

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – February 6, 2019
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Zac Ford, 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. KCVB Event Grant Requests – State track host committee of Glacier High School is requesting funding for State High School Track Meet (AA & B schools) on May 23-24, 2019 at Legend’s Field. Requesting \$4,000 to be used for event operations including a replay screen. Anticipated room nights is 1,500+. Mark Dennehy, Athletic Director for GHS, and Rob Brisendine representing the Pack Track Booster Club, to present.

3. Board Action Items

- a) Approval of minutes from January 23, 2019
- b) Approval of TBID financial statements for December 2018
- c) Approval of projected revenue for FY’20
- d) Approval of Country Inn & Suites as Associate Member of the Kalispell TBID

4. Board Discussion

- a) Event updates – Montana Indoor Soccer Championship
- b) Event grant updates
- c) Marketing updates
 - i. Strategic planning update
 - ii. Winter campaign and content marketing report
- d) Group, M&C updates
- e) Discussion of 2019 state legislature bills impacting hotels and tourism – Joe Unterreiner

Enclosures: January 23, 2019 minutes
TBID financial statements for December 2018
TBID revenue report
Event grant application for 2019 State High School Track Meet
KCVB updates

For Further Information Please Contact:

Zac Ford, Board Chairman zachary.ford@hilton.com or 406-755-7900
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2019 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 23	February 6	March 6	April 3	May 1	June 5
July 10	August 7	September 4	October 2	November 6	December 4

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

Board of Directors Meeting
Kalispell Tourism Business Improvement District
January 23, 2019
3:00 pm
Location: Homewood Suites by Hilton

Minutes

Board Members Present: Zac Ford, Emily Schroeder, Dawn Hendrickson, Sean Morris, Lucy Weeder

Board Members Absent: Janet Clark, Dan Moderie

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

Meeting was called to order by Chair Zac Ford at 3:07 pm.

1. Hear from the Public – none
2. Board Action Items
 - a. Approval of minutes from December 5, 2018: Motion was made by Dawn Hendrickson to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.
 - b. Approval of TBID financial statements for November, 2018: Motion was made by Emily Schroeder to approve the financial statements. Motion was seconded by Dawn Hendrickson. Discussion: None. Board approved unanimously.

Meeting was adjourned at 3:08 pm and was followed by the **2018 Year-In-Review Presentation and Reception.**

The 2018 Annual Report is available for viewing at www.kalispellchamber.com/tbid

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
February 6, 2019

TBID Funds – Expense Summary December 2018

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; misc. mileage & travel expenses; email accounts

Research, Education, Memberships: Strategic plan consultant expenses; MT Gov Conference registration

Website: website redesign payment; domain renewal

Consumer: Monthly retainer for creative services/media buy; airport stocking fee; sending quarterly enews

Meetings & Convention: Quarterly enews (M&C and Tour Operator); content for enews

PR/Publicity: Content for consumer enews

KCVB Event Funds - Summary January through December 2018

Dragon Boat 2018: (\$20,000 FY19 TBID)
Balance forward from 2017: \$10,511.51
Income: \$84,064.28
Expenses: \$90,118.98
Balance: \$0

Spartan 2018: (\$29,000 FY18 TBID)
Balance forward from 2017: (\$7,559.16)
Income: \$46,009.04
Expenses: \$38,449.88
Balance: \$0

Pond 2018: (\$30,000 FY18 TBID)
Balance forward from 2017: \$14,358.82
Income: \$20,900.00
Expenses: \$31,876.76
Balance: \$0

Indoor Soccer 2018: (2017/2018 - \$20,000 FY18 TBID)
Balance forward from 2017: \$17,252.85
Income: \$11,068.00
Expenses: \$25,260.95
Balance: \$3,059.80

ARes 2018:
Income: \$6,000.00
Expenses: \$2,750.00
Balance: \$3,250.00

Event account admin: bookkeeping; bank fees; copies; postage; shared event expenses
Balance: \$0

Tourism Business Improvement District

Balance Sheet

As of December 31, 2018

	<u>Dec 31, 18</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	183,242.60
1020 · Whitefish Credit Union	56,768.74
Total Checking/Savings	<u>240,011.34</u>
Total Current Assets	240,011.34
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,198.08</u>
TOTAL ASSETS	<u>269,209.42</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	20,620.94
Total Accounts Payable	<u>20,620.94</u>
Total Current Liabilities	<u>20,620.94</u>
Total Liabilities	20,620.94
Equity	
32000 · Unrestricted Net Assets	152,830.05
Net Income	95,758.43
Total Equity	<u>248,588.48</u>
TOTAL LIABILITIES & EQUITY	<u>269,209.42</u>

