

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – September 4, 2019  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**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.

3. Board Action Items

- a) Approval of minutes from August 7, 2019
- b) Approval of TBID financial statements for FY19 and July, 2019
- c) Approval of contract award to Lightning Bug PR for PR and Brand Content Strategy services.

4. Board Discussion

- a) Event grant updates
- b) Marketing updates
- c) Group, M&C updates
- d) TBID renewal discussion and updates
- e) Strategic plan and brand content development timeline/process
- f) Round table discussion on what members are seeing, current trends in the hospitality industry

Enclosures: August 7, 2019 minutes  
TBID financial statements for FY19 and July, 2019  
TBID Revenue Report  
KCVB reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman [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

2019 TBID Board Meeting Schedule (subject to change)

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

|                       |                       |                    |                    |                  |                   |
|-----------------------|-----------------------|--------------------|--------------------|------------------|-------------------|
| <del>January 23</del> | <del>February 6</del> | <del>March 6</del> | <del>April 3</del> | <del>May 1</del> | <del>June 5</del> |
| 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**  
**August 7, 2019**  
**3:00 pm**  
**Location: Kalispell Chamber of Commerce Conference Room**

# Minutes

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

**Board Members Absent:** Emily Schroeder

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

**Guests:** Jesse Davis and Jamie Reeder, Kalispell Job Service

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Meeting was called to order by Chair Dawn Hendrickson at 3:03 pm.

1. **Hear from the Public** – Jesse Davis and Jamie Reeder with Flathead Job Service attended the meeting to better understand the staffing challenges faced by local hotels and to see how Job Service can help meet labor needs.
  
2. **Event grant application presentation: Rob Eberhardy with Flathead Celtic Festival**  
Motion was made by Janet Clark to award a cash grant of \$1,000 plus 2 rooms for 4 nights for event judges. Motion was seconded by Bryce Baker.  
Discussion: the event continues to grow and is moving to a new venue at Centennial Farms this year. Bryce volunteered to provide one of the rooms for the judges. The Flathead Celtic group is working on putting together a dance competition in February. Board approved unanimously.
  
3. **Board Action Items**
  - a. Approval of minutes from July 10, 2019:  
Motion was made by Zac Ford to approve the minutes. Motion was seconded by Lucy Weeder.  
Discussion: none. Board approved unanimously.
  - b. Approval of TBID financial statements for June, 2019:  
Motion was made by Lucy Weeder to approve the financial statements. Motion was seconded by Bryce Baker. Discussion: None. Board approved unanimously.
  - c. Approval of FY20 Discover Kalispell Visitor Development Grant program:  
Motion was made by Bryce Baker to approve the Visitor Development Grant Program with a 50% matching grant requirement. Motion was seconded by Lucy Weeder.  
Discussion: board recommended striking the 70 point minimum requirement for applications to be presented to the board to avoid the perception of non-board members making a decision about who is awarded a grant.
  
3. **Board Discussion**
  - a. **Event updates:**
    - Northern Rodeo Finals – has not yet decided on a host hotel for the event.

- Spartan Survey – the economic impact to the area from the 2019 event was \$4.7 Million. Attendance was slightly less, however spending increased. According to the ITRR survey, those who stayed nights in Kalispell spent \$39,006 at hotels, followed by \$20,273 in restaurants/bars. Avg group size was 2.84 with avg length of stay at 2.12 nights. Of those that stayed nights in Kalispell 73% stayed in hotels vs. 13% in vacation rentals.

**b. Marketing updates:**

**Northwest Travel Magazine** - July/August National Parks issue featured Kalispell as the gateway city to GNP and included the Discover Kalispell website as a resource for visiting the area.

**Digital Campaigns:**

- Slight dips in website users and Facebook impressions due to a decrease in media buy since the flight promotion campaign ended. Session duration was up on the website which is a good measure of visitor engagement with our destination.
- Media spend for inbound flight campaign with social media and retargeting ads performed well. Along with Discover Kalispell's campaigns in LA and Chicago, Discover Kalispell had rotating ads along with Explore Whitefish in two Chicago transit stations and electronic billboards in LAX.

