

Kalispell

TOURISM BUSINESS IMPROVEMENT DISTRICT

A COMMUNITY PARTNER WORKING TO ENHANCE KALISPELL'S ECONOMY AND VITALITY



TBID – A COMMUNITY PARTNER WORKING TO ENHANCE KALISPELL'S ECONOMY AND VITALITY

BACKGROUND

The Kalispell Tourism Business Improvement District (TBID) was established in June 2010 with the mission of generating room nights for lodging facilities in the city of Kalispell by effectively marketing the region as a preferred travel destination. Visionary hotel managers and owners working with the Kalispell Chamber of Commerce recognized the importance of expanding the financial resources available to effectively market Kalispell in the competitive tourism marketing landscape. The City of Kalispell agreed and approved the district which began June 3, 2010. Kalispell's bed tax and TBID funds were combined to form the Kalispell Convention & Visitor Bureau, a division of the Kalispell Chamber of Commerce, which began operation in August 2010.

A seven member board of trustees consisting of TBID property owners and managers was established according to City of Kalispell Ordinance No. 1675. The board is tasked with developing the annual work plan and budget for the TBID which is then approved by the Kalispell City Council. Discover Kalispell, the Kalispell Convention & Visitor Bureau, facilitates the marketing plan initiatives under the guidance of the TBID Board of Directors.

In 2012 the TBID membership and the City of Kalispell approved the Kalispell TBID Associate Membership, accepting lodging properties from outside the district which are located in the 59901 zip code area, that meet stated criteria, and are subject to the bylaws and other terms of the TBID. Currently the TBID has four associate members.

Since 2010, TBID funds have enabled Discover Kalispell to generate a measurable increase in awareness and engagement of Kalispell with travelers in key markets.

A comprehensive marketing and sales strategy has increased occupancy during off-peak seasons through new and expanding destination events, hosting regional and national conferences, international tour groups and travel buyers, earned media in publications, and online media that reach our target audiences. TBID initiatives have also developed key visitor assets within the destination such as the city-wide wayfinding sign system, grant program which assists new and expanding events and state-wide and regional sports tournaments, supporting Kalispell's assets such as the downtown museums, being a major partner in the initiative to enhance and retain commercial air service, and advocating on behalf of tourism in local, state and national legislation.

OUTLOOK

Kalispell is ranked as the third fastest growing micropolitan city in the nation. With the Core and Rail Development and Downtown Kalispell visionary plans in place, Kalispell is poised for renewed growth and vitality over the next ten years. As one of the key community partners in the development of the destination, the TBID plays an essential role in increasing the economic impact from non-resident visitations which support our lodging properties and other local business and industries.

Travelers have a lot of choices when considering an outdoor-focused vacation. Competition from other destinations that also offer close proximity to a national park and abundant outdoor recreation in a stunning landscape is strong. Renewing the TBID district is essential to enable Kalispell to retain and gain market share of non-resident visitor dollars.



With my arrival in 2010 to work in Kalispell, the CVB and TBID have smoothly transitioned from needing to fill our communities "shoulder seasons" to a solid schedule of visitors attending events every month. I truly believe the impetus behind recent valley growth trends can be attributed to your efforts.

— Mark Campbell, Flathead County Event Center



TBID – THE FIRST TEN YEARS (2010-2020)

EXPANDING KALISPELL'S REACH & BRAND AWARENESS

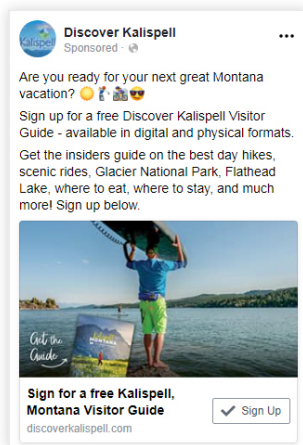
DISCOVERY IN EVERY DIRECTION MARKETING CAMPAIGNS

Promoting the destination through targeted comprehensive campaigns with a variety of media such as banner ads, paid social and canvas ads, native ads, retargeting, geofencing, wallscape billboards, and transit billboards.

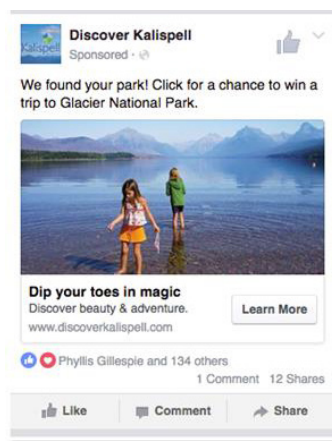
Messaging: promote activities and events in Kalispell during the shoulder and winter seasons and direct flights. Campaigns also used to boost fall/winter visitations to offset losses due to wildfire and wildfire smoke.

