

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – August 7, 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. Event grant application presentation – Rob Eberhardy with Flathead Celtic Festival. Festival is moving to new location this year. They are requesting funds to go towards expenses related to judges for the highland games which is a major draw to out of market clans and spectators.

3. Board Action Items

- a) Approval of minutes from July 10, 2019
- b) Approval of TBID financial statements for June, 2019
- c) Approval of FY20 Discover Kalispell Visitor Development Grant program

4. Board Discussion

- a) Event grant updates
- b) Marketing updates
- c) Group, M&C updates
- d) FY20 marketing strategy and method implementation plan
- e) Round table discussion on what members are seeing, current trends in the hospitality industry

Enclosures: July 10, 2019 minutes  
TBID financial statements for June, 2019  
Discover Kalispell Visitor Development Grant program outline  
Event grant application – Flathead Celtic Festival  
FY20 marketing strategy and method implementation plan  
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**  
**July 10, 2019**  
**3:00 pm**  
**Location: Red Lion Hotel, Ballroom B**

# Minutes

**Board Members Present:** Dawn Hendrickson, Lucy Weeder, Emily Schroeder, Janet Clark, Bryce Baker, Zac Ford

**Board Members Absent:** none

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

**Guests:** Joseph Alexander, Red Lion Hotel, Scott Reike, Best Western PLUS Flathead Lake Inn & Suites; Heidi Gilmond, Red Lion Hotel

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Meeting was called to order by Chair Dawn Hendrickson at 3:06 pm.

**1. Hear from the Public – none**

**2. Board Action Items**

- a. Approval of minutes from June 5, 2019:  
Motion was made by Emily Schroeder to approve the minutes. Motion was seconded by Lucy Weeder.  
Discussion: none. Board approved unanimously.
- b. Approval of TBID financial statements for May, 2019:  
Motion was made by Lucy Weeder to approve the financial statements. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.
- c. Approval of application for board trustee position – to fill large property seat vacated by Sean Morris: Motion was made by Bryce Baker to approve the application submitted by Joseph Alexander. Motion was seconded by Lucy Weeder. Discussion: None. Board approved unanimously.

**3. Board Discussion**

- a. **Event updates:**  
**Spartan Race** – total number of racers in 2019 was 7,812, down slightly from 7,946 in 2018. The Beast had the highest percentage of racers that traveled over 500 miles to attend. The Sprint had the highest percentage that traveled over 200 miles. 50 states and 5 provinces were represented. Spartan will bring the Ultra, their most challenging race, to Montana in 2020. The dates for 2020 will be May 2 – 3. Event survey results have not been received yet.
- b. **Event grants** – the \$4,000 cash grant for the Northwest Rodeo Finals was divided between FY19 (\$2325) and FY20 (\$1675). Discover Kalispell will work with aRes to create a branded page for the event as a test case for future events. All hotels will be listed, no discounts or special rates. The event page will allow DK to track reservations for the event through Google analytics, reduce time spent setting up packages and more fully utilize aRes capacity.
- c. **Discover Kalispell Culture and Event Grant** (working title) – staff presented proposal to expand the event grant program to include projects and services that enhance the visitor experience and cultivate Kalispell's emerging brand as a unique destination. Examples of culture grants include interpretive

signs, water stations, murals and other public art, visitor kiosks, etc. The proposal includes additional reporting requirements for grant recipients, especially those receiving over \$1,000, and a scoring system to evaluate applications. The revised grant proposal will be on the agenda for the August 7 board meeting.

**c. Marketing updates:**

**Beer Now** – Discover Kalispell held a post excursion in Kalispell attended by 30 beer bloggers from across the U.S. After outdoor activities in Glacier Park, attendees gathered for a beer panel and mini brewfest featuring local breweries. The event was a good model for future pre-posts excursion events.

**Dallas Press Trip** – analytics from the flight campaign will be available at the next meeting. Discover Kalispell hosted two media influencers from Dallas and one from Chicago in recognition of the new Dallas flight. The influencers experienced bicycling in Glacier Park, kayaking on Somers Bay, and visits to Purple Mountain Lavender Farm, the Conrad Mansion and local restaurants. Earned media is being compiled and will be presented at the next board meeting.

**Visitor Guide Requests** – 1,910 requests for mailed guides have been fulfilled so far in 2019. The total number of requests for all of 2018 was 1,369. The surge in requests appears to be due to more prominent place of the guide on the new website and more importantly, due to retargeting adds on social media.

**Non-Resident Visitors spent \$614 million in Flathead County in 2018**, a 15% increase over 2017. The number of visitors was down but per capita spending was up. Flathead County was second only to Gallatin County in visitor spending. Outfitters/Guides were the 3<sup>rd</sup> highest category of expenditures. Discover Kalispell is working on adding online booking for activities to the website.

**d. Group, M&C updates:**

**IRU** – Dawn attended the 2019 IRU Conference in Spearfish, SD hosted by Rocky Mountain International (RMI). The show brings together international tour operators from seven different countries and suppliers from a five-state area. It was held in Kalispell in 2018. With Discover Kalispell's increased focus on tour operators, we're looking at ways to engage more closely with RMI. Tour operators are looking to expand winter/shoulder season inventory. Dawn is providing the list of IRU contacts from her appointments to TBID members for follow-up, however the list cannot be added to databases due to strict European spam laws.

**IPW** – Dawn attended the travel show in Anaheim, CA with a group of other Montana representatives. There were 6,000 buyers and sellers from seven countries. Dawn had 37 appointments. Montana reps held a total of 130 appointments. Tour operators are looking for more product in our area. Online booking capacity is essential. The 2020 IPW will be held June 30. Dawn will send contact information from her 37 appointments. Contact Dawn for an introduction to anyone she met with.

**FAM** – Discover Kalispell hosted four meeting planners for a day and a half in June in partnership with Glacier Country plus Whitefish and Missoula CVB's. Going forward, Discover Kalispell will focus on individual FAMs for tour operators. Dawn hosted a site visit for representatives of the USS Saint Paul group and obtained a signed contract before they left. A FAM for Rocky Mountain International Tours will be held in the fall.

