

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, March 4, 2020  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**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. Board Action Items

- a) Approval of minutes from February 5, 2020
- b) Approval of TBID financial statements for January, 2020
- c) Approval of FY21 draft budget
- d) Approval of FY21 marketing plan goals, objectives and target markets

4. Board Discussion

- a) Board appointments and terms -TBID renewal
- b) Event and Grant recipient updates
- c) Marketing updates
- d) Group, M&C updates
- e) Round table discussion on what members are seeing and current trends in the hospitality industry

Enclosures: February 5, 2020 minutes  
TBID financial statements for January, 2020  
TBID draft FY21 budget, goals, objectives and target markets  
KCVB dashboard and reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chair [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

2020 TBID Board Meeting Schedule (subject to change)

Meetings are held at the Kalispell Chamber unless otherwise notified

January 15	February 5	March 4	April 1	May 6	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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**  
**February 5, 2020**  
**3:00 pm**  
**Location: Kalispell Chamber Conference Room**

## **Minutes**

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

**Board Members Absent:** Dawn Hendrickson

**Staff Present:** Dawn Jackson, Joe Unterreiner, Vonnie Day. Diane Medler attended the meeting by conference call.

**Guests:** Adam Libby, Libby Productions; Jamie Reed, Flathead Job Service

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Meeting was called to order by Vice-Chair Emily Schroeder at 3:01 pm.

1. **Hear from the Public** – None
2. **Grant Application Presentation:** Kalispell PBR – June 5, 2020 produced by Libby Productions. Touring Pro King of the North Challenge, first PBR bullriding event in Kalispell featuring top bull riders such as Jess Lockwood, Chase Outlaw, Matt Triplett, Jose Vitor Leme. Impact of event is its ability to attract spectators from the region outside of Montana. Grant request is for marketing funds to promote the event in WA, ID, Canada, and 150 miles outside of Flathead. The event will take place at the Fairgrounds with Libby Productions building its own arena. 4,300 projected in spectator attendance. Tickets go on sale online March 1.
3. **Board Action Items**
  - a. **Approval of minutes from January 15, 2020:**

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.
  - b. **Approval of TBID financial statements for December 2020:**

Motion was made by Lucy Weeder to approve the financial statements for December 2020. Motion was seconded by Joe Alexander. Discussion: None. Board approved unanimously.
  - c. **Scoring and approval of grant application:**

Motion was made by Joe Alexander to award a grant of \$2,700 cash and \$2,700 in-kind promotion assistance. The motion was seconded by Janet Clark. The motion passed with one nay vote. Emily Schroeder abstained since the Hilton Garden Inn is host hotel for the event.

A motion was made by Zac Ford to lower the award to \$2,500 cash and \$2,500 in-kind promotion. Motion was seconded by Lucy Weeder.

Discussion: \$5,000 is the amount required for a Chute Sponsorship. Hilton Garden Inn will be the host hotel for the after party. 10 rooms are blocked for 2 nights for event staff at HGI. The application received a score of 76 on board member evaluation sheets. The board expressed some concern about rodeos as room-night generators but agreed that the level of competitors will attract attendance and that the event shows good growth potential. Board approved unanimously. Emily Schroeder abstained since Hilton Garden Inn is the host hotel for the event.

**d. Approval of projected revenue for FY21**

Motion was made by Bryce Baker to set projected income at \$675,000 for FY21. Motion was seconded by Janet Clark. Discussion: there are 7 large conferences and a state cross country event in FY21 that will boost revenue. Average revenue FY to-date is up slightly and GPIA is projecting a 10% increase in passengers due to the airlines bringing in larger planes. US economy is strong, however lodging business often slows during election years. \$675,000 is a 2.5% increase over FY '21. Board approved unanimously.

**4. Board Discussion**

**a. Event Grants** – After the grant to Kalispell PBR, \$8,275 remains in the grant fund for FY '20.

**Events** - 21 teams from Calgary, Nelson, Missoula, Helena and Spokane have registered for the **Indoor Soccer Championship** in March. An early bird registration was offered to teams signing up by January 31. Vendors and sponsors are being lined up. NSC Montana will bring a Toca (a soccer ball throwing machine) for kids to practice between games. Lodging arrangements for **Spartan Race** staff are being worked out.

