

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – November 7, 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 Requests – Jeff Thompson, Flathead Valley Wrestling Club, will present grant request for InterValley Wrestling Tournament, March 15-16, 2019. Amount requested is \$2,000-\$2,500 for facility cost. Projected room nights 150-200.
Marcia Spano, Skijoring at Rebecca Farm will present grant request for the December 29-30 event at \$3,500 Silver Sponsorship level. Projected room nights 140-200.

3. Board Action Items

- a) Approval of minutes from October 3, 2018
- b) Approval of TBID financial statements for September, 2018
- c) Approval of grant application for InterValley Wrestling Tournament
- d) Approval of grant application for Skijoring at Rebecca Farm

4. Board Discussion

- a) Event updates
 - i. Montana Indoor Soccer Championship
- b) Event grant update
- c) Marketing updates
 - i. Strategic planning update
 - ii. Fall campaign
- d) Group, M&C updates
 - i. IMEX

Enclosures: October 3, 2018 minutes
TBID financial statements for FY18 Year End Final and for September 2018
Event grant applications – InterValley Wrestling Tournament and Skijoring at Rebecca Farm
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
October 3, 2018
3:00 pm – 5:00 pm

Location: Kalispell Chamber of Commerce

Minutes

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

Board Members Absent: Shawn Campbell, Dan Moderie, Zac Ford

Staff Present: Joe Unterreiner, Dawn Jackson, Vonnie Day

Guests: Adam Libby, Rich Vasquez

Meeting was called to order by Vice-Chair Dawn Hendrickson at 3:08 PM.

1. Hear from the Public – none
2. KCVB Event Grant Requests -
 - a. Big Sky 5V5 Dual Championship – Rich Vasquez, representing Kalispell Wrestling Club, submitted a grant request for \$3,600 for a 5V5 tournament at the fairgrounds, November 9 – 11. Rich said the event will be attractive to wrestlers because the tournament structure allows them a lot of chances to compete over the weekend. He is hoping to attract 60 teams and projects 100+ room nights. Motion was made by Dawn Hendrickson to approve a \$1,500 cash grant toward venue cost payable to Flathead County Fairgrounds plus an in-kind promotion package up to \$500 in value. Motion was seconded by Janet Clark. Discussion: wrestling events typically yield a strong return in room nights. The event is new to the area. It's scheduled in November before the wrestling season starts. Rich Vasquez has a lot of regional wrestling contacts so has a good chance of recruiting teams. Board approved unanimously.
 - b. Next Generation Bull Riders – Adam Libby with Libby Productions submitted a grant request for \$5,000 for venue and hotel costs for his event, November 30 – December 1. The event will attract 30 up-and-coming bull riders from across the U.S. who are being groomed for PBR and PRCA. Adam projects 220 room nights. Motion was made by Janet Clark to approve a cash grant of \$1,000. Motion was seconded by Dawn Hendrickson. Discussion: Adam produced the event last under the auspices of Elite Professional Bull Riding and received a \$5,000 grant from the TBID. Hilton Garden Inn who served as the host hotel was the only property that reported room nights from the event. The timing of the event is good and the event was very well-run event last year. Board approved unanimously.
3. Board Action Items
 - a. Approval of minutes from September 5, 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 August, 2018: Motion was made by Emily Schroeder to

approve the financial statements. Motion was seconded by Sean Morris. Discussion: None. Board approved unanimously.

4. Board Discussion

a. Event updates:

i. Dragon Boat Recap– 43 teams participated, Bozeman Vikings won the Rocky Mountain Championship. The schedule had to be moved up Sunday due to wind conditions, but all teams were able to race. The paddle board boxing tournament, human foosball, live music, African drumming and other entertainment were well-received. Beer sales were considerably higher over 2016. 155 volunteers worked 200+ volunteer shifts. Representatives of the Bigfork Chamber assisted over the weekend to get a feel for event operations. The CVB coordinated and raised sponsorship for The Dragon Bus which provided event transportation to teams staying at Kalispell TBID properties. There were 60 riders both days.

b. Marketing updates:

i. Strategic planning update – RFQ's are being submitted. Selection should be wrapped up by the end of October.

ii. International Media FAM – due to growing international interest in Montana, MOTBD is sponsoring FAM for four international travel writers this week. Two are from France, one from Amsterdam and one from Germany. Missoula, Whitefish and Great Falls CVB's are collaborating. Tia Troy with Lightning Bug PR is assisting with the tour. Kalispell site visits include the Conrad Mansion, the Hockaday, Lone Pine State Park and several local restaurants.

