

Board of Directors Meeting
KaliSpell Tourism Business Improvement District
Thursday - January 23, 2019
3:00 pm - 5:30 pm

Location: Homewood Suites, KaliSpell

AGENDA

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

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.

Business Meeting

Board Action Items

- a) Approval of minutes from December 5, 2018
- b) TBID financial statements for November, 2018

2018 Year-in-Review Presentation

Reception

Enclosures: December 5, 2018 minutes
TBID financial statements for November 2018
KCVB marketing reports

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

2019 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the KaliSpell Chamber unless otherwise notified)

January 23	February 6	March 6	April 3	May 1	June 5
July 10	August 7	September 4	October 2	November 6	December 4

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.

KellsPELL Tourism Business Improvement District
Board Attendance

2018

	Jan 11	Feb 7	Mar 7	Apr 4	May 2	Jun 8	Jul 11	Aug 1	Sep 8	Oct 8	Nov 7	Dec 8
Brown, Lisa	X	X	~									
Campbell, Shawn	X	~	~	~	X	X	~	~	~	~	~	
Clark, Janet	X	X	X	X	X	X	~	X	X	X	~	X
Ford, Zac	X	X	~	X	X	X	X	X	X	~	X	X
Hendrickson, Dawn	~	X	X	X	X	X	X	X	X	X	~	X
Moderle, Dan	~	X	X	~	X	~	X	~	X	~	~	X
Morris, Sean					X	X	X	X	X	X	~	X
Schroeder, Emily	X	~	X	X	X	X	X	X	X	X	X	X

2019

	Jan 23	Feb 8	Mar 8	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 4	Oct 2	Nov 8	Dec 4
Clark, Janet												
Ford, Zac												
Hendrickson, Dawn												
Moderle, Dan												
Morris, Sean												
Schroeder, Emily												
Weeder, Lucy												

~ = Absent

X = Present

Board of Directors Meeting
Kalspell Tourism Business Improvement District
December 5, 2018
3:00 pm – 5:00 pm
Location: Kalspell Chamber of Commerce

Minutes

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

Board Members Absent: Sean Morris, Shawn Campbell

Staff Present: Diane Medler, Dawn Jackson

Guests: Lucy Weeder, Marriott Springhill Suites

1. Hear from the Public – none

2. Board Action Items

- a. Approval of minutes from October 3, 2018: Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.
- b. Approval of minutes from November 7, 2018: Motion made by Emily Schroeder to approve the minutes. Motion was seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
- c. Approval of TBID financial statements for September, 2018: Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Dan Moderie. Discussion: None. Board approved unanimously.
- d. Approval of TBID financial statements for October, 2018: Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Dan Moderie. Discussion: None. Board approved unanimously.
- e. Approval of Lucy Weeder to replace board member Shawn Campbell. Motion was made by Dawn Hendrickson to approve Lucy Weeder. Motion was seconded by Janet Clark. Discussion: None. Board approved unanimously.

4. Board Discussion

- a. Event updates:
 - i. Indoor Soccer – registration is open, initial meeting with MSI was held to begin recruiting teams, the need for a 4th field is being evaluated. Pricing out another turf and will determine if it offsets the registration costs.
- b. Event Grant update:
 - i. Haven't heard back from Jeff Thompson with the Flathead Valley Wrestling Club regarding which wrestling tournament they were awarded, InterValley Wrestling Tournament (March 2019) or Making A Difference (Feb 2019). The TBID agreed to a cash grant of \$1,000 and in-kind promotion of \$500 plus 16 room nights for event referees.

ii. Nex-Gen Bullriding Event – The Hilton received rooms as they were a sponsor and other reservations were made through OTA's. Emily spoke with Adam Libby the event promoter and he is concerned about the event being profitable in the future. Promoters are becoming hesitant to bring business to the Majestic Valley Arena as the facility is becoming dated and in need of upgrades.

c. Marketing updates:

i. Strategic planning update – Consultant Carl Ribaudo, with SMG Consulting, will be working with CVB/TBID to develop a marketing and organizational strategic plan. Meetings are scheduled December 12 & 13th with individuals invited to provide community input from a variety of industries and interest groups, including a session for TBID members. Invitation will be sent to all TBID members.

ii. Winter marketing campaign – the focus is on drive markets in Spokane, Eastern Washington, and Calgary. Media used is a winter video, digital and social ads that lead to a campaign landing page and blog about top 5 winter activities recommended by locals.

iii. Other Marketing updates:

