0.00	4,557.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,130.00
5520.00 · Professional Fees	8,252.01	8,363.40	0.00	7,735.51	0.00	650.00	0.00	0.00	3,638.01	2,750.00	31,388.93
5360.00 · Meetings	480.22	0.00	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	0.00	502.89
5400.00 · Miscellaneous	744.88	40.00	804.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,589.37
5420.00 · Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	0.00	2,494.18	0.00	6,187.39
5740.00 · Travel	2,912.73	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	0.00	26,811.64
Total Expense	76,914.82	13,596.30	38,449.88	25,260.95	948.06	46,349.77	0.00	0.00	6,589.03	2,750.00	210,858.81
Net Income	-10,018.82	7,303.70	458.93	-14,192.95	-948.06	-1,529.07	18.50	3,900.00	-4,589.03	3,250.00	-16,346.80

Kalispell Tourism Business Improvement District
Summary of Financials
December 5, 2018

TBID Funds – Expense Summary October 2018

Admin: Legal notice for strategic planning RFQ (ad #2); reprinting checks; rent; bookkeeping; telephone (Charter, Verizon, Dawn (Aug & Sept)); postage; misc. mileage & travel expenses (Aug & Sept); email accounts

Research, Education, Memberships: Outdoor Recreation Conference registration

Website: URL renewal

Consumer: Monthly retainer for creative services for October; Spokane KXLY group tours promotion; airport brochure stocking; fall campaign photo usage fee

Event: TBID sponsorship for DB transferred to KCVB (\$10,000)

Meetings & Convention: IMEX expenses; rental car for MLCT bid presentation; Intl Tour Operator enews

PR/Publicity: Intl. media fam expenses; airfare for SF media event; branded merch for SF media event

KCVB Event Funds - Summary January through October 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)
Balance forward from 2017: \$10,511.51
Income: \$78,364.42
Expenses: \$79,505.67
Balance: \$9,390.26

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 (transfer \$6,000 into aRes budget)
Balance: \$21,627.18

Indoor Soccer 2018: (2017/2018 - \$20,000 FY18 TBID)
Balance forward from 2017: \$16,752.85
Income: \$11,068.00
Expenses: \$25,260.95
Balance: \$2,559.90

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: (\$11,858.35)

Tourism Business Improvement District

Balance Sheet

As of October 31, 2018

11/26/18

Accrual Basis

	<u>Oct 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	30,754.52
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	<u>87,069.04</u>
Accounts Receivable	
1200 · Accounts Receivable	355.00
Total Accounts Receivable	<u>355.00</u>
Total Current Assets	87,424.04
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><u>116,622.12</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	7,433.58
Total Accounts Payable	<u>7,433.58</u>
Total Current Liabilities	<u>7,433.58</u>
Total Liabilities	7,433.58
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	-43,641.51
Total Equity	<u>109,188.54</u>
TOTAL LIABILITIES & EQUITY	<u><u>116,622.12</u></u>