Campaign Key Performance Indicators: Impressions, click-through rate, clicks to website and number of sessions on campaign landing page.

Sample campaigns:



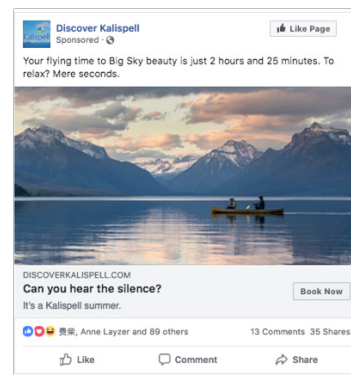
2019 Spring
3M impressions
21k clicks to website
1093 visitor guide requests



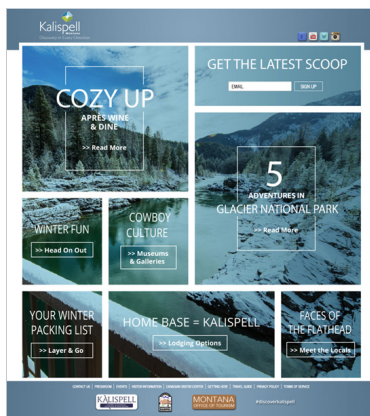
2016 Found your park
4.9M impressions
17.5k clicks to website



2017 Winter - Direct Flight Promotion San Francisco



2017 Spring
5M impressions
5.4k clicks to website



2018 Winter
12M impressions
69k clicks to website



2019 Spring - Direct Flight Promotion Los Angeles

DISCOVER KALISPELL SOCIAL MEDIA

f 36,390 i 8,530 t 3,750 y 648



TBID – THE FIRST TEN YEARS (2010-2020)

DESTINATION EVENTS

The TBID destination events have contributed over \$33 Million of economic impact to Kalispell and the Flathead Valley since 2012. The events also serve as a catalyst for travel to our area during the shoulder and winter months with many of the event participants being first-time visitors.



Montana Dragon Boat Festival:
2012 – 2018
Total economic impact:
\$6,743,353



Montana Pond Hockey Classic:
2014 – 2017
Total economic impact:
\$2,107,000



Montana Spartan Race:
2013 – Current
Total economic impact:
\$24,214,891



Montana Indoor Soccer Championship:
2018 – Current

PUBLIC RELATIONS

Hosted 16 press and influencer groups (35 individuals) and deployed comprehensive PR initiatives to secure earned media in targeted publications and geographic markets as well as high value social influencer followers.

“Kalispell is recognized as the gateway to Glacier National Park, but I discovered it has much more to offer.”
— *Country Magazine*



“Kalispell, a great place to reenergize smack in the middle of the wilderness.”
— *Dreamscapes*

“Being the gateway to GNP may have originally been why visitors ventured to Kalispell, but this town is becoming its own frontier to explore.”
— *Points North Magazine*



“**Old West Meets the New in this up-and-coming wilderness gateway.**”
— *Sunset Magazine*

Kalispell - the perfect blend of rugged and historical-refined. — *Canadian Geographic Travel*



TBID – THE FIRST TEN YEARS (2010-2020)



DESTINATION VIDEO
 “Kalispell Montana Discovery In Every Direction destination video”
 211,000 views to date.



TRAVEL GUIDE
 25,000 Kalispell Visitor Guides distributed each year and available online to download at discoverkalispell.com.

SALES & MARKETING FOR GROUP BUSINESS

CREATIVE RESOURCES & INCENTIVES

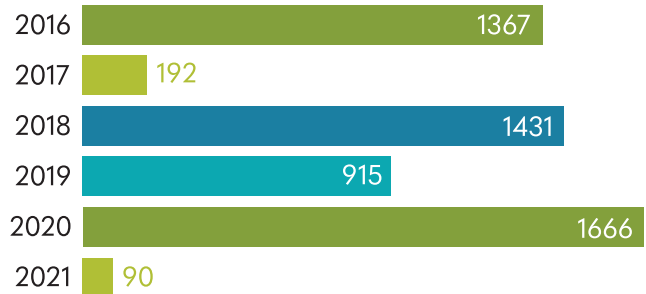
- DiscoverKalispell.com meeting and tour operator segment web pages
- Advertising and editorial coverage in leading publications
- Hosted 23 qualified meeting planners for familiarization tours
- Hosted over 20 tour and travel buyers on familiarization tours
- Downloadable meeting and convention guide
- Meetings Planner and Tour Operator quarterly newsletters
- Group incentives
- Bring It Home Referral Program