Tourism Business Improvement District
Profit & Loss - FY19
 December 2018

	<u>Dec 18</u>	<u>Jul - Dec 18</u>
Income		
4000 · TBID Revenue	0.00	394,442.00
4100 · Interest Income	30.65	87.12
Total Income	30.65	394,529.12
Expense		
5000 · Staffing	17,111.16	131,072.31
5100 · Administrative		
5199 · Other Admin	0.00	3,261.40
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.10	12.05
5120 · Audit	0.00	1,163.00
5125 · Bookkeeping	250.00	1,680.00
5140 · Office Supplies	16.98	341.47
5150 · Postage & Copies	53.88	1,120.24
5160 · Rent	700.00	4,200.00
5165 · Storage Unit	95.69	275.69
5180 · Telephone	204.36	1,326.08
5185 · Travel & Entertainment	290.79	508.27
5190 · Technology Support	50.00	270.00
Total 5100 · Administrative	1,663.80	19,158.20
5200 · Research & Education		
5255 · Strategic Planning	43.40	8,709.40
5240 · Research	189.00	217.94
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,465.00
5220 · Training & Education	136.37	847.59
Total 5200 · Research & Education	368.77	19,939.93
5250 · Web Site		
5260 · New Website	11,700.50	16,715.00
5270 · Maintenance & Enhancements	15.17	790.51
5280 · SEO & SEM	0.00	494.89
Total 5250 · Web Site	11,715.67	18,000.40
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,599.00
5440 · Creative Services	0.00	16,000.00
5450 · Media Buy Online	4,000.00	12,500.00
5460 · Travel Show Attendance	0.00	3,795.00
5480 · Airport Displays	75.00	575.00
5420 · E-Marketing	409.13	814.33
5496 · Visitor Guide & Niche Brochures	0.00	325.00
Total 5400 · Consumer Marketing	4,484.13	36,608.33
5500 · Event Marketing		
5548 · Events Operations Management	0.00	6,000.00
5501 · Dragon Boat	0.00	18,377.86
5504 · Winter Event	0.00	7,100.23
5549 · Other Event Marketing	0.00	2,675.00
Total 5500 · Event Marketing	0.00	34,153.09
5550 · Meetings & Conventions		
5565 · Meeting Planner Shows	0.00	7,517.06
5567 · Meeting Planner FAM	0.00	220.17
5570 · Meeting Planner Incentive Progm	0.00	6,357.62
5574 · M&C Collateral, Website	0.00	94.00
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5575 · Advertising/Enews	648.15	826.93

Tourism Business Improvement District

Profit & Loss - FY19

December 2018

	<u>Dec 18</u>	<u>Jul - Dec 18</u>
Total 5550 · Meetings & Conventions	648.15	18,015.78
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,399.78
5665 · Proactive & Reactive PR	532.00	1,268.93
5680 · Kalispell Branded Merchandise	0.00	1,024.41
Total 5650 · Publicity	<u>532.00</u>	<u>4,693.12</u>
Total Expense	<u>36,523.68</u>	<u>281,641.16</u>
Net Income	<u><u>-36,493.03</u></u>	<u><u>112,887.96</u></u>

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY19
 July through December 2018

	Jul - Dec 18	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	394,442.00	606,000.00	-211,558.00	65.1%
4100 · Interest Income	87.12			
Total Income	394,529.12	606,000.00	-211,470.88	65.1%
Expense				
5000 · Staffing	131,072.31	238,000.00	-106,927.69	55.1%
5100 · Administrative	19,158.20	29,000.00	-9,841.80	66.1%
5200 · Research & Education	19,939.93	18,500.00	1,439.93	107.8%
5250 · Web Site	18,000.40	37,000.00	-18,999.60	48.6%
5400 · Consumer Marketing	36,608.33	80,500.00	-43,891.67	45.5%
5500 · Event Marketing	34,153.09	93,000.00	-58,846.91	36.7%
5550 · Meetings & Conventions	18,015.78	80,000.00	-61,984.22	22.5%
5650 · Publicity	4,693.12	30,000.00	-25,306.88	15.6%
Total Expense	281,641.16	606,000.00	-324,358.84	46.5%
Net Income	112,887.96	0.00	112,887.96	100.0%