Tourism Business Improvement District
Profit & Loss - FY19
October 2018

	Oct 18	Jul - Oct 18
Income		
4000 · TBID Revenue	0.00	166,606.00
4100 · Interest Income	12.15	51.29
Total Income	12.15	166,657.29
Expense		
5000 · Staffing	17,132.28	96,508.16
5100 · Administrative		
5199 · Other Admin	-355.00	2,906.40
5350 · City of Kalispell Admin Fee	0.00	4,165.15
5110 · Bank Fees	3.10	5.80
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	300.00	1,200.00
5140 · Office Supplies	153.23	311.69
5150 · Postage & Copies	121.41	994.50
5160 · Rent	700.00	2,800.00
5180 · Telephone	303.59	764.82
5185 · Travel & Entertainment	55.90	208.60
5190 · Technology Support	40.00	160.00
Total 5100 · Administrative	1,322.23	14,679.96
5200 · Research & Education		
5240 · Research	0.00	28.94
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,465.00
5220 · Training & Education	125.00	574.85
Total 5200 · Research & Education	125.00	10,768.79
5250 · Web Site		
5260 · New Website	0.00	5,014.50
5270 · Maintenance & Enhancements	15.17	775.34
5280 · SEO & SEM	0.00	494.89
Total 5250 · Web Site	15.17	6,284.73
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,599.00
5440 · Creative Services	4,000.00	16,000.00
5450 · Media Buy Online	2,000.00	4,500.00
5460 · Travel Show Attendance	0.00	3,795.00
5480 · Airport Displays	75.00	425.00
5420 · E-Marketing	0.00	405.20
5496 · Visitor Guide & Niche Brochures	325.00	325.00
Total 5400 · Consumer Marketing	6,400.00	28,049.20
5500 · Event Marketing		
5548 · Events Operations Management	0.00	6,000.00
5501 · Dragon Boat	10,000.00	12,698.00
5549 · Other Event Marketing	0.00	1,675.00
Total 5500 · Event Marketing	10,000.00	20,373.00
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	1,052.19	7,517.06
5567 · Meeting Planner FAM	0.00	220.17
5570 · Meeting Planner Incentive Progm	135.12	4,592.41
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5575 · Advertising/Enews	38.78	178.78
Total 5550 · Meetings & Conventions	1,226.09	14,008.42
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	1,699.81	2,392.78
5665 · Proactive & Reactive PR	225.60	625.60
5680 · Kalispell Branded Merchandise	328.30	1,024.41
Total 5650 · Publicity	2,253.71	4,042.79

Tourism Business Improvement District

Profit & Loss - FY19

October 2018

	<u>Oct 18</u>	<u>Jul - Oct 18</u>
Total Expense	38,474.48	194,715.05
Net Income	<u>-38,462.33</u>	<u>-28,057.76</u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY19
 July through October 2018

	Jul - Oct 18	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	166,606.00	606,000.00	-439,394.00	27.5%
4100 · Interest Income	51.29			
Total Income	<u>166,657.29</u>	<u>606,000.00</u>	<u>-439,342.71</u>	<u>27.5%</u>
Expense				
5000 · Staffing	96,508.16	238,000.00	-141,491.84	40.5%
5100 · Administrative	14,679.96	29,000.00	-14,320.04	50.6%
5200 · Research & Education	10,768.79	18,500.00	-7,731.21	58.2%
5250 · Web Site	6,284.73	37,000.00	-30,715.27	17.0%
5400 · Consumer Marketing	28,049.20	80,500.00	-52,450.80	34.8%
5500 · Event Marketing	20,373.00	93,000.00	-72,627.00	21.9%
5550 · Meetings & Conventions	14,008.42	80,000.00	-65,991.58	17.5%
5650 · Publicity	4,042.79	30,000.00	-25,957.21	13.5%
Total Expense	<u>194,715.05</u>	<u>606,000.00</u>	<u>-411,284.95</u>	<u>32.1%</u>
Net Income	<u><u>-28,057.76</u></u>	<u><u>0.00</u></u>	<u><u>-28,057.76</u></u>	<u><u>100.0%</u></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	ARES	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	0.00	(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)	0.00	(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	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	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	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	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	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	0.00	(470.55)	5,290.81
August 2018	1,861.27	0.00	0.00	0.00	0.00	10.50	2,700.00	0.00	0.00	(416.98)	4,154.79
September 2018	(60,023.80)	(6,000.00)	0.00	(70.00)	0.00	5.00	0.00	0.00	3,250.00	(688.57)	(63,527.37)
October 2018	8,897.57	(35.34)	0.00	0.00	0.00	11.50	(3,800.00)	0.00	0.00	(404.10)	4,669.63
November 2018	0.00	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	0.00
Deferred Revenue*											
EVENT BALANCES	9,390.26	21,627.18	(7,100.23)	2,559.90	(1,765.21)	68.00	275.00	710.18	3,250.00	(11,858.35)	17,156.73

