

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – May 1, 2019  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**AGENDA**

3:00 pm Meeting Called to Order: Dawn Hendrickson, 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. Presentation by Alan Brooks, a member of a local Task Force that works on commercial sexual exploitation and exploitation of minors. The task force is a division of the local Homeland Security office and law enforcement. Alan will provide information on how the TBID properties and staff can assist in their efforts to decrease this illegal activity.

3. Event grant application – Northern Rodeo Finals. First time in Kalispell, has been in Butte since 2011. Approximately 110 contestants at this culmination championship event, October 24-26, 2019. Three days of competition, Thursday – Saturday evenings, plus juniors and warmup events during the day at Majestic Valley Arena. Three board meetings at host hotel, Wednesday, Friday and Saturday. Anticipate 250-350 room nights anticipated.

4. Board Action Items

- a) Approval of minutes from April 3, 2019
- b) Approval of TBID financial statements for March 2019
- c) Approval of sponsorship for the Northern Rodeo Finals event grant application

5. Board Discussion

- a) Event updates
  - i. Montana Indoor Soccer Championship financial report and survey
  - ii. Montana Spartan Race
- b) Event grant updates
- c) Marketing updates
- d) Group, M&C updates
- e) Wrap up of the 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner

Enclosures: April 3, 2019 minutes  
TBID financial statements for March 2019  
Event grant application – Northern Rodeo Finals  
KCVB reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman [dawn.hendrickson@hilton.com](mailto:dawn.hendrickson@hilton.com) or 406-890-7021  
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**  
**April 3, 2019**  
**3:00 pm**  
**Location: Kalispell Chamber Conference Room**

## **Minutes**

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

**Board Members Absent:** Janet Clark

**Staff Present:** Diane Medler, Vonnie Day

**Guests:** Scott Rieke, Best Western Flathead Lake Inn & Suites

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Meeting was called to order by Chair Zac Ford at 3:05 pm.

1. Hear from the Public – none

2. Board Action Items

a. Approval of minutes from March 6, 2019:

Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.

b. Approval of TBID financial statements for February, 2019:

Motion was made by Dawn Hendrickson to approve the financial statements. Motion was seconded by Lucy Weeder. Discussion: None. Board approved unanimously.

c. Approval of FY20 budget and marketing plan narrative. Motion was made by Janet Clark to approve the FY20 budget as proposed. Motion was seconded by Sean Morris.

Discussion: approval of the FY20 budget was tabled at the March meeting due to ongoing discussion of Kalispell Chamber's request for an additional \$7,900 to reimburse for services provided by Chamber staff to or on behalf of the CVB. Joe provided building usage cost analysis and a current appraisal to account for the additional \$7,900 requested. CVB rent will increase from \$700/mth (\$8,400/yr) to \$1,358/mth (\$16,296/yr). In FY19 the TBID budget covered \$7,700 of rent, \$700 from bed tax. The requested \$7,900 increase in rent for FY20 is in the bed tax budget. Funds will be moved from consumer and group marketing – Media Buy to cover the increase in Administration costs. The board discussed sending a letter to the Chamber board expressing concern about the significant increase in administrative costs being requested for FY20. The decrease in the overall marketing dollars for the CVB impacts the effectiveness of the marketing initiatives for both TBID and bed tax. There was discussion of increasing the TBID nightly fee at the TBID renewal in May 2020 to offset the loss of marketing funds. Board approved unanimously.

Motion was made by Dawn Hendrickson to approve the FY20 Marketing Narrative. Motion was seconded by Emily Schroeder.

Discussion: none. Board approved unanimously.

- d. Approval of application(s) to fill expiring board seat for a medium category property. Recommendation will be sent to City Council for approval. Applicants included Bryce Baker (My Place) and Dan Moderie (Super 8). A motion was made by Dawn Hendrickson to approve the application of Bryce Baker to fill the medium category property seat. Motion was seconded by Lucy Weeder. Discussion: Dan expressed willingness to withdraw his application to allow Bryce who represents the TBID's newest property to join the board. Board approved unanimously.
- e. A motion was made by Sean Morris to approve the following slate of officers to serve from May 1, 2019 through April 30, 2020: Dawn Hendrickson, chair; Emily Schroeder, Vice-Chair; Sean Morris, Treasurer. Recommendation will be sent to City Council for approval. Discussion: none. Board approved unanimously.