- STR – October is up 6.5%. Group reports that past cancellations from the fires are returning. Good corporate pickup with REI and construction. November occupancy is looking solid compared to previous year.
- The 2018 MT Dragon Boat Festival post report was distributed in the board packet. The survey results showed that \$836,353 of economic impact was generated from the event. Out of county residents spent an average of 3.90 nights away from home, of those, an average of 2.87 were spent in Kalispell. 40% of survey respondents reported staying in hotel/motel, 22% in campgrounds, and 21% in rental home.
- TBID Collections for Q1 FY19 were down 5% over previous year. The group surmised that the factors that attributed to the decrease were the wildfires and increased inventory in Whitefish.
- Diane will be attending the LA Travel and Adventure Show February 15 & 16th. Still looking for booth partners. Spokane Outdoor Show will be the following weekend. Glacier Guides/Montana Raft Co is partnering for the Spokane show and sharing the booth cost.
- DiscoverKalispell.com website redesign is progressing. The CVB is working closely with Flathead Beacon Productions and are excited to share the finished product. Features including the build out of aRes, the online booking engine that will be featured on the site are being fine-tuned and content is in the process of being refreshed and migrated to the new site. Projected launch of the site is early January.

d. Group, M&C Updates:

- The aRes booking platform is looking good. aRes is working with hotels that will be utilizing the extranet.
- Kalispell is still in the running for the POMA conference in 2020.
- Kalispell did not receive the bid for the 2019 Innovate Montana Symposium. Butte was awarded the bid in part because of a \$20,000 secured sponsorship.

- Dawn conducted a site tour with the Montana League of Cities conference committee for October 2020. They will make their decision at the January meeting.
- The CVB is finalizing plans to host a post excursion event for the Beer Now blogger conference in June of 2019.
- The International Bear Association Conference has been confirmed for late September, 2020. Attendance will be 500+.
- Dawn and Diane have started the annual hotel visits and will continue through December and January.
- The CVB produced our first tour operator quarterly e-news. That will be sent quarterly to our growing tour operator database. This newsletter is in addition to the quarterly consumer and meetings and conventions newsletters.

Meeting adjourned at 3:30pm

Respectfully Submitted: Diane Medler

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

Kallispell Tourism Business Improvement District
Summary of Financials
January 23, 2019

TBID Funds – Expense Summary November 2018

Admin: City of Kallispell admin fee; rent; bookkeeping; telephone (office, Verizon, Dawn (Nov & Dec)); postage; Misc. mileage & travel expenses; email accounts

Research, Education, Memberships: Strategic plan consultant first payment; Rental car from DMA West conference (July)

Consumer: Monthly retainer for creative services for November; airport stocking fee

Event: TBID sponsorship for DB and Spartan transferred to KCVB; event grants

Meetings & Convention: Transfer to KCVB to close out IRU; printing of Bring It Home brochures; IDSS quarterly payment

PR/Publicity: SF media event expenses

KCVB Event Funds - Summary January through November 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)
Balance forward from 2017: \$10,511.51
Income: \$82,964.28
Expenses: \$82,964.28
Balance: \$10,511.51

Spartan 2018: (\$29,000 FY18 TBID)
Balance forward from 2017: (\$7,559.16)
Income: \$40,009.04
Expenses: \$38,449.88
Balance: \$0

Pond 2018: (\$30,000 FY18 TBID)
Balance forward from 2017: \$14,358.82
Income: \$20,900.00
Expenses: \$13,631.64
Balance: \$7,268.36

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: (\$12,148.94)

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

	<u>Nov 30, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	220,742.90
1020 - Whitefish Credit Union	<u>56,314.52</u>
Total Checking/Savings	<u>277,057.42</u>
Total Current Assets	277,057.42
Fixed Assets	
1710 - Office Equipment	3,967.84
1820 - Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>29,198.08</u>
TOTAL ASSETS	<u><u>306,255.50</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	21,448.21
Total Accounts Payable	<u>21,448.21</u>
Total Current Liabilities	<u>21,448.21</u>
Total Liabilities	21,448.21
Equity	
32000 - Unrestricted Net Assets	152,830.05
Net Income	<u>131,977.24</u>
Total Equity	<u>284,807.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>306,255.50</u></u>