*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 October 2018

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings Conv	VC Merch	Brochure	Admin	aRas	TOTAL
Income											
4025.00 · Program Revenue	1,488.42	0.00	307.81	198.00	0.00	0.00	0.00	3,900.00	0.00	0.00	5,894.23
4700.00 · Special Events	66,896.00	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	30.00	0.00	0.00	0.00	119,117.70
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	4,934.00	0.00	0.00	0.00	0.00	0.00	4,934.00
4410.00 · TBID Revenue	10,000.00	22,000.00	29,000.00	0.00	0.00	12,000.00	0.00	0.00	2,000.00	6,000.00	81,000.00
Total Income	78,384.42	20,900.00	38,908.81	11,068.00	4,934.00	44,820.70	30.00	3,900.00	2,000.00	6,000.00	210,945.93
Gross Profit	78,384.42	20,900.00	38,908.81	11,068.00	4,934.00	44,820.70	30.00	3,900.00	2,000.00	6,000.00	210,945.93
Expense											
5000.00 · Direct Program	55,506.23	5,336.11	31,204.91	12,354.87	5,709.00	22,554.84	0.00	0.00	2.95	0.00	132,668.91
5060.00 · Bank Fees & Svc Chgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	486.39	0.00	488.14
5260.00 · Insurance	3,945.75	-398.43	1,561.75	968.75	0.00	0.00	0.00	0.00	0.00	0.00	6,077.82
5160.00 · Contributions & Scholar.	5,573.00	0.00	4,557.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,130.00
5520.00 · Professional Fees	10,237.35	8,398.74	0.00	7,735.51	0.00	650.00	0.00	3,800.00	4,208.01	2,750.00	37,779.61
5360.00 · Meetings	480.22	0.00	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	0.00	502.89
5400.00 · Miscellaneous	744.88	40.00	804.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,589.37
5420.00 · Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	0.00	2,575.78	0.00	6,268.99
5740.00 · Travel	3,018.24	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	0.00	26,917.15
Total Expense	79,505.67	13,631.64	38,449.88	25,260.95	5,882.06	46,349.77	0.00	3,800.00	7,273.13	2,750.00	222,903.10
Net Income	-1,121.25	7,268.36	458.93	-14,192.95	-948.06	-1,529.07	30.00	100.00	-5,273.13	3,250.00	-11,957.17

TBID Revenue Report FY14 - FY19

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%

FY 2019 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$600,000		0%

YOY comparison 0%

	FY 2019	rm nights	FY19 vs FY18
Q1 JUL-SEP	\$ 227,836.00	113,918	-5%
Q2 OCT-DEC			
Q3 JAN-MAR			
Q4 APR-JUN			

Kalispell Tourism Business Improvement District Board Application

4- Year Term Commencing May 1, 2018

Name Lucy Weeder Phone 406-240-3155

Property Name SpringHill Suites Kalispell

Address 250 Old Reserve Dr E-Mail Lucy.Weeder@marriott.com
Kalispell, MT 59901

Relevant Experience and/or Employment (attach a resume if relevant)

Please refer to Resume

Why are you interested in our organization? To become more
involved in this community and to provide
insight through past TBID experience.

Area(s) of expertise/Contribution you feel you can make

I have a history involvement with Montana
State TBID since its original adaptation.

Other volunteer commitments not at this time

Authorization by owner(s) of property if nominee is designated representative

Lucy Weeder
Printed Name

Lucy Weeder
Signature

3/20/18
Date

Lucy Weeder, CHA

105 North Riding Road
Kalispell, MT 59901
(406) 240-3155
Lucy.Weeder@Marriott.com

Professional Experience:

May 2016 – Current | Managing Partner

SpringHill Suites by Marriott Kalispell
250 Old Reserve Drive
Kalispell, MT 59901

- *Managed all new hotel opening duties including hiring all hotel staff, implementing policies to maintain day to day operations and fully trained all staff*
- *Diversified my hospitality brand knowledge through Marriott's intensive General Manager on-board training.*

June 2015 – May 2016 | General Manager

Red Lion Ridgewater Inn & Suites
209 Ridgewater Drive
Polson, MT 59860

- *Managed all new hotel opening duties including hiring all hotel staff, implementing policies to maintain day to day operations and fully trained all staff including the General Manager successor*

