

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 2, 2015
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

AGENDA

3:00 pm Meeting Called to Order: Janet Clark, 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.

2. Board Action

- a) Approval of minutes from November 4, 2015
- b) TBID financial statements for October, 2015
- c) TBID Associate Member Application – LaQuinta Inn & Suites

3. Board Discussion

- a) Event updates
- b) Review allocation of TBID rollover funds
- c) Workforce concerns in 2016
- d) Updates on new lodging developments
- e) 2016 meeting schedule
- f) Group, M&C updates
- g) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: November 4, 2015 minutes
TBID financial statements for October 2015
Associate Membership Application - LaQuinta
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-755-8100
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

January 14	February 4	March 11	April 15	May 13	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.

Kalispell Tourism Business Improvement District
Board Attendance

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	X	X		X	~	X		X	X	
Bowman, Angie	X	~	X	X								
Brown, Lisa	X	X	X	X		X	~	~		~	X	
Clark, Janet	X	X	X	X		X	X	X		X	X	
Fisher, Lori	~	X	X	X		X	X	~				
Moderie, Dan	X	~	X	X		X	~	X		X	~	
Nordahl, Vanessa												
Walters, Chris	X	X	~	X		~	X	X		X	X	

2015

	Jan 14	Feb 4	Mar 11	Apr 15	May 13	Jun 3	Jul 1	Aug 5	Sep 2	Oct 7	Nov 4	Dec 2
Bemis, Karena			X	X	~	X	X	X	X		X	
Bissell, Gib	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	X	X	
Hendrickson, Dawn		X	~	X	X	X	X	X	~	X	X	
Moderie, Dan	X	X	X	X	X	~	X	~	X	~	~	
Nordahl, Vanessa	X	X	X	X	X	X	X	X	X	~	X	
Patel, Nautam												
Walters, Chris	~	X							X		X	

~ = Absent X = Present

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Location: Kalispell Chamber of Commerce

November 4, 2015

3:00 pm – 5:00 pm

Location: Kalispell Chamber

Minutes

Board Members Present: Janet Clark, Lisa Brown, Vanessa Nordahl, Nautam Patel, Dawn Hendrickson, Karena Bemis

Board Members Absent: Dan Moderie

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

Visitor: Scott Rieke, Best Western Flathead Lake

Meeting was called to order by Janet Clark, Board Chair, at 3:11 PM.

1. Hear from the Public – no public comments
2. Board Action
 - a. Approve minutes from the October 7, 2015 meeting:
Action: Motion was made by Dawn Hendrickson to approve the minutes. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for September, 2015:
Action: Motion was made by Joe Unterreiner to approve the financial statements. Motion seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
 - c. Event Grant Application – Kalispell Wrestling Club
Action: Motion was made by Lisa Brown that Kalispell TBID donates \$2,000 toward facility rental cost for the Western Montana Little Guy State Wrestling Championships and assist the organization by requesting that the City of Kalispell allow the use of its bleachers and provide transport of the bleachers for the event free of charge. Motion seconded by Janet Clark.
Discussion: organizers requested \$3,600 plus help obtaining use of bleachers owned by the city. They project 1,300 participants and 4,500 in attendance for the March 25-26, 2016 event. Organizers predict 500 – 550 room nights, a good yield during a slow time of year. TBID awarded event grants to the tournament in 2012 and 2013. Local schools are working hard to bring sports events to the area. Grants for this type of event are a way to demonstrate support for and build local school sports programs. The grant application form is under review and the application process is being evaluated. The Board discussed raising requirements for post-event reporting. Amounts granted to events will be emphasized in future communications to member facilities with the explanation that the funds are being spent to generate room nights. It's hoped that members will be encouraged to report related room nights so Board can evaluate the return on investment. Board approved unanimously.
3. Board Discussion
 - a. Dragon Boat Festival – event economic impact was \$955,431 according to ITRR report. 61 teams participated including new teams from California, Oregon and Alberta. \$32,000 in sponsorships

(cash and in-kind) was raised and the event benefited a variety of non-profit organizations. Staff is looking at ways to enhance the benefit to Lakeside businesses while meeting the goal of providing a great Dragon Boat event which is necessary to attract out-of-market teams and spectators. Support from the Lakeside community is important. The Conditional Use Permit requirement is being discussed with Flathead County Planning Department. According to the ITRR report, 52% of attendees stayed in a hotel/motel/b&b compared to 64% in 2014. 23% stayed in a cabin/rental compared to 12% in 2014. Ways of making hotels/motels more attractive to paddlers are being discussed.

Pond Hockey- 33 teams have registered. An electronic marketing piece is being developed to deliver information about lodging packages to teams. Lodging facilities are asked to offer strong incentives to book direct by 12/31/2015. Dawn will distribute a list of ideas for incentives. Scott Crowder, Pond Hockey promoter, will push out the lodging package information to teams.