Tourism Business Improvement District
 Profit & Loss - FY19
 November 2018

	Nov 18	Jul - Nov 18
Income		
4000 · TBID Revenue	227,838.00	394,442.00
4100 · Interest Income	5.18	56.47
Total Income	227,841.18	394,498.47
Expense		
5000 · Staffing	17,452.99	113,961.15
5100 · Administrative		
5199 · Other Admin	0.00	3,261.40
5350 · City of Kalamazoo Admin Fee	834.85	5,000.00
5110 · Bank Fees	4.15	9.95
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	230.00	1,430.00
5140 · Office Supplies	12.80	324.49
5150 · Postage & Copies	71.86	1,066.36
5160 · Rent	700.00	3,500.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	199.90	1,121.72
5185 · Travel & Entertainment	8.88	217.48
5190 · Technology Support	50.00	220.00
Total 5100 · Administrative	2,112.44	17,494.40
5200 · Research & Education		
5255 · Strategic Planning	8,666.00	8,666.00
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	136.37	711.22
Total 5200 · Research & Education	8,802.37	19,571.16
5250 · Web Site		
5260 · New Website	0.00	5,014.50
5270 · Maintenance & Enhancements	0.00	775.34
5280 · SEO & SEM	0.00	494.89
Total 5250 · Web Site	0.00	6,284.73
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,599.00
5440 · Creative Services	0.00	16,000.00
5450 · Media Buy Online	4,000.00	8,500.00
5460 · Travel Show Attendance	0.00	3,795.00
5480 · Airport Displays	75.00	500.00
5420 · E-Marketing	0.00	405.20
5496 · Visitor Guide & Niche Brochures	0.00	325.00
Total 5400 · Consumer Marketing	4,075.00	32,124.20
5500 · Event Marketing		
5548 · Events Operations Management	0.00	6,000.00
5501 · Dragon Boat	5,679.86	18,377.86
5504 · Winter Event	7,100.23	7,100.23
5549 · Other Event Marketing	1,000.00	2,675.00
Total 5500 · Event Marketing	13,780.09	34,153.09
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	7,517.06
5567 · Meeting Planner FAM	0.00	220.17
5570 · Meeting Planner Incentive Progm	1,765.21	6,357.62
5574 · M&C Collateral, Website	94.00	94.00
5583 · Customer Relationship Mgmt Syst	1,500.00	3,000.00
5575 · Advertising/Enews	0.00	178.78

11:48 AM

01/18/19

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY19
November 2018

	<u>Nov 18</u>	<u>Jul - Nov 18</u>
Total 5550 - Meetings & Conventions	3,359.21	17,367.53
5550 - Publicity		
5550 - Travel Media Press Trips/FAM	7.00	2,399.78
5550 - Proactive & Reactive PR	111.33	736.93
5550 - Kalamazoo Branded Merchandise	0.00	1,024.41
Total 5550 - Publicity	<u>118.33</u>	<u>4,161.12</u>
Total Expense	<u>48,700.43</u>	<u>245,117.48</u>
Net Income	<u>178,140.75</u>	<u>149,380.99</u>

2:28 PM
 8/1/18/19
 Accrual Basis

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

	Jul - Nov 18	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	394,442.00	606,000.00	-211,558.00	65.1%
4100 · Interest Income	56.47			
Total Income	<u>394,498.47</u>	<u>606,000.00</u>	<u>-211,501.53</u>	<u>65.1%</u>
Expense				
5000 · Staffing	113,981.15	238,000.00	-124,038.85	47.9%
5100 · Administrative	17,494.40	29,000.00	-11,505.60	60.3%
5200 · Research & Education	19,571.16	18,500.00	1,071.16	105.8%
5250 · Web Site	6,284.73	37,000.00	-30,715.27	17.0%
5400 · Consumer Marketing	32,124.20	80,500.00	-48,375.80	39.9%
5500 · Event Marketing	34,153.09	93,000.00	-58,846.91	36.7%
5550 · Meetings & Conventions	17,367.63	80,000.00	-62,632.37	21.7%
5650 · Publicity	4,161.12	30,000.00	-25,838.88	13.9%
Total Expense	<u>245,117.48</u>	<u>606,000.00</u>	<u>-360,882.52</u>	<u>40.4%</u>
Net Income	<u><u>149,380.99</u></u>	<u><u>0.00</u></u>	<u><u>149,380.99</u></u>	<u><u>100.0%</u></u>