iii. STR report: occupancy for August was down 10.1%, comp set was also down.

c. Group, M&C Updates:

i. Small Market Meetings recap, September 23 – 25. Dawn had 32 appointments over two days with meeting planners and has already received three RFP's. The conference attracts planners who are a good fit for Kalispell. Several expressed interest in future Kalispell FAMS. Montana had good representation from Billings, Great Falls, Missoula and Glacier Country.

ii. Other updates:

- Meetings Today featured a story about how the KCVB worked with International Roundup to coordinate logistics and transportation between the Red Lion and the Hilton Garden Inn. Debbie Picard sent the request to submit the story.
- Waiting for responses from POMA and PNWAR on proposals for conferences.
- Working with Doug Russell, Kari Gabriel and the Montana League of Cities on a proposal for an October conference in 2020. Kari is on the conference committee and is advocating extending the conference one day.
- The USS St. Paul Reunion for September, 2020 has been confirmed. Attendance will be 200+.
- The International Bear Association Conference has been confirmed for late September, 2020. Attendance will be 500+.

- Planning is underway for a MWED Conference for spring or fall, 2020.
- Welcome bags were provided to the Montana National Guard and Confluence conferences.
- Dawn hosted a FAM site tour for Leah Horne with Western Arts Federation in Denver.

Meeting adjourned at 4:33pm

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

	Sep 30, 18
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	107,061.27
1020 · Whitefish Credit Union	56,314.52
Total Checking/Savings	163,375.79
Accounts Receivable	
1200 · Accounts Receivable	355.00
Total Accounts Receivable	355.00
Total Current Assets	163,730.79
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,198.08
TOTAL ASSETS	192,928.87
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	45,274.95
Total Accounts Payable	45,274.95
Total Current Liabilities	45,274.95
Total Liabilities	45,274.95
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	-5,176.13
Total Equity	147,653.92
TOTAL LIABILITIES & EQUITY	192,928.87

Tourism Business Improvement District

Profit & Loss - FY19

10/18/18

Accrual Basis

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>10,417.25</u>	<u>0.00</u>	<u>10,417.25</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	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



P.O. Box 37
 Whitefish, MT 59937
 (406) 862-3523 tel
 (406) 862-2143 fax
 whitefishcu.com

Account Number: xxxxxx6273
 Statement Date: 07/01/2018 - 09/30/2018
 Page: 1 of 1



2ne4g
00406

OZ 01 RETURN SERVICE REQUESTED
 KALISPELL CHAMBER OF COMMERCE
 15 DEPOT PARK
 KALISPELL MT 59901

The New Whitefish Credit Union Credit Card
 No balance transfer fees, no cash advance fees,
 and no annual fees! Explore the benefits and
 discover how much you can save.



REGULAR SAVINGS #0

Transaction	Description	Withdrawal	Deposit	Balance	
07/01	BEGINNING BALANCE			161,416.07	
		This Period	YTD		
	Return Item Fee	0.00	0.00		
	Overdraft Fee	0.00	0.00		
		YTD Dividend	Total Debits	Total Credits	Ending Balance
		1,021.62	0.00	0.00	161,416.07

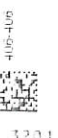
TBID #1

Transaction	Description	Withdrawal	Deposit	Balance	
07/01	BEGINNING BALANCE			56,314.52	
		This Period	YTD		
	Return Item Fee	0.00	0.00		
	Overdraft Fee	0.00	0.00		
		YTD Dividend	Total Debits	Total Credits	Ending Balance
		314.52	0.00	0.00	56,314.52

INTRODUCING OUR NEW
CREDIT CARD

- ✓ NO BALANCE TRANSFER FEES
- ✓ NO CASH ADVANCE FEES
- ✓ NO ANNUAL FEES

Visit WhitefishCU.com or your local branch to apply!



Q1 (Jul-Sep) WEBSITE REPORT - DISCOVERKALISPELL.COM (**We did not have Facebook or SEM ads running for most of this quarter due to the switch in agencies on July 1st so paid impressions and reach are down.)