### 3. Board Discussion

#### a. Event updates:

**Montana Indoor Soccer Championship** – the event went well with 45 teams from Spokane, Sandpoint, Nelson, Cranbrook, Calgary, Bozeman, Helena, Polson, Missoula and the Flathead Valley competing. Survey responses have been very positive about the event. Most out-of-town respondents indicated they had stayed in hotels with very few opting for vacation rentals. Event merchandise was created on-site and on-demand with the tournament netting about \$400.

**The Spartan Race** takes place May 4 – 5. Vendors have been lined up and volunteers are needed. In 2020, the event will take place on Mother's Day Weekend.

#### b. Event grant updates:

Northern Rodeo Finals is planning to submit a grant request to help cover venue costs for an event the end of September or October, 2019. 110 rodeo contestants are expected. The grant application will be presented at the May board meeting. A local Harlequin Rabbits organization is exploring the possibility of doing their association's national show in Kalispell. Missoula hosted the national show 5 years ago.

#### c. Marketing Updates

- i. Flathead More Than Just Forests - Discover Kalispell and Glacier Country sponsored a film that highlights peak-season outdoor activities in the Flathead National Forest and outside Glacier Park. The film was released nationally and shared by campaign partners such as National Geographic, Outdoors and The Weather Channel. Discover Kalispell will have use of high resolution imagery and B-roll. The DK logo is included on the video and other promotional materials with a link to a campaign landing page.

- ii. Strategic plan draft review – consultant Carl Ribaudo's report contains recommendations for molding Kalispell's brand as a destination distinct from Whitefish or Bozeman and shifting emphasis from Kalispell's identity as a hub or gateway. Some of the findings from the strategic plan will be incorporated into the FY20 marketing plan. Board discussed importance of having the right agency to define the brand/marketing messaging based on this new strategic direction. Diane recommends that an RFP for a branding agency be issued. Branding services would be contracted in addition to the agency services provided by the Beacon. Diane will solicit estimates for that work. Other points discussed that were sparked by Carl's report were:

- It was recommended that we rethink the seasonal strategy and consider whether our winter ads create more business for Whitefish.
- Should we consider another winter event.
- What opportunities will FVCC's new performing arts center offer.

iii. Website and content marketing – Dawn has received inquiries from meeting planners who have found DK information through Google search. Meche received double the requests for visitor guides in January, 2019 as in January, 2018 and downloads from the website are up. Flathead Beacon Productions is managing SEO and SEM well.

iv. Other updates:

Diane attended three travel shows in February and March. All are good markets for Kalispell yet each has a unique cost vs. benefit:

- The LA Show – large event with 38,000 attendees. There was a lot of interest in our area and the direct flight, however the show is expensive and difficult for one person to manage. Recommendation: continue to attend if a partner will share the cost.
- The Great Spokane Outdoors and Bike Expo – smaller show with 6,000 attendees. Much less expensive to participate and an effective way to reach the eastern Washington drive market. Recommendation: continue to participate.
- Calgary Outdoor Travel and Adventure Show – 11,000 attendees. There was a lot of interest in Kalispell, many inquiries about camping. Recommendation: continue to participate as competition for the Calgary market from other Montana towns is increasing.
- STR reports for January and February were down, numbers are under review to analyze why the shift downward occurred for those two months.
- Forecasts for June look busy with the 3 Blind Refs Tournament, Herd Bull PowWow, and the Soccer Showcase taking place.

d. Group, M&C Updates

- A list of future conferences and events has been added to the board packet
- M&C bookings for 2020 are looking strong
- The CVB is going to submit an RFP for the Outdoor Media Summit, a conference in May of 2020. This group would be new to Montana and sounds like a good fit for Kalispell. Financial support for the conference would be requested from MOTBD and Glacier Country.

e. Discussion of 2019 state legislature bills impacting hotels and tourism . Diane briefed the board on tourism related bills in Joe's absence.

- HB 661 – Aviation fuel tax for community airports to help fund rural airports. Airlines oppose. The bill may pose a threat to traction gained in attracting new flights.
- SB24 - raises motor vehicle registration fee from \$6 to \$9 with increases to go to the grant program for trail development.

- An increase in bed tax to 8% looks likely with additional funds raised going to aquatic invasive species programs and governor's initiatives.

Other updates:

Scott Rieke encourages TBID properties to maintain rate integrity and retain ADR at high season level extending into September and October.