May 2001 – June 2015 | Managing Partner

Best Western Grant Creek Inn
5280 Grant Creek Road
Missoula, MT 59808

- *Manage a 126 room hotel with 3,400 square feet of meeting and banquet space. Oversee Sales, Guest Services, Housekeeping, Revenue and Catering departments*

June 1990 – May 2001 | Assistant General Manager

Best Western Heritage Inn
1700 Fox Farm Road
Great Falls, MT 59404

- *Managed a 239 room full service hotel and convention center with significant food, beverage and casino revenue, as well as overseeing individual department heads*

Education and Training:

- **Certified Hospitality Administrator since 1999**
- **Hospitality Management Degree**
The Educational Institute of American Hotel & Lodging Association
(Outstanding Graduate Designation 1996)
- **Professional Development Program 1984**
Front Range Community College
Brighton, Colorado 80601
- **Associate of Applied Sciences Degree, Human Services 1976**
Flathead Community College
Kalispell, Montana 59901

Activities and Professional Affiliations:

Best Western District Governor

Best Western International, Inc., 2014- 2016

Chair of Board of Directors

Montana Innkeepers Association, 2002- 2012

Board of Directors

Business Advisory Work Center, Community Memorial Hospital, 2005-2016

Board of Directors

Missoula Convention and Visitors Association, 2002-2016

2019 Kalispell TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 23	Business meeting and Year In Review Annual Meeting – Homewood Suites
February 6	Approval of projected revenue for next fiscal year budget planning
March 6	Approval of draft marketing plan and budget Nomination process initiated for upcoming board of director vacancies
April 3	Final approval of marketing plan and budget Board nomination approval Election of TBID board officers
May 1	New board members and officers in place
June 5	
July 10	
August 7	
September 4	
October 2	
November 6	
December 4	

SAN FRANCISCO MEDIA EVENT

The KCVB attended an invitation-only media event in San Francisco in November in conjunction with our Glacier Country tourism partners. We met with over 30 travel writers, bloggers and social influencers. There is a lot of interest in Montana, primarily during the warm seasons. We'll continue to develop those relationships and identify the best media exposure for Kalispell and possibly host them on a press trip.

WINTER CONSUMER MARKETING CAMPAIGN

Campaign Objective: Promote the variety of winter activities available when you base your trip in Kalispell to our drive market.

Target geographic markets: Spokane area and Calgary - audiences already interested in NW Montana ski areas.

Media tactics: Display and social ads with video, campaign website landing page with video, blog/story about top 5 winter activities. Call to action is to sign up for our quarterly newsletter and view/request the visitor guide:

"Kalispell sparkles once the calendar turns to winter, with snow-capped mountains lining the horizon and frozen ponds dotting the landscape. There's so much to do here during the snowy season, inside and out, and exploring the surrounding area this time of year can be a completely different experience than a summer trip. The crowds are a little bit thinner but the good times are no harder to find, and with the new breweries, distilleries, restaurants and more popping up downtown, there's plenty of action where the heat's on and running." Read more at <http://www.discoverkalispell.com/top-5-winter-list/>

WINTER HOTEL PROMOTIONS

Please let us know if your property will have any special winter promotions such as ski and stay packages or a promotion around the Skijoring at Rebecca Farm on December 29-30. We want to help get the word out!

TBID/KCVB STRATEGIC PLANNING

We are embarking on a strategic planning process to explore our marketing and organizational strategy for 2019 and beyond. We all know the local market has changed over the past several years with the additional rooms throughout the valley. And with the shift for the KCVB away from large events. Our consultant will be in Kalispell on December 12-13 meeting with a variety of tourism stakeholders including TBID members. Watch for an email for the meeting day/time. We hope that you can join in the conversation.

SAVE THE DATE – the annual Year In Review Meeting will be held January 23, 2019 at the Homewood Suites.