- b. October Shows - Calgary Women's Show had attendance of 11,000. Traffic to the Kalispell booth was down somewhat due to the weak Canadian dollar. Diane talked with many attendees who had never been to Kalispell or had not visited in 10 – 20 years. Many expressed interest in visiting as soon as the Canadian dollar is stronger. Diane attended media events in Portland, Seattle and San Francisco that were coordinated by Glacier Country. The events were attended by more than 70 writers. Plans are in the works for bringing a Portland journalist in May. Among journalists at the Seattle media event, two are interested in winter features. Media personnel attending the San Francisco meeting were a mix of returning journalists including Travelocity representatives. Dawn attended the IMEX Conference in October with Whitefish, Missoula and Billings CVB's and Glacier Country. The event attracted 10,000 attendees, 3,000 of whom were meeting planners. Dawn had 5 individual appointments and attended an additional 18 meetings with Debbie Picard from Glacier Country. Discussions are underway for a meeting planner FAM in the spring.
- c. Expedia and other OTA handling of TBID fee – Several properties have had guests who booked through Expedia, were not charged the TBID fee and had questions when the fee was charged at checkout. The City Resolution that created the TBID will be sent to those that request the document. This document can be sent to Expedia.
- d. Group, M&C updates - Dawn will provide a list of planners and a summary of her conversations with them. The Montana Lodging and Hospitality Association Conference was held at the Hilton Inn in October. Dawn and Lisa Brown attended the statewide TBID meeting that was part of the conference. It was helpful to hear about projects and grants other organizations are working on. Billings is working on the TBID renewal process. Dawn is communicating with several organizations who are considering holding conferences here. It's important for a representative to attend current conferences to engage with the group and convince them to locate future meetings in Kalispell. Occupancy reports have been received from 10 of the 19 properties. Lodging facilities are asked to provide packages further in advance of the effective dates to give more lead time for trip planning. Homewood Suites is seeing more Chinese visitors. CVB will research ways of engaging with Foreign Independent Travel Operators and Receptive Tour Operators.

- e. Marketing updates – September Star Report: occupancy down 6.4% to 68.8%, ADR was up .6% to \$104.97, RevPAR down 5.9% to \$72.24. CVB hosted a Calgary blogger who focuses on traveling with kids. She wrote an extensive post highlighting her visit to Kalispell. The Missoulian recently published a lengthy article about Kalispell with the headline “State’s fastest-growing city is booming.” The three Kalispell episodes of TGO Fishing start in November. Mike Howe with A-Able Fishing, is participating in the St. Paul Ice Fishing Show and will distribute Kalispell collateral while at the event. CVB is hosting a Chicago journalist January 9 – 12 to promote the direct flight. Lodging package page of website is being redesigned to make it more user-friendly and better showcase the packages. The assortment of package and discount offerings will be expanded to include restaurants, activities and other visitor-related items. CVB did not get the grant to fund the new Meetings and Conventions website, however the project will be completed with unallocated funds. Three properties have not submitted TBID payment for the 1st quarter which was due November 1st. Payment so far shows a 17% decrease in room nights compared to 1st quarter last year. The weak Canadian dollar and summer forest fires are two factors responsible for the decline.

Meeting was adjourned at 4:40 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact:
Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Financials
December 2, 2015

TBID General Funds – Expense Summary October 2015

Admin: Rent; postage; bookkeeping; telephone, misc. mileage/expenses

Website: domain renewals

Consumer Marketing: airport stocking; social media admin; TGO Kalispell episode promotions; Calgary Women's Show expenses

Event: event operation mgmt. monthly payment for October (Rob); transfer approved funds to Pond Hockey account

Meetings & Convention: IMEX booth fee and travel expenses; MLHA conference sponsorship; POMA stickers; M&C promotional items; updates on M&C guide/inserts

Publicity: Travel media events (SF, Portland, Seattle); branded promotional flash drives

KCVB Event Funds - Summary January through October 2015

Dragon Boat: (2015 - \$25,000 TBID)
Balance forward from 2014: (\$1,907.57)
Income - \$109,056.00
Expenses: \$127,720.54
Balance – (\$20,572.11)

Rodeo 2015: (2015 - \$30,000 TBID)
Balance forward from 2014: \$1,341.47
Income - \$152,693.02
Expenses - \$161,142.64
Balance – (\$3,378.15)

Spartan 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$2,276.64
Income - \$36,749.62
Expenses – \$31,601.71
Balance - \$7,424.55

Pond 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$37,424.34
Income – \$42,264.32
Expenses – \$65,676.08
Balance – \$14,012.58

Tourism Business Improvement District
Balance Sheet
As of October 31, 2015

	Oct 31, 15
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	147,898.40
Total Checking/Savings	147,898.40
Accounts Receivable	
1200 · Accounts Receivable	150.80
Total Accounts Receivable	150.80
Total Current Assets	148,049.20
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
TOTAL ASSETS	177,234.48
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LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	57,685.07
Total Accounts Payable	57,685.07
Total Current Liabilities	57,685.07
Total Liabilities	57,685.07
Equity	
32000 · Unrestricted Net Assets	164,312.26
Net Income	-44,762.85
Total Equity	119,549.41
TOTAL LIABILITIES & EQUITY	177,234.48
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Tourism Business Improvement District
Profit & Loss
 October 2015

	Oct 15	Jul - Oct 15
Income		
4000 · TBID Revenue	0.00	140,636.00
4100 · Interest Income	7.07	25.40
Total Income	7.07	140,661.40
Expense		
5000 · Staffing	18,039.77	76,939.30
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	3,515.90
5110 · Bank Fees	17.10	87.47
5125 · Bookkeeping	218.75	848.75
5140 · Office Supplies	0.00	56.21
5150 · Postage & Copies	21.75	257.46
5160 · Rent	700.00	2,800.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	117.06	717.20
5185 · Travel & Entertainment	103.79	274.27
5190 · Technology Support	0.00	200.00
5195 · Equipment (Software)	0.00	198.48
Total 5100 · Administrative	1,178.45	9,135.74
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	5,500.00
5230 · Organizational Memberships	0.00	500.00
Total 5200 · Research & Education	0.00	6,000.00
5250 · Web Site		
5270 · Maintenance & Enhancements	91.02	1,095.38
5280 · SEO & SEM	0.00	7,000.00
Total 5250 · Web Site	91.02	8,095.38
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	99.00
5430 · Social Media Admin & Adv	350.00	1,029.96
5450 · Media Buy Online	2,500.00	3,000.00
5460 · Travel Show Attendance	1,391.69	1,391.69
5480 · Airport Displays	50.00	300.00
5420 · E-Marketing	0.00	231.70
Total 5400 · Consumer Marketing	4,291.69	6,052.35
5500 · Event Marketing		
5548 · Events Operations Management	1,750.00	9,250.00
5501 · Dragon Boat	0.00	25,000.00
5509 · Pond Hockey	30,000.00	30,000.00
5549 · Other Event Marketing	0.00	1,826.88
Total 5500 · Event Marketing	31,750.00	66,076.88
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	4,344.55	4,825.76
5570 · Meeting Planner Incentive Progm	1,605.97	5,037.77
5574 · M&C Guide	180.00	200.00
Total 5550 · Meetings & Conventions	6,130.52	10,063.53
5650 · Publicity		
5660 · Travel Media FAM	319.48	859.13
5665 · PR/Story Pitches	0.00	1,572.50
5680 · Kalispell Merchandise	282.50	629.44
Total 5650 · Publicity	601.98	3,061.07
Total Expense	62,083.43	185,424.25
Net Income	-62,076.36	-44,762.85