Kalispell Chamber of Commerce
KCVB P&L by Class
January through November 2018

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTED Grant	Meetings Conv	VC Merch	Brochure	Admin	aRes	TOTAL
Income											
4025.00 - Program Revenue	1,653.80	0.00	307.81	198.00	0.00	0.00	0.00	3,900.00	0.00	0.00	6,259.61
4700.00 - Special Events	66,530.62	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	42.50	0.00	0.00	0.00	118,764.82
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 - TBD Revenue	14,579.86	22,000.00	36,100.23	0.00	0.00	13,765.21	0.00	0.00	2,000.00	6,000.00	94,445.30
Total Income	82,964.28	20,900.00	46,009.04	11,068.00	4,934.00	46,585.91	42.50	3,900.00	2,000.00	6,000.00	224,403.73
Gross Profit	82,964.28	20,900.00	46,009.04	11,068.00	4,934.00	46,585.91	42.50	3,900.00	2,000.00	6,000.00	224,403.73
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
5600.00 - Salaries & Empl Benefits	2,893.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,893.38
5060.00 - Bank Fees & Svc Chgs	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	546.98	0.00	548.73
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	2,191.89	4,438.01	2,750.00	36,401.50
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	1,608.11	0.00	0.00	2,111.00
5400.00 - Miscellaneous	1,094.88	40.00	804.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,939.37
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	3,233.47	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	0.00	27,132.38
Total Expense	82,964.28	13,631.64	38,449.88	25,260.95	5,882.06	46,349.77	0.00	3,800.00	7,563.72	2,750.00	226,652.30
Net Income	0.00	7,268.36	7,559.16	-14,192.95	-948.06	236.14	42.50	100.00	-5,563.72	3,250.00	-2,248.57

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	0.00	1,658.24	0.00	(6,585.22)	28,938.90
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	1,121.25	0.00	7,100.23	0.00	1,765.21	12.50	0.00	0.00	0.00	(290.59)	9,708.60
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	10,511.51	21,627.18	0.00	2,559.90	0.00	80.50	100.00	710.18	3,250.00	(12,148.94)	26,690.33
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*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.



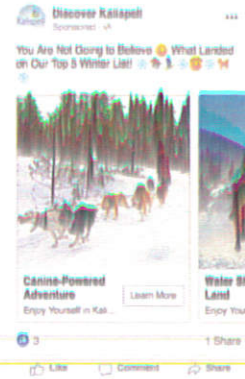
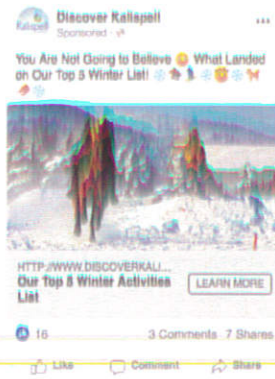
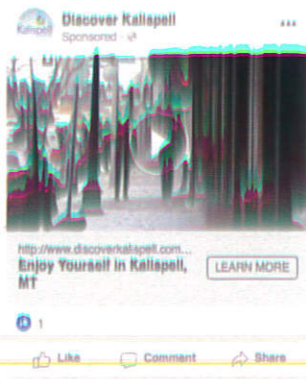
OVERALL:

\$5,073.57 SPEND 366,274 IMPRESSIONS 1,650 CLICKS 0.45% CTR 8 CONVERSIONS 984 ENGAGED SESSIONS

IMPRESSIONS/CLICKS/... BY CREATIVE CATEGORY

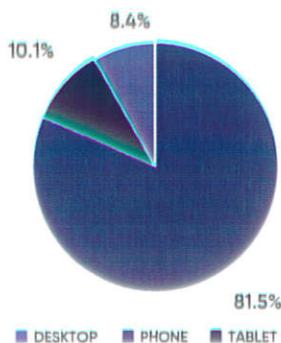
IMPRESSIONS/CLICKS/... BY CREATIVE CATEGORY	IMPRESSIONS	CLICKS	CTR	CONVERSIONS
Display	N/A	N/A	N/A	N/A
FB/IG WA, UT, ID	N/A	N/A	N/A	N/A
Search	633	25	3.95%	3
FB/IG Winter Video	112,929	365	0.32%	1
FB/IG Winter Static	252,712	1,260	0.50%	4

SOCIAL (FACEBOOK):