**Other Updates:**

- New flights are performing well. June enplanements were up 22% over 2018.
- GNP observes a shift in the type of visitor to the park this summer. They're receiving unprecedented complaints about the impact of wildlife, traffic, perceived lack of amenities.
- Discover Kalispell along with Explore Whitefish, Destination Missoula, and Glacier Country has a communication strategy prepared should a wildfire occur in our area. We want to remind everyone to not post photos of fires from previous years as that can be misconstrued as a current fire.
- The June STR report shows a decrease in occupancy and slight increase for ADR. Kalispell data is on par with comp set. 4 out of 9 economy properties in Kalispell did not report which skewed the data for Kalispell and eliminated the economy property subset report.
- There has been an ownership change at Motel 6.

**TBID Renewal:**

Diane and Joe met with Charlie Harball to review the renewal process. A petition similar to the initial petition will be used and will need to be signed by the owner of the property (entity with legal right to sign). Support for the renewal will be based achieving 60%+ of land acreage of TBID properties. A report of the TBID's success and growth will be provided to owners. Need to have all signatures in place by the end of October. Montana Basecamp RV Park – Charlie Harball stated that it meets the criteria of being a lodging facility so in addition to collecting bed tax they are within the TBID district.

**c. Group, M&C updates:**

- NRA – has not yet selected a host hotel.
- Montana Ghost Town Preservation Society revised their dates to September 11 – 13, 2020.
- MEDA – have committed to Kalispell for May 2020, not host hotel chosen yet.
- DECA – decided to remain at Fairmont for 2020. Will stay in touch with organizers about 2021 – 2022.

- Dawn met with Glacier Country, Whitefish CVB and Destination Missoula to evaluate effectiveness for Kalispell of the combined FAM's. It's not been advantageous for the Kalispell FAM stop to be sandwiched between Paws Up (for example) and Whitefish Lake Lodge. Discover Kalispell will work with Glacier Country in other ways to connect with meeting planners. Missoula CVB plans to focus on sports events. Discover Kalispell will focus on tour operators, FIT's, and continue with meetings and conventions. TBID members are encouraged to contact Dawn for help with tours, meetings, etc.

**d. FY20 marketing strategy and method implementation plan**

- Discover Kalispell held a staff retreat in July to set objectives and goals for FY2020. The strategy was broken out into six categories with specific goals and objectives listed under each: 1) Strategic brand promotion, 2) Group Sales, 3) Website, 4) Events, 5) Grant program, 6) Visitor Information Center.
- The Plan was included in the June board packet which is available online or you may request a copy from Diane.
- Received 5 proposals in response to the RFP for PR/Branding Content Strategy. Request was made for board members to volunteer to be part of the committee to evaluate the RFP's.

**e. Roundtable Discussion:**

- Joe Unterreiner met with a major employer who brings in a lot of out of town guests. 9 out of 10 of their guests want to stay in Whitefish due the dining, entertainment and retail options there. Most spending occurs within a short distance of where visitors stay. This situation emphasizes the importance of the proposed direction of the Discover Kalispell strategic plan.
- Kalispell Chamber's Downtown Development Plan is hoping to incent developers from Bozeman and Missoula to do something in the core of Kalispell.
- Group restaurants are needed.
- The group was asked what curriculum is needed if there was a hospitality program at FVCC. Once suggestion was practical management skills.
- What changes have you noticed this summer compared to last summer?
  - Shorter stays
  - More international travelers
  - Trying to maximize revenue management
  - More Texas license plates

Meeting was adjourned at 4:45pm

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  
September 4, 2019

TBID Funds – Expense Summary July 2019

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; copies; email accounts; Directors and Officers Insurance

Marketing Support: Traveler Sentiment Index (research), grant sponsorship to NRA Finals, agency services

Website: SEO/SEM management and ad buy; Word Press (server) annual subscription

Consumer: airport stocking fee

Meetings & Convention: Small Market Meetings show; meeting planner FAM expenses, conference incentives

KCVB Event Funds - Summary July 2019

Spartan 2019: (\$29,000 FY19 TBID)

Balance forward from 2018: 0

Income: \$38,702.00

Expenses: \$39,836.83

Balance: (\$1,134.83)

Indoor Soccer 2019: (\$20,000 FY19 TBID) \*\*only used \$10,000 of approved budget

Balance forward from 2018: \$3,059.90

Income: \$27,560.99

Expenses: \$22,608.97

Balance: \$8,011.92

ARes 2019:

Balance forward from 2018: \$3,250.00

Income: \$27.07

Expenses: \$0

Balance: \$3,277.07

Meetings & Conventions 2019 (Step-on guide services):