**b. Marketing updates**

- The website is performing well with the winter landing page generating the most traffic. Calgary moved up to 2<sup>nd</sup> in the list of top cities with LA and suburbs moving into the top 10. The click-through rate is very high.
- 1,956 visitor guides have requested fiscal YTD.
- Instagram followers have increased to 9,700, once at 10,000 followers the swipe up feature can be added to our page.
- Nic is leaving the Flathead Beacon in a couple weeks. A meeting with Nic and his replacement Judi Lessard to coordinate the transition is scheduled for 2/7.
- Diane will attend the Spokane Great Outdoors & Bike Expo February 22 – 23.
- Dawn and Britta from SpringHill Suites will attend the Calgary Outdoor Travel and Adventure Show in March. It takes place the same weekend as Indoor Soccer event.
- Final visitor guide files are due at the printer in early March. Printed copies will be available March 16. The format will be a little smaller this year, a more 'packable' size. Tear-off maps of Kalispell/Flathead Valley GNP will be included.

**c. Group, M&C Updates**

- Dawn will attend the Cascadia Meeting Planner event coordinated through MPI in March. She has 14 confirmed appointments with meeting planners. The event provides significant networking opportunities.
- Dawn will participate in the International PowWow in June as part of the Montana delegation.
- Two 2021 groups that Dawn has been working with have committed to Kalispell for their conference: Battalion Reunion Spring Group and POMA.
- Discover Kalispell is collaborating with Glacier Country, Missoula and Whitefish CVB's on several ad co-ops through Smart Meetings.
- Ongoing planning assistance is being provided to USS St. Paul and other groups regarding conference venues, transportation, meals, group activities, pre and post activities, site tours. TBID members are encouraged to utilize and recommend Discover Kalispell's group resources.

- Marketing to Montana Associations was suggested. This has not previously been a focus of Group, M&C initiatives in order to avoid duplicating efforts of member hotels. Dawn is reviewing.

**d. Round table discussion on what members are seeing and current trends in the hospitality industry.**

- The Governor's Conference on Tourism will take place in Billings in April. Board members are encouraged to attend.
- Hampton Inn renovations are ongoing with a new roof and showers.
- Hilton Garden Inn will complete its tower, and remodel lobby to make room for a shop. The conference center is getting new carpet, wall paper and window treatments.
- Hilton Garden Inn will not hire J1 visa holders this summer. A job fair is planned to recruit summer staff.
- Flathead Job Service hosts employment fairs on Mondays at the office. They're holding a job fair at the mall in late February.
- Red Lion Hotel is pacing well over last year. They'll be doing summer hiring in a couple months. Chef Ben Heese has been promoted to Operations Manager and will oversee housekeeping in addition to the kitchen.
- Averill Hospitality purchased the Downtowner in Whitefish and will be putting up another facility.
- Family Dollar opened in Evergreen.
- A new event, the Montana Renaissance Fair will take place at the Majestic Valley Arena in July.

Meeting was adjourned at 4:43pm.  
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  
February 5, 2020

TBID Account – Expense Summary January 2020

Admin: Rent; bank fees; bookkeeping; telephone (office, Verizon); postage; copies; email and Microsoft Outlook accounts; office supplies; travel/entertainment, annual report and meeting.

Marketing Support: Memberships for Associated Chamber and Voices of MT Tourism; sponsorship of Frosty the Brewfest; agency services for Dec & Jan.

Website: website marketing -SEO & SEM for Dec and Jan.

Consumer: Airport display stocking fee; media buy – winter digital campaign; photo/video monthly retainer; social media admin; Minneapolis Sports Show promotion through Mike Howe.

Meetings & Convention: MPI show registration; Smart Meetings advertising

PR/Publicity: Monthly PR & brand content strategy retainer and earned media tracking.