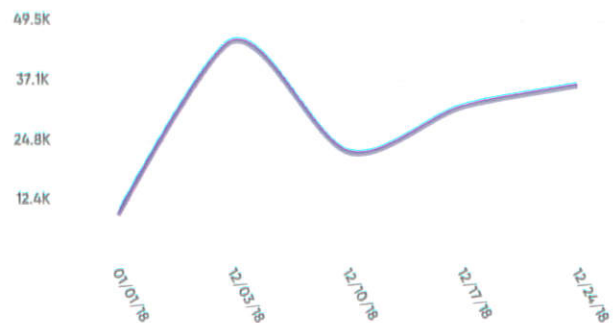


\$2,638.49 SPEND 144,268 IMPRESSIONS 1,497 CLICKS 1.04% CTR 4 CONVERSIONS 901 ENGAGED SESSIONS

IMPRESSIONS BY DEVICE



IMPRESSIONS BY WEEK

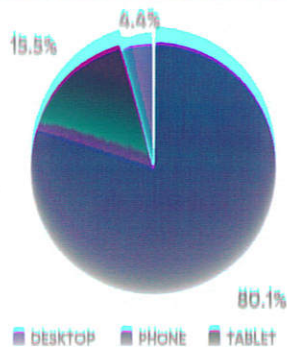


Discover Kallispell Fall/Winter December 2018 Report

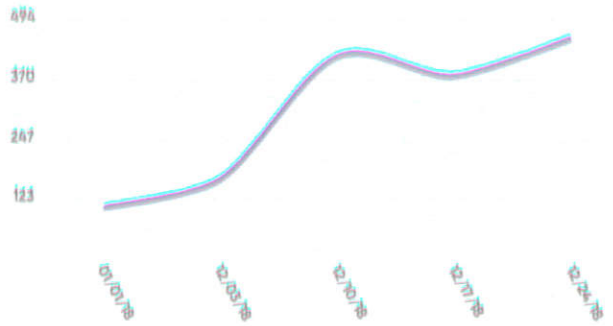
DISCOVER KALLISPELL

DEC 01, 2018 - DEC 31, 2018

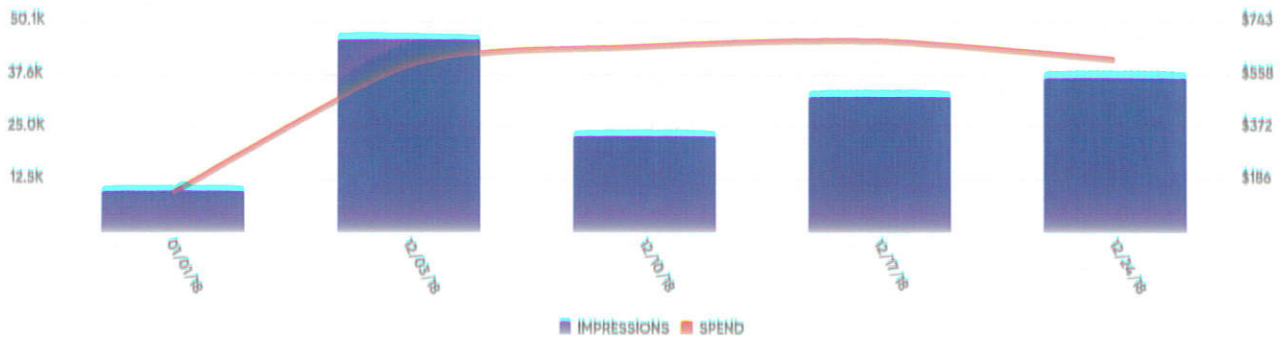
Clicks by Device



Clicks by Week



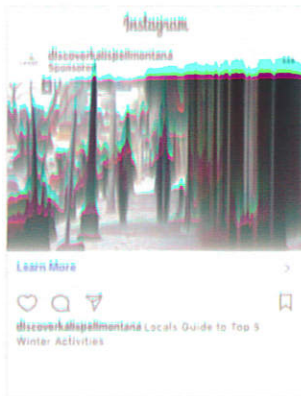
Impressions/Spend by Week



Impressions by Region

LOCATION	IMPRESSIONS
Alberta	72,661
Washington	49,289
Idaho	21,288
British Columbl..	89
Ontario	80
Montana	73
Prince Edward L..	57
Quebec	39
Oregon	35
Manitoba	29

SOCIAL (INSTAGRAM):



