

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – April 3, 2019  
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 March 6, 2019
- b) Approval of TBID financial statements for February 2019
- c) Approval of FY20 budget and marketing plan narrative
- d) Approval of application(s) to fill expiring board seat for a medium category property. Recommendation sent to City Council for approval. Applicants include Bryce Baker (My Place) and Dan Moderie (Super 8).
- e) Approval of slate of board officers to serve from May 1, 2019 through April 30, 2020. Dawn Hendrickson, Chair; Emily Schroeder, Vice-Chair; Sean Morris, Treasurer. Recommendation sent to City Council for approval.

3. Board Discussion

- a) Event updates – Montana Indoor Soccer Championship, Montana Spartan Race
- b) Event grant updates
- c) Marketing updates
  - i. Strategic plan draft review
  - ii. Flathead More Than Just Forests film and promotions
- d) Group, M&C updates
- e) Discussion of 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner

Enclosures: March 6, 2019 minutes  
TBID financial statements for February 2019  
TBID revenue report – updated for Q2  
FY20 budget and marketing plan narrative (access at [www.kalispellchamber.com/tbid](http://www.kalispellchamber.com/tbid))  
Applications for expiring board seat  
KCVB reports

For Further Information Please Contact:

Zac Ford, Board Chairman [zachary.ford@hilton.com](mailto:zachary.ford@hilton.com) or 406-755-7900  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto: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.

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**March 6, 2019**  
**3:00 pm**  
**Location: Kalispell Chamber Conference Room**

## **Minutes**

**Board Members Present:** Zac Ford, Dawn Hendrickson, Sean Morris, Lucy Weeder, Dan Moderie, Janet Clark

**Board Members Absent:** Emily Schroeder

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

**Guests:** Grim Storli, Blue & White Motel

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Meeting was called to order by Chair Zac Ford at 3:09 pm.

1. Hear from the Public – none
2. Board Action Items
  - a. Approval of minutes from February 6, 2019: Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Lucy Weeder. Discussion: none. Board approved unanimously.
  - b. Approval of TBID financial statements for January, 2019: Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Dan Moderie. Discussion: None. Board approved unanimously.
  - c. Approval of FY20 marketing plan goals, objectives, and key markets. Motion was made by Janet Clark to approve goals, objectives and key markets as proposed. Motion was seconded by Sean Morris.  
Discussion:

**Goals** - remain similar to FY19, however CVB will be moving away from producing events in favor of partnering with promoters like Spartan, Inc. or local organizations. M&C will continue to focus on the Bring It Home program and add domestic and international group tour operators as an emphasis.

**New or updated objectives: for FY20**

Increase occupancy at TBID hotels by 3% and make it a year-round objective

Increase visitor guide views and downloads on website by 25%

Increase consumer newsletter database by 10% over FY19

Promote sports event visitation through industry publications and direct marketing to tournament organizers

Increase database of qualified and interested meeting planners and tour operators by 30% over FY19

Increase referrals to the Bring It Home program to a total of 40 referrals in FY20

**Key and Emerging Markets**

The Strategic Plan Report was just received from consultant Carl Ribaud. Although he might recommend adjustments to key markets, no dramatic changes to markets are anticipated for FY20. Key consumer markets remain young families, active matures, outdoor recreation seekers, arts and culture enthusiasts, sporting event travelers with the addition of adventure motorcyclists for FY20.

Key geographical markets remain Washington, California (LA), Illinois (Chicago), and Alberta. CVB is working on a co-op plan with MOTBD to promote the new non-stop flights to Dallas, LA and Chicago.

Emerging Markets – Dallas and International markets supported through promotions with Rocky Mountain International and MOTBD.

Warm season – Dallas, LA, Seattle, Spokane/CDA, Calgary International

Winter/Shoulder seasons – Spokane/CDA, Seattle, Calgary, Lethbridge, Chicago, LA

#### **M&C**

Key Segment – association business: state, regional, national

Geographic - continue focus on the Pacific Northwest market

Emerging – tour groups/club, domestic and international

Board approved unanimously.