Balance forward from 2018: \$0

Income: \$650.00

Expenses: \$394.90

Balance: \$255.10

**Tourism Business Improvement District**  
**Balance Sheet**  
As of July 31, 2019

|                                       | Jul 31, 19        |
|---------------------------------------|-------------------|
| <b>ASSETS</b>                         |                   |
| Current Assets                        |                   |
| Checking/Savings                      |                   |
| 1010 · Checking                       | 100,335.86        |
| 1020 · Whitefish Credit Union         | 57,219.16         |
| Total Checking/Savings                | 157,555.02        |
| Total Current Assets                  | 157,555.02        |
| Fixed Assets                          |                   |
| 1710 · Office Equipment               | 3,967.64          |
| 1820 · Web Site Development           | 25,230.44         |
| Total Fixed Assets                    | 29,198.08         |
| <b>TOTAL ASSETS</b>                   | <b>186,753.10</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                   |
| Liabilities                           |                   |
| Current Liabilities                   |                   |
| Accounts Payable                      |                   |
| 2000 · Accounts Payable               | 26,840.87         |
| Total Accounts Payable                | 26,840.87         |
| Total Current Liabilities             | 26,840.87         |
| Total Liabilities                     | 26,840.87         |
| Equity                                |                   |
| 32000 · Unrestricted Net Assets       | 189,361.54        |
| Net Income                            | -29,449.31        |
| Total Equity                          | 159,912.23        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>186,753.10</b> |

**Tourism Business Improvement District**  
**Profit & Loss - FY19**  
 July 2018 through July 2019

|                                                             | Jul '18 - Jul 19  | Jul '18 - Jul 19  |
|-------------------------------------------------------------|-------------------|-------------------|
| <b>Income</b>                                               |                   |                   |
| 4000 · TBID Revenue                                         | 596,246.00        | 596,246.00        |
| 4100 · Interest Income                                      | 680.69            | 680.69            |
| <b>Total Income</b>                                         | <b>596,926.69</b> | <b>596,926.69</b> |
| <b>Expense</b>                                              |                   |                   |
| 5000 · Staffing                                             | 235,839.38        | 235,839.38        |
| 5100 · Administrative                                       |                   |                   |
| 5160 · Rent                                                 | 8,600.00          | 8,600.00          |
| 5110 · Bank Fees                                            | 32.50             | 32.50             |
| 5180 · Telephone                                            | 2,771.10          | 2,771.10          |
| 5140 · Office Supplies                                      | 640.81            | 640.81            |
| 5150 · Postage & Copies                                     | 2,363.86          | 2,363.86          |
| 5120 · Audit - City of Kalispell                            | 1,163.00          | 1,163.00          |
| 5125 · Accounting Services                                  | 3,040.00          | 3,040.00          |
| 5350 · City of Kalispell Admin Fee                          | 5,000.00          | 5,000.00          |
| 5185 · Travel & Entertainment                               | 1,340.65          | 1,340.65          |
| 5190 · Technology Support                                   | 520.00            | 520.00            |
| 5115 · Annual Report/Mtg                                    | 1,452.75          | 1,452.75          |
| 5199 · Other Admin                                          | 3,344.82          | 3,344.82          |
| 5165 · Storage Unit                                         | 215.69            | 215.69            |
| <b>Total 5100 · Administrative</b>                          | <b>30,485.18</b>  | <b>30,485.18</b>  |
| 5200 · Marketing Support                                    |                   |                   |
| 5210 · Smith Travel Reports                                 | 6,700.00          | 6,700.00          |
| 5230 · Organizational Memberships                           | 4,565.00          | 4,565.00          |
| 5220 · Training & Education                                 | 2,564.38          | 2,564.38          |
| 5240 · Research                                             | 28.94             | 28.94             |
| 5255 · Strategic Planning                                   | 26,422.86         | 26,422.86         |
| <b>Total 5200 · Marketing Support</b>                       | <b>40,281.18</b>  | <b>40,281.18</b>  |
| 5250 · Web Site                                             |                   |                   |
| 5260 · New Website                                          | 16,715.00         | 16,715.00         |
| 5270 · Maintenance & Enhancements                           | 790.51            | 790.51            |
| 5280 · Website Marketing (SEO & SEM)                        | 9,522.00          | 9,522.00          |
| <b>Total 5250 · Web Site</b>                                | <b>27,027.51</b>  | <b>27,027.51</b>  |
| 5400 · Consumer Marketing                                   |                   |                   |
| 5405 · Photo and Video Library                              | 3,290.00          | 3,290.00          |
| 5430 · Social Media Administration                          | 4,653.88          | 4,653.88          |
| 5450 · Media Buy                                            | 32,683.84         | 32,683.84         |
| 5460 · Travel Show Attendance                               | 7,689.72          | 7,689.72          |
| 5470 · Trade Show Booth Display                             | 629.28            | 629.28            |
| 5480 · Airport Visitor Display                              | 700.00            | 700.00            |
| 5420 · E-Marketing                                          | 1,728.21          | 1,728.21          |
| 5496 · Visitor Guide & Niche Brochures                      | 4,510.00          | 4,510.00          |
| 5440 · Creative Services                                    | 24,000.00         | 24,000.00         |
| <b>Total 5400 · Consumer Marketing</b>                      | <b>79,884.93</b>  | <b>79,884.93</b>  |
| 5500 · Events & Sports-Operatn & Promo                      |                   |                   |
| 5502 · Spartan Race                                         | 29,000.00         | 29,000.00         |
| 5504 · Winter Event                                         | 17,100.23         | 17,100.23         |
| 5548 · Events Operations Management                         | 6,000.00          | 6,000.00          |
| 5501 · Dragon Boat                                          | 18,377.86         | 18,377.86         |
| 5549 · Other Event Marketing                                | 9,536.34          | 9,536.34          |
| <b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b> | <b>80,014.43</b>  | <b>80,014.43</b>  |
| 5550 · Groups and M&C                                       |                   |                   |
| 5565 · Meeting Planner Shows                                | 13,698.32         | 13,698.32         |
| 5567 · Meeting Planner FAM                                  | 6,396.05          | 6,396.05          |
| 5570 · M&C and Group Incentive Program                      | 14,457.81         | 14,457.81         |
| 5575 · EMarketing                                           | 12,112.82         | 12,112.82         |