Unique visitors	34,188 (-46.47%)
Page views	84,333 (-40.27%)
Pages/session	2.05 (+19.95%) (Returning visitors 2.02, a 27.07% increase)
Avg Session duration	1:39 (+35.99%) (Returning visitors 2:00, a 41.76% increase)
New vs. returning	86.3% new; 13.67% returning
Session by device	49.27% sessions on mobile; 39.45% desktop; 11.28% tablet

Top 10 states/provinces visiting site:

Montana	Washington
Utah	Colorado
California	Oregon
Alberta	Idaho
Texas	Illinois

Top 10 cities visiting site:

Kalispell	(Not Set)
Salt Lake City	Seattle
Dallas	Missoula
Whitefish	Los Angeles
Calgary	Denver

Top referring sites:

City of Kalispell	Abayancebayevents.com (Jewel concert)
Ad campaign	Flatheadcelticfestival.com
Facebook	Discoverkalispell.com
Pinterest	

Top 10 pages visited:

Home page	Lodging
Shopping	Glacier National Park community page
Outdoor Activities	Events listing
Family Fun	Flathead Lake community page
Hiking	Getting Here

Top paid search terms:

Glacier national park	Glacier national park airport
Airports near GNP	Glacier park montana
Flights to GNP	Glacier national park MT
Things to do in Kalispell	Closest airport to GNP
Kalispell	LAX to montana cheap flights

FALL MARKETING CAMPAIGN – “Yourself”

Media: Landing page with enews sign up and visitor guide downloads (lead generation), sponsored stories, social media ads, print and content amplification.

Digital strategies: display ads, paid social, video, SEM

Print strategies: Inlander Magazine, Spokane/CDA market

Drive Market (65% of campaign) – Objective: stay top of mind and seasonally change the imagery and messaging to inform in real time. Spokane/CDA, Yakima, Tri-Cities, Calgary, Lethbridge

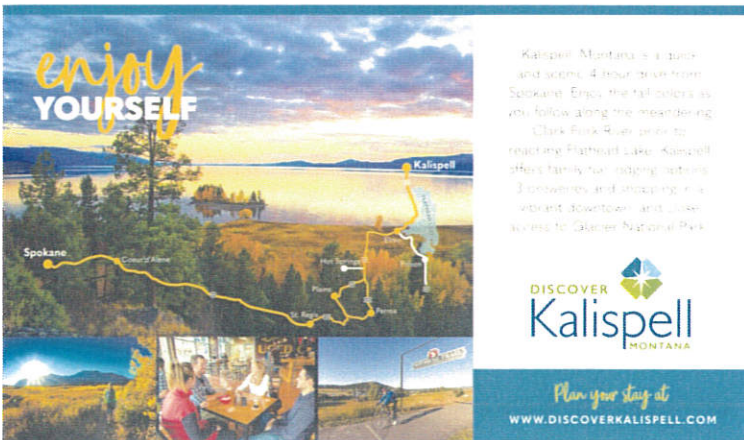
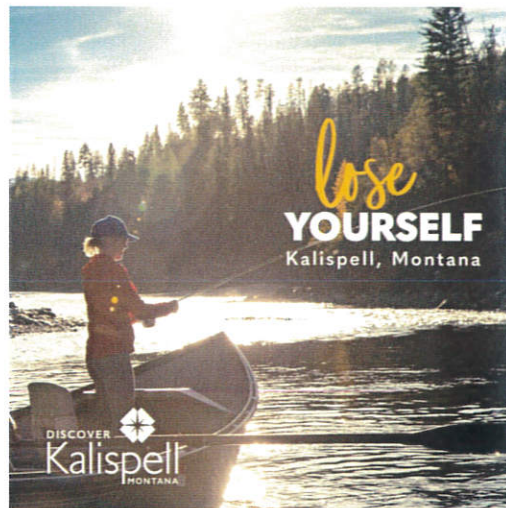
Fly Market (35% of campaign) – Objective: promote direct and one-stop flights from key markets.

Convey consistent message that Kalispell offers unrivaled outdoor adventure by day, accessibility, and a variety of comfortable lodging options by night. Markets: LA, SLC, Seattle

