

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – March 6, 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 February 6, 2019
- b) Approval of TBID financial statements for January 2019
- c) Approval of FY20 budget
- d) Approval of FY20 marketing plan goals, objectives, and key markets

3. Board Discussion

- a) Event updates – Montana Indoor Soccer Championship
- b) Event grant updates
- c) Marketing updates
  - i. Strategic planning update
  - ii. Website and content marketing report
- d) Group, M&C updates
- e) Discussion of 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner

Enclosures: February 6, 2019 minutes  
TBID financial statements for January 2019  
TBID revenue report  
FY20 draft budget  
FY20 draft goals and objectives and key markets  
KCVB updates

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)

<del>January 23</del>	<del>February 6</del>	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.

Kalispell Tourism Business Improvement District  
Board Attendance

2018

	Jan 11	Feb 7	Mar 7	Apr 4	May 2	Jun 6	Jul 11	Aug 1	Sep 5	Oct 3	Nov 7	Dec 5
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
Moderie, 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 6	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 4	Oct 2	Nov 6	Dec 4
Clark, Janet	~	~										
Ford, Zac	X	X										
Hendrickson, Dawn	X	X										
Moderie, Dan	~	X										
Morris, Sean	X	X										
Schroeder, Emily	X	X										
Weeder, Lucy	X	X										

~ = Absent

X = Present

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

# Minutes

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

**Board Members Absent:** Janet Clark

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

**Guests:** Scott Reike – Best Western Flathead Lake , Mark Dennehy – Glacier High School

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Meeting was called to order by Chair Zac Ford at 3:02 pm.

1. Hear from the Public – none
2. KCVB Event Grant Requests – State tack host committee of Glacier High School requested a grant of \$4,000 for the State High School Track Meet (AA & B schools) May 23-24 at Legend’s Field.
  - a. Motion was made by Dawn Hendrickson to approve a cash grant of \$4,000. Motion was seconded by Sean Morris.

Discussion: Glacier HS is aiming to produce a high quality track meet in order to be awarded more event bids from Montana High School Association. To enhance the track meet, grant funds will be used to rent a large replay screen during the event. Video from various locations will be directed to the screen throughout the meet. A welcome message from Discover Kalispell will rotate on the screen. Flathead High School is helping Glacier put on the tournament. The event has a high yield of room nights at 1,500+.

Board approved unanimously.
3. Board Action Items
  - a. Approval of minutes from January, 23, 2019: Motion was made by Emily Schroeder to approve the minutes. Motion was seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
  - b. Approval of TBID financial statements for December, 2018: Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.
  - c. Approval of projected revenue for FY’20: Motion was made by Dan Moderie to approve projected revenue for FY 2020 at \$658,000. Motion was seconded by Lucy Weeder.

Discussion: Projections for FY’20 took into account the addition of new properties My Place and Country Inn & Suites. Projection for 3<sup>rd</sup> Quarter was revised downward approximately 12% to reflect that revenues for properties represented at the board meeting were off to a slow start for 3<sup>rd</sup> Quarter with revenues down for January. Reasons for the decline are unknown, but the board speculated that the government shutdown and lack of snow might be the cause. Board approved unanimously.
  - d. Approval of Country Inn & Suites as Associate Member of the Kalispell TBID.

Motion was made by Dawn Hendrickson to approve Country Inn & Suites as Associate Member of the

Kalispell TBID. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.

#### 4. Board Discussion

##### a. Event updates

Montana Indoor Soccer Championship – 16 teams have registered which is similar to last year at this time. Approximately 32 teams are projected. Maven Coffee and Mountain Berry Bowls will be vendors.

##### b. Discussion of 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner

HB81 – This bill would increase the fuel tax of commercial in Montana. The tax increase would help improve general aviation airports in eastern Montana. Kalispell Chamber is opposed. It will die in committee if not passed out by this Friday.

HB185 – Extend brewery hours from 8pm to 10pm, sponsored by Dave Fern of Whitefish. Kalispell Chamber is monitoring. This bill has been tabled in committee.