## Other Group Updates

- The Ghost Town Preservation Society will decide in a couple weeks on their September 2020 meeting
- DECA is finishing up a three-year contract with Fairmont and will consider Kalispell for their 2021 & 2022 conference
- POMA will be returning to Kalispell in 2021
- Dawn distributed RFP for Montana Economic Development Association for Spring/2020
- Outdoor Media Summit – Kalispell was in the top two locations, Estes Park threw out more incentives. Kalispell is invited to submit a proposal for 2021.

f. **Strategic plan discussion** – since the plan is an extensive document, 15 minutes of monthly board meetings will be devoted to discussion.

### Item B – Marketing Strategy Integration/Transition

- Whitefish is capturing more room nights with their three new flagship properties. Their occupancy rate was the same as Kalispell's until the new properties opened in 2018. Our winter marketing has created room nights for Whitefish. Carl's recommendation is to redirect winter marketing to tour groups and possibly a new winter event.
- Kalispell has a pricing advantage although Whitefish is competitive with rates. Kalispell has no resort tax. The pricing advantage is not as favorable as it used to be.
- One of Carl's key recommendations is repositioning Kalispell as a destination rather than a hub. An understanding our strengths and weaknesses is essential to begin with. The board discussed that Downtown is what makes Kalispell unique from other parts of the valley, but while agreeing the draw of Downtown is increasing due to ongoing development, doesn't feel it's ready to "hang our hat on yet." Some board members encouraged the portrayal of Kalispell as the heart of the valley rather than the hub.
- Discover Kalispell website is the best vehicle to create awareness and brand positioning. A survey will be done to find out how people got to the site and how it was used in their travel planning.
- Projected results for implementing the recommended competitive strategy: an increased annual growth rate in unique visitors of 10 – 20% over the next five years.
- Professional help is needed to create consistent, compelling brand messages that resonate with our target market. Diane is putting out an RFP for a PR Agency/Brand Content Strategic Services contract which will be covered under the PR budget. Proposals are due July 30, 2019. The contract will be awarded by August 14.

Meeting was adjourned at 4:45pm  
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  
August 7, 2019

TBID Funds – Expense Summary June 2019

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

Research & Education: KDA membership; DMA West Conference expenses

Website: SEO/SEM management and ad buy

Consumer: airport stocking fee; social media admin/advertising; quarterly enews; creative services; photo shoot expenses.

Events: Sponsorship for The Event at Rebecca Farm

Meetings & Convention: IPW show expenses; M&C Fam expenses; conference/group incentives; advertising; meeting planners and tour operator quarterly enews.

PR/Publicity: Expenses for Beer Now post excursion and Dallas press trip

KCVB Event Funds - Summary June 2019

Spartan 2019: (\$29,000 FY19 TBID)

Balance forward from 2018: 0

Income: \$38,702.00

Expenses: \$39,486.83

Balance: (\$784.83)

Indoor Soccer 2019: (\$20,000 FY19 TBID) \*\*only used \$10,000 of approved budget

Balance forward from 2018: \$3,059.90

Income: \$27,560.99

Expenses: \$22,608.97

Balance: \$8,011.92

ARes 2019:

Balance forward from 2018: \$3,250.00

Income: \$27.07

Expenses: \$0

Balance: \$3,277.07

## Tourism Business Improvement District

**Balance Sheet**

As of June 30, 2019

07/24/19  
Accrual Basis

	<u>Jun 30, 19</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	120,326.70
1020 · Whitefish Credit Union	57,219.16
<b>Total Checking/Savings</b>	<u>177,545.86</u>
<b>Total Current Assets</b>	177,545.86
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<u><u>206,743.94</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,282.21
<b>Total Accounts Payable</b>	<u>17,282.21</u>
<b>Total Current Liabilities</b>	<u>17,282.21</u>
<b>Total Liabilities</b>	17,282.21
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	36,631.68
<b>Total Equity</b>	<u>189,461.73</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>206,743.94</u></u>

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

07/24/19

Accrual Basis

	Jun 19	Jul '18 - Jun 19
<b>Income</b>		
4000 · TBID Revenue	1,334.00	596,246.00
4100 · Interest Income	21.86	230.27
<b>Total Income</b>	<b>1,355.86</b>	<b>596,476.27</b>
<b>Expense</b>		
5000 · Staffing	17,454.18	235,839.38
<b>5100 · Administrative</b>		
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	5.20	32.50
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	250.00	3,040.00
5140 · Office Supplies	24.77	628.01
5150 · Postage & Copies	93.20	2,363.86
5160 · Rent	900.00	8,600.00
5165 · Storage Unit	0.00	215.69
5180 · Telephone	261.19	2,670.91
5185 · Travel & Entertainment	231.34	1,340.65
5190 · Technology Support	0.00	520.00
<b>Total 5100 · Administrative</b>	<b>1,765.70</b>	<b>30,372.19</b>
<b>5200 · Research &amp; Education</b>		
5255 · Strategic Planning	0.00	26,422.86
5240 · Research	0.00	28.94
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	1,000.00	4,565.00
5220 · Training & Education	1,341.00	2,564.38
<b>Total 5200 · Research &amp; Education</b>	<b>2,341.00</b>	<b>40,281.18</b>
<b>5250 · Web Site</b>		
5260 · New Website	0.00	16,715.00
5270 · Maintenance & Enhancements	0.00	790.51
5280 · SEO & SEM	1,499.50	9,522.00
<b>Total 5250 · Web Site</b>	<b>1,499.50</b>	<b>27,027.51</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	434.00	3,240.00
5430 · Social Media Admin & Adv	0.00	4,653.88
5440 · Creative Services	4,000.00	24,000.00
5450 · Media Buy Online	0.00	32,683.84
5460 · Travel Show Attendance	0.00	7,689.72
5470 · Trade Show Booth	0.00	629.28
5480 · Airport Displays	75.00	700.00
5420 · E-Marketing	457.64	1,721.92
5496 · Visitor Guide & Niche Brochures	0.00	4,510.00
<b>Total 5400 · Consumer Marketing</b>	<b>4,966.64</b>	<b>79,828.64</b>
<b>5500 · Event Marketing</b>		
5548 · Events Operations Management	0.00	6,000.00
5501 · Dragon Boat	0.00	18,377.86
5502 · Spartan Event	0.00	29,000.00
5504 · Winter Event	0.00	17,100.23
5549 · Other Event Marketing	500.00	7,175.00
<b>Total 5500 · Event Marketing</b>	<b>500.00</b>	<b>77,653.09</b>
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Meeting Planner Shows	1,404.66	13,698.32
5567 · Meeting Planner FAM	6,060.88	6,396.05
5570 · Meeting Planner Incentive Progm	3,666.94	14,157.81
5574 · M&C Collateral, Website	0.00	94.00