KCVB Event Account – Expense Summary January 2020

(Financials based on calendar year)

Spartan 2020: (\$30,000 FY20 TBID)  
Balance forward from 2019: \$154.00  
Income: \$0  
Expenses: \$0  
Balance: \$154.00

Indoor Soccer 2020: (\$25,000 FY20 TBID)  
Balance forward from 2019: \$4,689.10  
Income: \$1,039.60  
Expenses: \$28.65  
Balance: \$6,51.10

aRes 2019:  
Balance forward from 2019: \$390.65  
Income: \$0  
Expenses: \$0  
Balance: \$390.65

Meetings & Conventions: (Step-on guide services and miscellaneous):  
Balance forward from 2019: \$845.53  
Income: \$0  
Expenses: \$0  
Balance: \$845.53

Account Admin:  
Balance forward from 2019: \$114.63  
Income: \$0  
Expenses: \$510.00  
Balance: \$94.06

## Tourism Business Improvement District

**Balance Sheet**

As of January 31, 2020

02/20/20

Accrual Basis

	<u>Jan 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 - Checking	240,950.09
1020 - Whitefish Credit Union	66,263.57
Total Checking/Savings	<u>307,213.66</u>
Total Current Assets	307,213.66
Fixed Assets	
1710 - Office Equipment	3,967.64
1820 - Web Site Development	25,230.44
Total Fixed Assets	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<b><u>336,411.74</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	15,895.16
Total Accounts Payable	<u>15,895.16</u>
Total Current Liabilities	15,895.16
Total Liabilities	15,895.16
Equity	
32000 - Unrestricted Net Assets	190,117.54
Net Income	130,399.04
Total Equity	<u>320,516.58</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>336,411.74</u></b>

**Tourism Business Improvement District**  
**Profit & Loss - FY20**  
**January 2020**

02/20/20

Accrual Basis

	Jan 20	Jul '19 - Jan 20
<b>Income</b>		
4000 · TBID Revenue	0.00	427,160.15
4100 · Interest Income	14.50	524.95
<b>Total Income</b>	<b>14.50</b>	<b>427,685.10</b>
<b>Expense</b>		
5000 · Staffing	18,248.74	125,726.15
<b>5100 · Administrative</b>		
5160 · Rent	900.00	6,300.00
5110 · Bank Fees	2.55	25.00
5180 · Telephone	281.09	1,741.02
5140 · Office Supplies	218.26	537.73
5150 · Postage & Copies	93.60	878.83
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	190.00	1,730.00
5350 · City of Kalispell Admin Fee	0.00	3,994.15
5185 · Travel & Entertainment	30.50	1,283.16
5190 · Technology Support	330.00	630.00
5195 · Equipment (Software)	0.00	735.85
5115 · Annual Report/Mtg	1,752.43	2,919.58
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>3,798.43</b>	<b>25,117.56</b>
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	2,150.00	3,700.00
5220 · Training & Education	0.00	1,204.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	300.00	3,225.00
5235 · Creative Agency Services	8,000.00	28,000.00
5237 · aRes	0.00	2,200.00
<b>Total 5200 · Marketing Support</b>	<b>10,450.00</b>	<b>50,029.76</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	843.55
5280 · Website Marketing (SEO & SEM)	2,999.00	10,516.67
<b>Total 5250 · Web Site</b>	<b>2,999.00</b>	<b>11,360.22</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	500.00	500.00
5430 · Social Media Administration	845.00	3,380.00
5450 · Media Buy	8,595.91	14,013.13
5460 · Travel Show Attendance	500.00	1,963.28
5480 · Airport Visitor Display	75.00	675.00
5420 · E-Marketing	0.00	2,789.06
<b>Total 5400 · Consumer Marketing</b>	<b>10,515.91</b>	<b>23,320.47</b>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
5504 · Winter Event	0.00	0.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<b>0.00</b>	<b>0.00</b>
<b>5550 · Groups and M&amp;C</b>		
5565 · Meeting Planner Shows	1,495.00	6,437.91
5567 · Meeting Planner FAM	0.00	651.77
5570 · M&C and Group Incentive Program	0.00	6,341.29
5571 · Media Buy	3,500.00	10,650.00
5574 · M&C Collateral	0.00	430.50
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	0.00	395.00
5585 · Sales Calls	0.00	664.55
<b>Total 5550 · Groups and M&amp;C</b>	<b>4,995.00</b>	<b>27,071.02</b>
<b>5650 · Publicity</b>		