HB329 - Redirect \$14M or approximately 50% from the bed tax budget to provide funding for local emergency services. Kalispell Chamber is opposed. The bill has been tabled in committee.

SB24 – Raise light motor vehicle tax from \$6 to \$9 and would add an opt out option. Additional revenue to be used to support trails and parks through a grant program. Kalispell Chamber is monitoring. The bill passed out of committee as amended.

SB102 – would raise the \$6 fee to \$25 and would require an opt-in for state park funding. Kalispell Chamber opposed. The bill has been tabled in committee.

Keith Regier is working on a bill draft that would allow Montana’s commercial airports to bond against the mills they receive from counties. This bill is of particular interest because of the of Glacier Park’s plan to construct four new terminals with work beginning in 2020.

County trail system – Associated Chambers have been supporting the proposed Trail Update.

Commissioners are concerned that the county will end up being responsible for the cost of upkeep.

Tourism Matters is a lobbying organization that advocates for the tourism industry in the legislature. TBID has not supported the organization financially in the past and contributions to the organization are not included in the budget.

Voices of Montana Tourism – the board agreed to continue to support the organization at the budgeted level of \$2,500 per year.

##### c. Marketing Updates

i. Strategic planning update – Carl’s report is due in March. The information provided will influence the FY20 marketing plan.

ii. Winter campaign and content marketing report included in the board packet which outlines activity on social media channels, website analytics and digital campaign activity in November and December.

iii. A conference call with American Airlines and Whitefish CVB to discuss promoting AA’s new flights is planned. Discussions are underway with American Airlines and our state tourism partners to develop a cooperative marketing campaign promote the new flights. Partners will be MOTBD, Glacier AERO, Glacier Country, Whitefish CVB and Kalispell CVB.

iv. Diane will be representing Kalispell at the LA Travel Show and the Spokane Great Outdoor Show & Bike Expo in February and the Calgary Outdoor Show in March.

d. Group and M&C Updates

i. RFP's sent:

- 2019 MYSAs Showcase Soccer Tournament – June
- 2020 Association of Intermountain Housing Officers – November
- 2021 Council on Problem Gambling – June
- 2019 Communicator's Conference – September

ii. Proposals sent:

- 2019 MYSAs Showcase Soccer Tournament – June
- 2020 Association of Intermountain Housing Officers – Nov.

iii. Working numerous leads including discussion with MWED about a Montana Economic Development Association Conference for fall or spring of 2020.

iv. Groups won:

- MYSAs Showcase Soccer Tournament – June 15 - 16, 2019
- Montana League of Cities and Towns – 2020: with 500+ attendees, logistics will be a challenge. Kalispell will serve as a test case for holding the event in smaller cities.

v. Group assists:

- Montana Auto Dealers, June 2019 – helped with group activities
- Alumni Presidential Tour, March 2019
- Recreation in Montana Project, March 2019

Dawn was featured in an article the Flathead Beacon about her successful efforts to bring meeting and convention business to Kalispell.

A slate of board officers will be needed for the May board meeting for president, vice-president and treasurer. Dan Moderie's term is expiring in June.

Meeting was adjourned at 4:32 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

Kali spell Tourism Business Improvement District  
Summary of Financials  
March 6, 2019

TBID Funds – Expense Summary January 2019

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; misc. mileage & travel expenses; email accounts

Research, Education, Memberships: Strategic plan consultant expenses; Associated Chamber membership

Consumer: Monthly retainer for creative services/media buy; airport stocking fee; photo shoot expenses; media buy; travel show expenses – LA; show booth display

Meetings & Convention: Conference sponsorships MTPY; Bring It Home certificates; Smart Meetings coop