10:15 AM

## Tourism Business Improvement District

### Profit & Loss - FY19

June 2019

07/24/19

Accrual Basis

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	<u>Jun 19</u>	<u>Jul '18 - Jun 19</u>
5583 · Customer Relationship Mgmt Syst	1,500.00	6,000.00
5575 · Advertising/Enews	3,206.36	12,112.82
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>15,838.84</b>	<b>52,459.00</b>
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	5,076.93	9,108.39
5665 · Proactive & Reactive PR	0.00	1,492.93
5680 · Kalispell Branded Merchandise	0.00	1,024.41
<b>Total 5650 · Publicity</b>	<b>5,076.93</b>	<b>11,625.73</b>
<b>Total Expense</b>	<b>49,442.79</b>	<b>555,086.72</b>
<b>Net Income</b>	<b><u><u>-48,086.93</u></u></b>	<b><u><u>41,389.55</u></u></b>



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

	Jul '18 - Jun 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	596,246.00	606,000.00	-9,754.00	98.4%
4100 · Interest Income	230.27			
<b>Total Income</b>	596,476.27	606,000.00	-9,523.73	98.4%
<b>Expense</b>				
5000 · Staffing	235,839.38	238,000.00	-2,160.62	99.1%
5100 · Administrative	30,372.19	29,000.00	1,372.19	104.7%
5200 · Research & Education	40,281.18	18,500.00	21,781.18	217.7%
5250 · Web Site	27,027.51	37,000.00	-9,972.49	73.0%
5400 · Consumer Marketing	79,828.64	80,500.00	-671.36	99.2%
5500 · Event Marketing	77,653.09	93,000.00	-15,346.91	83.5%
5550 · Meetings & Conventions	52,459.00	80,000.00	-27,541.00	65.6%
5650 · Publicity	11,625.73	30,000.00	-18,374.27	38.8%
<b>Total Expense</b>	555,086.72	606,000.00	-50,913.28	91.6%
<b>Net Income</b>	<b>41,389.55</b>	<b>0.00</b>	<b>41,389.55</b>	<b>100.0%</b>

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	(1,750.00)	(6,696.08)	0.00	0.00	0.00	17.75	(8,428.33)
April 2019	28,706.64	7,625.78	0.00	0.00	0.00	9.32	36,341.74
May 2019	(23,445.87)	0.00	0.00	0.00	(200.00)	0.00	(23,645.87)
June 2019	(4,275.60)	(417.50)	412.67	0.00	0.00	0.00	(4,280.43)
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 (784.83) 8,011.92 412.67 80.50 (100.00) 3,277.07 10,897.33

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

Ordinary Income/Expense	Spartan	Indoor Soccer	Meetings/ Conv	Brochure	aRes	TOTAL
<b>Income</b>						
4025.00 · Program Revenue	1,245.00	399.60	525.00	0.00	27.07	2,196.67
4700.00 · Special Events	8,457.00	17,161.39	0.00	0.00	0.00	25,618.39
4410.00 · TBID Revenue	29,000.00	10,000.00	0.00	0.00	0.00	39,000.00
<b>Total Income</b>	<b>38,702.00</b>	<b>27,560.99</b>	<b>525.00</b>	<b>0.00</b>	<b>27.07</b>	<b>66,815.06</b>
<b>Gross Profit</b>	<b>38,702.00</b>	<b>27,560.99</b>	<b>525.00</b>	<b>0.00</b>	<b>27.07</b>	<b>66,815.06</b>
<b>Expense</b>						
5000.00 · Direct Program	29,372.11	16,002.63	0.00	0.00	0.00	45,374.74
5060.00 · Bank Fees & Service Charges	239.37	156.87	0.00	0.00	0.00	396.24
5260.00 · Insurance	1,410.50	867.50	0.00	0.00	0.00	2,278.00
5160.00 · Contributions & Scholarships	4,707.00	0.00	0.00	0.00	0.00	4,707.00
5520.00 · Professional Fees	1,000.00	4,519.51	0.00	0.00	0.00	5,519.51
5500.00 · Printing & Publications	0.00	213.50	0.00	0.00	0.00	213.50
5400.00 · Miscellaneous	493.38	39.87	0.00	0.00	0.00	533.25
5420.00 · Office	395.10	310.10	112.33	0.00	0.00	817.53
5740.00 · Travel	1,869.37	498.99	0.00	0.00	0.00	2,368.36
5050.00 · Bad Debt	0.00	0.00	0.00	200.00	0.00	200.00
<b>Total Expense</b>	<b>39,486.83</b>	<b>22,608.97</b>	<b>112.33</b>	<b>200.00</b>	<b>0.00</b>	<b>62,408.13</b>
<b>Net Income</b>	<b>-784.83</b>	<b>4,952.02</b>	<b>412.67</b>	<b>-200.00</b>	<b>27.07</b>	<b>4,406.93</b>

## **DISCOVER KALISPELL VISITOR DEVELOPMENT AND EVENT GRANT**

*Supporting initiatives that enhance the visitor economy*

Proposal: Discover Kalispell expands the Event Grant Program to include funding for projects and services that enhance the visitor experience and cultivate Kalispell's emerging brand as a unique destination.