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July through October 2015

	Jul - Oct 15	Budget	\$ Over Bud...	% of Budget
Income				
4000 · TBID Revenue	140,636.00	525,000.00	-384,364.00	26.8%
4100 · Interest Income	25.40			
Total Income	140,661.40	525,000.00	-384,338.60	26.8%
Expense				
5000 · Staffing	76,939.30	206,635.00	-129,695.70	37.2%
5100 · Administrative	9,135.74	28,865.00	-19,729.26	31.6%
5200 · Research & Education	6,000.00	8,000.00	-2,000.00	75.0%
5250 · Web Site	8,095.38	18,000.00	-9,904.62	45.0%
5400 · Consumer Marketing	6,052.35	85,000.00	-78,947.65	7.1%
5500 · Event Marketing	66,076.88	108,500.00	-42,423.12	60.9%
5550 · Meetings & Conventions	10,063.53	40,000.00	-29,936.47	25.2%
5650 · Publicity	3,061.07	30,000.00	-26,938.93	10.2%
Total Expense	185,424.25	525,000.00	-339,575.75	35.3%
Net Income	-44,762.85	0.00	-44,762.85	100.0%

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	WAYFINDING	TOTAL
2014 Balance Forward	(1,907.57)	37,424.34	2,276.64	1,341.47	63,100.00	102,234.88
January 2015	425.00	1,327.03	0.00	(628.38)	0.00	1,123.65
February 2015	(269.83)	(22,224.04)	0.00	(1,088.00)	0.00	(23,581.87)
March 2015	3,455.00	(5,863.58)	24,870.29	1,000.00	0.00	23,461.71
April 2015	1,408.75	(7,935.06)	(4,649.87)	34,400.76	0.00	23,224.58
May 2015	4,490.56	(1,000.00)	(10,957.76)	20,476.84	0.00	13,009.64
June 2015	(885.95)	0.00	(3,987.00)	(54,020.63)	0.00	(58,893.58)
July 2015	16,342.42	0.00	(127.75)	(2,740.62)	0.00	13,474.05
August 2015	30,955.90	0.00	0.00	(850.00)	0.00	30,105.90
September 2015	(67,931.00)	4,450.00	0.00	(1,629.59)	0.00	(65,110.59)
October 2015	(6,655.39)	7,833.89	0.00	0.00	0.00	1,178.50
EVENT BALANCES	(20,572.11)	14,012.58	7,424.55	(3,738.15)	63,100.00	60,226.87