Meeting was adjourned at 4:27 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  
May 1, 2019

TBID Funds – Expense Summary March 2019

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; copies; email accounts

Research, Education, Memberships: Strategic plan consultant

Website: SEO/SEM management and ad buy

Consumer: Monthly retainer for creative services/media buy; airport stocking fee; airport brochure subscription revenue

Meetings & Convention: Airline ticket to IRU; E-pro Direct M&C email campaign

PR/Publicity: Travel guide copy; M&C newsletter content

KCVB Event Funds - Summary March 2019

Spartan 2019: (\$30,000 FY19 TBID) \*\*FY19 budget has not been transferred from TBID

Balance forward from 2018: 0

Income: \$1,250

Expenses: \$6,023.55

Balance: (\$4,773.55)

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

Balance forward from 2018: \$3,059.90

Income: \$17,410.99

Expenses: \$16,663.70

Balance: \$3,807.19

ARes 2019:

Balance forward from 2018: \$3,250.00

Income: \$17.75

Expenses: \$0

Balance: \$3,267.75

## Tourism Business Improvement District

**Balance Sheet**

As of March 31, 2019

	<u>Mar 31, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	209,724.81
1020 · Whitefish Credit Union	<u>56,768.74</u>
Total Checking/Savings	<u>266,493.55</u>
Total Current Assets	266,493.55
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<b><u>295,691.63</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>29,314.43</u>
Total Accounts Payable	<u>29,314.43</u>
Total Current Liabilities	<u>29,314.43</u>
Total Liabilities	29,314.43
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	<u>113,547.15</u>
Total Equity	<u>266,377.20</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>295,691.63</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY19

04/15/19

Accrual Basis

March 2019

	Mar 19	Jul '18 - Mar 19
<b>Income</b>		
4000 · TBID Revenue	108,100.00	502,542.00
4100 · Interest Income	27.47	157.26
<b>Total Income</b>	108,127.47	502,699.26
<b>Expense</b>		
5000 · Staffing	17,145.51	183,431.27
5100 · Administrative		
5115 · Annual Report/Mtg	0.00	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	3.00	21.40
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	290.00	2,370.00
5140 · Office Supplies	4.05	466.55
5150 · Postage & Copies	289.34	1,585.51
5160 · Rent	700.00	6,300.00
5165 · Storage Unit	0.00	215.69
5180 · Telephone	87.51	1,962.43
5185 · Travel & Entertainment	72.99	913.59
5190 · Technology Support	50.00	420.00
<b>Total 5100 · Administrative</b>	1,496.89	25,215.74
5200 · Research & Education		
5255 · Strategic Planning	8,666.00	17,756.86
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	0.00	1,020.22
<b>Total 5200 · Research &amp; Education</b>	8,666.00	29,071.02
5250 · Web Site		
5260 · New Website	0.00	16,715.00
5270 · Maintenance & Enhancements	0.00	790.51
5280 · SEO & SEM	1,499.50	5,023.50
<b>Total 5250 · Web Site</b>	1,499.50	22,529.01
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,799.00
5430 · Social Media Admin & Adv	0.00	2,963.88
5440 · Creative Services	4,000.00	20,000.00
5450 · Media Buy Online	0.00	25,883.84
5460 · Travel Show Attendance	0.00	7,164.75
5470 · Trade Show Booth	0.00	629.28
5480 · Airport Displays	-250.00	475.00
5420 · E-Marketing	0.00	814.33
5496 · Visitor Guide & Niche Brochures	0.00	510.00
<b>Total 5400 · Consumer Marketing</b>	3,750.00	61,240.08
5500 · Event Marketing		
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
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	537.71	8,054.77
5567 · Meeting Planner FAM	0.00	220.17
5570 · Meeting Planner Incentive Progm	0.00	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  
March 2019

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	<u>Mar 19</u>	<u>Jul '18 - Mar 19</u>
5575 · Advertising/Enews	100.00	3,926.93
Total 5550 · Meetings & Conventions	637.71	24,346.49
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,409.78
5665 · Proactive & Reactive PR	224.00	1,492.93
5680 · Kalispell Branded Merchandise	0.00	1,024.41
Total 5650 · Publicity	224.00	4,927.12
Total Expense	33,419.61	384,913.82
Net Income	<u>74,707.86</u>	<u>117,785.44</u>