PR/Publicity: Content for consumer enews

KCVB Event Funds - Summary January 2019

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

Balance forward from 2018: 0

Income: \$0

Expenses: \$0

Balance: \$0

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

Balance forward from 2018: \$3,059.90

Income: \$1,039.60

Expenses: \$538.65

Balance: \$3,560.85

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 January 31, 2019

02/14/19  
Accrual Basis

	<u>Jan 31, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	150,802.11
1020 · Whitefish Credit Union	<u>56,768.74</u>
<b>Total Checking/Savings</b>	<u>207,570.85</u>
<b>Total Current Assets</b>	<u>207,570.85</u>
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	<u>25,230.44</u>
<b>Total Fixed Assets</b>	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<u><u>236,768.93</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>23,641.08</u>
<b>Total Accounts Payable</b>	<u>23,641.08</u>
<b>Total Current Liabilities</b>	<u>23,641.08</u>
<b>Total Liabilities</b>	<u>23,641.08</u>
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	<u>60,297.80</u>
<b>Total Equity</b>	<u>213,127.85</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>236,768.93</u></u>

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

02/14/19

Accrual Basis

	Jan 19	Jul '18 - Jan 19
<b>Income</b>		
4000 · TBID Revenue	0.00	394,442.00
4100 · Interest Income	24.97	112.09
<b>Total Income</b>	24.97	394,554.09
<b>Expense</b>		
5000 · Staffing	17,545.04	148,617.35
<b>5100 · Administrative</b>		
5199 · Other Admin	83.42	3,344.82
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.40	15.45
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	220.00	1,900.00
5140 · Office Supplies	47.75	389.22
5150 · Postage & Copies	22.66	1,142.90
5160 · Rent	700.00	4,900.00
5165 · Storage Unit	-60.00	215.69
5180 · Telephone	349.42	1,675.50
5185 · Travel & Entertainment	332.33	840.60
5190 · Technology Support	50.00	320.00
<b>Total 5100 · Administrative</b>	1,748.98	20,907.18
<b>5200 · Research &amp; Education</b>		
5255 · Strategic Planning	245.09	9,090.86
5240 · Research	0.00	28.94
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	100.00	3,565.00
5220 · Training & Education	0.00	900.22
<b>Total 5200 · Research &amp; Education</b>	345.09	20,285.02
<b>5250 · Web Site</b>		
5260 · New Website	0.00	16,715.00
5270 · Maintenance & Enhancements	0.00	790.51
5280 · SEO & SEM	0.00	494.89
<b>Total 5250 · Web Site</b>	0.00	18,000.40
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	200.00	2,799.00
5440 · Creative Services	0.00	16,000.00
5450 · Media Buy Online	9,383.84	21,883.84
5460 · Travel Show Attendance	459.81	4,254.81
5470 · Trade Show Booth	304.84	304.84
5480 · Airport Displays	75.00	650.00
5420 · E-Marketing	0.00	814.33
5496 · Visitor Guide & Niche Brochures	0.00	325.00
<b>Total 5400 · Consumer Marketing</b>	10,423.49	47,031.82
<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>	0.00	34,153.09
<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	2,593.00	8,950.62
5574 · M&C Collateral, Website	0.00	94.00
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5575 · Advertising/Enews	3,000.00	3,826.93

10:41 AM

02/14/19

Accrual Basis

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

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	<u>Jan 19</u>	<u>Jul '18 - Jan 19</u>
Total 5550 · Meetings & Conventions	5,593.00	23,608.78
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	10.00	2,409.78
5665 · Proactive & Reactive PR	0.00	1,268.93
5680 · Kalispell Branded Merchandise	0.00	1,024.41
Total 5650 · Publicity	<u>10.00</u>	<u>4,703.12</u>
Total Expense	<u>35,665.60</u>	<u>317,306.76</u>
Net Income	<u><u>-35,640.63</u></u>	<u><u>77,247.33</u></u>

