

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – March 5, 2014
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Lisa Brown, Chairman 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.

- a) Presentation regarding Flathead Valley Agri-Tourism Promotion Initiative – Pat McGlynn, Flathead County Agriculture & Natural Resources Extension Agent and/or Maartin Fischer

2. Board Action

- a) Approval of minutes from February 5, 2014
- b) TBID financial statements for January 2014
- c) Approval of draft FY'15 marketing plan goals and objectives and budget
- d) Montana State Drill Team Competition request for sponsorship

3. Board Discussion

- a) Pond Hockey recap
- b) Other event updates
- c) Nomination process for 2014 board vacancies
- d) KCVB updates

5:00 pm Meeting Adjourns

Enclosures: February 5, 2014 minutes
TBID financial statements for January 2014
STR Report
KCVB Updates

For Further Information, Please Contact:

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2014 TBID Board Meeting Schedule

January 15	February 5	March 5	April 2	May 7	June 11
July 9	August 6	September 3	October 1	November 5	December 5

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Kalispell Tourism Business Improvement District
Board Attendance

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 25	Oct	Nov 13	Dec 4
Bissell, Gib	~	X	X	X	X	X	X	X	X		X	X
Bowman, Angie	X	X	X	X	X	X	X	~	~		~	X
Brown, Lisa	X	X	X	X	X	~	X	X	X		~	X
Clark, Janet	X	X	X	X	X	X	~	X	X		X	~
Fisher, Lori	~	~	~	~	~	X	X	X	X		X	X
Moderie, Dan	~	X	~	~	X	X	~	X	~		X	X
Walters, Chris	X	X	X	X	~	X	~	X	X		X	X

2014

	Jan 15	Feb 5	Mar 5	Apr 2	May 7	Jun 11	Jul 9	Aug 6	Sep 3	Oct 1	Nov 5	Dec 5
Bissell, Gib	X	X										
Bowman, Angie	X	~										
Brown, Lisa	X	X										
Clark, Janet	X	X										
Fisher, Lori	~	X										
Moderie, Dan	X	~										
Walters, Chris	X	X										

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
February 5, 2014**

Minutes

Board Members Present: Lisa Brown, Lori Fisher, Gib Bissell, Janet Clark, Chris Walters

Board Members Absent: Angie Bowman, Dan Moderie

Staff Present: Diane Medler, Rob Brisendine, Joe Unterreiner

Guests Present: Beth Higgason – Holiday Inn Express; Scott Rieke, Best Western Flathead Lake Inn & Suites
Lynne Undraitis & Vicky Maeckle: Montana State Drill Team Competition

Meeting was called to order by Lisa Brown, Chairman of the Board at 3:08 PM.

1. Hear from the public – See board discussion item D
2. Board Action
 - a. Approve Minutes from the January 15, 2014 Meeting:
Action: Motion was made by Janet Clark to approve the minutes. Motion seconded by Chris Walters. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for November 2013:
Action: Motion was made by Gib Bissell to approve the financial statements. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
 - c. TBID financial statements for December 2013:
Action: Motion was made by Chris Walters to approve the financial statements. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.
 - d. Approval of FY'15 projected revenue: Board was provided a TBID revenue report and worksheet. Based on Q1 and Q2 collections for current year, a conservative total collection projection is \$513,000, 8% increase. The board then put that assumption onto FY'15, (8% increase over FY'14) identifying a projected revenue of \$550,000 for FY'15. The group felt this was conservative based on the inclusion of Homewood Suites and trend of increased occupancy and revenue but agreed it was judicious to not overestimate. If necessary the budget can be adjusted at the end of FY'14 and mid-year after Q2 collections.
Action: Motion was made by Chris Walters to approve projected revenue of \$550,000 for FY'15 to be used for the creation of the budget and marketing plan. Motion was seconded by Gib Bissell. Discussion: none. Board approved unanimously.
3. Board Discussion
 - a. Pond Hockey Update: Registration ends Friday. 50 teams signed up to date = approximately 400 participants. 90% of those are out of market: over 20 from Canada, also California, Washington, Idaho and across Montana. Permits in place. Met with County Sheriff and Emergency agencies, Incident Action Plan will be generated and distributed to all agencies. Ice is good at this point but will continue to need work up to the event. Volunteers still needed.
 - b. MHSRA Finals Update: Good event committee in place with local rodeo enthusiasts and parents of former HS Rodeo Finals participants. www.MTRodeo.com is the website address, site is under construction. No host hotel. We'll ask the TBID properties to create packages and rate incentive to