Kalispell Chamber of Commerce
KCVB P&L by Class
January through October 2015

	Dragon Boat	Pond Hockey	Spartan	HS Rodeo	TOTAL
Income					
4025.00 · Program Revenue					
4050.00 · Advertising	0.00	0.00	0.00	500.00	500.00
Total 4025.00 · Program Revenue	0.00	0.00	0.00	500.00	500.00
4700.00 · Special Events					
4225.00 · Beverage Sales	8,374.00	0.00	9,783.37	0.00	18,157.37
4550.00 · Merchandise	50.00	0.00	0.00	2,098.00	2,148.00
4650.00 · Parking/Camping	0.00	0.00	0.00	41,665.02	41,665.02
4700.10 · Registrations	33,548.00	31,000.00	0.00	43,900.00	108,448.00
4850.00 · Sponsors	29,850.00	4,500.00	0.00	19,500.00	53,850.00
4900.00 · Ticket Sales	4,288.75	0.00	0.00	11,750.00	16,038.75
4925.00 · Vendor Fee	2,700.00	0.00	450.00	3,650.00	6,800.00
4928.00 · VIP Tents	2,400.00	0.00	0.00	0.00	2,400.00
4945.00 · Other Events Revenue	2,845.25	0.00	1,516.25	0.00	4,361.50
Total 4700.00 · Special Events	84,056.00	35,500.00	11,749.62	122,563.02	253,868.64
4400.00 · Grants & Contributions					
4400.10 · Grants	0.00	6,764.32	0.00	0.00	6,764.32
Total 4400.00 · Grants & Contributions	0.00	6,764.32	0.00	0.00	6,764.32
4410.00 · TBID Revenue	25,000.00	0.00	25,000.00	30,000.00	80,000.00
Total Income	109,056.00	42,264.32	36,749.62	153,063.02	341,132.96
Expense					
5000.00 · Direct Program					
5000.10 · Purchases	0.00	0.00	0.00	1,000.00	1,000.00
5010.00 · Advertising & Marketing	12,931.25	7,582.06	1,689.75	5,618.22	27,821.28
5020.00 · Apparel	1,310.00	585.00	0.00	0.00	1,895.00
5040.00 · Awards & Recognition	2,862.92	25.00	0.00	30,085.54	32,973.46
5140.00 · Contract Labor	2,120.00	1,251.81	0.00	30.00	3,401.81
5180.00 · Catering	3,257.60	0.00	4,029.70	0.00	7,287.30
5240.00 · Hospitality	125.00	0.00	0.00	0.00	125.00
5320.00 · Leased Equipment/Space	23,402.97	13,155.22	11,112.90	32,590.02	80,261.11
5440.00 · Participant's Materials/Exp	313.50	432.00	0.00	596.45	1,341.95
5460.00 · Permits & Fees	320.00	2,978.00	520.00	129.00	3,947.00
5480.00 · Event Performers	2,350.00	0.00	0.00	3,500.00	5,850.00
5540.00 · Promotor Fee	38,285.28	17,870.13	3,050.00	0.00	59,205.41
5670.00 · Supplies	1,784.40	657.56	171.59	7,805.46	10,419.01
Total 5000.00 · Direct Program	89,062.92	44,536.78	20,573.94	81,354.69	235,528.33
5600.00 · Salaries & Employee Benefits					
5620.00 · Employee Benefits	0.00	333.75	0.00	333.75	667.50
Total 5600.00 · Salaries & Employee Benefits	0.00	333.75	0.00	333.75	667.50
5060.00 · Bank Fees & Service Charges					
5060.10 · Bank & Credit Card Fees	180.60	64.90	0.00	1,296.05	1,541.55
Total 5060.00 · Bank Fees & Service Charges	180.60	64.90	0.00	1,296.05	1,541.55
5560.00 · Building & Maintenance	235.00	0.00	0.00	1,030.00	1,265.00
5260.00 · Insurance	3,430.75	1,173.38	1,649.75	840.00	7,093.88
5160.00 · Contributions & Scholarships					
5160.10 · Contributions	4,000.00	1,750.00	4,000.00	1,000.00	10,750.00
Total 5160.00 · Contributions & Scholarships	4,000.00	1,750.00	4,000.00	1,000.00	10,750.00
5520.00 · Professional Fees					
5780.00 · Web Site	772.87	48.51	0.00	179.88	1,001.26
5520.10 · Professional Services	24,357.37	7,702.75	1,400.00	65,897.85	99,357.97
Total 5520.00 · Professional Fees	25,130.24	7,751.26	1,400.00	66,077.73	100,359.23

Kalispell Chamber of Commerce
KCVB P&L by Class
 January through October 2015
 Dragon Pond

	<u>Boat</u>	<u>Hockey</u>	<u>Spartan</u>	<u>HS Rodeo</u>	<u>TOTAL</u>
5360.00 · Meetings	25.00	0.00	0.00	0.00	25.00
5500.00 · Printing & Publications	0.00	1,057.00	140.26	5,445.75	6,643.01
5760.00 · Utilities & Phone					
5120.00 · Communications	101.62	0.00	0.00	0.00	101.62
5760.10 · Utilities	0.00	0.00	0.00	255.38	255.38
Total 5760.00 · Utilities & Phone	101.62	0.00	0.00	255.38	357.00
5400.00 · Miscellaneous					
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	0.00	300.00
5580.00 · Research & Surveys	781.83	700.00	700.00	765.00	2,946.83
5400.10 · Other Miscellaneous	1,050.00	0.00	0.00	0.00	1,050.00
Total 5400.00 · Miscellaneous	2,131.83	700.00	700.00	765.00	4,296.83
5420.00 · Office					
5420.10 · Office Supplies	1,113.20	388.90	216.22	688.94	2,407.26
Total 5420.00 · Office	1,113.20	388.90	216.22	688.94	2,407.26
5740.00 · Travel					
5740.10 · Travel/Mileage	1,051.44	1,600.69	160.08	684.41	3,496.62
5720.00 · Transportation	159.90	6,023.00	0.00	0.00	6,182.90
5380.00 · Meals (Staff/Volunteers)	1,098.04	296.42	2,761.46	1,370.94	5,526.86
Total 5740.00 · Travel	2,309.38	7,920.11	2,921.54	2,055.35	15,206.38
Total Expense	127,720.54	65,676.08	31,601.71	161,142.64	386,140.97
Net Income	-18,664.54	-23,411.76	5,147.91	-8,079.62	-45,008.01

Kalispell TBID Associate Membership Application

Property Name La Quinta Inn & Suites

Address 255 Montclair Drive, Kalispell, MT 59901

Mailing address if different _____

Phone 406-257-5255 Fax 406-257-7361

Toll Free _____

Website Address www.laquintakalispell.com

Owner Name James Mulloy, PRES.
MONTCLAIR DRIVE HOTEL OPERATIONS, INC.

Phone _____ Email _____

General Manager Name Kim Carson

Phone 406-257-5255 Email lg0448gm@laquinta.com

Sales Manager Name Laurie Theisen

Phone 406-868-5224 Email laurie.theisen@hospitalityassociates.com

I acknowledge that I have read and understand Ordinance No. 1721 from the City of Kalispell which establishes the Associate Membership class and corresponding regulations. (Attachment A)

I acknowledge that I have read and understand the TBID ByLaws dated April 11, 2011 (Attachment B)

I agree to follow the TBID General Payment instructions and Reporting Procedures (Attachment C) and agree to begin collecting a \$2.00 per room night TBID fee on April 1, 2013.

Property Owner MONTCLAIR DRIVE HOTEL OPERATIONS, INC. (printed name)

James Mulloy, PRES.

Signature

11-16-15

Date

General Manager Kim Carson (printed name)

Kim Carson

Signature

11-16-15

Date

Kalispell TBID Associate Membership Application

Property Name La Quinta Inn & Suites

Address 255 Montclair Drive, Kalispell, MT 59901

Mailing address if different _____

Phone 406-257-5255 Fax 406-257-7361

Toll Free _____

Website Address www.laquintakalispell.com

MONTCLAIR DRIVE HOTEL OPERATIONS, INC

Owner Name James Mulloy, PRES.