#### d. Approval of FY20 budget.

- There is a \$10,000 carryover from FY19.
- The grant program was moved out of events into marketing support. Exclusion of peak season has been removed and weighted seasonal scoring has been added. Grants will be expanded to include projects and services that enhance tourism with a match funding criteria.
- Agency creative services moved to marketing support segment as it covers consumer, events and M&C.
- Joe Unterreiner proposed adding \$7,900 to the CVB budget to reimburse the Chamber for services provided by Chamber staff to or on behalf of the CVB. The bed tax budget allows for 20% of the total budget to be used for administrative/operational costs. The FY20 draft bed tax budget uses 14% of admin which allows for an additional \$7,900 to meet the 20% threshold. It was not clarified whether the costs incurred by the Chamber that the CVB is not covering are associated with rent or other operational categories. The board discussed that it was understandable to relook at the monthly rent as that had not been increased in several years but was uncomfortable with a blanket increase without understanding what the specific costs were and such a large increase in one year. Diane suggested that increased costs in admin would mean decreased marketing funds, primarily taken from the media buy line item. Joe will provide more details on the cost increases and to which admin/operational categories they apply to.

Board action was postponed to April meeting.

### 3. Board Discussion

#### a. Event updates

Montana Indoor Soccer Championship – 47 teams have registered compared to 35 teams last year. Teams are coming from Spokane, Sandpoint, Nelson, Cranbrook, Calgary, Bozeman, Helena, Polson, and the Missoula Strikers Club is sending 15 teams. The Fort Indoor Soccer facility in Evergreen will be used as an additional game venue.

b. Event grant updates - none

c. Marketing Updates

- i. The new visitor guide went to the printer today
- ii. Strategic planning update – will be reviewing consultant Carl Ribaudo’s report which was just received. The board will have an opportunity to review before the contract is finalized.
- iii. Website and content marketing – new website is yielding results. Dawn has received inquiries from Tour Operators and Meeting Planners who found the DK site and Dawn’s information through Google. Downloads and requests for mailed copies of the visitor guide in January are double what they were in January 2018. Flathead Beacon Productions is doing a good job with SEO and SEM.
- iv. Diane represented Discover Kalispell February 16-17 at the **LA Travel Show** attended by more than 38,000 people. There was strong interest in Glacier Park, the area, and the direct flight. The show is costly to attend and difficult for one person to manage effectively. A partner will be needed to share the cost in order to participate in future LA shows. Diane attended **The Spokane Great Outdoor Show & Bike Expo** February 23-24 in partnership with Glacier Guides. Although the Spokane show is smaller with 8,000 attendees, the return on investment is better and the eastern Washington market is a strong drive market. Participation is recommended for next year. Diane will participate in the Calgary Outdoor Show in March.
- v. The CVB added new markets in the Kalispell STR comp set. January occ was down 8.4%, ADR down 2.7%. More details and information on the comp set are available in the board packet.
- vi. Kalispell was featured in a Northwest Travel Magazine article about exploring Highway 93. The Conrad Mansion and DeSoto Grill were mentioned.

d. Group and M&C Updates

- i. RFP’s sent:
  - Herd Bull Northern Plains Pow Wow – June 2019
  - York Fun Club – July 2020
- ii. Proposals sent:
  - Herd Bull Northern Plains Pow Wow – June 2019
  - York Fun Club – July 2020
- iii. Working numerous leads including National Wildlife Federation for a board meeting in September, 2019, POMA for 2020 and a Bring It Home lead for the Montana Newspaper Association Annual Conference in 2020.
- iv. Groups won:
  - Herd Bull Northern Plains Pow Wow – June 2019
  - York Fun Club – July 2020

Other M&C news:

- The future conference list can be helpful to see if town is going to be busy.
- The Discover Kalispell Meeting Planner FAM is being advertised on the inside cover of Smart Meetings.
- Kalispell is included in Meeting News Northwest’s book of lists coming out in June.
- Two meeting planner FAMS are being planned for June – one for Discover Kalispell and the other in cooperation with Glacier Country.
- Dawn will attend the Small Market Meeting trade show in September.