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

	<u>Jul '18 - Jan 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	112.09			
<b>Total Income</b>	<u>394,554.09</u>	<u>606,000.00</u>	<u>-211,445.91</u>	<u>65.1%</u>
<b>Expense</b>				
5000 · Staffing	148,617.35	238,000.00	-89,382.65	62.4%
5100 · Administrative	20,907.18	29,000.00	-8,092.82	72.1%
5200 · Research & Education	20,285.02	18,500.00	1,785.02	109.6%
5250 · Web Site	18,000.40	37,000.00	-18,999.60	48.6%
5400 · Consumer Marketing	47,031.82	80,500.00	-33,468.18	58.4%
5500 · Event Marketing	34,153.09	93,000.00	-58,846.91	36.7%
5550 · Meetings & Conventions	23,608.78	80,000.00	-56,391.22	29.5%
5650 · Publicity	4,703.12	30,000.00	-25,296.88	15.7%
<b>Total Expense</b>	<u>317,306.76</u>	<u>606,000.00</u>	<u>-288,693.24</u>	<u>52.4%</u>
<b>Net Income</b>	<u><u>77,247.33</u></u>	<u><u>0.00</u></u>	<u><u>77,247.33</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	0.00	0.00	0.00	0.00	0.00	0.00	0.00
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	0.00	3,560.85	0.00	80.50	100.00	3,250.00	6,991.35

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

	Indoor Soccer	TOTAL
Ordinary Income/Expense		
Income		
4025.00 · Program Revenue	399.60	399.60
4700.00 · Special Events	640.00	640.00
Total Income	<u>1,039.60</u>	<u>1,039.60</u>
Gross Profit	1,039.60	1,039.60
Expense		
5060.00 · Bank Fees & Service Charges	24.49	24.49
5520.00 · Professional Fees	510.00	510.00
5420.00 · Office	4.16	4.16
Total Expense	<u>538.65</u>	<u>538.65</u>
Net Income	<u><u>500.95</u></u>	<u><u>500.95</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

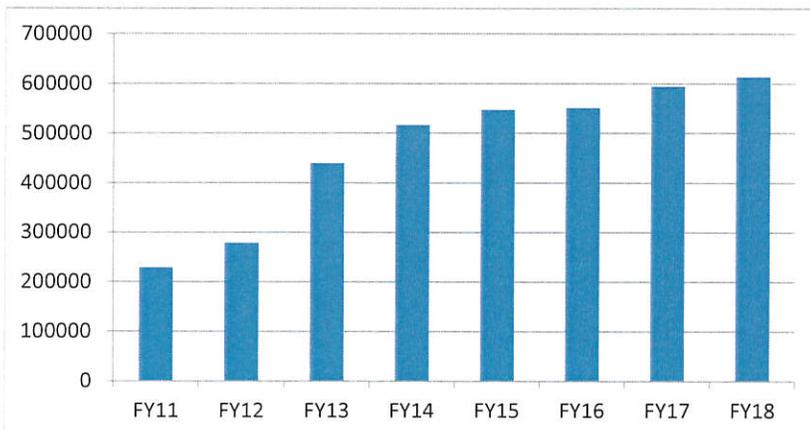
Total Gross Revenue	Projected	Actual	% Change
	\$525,000	\$596,513	14%
		<b>YOY comparison</b>	<b>6%</b>
	FY 2017	rm nights	FY17 vs FY16
Q1 JUL-SEP	\$ 235,046.00	117,523	12%
Q2 OCT-DEC	\$ 105,423.00	52,712	5%
Q3 JAN-MAR	\$ 100,134.00	50,067	-1%
Q4 APR-JUN	\$ 155,910.00	77,955	1%

### 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	\$ 108,100.00	54,050	2% *missing payment
Q3 JAN-MAR			
Q4 APR-JUN			