### **EVENT GRANTS:**

#### **Sports events subsidies:**

- a. applications will be accepted pre or post bid.
- b. event must produce room nights at Kalispell hotels – marketing targeted to attract visitors from outside a 100 mile radius of the city of Kalispell.
- c. applications for shoulder/winter events will be weighted in the scoring process (i.e. will consider summer season grants).
- d. for cash grants under \$1,000, 25% of grant funds will be retained until post report is received.
- e. for cash grants of \$1,000 or more, no funds will be disbursed until pre-event requirements are met:
  - grant recipients must exclusively promote all Kalispell lodging establishment in any event promotions
  - direct link to lodging directory and/or event lodging packages on DiscoverKalispell.com
  - Discover Kalispell logo and website are included in promotional materials
  - Discover Kalispell is listed as a key sponsor on all event materials
  - once requirements are met, 50% of cash grant funds will be disbursed. The remaining 50% of funds will be retained until post-event presentation and report are completed.

#### **New or expanding events:**

- a. sports, festivals, concerts, lecture series, equestrian competition
- b. must produce room nights at Kalispell hotels - marketing targeted to attract visitors from outside a 100 mile radius of the city of Kalispell
- c. additional points will be given for shoulder/winter season events in scoring of grant applications, summer season grants will be considered
- d. for cash grants under \$1,000, 25% of grant funds will be retained until post report is received
- e. for cash grants of \$1,000 or more, no funds will be disbursed until pre-event requirements are met:
  - grant recipients must exclusively promote all Kalispell lodging establishment in any event promotions
  - direct link to lodging directory and/or event lodging packages on DiscoverKalispell.com
  - Discover Kalispell logo and website are included in promotional materials
  - Discover Kalispell is listed as a key sponsor on all event materials
  - once requirements are met, 50% of cash grant funds will be disbursed. The remaining 50% of funds will be retained until post-event presentation and report are completed

**VISITOR DEVELOPMENT GRANTS** – Projects or services that enhance the visitor experience:

- a. eligible: for-profit businesses, non-profit organizations, government agencies, or individuals
- b. match requirement: 50:50, 60:40
- c. project must be located in Kalispell
- d. for cash grants under \$1,000, 25% of cash grant funds will be retained until project has been completed and post report has been received
- e. for cash grants of \$1,000 or more, no funds will be disbursed until project requirement is met:
  - Discover Kalispell is recognized as a sponsor in project collateral and/or media
- f. for cash grants of \$1,000 or more, 50% of grant funds will be retained until post-project presentation and report are completed.
- g. non-profit organizations: grant funds may be disbursed prior to project completion at board’s discretion.

**New requirements of all grant applicants:**

- a. presentation to board at time of application
- b. scoring system used by staff and board to evaluate and award grants (scoring criteria based on size and type of grant)

**Scoring System**

**a. Event grant application scoring system:**

Number of room nights	20
Shoulder/Winter Season	15
New or growing event	15
Marketing plan	10
Sustainable in future years	10
Lead- time to promote event/lodging	10
Marketing opportunities for DK	5
Appeal to Kalispell tourism market	5
Economic impact to Kalispell	5
Other sponsorships	5

Total points 100

**b. Visitor Development grant application scoring system:**

Project plan and viability	20
Project budget	20
Alignment of project with Discover Kalispell brand	15
Appeal to Kalispell tourism market	15
Enhancement of Kalispell’s visitor amenities	10
Project Timeline	10
Other partners/sponsorships	10

Total points 100

Discover Kalispell staff will evaluate and score applications when submitted. A minimum score of 70 is required to present application to the TBID board for consideration.

**Estimated Values of Discover Kalispell In-Kind Assistance** – the board will sometimes award in-kind grants using the following values:

- |   |       |
|---|-------|
| a. Feature event or project on Discover Kalispell website   | \$500 |
| b. Feature on Discover Kalispell social media channels: Facebook, Twitter, Instagram                        | \$500 |
| c. Highlight event or project in monthly enews to local tourism partners                                    | \$250 |
| d. Feature event or project in quarterly consumer enews, 15,000+ database                                   | \$350 |
| e. Provide general promotional recommendations  | \$250 |
| f. Professional photographic images of project on Discover Kalispell channels, tagging project organization | TBD   |
| g. Donations of lodging, meeting rooms and other amenities will be determined on a case by case basis.      |       |

## FOR CONSIDERATION BY BOARD IN APPROVING NEW GRANT PROGRAM:

### Examples of Visitor Development Grants

- interpretive signs
- water stations
- bike service station
- app that showcases outdoor art or trail system
- expansion of trail to better service hotels
- ski bus
- x-country ski trails
- murals and other public art
- sculptural bike racks
- visitor kiosk
- wayfinding signage
- research project related to increasing tourism in Kalispell

### Strengths of Visitor Development Grants

- expansion of the scope of the grant supports branding initiative for Kalispell as a unique and worthy destination
- new tourism products and services drive business
- facilitate amenities to enhance visitor experience
- leverage earned media coverage to promote brand
- engage new community partners – e.g. Kalico, KAOS, Kalispell Arts Council, trails, ski groups, performance groups, etc.
- allows TBID to have a voice in shaping Kalispell as a destination
- empowers community members to put their ideas in action
- recipient projects may yield year-round benefits, events typically attract visitors for short stays
- projects/services will be located in Kalispell, events are often held outside Kalispell due to lack of venues in the city

### Considerations

- Visitor Development grants won't be directly tied to room nights – event grants do not always yield room nights
- Measuring ROI won't be equated to number of room nights – we already struggle with determining room night yields due to lack of reporting from hotels for a number of reasons. Other ways to measure ROI: social media, attendance at events, media coverage, strengthening community relationships, VIC counts, requests for information
- ROI may be longer term
- Visitor Development grants result in increased amenities in the community. Walkable downtown, public art, access to trails, places to eat and drink are examples of amenities that build the value of Kalispell as a destination.

**TBID EVENT GRANT APPLICATION SUMMARY – Flathead Celtic Festival**

Board Meeting – 7/10/19

Event: 5<sup>th</sup> Annual Flathead Celtic Festival  
 Applicant: Jenny Penttila  
 Location: Centennial Farms  
 Dates: September 13 – 14, 2019  
 Request: \$1,000 plus 4 rooms for 2 nights (8 room nights).

Festival is moving to a new location at Centennial Farm, McMannamy Draw.

Grant funds would be used to secure judges and volunteers to run the Highland Games which is the largest draw for Canadians and OOM.