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02/20/20

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss - FY20**  
January 2020

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	<u>Jan 20</u>	<u>Jul '19 - Jan 20</u>
5660 · Travel Media Press Trips/FAM	32.80	2,526.06
5665 · Proactive & Reactive PR	2,752.40	13,317.53
<b>Total 5650 · Publicity</b>	<u>2,785.20</u>	<u>15,843.59</u>
<b>Total Expense</b>	<u>53,792.28</u>	<u>278,468.77</u>
<b>Net Income</b>	<u><u>-53,777.78</u></u>	<u><u>149,216.33</u></u>



12:06 PM

02/20/20

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY20**  
**July 2019 through January 2020**

	<u>Jul '19 - Jan 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	427,160.15	668,000.00	-240,839.85	63.9%
4100 · Interest Income	524.95			
<b>Total Income</b>	<u>427,685.10</u>	<u>668,000.00</u>	<u>-240,314.90</u>	<u>64.0%</u>
<b>Expense</b>				
5000 · Staffing	125,726.15	244,500.00	-118,773.85	51.4%
5100 · Administrative	25,117.56	35,300.00	-10,182.44	71.2%
5200 · Marketing Support	50,029.76	80,700.00	-30,670.24	62.0%
5250 · Web Site	11,360.22	35,000.00	-23,639.78	32.5%
5400 · Consumer Marketing	23,320.47	75,500.00	-52,179.53	30.9%
5500 · Events & Sports-Operatn & Promo	0.00	55,000.00	-55,000.00	0.0%
5550 · Groups and M&C	27,071.02	89,000.00	-61,928.98	30.4%
5650 · Publicity	15,843.59	53,000.00	-37,156.41	29.9%
<b>Total Expense</b>	<u>278,468.77</u>	<u>668,000.00</u>	<u>-389,531.23</u>	<u>41.7%</u>
<b>Net Income</b>	<u><b>149,216.33</b></u>	<u><b>0.00</b></u>	<u><b>149,216.33</b></u>	<u><b>100.0%</b></u>

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

	<u>Indoor</u> <u>Soccer</u>	<u>Admin</u>	<u>TOTAL</u>
<b>Income</b>			
4025.00 · Program Revenue	399.60	0.00	399.60
4700.00 · Special Events	640.00	0.00	640.00
<b>Total Income</b>	<u>1,039.60</u>	<u>0.00</u>	<u>1,039.60</u>
<b>Expense</b>			
5060.00 · Bank Fees & Service Charges	24.49	0.00	24.49
5520.00 · Professional Fees	0.00	510.00	510.00
5420.00 · Office	4.16	0.00	4.16
<b>Total Expense</b>	<u>28.65</u>	<u>510.00</u>	<u>538.65</u>
<b>Net Income</b>	<u>1,010.95</u>	<u>-510.00</u>	<u>500.95</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	ARES	ADMIN	TOTAL
2019 Balance Forward	154.00	4,689.10	845.53	98.00	(100.00)	390.65	114.63	6,191.91
January 2020	0.00	2,162.00	0.00	0.00	0.00	0.00	(20.57)	2,141.43
February 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
March 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	154.00	6,851.10	845.53	98.00	(100.00)	390.65	94.06	8,333.34