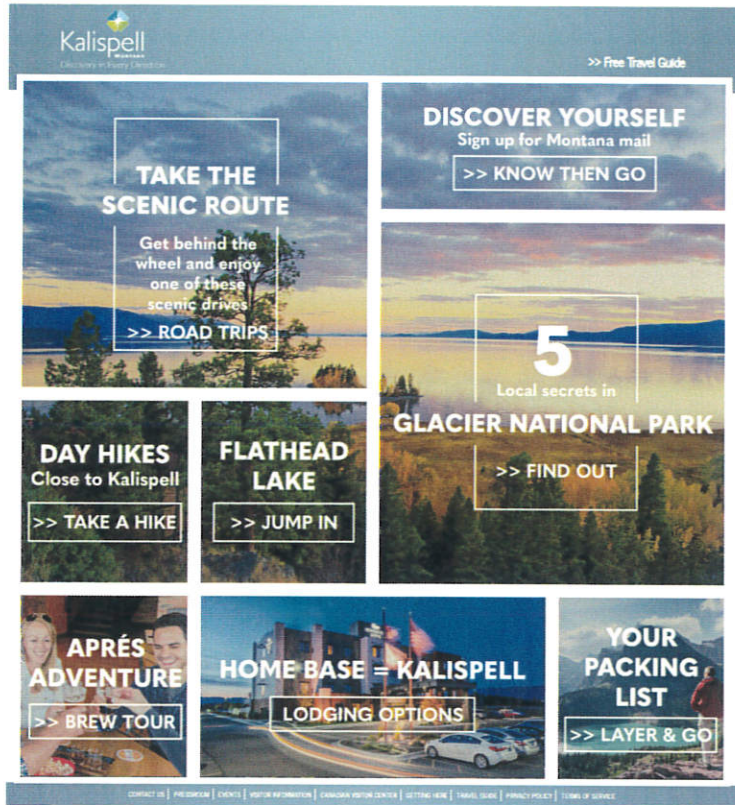
Instagram



discoverkalispellmontana
discoverkalispellmontana Experience Kalispell's family-friendly lodging, vibrant downtown, three breweries, and outdoor adventure in every direction
10 likes
Like Comment Share Save



Campaign landing page on DiscoverKalispell.com:



STR REPORT – SEPTEMBER

Year over year, OCC: +2.0% to 69%; ADR: -1.1% to \$107.36; RevPAR: +0.9% to \$74.04. 3 properties did not report. Kalispell Economy class OCC: +4.8%, ADR: -3.9%; Mid/Upper class OCC: +0.4%, ADR: -0.8%
 Comp set OCC: Missoula -1.9%; Butte +3.1%; Bozeman +1.4%; Whitefish +7.7%; Helena/GFalls +2.0%;
 CDA +4.1%; Bend +2.5%; Spokane +1.2%; Billings +10.9%; Rapid City +4.5%
 United States: OCC: -2.1%; ADR: +1.9%; RevPAR: -0.3%. Montana: OCC: +3.7%; ADR: +0.4%; RevPAR: +4.1%

nSIGHT

Target Markets - Total Lead Time (Search to Book and Book to Stay) for Kalispell (% of all markets searching/booking Kalispell) between October 2018 and January 2019:

Market	Next 30 days	Next 60 days	Next 90 days
LA basin area	6.37%	6.34%	5.72%
NY/Newark	4.74%	4.59%	4.26%
Chicago	3.58%	3.18%	3.12%
PA	3.05%	n/a	n/a
Denver	2.82%	2.89%	2.86%
Dallas/Ft Worth	2.67%	2.75%	3.04%
Houston	2.55%	2.70%	2.70%
St. Louis	2.60%	2.50%	n/a
San Diego	2.52%	2.27%	2.09%
SF Bay Area	2.52%	2.34%	2.09%