Anticipated number of room nights: 100, last year was 125

Last year’s attendance:

Flathead County:	175 participants	860 spectators	Total	1035
Other MT counties:	89 participants	550 spectators	Total	639
Out of state:	84 participants	374 spectators	Total	458
Out of US:	20 participants	50 spectators	Total	70
	368	1834		2202





Event/Program Grant Application

1. Contact Information

Business/Organization: Flathead Celtic Festival

Designated Event Contact: Jenny Penttila

Address: P.O. Box 16913

City: Kalispell State: MT Zip: 59904

Telephone: 406-885-7367 Fax: —

Email: jenny.p.fcf@gmail.com Website: www.flatheadcelticfestival.com

2. Event Information

Event Name: 5th Annual Flathead Celtic Festival

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

Friday 3-7 and Saturday 9-7. The purpose of the event is to provide a free, family friendly event for the valley and region, to provide education on Celtic culture, and have a good time! There are activities throughout each day including: entertainment stage with Irish and Scottish music and dance, Highland games on Saturday with men's, women's, children's, and novices divisions, 8 clan and family tents, kids activities, 4 tents selling local beer and mead, 9 food vendors, and 15 craft vendors.

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

How will this event create room nights in Kalispell hotels from out of area visitors: Last year there were 125 room nights that we had knowledge of. We had a large number of visitors from out of state and Western Montana. This was corroborated with information from the parking lot, info booth, vendors, and athletes. We have already received inquiries on lodging, and we continue to invite more athletes, clans, and spectators

Anticipated number of room nights: 100 (# of rooms x number of nights = total room nights)

Event Date(s): September 13th and 14th

Load-in Start Time: 12:00 (noon) Sept 13th Load-out End Time: 8:00pm Sept 14th

Venue Location: Centennial Farm 563 McMannamy Draw, Kalispell, MT

Event Start Time: Sept 13<sup>th</sup> 3-7 Event End Time: Sept 14<sup>th</sup> 9-7

Estimated Attendance: 1500 - 2000 We are moving to a new location. We will be able to get precise attendance numbers

Description of Audience: Our audience is comprised of individuals and families of all ages

Every year our attendance grows. We get new and returning spectators and participants from across the state, region, and Canada.

Is the event free to public, by invitation only or tickets for purchase: The event is free and open to the public. We do ask for a donation for parking.

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

Television (include live telecast and air-time information): None scheduled at this time. We will contact the local stations when the event is closer.

Radio (include live broadcast and station information): The event has been sent to all local stations for their community calendars. We will have radio ads when the event is closer. Interviews will take place prior to the event on KOFI, KGEZ, + Bee Broadcasting.

Print: We will purchase ads in newspapers and solicit local print media for articles and spotlights. Flyers will be distributed throughout the valley and region. Our event is publicized in national newsletters through clans and other Celtic publications.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Festival website and social media including Facebook, Instagram, Twitter (5000+ reach), as well as websites/social media of athletes, performers, clans, vendors, and volunteers.

List all corporate sponsors and provide description of sponsorship information: In Kind: Glacier Bank, Bias Brewing, Flathead Lake Brewing Co, Tamarack Brewing, Montana ACE, Walkers Shortbread, Murphys Liquor Store, Funds: Calm Animal Care, VFW Post 2252, Tamarack Brewing, Parkside, Stoneport, Copper Mountain Coffee, Kalispell Chamber

Will there be proceeds from the event and who will retain them? Any proceeds from the event will be retained by Flathead Celtic Festival for next year's event.



Will food and/or beverage be distributed at the event and who retains revenue? Yes there will be food trucks, and individual vendors retain revenue. Beer will be sold in the beer garden. Flathead Celtic Festival retains the revenue from beer sales.

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

Grant Amount Requested: \$1000.00 and 4 hotel rooms for 2 nights.

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): KCVB Event Grant funds would be used to secure the judges and volunteers needed to run the Highland Games. This is a large draw for the event, and the single entity within the festival which is assured to have the largest draw from Canada and out-of-state. Also, there is no other event like this in the Flathead.

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

Provide details on requested assistance from other organization(s): We request monetary assistance/sponsorship from local businesses. We also apply for grants through the State of Montana as well as community grants.

### 4. History of Event

How many years has this event been conducted: this will be the 5<sup>th</sup> calendar year

Site of last event: Heron Park

List how the event was promoted (list all media used): radio (interviews/ads) newspaper ads and articles, statewide tourism magazine, local and statewide event pages, social media (Facebook, Instagram, Twitter, YouTube)

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

Flathead County Residents: Participants: 175 Spectators: 860 Total: 1035

Other Montana Counties: Participants: 89 Spectators: 550 Total: 639

Provide breakdown of other counties and attendance per county: Counties represented: Flathead, Lincoln, Lake, Missoula, Hill, Cascade, Ravalli, Sanders, and Silver Bow. Exact numbers not known.

Out of State: Participants: 84 Spectators: 374 Total: 458

Out of U.S.: Participants: 20 Spectators: 50 Total: 70

5. References

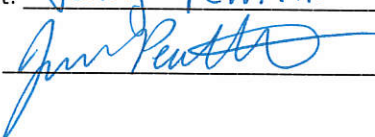
Please list three references who have been involved with this organization and/or event:

Name: Gabe Meriman Title: Co-Owner, General Manager Bias Brewing  
Address: 409 1st Ave East  
City: Kalispell State: MT Zip: 59901  
Telephone: 406-730-3020 Email: \_\_\_\_\_

Name: CJ McKee Title: Parkside Federal Credit Union  
Address: Parkside Credit Union 1300 Baker Ave  
City: Whitefish State: MT Zip: 59937  
Telephone: 406-862-2652 Email: \_\_\_\_\_

Name: Julie Tuck Title: Owner, Through the Lens 406  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: 406-871-4834 Email: throughthelens.406@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: Jenny Penttala  
Signature of Applicant:  Date: 7/5/19

For Office Use Only

Date application received:

## FY 20 Marketing Segment and Method Implementation Plan

(red text indicates the FY20 Goal and Objective that the strategy aligns with)