RESULTS DRIVEN

- ▶ Group sales results through FY19:
 - Total RFP's = 121
 - Total conferences/events booked = 33
 - Contracted room nights = 3,910
 - Projected room nights (2020 & 2021 contracts) = 1,756

- ▶ Room nights booked through group sales initiatives



- ▶ Top 5 Conferences/Group Events booked directly through Discover Kalispell:

- '19 MT State Cup Soccer Tournament – 1300 rm nts
- '20 International Bear Association – 942 rm nts
- '16 MT Governor's Conference on Tourism & Recreation – 525 rm nts
- '18 International Roundup – 520 rm nts
- '16 POMA (Professional Outdoor Media Assoc.) – 457 rm nts

GROWTH IN BRAND ENGAGEMENT

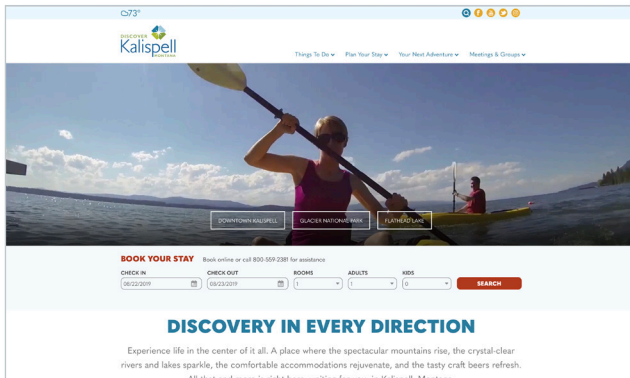
DISCOVERKALISPELL.COM

DiscoverKalispell.com launched in 2011 and has seen steady growth in visits and engagements since that time. During 2018 the site was redesigned with today's travelers in mind. Updates included destination video on home page, interactive mapping, Kalispell Discovery Guides to highlight individuals and activities unique to Kalispell, and improved conversions for visitor guide requests and downloads, newsletter signups, and online booking for lodging and activities.



TBID – THE FIRST TEN YEARS (2010-2020)

Most online travel booking sites offer a list of properties from a regional geographic area that also includes short term rentals. DiscoverKalispell.com hosts an online booking engine that features only TBID properties, prompting the 136,000 average annual website unique users to Book Their Stay in Kalispell.



► DiscoverKalispell.com Traffic Analysis (2015-2019)

Average Annual:

- users 135,614
- sessions 167,069
- page views 359,744

FY19

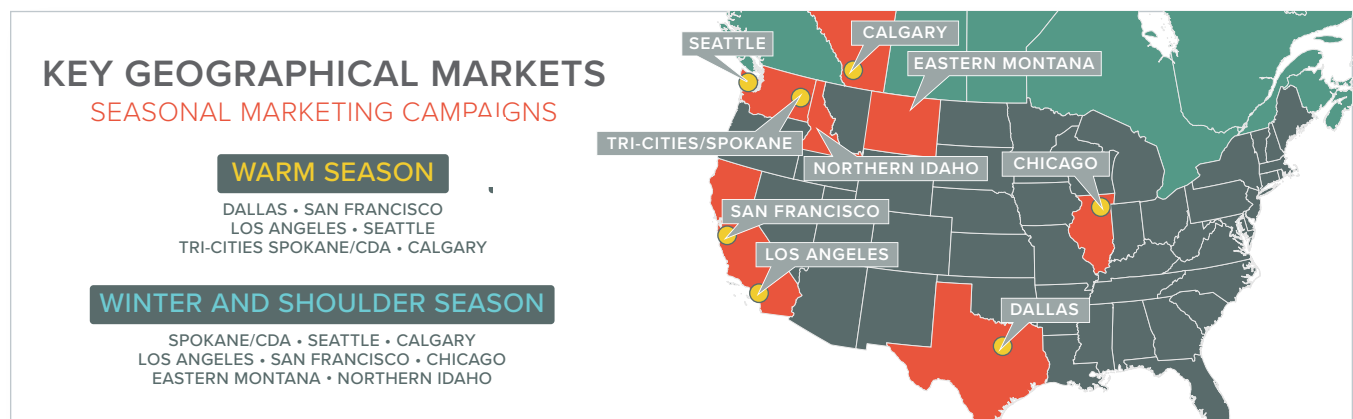
- 111,828 users
- 407,249 page views
- 2.94 pgs/session

► Key markets as measured by increase in website sessions per market since 2015:

- CA: LA 267%, SF 25%
- WA: Seattle 80%, Spokane area 213%
- IL: Chicago 193%
- TX: Dallas 334%

TARGET MARKETS

Target markets are selected based on visitor data, direct flights and drive market states and provinces.