CONTENT MARKETING REPORT – October 2018

Social Media Channel Activity:

Facebook: Impressions = 195,854; Reach = 145,461; Lifetime page likes = 35,686

Twitter: Followers = 3,513; Impressions = 25,300; Profile Visits = 642; Impressions = 25,300

Instagram: Followers = 7,218

SEM: 277,036 impressions; 438 clicks; 0.16% CTR; 84 conversions

Display Ads: 194,716 impressions; 103 clicks; 0.05% CTR; Top Markets - WA, OR, Alberta, UT, MT

Facebook Ads: 35,772 impressions; 232 clicks; 0.65% CTR; Top Markets - WA, Alberta, OR, MT

Instagram Ads: 45,943 impressions; 87 clicks; 0.19% CTR; Top Markets - WA, Alberta, OR, MT, UT

STR REPORT – OCTOBER

Year over year, October OCC: +6.5% to 47.9%; ADR: -10.7% to \$77.13; RevPAR: -4.9% to \$36.95. Four properties did not report.

Kalispell Economy class OCC: +9.9%, ADR: +1.7%; Mid/Upper class OCC: +4.6%, ADR: -13.9%

Comp Set OCC: Missoula +2.7%; Butte +11.5%; Bozeman +4.1%; WF +17.9%; Rapid City SD +1.4%;

Helena/GFalls 0%; CDA +4.0%; Bend +0.9%; Spokane +6.7%; Billings +25.9%

United States: OCC: +0.8%; ADR: +2.7%; RevPAR: +3.5%. Montana: OCC: +8.1%; ADR: +0.1%; RevPAR: +8.2%

DECEMBER EVENT HIGHLIGHTS - [Contact Meche to request a PDF of the December Event list to share with your staff and guests, 758-2811 or info@discoverkalispell.com](#)

Wednesday evenings Winter Jazz Series at the Kalispell Brewing Co.

Thursday evenings Cribbage at Bias Brewing Co.

5 The Crown of the Continent Guitar Winter Gala

6 50 Works for 50 Years opening reception at the Hockaday Museum of Art

6-8 & 13-15 FVCC Theatre presents The Secret in the Wings

6-9 & 14-16 "The Best Christmas Pageant Ever" at the O'Shaughnessy Center

7 Downtown Kalispell Art Walk and Community Christmas Tree Lighting & Caroling

7-8 & 14-16 Bigfork Children's Theatre presents A Christmas Carol

7-8 Arena Cross at Majestic Valley Arena

8 Christmas Tea & Tour at the Conrad Mansion

8 KALISPELL HOLIDAY PARADE in Downtown Kalispell

8-9 Valley Voices Community Choir Holiday Concert at the Conrad Mansion

9 Pictures with Santa at the Conrad Mansion

10-12 Christmas Trolley Tours of Kalispell's Historic East Side

14 Swingout the Season with North End Swing

14-15 Brash Winter Series Rodeo at the Majestic Valley Arena

15 Christmas Tours at the Conrad Mansion

15 Christmas Tea & Tour at the Conrad Mansion

15-16 Glacier Symphony, Orchestra & Chorale present This Sacred Season and Messiah

17-19 Christmas Trolley Tours of Kalispell's Historic East Side

20 Valley Voices Community Choir at the Conrad Mansion

20-22 Alpine Theatre Co. Yuletide Affair

22 Christmas Tea & Tour at the Conrad Mansion

23 Christmas Tours at the Conrad Mansion

29-30 Skijoring at Rebecca Farm



2018 Montana Dragon Boat Festival September 8-9, 2018

EXECUTIVE SUMMARY

Teams: 43 – Flathead Valley, Bozeman, Edmonton, Florence, Gig Harbor, Havre, Helena, Henderson NV, Kelowna, Lethbridge, Liberty Lake WA, Long Beach CA, Missoula, Pablo, Portland, Tempe AZ, Yardley PA.
Paddlers: 1,075 Spectators: 850+

Schedule of events:

Friday night paddler briefing and team check in at Lakeside Towne Center

Saturday races – 200 meters, races cut short due to weather

Entertainment in afternoon kept paddlers and spectators around until 5:00: Paddleboard Boxing, Live music, vendors

Sunday races - 500 meters, races cut short due to weather but paddlers stuck around for the Awards Ceremony.