- TBID members are asked to review their listings on [www.discoverkalispell.com](http://www.discoverkalispell.com) to make sure information is current. Contact Sandra at aRes about updates.
- e. Discussion of 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner
- f. Board officers will be voted on at the April meeting. Dan Moderie’s seat is expiring so solicitation for applications will be sent to all TBID members. That item will also be voted on at the April meeting with the recommendation sent to City Council for approval.

Meeting was adjourned at 4:59 pm.

Respectfully Submitted: Diane Medler

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

Kalispell Tourism Business Improvement District  
Summary of Financials  
April 3, 2019

TBID Funds – Expense Summary February 2019

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; email accounts; annual meeting expenses

Research, Education, Memberships: BBER Economic Outlook seminar

Website: SEO/SEM management and ad buy

Consumer: Monthly retainer for creative services/media buy; airport stocking fee; campaign media buy; travel show expenses – LA and Spokane; visitor guide expenses

Events: Transfer funds into TBID when closing out dragon boat and pond hockey within KCVB account.

Meetings & Convention: Deposit for Beer Now event at Museum at Central School

KCVB Event Funds - Summary February 2019

Spartan 2019: (\$30,000 FY19 TBID)

Balance forward from 2018: 0

Income: \$0

Expenses: \$20

Balance: (\$20)

Indoor Soccer 2019: (\$30,000 FY19 TBID)

Balance forward from 2018: \$3,059.90

Income: \$6,699.60

Expenses: \$2,259.78

Balance: \$7,499.72

ARes 2019:

Balance forward from 2018: \$3,250.00

Income: \$0

Expenses: \$0

Balance: \$3,250.00

**Tourism Business Improvement District**  
**Balance Sheet**  
As of February 28, 2019

	Feb 28, 19
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	127,108.41
1020 · Whitefish Credit Union	56,768.74
Total Checking/Savings	183,877.15
Total Current Assets	183,877.15
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,198.08
<b>TOTAL ASSETS</b>	<b>213,075.23</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	21,405.89
Total Accounts Payable	21,405.89
Total Current Liabilities	21,405.89
Total Liabilities	21,405.89
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	38,839.29
Total Equity	191,669.34
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>213,075.23</b>

**Tourism Business Improvement District**  
**Profit & Loss - FY19**  
**February 2019**

	Feb 19	Jul '18 - Feb 19
<b>Income</b>		
4000 · TBID Revenue	0.00	394,442.00
4100 · Interest Income	17.70	129.79
<b>Total Income</b>	<b>17.70</b>	<b>394,571.79</b>
<b>Expense</b>		
5000 · Staffing	17,668.41	166,285.76
<b>5100 · Administrative</b>		
5115 · Annual Report/Mtg	1,452.75	1,452.75
5199 · Other Admin	0.00	3,344.82
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.95	18.40
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	180.00	2,080.00
5140 · Office Supplies	73.28	462.50
5150 · Postage & Copies	153.27	1,296.17
5160 · Rent	700.00	5,600.00
5165 · Storage Unit	0.00	215.69
5180 · Telephone	199.42	1,874.92
5185 · Travel & Entertainment	0.00	840.60
5190 · Technology Support	50.00	370.00
<b>Total 5100 · Administrative</b>	<b>2,811.67</b>	<b>23,718.85</b>
<b>5200 · Research &amp; Education</b>		
5255 · Strategic Planning	0.00	9,090.86
5240 · Research	0.00	28.94
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,565.00
5220 · Training & Education	120.00	1,020.22
<b>Total 5200 · Research &amp; Education</b>	<b>120.00</b>	<b>20,405.02</b>
<b>5250 · Web Site</b>		
5260 · New Website	0.00	16,715.00
5270 · Maintenance & Enhancements	0.00	790.51
5280 · SEO & SEM	3,029.11	3,524.00
<b>Total 5250 · Web Site</b>	<b>3,029.11</b>	<b>21,029.51</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	2,799.00
5430 · Social Media Admin & Adv	2,963.88	2,963.88
5440 · Creative Services	0.00	16,000.00
5450 · Media Buy Online	4,000.00	25,883.84
5460 · Travel Show Attendance	2,909.94	7,164.75
5470 · Trade Show Booth	324.44	629.28
5480 · Airport Displays	75.00	725.00
5420 · E-Marketing	0.00	814.33
5496 · Visitor Guide & Niche Brochures	185.00	510.00
<b>Total 5400 · Consumer Marketing</b>	<b>10,458.26</b>	<b>57,490.08</b>
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	0.00	6,000.00
5501 · Dragon Boat	0.00	18,377.86
5504 · Winter Event	0.00	7,100.23
5549 · Other Event Marketing	0.00	2,675.00
<b>Total 5500 · Event Marketing</b>	<b>0.00</b>	<b>34,153.09</b>
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	0.00	7,517.06
5567 · Meeting Planner FAM	0.00	220.17
5570 · Meeting Planner Incentive Progm	100.00	9,050.62
5574 · M&C Collateral, Website	0.00	94.00
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00