Kalispell Chamber of Commerce
KCVB P&L by Class
January through December 2018

	Dragon Boat	Pond Hockey	Spartan	Indoor Soccer	MOTBD Grant	Meetings/Conv	VC Merch	Brochure	Admin	aRes	TOTAL
Income											
4025.00 - Program Revenue	1,853.80	0.00	307.81	198.00	0.00	0.00	0.00	3,900.00	84.00	0.00	6,343.61
4700.00 - Special Events	66,530.62	-1,100.00	9,601.00	10,870.00	0.00	32,820.70	42.50	0.00	0.00	0.00	118,764.82
4400.00 - Grants & Contributions	0.00	0.00	0.00	0.00	4,934.00	0.00	0.00	0.00	0.00	0.00	4,934.00
4410.00 - TBID Revenue	15,679.86	22,000.00	36,100.23	0.00	0.00	13,765.21	0.00	0.00	2,000.00	6,000.00	95,545.30
Total Income	84,064.28	20,900.00	46,009.04	11,068.00	4,934.00	46,585.91	42.50	3,900.00	2,084.00	6,000.00	225,587.73
Gross Profit	84,064.28	20,900.00	46,009.04	11,068.00	4,934.00	46,585.91	42.50	3,900.00	2,084.00	6,000.00	225,587.73
Expense											
5000.00 - Direct Program	62,660.93	23,418.89	31,204.91	12,354.87	6,419.18	22,554.84	0.00	0.00	-13,293.47	0.00	145,320.15
5600.00 - Salaries & Employee Benefits	2,893.38	162.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,055.72
5060.00 - Bank Fees & Service Charges	0.00	0.00	0.00	1.75	0.00	0.00	0.00	0.00	1,324.48	0.00	1,326.23
5260.00 - Insurance	3,945.75	-398.43	1,561.75	968.75	0.00	0.00	0.00	0.00	0.00	0.00	6,077.82
5160.00 - Contributions & Scholarships	5,573.00	0.00	4,557.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,130.00
5520.00 - Professional Fees	10,237.35	8,398.74	0.00	7,735.51	0.00	650.00	0.00	2,191.89	4,548.01	2,750.00	36,511.50
5360.00 - Meetings	480.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	480.22
5500.00 - Printing & Publications	0.00	0.00	0.00	363.94	0.00	138.95	0.00	1,608.11	0.00	0.00	2,111.00
5400.00 - Miscellaneous	1,094.88	40.00	804.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,939.37
5420.00 - Office	0.00	243.22	0.00	3,449.99	0.00	0.00	0.00	0.00	2,919.76	0.00	6,612.97
5740.00 - Travel	3,233.47	12.00	321.73	386.14	173.06	23,005.98	0.00	0.00	0.00	0.00	27,132.38
Total Expense	90,118.98	31,876.76	38,449.88	25,260.95	6,592.24	46,349.77	0.00	3,800.00	-4,501.22	2,750.00	240,697.36
Net Income	-6,054.70	-10,976.76	7,559.16	-14,192.95	-1,658.24	236.14	42.50	100.00	6,585.22	3,250.00	-15,109.63



Event/Program Grant Application

1. Contact Information

Business/Organization: State Track Committee Glacier High School / Kalispell School District 5

Designated Event Contact: Mark Dennehy

Address: 375 Wolfpack Way

City: Kalispell State: MT Zip: 59901

Telephone: 406.758.8620 Fax: _____

Email: dennehym@sd5.k12.mt.us Website: _____

2. Event Information

Event Name: State High School Track Meet AA & B Schools

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

Top statewide track athletes (800) and schools (12 AA & 40 B) compete for the state title every year in May.

The location rotates around the state each year based on a bidding process through the MHSA.

Glacier High School was awarded to host the meet for 2019. Sample schedule is attached.

Event Type: New to Kalispell _____ Returning to Kalispell after 4 years Existing event

How will this event create room nights in Kalispell hotels from out of area visitors: Over 90% of athletes and schools are from out of market which will equate to multiple overnight stays. Anticipated room nights are 1400-1500. Advantage Butte conducted the last known economic impact study and reported 1.2 million dollars in total spending when they hosted.

Anticipated number of room nights: 1500+- (# of rooms x number of nights = total room nights)

Event Date(s): May 23 & 24, 2019

Load-in Start Time: May 20-21 Load-out End Time: May 25-26

Venue Location: Legends Field Kalispell

Event Start Time: 8am Event End Time: 6pm

Estimated Attendance: 4500 per day

Description of Audience: High School Athletes and Families from across Montana

Is the event free to public, by invitation only or tickets for purchase: Ticketed event.

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

Television (include live telecast and air-time information): Streamed on NHFS Network

Radio (include live broadcast and station information): Highlights on most locations sports radio

Print: PR local print newspapers updates and results. Athlete highlights and location mentions.