- push attendees and their families to stay in Kalispell. Contract negotiated and signed with MVA. All ancillary events, except shooting sports and some kids activities will be held at MVA.
- c. 2014 Visitor Guide: We are in production for the 2014 Guide. The Guide will be produced by the Daily Inter Lake. No cost for printing this year, the DIL will absorb that cost through ad sales. Using Snowghost Design again for layout. New guide will be completed by the end of March. Diane asked for input from the board for any changes/additions they would like to see in this year's guide.
 - d. Montana State Drill Team Competition Presentation: Representatives from the Trailblazers, the local equestrian drill team club are bringing the state Drill Team Competition to Kalispell. They submitted a sponsorship request to the TBID. RFP was sent out to the TBID properties for host hotel, Travelodge was selected by the committee. Event is Sept 6 & 7, 2014, 200-300 participants (all ages) from across Montana and a few from WY, ID and Canada, 8-20 ppl on a team (avg 12 per team + families), 8-10 teams anticipated. Asking for \$2,500 towards operational costs, will generate 100 room nights over 3 days. Has not been in Kalispell for 12 years. (See Board Discussion below)
 - e. Marketing Reports: The Kalispell Discover In Every Direction video has received over 34,000 views on You Tube. Website (Q4 2013 vs. 2012): 136% increase in unique visitors, 108% increase in visits from Alberta, 131% increase from B.C.. Search Engine Marketing: over 1.5M impressions and 0.35% CTR from Google Ad Words. Ad Words are now 8% of site traffic vs. launch of website where it generated majority of visits. Better diversity now of paid vs. organic. Social Media: Facebook – 22,000 likes, Avg total reach = 18,736 (organic). Trip Advisor was 10% increase in page views and 29% increase in clicks/interactions. Visitor Information Center: 29% increase in walk-ins vs 2012, 18% increase in total inquiries. (Full report available in board packet)
 - f. Other Discussions:
 - Glacier AERO – Lisa Brown announced the \$10,000 contribution from the TBID at the Glacier Aero community event on January 30th. A total of \$80,000 pledges was announced that evening.
 - Audit – the City of Kalispell has called for an audit of the TBID as our revenue has risen to a level deemed as significant enough by their auditing firm. Diane will report on the findings once it is complete. This has been an allocated item in our budget each year so we are prepared.
 - MT State Drill Team – the board members remaining at the meeting discussed the presentation made by the Trailblazers committee. All agreed that there is a benefit to work with MVA and continue to bring rodeo events which are prone to benefit our economy properties. It is a small event but will entice others and could grow over the years. Drawback is that early September is still busy. The prevailing room rate during that time will not be what this type of group will expect. The group suggested a sponsorship of \$1,000 and to provide an incentive if more teams are actualized and strong incentive for next year if the date is pushed back later in the fall. A quorum was not present so the information, submitted RFP will be sent to the board via email for vote.
 - Glacier Jazz Stampede – Rob and Diane met with Carla to see what the incentive was for her to keep the event going. No one has been identified to take the lead on the event and she does not appear to be comfortable changing the format as was suggested to attract a younger crowd to help sustain the event. We will check with her again to confirm.

Meeting was adjourned at 4:31 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
March 5, 2014

TBID General Funds – Expense Summary January 2014:

Admin:

Bookkeeping - \$446.25: audit prep

Travel & Entertainment - \$610.63: Business Days at Capitol lodging; meal and room rental for strategic planning meeting; Rodeo meeting with Flathead Beacon

Consumer Marketing – \$1,662.39: airline tickets for Salt Lake City; final booth payment Calgary Outdoor show

Event - \$383.07: MHSRA meeting in Great Falls; rodeo website domain, hosting and SSL purchase

5:09 PM

02/27/14

Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of January 31, 2014

	<u>Jan 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	230,392.65
Total Checking/Savings	<u>230,392.65</u>
Total Current Assets	230,392.65
Fixed Assets	
1710 · Office Equipment	4,488.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,719.28</u>
TOTAL ASSETS	<u>260,111.93</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	19,951.77
Total Accounts Payable	<u>19,951.77</u>
Total Current Liabilities	<u>19,951.77</u>
Total Liabilities	19,951.77
Equity	
32000 · Unrestricted Net Assets	168,885.32
Net Income	71,274.84
Total Equity	<u>240,160.16</u>
TOTAL LIABILITIES & EQUITY	<u>260,111.93</u>