**Tourism Business Improvement District**  
**Profit & Loss - FY19**  
**February 2019**

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	<u>Feb 19</u>	<u>Jul '18 - Feb 19</u>
5575 · Advertising/Enews	0.00	3,826.93
Total 5550 · Meetings & Conventions	100.00	23,708.78
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,409.78
5665 · Proactive & Reactive PR	0.00	1,268.93
5680 · Kalispell Branded Merchandise	0.00	1,024.41
Total 5650 · Publicity	0.00	4,703.12
Total Expense	34,187.45	351,494.21
Net Income	<u><u>-34,169.75</u></u>	<u><u>43,077.58</u></u>

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY19**  
**July 2018 through February 2019**

	<u>Jul '18 - Feb 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	394,442.00	606,000.00	-211,558.00	65.1%
4100 · Interest Income	129.79			
<b>Total Income</b>	<u>394,571.79</u>	<u>606,000.00</u>	<u>-211,428.21</u>	<u>65.1%</u>
<b>Expense</b>				
5000 · Staffing	166,285.76	238,000.00	-71,714.24	69.9%
5100 · Administrative	23,718.85	29,000.00	-5,281.15	81.8%
5200 · Research & Education	20,405.02	18,500.00	1,905.02	110.3%
5250 · Web Site	21,029.51	37,000.00	-15,970.49	56.8%
5400 · Consumer Marketing	57,490.08	80,500.00	-23,009.92	71.4%
5500 · Event Marketing	34,153.09	93,000.00	-58,846.91	36.7%
5550 · Meetings & Conventions	23,708.78	80,000.00	-56,291.22	29.6%
5650 · Publicity	4,703.12	30,000.00	-25,296.88	15.7%
<b>Total Expense</b>	<u>351,494.21</u>	<u>606,000.00</u>	<u>-254,505.79</u>	<u>58.0%</u>
<b>Net Income</b>	<u><u>43,077.58</u></u>	<u><u>0.00</u></u>	<u><u>43,077.58</u></u>	<u><u>100.0%</u></u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	ARES	TOTAL
2018 Balance Forward	0.00	3,059.90	0.00	80.50	100.00	3,250.00	6,490.40
January 2019	0.00	500.95	0.00	0.00	0.00	0.00	500.95
February 2019	(20.00)	3,938.87	0.00	0.00	0.00	0.00	3,918.87
March 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2019	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	(20.00)	7,499.72	0.00	80.50	100.00	3,250.00	10,910.22

Kalispell Chamber of Commerce  
**KCVB P&L by Class**  
 January through February 2019

	<u>Spartan</u>	Indoor <u>Soccer</u>	<u>TOTAL</u>
Ordinary Income/Expense			
Income			
4025.00 · Program Revenue	0.00	399.60	399.60
4700.00 · Special Events	0.00	6,300.00	6,300.00
Total Income	<u>0.00</u>	<u>6,699.60</u>	<u>6,699.60</u>
Gross Profit	0.00	6,699.60	6,699.60
Expense			
5000.00 · Direct Program	20.00	645.00	665.00
5060.00 · Bank Fees & Service Charges	0.00	75.50	75.50
5260.00 · Insurance	0.00	700.00	700.00
5520.00 · Professional Fees	0.00	754.51	754.51
5420.00 · Office	0.00	84.77	84.77
Total Expense	<u>20.00</u>	<u>2,259.78</u>	<u>2,279.78</u>
Net Income	<u><u>-20.00</u></u>	<u><u>4,439.82</u></u>	<u><u>4,419.82</u></u>