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

	Jul '18 - Mar 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	502,542.00	606,000.00	-103,458.00	82.9%
4100 · Interest Income	157.26			
<b>Total Income</b>	<u>502,699.26</u>	<u>606,000.00</u>	<u>-103,300.74</u>	<u>83.0%</u>
<b>Expense</b>				
5000 · Staffing	183,431.27	238,000.00	-54,568.73	77.1%
5100 · Administrative	25,215.74	29,000.00	-3,784.26	87.0%
5200 · Research & Education	29,071.02	18,500.00	10,571.02	157.1%
5250 · Web Site	22,529.01	37,000.00	-14,470.99	60.9%
5400 · Consumer Marketing	61,240.08	80,500.00	-19,259.92	76.1%
5500 · Event Marketing	34,153.09	93,000.00	-58,846.91	36.7%
5550 · Meetings & Conventions	24,346.49	80,000.00	-55,653.51	30.4%
5650 · Publicity	4,927.12	30,000.00	-25,072.88	16.4%
<b>Total Expense</b>	<u>384,913.82</u>	<u>606,000.00</u>	<u>-221,086.18</u>	<u>63.5%</u>
<b>Net Income</b>	<u><u>117,785.44</u></u>	<u><u>0.00</u></u>	<u><u>117,785.44</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	(4,753.55)	(3,692.53)	0.00	0.00	0.00	17.75	(8,428.33)
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	(4,773.55)	3,807.19	0.00	80.50	100.00	3,267.75	2,481.89

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

	Indoor				TOTAL
	Spartan	Soccer	aRes		
Income					
4025.00 · Program Revenue	0.00	399.60	17.75	417.35	
4700.00 · Special Events	1,250.00	17,011.39	0.00	18,261.39	
<b>Total Income</b>	<u>1,250.00</u>	<u>17,410.99</u>	<u>17.75</u>	<u>18,678.74</u>	
Gross Profit	1,250.00	17,410.99	17.75	18,678.74	
Expense					
5000.00 · Direct Program	6,023.55	11,051.93	0.00	17,075.48	
5060.00 · Bank Fees & Service Charges	0.00	156.87	0.00	156.87	
5260.00 · Insurance	0.00	700.00	0.00	700.00	
5520.00 · Professional Fees	0.00	3,849.51	0.00	3,849.51	
5500.00 · Printing & Publications	0.00	213.50	0.00	213.50	
5400.00 · Miscellaneous	0.00	17.97	0.00	17.97	
5420.00 · Office	0.00	310.10	0.00	310.10	
5740.00 · Travel	0.00	363.82	0.00	363.82	
<b>Total Expense</b>	<u>6,023.55</u>	<u>16,663.70</u>	<u>0.00</u>	<u>22,687.25</u>	
Net Income	<u><u>-4,773.55</u></u>	<u><u>747.29</u></u>	<u><u>17.75</u></u>	<u><u>-4,008.51</u></u>	



Event/Program Grant Application

1. Contact Information

Business/Organization: Northern Rodeo Association

Designated Event Contact: Theresa Sorlie

Address: PO Box 1122

City: Billings State: MT Zip: 59103

Telephone: 406-252-1122 Fax:

Email: northernrodeo@gmail.com Website: www.northernrodeo.com

2. Event Information

Event Name: Northern Rodeo Association Finals

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

The NRA Finals consists of the Top 10 contestants that have qualified for the finals to compete for the Year End Championship. The finals is 3 days, with a performance on Thursday, Friday and Saturday night. We have 9 adult events and 2 junior events and each contestant will compete each performance. At our Finals, we bring in the best production, animal stock and provide a great event for our contestants and the community alike.

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

How will this event create room nights in Kalispell hotels from out of area visitors: The NRA itself brings in hundreds of staff, crew, contestants and family members. Furthermore, with this being our Finals, we have fans, other competitors and a strong association following that make plans to attend our Finals.

Anticipated number of room nights: 250-350 (# of rooms x number of nights = total room nights) Event Date(s):

Load in will be 10/23 with performances at 7pm on 10/24, 10/25 & 10/26 and load out on 10/27 Load-in Start Time: Load-out End Time: Venue

Location: Majestic Valley Arena - 3630 Highway 93 North Kalispell, MT. 59901

Event Start Time: 7:00 PM Event End Time: 10:00 PM

Estimated Attendance: 5000 People over the 3 days

Description of Audience: Our fans enjoy entertainment and family events. We have a mix of fan base that include 45+ that are loyal fans and then the 18-34 demo of action and western lifestyle seekers. The gaps are filled with families.