Phone _____ Email _____

General Manager Name Kim Carson

Phone 406-257-5255 Email lg0448gm@laquinta.com

Sales Manager Name Laurie Theisen

Phone 406-868-5224 Email laurie.theisen@hospitalityassociates.com

I acknowledge that I have read and understand Ordinance No. 1721 from the City of Kalispell which establishes the Associate Membership class and corresponding regulations. (Attachment A)

I acknowledge that I have read and understand the TBID ByLaws dated April 11, 2011 (Attachment B)

I agree to follow the TBID General Payment instructions and Reporting Procedures (Attachment C) and agree to begin collecting a \$2.00 per room night TBID fee on April 1, 2013.

Property Owner MONTCLAIR DRIVE HOTEL OPERATIONS, INC (printed name)

James Mulloy, PRES.

Signature

Date

11-16-13

General Manager _____ (printed name)

Signature

Date

Property Information for TBID Marketing Materials

Property Name La Quinta Inn & Suites Kalispell

of sleeping rooms 71

Meeting space: yes no

of meeting rooms 1

Banquet seating capacity 42

Gross square foot 754

Classroom seating capacity 42

Theatre seating capacity 49

Breakfast: yes no

free continental buffet cook to order

Internet: high speed wireless free

Restaurant: onsite nearby

Pets allowed: yes no

Lounge/casino: yes no

Weekly or monthly rates available: yes no

Kitchenettes: yes no

Airport Shuttle: yes no

Special Features 24 Hour Pool, Spa & Fitness Center, 100% Non-smoking, 24 Hour Business Center, In Room Refrigerator & Microwave, Spa & Family Suites, Fresh Baked Cookies each evening.

Guest room rate (provide range):

January-February \$79-\$89

July-August \$199-\$209

March-April \$79-\$89

September-October \$99-\$109

May-June \$109-\$119

November-December \$79-\$89

Facebook address La Quinta Inn & Suites Kalispell, MT

Twitter address NA

Required Images (high resolution jpg): Logo

Minimum one external property photo

EXHIBIT "A"

REGULATION OF ASSOCIATE MEMBERSHIP TO THE TOURISM IMPROVEMENT DISTRICT

APPROVAL

TBID Associate Membership is available to lodging properties with a Kalispell physical address. A property receives approval as a TBID Associate Membership by the TBID Board of Directors. Requesting property submits a letter of request to the Kalispell Convention & Visitor Bureau outlining the property specifications and acknowledgement of the terms of the Kalispell TBID Associate Member contract and TBID Bylaws. That request is then submitted to the TBID Board of Directors for approval at the next available scheduled monthly Board meeting. Contract is signed by the TBID Chairman of the Board and returned to requesting property for signature by property owner.

TERMS OF AGREEMENT

Term: Effective the date of signed contract and remain in force until the end of the established district (June 30, 2020) or until ownership change. Upon a change of property ownership new owner reapplies within 30 days of taking over. If application is not received within 30 days property is removed from all TBID marketing. If the new owner chooses to submit a request for Associate Membership, the TBID Reinstatement policy takes effect.

Termination without Cause: Penalty for early termination - \$5,000 -For purposes of marketing costs recoupment.

Termination with Cause: Either party may terminate this Agreement, for cause, if either Party notifies the other Party of a material breach of any provision of the Agreement. The breaching Party shall have thirty (30) days following notice to cure the breach. The notice shall specify the alleged breach and the date on which termination will be effective unless such breach is cured to the satisfaction of the non-breaching Party within the time period allowed.

BENEFITS

TBID agrees to promote the subject property equally to the TBID members within the established district in marketing initiatives produced with TBID funds. This includes DiscoverKalispell.com, Kalispell visitor guide, social media platforms, e-marketing, online marketing, group/meeting and convention RFPs, and opportunities to promote lodging packages or other initiatives determined by KCVB and TBID.

TBID BOARD OF DIRECTORS

Kalispell TBID Associate Members may serve as ex-officio non-voting board members and attend the monthly TBID board of directors meetings.

CONFIDENTIAL INFORMATION AND INTELLECTUAL PROPERTY

During the term of the Agreement, the Parties anticipate that certain information and intellectual property will be developed for the purposes of the Chamber/CYB and the TBID's mission and activities. Said confidential information and intellectual property includes, but is not limited to, databases, lists, customer lists, financial and proprietary information, concepts, documents, materials,

trade secrets, business contacts, and ideas about current and future projects which the Chamber/CYB or TBID regards as confidential.

INDEMNIFICATION

The TBID and the associate member will agree to indemnify the other party for any damages caused to the indemnified party by the negligent action of the indemnifier.

SPOKESPERSON

Only the Chair of the Board, the Executive Director, or their designee shall have authority to speak on behalf of, or to issue press releases for, the Board of the TBID.

PAYMENT

TBID Associate Members shall abide by the TBID General Payment Instructions and Payment Reporting Form. Payments are made quarterly to the City of Kalispell. Payment and reporting form must be received or postmarked on the last day of the reporting quarter. The instructions and reporting form shall be attached as Addendum A.

Delinquent Payment (as stated in the Kalispell TBID By-Laws): Any lodging facility that fails to file a required payment and reporting form with Kalispell City Treasurer by the due date will be assessed a late filing penalty of \$50 and a penalty of .83% a month or a fraction of a month on the unpaid TBID fees. Penalty may not exceed 10% of the amount due. The penalty accrues on the unpaid TBID fees from the original due date of the return regardless of whether the taxpayer has received an extension of time for filing a return. The bylaws shall be attached as Addendum B.