KCVB FY21 Budget						
TBID FY21 Projected Revenue		\$ 675,000		\$ 658,000		
Total		\$ 675,000				
Program Description	Project	Program Total	% of budget	FY20	% change from FY20	
<b>Administration</b>						
	Wages, benefits, employer expenses		\$248,000	37%	\$244,500	1.4%
<b>Operations</b>						
			\$36,900	5%	\$35,300	4.5%
	Rent	\$8,400			\$8,400	
	Bank Fees	\$50			\$50	
	Phone	\$2,800			\$2,800	
	Office Supplies	\$1,450			\$1,500	
	Postage & copies	\$2,500			\$2,500	
	Audit - City of Kalispell	\$2,000			\$2,000	
	Audit - Chamber	\$3,200			\$3,000	
	Accounting services	\$3,000			\$3,000	
	City of Kalispell Assessment Fee	\$5,000			\$5,000	
	Travel & entertainment expenses	\$2,250			\$2,000	
	Tech support (email accts plus)	\$1,500			\$800	
	Equipment, software, furniture (purchase)	\$1,000			\$1,000	
	Annual report & meeting	\$2,500			\$2,000	
	TBID Directors & Officers Insurance	\$1,250			\$1,250	
<b>Marketing Support</b>						
			\$88,700	13%	\$80,700	9.9%
	Smith Travel Reports	\$6,700			\$6,700	
	Organizational Memberships	\$4,000			\$4,000	
	Training and Education	\$3,000			\$3,000	
	Research	\$6,000			\$6,000	
	Grant Program	\$15,000			\$15,000	
	Creative Agency Services	\$48,000			\$40,000	
	Ares	\$6,000			\$6,000	
<b>Website</b>						
			\$35,000	5%	\$35,000	0%
	Maintenance and enhancements	\$15,000			\$15,000	
	Website marketing (SEM-SEO)	\$20,000			\$20,000	
<b>Consumer Marketing</b>						
			\$66,300	10%	\$75,500	-12%
	Photo and video library	\$5,000			\$5,000	
	Social Media administration	\$8,000			\$8,000	
	Media buy: print, digital, multi-media	\$42,000			\$42,000	
	Travel show attendance	\$4,000			\$5,000	
	Trade show booth display	\$2,000			\$2,000	
	Airport visitor display	\$1,500			\$1,500	
	EMarketing	\$1,800			\$4,000	
	Niche brochures	\$2,000			\$8,000	
<b>Events and Sports -Operations and Promotion</b>						
			\$60,000	9%	\$55,000	9.1%
	Spartan Race	\$30,000			\$30,000	
	Indoor Soccer - March	\$15,000			\$25,000	
	Other event	\$15,000				
<b>Groups and M&amp;C</b>						
			\$87,100	13%	\$89,000	-2%
	Meeting Planner Shows	\$20,000			\$20,000	
	Meeting Planner FAM	\$12,000			\$17,000	
	M&C and Group incentive program	\$22,000			\$18,000	
	Media buy: print, digital, multi-media	\$17,000			\$16,000	
	EMarketing	\$1,800			\$4,000	
	Group photo and video library	\$2,000			\$2,000	
	M&C collateral	\$2,000			\$2,000	
	Customer Relationship Mgmt System	\$6,000			\$6,000	
	M&C memberships	\$2,000			\$1,000	
	Sales calls	\$2,300			\$3,000	
<b>Publicity</b>						
			\$53,000	8%	\$53,000	0%
	Travel media press trips/FAM	\$13,000			\$13,000	
	PR - agency services, Meltwater, misc.	\$35,000			\$35,000	
	Kalispell branded merchandise	\$5,000			\$5,000	
<b>TOTAL</b>			<b>\$ 675,000</b>	<b>100%</b>	<b>\$668,000</b>	

## **Discover Kalispell FY21 Marketing Plan - Goals and Objectives**

### **Goals**

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

### **Objectives**

1. Increase occupancy at TBID hotels by 2% during FY21 (as measured by STR Report).
2. Increase engagement of website users on DiscoverKalispell.com through increasing average pages per session and session duration during FY21. (FY19 = avg 2.94 pgs/session; 1:36 session duration)
3. Increase visitor guide requests by 25% over FY20.
4. Increase consumer newsletter database by 15% over FY20 (equates to additional 2,500 opt-in subscribers).
5. Measure the engagement with Discover Kalispell social media channels by 1) increasing followers on Instagram by 10%, and 2) obtain an average post engagement on Facebook of 4%.
6. Host minimum of one press trip with travel media from key demographic or geographic markets.
7. Promote Kalispell for sports event travel through key industry publications and direct marketing to tournament organizers and promoters.
8. Successfully produce Discover Kalispell signature events: on budget.
9. Increase database of qualified and interested meeting planners and tour operators by 15% over FY20 (equates to additional 600+ opt-in subscribers).
10. Retain engagement of meeting planner and tour operator database through quarterly newsletters.
11. Attend two tradeshows to promote Kalispell as a meeting and group travel destination.
12. Host two individual FAMs for qualified planners or tour operators who have never been to Glacier Country.
13. Connect and engage with meeting planners through one targeted advertising campaign.

14. Promote Kalispell to domestic and international tour operators through one advertising campaign.
15. Increase referrals to the KCVB Bring It Home program to a total of 35 referrals in FY21 (17 referrals in FY19).