**Tourism Business Improvement District**  
**Profit & Loss - FY19**  
July 2018 through July 2019

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|                                        | <u>Jul '18 - Jul 19</u> | <u>Jul '18 - Jul 19</u> |
|----------------------------------------|-------------------------|-------------------------|
| 5574 · M&C Collateral                  | 94.00                   | 94.00                   |
| 5583 · Customer Relationship Mgmt Syst | 6,000.00                | 6,000.00                |
| <b>Total 5550 · Groups and M&amp;C</b> | <b>52,759.00</b>        | <b>52,759.00</b>        |
| 5650 · Publicity                       |                         |                         |
| 5660 · Travel Media Press Trips/FAM    | 8,604.76                | 8,604.76                |
| 5665 · Proactive & Reactive PR         | 1,492.93                | 1,492.93                |
| 5680 · Kalispell Branded Merchandise   | 1,024.41                | 1,024.41                |
| <b>Total 5650 · Publicity</b>          | <b>11,122.10</b>        | <b>11,122.10</b>        |
| <b>Total Expense</b>                   | <b>557,413.71</b>       | <b>557,413.71</b>       |
| <b>Net Income</b>                      | <b>39,512.98</b>        | <b>39,512.98</b>        |



**Tourism Business Improvement District**  
**Profit & Loss - FY20**  
**July 2019**

|                                        | Jul 19            |
|----------------------------------------|-------------------|
| <b>Income</b>                          |                   |
| 4000 · TBID Revenue                    | 8,760.00          |
| 4100 · Interest Income                 | 18.50             |
|                                        | 8,778.50          |
| <b>Total Income</b>                    | <b>8,778.50</b>   |
| <b>Expense</b>                         |                   |
| 5000 · Staffing                        | 17,736.84         |
| <b>5100 · Administrative</b>           |                   |
| 5160 · Rent                            | 900.00            |
| 5110 · Bank Fees                       | 4.49              |
| 5180 · Telephone                       | 236.66            |
| 5140 · Office Supplies                 | 151.94            |
| 5150 · Postage & Copies                | 262.87            |
| 5125 · Accounting Services             | 210.00            |
| 5185 · Travel & Entertainment          | 145.31            |
| 5115 · Annual Report/Mtg               | 44.60             |
| 5130 · Directors & Officers Insurance  | 1,163.00          |
|                                        | 3,118.87          |
| <b>5200 · Marketing Support</b>        |                   |
| 5240 · Research                        | 5,000.00          |
| 5242 · Grant Program                   | 1,675.00          |
| 5235 · Creative Agency Services        | 4,000.00          |
|                                        | 10,675.00         |
| <b>5250 · Web Site</b>                 |                   |
| 5270 · Maintenance & Enhancements      | 550.00            |
| 5280 · Website Marketing (SEO & SEM)   | 1,499.50          |
|                                        | 2,049.50          |
| <b>5400 · Consumer Marketing</b>       |                   |
| 5480 · Airport Visitor Display         | 125.00            |
|                                        | 125.00            |
| <b>5550 · Groups and M&amp;C</b>       |                   |
| 5565 · Meeting Planner Shows           | 2,042.09          |
| 5567 · Meeting Planner FAM             | 136.02            |
| 5570 · M&C and Group Incentive Program | 117.69            |
|                                        | 2,295.80          |
| <b>Total Expense</b>                   | <b>36,001.01</b>  |
| <b>Net Income</b>                      | <b>-27,222.51</b> |

**Tourism Business Improvement District**  
**Profit & Loss by Class**  
**July 2019**

08/19/19

Accrual Basis

|                                                             | FY19             | FY20              | TOTAL             |
|-------------------------------------------------------------|------------------|-------------------|-------------------|
| <b>Income</b>                                               |                  |                   |                   |
| 4000 · TBID Revenue                                         | 0.00             | 8,760.00          | 8,760.00          |
| 4100 · Interest Income                                      | 0.00             | 18.50             | 18.50             |
| <b>Total Income</b>                                         | 0.00             | 8,778.50          | 8,778.50          |
| <b>Expense</b>                                              |                  |                   |                   |