## TBID Revenue Report FY16- FY19

### FY 2016 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$565,159	8%
	<b>YOY comparison</b>		<b>2%</b>
	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

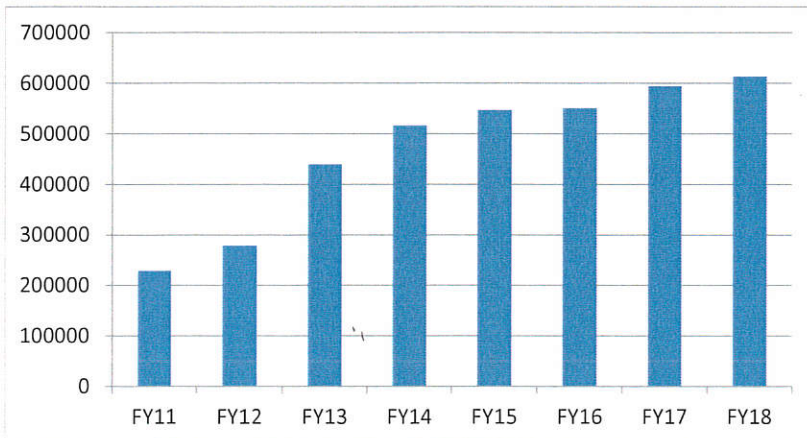
Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$596,513	14%
	<b>YOY comparison</b>		<b>6%</b>
	FY 2017	rm nights	FY17 vs FY16
Q1 JUL-SEP	\$ 235,046.00	117,523	12%
Q2 OCT-DEC	\$ 105,423.00	52,712	5%
Q3 JAN-MAR	\$ 100,134.00	50,067	-1%
Q4 APR-JUN	\$ 155,910.00	77,955	1%

### FY 2018 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$560,000	\$613,881	10%
	<b>YOY comparison</b>		<b>3%</b>
	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%
	<b>YOY comparison</b>		<b>0%</b>
	FY 2019	rm nights	FY19 vs FY18
Q1 JUL-SEP	\$ 227,836.00	113,918	-5%
Q2 OCT-DEC	\$ 109,774.00	54,887	4%
Q3 JAN-MAR			
Q4 APR-JUN			



SAVE TO YOUR COMPUTER PRIOR TO FILLING OUT

**CITY OF KALISPELL  
APPLICATION FOR ADVISORY BOARDS,  
COMMITTEES & COMMISSIONS**



BOARD, COMMITTEE, COMMISSION APPLYING FOR: Business Improvement District - Tou

NAME: Dan Moderie

STREET ADDRESS: 1341 1st ave east

CITY: Kalispell

CONTACT PHONE #: 406-871-7026

E-MAIL: KALSUP8@BRESNAN.NET

**PLEASE PROVIDE THE FOLLOWING INFORMATION**

(attach a separate sheet if necessary)

Current Occupation: General Marager

Current Employer: Super 8 Kalispell

Organization(s) of which you are currently a board member:

T B I D board member

Why are you interested in serving this board, committee, or commission:

Already on TBID would like to re-up

Detail any education, knowledge, or experience you have which would be beneficial to this board, committee or commission:

DATE: 3/27/2019

SIGNATURE:

**Dan Moderie**

Digitally signed by Dan Moderie  
Date: 2019.03.27 09:37:44  
-06'00'

**\*\* Please return your completed application to the Kalispell City Clerk, P.O. Box 1997, Kalispell, MT 59903. Applications may also be sent by email to [cityclerk@kalispell.com](mailto:cityclerk@kalispell.com), or submitted in person at 201 1<sup>st</sup> Avenue East.**

**Auto Email to City Clerk**

SAVE TO YOUR COMPUTER PRIOR TO FILLING OUT

**CITY OF KALISPELL  
APPLICATION FOR ADVISORY BOARDS,  
COMMITTEES & COMMISSIONS**



BOARD, COMMITTEE, COMMISSION APPLYING FOR: Business Improvement District - Touri

NAME: Bryce Baker

STREET ADDRESS: 755 Treeline Road

CITY: Kalispell

CONTACT PHONE #: 406-868-6586

E-MAIL: Kalispell@myplacehotels.com

**PLEASE PROVIDE THE FOLLOWING INFORMATION**

(attach a separate sheet if necessary)

Current Occupation: General Manager / Vice President of Development

Current Employer: My Place Hotel - Kalispell

Organization(s) of which you are currently a board member:

Boards I left in Sidney (upon my move in March): Sidney Health Center (hospital board member), TBID (president), Kiwanis (president), Richland Economic Development (board member).