Reinstatement: If payment is not made within 10 days of due date, the subject property will be removed from all TBID marketing. A penalty of \$2,500 will be charged to reinstate subject property into TBID marketing materials. This reinstatement will commence upon receipt of full payment of quarterly collections, any accrued delinquent payment fees and \$2,500 reinstatement fee to the City of Kalispell.

Failure to Collect and Report (as stated in the Kalispell TBID By-Laws): If any lodging facility fails or refuses to collect the assessment and to make, within the time provided for report and remittance of the assessment or any portion thereof required, the TBID Board of Directors will issue a certified letter to the facility instructing that if payment and reporting form are not received in 10 days from receipt of the letter, the Kalispell City Treasurer will be notified and the following collection process will be executed:

- A. Kalispell City Treasurer shall proceed in a manner which assumes full occupancy for all rooms of the hotel property for the purpose of estimating the base upon which to calculate the assessment due. The Kalispell City Treasurer shall proceed to determine and assess against such lodging facility, the assessment and penalties.
- B. In case such determination is made, the Kalispell City Treasurer shall give a notice of the amount so assessed by serving it personally or by depositing it in the United States mail, postage prepaid, addressed to the lodging facility so assessed at its last known place of address. Such lodging facility may, within 10 days after the serving or mailing of such notice, make application in writing to the Kalispell City Treasurer for a hearing on the amount assessed.

- C. If application by the lodging facility for a hearing is not made within the time prescribed, the assessment, and penalties, if any, determined by the Kalispell City Treasurer, shall become final and conclusive and immediately due and payable. If such application is made, the Kalispell City Treasurer shall give not less than five days' written notice to the lodging facility, to show cause at a time and place fixed in the notice why the amount specified therein should not be fixed for such assessment and penalties.
- D. At such hearing, the lodging facility may appear and offer evidence why such specified assessment and penalties should not be so fixed. After such hearing, the Kalispell City Treasurer shall determine the proper assessment to be remitted, and shall thereafter give written notice to the lodging facility in the manner prescribed herein of such determination and the amount of such assessment and penalties. The amount determined to be due shall be payable after 15 days unless an appeal is taken.

I accept the terms and conditions of the Kalispell TBID Associate Membership.

KALISPELL, MT LA QUINTA INN & SUITES
 Property Name

MONTCLARA DRIVE HOTEL OPERATIONS, INC.
 Property Owner Signature

11-16-15
 Date

J. MULLOY, PRES.
 Property Owner Print Name

11-16-15
 Date

 TBID Board Chairman

 Date

TBID uncommitted rollover funds

11/24/2015

Total rollover funds available	\$160,000
less 10% contingency funds	<u>\$52,500</u>
funds available for allocation	<u>\$107,500</u>
requested funds	\$73,772 * see breakdown below
balance remaining for special project	\$33,728

Project	FY16 budget	addtl requested	total budget	reason
Consumer mktg - creative	\$16,820	\$12,000	\$28,820	spring campaigns.
Winter prize package	\$0	\$700		Winter geofencing campaign targeting regional ski shows - 1 prize
Event operations				The \$25,000 per event budget was established in 2012. Costs for essential infrastructure and operations have increased over the past three years.
Pond Hockey	\$25,000	\$5,000	\$30,000	
Dragon Boat	\$25,000	\$5,000	\$30,000	same
2015 Dragon Boat Variance	\$30,000	\$15,572	\$45,572	
M&C				
website/guide development	\$3,000	\$12,000	\$15,000	TBD
fam trip	\$10,000	\$5,000	\$15,000	
Incentives	\$9,000	\$6,000	\$15,000	
M&C Memberships	\$0	\$2,500	\$2,500	
CRM	\$2,000	<u>\$10,000</u>	\$12,000	
TOTAL requested reallocation		\$73,772		

2016 Kalispell TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 13	Business meeting and Year In Review Annual Meeting – Hampton Inn
February 3	Approval of projected revenue for next fiscal year budget planning
March 2	Approval of draft marketing plan and budget Nomination process initiated for upcoming board of director vacancies
April 6	Final approval of marketing plan and budget Board nomination approval Election of TBID board officers
May 4	New board members and officers in place
June 1	
July 6	
August 3	
September 7	
October 5	
November 2	
December 7	



Dawn Jackson
Group Sales Manager
October 29 – November 30 2015

IMEX- Followed up on all appointments. Got great feedback and information about our location and what we can do for meetings. We will start a new quarterly newsletter for meeting planners in 2016 and keep adding those planners to this newsletter.

Agritourism Tour-Working with Debbie Picard from Glacier Country and Pat McGlynn from MSU Extension Agency to see what agricultural based businesses are interested in having group tours and classes. We visited with Gary Johnson with The Orchard at Flathead Lake, went to Springbrook Ranch, Sykes, Kalispell Creamery. Debbie will provide group tour operators with an itinerary and information about the options we have in the Flathead Valley. Our goal is promote the agritourism tours for educational purposes to specially focused groups and schedule way in advance.

Pond Hockey Packages-Sent email to encourage properties to offer an added value for direct booking only.

Worked on our very first TBID Quarterly occupancy report that gives actualized rooms per market segment-put that together for July, August & September. Thank you to the hotels that have participated.