| 5000 · Staffing                                             | 0.00             | 17,736.84         | 17,736.84         |
| 5100 · Administrative                                       |                  |                   |                   |
| 5160 · Rent                                                 | 0.00             | 900.00            | 900.00            |
| 5110 · Bank Fees                                            | 0.00             | 4.49              | 4.49              |
| 5180 · Telephone                                            | 0.00             | 236.66            | 236.66            |
| 5140 · Office Supplies                                      | 12.80            | 151.94            | 164.74            |
| 5150 · Postage & Copies                                     | 0.00             | 262.87            | 262.87            |
| 5125 · Accounting Services                                  | 0.00             | 210.00            | 210.00            |
| 5185 · Travel & Entertainment                               | 0.00             | 145.31            | 145.31            |
| 5115 · Annual Report/Mtg                                    | 0.00             | 44.60             | 44.60             |
| 5130 · Directors & Officers Insurance                       | 0.00             | 1,163.00          | 1,163.00          |
| <b>Total 5100 · Administrative</b>                          | 12.80            | 3,118.87          | 3,131.67          |
| 5200 · Marketing Support                                    |                  |                   |                   |
| 5240 · Research                                             | 0.00             | 5,000.00          | 5,000.00          |
| 5242 · Grant Program                                        | 0.00             | 1,675.00          | 1,675.00          |
| 5235 · Creative Agency Services                             | 0.00             | 4,000.00          | 4,000.00          |
| <b>Total 5200 · Marketing Support</b>                       | 0.00             | 10,675.00         | 10,675.00         |
| 5250 · Web Site                                             |                  |                   |                   |
| 5270 · Maintenance & Enhancements                           | 0.00             | 550.00            | 550.00            |
| 5280 · Website Marketing (SEO & SEM)                        | 0.00             | 1,499.50          | 1,499.50          |
| <b>Total 5250 · Web Site</b>                                | 0.00             | 2,049.50          | 2,049.50          |
| 5400 · Consumer Marketing                                   |                  |                   |                   |
| 5405 · Photo and Video Library                              | 50.00            | 0.00              | 50.00             |
| 5480 · Airport Visitor Display                              | 0.00             | 125.00            | 125.00            |
| 5420 · E-Marketing                                          | 6.29             | 0.00              | 6.29              |
| <b>Total 5400 · Consumer Marketing</b>                      | 56.29            | 125.00            | 181.29            |
| 5500 · Events & Sports-Operatn & Promo                      |                  |                   |                   |
| 5549 · Other Event Marketing                                | 2,361.34         | 0.00              | 2,361.34          |
| <b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b> | 2,361.34         | 0.00              | 2,361.34          |
| 5550 · Groups and M&C                                       |                  |                   |                   |
| 5565 · Meeting Planner Shows                                | 0.00             | 2,042.09          | 2,042.09          |
| 5567 · Meeting Planner FAM                                  | 0.00             | 136.02            | 136.02            |
| 5570 · M&C and Group Incentive Program                      | 300.00           | 117.69            | 417.69            |
| <b>Total 5550 · Groups and M&amp;C</b>                      | 300.00           | 2,295.80          | 2,595.80          |
| 5650 · Publicity                                            |                  |                   |                   |
| 5660 · Travel Media Press Trips/FAM                         | -503.63          | 0.00              | -503.63           |
| <b>Total 5650 · Publicity</b>                               | -503.63          | 0.00              | -503.63           |
| <b>Total Expense</b>                                        | 2,226.80         | 36,001.01         | 38,227.81         |
| <b>Net Income</b>                                           | <b>-2,226.80</b> | <b>-27,222.51</b> | <b>-29,449.31</b> |