CITY OF KALISPELL
Gross Lodging Tax Revenue

Bad Tax

Date of this Run: 10/29/2018

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

	1987	1988	1989	1990	1991
1/1 - 3/31	\$35,217	\$42,297	\$46,944	\$54,204	\$54,204 (+15%)
4/1 - 6/30	\$61,640	\$69,010	\$77,715	\$93,787	\$93,787 (+21%)
7/1 - 9/30	\$120,400	\$130,618	\$149,650	\$173,250	\$173,250 (+16%)
10/1 -12/31	\$32,311	\$41,454	\$47,384	\$52,839	\$57,425 (+9%)
Total:	\$129,802	\$258,711	\$289,309	\$327,148	\$378,666 (+16%)
		1992	1993	1994	1995
1/1 - 3/31	\$54,695	\$50,216	\$50,401	\$51,255	\$44,384 (-13%)
4/1 - 6/30	\$99,907	\$96,014	\$99,876	\$90,131	\$95,136 (+6%)
7/1 - 9/30	\$184,217	\$190,909	\$194,166	\$187,445	\$184,498 (-2%)
10/1 -12/31	\$51,009	\$56,433	\$56,053	\$57,228	\$53,237 (-7%)
Total:	\$389,828	\$393,573	\$400,496	\$386,059	\$377,255 (-2%)
		1997	1998	1999	2000
1/1 - 3/31	\$41,202	\$41,087	\$40,666	\$43,004	\$48,554 (+13%)
4/1 - 6/30	\$80,577	\$87,740	\$86,585	\$92,810	\$86,232 (-7%)
7/1 - 9/30	\$188,075	\$177,009	\$184,739	\$189,668	\$195,691 (+3%)
10/1 -12/31	\$48,342	\$42,550	\$49,769	\$47,495	\$46,999 (-1%)
Total:	\$358,196	\$348,386	\$361,759	\$372,976	\$377,476 (+1%)
		2002	2003	2004	2005
1/1 - 3/31	\$43,386	\$45,697	\$45,223	\$51,655	\$54,203 (+5%)
4/1 - 6/30	\$83,904	\$93,313	\$90,627	\$105,064	\$109,785 (+4%)
7/1 - 9/30	\$194,615	\$199,712	\$206,058	\$223,791	\$252,491 (+13%)
10/1 -12/31	\$42,640	\$51,313	\$60,798	\$65,129	\$75,188 (+15%)
Total:	\$364,545	\$390,036	\$402,705	\$445,639	\$491,668 (+10%)
		2007	2008	2009	2010
1/1 - 3/31	\$67,314	\$99,707	\$86,438	\$90,607	\$98,540 (+9%)
4/1 - 6/30	\$135,517	\$181,802	\$161,548	\$171,944	\$167,899 (-2%)
7/1 - 9/30	\$321,914	\$349,355	\$319,082	\$386,430	\$392,991 (+2%)
10/1 -12/31	\$101,837	\$101,222	\$94,862	\$109,247	\$118,338 (+8%)
Total:	\$626,582	\$732,085	\$661,930	\$758,227	\$777,769 (+3%)
		2012	2013	2014	2015
1/1 - 3/31	\$110,644	\$128,031	\$135,923	\$143,153	\$141,169 (-1%)
4/1 - 6/30	\$195,204	\$220,662	\$248,187	\$265,522	\$267,778 (+1%)
7/1 - 9/30	\$448,692	\$527,469	\$607,974	\$551,043	\$595,931 (+8%)
10/1 -12/31	\$144,063	\$158,253	\$159,410	\$151,649	\$153,740 (+1%)
Total:	\$898,603	\$1,034,415	\$1,151,494	\$1,111,367	\$1,158,618 (+4%)
		2017	2018	2019	2020
1/1 - 3/31	\$139,854	\$144,272	\$0	\$0	\$0
4/1 - 6/30	\$273,155	\$314,705	\$0	\$0	\$0
7/1 - 9/30	\$654,464	\$0	\$0	\$0	\$0
10/1 -12/31	\$158,072	\$0	\$0	\$0	\$0
Total:	\$1,225,545	\$458,976	\$0	\$0	\$0

4/1 - 6/30 2018
State + 6
Glacier Country + 13
Missoula + 9
Whitefish + 18
Kalispell + 15

October 2018 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's Sent:

Proposals Sent:

Lodging Package Requests:

- Holiday Lodging Packages
- Black Friday Shopping
- Nex Generation Bull Riders
- Big Sky 5 v 5 Dual Championship-Cancelled

Working leads:

- 2020 POMA-Professional Outdoor Media Association-June 2020-no decision yet
- 2020 Montana League of Cities-Doing a presentation and site tour in Kalispell the end of November
- 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-currently working on - no new details
- 2019 Beer Now-pre or post excursion opportunity for Kalispell
- 2019 Innovate Montana Symposium-August or September-will work in conjunction with MWED to see if it is a fit for Kalispell due to size
- 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

Groups Lost:

- 2019 PNWER Fall Conference-November 2019-Committee choose 2020 Summer conference in Big Sky

Groups Won:

Groups Assist:

- Assisted in different aspects for MACE

October Highlights

- Assisted with Chamber Manufacturing day tour of Proof
- Presented at Montana League of Cities Conference Committee for 2020
- Worked on October Media Event for International press
- Met with Glacier Symphony Board to discuss ways to promote the symphony
- Attended UNWIND at US Optics
- Prepared for and Attended IMEX in Las Vegas October 17-19, 2018
- M&C Strategy with Flathead Beacon
- Provided M&C information for an article in the November issue of MPI's The Meeting Professional magazine

Kalispell Convention & Visitors Bureau Sales Report

10/1/2018 - 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				

Status: ALL FUTURE DEFINITE

International Bear Association	2020 IBA Conference	Meeting	Association	2018 Bring it Home	9/21/2020 9/26/2020	International new	\$0.00 \$0.00	0	150	750	0
MT Young Professionals	2019 MT Young Professionals Summit	Meeting	Association	Local referral	6/2/2019 9/14/2019	State new	\$0.00 \$0.00	250	0	0	0
USS St. Paul	2020 USS St. Paul Reunion	Meeting	Heritage, Patriotic, Veterans	2017 Bring it Home	9/14/2020 9/16/2020	National new	\$0.00 \$0.00	0	100	300	0
				Definite			\$0.00	250	250	1,050	0
				Event Count:			\$0.00	250	250	1,050	0