\$2,103.59
SPEND

221,373
IMPRESSIONS

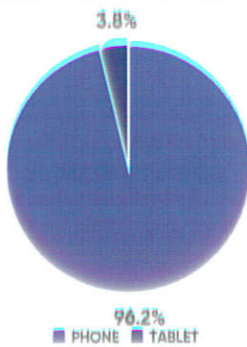
128
CLICKS

0.06%
CTR

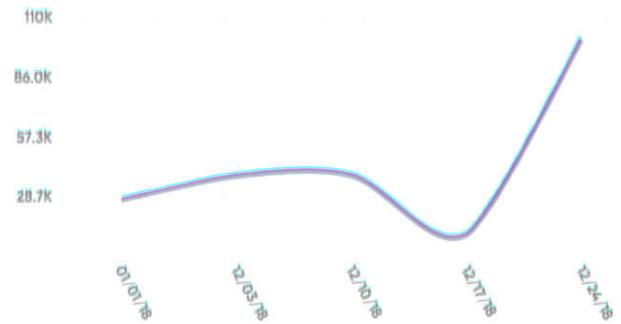
1
CONVERSIONS

54
ENGAGED SESSIONS

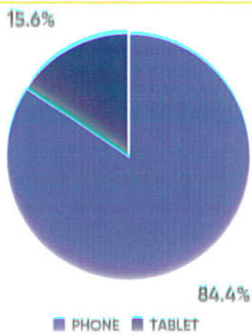
IMPRESSIONS BY DEVICE



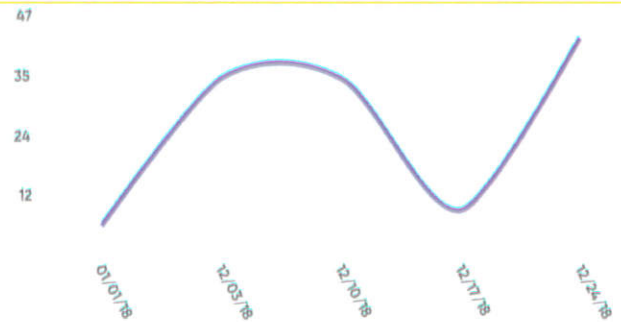
IMPRESSIONS BY WEEK



CLICKS BY DEVICE



CLICKS BY WEEK

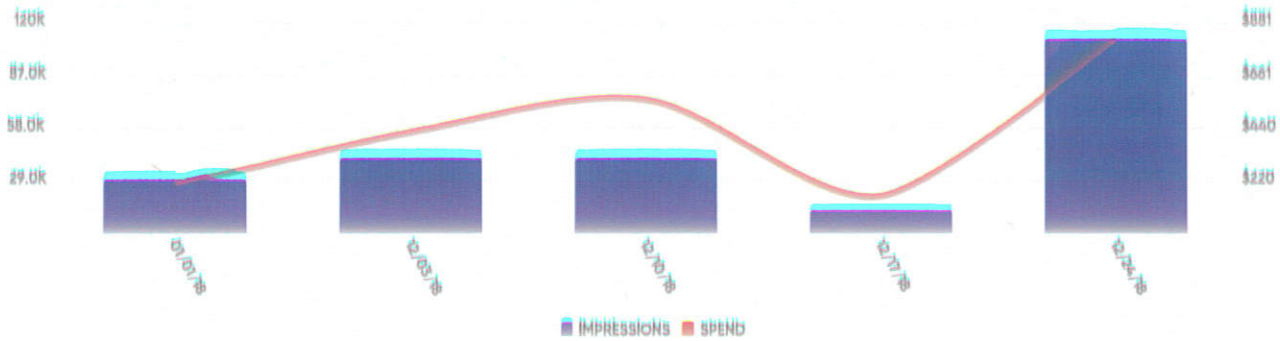


Discover Kallispell Fall/Winter December 2018 Report

DISCOVER KALLISPELL

DEC 01, 2018 - DEC 31, 2018

IMPRESSIONS/SPEND BY WEEK



IMPRESSIONS BY REGION

LOCATION	IMPRESSIONS
Alberta	132,668
Washington	66,863
Idaho	21,686

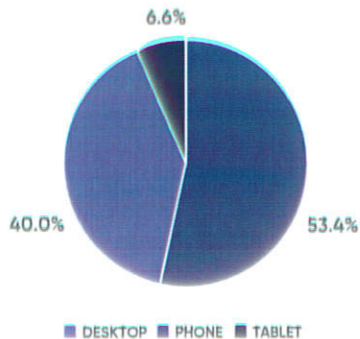
SEARCH:

\$331.49 SPEND
 633 IMPRESSIONS
 25 CLICKS
 3.95% CTR
 \$13.26 CPC
 1.2 AVG. POSITION

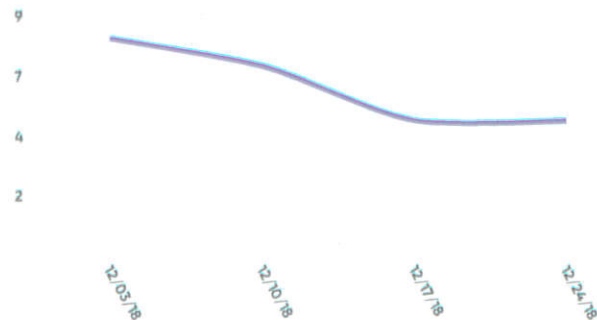
IMPRESSIONS/CLICKS/... BY KEYWORD

IMPRESSIONS/CLICKS/... BY KEYWORD	IMPRESSIONS	CLICKS	CTR	AVG. POSITION
+Montana +Trip	238	9	3.78%	1.1
+Visit +Montana	162	3	1.85%	1.0
+Montana +Vacation	148	6	4.05%	1.4
Visit Montana	31	1	3.23%	1.0
Montana Vacation	30	5	16.67%	1.1
Montana Trip	15	1	6.67%	1.0
+Kallispell +Trip	8	0	0.00%	1.1
Kallispell Vacation	1	0	0.00%	4.0