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

|                                        | Jul 19            | Budget      | \$ Over Budget    | % of Budget   |
|----------------------------------------|-------------------|-------------|-------------------|---------------|
| <b>Income</b>                          |                   |             |                   |               |
| 4000 · TBID Revenue                    | 8,760.00          | 668,000.00  | -659,240.00       | 1.3%          |
| 4100 · Interest Income                 | 18.50             |             |                   |               |
| <b>Total Income</b>                    | 8,778.50          | 668,000.00  | -659,221.50       | 1.3%          |
| <b>Expense</b>                         |                   |             |                   |               |
| 5000 · Staffing                        | 17,736.84         | 244,500.00  | -226,763.16       | 7.3%          |
| 5100 · Administrative                  | 3,118.87          | 35,300.00   | -32,181.13        | 8.8%          |
| 5200 · Marketing Support               | 10,675.00         | 80,700.00   | -70,025.00        | 13.2%         |
| 5250 · Web Site                        | 2,049.50          | 35,000.00   | -32,950.50        | 5.9%          |
| 5400 · Consumer Marketing              | 125.00            | 75,500.00   | -75,375.00        | 0.2%          |
| 5500 · Events & Sports-Operatn & Promo | 0.00              | 55,000.00   | -55,000.00        | 0.0%          |
| 5550 · Groups and M&C                  | 2,295.80          | 89,000.00   | -86,704.20        | 2.6%          |
| 5650 · Publicity                       | 0.00              | 53,000.00   | -53,000.00        | 0.0%          |
| <b>Total Expense</b>                   | 36,001.01         | 668,000.00  | -631,998.99       | 5.4%          |
| <b>Net Income</b>                      | <b>-27,222.51</b> | <b>0.00</b> | <b>-27,222.51</b> | <b>100.0%</b> |

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

|                                        | Spartan          | Indoor Soccer    | Meetings/<br>Conv | Brochure       | aRes         | TOTAL            |
|----------------------------------------|------------------|------------------|-------------------|----------------|--------------|------------------|
| <b>Income</b>                          |                  |                  |                   |                |              |                  |
| 4025.00 · Program Revenue              | 1,245.00         | 399.60           | 650.00            | 0.00           | 27.07        | 2,321.67         |
| 4700.00 · Special Events               | 8,457.00         | 17,161.39        | 0.00              | 0.00           | 0.00         | 25,618.39        |
| 4410.00 · TBID Revenue                 | 29,000.00        | 10,000.00        | 0.00              | 0.00           | 0.00         | 39,000.00        |
| <b>Total Income</b>                    | <b>38,702.00</b> | <b>27,560.99</b> | <b>650.00</b>     | <b>0.00</b>    | <b>27.07</b> | <b>66,940.06</b> |
| <b>Expense</b>                         |                  |                  |                   |                |              |                  |
| 5000.00 · Direct Program               | 29,372.11        | 16,002.63        | 0.00              | 0.00           | 0.00         | 45,374.74        |
| 5060.00 · Bank Fees & Service Charges  | 239.37           | 156.87           | 32.50             | 0.00           | 0.00         | 428.74           |
| 5260.00 · Insurance                    | 1,410.50         | 867.50           | 0.00              | 0.00           | 0.00         | 2,278.00         |
| 5160.00 · Contributions & Scholarships | 4,707.00         | 0.00             | 0.00              | 0.00           | 0.00         | 4,707.00         |
| 5520.00 · Professional Fees            | 1,000.00         | 4,519.51         | 130.00            | 0.00           | 0.00         | 5,649.51         |
| 5500.00 · Printing & Publications      | 0.00             | 213.50           | 0.00              | 0.00           | 0.00         | 213.50           |
| 5400.00 · Miscellaneous                | 843.38           | 39.87            | 0.00              | 0.00           | 0.00         | 883.25           |
| 5420.00 · Office                       | 395.10           | 310.10           | 232.40            | 0.00           | 0.00         | 937.60           |
| 5740.00 · Travel                       | 1,869.37         | 498.99           | 0.00              | 0.00           | 0.00         | 2,368.36         |
| 5050.00 · Bad Debt                     | 0.00             | 0.00             | 0.00              | 200.00         | 0.00         | 200.00           |
| <b>Total Expense</b>                   | <b>39,836.83</b> | <b>22,608.97</b> | <b>394.90</b>     | <b>200.00</b>  | <b>0.00</b>  | <b>63,040.70</b> |
| <b>Net Income</b>                      | <b>-1,134.83</b> | <b>4,952.02</b>  | <b>255.10</b>     | <b>-200.00</b> | <b>27.07</b> | <b>3,899.36</b>  |