5:10 PM

02/27/14

Accrual Basis

Tourism Business Improvement District

Profit & Loss

January 2014

	Jan 14	Jul '13 - Jan 14
Income		
4000 · TBID Revenue	0.00	331,692.00
4100 · Interest Income	16.58	88.72
Total Income	16.58	331,780.72
Expense		
5000 · Staffing		
5010 · Director	4,862.50	37,639.93
5020 · Sales Manager	5,129.81	37,886.87
Total 5000 · Staffing	9,992.31	75,526.80
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	1.65	61.96
5125 · Bookkeeping	446.25	1,715.00
5140 · Office Supplies	88.68	2,650.39
5150 · Postage & Copies	76.80	1,335.16
5160 · Rent	0.00	3,390.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	181.93	1,613.50
5185 · Travel & Entertainment	610.63	1,474.45
5190 · Technology Support	0.00	305.95
Total 5100 · Administrative	1,405.94	17,906.41
5200 · Research & Education		
5230 · Organizational Memberships	0.00	2,737.06
5210 · Smith Travel Reports	0.00	4,800.00
Total 5200 · Research & Education	0.00	7,537.06
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	11,901.85
5280 · SEO & SEM	0.00	3,542.74
Total 5250 · Web Site	0.00	15,444.59
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	3,076.25
5410 · Kalispell Promotional Video	0.00	25,320.47
5430 · Social Media Administration	0.00	10,358.08
5440 · Creative Services	0.00	11,445.68
5450 · Media Buy	0.00	8,000.00
5460 · Travel Show Attendance	1,601.14	4,905.19
5480 · Airport VIC Kiosk	61.25	461.25
5495 · Wayfinding Signage	0.00	13.00
Total 5400 · Consumer Marketing	1,662.39	63,579.92
5500 · Event Marketing		
5501 · Dragon Boat		
5501.9 · Other Dragon Boat	0.00	0.00
5501 · Dragon Boat - Other	0.00	23,360.00
Total 5501 · Dragon Boat	0.00	23,360.00
5502 · Spartan Event	0.00	634.00
5505 · Event Promoter Recruitment	199.49	5,106.95
5507 · WF Mtn Films	0.00	4,194.00
5508 · Bucking Horse	0.00	4,388.00
5509 · Pond Hockey	0.00	800.00
5549 · Other Event Marketing	183.58	256.19
Total 5500 · Event Marketing	383.07	38,739.14
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.10 · Portland	0.00	4,681.37
5565.6 · MEET West	0.00	191.07
Total 5565 · Trade Show, FAM Trips	0.00	4,872.44

5:10 PM

02/27/14

Accrual Basis

Tourism Business Improvement District
Profit & Loss
January 2014

	<u>Jan 14</u>	<u>Jul '13 - Jan 14</u>
Total 5550 · Group Marketing	0.00	4,872.44
5650 · Public Relations		
5660 · Hosting Travel Media	0.00	13,096.16
5665 · Press Releases	0.00	8,043.75
5680 · Kalispell Merchandise	0.00	1,404.92
Total 5650 · Public Relations	0.00	22,544.83
5700 · Publications		
5790 · Other Publications	0.00	2,067.40
Total 5700 · Publications	0.00	2,067.40
6000 · Prior Fiscal Year Expense	0.00	12,287.29
Total Expense	<u>13,443.71</u>	<u>260,505.88</u>
Net Income	<u><u>-13,427.13</u></u>	<u><u>71,274.84</u></u>

5:10 PM

02/27/14

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
July 2013 through January 2014