TRAVEL & TRADE SHOWS

Taking Kalispell on the Road to high-value consumer travel shows and meeting and group travel trade shows.

Calgary –

Outdoor Travel and Adventure Show & the Women's Show

Spokane –

Great Outdoor and Bike Expo

Los Angeles and San Francisco Bay Area –

Travel and Adventure Show

Salt Lake City and Denver –

International Sportsman Expo

Minneapolis/St. Paul –

Ice Fishing and Winter Sports Expo

IMEX –

Incentive, Meetings and Events Expo

IRU –

International RoundUp

(International travel buyers and inbound tour operators)

IPW –

International Pow Wow

(International and Domestic Tour Operators)

Small Market Meetings

Connect Northwest

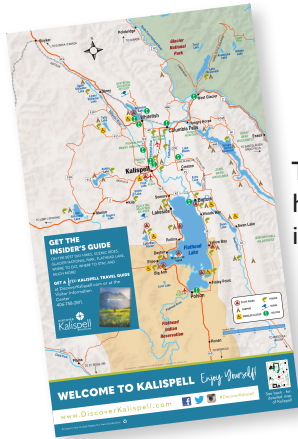
MEET West Los Angeles

NEWSLETTERS

Quarterly newsletters promoting Kalispell events and activities to a database of over 17,000 opt-in subscribers from across the U.S., Canada, and Europe.



TBID – THE FIRST TEN YEARS (2010-2020)



VISITOR SERVICES VISITOR INFORMATION SERVICES

The Kalispell Visitor Information Center has had direct contact with over 77,000 in-market and potential visitors through 2018, providing itinerary suggestions, maps, and answering a wide variety of questions to help make the most of their visit to Kalispell.



The TBID has made a commitment to do everything possible to get Kalispell in the minds of travelers. This includes marketing towards individual travelers from all over the world, Tour Bus Groups, Meetings and Conventions, and Sports Teams. As a hotelier, I don't have the resources to market the Hampton Inn Kalispell to that broad of a market.

— Zac Ford, Hampton Inn Kalispell

LODGING KEY PERFORMANCE INDICATORS (2011-2018)

- ▶ Lodging Revenue (STR Report):
2011 = 25.8M
2018 = 38.4M; **48% increase**
- ▶ Average Annual:
ADR: 2011 \$87.79
2018 \$107.70; **22% increase**
Supply: 2011 = 578,271
2018 = 672,925; **16% increase**
Demand: 2011 = 295,503
2018 = 357,067; **20% increase**
- ▶ TBID Revenue:
FY11 \$275,488 = 220,390 room nights
FY18 \$613,881 = 306,940 room nights



**25% increase
in room nights**

GRANTS & ACCOLADES

GRANTS

\$143,660 of grant dollars awarded by the Montana Dept. of Commerce to support Discover Kalispell's initiatives and programs:

- ▶ Special Event Grants for MT Dragon Boat Festival & MT Pond Hockey Classic
- ▶ Tourism Infrastructure Improvement Program grant – Wayfinding
- ▶ Visitor Information Center Funding Grant
- ▶ Tourism E-Marketing Technology Grant

AWARDS

- ▶ The MT Department of Commerce awarded KCVB the Montana Event of the Year – MT Dragon Boat Festival 2013, MT Pond Hockey Classic 2015.
- ▶ U.S. Association of Chamber Commerce Executives (ACCE) selected the KCVB winter marketing campaign for its highest honor in communication excellence at the National Meeting in 2017.