Still currently a board member with MLHA (Montana Lodging and Hospitality Association)

Why are you interested in serving this board, committee, or commission:

I was a founding member of the TBID in Sidney, MT. I enjoyed impacting the community through donations and financial help. It is incredibly rewarding to be able to help (in a small way) make events and community as a whole more viable.

Detail any education, knowledge, or experience you have which would be beneficial to this board, committee or commission:

I've been in the hotel industry as a General Manager or Regional Manager for over 10 years. I've been a part of multiple brands and have significant experiences being a productive board member.

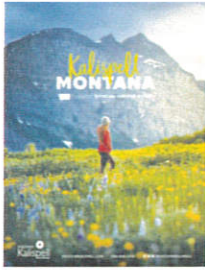
DATE: 3/27/19

SIGNATURE: \_\_\_\_\_

**\*\* Please return your completed application to the Kalispell City Clerk, P.O. Box 1997, Kalispell, MT 59903. Applications may also be sent by email to [cityclerk@kalispell.com](mailto:cityclerk@kalispell.com), or submitted in person at 201 1<sup>st</sup> Avenue East.**

**Auto Email to City Clerk**

### 2019-2020 KALISPELL VISITOR GUIDE



The 2019-2020 visitor guide is available at the Chamber VIC, airport VIC and online at [https://issuu.com/kalispellchamber/docs/discokalispell\\_2019visitorguide\\_onl](https://issuu.com/kalispellchamber/docs/discokalispell_2019visitorguide_onl)

Please direct your guests to <http://discoverkalispell.com> where they can view the guide online or request a mailed copy to help them make the most of their time in Kalispell.

### MONTANA INDOOR SOCCER CHAMPIONSHIPS – MARCH 15-17, 2019

The 2019 event hosted 46 teams which came from Helena, Bozeman, Missoula, Nelson BC, Cranbrook BC, Calgary, Sandpoint ID, Spokane WA and the Flathead Valley. Due to the increase in teams from 2018 we utilized two different locations for the games, the Fairgrounds Trade Center building and an existing indoor soccer facility in Evergreen area called The Fort. Attendees were able to purchase event t-shirts and hoodies on site, enjoy coffee by Maven Coffee and food from Mountain Berry Bowls, and play against a variety of teams. This event serves as a pre-season warm up for many clubs and has the ability to grow. Only hindrance is the availability of turf and size of indoor facility.

### MONTANA SPARTAN RACE – May 4-5

Over 7,500 racers participated in the MT Spartan Race in 2018 and all indications show this year's event will be at least as large and perhaps larger. A link to Kalispell lodging packages (<https://discoverkalispell.com/packages/montana-spartan-race/>) is displayed on the Spartan Montana Race web page. We currently have ten packages, if your property is not represented please send your package information asap to [vonnie@discoverkalispell.com](mailto:vonnie@discoverkalispell.com). Additionally, as we get about two weeks out from the event KCVB will request information from TBID hotels on who has availability that weekend. That information will be added to the Spartan Montana race webpage. **Volunteers are needed for the beer garden and survey takers!** Please contact Vonnie Day if interested at 758-2809.

### 2019 CONSUMER TRAVEL SHOW ANALYSIS

LA Travel & Adventure Show – 38,000+ attendees; new show for the KCVB; supports our consumer marketing efforts and promotes direct flights from LAX-FCA during winter holiday season and summer.

**Main take-away:** Strong interest in Montana, GNP and Kalispell. Learning there was a direct flight piqued interest as there were perceptions that we are hard to get to.