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

|                      | SPARTAN<br>RACE | INDOOR<br>SOCCER | MTGS &<br>CONV | VC<br>MERCH | BWD<br>BROCHURE | ARES     | TOTAL       |
|----------------------|-----------------|------------------|----------------|-------------|-----------------|----------|-------------|
| 2018 Balance Forward | 0.00            | 3,059.90         | 0.00           | 80.50       | 100.00          | 3,250.00 | 6,490.40    |
| January 2019         | 0.00            | 500.95           | 0.00           | 0.00        | 0.00            | 0.00     | 500.95      |
| February 2019        | (20.00)         | 3,938.87         | 0.00           | 0.00        | 0.00            | 0.00     | 3,918.87    |
| March 2019           | (1,750.00)      | (6,696.08)       | 0.00           | 0.00        | 0.00            | 17.75    | (8,428.33)  |
| April 2019           | 28,706.64       | 7,625.78         | 0.00           | 0.00        | 0.00            | 9.32     | 36,341.74   |
| May 2019             | (23,445.87)     | 0.00             | 0.00           | 0.00        | (200.00)        | 0.00     | (23,645.87) |
| June 2019            | (4,275.60)      | (417.50)         | 412.67         | 0.00        | 0.00            | 0.00     | (4,280.43)  |
| July 2019            | (350.00)        | 0.00             | (157.57)       | 0.00        | 0.00            | 0.00     | (507.57)    |
| August 2019          | 0.00            | 0.00             | 0.00           | 0.00        | 0.00            | 0.00     | 0.00        |
| September 2019       | 0.00            | 0.00             | 0.00           | 0.00        | 0.00            | 0.00     | 0.00        |
| October 2019         | 0.00            | 0.00             | 0.00           | 0.00        | 0.00            | 0.00     | 0.00        |
| November 2019        | 0.00            | 0.00             | 0.00           | 0.00        | 0.00            | 0.00     | 0.00        |
| December 2019        | 0.00            | 0.00             | 0.00           | 0.00        | 0.00            | 0.00     | 0.00        |
| EVENT BALANCES       | (1,134.83)      | 8,011.92         | 255.10         | 80.50       | (100.00)        | 3,277.07 | 10,389.76   |

**TBID Revenue Worksheet**

**FY 2016 \$2/ rm night**

| Total Gross Revenue | Projected             | Actual    | % Change |
|---------------------|-----------------------|-----------|----------|
|                     | \$525,000             | \$565,159 | 8%       |
|                     | <b>YOY comparison</b> |           | 2%       |

|            | FY 2016       | rm nights | FY16 vs FY 15 |
|------------|---------------|-----------|---------------|
| Q1 JUL-SEP | \$ 209,450.88 | 104,725   | -6%           |
| Q2 OCT-DEC | \$ 100,490.00 | 50,245    | 0%            |
| Q3 JAN-MAR | \$ 100,756.00 | 50,378    | 9%            |
| Q4 APR-JUN | \$ 154,462.00 | 77,231    | 10%           |