Is the event free to public, by invitation only or tickets for purchase: \_\_\_\_\_

This will be a ticketed event for the night performances. We also have our Junior Finals that will be on Friday morning at 10:00AM and will be free. We will send invites to local schools to come enjoy for Free

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

Television (include live telecast and air-time information): **We will have a comprehensive marketing campaign that will include TV, Radio, Digital, Print and Social Media with an estimated cash buy of \$15k - \$20K. TV will include but not limited to KCFW/KECI (NBC), KPAX (CBS) and Spectrum/Charter.**

Radio (include live broadcast and station information): Radio will include but not limited to Anderson Media Bee Broadcasting & Townsquare Radio

Print: Print will include but not limited to Flathead Beacon and Missoulian

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Additional media will be placed on social media outlets, local digital media buys, google ads, posters, billboards and website takeovers.

The NRA will promote through our website and social channels as well as the 27+ rodeos throughout MT.

List all corporate sponsors and provide description of sponsorship information: \_\_\_\_\_

The NRA Finals will be seeking local sponsorship from local businesses. However, the NRA does have the following partners of our Association: Murdoch's, John Deere, Eiker Trucking, Tres Rios (Buckles), Mark LaRowe (Photography), Willies Distillery, Copper Spring Ranch, First Interstate Bank & Northern Ag

Will there be proceeds from the event and who will retain them? Any proceeds from the event go back to the NRA to pay for prize money for the contestants.

Will food and/or beverage be distributed at the event and who retains revenue? \_\_\_\_\_

Concessions will be available through the Majestic Arena and they will retain all revenue

**3. Assistance Requested from the Kalispell Convention and Visitors Bureau**

Grant Amount Requested: \$7,500

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): These funds will help the NRA afford the rent and expenses related to the

Majestic Arena facility. Rent is estimated at \$6000 for rent, plus cleaning fees, A/V, additional panels for animals, ticketing, security, ushers and other auxillary expenses that we estimate to be near \$10,000 in total.

Will assistance be needed in arranging for room blocks? Yes X No \_\_\_\_\_

Provide details on requested assistance from other organization(s): N/A

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**4. History of Event**

How many years has this event been conducted: This will be our 45th Year

Site of last event: Butte Civic Center - Butte, MT

List how the event was promoted (list all media used): This event will be promoted using traditional media as well as an extensive state wide digital marketing campaign.

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

Flathead County Residents: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Other Montana Counties: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Provide breakdown of other counties and attendance per county: \_\_\_\_\_

\_\_\_\_\_  
Out of State: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

Out of U.S.: Participants: \_\_\_\_\_ Spectators: \_\_\_\_\_ Total: \_\_\_\_\_

**5. References**

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

Name: Joe Warner Title: NRA President

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: 406-253-4151 Email: glacieregold@centurytel.net

Name: Mike Cole Title: NRA Vice President

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: 406-253-4858 Email: mcole@libby.org

Name: Paul Eiker Title: Stock Contractor

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: 406-939-3775 Email: paul.eiker@gmail.com

I agree to the conditions of this application and post event report. I verify that the information submitted is accurate to the best of my knowledge.

Print Name of Applicant: Theresa Sorlie

Signature of Applicant: Theresa Sorlie Date: 4/23/2019

For Office Use Only

Date application received:



**Q3 (Jan-Mar) WEBSITE REPORT - DISCOVERKALISPELL.COM**

Unique sessions	24,120 (47% decrease) (no digital ads running in March)
Page views	107,840 (17% increase)
Pages/session	3.70 (123% increase)
Session duration	01:38 (53% increase)

Top states visiting site:

Montana	Texas
Washington	Idaho
California	Colorado
Illinois/Chicago (216% increase – campaign)	Florida
Utah	New York

Top cities visiting site:

Calgary	Chicago
Salt Lake City	Spokane
Whitefish	Dallas
Seattle	Missoula

Top referring sites:

Facebook ads	Ares Travel
Ad campaigns	Google.com
Montana.soccer	Instagram.com
News.google.com	RebeccaFarm.org
Azcentral.com	Cvent.com

Conversions:

Visitor guide requests: 614  
Consumer Newsletter subscribers (new): 897 (6.8% increase)  
Meeting Newsletter subscribers (new): 3

Top search terms:

Kalispell accommodations	Flathead lake
Kalispell montana attractions	Flathead lake glacier national park
Camping near kalispell mt	Jewel basin map
Event at Rebecca Farm	Glacier park montana
Downtown kalispell	Kalispell mt to glacier national park

**SOCIAL MEDIA REPORT - MARCH**

Twitter – 45,700 impressions; 3,635 followers – 41 new  
Instagram – 7,956 followers - 101 new; 612 posts  
Facebook – 36,050 likes; reach 87,560; impressions 146,506. 3 organic posts had over 10k reach (each)

**KALISPELL IN THE NEWS**

Earned media as a result of the international media fam held in October. Articles by Danielle Hartemink, who writes for RonReizen.nl, a major Dutch national newspaper.

<https://www.ronreizen.nl/reisverhaal/favoriet-montana-moment-conrad-mansion-museum>

<https://www.ronreizen.nl/type/rondreis/roadtrip-montana-missoula-kalispell>

**SPRING NEWSLETTERS**

Consumer newsletter sent to 14,446 subscribers. 22.98% open rate; 10.29% click rate

<http://email.connectablenews.com/t/y-79C116A1BCB5615B>

M&C newsletter sent to 1,043 subscribers. 24.09% open rate; 13.5% click rate

<http://email.connectablenews.com/t/y-D3786BD513EE954F>

Tour Operator newsletter sent to 167 subscribers. 39.24% open rate; 12.9% click rate

<http://email.connectablenews.com/t/y-02B83EA66F2EF6B4>

**STR REPORT – MARCH**

Year over year, OCC: -5.49% to 38.4%; ADR: - 0.5% to \$73.90; RevPAR: -5.9% to \$28.37. Three properties did not report.

YTD OCC: -3.8 to 36.2%; ADR: -3.0 to \$74.44; RevPAR: -5.9 to \$28.37

Kalispell Economy class OCC: -14.9%, ADR: +1.9%; Mid/Upper class OCC: -1.7%, ADR: -3.4%

**Current Month - March 2019 vs March 2018**

	Occ %		ADR		RevPAR		Percent Change from March 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Kalispell, MT+	38.4	40.6	73.90	74.29	28.37	30.15	-5.4	-0.5	-5.9	-0.6	5.6	-0.1
Missoula, MT+	49.2	57.0	85.69	86.26	42.19	49.19	-13.7	-0.7	-14.2	-9.5	5.6	-8.9
Butte, MT+	43.3	46.7	85.01	89.45	36.79	41.79	-7.4	-5.0	-12.0	-12.3	-0.4	-7.7
Bozeman, MT+	74.9	68.2	94.13	91.15	70.51	62.18	9.8	3.3	13.4	14.7	1.1	11.0
Whitefish, MT+	47.6	42.9	85.70	88.89	40.76	38.18	10.7	-3.6	6.8	17.1	9.6	21.4
Rapid City, SD	43.1	44.0	62.76	66.28	27.02	29.14	-2.0	-5.3	-7.3	-7.7	-0.5	-2.6
Coeur D Alene, ID+	57.4	55.9	100.23	100.33	57.52	56.12	2.6	-0.1	2.5	2.4	-0.1	2.5
Bend, OR+	62.4	68.4	113.33	112.35	70.72	76.85	-8.8	0.9	-8.0	-1.5	7.1	-2.3
Spokane, WA+	66.0	69.2	117.49	114.21	77.56	79.01	-4.6	2.9	-1.8	-0.9	1.0	-3.7
Billings, MT+	60.9	56.1	96.67	92.20	58.85	51.73	8.5	4.9	13.8	13.7	-0.1	8.4
Boise, ID+	71.7	74.5	108.91	111.08	78.08	82.77	-3.8	-2.0	-5.7	-1.8	4.1	0.1
Great Falls, MT+	57.0	60.5	92.92	91.10	52.95	55.14	-5.9	2.0	-4.0	1.9	6.1	-0.1
Helena, MT+	61.8	57.4	97.09	93.81	60.02	53.89	7.6	3.5	11.4	18.0	5.9	14.0
Lethbridge, AB+	66.7	47.8	84.87	86.18	56.63	41.23	39.5	-1.5	37.4	37.4	0.0	39.5



## ***Montana Indoor Soccer Championship***

**Flathead County Fairgrounds, March 15-17, 2019**

**Teams:** 45, Approximately 360 participants

**Divisions:** Youth boys and girls divisions of 07, 06, 05, 03/04, and High School

**Attending from:** Nelson and Cranbrook B.C., Calgary, Sandpoint ID, Spokane WA, Helena, Bozeman, Missoula, Polson, and the Flathead Valley.