Status: CURRENT DEFINITE

MT Association of Chamber Executives (MACE)	2018 MT Association of Chamber Executives Fall Meeting (MACE)	Meeting	Association	KCVB Sales Call	10/7/2018 10/8/2018	State repeat	\$0.00 \$0.00	40	40	70	0
				Definite			\$0.00	40	40	70	0
				Event Count:			\$0.00	40	40	70	0
				Event Count:			\$0.00	290	290	1,120	0
				Event Count:			\$0.00	290	290	1,120	0

Sales Rep: Vonnie Day

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

ALL FUTURE DEFINITE

Kalspell Convention & Visitors Bureau	Next Generation Bull Riders	Sporting Event	Equestrian	Definite	11/30/2018 12/1/2018	National repeat	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Black Friday Shopping	Social Gathering		Definite	11/23/2018 11/25/2018	International	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Holiday Lodging Packages	Social Gathering		Definite	12/21/2018 1/1/2019		\$0.00 \$0.00	0	0	0	0
				Event Count:	3		\$0.00	0	0	0	0

LEADS SENT

Kalspell Convention & Visitors Bureau	Holiday Lodging Packages	Social Gathering		Definite	12/21/2018 1/1/2019		\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Black Friday Shopping	Social Gathering		Definite	11/23/2018 11/25/2018	International	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Next Generation Bull Riders	Sporting Event	Equestrian	Definite	11/30/2018 12/1/2018	National repeat	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Big Sky 5v5 Dual Championship	Sporting Event	Athletic & Sports/Recreation	Cancelled	11/9/2018 11/11/2018	Regional new	\$0.00 \$0.00	0	0	0	0
				Event Count:	4		\$0.00	0	0	0	0

TURNED DEFINITE

Kalspell Convention & Visitors Bureau	Big Sky 5v5 Dual Championship	Sporting Event	Athletic & Sports/Recreation	Cancelled	11/9/2018 11/11/2018	Regional new	\$0.00 \$0.00	0	0	0	0
Kalspell Convention & Visitors Bureau	Next Generation Bull Riders	Sporting Event	Equestrian	Definite	11/30/2018 12/1/2018	National repeat	\$0.00 \$0.00	0	0	0	0

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				

TURNED DEFINITE

Kalispell Convention & Visitors Bureau	Black Friday Shopping	Social Gathering		Definite	11/23/2018 11/25/2018	International	\$0.00 \$0.00	0	0	0	0
Kalispell Convention & Visitors Bureau	Holiday Lodging Packages	Social Gathering		Definite	12/21/2018 1/1/2019		\$0.00 \$0.00	0	0	0	0

Event Count:	4	\$0.00	0	0	0	0
Event Count:	11	\$0.00	0	0	0	0
		\$0.00				

October 16-18, 2019 at The Sands Expo-Las Vegas

Partners: MT Office of Tourism & Business Development, Glacier Country Tourism, Destination Missoula, Explore Whitefish, Big Sky CVB & Bozeman CVB.

Appointments:

- We had 30 minute appointments as a Glacier Country group. We had 18 scheduled appointments (requested by hosted buyers), 3 unscheduled and over 44 walk ups.
- 64% were incentive planners and requesting a 4-5 diamond property, luxury ranches or resort. 1% was association and tour, 23% corporate requesting 3 diamond properties with an area with lots of activities.
- I have a tour group with good potential
- Majority of planners had not been to MT and wanted more information, a common theme similar to Small Market Meeting Trade Show in September. Had an interest in being near National Parks.

General notes:

- We wanted to do something more interactive than in the past and had Jason St. Claire act as our Montana cowboy and offered the planners pictures they can post on social media using #meetinmontana.
- We held a daily drawing for the planners, both appointments and walk-ups to enter their cards for a daily drawing. Each city provided a gift.
- We provided a gift and USB flashdrive from our destination to each planner that had an appointment.
- Educational seminars and networking with other CVB's.