### Strategic Brand Promotion

1. Develop the Destination – **G 5 & 10**
  - a. Research – Tourism Sentiment Index (TSI), Visa Vue, Arrivalist, ITRR
  - b. Influence the perception of locals – we are a destination community. Promote consistent brand messaging and Kalispell Discovery Guides.
  - c. Organizational development and capacity analysis – FY20 staff planning retreat with defined action items.
  - d. DK's involvement in destination development projects:
    - i. Glacier AERO
    - ii. DK grant program
    - iii. Downtown art, core and rail redevelopment
  
2. Promote the Destination – **G 1-4 / O 1-6**
  - a. Brand promotion - Destination community in itself, not just its proximity to what surrounds us.
    - i. PR-Content Strategy Services – to advise DK and agency on brand strategy and guidelines and develop consistent messaging through all communication channels.
  - b. Seasonal strategy:
    - i. Winter:
      1. Tour groups
      2. Events
      3. SEO-SEM for brand awareness in target markets
      4. Quarterly enews
    - ii. Warm Season: Full GTTS open messaging/target markets vs Partial GTTS open messaging/target markets
  
3. Lead the Destination – **G10**
  - a. Committees/boards that are the most productive use of our time and support the marketing plan:
    - i. Core and Rail Trail Project - DM & VD
    - ii. Downtown Art / KDA - VD
    - iii. CMM/Museums - DM
    - iv. Glacier AERO - DM
    - v. Sports Community - DJ
  - b. Communicating tourism's worth and importance in local community. Develop statement/talking points when confronted with sentiment of over-tourism. Change the perception to visitations = benefit to economy.



#### 4. Measuring ROI

- a. Goal: Increase Average Annual Occupancy by 2% per year to achieve an average annual occupancy for Kalispell at or above 60% by June 30, 2024 (based on STR Report).
- b. FY19 projected average annual occupancy = 51.3%
- c. KPI's to gauge effectiveness of DK's initiatives to achieve 2% increase during FY20:
  - i. M&C: measured by contracted room night pick up
  - ii. Tour Business (FIT and Group): measured by reporting from hotels and tour companies during FY20.  
\*By FY21 KCVB to implement training and program for hotels to contract with and increase product from inbound tour operators which will provide increased room nights and more accurate reporting.
  - iii. Events: measured by room night picked through aRes event registration pages, and reporting from hotels and event organizers.
  - iv. Consumer: measured by
    - a. Engagement with destination: website unique visitors, VG requests, clicks to lodging page and aRes, newsletter sign ups, Tourism Sentiment Index (TSI) report.
    - b. Visitation data: STR report, Visa Vue, short term rental data from City.
- d. Create dashboard for consistent reporting on KPI data.

#### Group Sales

1. Meetings & Conventions – **G 8 & 9 / O 9, 10, 13, 15**
  - a. Shift priority of initiatives and budget spent in M&C to 40% (versus 70% in FY19).
  - b. Continue to increase database of qualified planners for e-news
  - c. Pursue new segments:
    - i. Military
    - ii. Senior Groups
    - iii. Pre-Post Excursions
  - d. Bring It Home – refine program, update collateral, schedule 4 presentations to local business groups throughout year
  - e. FAMS - Eliminate participation in group FAM. Instead schedule two individual FAMS based on past requests and database.
  - f. Advertising:
    - i. Focus ad dollars on resource manuals in publications and websites that support DK markets.
    - ii. Survey campaign
    - iii. Purchase lists
  - g. Hot Dates – create web page promoting stay-over dates with best deals and added value.
2. Tour Operator/Travel Buyer Market – **G 6 & 7 / O 10, 11, 14**
  - a. Shift priority of initiatives and budget spent in Tour Operator/Travel Buyer to 60% (versus 40% in FY19).

- b. Education – educate TBID managers/sales teams how to work with TO’s and potential year-round benefits.
  - c. Continue to increase database of tour operators interested in MT for e-news
  - d. FAMS – host a fall and spring FAM for strongly engaged TO’s who have not been to Kalispell.
  - e. Advertising:
    - i. Research radio stations to partner with using same model as Spokane fall 2018.
    - ii. Plan tour group to attend Frosty Brewfest and BWDC tour
    - iii. Research advertising opportunities with RMI and coop partnerships with MOTBD/GC
  - f. Trade Shows :
    - i. Continue with IPW and IRU
    - ii. Possibly add one additional show (ABA, NTA, GO West Summit)
3. IDSS – **G 7-9 / O 9**
- a. Better utilize system increasing practical knowledge of functionalities and benefits
  - b. Schedule weekly training sessions for staff to increase use and efficiency of staff time
4. aRes – **G 1 / O 1, 2, 8**
- a. Understand and fully utilize available reporting
  - b. Use group and event services for conferences and events to fully utilize subscription and increase bookings
5. Group Committee – **G 9 / O 15**
- a. Provide valuable and pertinent industry information to TBID hotels
  - b. Promote networking and collaboration opportunities with industry professionals in Whitefish
6. Group Grant – **G 9 / O 9, 15**
- a. Provide incentives to encourage groups to book business in Kalispell
  - b. Revise existing program and create a post event report requirement

## Website

1. Kalispell Discover Guides – add three new KD Guides by end of 2019 - **G 1-3 / O 2, 3**
  - a. Promote in social media, campaigns, enews, and visitor guide
2. New/enhanced Content – **G 1 -3 / O 2, 3**
  - a. Update brand messaging
  - b. Add rivers/lakes page
  - c. Review and refine Winter activities page
  - d. Add vintage shopping page
  - e. Add gift ideas, also use in quarterly enews. Take from visitor guide
  - f. Hot Dates – subpage of M&C section, calendar showing dates of promotional rates
  - g. Book an Activity – add links to activity vendors that offer online booking. Ultimately move to aRes.

3. aRes – Booking types – **G 1, 3 / O 1, 2**
  - a. Consumer – incentive for consumers: one-stop shopping for lodging and activities.
  - b. Events/Sports – create event booking pages for better tracking of room nights generated.
  - c. Conferences – won't use aRes for conferences that have a contract with specific hotel.
  - d. NOTE: starting 2<sup>nd</sup> year of a 3 year contract with aRes, need to maximize ROI.