**Downside:** expensive show both in booth fees, cost of shipping supplies and materials, and travel expenses in LA.

**Recommendation:** Continue to attend if TBID can find a booth partner to share cost.

Spokane Great Outdoors and Bike Expo – 6,000 attendees; 2<sup>nd</sup> year at the show; supports our drive market shoulder season marketing efforts; partner with Glacier Guides Montana Raft.

**Main Take-away:** Show enables us to remind Spokane area residents about Kalispell as a weekend get-away particularly for spring travel. Many conversations with folks that had not been to our area ever or for many years.



**Downside:** lower attendance but booth and travel costs are also proportionately low.

**Recommendation:** Continue in 2020 especially with partnership

Calgary Outdoor Travel & Adventure Show – Approximately 11,000 attendees; 8<sup>th</sup> year at the show; good traffic both days; all MT booths have great placement in first row.

**Main Take-Away:** some border crossing concerns; big increase in questions about camping which assume is due to their economy and current exchange rate; provides opportunity to talk about Kalispell as destination and all that we have to offer outside of GNP and Whitefish.

**Downside:** strong interest in camping

**Recommendation:** continue to attend, important to be present as more and more MT destinations are vying for the Calgary audience.

#### **FLATHEAD NATIONAL FOREST PROMOTION**

Discover Kalispell along with Glacier Country supported a promotion to highlight recreational activities in the Flathead National Forest to help with our continued efforts to push visitor out of the park during the peak season and highlight the other treasures we have in our area. The film was released nationally on March 27<sup>th</sup> and had accompanying national media releases including promotion through national partners such as Nat Geo, Outside, The Weather Channel and others. We received all high resolution imagery and video b-roll for use in our promotions. Discover Kalispell logo included in promotions which points viewers to a campaign landing page: <https://discoverkalispell.com/things-to-do/flathead-national-forest/>

Your Forests Your Future is a national campaign run by a unique partnership between the U.S. Forest Service, the nonprofit organization Salmon Valley Stewardship, and the media company More Than Just Parks. It serves to engage Americans in shaping the future of their national forests through visually stunning content and multimedia tools for engagement, and connect them to planning processes on the ground in real time.

The film can be accessed here: <https://yourforestsyourfuture.org/forests/flathead>

#### **STR REPORT – FEBRUARY**

YTD Feb '19 vs Feb '18: OCC: 32.3% / -11.2%; ADR: -\$73.70 / -2.4%; RevPAR: -\$23.79 / -13.3%. Three properties did not report.

**See comp set data on next page**

Current Month - February 2019 vs February 2018

	Occ %		ADR		RevPAR		Percent Change from February 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
	Kalispell, MT+	33.8	39.2	73.33	74.90	24.77	29.35	-13.8	-2.1	-15.6	-10.9	5.6
Missoula, MT+	44.0	44.7	83.54	80.72	36.79	36.09	-1.5	3.5	2.0	7.6	5.6	4.0
Butte, MT+	39.2	39.8	83.54	87.22	32.77	34.73	-1.5	-4.2	-5.6	-6.0	-0.4	-1.9
Bozeman, MT+	71.1	65.5	89.08	86.47	63.30	56.65	8.5	3.0	11.7	13.1	1.3	9.8
Whitefish, MT+	45.6	46.6	91.40	93.94	41.71	43.78	-2.1	-2.7	-4.7	4.4	9.6	7.4
Rapid City, SD	39.6	40.8	66.96	67.74	26.49	27.65	-3.0	-1.2	-4.2	-7.8	-3.8	-6.7
Coeur D Alene, ID+	45.4	46.4	100.69	100.42	45.69	46.62	-2.3	0.3	-2.0	-2.1	-0.1	-2.3
Bend, OR+	49.9	54.3	106.68	104.26	53.21	56.61	-8.1	2.3	-6.0	0.6	7.1	-1.7
Spokane, WA+	57.1	54.8	101.61	95.99	58.02	52.60	4.2	5.9	10.3	11.3	0.9	5.2
Billings, MT+	50.1	49.7	94.39	91.77	47.28	45.62	0.8	2.9	3.6	3.6	-0.1	0.7
Boise, ID+	61.0	64.1	106.77	103.99	65.14	66.67	-4.8	2.7	-2.3	1.6	4.0	-1.0
Great Falls, MT+	45.8	49.1	85.58	86.30	39.18	42.37	-6.8	-0.8	-7.5	-1.9	6.1	-1.1
Helena, MT+	52.5	49.9	92.81	90.76	48.70	45.28	5.2	2.3	7.6	14.0	6.0	11.5
Lethbridge, AB+	53.9	44.8	83.31	86.21	44.88	38.66	20.2	-3.4	16.1	16.1	0.0	20.2
Kalispell Economy Class+	30.2	32.1	50.41	51.35	15.20	16.47	-5.9	-1.8	-7.7	-7.7	0.0	-5.9
Mid/UpperMid/UpperUp/ Upscale Class+	35.5	42.8	82.43	83.84	29.24	35.88	-17.1	-1.7	-18.5	-11.6	8.4	-10.1