Got to visit with previous Glacier Country FAM participants: Mike Andrus (2018) & Virginia Mampre (2015)



Got to meet Cherie Bortnick from Spartan Race



Montana Booth: Daryl Schliem-Bozeman CVB, Dan Hanson-Explore Whitefish, Dawn Jackson-Discover Kalispell, Candace Carr Straus-Visit Big Sky, Debbie Picard-Glacier Country Tourism, Mimi Hall Gustafson-Destination Missoula, Jason St-Claire-Official Montana Cowboy for IMEX

2018



Hosted buyer stats

Number of hosted buyers

3,327 from 63 countries

Hosted buyers by country (top five)%

US 70%

Canada 4.5%

Brazil 3.5%

UK 3%

Mexico 3%

Hosted buyers by nature of business %

Agency 58%

Corporate 24%

Association 10%

Independent planner 8%

Hosted buyer budgets

\$1-10 million 65%

Buyer attendee stats

Number of buyer attendees

1,102 from 37 countries

Buyer attendees by country (top five) %

US 86%

Canada 3.5%

Mexico 2.5%

UK 2%

Brazil 1%

Buyer attendees by nature of business

Corporate 38%

Agency 31%

Association 12%

Independent planner 19%

Buyer attendee budgets

\$1-10 million 60%

Exhibitor stats

Number of exhibiting companies

3,500 from 150 countries

Press stats

132 from 14 countries



Event/Program Grant Application

1. Contact Information

Business/Organization: FLATHEAD VALLEY WRESTLING CLUB
 Designated Event Contact: JEFF THOMPSON
 Address: 123 Rainbow Dr.
 City: KAL. State: MT Zip: 59901
 Telephone: 406-249-8809 Fax: _____
 Email: ThompsonJ@SDS.K12.MT.US Website: Flatheadvalleywrestlingclub.com

2. Event Information

Event Name: INTERVALLEY WRESTLING TOURNAMENT

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

- Wrestling Tournament from grades 2-8th
- Wrestlers from all over NW United States
- Wrestling from 8AM - 6pm Saturday
- Weight-ins Friday Night

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

How will this event create room nights in Kalispell hotels from out of area visitors: _____

Out of town wrestlers needing to weigh-in on Friday & wrestling all day on Saturday

Anticipated number of room nights: 150-200 (# of rooms x number of nights = total room nights)

Event Date(s): MARCH 15th - 16th 2019

Load-in Start Time: _____ Load-out End Time: _____

Venue Location: Franklin Gym
OR
Flathead Gym

Event Start Time: 3/15/19 5pm-8pm Event End Time: 3/16/19 8am-6pm

Estimated Attendance: 800-1048 Wrestlers / 2000 Spectators

Description of Audience: Wrestling Parents & Family

Is the event free to public, by invitation only or tickets for purchase: No -
Tickets \$3 Adults / \$2 youth

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

Television (include live telecast and air-time information): Ø

Radio (include live broadcast and station information): BEE - Broadcasting will do
a promotional (FREE Ad.) piece -
600 KGEZ will also promote it being a FHS Feeder Program

Print: Flyers will be all over the state at
tournaments that run earlier in the season.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Facebook & our
FlatheadValleyWrestlingClub.com web page. (Trackwrestling.com)
Facebook: FlatheadValleyWrestlingClub / Montana Elite / Montana
Wrestling -

List all corporate sponsors and provide description of sponsorship information: _____
Wisher Autobody
State Farm (MATT POWERS)
Universal Athletics

Will there be proceeds from the event and who will retain them? The profits will
go back to non-profit Flathead Valley Wrestling Club -
(Tax ID: 83-1812705)

Will food and/or beverage be distributed at the event and who retains revenue? YES
FVWC

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$2000 - \$2500

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): Grant Funds will be used to pay for the Facility @ F.H.S.

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

Provide details on requested assistance from other organization(s): _____

- Garolier RV provides a trailer for mats
- FHS & GHS Mats
- Alcior Wholesale helps with food

4. History of Event

How many years has this event been conducted: Started in 1975

Site of last event: Whitefish

List how the event was promoted (list all media used): Social Media / Facebook

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

Flathead County Residents: Participants: 400 Spectators: 800 Total: 1200

Other Montana Counties: Participants: 500 Spectators: 1000 Total: 1500

Provide breakdown of other counties and attendance per county: _____

Out of State: Participants: _____ Spectators: _____ Total: _____

Out of U.S.: Participants: _____ Spectators: _____ Total: _____

5. References

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

Name: Bob Wilson Title: Financial Advisor

Address: 2 South Main St.

City: Kal State: MT Zip: 59901

Telephone: 406-270-0044 Email: Robert.Wilson@Pib.com

Name: Tammi Fisher Title: Attorney

Address: 502 2nd Ave. E.