## Events

1. Indoor Soccer – **G 4 / O 7, 8**
  - a. Determine entity to serve as tournament director for 2020 MT Indoor Soccer Championship
  - b. Adult tournament – work with existing Adult tournament to explore potential for out of market growth. Hold weekend before or after CVB event to maximize use of installed turf.
2. Winter Event – **G 4 / O 7, 8**
  - a. Leverage existing events:
    - i. Frosty the Brewfest – coordinate bus tour package from Spokane/Alberta
    - ii. Skijoring at Rebecca Farm?
  - b. KDA create downtown New Year's Eve event. (example: Flathead Cherry Drop)
3. New Events – ideas – **G 4 / O 7, 8**
  - a. Pow Wow – possible partnership with FVCC/Fairgrounds.
  - b. Speaker and workshop attractive to young art/professional demographic. FVCC art department and U of M possible resource/partners.
  - c. National promoter (Spartan type scenario) for 2022
    - i. Sports Destination Management network
    - ii. ESports tournaments

## Grant Program – **G 5, 10 / O 1**

1. Expand scope of current grant program to include Culture as well as Event grants – infrastructure, services, products, amenities that attract and/or enhance visitor's experience.
  - a. Board approval August 2019, launch September 2019.

## Visitor Information Center – **G 3, 9, 10 / O 2, 3, 4**

1. Interactive technology
2. Product sales
3. Recruit new volunteers
4. Connect VIC with community



### KALISPELL VIC

Summer hours: Mon-Fri 8am-5pm; Saturday 10am-4pm; Sunday 10am-3pm. Please make sure we have an ample supply of your property's rack brochures and that you stop by and pick up visitor guides and maps to have for your guests.

### VISITOR GUIDE REQUESTS

Postal requests Jan through June = 1,788 (total for 2018 was 1,369)

### KALISPELL IN THE NEWS

Northwest Travel & Life Magazine, July/August issue – focus on Celebrating our National Parks. Kalispell was included as a feature within the article on GNP as the Gateway City and DiscoverKalispell.com was included in the “When You Go” infographic as the source for area information.

### DIGITAL UPDATES – June

- Website Users were down 13% due to a smaller ad spend. Overall session duration was up 18% averaging at about 1m 40s, total page views also stable.
- A dip in Facebook impressions due to the decrease in ad spend. We hit 100k for organic reach with posts. Post engagement averaged at 4% for the month.
- 103 new Instagram followers - current followers are about 8,300
- Inbound Flight Campaign - we shifted remaining ad budget from Display to Search which resulted in 34 conversions from Google Search - reinstating that this was a good shift in funds. Facebook ads resulted in 42 requests on the site and 266 on the form even with an 85% decrease in budget. A great ending to the flight campaign.
- Visitor Guide Requests on the website totaled 384 for the month of June -- 342 of which came from digital ad efforts.
- SEM – spent \$1,669 and received 31,955 impressions, 927 clicks, 2.9 CTR, \$1.80 avg CPC. Top key words – Kalispell, travel montana, flights to montana. Kalispell airport, glacier national park airport, flights to glacier national park.

### INBOUND FLIGHT CAMPAIGN RESULTS

**DFW Market - Total Campaign Data: 3.2M impressions, 26,504 clicks, avg. 0.83%CTR, spend \$59,855**

- Total spend \$59,855 – funded by MOTBD and Glacier AERO
- Digital campaign delivered 18k+ sites visitors to dedicated landing page on visitmt
- 3.9k conversions, highest volume from paid social ads
- Outbound clicks from landing page: 62% went to OTA's, 28% went to Kalispell community or Kalispell lodging page (1,010 conversions).
- Native ads generated 142k impressions, 200 clicks = 0.51% CTR
- Programmatic banners delivered 1.46M impressions, 2k clicks to landing page, 18% of those users visited a next page or converted on an exit link click.
- Paid social media ads delivered 1.4m impressions, 10,922 engagements, 18,914 ad clicks

**LAX Market:**

- Electronic billboards at John Wayne Airport provided 421k total spots (x's ads shown) for an estimated 4.8M impressions. Funded by Glacier AERO.
- DK paid social ad campaign:
  - Website traffic ads generated 880,941 impressions, 13,051 clicks to website, 111 visitor guide requests.
  - Retargeting ads delivered 214,345 impressions, reaching 14,364 users, 5,577 clicks to website and 909 visitor guide requests.

**ORD Market:**

- Electronic billboards at two Chicago Metra transit stations. Total plays = 269,012 (includes both Explore Whitefish and Discover Kalispell video ads). Funded by Glacier AERO.

**DK Campaigns in LAX and ORD markets:**

- SEM campaign: 64,161 impressions, 1,706 clicks to website, 67 visitor guide requests
- DK banner ad campaign: 1.9M impressions, 911 clicks to website. Funds were reallocated to SEM campaign part way through campaign to increase ROI.

**GLACIER NATIONAL PARK**

Provide accurate and timely information for your guests on traffic, parking lot status, camping status, road/area closures through the Recreation Access Display which is available at <https://www.nps.gov/applications/glac/dashboard/>. Information on specific incidents within the park (ex. vehicle accidents, fires) will also be posted and updated on Twitter at @GlacierNPS.

**GLACIER PARK INTERNATIONAL AIRPORT** – 22% increase in enplanements during June. That's after a 20.2% increase for June 2018 over 2017. The new American Airlines flights are performing very well according to GPIA director. The non-stop flight to Dallas-Ft Worth is extended into early October.

**STR Report – May**

Kalispell:

YTD June '19 vs June '18: OCC: 69.1% (-4.4%); ADR: \$124.40 (+0.2%); RevPAR: \$85.92 (-4.2%).

Four properties did not report (report is missing large property numbers which significantly impacted the data).