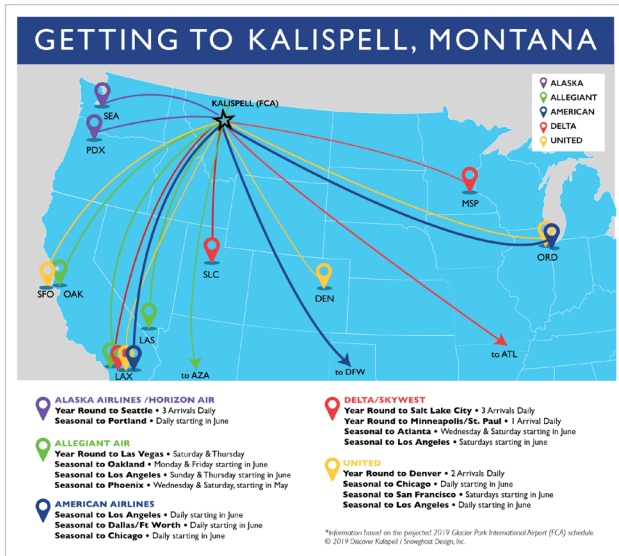


TBID – THE FIRST TEN YEARS (2010-2020)

DESTINATION DEVELOPMENT & STEWARDSHIP

GLACIER AERO

Since 2014 Glacier AERO has successfully fundraised and negotiated with airline carriers to expand direct flights to Kalispell's GPIA. The TBID has been an instrumental partner providing funds towards revenue guarantee programs and executing marketing campaigns to promote to inbound passengers, securing the success and longevity of the flights.



WAYFINDING

Discover Kalispell, with a grant from the MT Department of Commerce, completed a 36-sign citywide wayfinding system, directing visitors (and locals) to Kalispell's attractions such as museums, parks, and sporting and event venues.

GRANT PROGRAM

TBID has provided more than \$40,000 in cash and in-kind support to new and expanding events through the KCVB Event Grant program.

CUSTOMER SERVICE TRAINING

Funded annual customer service training open to TBID hotel staff and other local customer-facing businesses.

The Montana Spartan Race, Dragon Boat Festival, Pond Hockey and MT State Cup Soccer have brought business to the Travelodge during the shoulder seasons. The Safety Awareness email network established by the Kalispell Convention & Visitor Bureau in 2016 has been effective in reducing the number of illegal incidents in the TBID lodging facilities. The visitor guides, maps, brochures and monthly event calendars provided complimentary from the KCVB, have helped give current and accurate information for our guests and provided better customer service. During the wildfires the KCVB provided up-to-date information on the fires and suggested places to go and things to do.

— Nautam Patel, Travelodge

SAFETY AWARENESS

Organized communication channel between TBID hotels and Kalispell Police Department to minimize the impact of illegal activity that had been occurring in the City.

CRISIS COMMUNICATION

Worked with regional tourism partners to provide communications strategy and guidelines for crisis situations. Proactively reach out to local, regional and national media to avoid sensational headlines and stories which have a negative impact on visitations.



TBID – THE FIRST TEN YEARS (2010-2020)



We love working with the CVB. We notice a huge impact on our visiting teams with them being able to go to our website and book hotel rooms and find other things to do in Kalispell so easily. We feel it's an incentive to help these teams return each year for our tournaments. Roughly 7000 people come into town for our Three Blind Ref tournament the first weekend in June and they love being able to book several hotel options from one sight right on our tournament page. As a club we were able to secure hosting the State Cup Tournament last year and the State Showcase this year with the assistance of the CVB. We were able to take that sponsorship to our meeting at the State AGM conference and were told that was what tipped the scales in our favor of hosting. We hope to continue to partner with the CVB for all our tournaments in the future.

— Jill Marlow, Flathead Soccer Club Program Director

PROMOTE AND PRESERVE OUR NATURAL RESOURCES

NW Montana has world-class recreational opportunities which draw visitors. Discover Kalispell's promotions focus on the shoulder and winter seasons and lesser known activities in and around Kalispell, to lessen the impact on the heavily used resources. TBID partnered with Flathead More Than Just Forests, a national campaign to promote recreation in the Flathead National Forest. Three minute visually stunning film highlighting recreation during the fall season.



500k+ online video plays
100k+ Facebook video plays to date

COMMUNITY INVOLVEMENT

Discover Kalispell staff participate in selected boards and committees that serve to develop Kalispell and secure visitor assets and events such as the Kalispell Downtown Association, KAOS – Kalispell Art On The Streets, Conrad Mansion Museum, local agriculture community, and City of Kalispell's Core & Rail Development's Trail Crew.