## Discover Kalispell FY21 Marketing Plan – Key and Emerging Markets

### Consumer

Key Segment/High Potential Visitors –

Outdoor Recreation seekers

Arts and Culture enthusiasts

Sporting event travelers

Emerging Segments - Adventure Motorcyclists, learning/educational travel

Key Geographical Markets –

Winter Missoula, Seattle, LA, Spokane, Great Falls

Spring Seattle, Phoenix (May/June), Spokane, Missoula

Emerging: LA, Dallas

Summer LA, Dallas, Seattle, Spokane, SF-Oakland

Emerging: NY

Fall Phoenix (Sept), Seattle, LA, Missoula, Spokane, Missoula

Emerging: Dallas

### M&C

Key Segment – State, national and regional Associations

Key Geographical Market – Montana (?), Pacific Northwest region – Seattle, Oregon

Tour & Travel

Key Segment –

- Domestic groups that promote niche travel to include seniors, cultural/historical and motorcycle tours.
- International tour operators that promote outdoor rec, national parks, cultural and historic experiences to travel planner in their countries.

Key Geographical Market – Tour operators that work in Germany, Australia, Italy, France, UK, Benelux and Nordic Regions (RMI).

**WEBSITE (Y/Y Comparison)**

<b>Users</b> 11,576 (+23.81%)	<b>Pgs/Session</b> 3.24 (-16.46%)	<b>Session Duration</b> 1:11 (-32.78%)	<b>Page Views</b> 44,975 (+7.56%)
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**Top Cities**

- |              |                   |
|--------------|-------------------|
| 1. Kalispell | 6. Whitefish      |
| 2. Calgary   | 7. Los Angeles    |
| 3. (not set) | 8. Salt Lake City |
| 4. Seattle   | 9. Irvine CA      |
| 5. Chicago   | 10. Spokane       |

**aRes (Google Analytics)**

list views	1,472
list clicks	36
list CTR	2.45%
<b>Lodging Page</b>	
page views	1,066

**CONVERSIONS**

	Month	YTD (fiscal)
VG Requests (online & postal)	244	2,200
Newsletter subscribers	36	1,591
aRes reservations booked	1	45
aRes room nights booked	3	114
Future grp rm/nts contracted	0	1,614

**GROUP SALES**

RFP's Sent to Hotels	2
Proposals to Clients	0
Groups Assisted	5
Future group rooms won	0

**SOCIAL MEDIA**



	Facebook	Instagram	Twitter
Followers	36,875	9,691	3,868
Impressions	103,919	-	34,200
Reach	102,929	-	-
Engaged Users	6,582	-	-

**OTHER**

Top pages for views: Winter landing page; getting here; Things To Do (TTD) Downtown; events; lodging; TTD; TTD GNP; TTD Family Fun; day trips GNP.

Ad Words (SEM): 102,857 impressions; 381 clicks; 0.37% CTR;

Paid Social Ads: 2,028,439 impressions; 13,845 clicks; \$0.93 CPC; spend \$7,880.17.

**VISITOR INFORMATION CENTER**

	Month	YTD (fiscal)
Calls	108	1,124
Walk-ins	103	4,042
Follow Up Pgrm	0	376
VG's mailed	177	1,444
<b>TOTAL</b>	<b>388</b>	<b>6,986</b>

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements	24,750 (+18.7)	18.7%
GNP Recreational Visits	13,651 (0%)	0.0%

**LODGING**

	Dec	Jan	Feb	Mar	Apr	May	Jun	Fiscal YTD Avg
<b>Kalispell</b>								
<b>OCC</b>	32.2%	33.0%						54.7%
econ class	22.7%	22.9%						
mid/upper	36.4%	37.4%						
<b>ADR</b>	\$71.73	\$72.62						\$105.30
econ class	\$53.11	\$53.26						
mid/upper	\$76.82	\$77.81						
<b>DEMAND</b>	19,684	20,137						33,101
<b>Comp Set</b>								
<b>Avg OCC</b>	43.9%	43.5%						