See next page for comp set report

STR Comp set data:

Current Month - June 2019 vs June 2018												
	Occ %		ADR		RevPAR		Percent Change from June 2018					
	2019	2018	2019	2018	2019	2018	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold
Kalispell, MT+	69.1	72.3	124.40	124.17	85.92	89.72	-4.4	0.2	-4.2	-4.2	0.0	-4.4
Missoula, MT+	84.2	85.6	125.58	118.41	105.71	101.30	-1.6	6.1	4.4	10.7	6.1	4.4
Butte, MT+	70.9	70.4	95.86	94.73	67.93	66.66	0.7	1.2	1.9	1.5	-0.4	0.3
Bozeman, MT+	90.4	90.9	154.52	144.57	139.76	131.41	-0.5	6.9	6.4	7.7	1.3	0.8
Whitefish, MT+	75.9	76.5	141.59	138.55	107.53	105.96	-0.7	2.2	1.5	10.7	9.1	8.3
Rapid City, SD	80.1	80.1	123.51	128.73	98.87	103.13	-0.1	-4.1	-4.1	-0.6	3.7	3.6
Coeur D Alene, ID+	80.4	78.9	177.52	168.36	142.70	132.79	1.9	5.4	7.5	7.5	0.0	1.9
Bend, OR+	80.4	82.8	153.94	154.20	123.78	127.61	-2.8	-0.2	-3.0	3.2	6.4	3.3
Spokane, WA+	80.0	76.8	123.27	117.81	98.60	90.47	4.2	4.6	9.0	10.0	1.0	5.2
Billings, MT+	71.4	69.7	99.72	99.99	71.25	69.72	2.5	-0.3	2.2	2.1	-0.0	2.4
Boise, ID+	83.0	86.8	125.15	114.00	103.83	98.97	-4.4	9.8	4.9	7.1	2.1	-2.4
Great Falls, MT+	66.5	67.2	93.67	88.49	62.28	59.50	-1.1	5.9	4.7	4.7	0.0	-1.1
Helena, MT+	75.2	72.6	106.79	107.06	80.33	77.76	3.6	-0.2	3.3	8.4	4.9	8.7
Lethbridge, AB+	61.1	57.4	83.94	82.93	51.27	47.64	6.3	1.2	7.6	7.6	0.0	6.3

Kalispell Properties:

Economy Class+ **		71.1		81.56		57.95						
Mid/UpperMid/Upper Class+	69.6	72.8	143.90	143.58	100.11	104.55	-4.5	0.2	-4.3	-4.3	0.0	-4.5

\*\*Out of the 9 Kalispell economy properties only 4 properties reported in June so the Economy Class data is not available.

# July 2019 Sales Sheet

## Dawn Jackson, Group Sales Manager

### RFP's/RFI's Sent:

- 2020 NRA Finals Rodeo-October 24-26, 2019
- 2020 MT Ghost Town Preservation-Revised dates-September 11-13, 2020
- 2020 MEDA-MT Economic Development Association-May 20-22, 2020

### Proposals Sent:

- 2020 MT Ghost Town Preservation-Revised dates-2020 NRA Finals Rodeo
- 2020 NRA Finals Rodeo-October 24-26, 2019

### Working leads:

- 2020 MT Ghost Town Preservation Society-Sent out revised proposal for Sept 11-12 dates.
- 2021-2022 MT DECA State Career Development Conference-2 year contract for February dates-group decided to go with Fairmont for 2020 and I will keep in contact with Executive Director and trace in August when they consider their 2021 location.
- 2020-Fearless Living Institute (CVENT)-June 2020-Have not heard back from planner. Will drop next month if I do not hear back.
- 2020 MEDA (BIH)-MT Economic Development Association-Kalispell has been selected for their 2020 Spring conference and met with organizers-RFP's went out and after the board meets at the end of July they will determine hotel location
- 2020 MT Newspaper Association Annual Conference (BIH)-June-have not decided 2020 location-they are considering Kalispell for June 2021
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-will start making plans following June conference –have a call scheduled to start discussing plans
- 2021 Battalion Reunion (BIH)-May or June-Returned from their reunion and voted on Kalispell at April Board Meeting-location and dates tbd
- 2020 Athena Pack Conference (BIH)-March-typically held in Bozeman and will consider Kalispell following their May event-waiting to hear back.
- 2020 MT Airline Rendezvous-GPIA will host in 2020 and offered services should they decide if they want to host in Kalispell.

### Working leads on hold:

- 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association (BIH)-on hold
- 2021 MT Meat Processors Conference (BIH)-April-left message for contact – Have not heard back-Red Lion will follow up on
- 2021 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-the board has grown and they have engaged more and have asked that I come and do a presentation for a 2021 bid to present ways in which the CVB can help

### Groups that have choose Kalispell and need to move to Definite:

- 2021 Battalion Reunion-Spring-Group has choose Kalispell-will send out RFP's in July to determine hotel
- 2021-POMA-June dates tbd & location tbd
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion

### Leads Lost:

## **Welcome Bags:**

- HTEC Spouse Welcome bags – 60

## **Groups Won:**

## **Groups Assist:**

- 2019 Haas Technical Education Class-worked on spousal activities logistics, Thursdayfest tent set up

## **July Highlights**

- HTEC spousal activities, attended dinner and thank you event
- Set up hospitality table at Event at Rebecca Farms
- Montavino-met with owner and talked about scope of group options
- Discover Kalispell planning retreat
- Weekly IDSS training to explore more options of the system
- DK team met with Flathead Soccer on working together for the future

## **Future Conferences & Events:**

- 2019 Event at Rebecca Farms-July 24-28, 2019
- 2019 MT Auto Dealers Association-August 9-11-Hilton
- 2019 Purpose Driven Tours-August 14-15, 2019-BW Flathead Lake Inn & Suites
- 2019 International Conference of Low Volume Roads-September 15-19, 2019-Hilton & Red Lion
- 2019 NWPPA Board of Trustees-September 11-12, 2019-Hilton
- 2019 MT Communicator Conference-September 27-28, 2019-Red Lion
- 2019 National Rodeo Association-NRA Finals-October 24-26, 2019

## **2020**

- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 MEDA-MT Economic Development Association-May 20-22, 2020-Hilton
- 2020 York Fun Club-July 21-22, 2020-Red Lion
- 2020 USS St. Paul Association-September 11-15, 2020
- 2020 International Bear Association-September 19-26, 2020-Hilton & Red Lion
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion
- 2020-State Cross Country-October 24, 2020

## **2021**

- 2021 MT District #5350 Conference (Rotary)-April 23-25, 2021-Hilton
- 2021 Battalion Reunion-Spring-location tbd
- 2021-State Softball-May 27-29, 2021
- 2021-POMA-June dates tbd & location tbd