IMPRESSIONS BY DEVICE

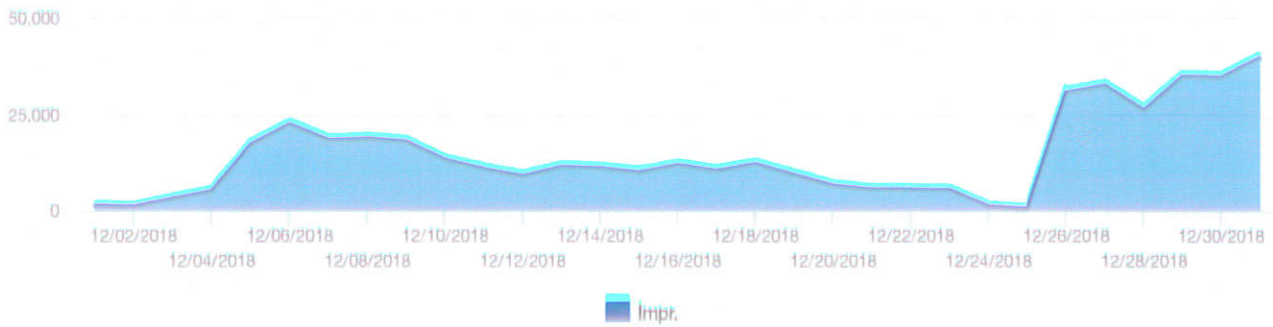


CLICKS BY WEEK



Facebook

IMPRESSIONS DISCOVER KALISPELL



IMPRESSIONS DISCOVER KALISPELL

430,524
↑ 46.0%

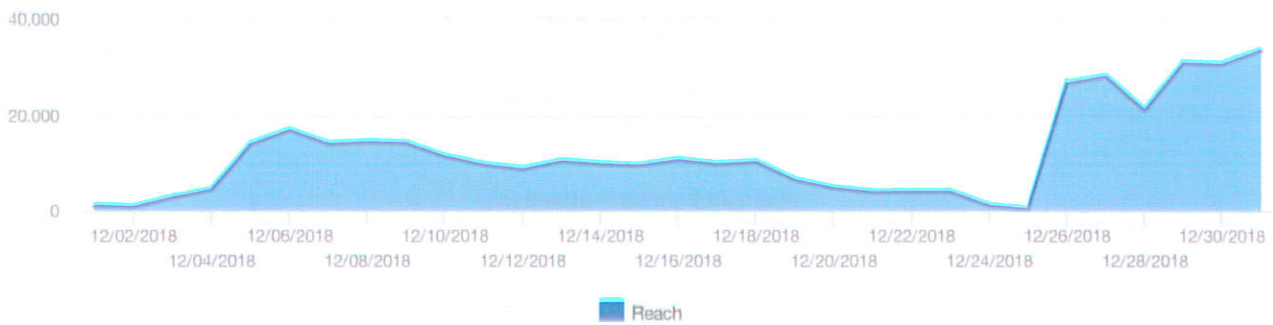
REACH DISCOVER KALISPELL

357,912
↑ 42.2%

LIFETIME PAGE LIKES DISCOVER KALISPELL

35,758
↑ 0.1%

REACH DISCOVER KALISPELL



PAGE VIEWS DISCOVER KALISPELL

864
↑ 20.2%

REMOVED FANS DISCOVER KALISPELL

76
↓ -6.2%

ENGAGED USERS DISCOVER KALISPELL

4,391
↓ -13.0%

Facebook Boosted Posts Performance

Google Analytics

USERS

WWW.DISCOVERKALISPELL.COM - DISCOVERKALISPE

9,358

↑ 47.3%

PAGEVIEWS

WWW.DISCOVERKALISPELL.COM - DISCOVERKALISPE

26,953

↑ 84.2%

AVG. SESSION DURATION

WWW.DISCOVERKALISPELL.COM - DISCOVERKALISPE

1m 36s

↑ 13.2%

LANDING PAGE PERFORMANCE

WWW.DISCOVERKALISPELL.COM - DISCOVERKALISPELL.COM

Landing page path	Users	Pageviews	% New sessions	Bounce rate	Avg. session duration	Pages / session
/	1,212	8,200	80.24%	32.93%	4m 12s	5.81
/top-5-winter-list/	2,938	3,978	94.25%	84.6%	12s	1.28
/getting-here/	331	756	84.01%	72.09%	1m 16s	2.05
/outdoor-activities/winter-fun/	260	671	84.34%	45.91%	2m 3s	2.39
/day-trips/	2	665	0%	0%	2h 6m 22s	221.67
/events-listing/winter-events/	350	659	80.27%	84.8%	1m 20s	1.76
/events-listing/	308	552	77.81%	89.91%	1m 4s	1.68
/meetings/	11	459	46.15%	38.46%	27m 28s	35.31
/shopping/	275	458	85.57%	75.95%	1m 12s	1.57
/lodging/	5	448	50%	0%	47m 42s	74.67
	9,932	26,953	85.14%	66.31%	1m 36s	2.53

USERS

WWW.DISCOVERKALISPELL.COM - DISCOVERKALISPELL.COM

City	Users	Pages / session	Avg. session duration
Calgary	1,159	1.4	24s
Kalispell	851	7.62	6m 4s
Spokane	430	1.26	6s
(not set)	413	1.44	26s
Seattle	370	1.51	44s
Salt Lake City	327	1.67	53s
Whitefish	202	2.06	1m 38s
Dallas	180	1.5	35s
Coeur d'Alene	169	1.3	22s
New York	155	1.6	1m 2s
	9,600	2.53	1m 36s

2018 RFP's

RFPs	Proposed Dates	Year	Status
NW Regional App	May	2019	Rate Quotes
Plain Air Paint Out	May	2019	Rate Quotes
Montana DECA	February	2020	Lost
2019 Wilderness Risk Management Conference	September	2019	No response
US Wheat Associates Seminar Meeting	June	2019	Lost
International Cadet Exchange Program	July	2018	FairBridge
2019 MT National Guard Annual Conference	June	2019	Lost
2019 PNWER	November	2019	Lost
2020 Presidents Summit	June	2020	Cancelled
Tafel Marketing System	March	2018	Cancelled
North American Rail Car	June	2018	Various
2020 USS St. Paul Association	September	2020	Hotel not chosen
2019 Purpose Driven Tours	August	2019	BW Flathead Lake
NW Wildlife Federation	September	2019	Hotel not chosen
2019 Innovate Montana Symposium	October	2019	Lost
2020 International Bear Association	September	2020	Red Lion
2020 POMA	June	2020	TBD
2020 NWPPA	September	2020	TBD
HTEC	July	2019	Hilton

GROUPS ASSISTED IN 2018

GROUP	What we provided	Welcome Bags
AAA of Northern California	Local meeting planner referrals	
Albatros	Itineraries, area information and dinner	
Alumni Presidential Tour	Group activity suggestions, restaurants, transportation	
AMA Snowbike Series	Got comp rooms and provided restaurants	
Confluence	Welcome Bags, auction items, restaurants, group activities	100
Glacier Bank	Meeting facility suggestions	
International Sky Wagon	Welcome bags, activities, restaurants	
Jewel	Transportation and hotel suggestions	125
Medical Fitness Group	Group activity suggestions, restaurants, transportation	
MMA	Welcome bags	
Motorcycle Group	Welcome bags	20
MT Audobon	Welcome Bags, auction items, restaurants, group activities	15
MT Auto Dealers Assn	Media info	100
MT Coalition Against Domestic Violence	Meeting facility suggestions	
MT National Guard	Welcome bags	60
MT Tree Farm Program	Meeting facility suggestions	
MT Wing Academy	Welcome bags	23
National Landscapes Assn	Area information, group activity suggestions	
NOVARE	Group activity suggestions, restaurants, transportation	
NW Young Riders	Welcome bags	50
Petrasiik Reunion	Area information	
Pikani Childcare	Area information, group activity suggestions	
Rocky Mountain Bank	Meeting facility suggestions	
STOP AIS	Meeting facility suggestions	
Swing Dancers	Welcome bags	50
Timeless Legacy	Welcome bags	20
Tour Group	Welcome bags	50
Travelco	Itineraries and area information	
VFW	Welcome bags	300