RFP and Room Requests submitted for September:

- Rocky Mountain Association of Fairs
- Pierce Family Reunion
- White Family Reunion

Meetings/Events Attended (not listed):

- Lt Governors Conference Lunch Sponsored by MT Ambassadors
- Kalispell Chamber Luncheon
- B2B Workshop
- Annual Chamber Banquet
- MWED Annual Luncheon

Site Tours

Vendor Tours

- Proof Research
- Gary Johnson from The Orchard at Flathead Lake
- Springbrook Ranch
- Sykes
- Kalispell Creamery

2016 Governors Conference Update

Working with MT Office of Tourism and Business Development and local partners to create tours on the Sunday before the conference. This is what we will be working on:

Brewery Tour

Kalispell Historic and Cultural Tour

Agritourism Tour

Glacier Park History

Rails to Trails Bike Tour

Out of the Office-November 20-27

Continuing Projects not listed

POMA Planning

Work with Chicago CVB to create a contest

CMS System-Demo with IDSS

Reviewing the event/program application and scoring criteria for event requests

Spring FAM Trip-working with Chris Glen from Smart Meetings

November 2015

RFP'S / REQUESTS SUBMITTED	Date Submitted	Meeting Date or Event Date	Estimated # of room nights	Meeting Space & F & B opportunity	# Hotels that Submitted proposals or offered a rate	# of Properties RFP Sent or Requested	Industry	Proposed Decision Date	Final decision	Comments
Pierce Family Reunion	10/16/2015	July 2016	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Emailed information about Kalspell. Haven't heard back.
White Family Reunion	10/20/2015	July 2016	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Request that came through the chamber. Sent a note with the information they requested. Did not give a phone or email.
MT Rocky Mountain Association of Fairs	11/9/2015	November-2020	940	YES	2	2	Association	November 2016	November 2016	We are working with Mark Campbell through the fairgrounds and he felt that south Kalspell would be the best place to hold this event with 2 conference spaces close together. He took the proposal to this years conference and he and Nancy Pitz (Ex. Dir) will determine if there is adequate space. If so, Nancy Pitz will visit us in the spring for a site tour. There will be additional opportunities for hotels south of Kalspell to offer rates.
GROUPS STILL PENDING										
Governor Highway Safety Association-Board of Directors	7/20/2015	June 2016	60	YES	2	4	Association	August 2015	Dec-15	They tabled it until December and will make their decision then.
Philanthropy Northwest 2016 Annual Conference	8/27/2015	September 2016	736	YES	TBD	4	Association	September 2015		Status still unknown.
Northwest Mosquito and Vector Control Assn	10/5/2015	October 2017	110	YES	2	2	Association	October 2015		Waiting to hear back from Will Patterson. It is very likely another location was chose since their board was going to make a decision at the October meeting and I haven't heard.
Penzien Family Reunion	6/18/2015	July 22-24, 2016	120	YES	3	All properties	Social	TBD		Family member requested our area. Still waiting to hear back from him.
GROUPS AWARDED & RATE QUOTES										
LEADS BEING WORKED										
SPECIAL EVENT ROOMS										
LOST BUSINESS from previous months										
Ladies Pamper Night	9/14/2015	December 2015	TBD	YES	4	3	Event	October 2015		Lost to a bigger city. City not known.
Kirby Divisional Leaders-Montana	6/14/2015	September 2015	300	YES	1	2	Incentive	6/30/2015		Planning for next year-he will be in contact.
TURNED DOWN BUSINESS this month										
MISC Information Requested										
Mt Credit Union Network										Wanted information about unique meeting & reception spaces for an October conference
MT Independent Bankers										Wanted some ideas for cooking classes.

**TBID Board of Directors Meeting
Consumer Marketing Updates - December 2, 2015**

Articles:

Food & Travel Magazine – two page article about winter in Kalispell

Farm & Ranch Living – Aug/Sept issue, dairy from Flathead Lake Orchard. This came from our Oct 2013 travel writer FAM.

NW Travel & Life – Showshoe Adventures in Kalispell

Fall-Winter Consumer Marketing Campaign Creative

TGO Fishing promotions at St. Paul Ice Show, December.

**FOLLOW THE LEADER
TO KALISPELL MONTANA**

Discover Kalispell, I love and I'm hooked! – Tom Gruenwald

TOM GRUENWALD
ALL ICE FISHING, ALL THE TIME

OUTDOORS

WE HAVE OVER 500 FISHABLE LAKES

PICK ONE AND START DRILLING!

FISHING **Kalispell**

WANT MORE THAN FROZEN LAKES?

Staying in Kalispell puts you between two great ski areas, Blackfoot Mountain Ski Area and Whitefish Mountain Resort. Winter in Glacier National Park offers silence, solitude and serenity as you snowshoe, cross country ski or just gaze at wonder. Northwest Montana is the perfect backdrop for a sled ride, whether a guided or self-guided snowmobile tour. And at day's end, you'll have much to come "home" to in Kalispell: a roaring fire, lively night spots, fine restaurants, even figure skating and hockey at the Woodland Park Ice Center.

Kalispell
MONTANA | www.discoverkalispell.com

CATCH TGO FISHING ON ONE OF THESE CHANNELS

WILD
SPORTSMAN

Food & Travel, National Parks Traveler,
NW Travel Magazine, Spokesman Review

Glacier Country Travel Guide

TRY OUT THE CROWN AND STILL ENJOY A PROPER NIGHTCAP.

If crisp air, eye-popping scenery and profound quiet are what you seek, winter is the time to experience Glacier National Park. At the threshold of all that beauty lies the welcoming mountain town of Kalispell. After a day exploring the Crown of the Continent, there's no greater comfort than a hearty farm-to-table meal at one of our local restaurants.

Kalispell
MONTANA

Discovery in Every Direction

www.discoverkalispell.com | 888-888-2308 | [f](#) [t](#) [i](#)

OUT HERE, WANDER MEETS WONDER.