	<u>Jul '13 - Jan 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 • TBID Revenue	331,692.00	495,000.00	-163,308.00	67.0%
4100 • Interest Income	88.72			
Total Income	<u>331,780.72</u>	<u>495,000.00</u>	<u>-163,219.28</u>	<u>67.0%</u>
Expense				
5000 • Staffing	75,526.80	146,918.00	-71,391.20	51.4%
5100 • Administrative	17,906.41	31,400.00	-13,493.59	57.0%
5200 • Research & Education	7,537.06	8,800.00	-1,262.94	85.6%
5250 • Web Site	15,444.59	25,000.00	-9,555.41	61.8%
5400 • Consumer Marketing	63,579.92	87,150.00	-23,570.08	73.0%
5500 • Event Marketing	38,739.14	85,000.00	-46,260.86	45.6%
5550 • Group Marketing	4,872.44	79,000.00	-74,127.56	6.2%
5650 • Public Relations	22,544.83	19,732.00	2,812.83	114.3%
5700 • Publications	2,067.40	12,000.00	-9,932.60	17.2%
6000 • Prior Fiscal Year Expense	12,287.29			
Total Expense	<u>260,505.88</u>	<u>495,000.00</u>	<u>-234,494.12</u>	<u>52.6%</u>
Net Income	<u><u>71,274.84</u></u>	<u><u>0.00</u></u>	<u><u>71,274.84</u></u>	<u><u>100.0%</u></u>

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: January 2014

Currency: USD - US Dollar

	Current Month - January 2014 vs January 2013												Year to Date - January 2014 vs January 2013												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2013				Occ %		ADR		RevPAR		Percent Change from YTD 2013				Properties		Rooms					
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Room	Room	Room	Room	Room	Room	Room	Room	Sample	Sample	Sample	Sample				
Kalispell, MT+	30.3	29.0	75.67	74.60	22.95	21.61	4.7	1.4	6.2	13.1	6.5	11.5	31.9	34.6	61.85	61.52	19.73	21.29	-7.8	0.5	-7.3	-4.6	2.9	-5.1	20	15	1657	1447
Missoula, MT+	34.4	36.3	72.56	73.96	24.92	26.87	-5.5	-1.9	-7.3	-7.3	0.0	-5.5	34.4	36.3	72.56	73.96	24.92	26.87	-5.5	-1.9	-7.3	-7.3	0.0	-5.5	41	24	3107	2194
Butte, MT+	30.0	29.3	76.39	73.28	22.90	21.50	2.2	4.3	6.5	14.2	7.2	9.5	30.0	29.3	76.39	73.28	22.90	21.50	2.2	4.3	6.5	14.2	7.2	9.5	14	10	1250	973
Bozeman, MT+	45.9	43.0	75.93	75.82	34.84	32.61	6.7	0.1	6.9	14.4	7.1	14.2	45.9	43.0	75.93	75.82	34.84	32.61	6.7	0.1	6.9	14.4	7.1	14.2	28	16	2151	1495
Whitefish, MT+																									13	1	712	79
Rapid City MSA, SD	31.9	34.6	61.85	61.52	19.73	21.29	-7.8	0.5	-7.3	-4.6	2.9	-5.1	31.9	34.6	61.85	61.52	19.73	21.29	-7.8	0.5	-7.3	-4.6	2.9	-5.1	68	35	5167	3722
Park City, UT+	51.8	51.2	431.28	410.45	223.33	210.34	1.0	5.1	6.2	5.7	-0.5	0.6	51.8	51.2	431.28	410.45	223.33	210.34	1.0	5.1	6.2	5.7	-0.5	0.6	35	15	3861	2323
Helena/Great Falls	42.5	44.8	81.62	78.64	34.71	35.20	-5.0	3.8	-1.4	-1.5	-0.1	-5.1	42.5	44.8	81.62	78.64	34.71	35.20	-5.0	3.8	-1.4	-1.5	-0.1	-5.1	50	36	3854	3260
Coeur D Alene, ID+	29.8	30.7	90.00	86.81	26.78	26.66	-3.1	3.7	0.5	7.7	7.2	3.9	29.8	30.7	90.00	86.81	26.78	26.66	-3.1	3.7	0.5	7.7	7.2	3.9	21	13	1762	1447
Sandpoint, ID+	34.6	29.9	74.59	74.59	26.29	22.27	15.9	1.9	18.1	18.1	0.0	15.9	34.6	29.9	74.59	74.59	26.29	22.27	15.9	1.9	18.1	18.1	0.0	15.9	8	4	396	244
Bend, OR+	43.3	42.1	94.30	88.02	40.85	37.02	3.0	7.1	10.4	10.3	-0.0	3.0	43.3	42.1	94.30	88.02	40.85	37.02	3.0	7.1	10.4	10.3	-0.0	3.0	37	19	2728	1557
Spokane, WA+	41.4	39.2	81.45	81.54	33.74	31.97	5.7	-0.1	5.5	5.6	0.1	5.7	41.4	39.2	81.45	81.54	33.74	31.97	5.7	-0.1	5.5	5.6	0.1	5.7	57	37	5911	5078
Billings, MT+	44.9	44.4	78.66	80.13	35.34	35.58	1.2	-1.8	-0.7	3.3	4.0	5.2	44.9	44.4	78.66	80.13	35.34	35.58	1.2	-1.8	-0.7	3.3	4.0	5.2	46	28	4147	3078