Program Description		Project	Program Total	Project	Program Total
<b>KCVB Combined Budgets FY'20</b>					
TBID Projected Revenue		\$ 658,000		Bed Tax Projected Revenue	\$ 140,000
FY'19 Carryover		\$ 10,000		FY'19 Carryover	\$ -
Total		\$ 668,000		Total	\$ 140,000
<b>Administration</b>					\$20,100
<b>Staffing</b>	Wages, benefits, employer expenses		\$244,530	Staff employer expenses	\$11,000
<b>Operations</b>			\$33,770		
	Rent	\$7,000		Rent	\$1,400
	Bank Fees	\$50			
	Phone	\$2,800			
	Office Supplies	\$1,470		Office Supplies	\$700
	Postage & copies	\$2,500		Postage & copies	\$750
	Audit - City of Kalispell	\$2,000		Audit - Chamber	\$1,420
	Audit - Chamber	\$3,000			
	Bookkeeping	\$3,000		Bookkeeping	\$2,500
	City of Kalispell Assessment Fee	\$5,000			
	Travel & entertainment expenses	\$2,000			
	Tech support	\$750		Tech support	\$300
	Equipment, software & furniture	\$1,000		Equipment, software & furniture	\$1,000
	Annual meeting	\$2,000		Miscellaneous	\$1,030
	TBID Directors & Officers Insurance	\$1,200			
<b>Marketing Support</b>			\$80,700		\$59,200
	Smith Travel Reports	\$6,700		TAC/Gov Conf	\$800
	Organizational Memberships	\$4,000		VIC staff - year round	\$36,000
	Training and Education	\$3,000		seasonal	\$3,400
	Research	\$6,000		Opportunity marketing	\$3,000
				Outreach	\$1,000
	Grant Program	\$15,000		Wayfinding	\$5,000
	Creative Agency Services	\$40,000		Joint Ventures	\$10,000
	Ares	\$6,000			
<b>Website</b>			\$35,000		\$ -
	Maintenance and enhancements	\$15,000			
	Website marketing (SEM-SEO)	\$20,000			
<b>Fulfillment</b>			\$ -		\$4,300
				phone (800 line)	\$100
				postage	\$4,000
				supplies	\$200
<b>Consumer Marketing</b>			\$74,500		\$32,400
	Photo and video library	\$5,000		Photo and video library	\$2,000
	Social Media administration	\$8,000		Social Media administration	\$2,000
	Media buy: print, digital, multi-media	\$41,000		Media buy: Print, digital, multi-media	\$23,000
	Travel show attendance	\$5,000		Travel show attendance	\$2,400
	Trade show booth display	\$2,000		Printed Collateral	\$3,000
	Airport visitor display	\$1,500			
	EMarketing	\$4,000			
	Travel guide and niche brochures	\$8,000			
<b>Events and Sports -Operations and Promotion</b>			\$55,000		\$2,000
	Spartan Race	\$30,000		Event Promotion - press/media	\$1,000
	Winter event	\$25,000		Event Promotion - print, digital, multi-media	\$1,000
<b>Groups and M&amp;C</b>			\$89,000		\$22,000
	Meeting Planner Shows	\$20,000		Print, digital & multi-media marketing	\$10,000
	Meeting Planner FAM	\$17,000		Group Marketing Personnel	\$12,000
	M&C and Group incentive program	\$18,000			
	Media buy: print, digital, multi-media	\$16,000			
	EMarketing	\$4,000			
	Group photo and video library	\$2,000			
	M&C collateral	\$2,000			
	Customer Relationship Mgmt System	\$6,000			
	M&C memberships	\$1,000			
	Sales calls	\$3,000			
<b>Publicity</b>			\$55,500		\$ -
	Travel media press trips/FAM	\$15,000			
	Proactive & reactive PR	\$35,500			
	Kalispell branded merchandise	\$5,000			
<b>TOTAL</b>			<b>\$ 668,000</b>	<b>TOTAL</b>	<b>\$ 140,000</b>

## Discover Kalispell FY20 Marketing Plan - Goals and Objectives

### Goals

1. Increase year-round visitations from non-resident domestic and international travelers.
2. Generate earned media for Kalispell in targeted U.S. and International markets.
3. Build relationships with visitors as demonstrated through increased usage, engagement and conversions on media platforms.
4. Continue to position Kalispell as the sports and event destination within northwest Montana. by building relationships with state and regional and national promoters, tournament directors as well as local organizations.
5. Provide sponsorships through the Discover Kalispell Grant program which enhance the visitor assets and economy.
6. Promote Kalispell as a destination for domestic and international tour group travel.
7. Continue to build database and relationships with tour operators, domestic and international.
8. Continue to build database and relationships with active meeting planners in key markets and segments.
9. Promote Kalispell and the services that Discover Kalispell provides to local businesses and organizations for meeting and convention referrals.
10. Play an active role as a voice for tourism in the state and the community through positive publicity and outreach and involvement in the downtown and core area redevelopment projects.