**Venue:** Two turf fields at the Flathead County Trade Center Building. One turf at The Fort Indoor Soccer Facility, 2549 Highway 2 East.

### **Game Times:**

Thursday 5pm-10pm

Friday 4pm—11pm

Saturday 8am—11pm

Sunday 7am—5pm

### **Financial Summary:**

Total Revenue	\$27,410.99 (includes \$10,000 TBID sponsorship)
Total Expenses	\$19,172.00
Ending Balance	\$8,238.99

### **Survey results:**

88% were somewhat or very likely to return next year

For those that reside outside of the Flathead Valley, 82.3% stayed in hotel/motel

Overall satisfaction with the event: 4.4 out of 5

Positive comments: Everyone was very helpful, turf fields well received

Negative comments: Eliminate the second location, The Fort, have all games at the Fairgrounds. Reconsider the bracket system.



## Montana Indoor Soccer Championships (MISC)

### Participant Survey - Summary of Results

Overall, how satisfied were you with the 2019 MISC: [Average score 4.4 \(out of 5\)](#)

How likely are you to return to the MISC in 1-2 years: [88.1% were somewhat or very likely to return](#)

[Go back to single location](#)

[Eliminate the bracket system](#)

How satisfied were you with the tournament operations:

\*How satisfied were you with the tournament operations?

1 = Very Dissatisfied, 2 = Dissatisfied, 3 = Neutral, 4 = Satisfied, 5 = Very Satisfied

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
The Fairgrounds Trade Center as a game venue						16	4.8
The Fort as a game venue						16	3.1
Game schedule						16	4.0
Officiating						16	3.7
Turf fields						16	4.6
Spectator viewing						16	4.1
Food, beverage options						16	3.9
Volunteers, event staff						16	4.5
Event merchandise for purchase						16	3.9

\*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

[Everyone was very helpful](#)

[One bad experience with a ref](#)

[Fort as a venue was not good from spectator and playing perspective](#)

For those that reside outside of Flathead Valley, where did you stay: [82.3% stayed in Hotel/Motel](#)

Suggestions for improvement of the MISC:

[Get rid of the Fort as a game venue](#)

[Bracket system wasn't fair](#)

[Games went too late](#)

For those that reside outside of Flathead Valley, did you spend extra days and what activity did you most enjoy:

[Skiing at Big Mountain](#)

[Shopping](#)

# April 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2020 Outdoor Media Summit (OMS)-April or May

## Proposals Sent:

- 2020 Outdoor Media Summit (OMS)-April or May

## Working leads:

- 2020 POMA-Professional Outdoor Media Association-June-will have a decision the first part of March, still in the running, however they are considering Rapid City as a conference location 3/28
- 2020 MEDA-MT Economic Development Association-Spring or Fall-will start working with MWED
- 2020 MT Newspaper Association Annual Conference (BIH)-June-have not decided 2020 location-will continue communication with them
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-will start making plans following June conference
- 2021 MT Meat Processors Conference (BIH)-April-left message for contact – F/U 4/25
- 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 Game

## Leads Lost:

- 2020 AIMHO-Assn of Intermountain Housing Officers-November-Going to a Billings property

## Groups Won:

- 2021 MT District #5350 Conference (Rotary)-April-will hold their meeting in Kalispell-Hilton

## Groups Assist:

- 2021 MT District #5350 Conference (Rotary)-helped with offsite tour ideas
- 2020 WELD activity information, off-site venue suggestions, transportation
- 2019 International Conference of Low Volume Roads-Transportation
- 2019 Haas Technical Education Class-working on specific spouse outing itineraries

## April Highlights

- Vacation April 1-12
- Attended the MT Governors Conference on Tourism and Business Development
- Fam Campaign-Email blast to Eprodirect of 80,000 planners, 8,413 targeted planners through Eprodirect and our own database of up to 1,000
- Working on the FAM attendees
- Met with representatives from Rocky Mountaineers-new luxury rail car projected to launch in 2022
- Meetings Today-provided information for advertorial in June Issue that is featuring Montana
- Put together information for International Roundup April 30-May 2 in Spearfish, SD
- Working with Barry (2020 USS St Paul Assn) for site inspection in June