City: Kal State: MT Zip: 59901

Telephone: 406-370-6716 Email: tammi.fblaw@gmail.com

Name: Josh Stewart Title: President FWA

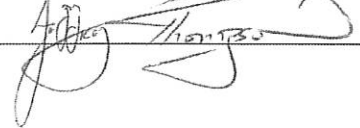
Address: 41 W Reserve

City: Kal State: MT Zip: 59901

Telephone: 406-261-0048 Email: Josh.stewart@probuild.com

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: Jeff Thompson

Signature of Applicant:  Date: 10/16/18

For Office Use Only

Date application received:



Event/Program Grant Application

1. Contact Information

Business/Organization: Montana Equestrian Events

Designated Event Contact: Marcia Spano, Development Coordinator

Address: _____

City: _____ State: _____ Zip: _____

Telephone: 406-321-1377 Fax: _____

Email: Marcia@rebeccafarm.org Website: rebeccafarm.org

2. Event Information

Event Name: Skijoring at Rebecca Farm

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

Event Type: Existing event

Montana Equestrian Events will once again present the Kalispell-based community event "Skijoring at Rebecca Farm" on December 29th and 30th.

Skijoring is a highly entertaining sport that combines alpine skiers, western riders and fast horses on a challenging course with jumps, gates and rings. Scores are based on times with penalties assessed for missed gates and rings.

The competition will be held at Rebecca Farm in West Kalispell with opening ceremonies beginning each day at noon. Related events (Friday evening's Team Registration, Saturday evening's Calcutta Party and Sunday evening's Awards Party) will take place at other Kalispell locations to be announced in the coming weeks.

Many riders and skiers travel the skijoring "circuit" to participate in about a dozen races scheduled predominantly in January and February. While the competition is stand-alone from Rebecca Farm's perspective, points will also be earned toward the Skijoring America Championship Series. Those points, plus a large cash purse and the beautiful setting of the Flathead Valley are strong draws for out of region/state competitors. There will also be dozens of local folks riding and skiing in the Novice and Costume classes.

Montana Equestrian Events held its first skijoring competition last December and was very pleased with the results. A blizzard on Friday night, combined with frigid temps on Saturday, probably kept away

some competitors and spectators, but there were still 88 teams competing and well over 2000 spectators in attendance. Weather will always be unpredictable for this event, but we are hopeful not to have such an extreme storm this year which should boost both the number of teams competing and the number of spectators attending.

The Event at Rebecca Farm is held every July in Kalispell, and is the largest equestrian triathlon event held in North America. The Event has approximately 10,000 attendees and generates over \$5.5M in economic impact to the Flathead Valley. Sarah Broussard is the Organizer of that event, which was first held in 2002.

How will this event create room nights in Kalispell hotels from out of area visitors:

Based on our experience last year, we would expect that somewhere between 35-50 competitors will travel to the Flathead Valley for this event. Many of them will be accompanied by friends and family, and will likely seek local lodging. Last year, we had competitors here from many other towns in Montana – specifically, Bozeman, Belgrade, Great Falls, Helena, Missoula, Montana City, Wolf Creek, Stevensville, Conrad, Big Sky, Marion and Dillon, as well as several from CO and WA.

Since the weekend events come just ahead of New Year's Eve, there is the potential for local hotels to offer lodging packages to entice competitors to stay through the holiday to ring in the New Year in the Flathead Valley.

Anticipated number of room nights: est. 120 (40x3) (# of rooms x number of nights = total room nights)

Event Date(s): December 29 – 30, 2018

Load-in Start Time: registration Friday night Load-out End Time: Sunday night after awards ceremony

Venue Location: Rebecca Farm

Event Start Time: 12:00pm

Event End Time: 3:00pm

Estimated Attendance: 2,000+

Description of Audience: riders, skiers, novices, family-friendly

Is the event free to public, by invitation only or tickets for purchase: \$5 per person, children under 13 admitted free.

Marketing plan: Radio spots, print ads, social media, skijoringamerica.com

Will food and/or beverage be distributed at the event and who retains revenue? Food and beverage vendors, beer and wine sold at the venue by Rebecca Farm.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$3500, Silver level sponsorship (\$2000 cash, \$1500 in-kind adv/promo) ___

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): Cash would be applied to Cash Prize Purse which is major factor in drawing the out of area competitors.

Will assistance be needed in arranging for room blocks? No

Provide details on requested assistance from other organization(s): sponsorships being sought

4. History of Event

How many years has this event been conducted: one

Site of last event: Rebecca Farm

List how the event was promoted (list all media used): print and radio ads, social media,
www.skijoringamerica.com

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

Flathead County Residents: Participants: _____ Spectators: _____ Total: _____

Other Montana Counties: Participants: _____ Spectators: _____ Total: _____

Provide breakdown of other counties and attendance per county:

Out of State: Participants: _____ Spectators: _____ Total: _____

Out of U.S.: Participants: _____ Spectators: _____ Total: _____