# March 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

## Proposals Sent:

## Working leads:

- 2020 POMA-Professional Outdoor Media Association-June-will have a decision the first part of March, we are still in the running
- 2020 MEDA-MT Economic Development Association-Spring or Fall-will start working with MWED
- 2020 AIMHO-Assn of Intermountain Housing Officers-November-have not heard decision yet
- 2020 MT Newspaper Association Annual Conference (BIH)-June-have not decided 2020 location-will continue working with them
- 2021 MT District #5350 Conference (Rotary)-April-will hold their meeting in Kalispell-details to come
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-details to follow
- 2021 MT Meat Processors Conference (BIH)-April-left message for contact
- 2021 Battalion Reunion (BIH)-May or June-Returned from their reunion and voting on Kalispell at April Board Meeting
- 2020 Athena Pack Conference (BIH)-March-typically held in Bozeman and will consider Kalispell following their May event

## Working leads on hold:

- 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association (BIH)-on hold
- 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

## Leads Lost:

- 2019 NWF-National Wildlife Federation Board Meeting-September-Went to Kwataknuk in Polson

## Groups Won:

- 2019 MT Communicator Conference-September-Red Lion
- 2020 WELD-Western Extension Leadership Development-May-Hilton

## Groups Assist:

- 2020 WELD-activity information, off-site venue suggestions, transportation
- 2019 International Conference of Low Volume Roads-Transportation assistance
- 2019 MT Tax Appeal Board Training-meeting venue's for their training
- 2019 Haas Technical Education Class-worked on spouse outing itineraries

## Future Conferences & Events:

- 2019 Flathead Hoopfest-April 14-15, 2019
- 2019 Northwest Regional App Challenge-May 10-12, 2019
- 2019 Plein Air Paint Out-May 30-June 2, 2019
- 2019 Herd Bull Pow Wow Championship-June 6-9, 2019
- 2019 High School Tennis Invitational-April 20, 2019-FVCC
- 2019 Spartan Race-May 4-5, 2019
- 2019 State Track Meet-May 24-25, 2019-Legends Field
- 2019 High School Graduation-June 1, 2019
- 2019 MT Showcase Soccer Tournament-June 15-16, 2019
- 2019 Beer Now-June 9, 2019
- 2019 MT Young Professionals Summit-June 12-14, 2019

- 2019 Haas Technical Education Class-July 21-26, 2019
- 2019 Purpose Driven Tours-August 14-15, 2019
- 2019 International Conference of Low Volume Roads-September 15-19, 2019
- 2019 MT Communicator Conference-September 27-28, 2019
- 2019 NWPPA Board of Trustees-September 11-12, 2019
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020
- 2020 USS Saint Paul Association-August or September 2020-Kalispell confirmed-lodging TBD
- 2020 York Fun Club-July 21-22, 2020
- 2020 International Bear Association-September 19-26, 2020
- 2020 MT League of Cities and Towns-October 6-10, 2020

### **March Highlights**

- Sent out M & C E-news
- Sent out Tour Operator E-news
- Began Fam Campaign-Email blast to Eprodirect of 80,000 planners on 3/25-targeted email blast to 8,000 plus planned for 4/2
- Worked at MT Indoor Soccer Tournament March 15-17
- Attended Kalispell Chamber Luncheon
- Met with planning committee for Herd Bull Championship