### Objectives

1. Increase occupancy at TBID hotels by 2% during FY20 (as measured by TBID Collections).
2. Increase unique visitors to website by 15% over FY19. ( FY18 = 172,178, 11% increase over FY17)
3. Increase visitor guide views and downloads on Discoverkalispell.com by 25%.
4. Increase consumer newsletter database by 10% over FY19 (equates to additional 1,370 opt-in subscribers).
5. Measure the engagement of followers with Discover Kalispell social media channels through increased retweets, comments, shares, clicks and conversions.
6. Host minimum of one press trip with travel media from key demographic or geographic markets.
7. Promote Kalispell for sports event travel through key industry publications and direct marketing to tournament organizers and promoters.
8. Successfully produce KCVB signature events: on budget and with increased room night pickup.
9. Increase database of qualified and interested meeting planners and tour operators by 30% over FY19 (equates to additional 356 opt-in subscribers).
10. Retain engagement of meeting planner and tour operator database through quarterly newsletters.
11. Attend two tradeshow to promote Kalispell as a meeting and group travel destination.
12. Host one meeting planner FAM of qualified planners who have never been to Glacier Country.
13. Connect and engage with meeting planners through one targeted advertising campaign.
14. Promote Kalispell to domestic and international tour operators through one advertising campaign.
15. Increase referrals to the KCVB Bring It Home program to a total of 40 referrals in FY20 (22 referrals in FY18).

## Discover Kalispell FY20 Marketing Plan – Key and Emerging Markets

### Consumer

High Potential Visitors – Family travelers, active matures

Outdoor Recreation – mid to lower level adventurers

Adventure Motorcyclists

Arts and Culture enthusiasts

Key Geographical Markets – Washington, California (Los Angeles), Illinois (Chicago), and Alberta.

Emerging Markets - Texas (Dallas), International markets (supported through Discover Kalispell's promotions with Rocky Mountain International and MOTBD).

Seasonal Focus:

Warm Season – Dallas, Los Angeles, Seattle, Spokane/CDA, Calgary, International markets

Winter and Shoulder Season – Spokane/CDA, Seattle, Calgary, Lethbridge, Chicago, Los Angeles

### M&C

Key Segment - Association Business-State, regional and national

Key Geographical Market – Seattle and the Puget Sound area including Tacoma, Olympia and Everett, Washington.

Emerging Market - Tour Groups/ Clubs, Domestic & International

**LA TRAVEL & ADVENTURE SHOW**

KCVB promoted Kalispell at the LA Travel & Adventure Show which was held in the downtown LA Convention Center February 16-17. We promoted the summer daily direct flight on America Airlines and Kalispell as the destination for a Montana/Glacier National Park vacation. Total attendance at show was 37,912 (2018 had 36,113). We feel it is a good market to be in if we continue to have the direct flight. The cost is costly so will discuss future attendance with board.

**SPOKANE GREAT OUTDOOR & BIKE EXPO**

KCVB promoted Kalispell at the Spokane show on February 23-24, our second year at this show. Although a smaller show in size, approximately 8,000 attendees, we feel it provides good ROI based on lower cost and number of interactions with eastern WA residents interested in our area. Majority of comments were that they had not been to our area for several years and looking for ideas for a long weekend destination. KCVB partners with Glacier Guides Montana Raft on this show. Recommend continuing next year.

**THE NEW DISCOVERKALISPELL.COM**

The newly designed website is producing results! Dawn has received direct inquiries from Tour Operators and meeting planners by finding DK.com and Dawn’s info through a Google search – Flathead Beacon Productions is doing a good job with SEO/SEM. We have also doubled the visitor guide downloads and requests for mailed copy as compared to January 2018. Through the increased visitor guide requests we also have received increased subscribers to our consumer database.

**STR REPORT – JANUARY**

Year over year, October OCC: -8.4% to 30.9%; ADR: -2.7% to \$74.06; RevPAR: -10.8% to \$22.91. Four properties did not report.