# February 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2021 Brilliant Edventures – July/August

## Proposals Sent:

- 2021 Brilliant Edventures – July/August

## Working leads:

- 2020 HERR – Met with Nugget from MVA and Johnna Hiatt about a upcoming event called Hero's for HERR that is a fundraiser for Veterans and horse rescue this September at MVA-will provide a lodging link
- 2021 Outdoor Writers Association of America-working on a proposal due in April
- 2020 BMW Rally Post Excursion-June 28-July 4-Setting up motorcycle routes and possible poker run
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-will start making plans following June conference –Rescheduled call for 1<sup>st</sup> part of March
- 2021 or in the future- 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-no planned date yet
- 2020-Trails Skills Symposium-Spring -Flathead Trails Association wanting to start on a smaller scale and put together a conference. Previously was working to get a regional or state symposium. Will attend their planning meeting

## Working leads on hold:

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

- 2021 Battalion Reunion-Spring-Group has choose Kalispell-will follow up with the group following the holidays to determine hotel-provided group activities
- 2021-POMA-June dates tbd & location tbd – Set up date to review details with coordinator

## Leads Lost:

- 2020 MJ Tours-September 9-13-Cancelled tour due to health issues

## Groups Won:

## Groups Assist:

- Assistance with Code Girls United aRes reservation page
- Began process to set up aRes lodging link for Kalispell PBR
- Child Bridge – Assisted with activity suggestions
- Working to finalize Spartan Staff rooms
- Caterer suggestions for MMIA
- Area information for Christian Tours

**February Highlights:**

- Site inspection with Executive Director and planner for Red Angus Association of America
- Attended BBER Outlook Seminar
- Attended Hilton UNWIND
- Prepared content for M&C portion of upcoming Visitor Guide
- Prepared material and researched planners to schedule appointments for Cascadia Conference in March

## **Future Conferences & Large Events:**

### **2020**

- 2020 BLT Outdoor Classic Hockey Tournament-February 21-23, 2020
- 2020 Glacier Freeze Basketball-March 20-22, 2020
- 2020 Montana Indoor Soccer Championship-March 20-22, 2020-Citywide
- 2020 NW Regional App Challenge-May 2-3, 2020
- 2020 Spartan Race-May 2-3, 2020 – Citywide
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 Highland Dance Competition-May 22-23, 2020-Red Lion
- 2020 National Forest Legacy Conference-June 2-4, 2020-Red Lion
- 2020 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms
- 2020 Three Blind Refs Soccer Tournament-June 5-6, 2020-Citywide
- 2020 MT Newspaper Association-June 11-13, 2020-Hilton
- 2020 BMW Rally Post Excursion-June 28-July 4, 2020
- 2020 Montana Renaissance Faire-July 18-19-Majestic Valley Arena
- 2020 Under the Big Sky Festival-July 18-19, 2020
- 2020 York Fun Club-July 21-22, 2020-Red Lion
- 2020 Event at Rebecca Farm-July 22-26, 2020
- 2020 Montana Renaissance Faire-July 25-26-Majestic Valley Arena
- 2020 Vacations by Rail-August 12-14, 2020-Homewood Suites
- 2020 Cirque Ma'Ceo-August 14-16-Majestic Valley Arena
- 2020 Vacations by Rail-August 18-20, 2020-Homewood Suites
- 2020 Vacations by Rail-September 1-2, 2020-Homewood Suites
- 2020 USS St. Paul Association-September 11-15, 2020-Hilton
- 2020 MT Ghost Town Preservation Society-Sept 11-12, 2020-Hilton
- 2020 International Bear Association-September 19-26, 2020-Hilton & Red Lion + overflow rooms
- 2020 MEDA-MT Economic Development Association-September TBD, 2020-Red Lion
- 2020 Tamarack Fall Tournament-September 19-20, 2020
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion + overflow rooms
- 2020 MT Mental Illness Conference – October 21-23 – Red Lion
- 2020 NRA Finals-October 22-24-Majestic Valley Arena
- 2020-State Cross Country-October 24, 2020 - Citywide

### **2021**

- 2021 MT District #5350 Conference (Rotary)-April 23-25, 2021-Hilton
- 2021 MT Meat Processors Conference-April 21-26, 2020-Hilton
- 2021 Battalion Reunion-May 2021-location tbd
- 2021-State Softball-May 27-29, 2021
- 2021-POMA-June dates tbd & location tbd

### **2022**

- 2022 Red Angus Association of America-September 14-16, 2022