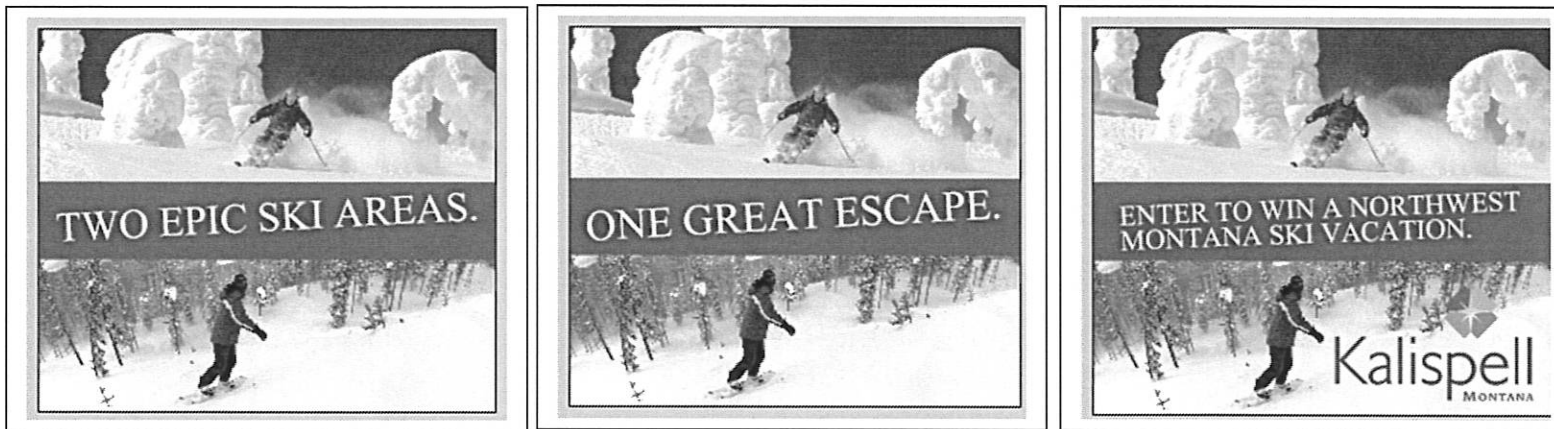
You keep saying that someday you want to see Glacier National Park, cruise Flathead Lake, cycle Montana trails. What better time to make it happen than Glacier's centennial celebration? So plan an itinerary. Book a room. Stop thinking about Montana — experience it. For a free visitor guide, call 888-888-2308.

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Geo Fencing Campaign and contest



Recent Online and Social mentions:

Sportsman Channel show features Kalispell episode

11/11-2015 (NBC Montana)

Sportsman Channel show features Kalispell episode KALISPELL, Mont. - Wednesday marks the first of three episodes of "Tom Gruenwald Outdoors"

"Fly 2 Get 1 for the Tax" from Alaska Airlines

02/11-2015 (travellingfoodiecouple.com)

Alaska Airlines is currently running a promotion for "winter sports enthusiasts". After registering the promotion and fly two round trips to the select ski destinations, a Discount Code for a third round-trip ticket to those destinations will be awarded. T...

The Great National Park Adventure Day 6: Glacier National Pa...

22/10-2015 (travelswithmel.blogspot.com)

Day 6 of our Great National Parks Adventure started very early! This was the day that we had been waiting for....the day that we had planned this entire trip around....the day we got to see Glacier National Park! Sunrise over Lake McDonald - Glacier National P...

i've breathed the mountain air, man, travel, i've had my sha...

18/10-2015 (sunshinesonadreamer.blogspot.com)

Woops, I have a massive amount of things to catch up on. I left off with my day trip to Medicine Wheel. The following weekend I got myself a guinea pig, his name is Nigel. Sydney has, fortunately, not decided he's a squeaky toy. She actually likes to lick ...

Road trip to Montana

17/10-2015 (liggett-smerdon.blogspot.com)

We extended our Thanksgiving weekend by a few days and took a road trip to Missoula to visit our old friends the Gardner's (aka Team Gardner). Driving day 1 was beautifully sunny and we managed to reach Whitefish MT via the Crowsnest Pass, Fernie, and some...

Montana Dragon Boat Festival 2015

Event Summary Report Kalispell Convention and Visitors Bureau

Fourth annual Montana Dragon Boat Festival was held in Lakeside at Volunteer Park on September 12th and 13th. We hosted 61 teams: 15 teams from Alberta, 3 from CA, TX and AZ, 1 team from MN, 2 from OR, 1 Bozeman, 1 Helena, 3 Missoula area, 2 Polson area and 27 from Flathead Valley. We received new Dragon Boat Club teams from CA, OR and Alberta as well as several returning club teams. Paddlers hear about festival primarily through word of mouth. The Friday night Captain's Briefing for paddlers and team captains took place in Lakeside at Lakeside Town Center. Saturday night paddler party was held at the Red Lion Kalispell, 275 people attended. \$32,000 of sponsorships (cash and in kind) were received to help support the event. The event benefitted a variety of non-profits such as Save A Sister, Lakeside/Somers PTA, Kalispell/Lakeside Boy Scout Troop, Youth With A Mission, Somers Town Company Project and the Lakeside Dance Club.

Paddlers: 1,220 **Spectators:** 1,500+/-

Event Economic Impact: \$955,431 was created and spent in the Flathead Valley from this event. The University of Montana Institute for Tourism and Recreation Research provided intercept surveys and compiled the spending and performance data to help identify this value.

Performance Measures:

Out of county residents spent average of 4.08 nights in Montana and 1.41 nights (on average) were in Kalispell and 1.56 nights in other Flathead Valley locations.

88% of survey respondents that were out of county visitors reported the event as the primary reason for being in the area

52% of survey respondents reported staying in hotel/motel/B&B, followed by 23% staying in rental cabin/home

86% of survey respondents stated they would return to the Montana Dragon Boat Festival next year