Sales:

Beer – net sales \$4,445.20; tips = \$273 donated to Save A Sister

Merchandise – sales commission = \$1,853.60

Event P&L:	Total Revenue	\$82,964
	Total Expenses	\$82,964

SURVEY REPORT SUMMARY – completed by 397 attendees and/or participants

Out of county respondents spend avg. of 3.90 nights away from home. Of those, avg. of 2.87 spent in Kalispell and 2.76 in other Valley locations.

40% reported staying in hotel/motel, 22% in public or private campground, 21% in rental cabin/home

Highest percentage of “very satisfied” ratings for: Event staff, cleanliness, availability of restrooms, organization of event.

80% of respondents indicated they would attend the event next year.

\$836,353 of economic impact generated from the event. (The University of Montana Institute for Tourism and Recreation Research provided intercept survey instrument and compiled the spending and performance data to help identify this value.)

SURVEY COMMENTS

“Even though weather wasn’t always cooperative I loved the venue. The enthusiasm was contagious and the volunteers very helpful.”

“It was an AWESOME event! I have been dragon boating for 12 years and this is easily the best regional race I’ve attended. FUN.”

Didn’t like the paddleboard boxing, announcer too loud, should have been scheduled after races, needs to compliment not interfere.

Type of boats used are not good for the lake conditions, been in more stable boats that can handle rough water.

Having to cancel races again because of wind.

Don’t leave Lakeside versus Need to move to other part of the lake or other lake because of wind.

November 2018 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

2020 USS Saint Paul Association-August or September 2020
2019 Innovate Montana Symposium-October 2019
2019 Purpose Driven Tours-August 2019

Proposals Sent:

2020 USS Saint Paul Association-August or September 2020-They are coming to Kalispell-haven't secured the location
2019 Innovate Montana Symposium-October 2019
2019 Purpose Driven Tours-August 2019

Lodging Package Requests:

Skiijoring at Rebecca Farms-December 29-30, 2018

Working leads:

- 2020 POMA-Professional Outdoor Media Association-June 2020-still have not made a decision but we are still in the running
- 2020 Montana League of Cities-October 2020-did a site tour with the conference committee will make their final decision in January 2019
- 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-on hold
- 2019 Beer Now-June 2019-post excursion opportunity for Kalispell still working on details
- 2020 Montana High School Lacrosse Association-will begin process of working with the clubs to see if there is enough support to bid on the 2020 Championship
- MEDA-MT Economic Development Association-Spring or Fall 2020-will start working with MWED the first on next year
- 2019 National Wildlife Federation Board Meeting-forwarded to our Kalispell hotels and will work with planner on Kalispell information

Groups Lost:

- 2019-Innovate Montana Symposium-October 2019-lost to Butte-they were able to secure large sponsorships

Groups Won:

Groups Assist:

November Highlights

- Presentation for the Job Service Employment Council on What the KCVB does
- Assisted with Kalispell Chamber Banquet
- Attended the Kalispell Chamber Staff Retreat
- Coordinated and attended site tour with MLCT (MT League of Cities and Towns) with Conference Committee
- Participated in annual hotel visits
- Participated in the Volunteer Orientation
- Worked on Quarterly M&C E-news and the new Tour Operator E-news

Kalispell Convention & Visitors Bureau Sales Report

11/1/2018 - 10/31/2018

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				

ALL FUTURE DEFINITE

International Bear Association	2020 IBA Conference	Meeting	Association	2018 Bring it Home	9/21/2020	International	\$0.00	0	150	750	0
				Local referral	9/26/2020	new	\$0.00				
				Definite							
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				
				Definite							
USS St. Paul	2020 USS St. Paul Reunion	Meeting	Heritage, Patriotic, Veterans	2017 Bring it Home	9/14/2020	National	\$0.00	0	100	300	0
				Definite	9/16/2020	new	\$0.00				

Event Count:	3	\$0.00	250	250	1,050	0
Event Count:	3	\$0.00	250	250	1,050	0