Other Marketing (social media, e-news, website, on-line, direct mail, etc.): Website and social media updates on school and athletes pages instagram , facebook, snapchat, etc.

List all corporate sponsors and provide description of sponsorship information: Sponsors are determined at MHSA level and no additional sponsors can be solicited outside of those identified at state level. No sponsorship dollars are provided from MHSA to local host committees.

Will there be proceeds from the event and who will retain them? All proceeds from ticket sales less bid amount go back to MHSA.

Will food and/or beverage be distributed at the event and who retains revenue? _____

Concessions sales will benefit the Speech and Debate / Theater Programs.

3. Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested: \$4,000

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed): Improve the visitor experience at the event site to include securing a replay screen to highlight different events happening simultaneously around the track to stands and teams.

Video highlights of entire event and location which can be shared for schools and CVB use.

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

Provide details on requested assistance from other organization(s): N/A

4. History of Event

How many years has this event been conducted: 75+

Site of last event: Great Falls

List how the event was promoted (list all media used): MHSA

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

Flathead County Residents: Participants: 50 Spectators: 200 Total: 250

Other Montana Counties: Participants: 750 Spectators: 4300 Total: 5050

Provide breakdown of other counties and attendance per county: TBD

Out of State: Participants: N/A Spectators: _____ Total: _____

Out of U.S.: Participants: N/A Spectators: _____ Total: _____

5. References

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

Name: Bryce Wilson Title: Asst. Principle / Athletic Director

Address: Flathead High School

City: Kalispell State: MT Zip: 59901

Telephone: 406.471.0039 Email: wilsonb@sd5.k12.mt.us.

Name: Pete Fusaro Title: Director of Trades / Ind Arts FVCC

Address: Flathead Valley Community College

City: _____ State: MT Zip: 59901

Telephone: 406.756.3968 Email: pfusaro@fvcc.edu

Name: Mark Flatau Title: Superintendent Kalispell Public Schools

Address: _____

City: Kalispell State: MT Zip: 59901

Telephone: 406.751.3442 Email: flataum@sd5.k12.mt.us

I agree to the conditions of this application and post event report. I verify that the information submitted is accurate to the best of my knowledge.

Print Name of Applicant: Mark Dennehy _____

DocuSigned by:

BCEE32475C2F434...

Signature of Applicant: _____ Date: 1/17/2019

For Office Use Only

Date application received:

Q2 (Oct – Dec 2018) WEBSITE REPORT - DISCOVERKALISPELL.COM (**new site launched 12/28/18)

Unique visitors	21,363 (-5.33%)
Page views	56,561 (16.08%)
Pages/session	2.24 (20.94%)
Avg Session Duration	01:33 (17.42%)
Bounce Rate	66.28% (-2.66%)
New vs Returning	88.29% new
Devices	49% mobile; 40% desktop; 11% tablet

Top 10 states visiting site:

Montana	Idaho
Washington	Oregon
California	Colorado
Utah	Florida
Texas	New York

Top U.S. cities visiting site:

Kalispell	Dallas
Salt Lake City	Missoula
Seattle	Denver
Whitefish	New York
Spokane	Coeur d' Alene

Top referring sites:

Facebook	Montana.soccer
Digital ad provider	Glaciermt.com
City of Kalispell	Instagram
SEO	Reservations.arestravel.com

Top pages visited:

Home page	Outdoor Activities
Top 5 winter list (landing page)	Getting Here
Fall 2018	Lodging Page
Shopping	Glacier National Park
Events listing	

Top channel referrals:

Organic	Email
Direct	Paid search
Referral	Display ads
Social	

STR REPORT – DECEMBER

YOY - December OCC: +0.3% to 33.6%; DEMAND: +6.0%; ADR: - 0.7% to \$72.80; RevPAR: -0.3% to \$24.47. Two properties did not report.