A blank row indicates insufficient data.

DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd, is prohibited and subject to legal action. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Source 2014 SMITH TRAVEL RESEARCH, Inc.

P.O. Box 1272
Helena, MT 59624



Ph (406) 449-8408
Fx (406) 442-8018

www.mtlha.com

Smith Travel Research Report for Montana Lodging & Hospitality Association -- Jan. 2014 vs Jan. 2013

Month to Month

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	52.2	51.0	2.3
Mountain	54.0	50.9	6.1
Montana	38.5	38.0	1.1
Billings	44.7	43.9	1.8
Bozeman/Yellowstone Area	39.3	36.3	8.3
Missoula	33.8	35.7	-5.5
Helena/Great Falls	42.5	44.8	-5.0

Year to Date

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	52.2	51.0	2.3
Mountain	54.0	50.9	6.1
Montana	38.5	38.0	1.1
Billings	44.7	43.9	1.8
Bozeman/Yellowstone Area	39.3	36.3	8.3
Missoula	33.8	35.7	-5.5
Helena/Great Falls	42.5	44.8	-5.0

Average Room Rate

Segment	Average Room Rate		
	2014	2013	% Chg
United States	109.24	106.11	2.9
Mountain	112.46	110.18	2.1
Montana	78.05	78.12	-0.1
Billings	79.32	80.34	-1.3
Bozeman/Yellowstone Area	74.71	74.17	0.7
Missoula	72.43	73.78	-1.8
Helena/Great Falls	81.62	78.64	3.8

Average Room Rate

Segment	Average Room Rate		
	2014	2013	% Chg
United States	109.24	106.11	2.9
Mountain	112.46	110.18	2.1
Montana	78.05	78.12	-0.1
Billings	79.32	80.34	-1.3
Bozeman/Yellowstone Area	74.71	74.17	0.7
Missoula	72.43	73.78	-1.8
Helena/Great Falls	81.62	78.64	3.8

RevPAR

Segment	RevPAR		
	2014	2013	% Chg
United States	57.02	54.14	5.3
Mountain	60.67	56.03	8.3
Montana	30.02	29.72	1.0
Billings	35.48	35.31	0.5
Bozeman/Yellowstone Area	29.38	26.92	9.1
Missoula	24.46	26.38	-7.3
Helena/Great Falls	34.71	35.20	-1.4

RevPAR

Segment	RevPAR		
	2014	2013	% Chg
United States	57.02	54.14	5.3
Mountain	60.67	56.03	8.3
Montana	30.02	29.72	1.0
Billings	35.48	35.31	0.5
Bozeman/Yellowstone Area	29.38	26.92	9.1
Missoula	24.46	26.38	-7.3
Helena/Great Falls	34.71	35.20	-1.4