TBID – THE NEXT TEN YEARS (2020-2030)

DISCOVER KALISPELL, THE KALISPELL CONVENTION & VISITOR BUREAU, the destination marketing and stewardship organization for Kalispell, serves to protect, improve, and enhance the destination's long-term quality of life and economic prosperity. TBID is a major partner in this success.

Kalispell, through an effective use of the TBID and bed tax funds, is embarking on a destination tourism strategy to take Kalispell forward in the next 10 years. A strategy that evolves the Discover Kalispell brand into a Destination as opposed to a Hub, a place in and of itself, a travel experience shaped by the local culture. A message that stakeholders, staff, and the community as a whole can get behind.

The competitive and consumer environment changes rapidly, visitor needs and wants are different, local market room inventory is increasing, climate changes pose challenges, and residents are voicing a sentiment of overcrowding. All reasons to continue with strategic, targeted, and comprehensive marketing programs – what Discover Kalispell/TBID has delivered on since 2010.

Let's continue to work together; serving our mission to increase the visitor dollars coming into our economy while also honoring and preserving what drew those visitors here in the first place.



As the valley grows the lodging occupancy should increase. To do that, we need to have a cohesive positive story to tell. The TBID has provided that platform: who we are, what makes Kalispell the place to stay and venture from. The Kalispell area has competition nearby from Whitefish and Columbia Falls, and Missoula from the south. Whitefish and Missoula have funded entities for marketing. The TBID provides, for example, a website, Facebook and other media avenues. I, as a stand-alone property owner could not reach the visitor with the same finessed branding picture that the TBID provides with its professional resources. The TBID has brought to Kalispell the Montana Dragon Boat, Pond Hockey, Spartan Race and now the MT. Indoor Soccer Championship. These events have helped put Kalispell on the map through state-wide and national marketing. This type of event marketing not only fills our facilities, but shows the world who we are. Having been involved with the TBID since its inception I will happily endorse its renewal for another 10 years.

— Janet Clark, Kalispell Grand Hotel

TBID AND DISCOVER KALISPELL TEAM

DISCOVER KALISPELL

Joe Unterreiner - *Executive Director*
Diane Medler - *Director*
Dawn Jackson - *Group Sales Manager*
Vonnie Day - *Sales & Marketing Admin Assistant*
Meche Ek - *Visitor Center Coordinator*

TBID BOARD OF DIRECTORS: 2019-2020

Dawn Hendrickson - *Chair of the Board, Homewood Suites*
Emily Schroeder - *Vice-Chair, Hilton Garden Inn*
Lucy Weeder - *Treasurer, Marriott Springhill Suites*
Bryce Baker, *My Place*
Janet Clark, *Kalispell Grand Hotel (Past Chair)*
Joe Alexander, *Red Lion Hotel*
Zac Ford, *Hampton Inn (Past Chair)*

PAST TBID BOARD TRUSTEES

Angie Bowman, *Holiday Inn Express*
Arlinna Wolfe, *Comfort Inn (Quality Inn)*
Bryan Scott, *Outlaw Inn (Fairbridge Inn & Suites)*
Chris Walters, *Hilton Garden Inn (Past Chair)*
Dan Moderie, *Super 8*
David Ginepra, *Travelodge*
Gib Bissell, *Aero Inn (Past Chair)*
Karena Bemis, *Hilton Garden Inn*
Laurie Schultz, *Hilton Garden Inn*
Lisa Brown, *Red Lion Hotel (Past Chair)*
Lori Bradford-Otto, *Hilton Garden Inn*
Lori Fisher, *Hampton Inn*
Nautam Patel, *Aero Inn*
Shawn Campbell, *America's Best Value Inn*
Sean Morris, *Holiday Inn Express*
Vanessa Nordahl, *Hampton Inn*

TBID ASSOCIATE MEMBERS

Best Western Flathead Lake Inn & Suites
Country Inn & Suites by Radisson
Greenwood Village Inn & Suites
La Quinta Inn & Suites

TBID DISTRICT MEMBERS

Aero Inn
America's Best Value Inn
Blue & White Motel
Econo Lodge
Fairbridge Inn & Suites
Glacier Ridge Suites
Hampton Inn
Hilton Garden Inn
Holiday Inn Express
Homewood Suites by Hilton
Kalispell Grand Hotel
Marriott Springhill Suites
Motel 6
My Place
Quality Inn
Red Lion Hotel
Super 8
Travelodge



Kalispell **TOURISM BUSINESS IMPROVEMENT DISTRICT**



PHOTO BY CHUCK HANEY



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