YTD 2018 - OCC: +1.7 to 53.1%; DEMAND: +5.1%; ADR: +0.4% to \$107.70; RevPAR: +2.1% to \$57.15

YOY - Kalispell Economy class December OCC: +0.2%, ADR: -0.1%; Mid/Upper class OCC: +0.0%, ADR: -1.7%

YTD – Kalispell Economy class OCC: +0.5%, ADR: +0.5; Mid/Upper class OCC: +2.1%, ADR: -0.3%

United States: OCC: +0.1%; ADR: +1.8%; RevPAR: +1.9%. Montana: OCC: +9.6%; ADR: -0.4%; RevPAR: +9.2%

SOCIAL MEDIA REPORT

October: FB impressions 195,854 - 176% increase; reach 145,461 - 225% increase, likes 35,686
IG followers 7,218 – up 279

Twitter followers 3,513 – up 40; impressions 25,300 – down 9,600

November: FB impressions 267,971 – 37% increase; reach 227,425 – 56% increase; likes 35,719
IG followers 7,377 – up 159

Twitter followers 3,524 – up 12; impressions 16,000 – down 9,300

December: FB impressions 430,524 – 46% increase; reach 357,912 – 42% increase; likes 35,758
IG followers 7,486 – up 109

Twitter followers 3,538 – up 18; impressions 36,000 – down 20,000

CAMPAIGNS

Nov paid campaign: 589,492 impressions across display, search and social; 1,608 clicks to site; Spend \$5,383.87
Social – 0.62% overall CTR; 50+ yrs CTR 0.73%, 30-50 yrs CTR 0.43%

Display – 50+ yrs CTR 0.13%; 30-50 yrs CTR 0.08%

Dec events promo campaign: Calgary, Eastern WA, Coeur d’Alene; Montana

74,228 impressions; 264 clicks; 0.36% CTR; \$1.52 CPC; spend \$400

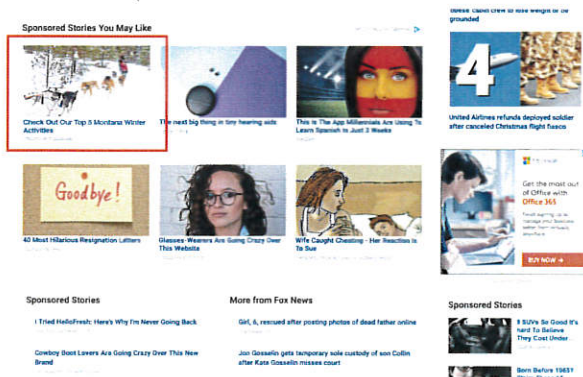
Dec paid campaign: 366,274 impressions on social, search and native stories; 1,650 clicks to site; 0.45% CTR;
Spend \$5,073.57

Social: 144,268 impressions; 1,497 clicks; 1.04% CTR; spend \$2,638.49; top markets Alberta, WA, ID

Search: 633 impressions; 25 clicks; 3.95% CTR; Spent \$331.49

Native stories: Spokane and Calgary; impressions 2.5M; 2,041 clicks; 0.08% CTR; spend \$1,713.70

Example:



January 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2019 MYSA Showcase Soccer Tournament-June
- 2020 AIMHO-Assn of Intermountain Housing Officers-November
- 2021 MT Training Conference (Council on Problem Gambling)-June
- 2019 MT Communicator Conference-September

Proposals Sent:

- 2019 MYSA Showcase Soccer Tournament-June 2019
- 2020 AIMHO-Assn of Intermountain Housing Officers-November 2020

Working leads:

- 2020 POMA-Professional Outdoor Media Association-June 2020-still have not made a decision but we are still in the running
- 2020 Regional or State Trails Symposium and Professional Trailbuilder's Association-on hold
- 2020 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
- 2020 MEDA-MT Economic Development Association-Spring or Fall-will start working with MWED in February
- 2019 National Wildlife Federation Board Meeting-working with planner on Kalispell information
- 2020 WELD-Western Extension Leadership Development-May
- 2021 MT District #5350 Conference (Rotary)-April

Groups Won:

- 2019 MYSA Showcase Soccer-June 2019-800 to 1000 room nights
- 2020 Montana League of Cities-October 2020 (RFP's to be sent-location needed to be determined)

Groups Assist:

- Montana Auto Dealers activities-July 2019
- Alumni Presidential Tour-March 2019
- Recreation in MT Project-March 2019

Future Conferences:

- 2019 Northwest Regional App Challenge-May
- 2019 Plein Air Paintout-May
- 2019 Beer Now-June
- 2019 MT Young Professionals Summit-June
- 2019 Haas Technical Education Class-July
- 2019 Purpose Driven Tours-August
- 2019 International Conference of Low Volume Roads-September
- 2019 NPPA Board of Directors-September
- 2020 USS Saint Paul Association-August or September 2020-Kalispell confirmed-lodging TBD
- 2020 International Bear Association-September
- 2020 MT League of Cities and Towns

January Highlights

- KCVB Year in Review presentation
- Kalispell Chamber Luncheon presentation
- Beer Now post excursion planning
- Working on Spartan Staff Rooms
- Met with Eagle Transit for transportation ideas
- aRes training and review