Rev Avail Sold

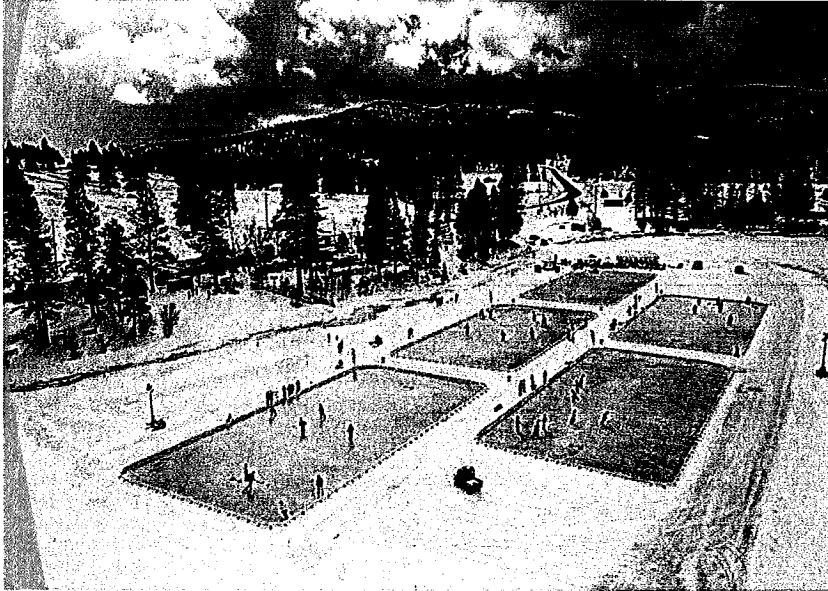
Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	6.3	0.9	3.3
Mountain	8.9	0.6	6.7
Montana	4.0	3.0	4.1
Billings	4.1	3.6	5.5
Bozeman/Yellowstone Area	13.5	4.0	12.6
Missoula	-7.3	0.0	-5.5
Helena/Great Falls	-1.5	-0.1	-5.1

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	6.3	0.9	3.3
Mountain	8.9	0.6	6.7
Montana	4.0	3.0	4.1
Billings	4.1	3.6	5.5
Bozeman/Yellowstone Area	13.5	4.0	12.6
Missoula	-7.3	0.0	-5.5
Helena/Great Falls	-1.5	-0.1	-5.1



2014 Montana Pond Hockey Classic on Foy's Lake. Kalispell, Montana February 21-23



Spectators and Participants over 3 days: 3200

Hockey Games: 246

Teams: 51 (40 Out of market / 11 local)

Beer Ounces Consumed: 15232

Mini Donuts Consumed: 1036

Hockey Pucks: 856

Number of Injuries: 0

Volunteers: 86

Ice Thickness: 18 inches

Video Link: <http://youtu.be/i-gvYwNDNOE>

Website: www.pondhockeyclassic.com/montana

Summary: Great success for first year event. Players are excited about the future of the event in Kalispell and we project the event to double in size next year. This was a very risky and labor intensive event that required very long man hours, as it snowed 6 out of the 7 days leading up to the event and 2 days during. We are evaluating dates and timing with the promoter for the possibility of bringing this event back next year. The Pond Hockey Classic LLC did a wonderful job representing our destination in a manner and event execution we've come to expect.

Thanks to all the board members that made it out to see this great event for our community.

Rob and Diane

Winter Banner Ad Campaign

Oct 2013 - Jan 2014

	Campaign Totals			
	Purch IMP	IMP	CLICKS	CTR
Adara Media	3,003,704	7,127,863	5,571	0.08%
Madden Media	1,600,000	1,793,008	4,321	0.24%
Prospecting - key markets		777,579	1,869	0.24%
Prospecting - regional mkts		808,256	2,066	0.26%
Site retargeting - key mkts		104,152	183	0.18%
Site retargeting - regional mkts		103,019	203	0.20%
Glacier Country Online Guide	n/a	841	8	0.95%
TOTAL		8,921,712	9,000	0.11%

KALISPELL



Kalispell
MONTANA

- Affordable accommodations
- Dining and shopping
- Museums and galleries

SKI WHITEFISH & BLACKTAIL

DISCOVER KALISPELL IN WINTER

STAY IN KALISPELL

EXPERIENCE GLACIER IN WINTER

CARVE

Kalispell
MONTANA

- Affordable accommodations
- Dining and shopping
- Museums and galleries

SKI WHITEFISH & BLACKTAIL

DISCOVER KALISPELL IN WINTER

STAY IN KALISPELL

EXPERIENCE GLACIER IN WINTER

WOOSH

Kalispell
MONTANA

- Affordable accommodations
- Dining and shopping
- Museums and galleries

SKI WHITEFISH & BLACKTAIL

DISCOVER KALISPELL IN WINTER

STAY IN KALISPELL

EXPERIENCE GLACIER IN WINTER

ENJOY

Kalispell
MONTANA

go deeper
MONTANA

- Affordable accommodations
- Dining and shopping
- Museums and galleries

SKI WHITEFISH & BLACKTAIL

DISCOVER KALISPELL IN WINTER

STAY IN KALISPELL

EXPERIENCE GLACIER IN WINTER

EXPLORE GLACIER