Kalispell Economy class OCC: +7.0%, ADR: -2.2%; Mid/Upper class OCC: -14.2%, ADR: -1.4%

Comp Set:	Occ %		ADR		Percent Change from January 2018					
	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Kalispell, MT+	30.9	33.8	74.06	76.11	-8.4	-2.7	-10.8	-5.8	5.6	-3.2
Missoula, MT+	37.8	40.7	79.78	77.74	-7.2	2.6	-4.8	-5.0	-0.3	-7.5
Butte, MT+	33.6	27.8	77.68	76.16	20.9	2.0	23.3	22.8	-0.4	20.4
Bozeman, MT+	64.5	55.4	85.78	82.78	16.3	3.6	20.5	22.0	1.3	17.8
Whitefish, MT+	36.8	31.4	86.87	91.33	16.9	-4.9	11.2	21.9	9.6	28.2
Rapid City, SD	34.7	33.0	60.11	62.40	5.0	-3.7	1.2	-1.3	-2.4	2.5
Coeur D Alene, ID+	38.6	35.9	97.24	94.77	7.5	2.6	10.3	10.3	-0.1	7.5
Bend, OR+	48.4	48.2	102.06	98.36	0.4	3.8	4.2	11.6	7.1	7.5
Spokane, WA+	44.3	44.6	91.90	92.70	-0.8	-0.9	-1.6	-0.7	0.9	0.2
Billings, MT+	46.7	37.0	88.18	88.24	26.2	-0.1	26.1	26.0	-0.1	26.1
Boise, ID+	53.6	54.2	103.58	102.05	-1.0	1.5	0.4	4.5	4.0	3.0
Great Falls, MT+	46.8	44.3	83.50	83.83	5.7	-0.4	5.2	11.7	6.1	12.1
Helena, MT+	50.7	44.4	92.93	87.86	14.4	5.8	21.0	28.2	6.0	21.2
Lethbridge, AB+	49.5	38.7	82.29	87.80	27.8	-6.3	19.8	19.8	0.0	27.8

# February 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2019 Herd Bull World Championship Northern Plains Pow Wow-June
- 2020 York Fun Club Tour-July

## Proposals Sent:

- 2019 Herd Bull World Championship Northern Plains Pow Wow-June
- 2020 York Fun Club Tour-July

## Working leads:

- 2019 NWF-National Wildlife Federation Board Meeting-September-working with planner on Kalispell information
- 2019 MT Communicator Conference-September-should be making their decision this month
- 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 WELD-Western Extension Leadership Development-May-still working on location
- 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
- 2021 Battalion Reunion (BIH)-May or June-provided materials for them to take to their 2019 conference to promote Kalispell
- 2020 Athena Pack Conference (BIH)-March-typically held in Bozeman and will consider Kalispell

## 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

## Groups Won:

- 2020 York Fun Club Tour-July
- 2019 Herd Bull World Championship Northern Plains Pow Wow-June

## Groups Assist:

- MHSA MT High School Association-provided grant information
- MT Farmer's Union-provided group restaurant and activity information
- Family reunion-provided information for activities
- Wedding-provided potential Kalispell Wedding venues and activities
- Flathead Conservation District-provided grant information
- Collette Tours-provided group restaurant information

## Future Conferences & Events:

- 2019 Northwest Regional App Challenge-May 10-12, 2019
- 2019 Plein Air Paint Out-May 30-June 2, 2019
- 2019 Spartan Race-May 4-5, 2019
- 2019 State Track Meet-May 24-26, 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 NWPPA Board of Trustees-September 11-12, 2019
- 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
- 2020 MT League of Cities and Towns-October 6-10, 2020

### **February Highlights**

- Confirmed Spartan Staff Rooms
- Worked on M & C portion of the Visitor Guide
- Worked on FAM campaign to promote planner sign-ups for June FAM
- Submitted social media posts for Smart Meetings (Glacier Country Co-op)-Twitter, Facebook, LinkedIn
- Attended Kalico reception-promotion of art and event center
- Be sure to check out the Flathead Beacon Article from January: <https://flatheadbeacon.com/2019/01/24/kalispell-aims-attract-conventions-conferences/>