**FY 2017 \$2/ rm night**

| Total Gross Revenue | Projected             | Actual    | % Change |
|---------------------|-----------------------|-----------|----------|
|                     | \$525,000             | \$596,513 | 14%      |
|                     | <b>YOY comparison</b> |           | 6%       |

|            | FY 2017       | rm nights | FY17 vs FY16 |
|------------|---------------|-----------|--------------|
| Q1 JUL-SEP | \$ 235,046.00 | 117,523   | 12%          |
| Q2 OCT-DEC | \$ 105,423.00 | 52,712    | 5%           |
| Q3 JAN-MAR | \$ 100,134.00 | 50,067    | -1%          |
| Q4 APR-JUN | \$ 155,910.00 | 77,955    | 1%           |

**FY 2018 \$2/ rm night**

| Total Gross Revenue | Projected             | Actual    | % Change |
|---------------------|-----------------------|-----------|----------|
|                     | \$560,000             | \$613,881 | 10%      |
|                     | <b>YOY comparison</b> |           | 3%       |

|            | FY 2018       | rm nights | FY18 vs FY17 |
|------------|---------------|-----------|--------------|
| Q1 JUL-SEP | \$ 239,739.00 | 119,865   | 2%           |
| Q2 OCT-DEC | \$ 105,610.00 | 52,805    | 0%           |
| Q3 JAN-MAR | \$ 101,926.00 | 50,963    | 2%           |
| Q4 APR-JUN | \$ 166,606.00 | 83,303    | 7%           |

**FY 2019 \$2/ rm night**

| Total Gross Revenue | Projected             | Actual    | % Change |
|---------------------|-----------------------|-----------|----------|
|                     | \$600,000             | \$598,168 | -0.3%    |
|                     | <b>YOY comparison</b> |           | -2.6%    |

|            | FY 2019       | rm nights | FY19 vs FY18 |
|------------|---------------|-----------|--------------|
| Q1 JUL-SEP | \$ 227,836.00 | 113,918   | -5%          |
| Q2 OCT-DEC | \$ 109,774.00 | 54,887    | 4%           |
| Q3 JAN-MAR | \$ 92,030.00  | 46,015    | -10%         |
| Q4 APR-JUN | \$ 168,526.00 | 84,263    | 1%           |

**FY 2020 \$2/ rm night**

| Total Gross Revenue | Projected             | Actual | % Change |
|---------------------|-----------------------|--------|----------|
|                     | \$658,000             |        | 0%       |
|                     | <b>YOY comparison</b> |        | 0%       |

|            | FY 2020 | rm nights | FY20 vs FY19 |
|------------|---------|-----------|--------------|
| Q1 JUL-SEP |         |           |              |
| Q2 OCT-DEC |         |           |              |
| Q3 JAN-MAR |         |           |              |
| Q4 APR-JUN |         |           |              |

## Q4 (Apr-Jun)

### WEBSITE REPORT - DISCOVERKALISPELL.COM

|                  |                        |
|------------------|------------------------|
| Unique sessions  | 35,082 - 13% decrease  |
| Page views       | 158,515 - 15% increase |
| Pages/session    | 3.69 – 86% increase    |
| Session duration | 01:33 – 3.5% decrease  |

Top states visiting site:

|                                |            |
|--------------------------------|------------|
| California (116% increase YOY) | Washington |
| Montana                        | Colorado   |
| Texas (23% increase YOY)       | Florida    |
| Utah                           | Oregon     |
| Illinois (195% increase YOY)   | Minnesota  |

Top cities visiting site:

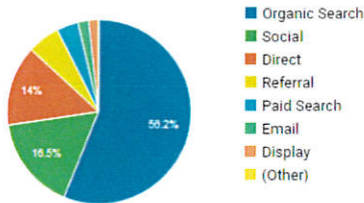
|                                 |           |
|---------------------------------|-----------|
| Kalispell                       | (non set) |
| Los Angeles (478% increase YOY) | Whitefish |
| Salt Lake City                  | Seattle   |
| Chicago (242% increase YOY)     | Denver    |
| Dallas (5.22% increase YOY)     | San Diego |

Top referring sites:

|                   |                  |
|-------------------|------------------|
| DiscoverKalispell | Visit MT ads     |
| Visit MT          | MontanaRoyal.net |
| aRes              | Google           |

Top Channels

Apr 1, 2019 - Jun 30, 2019



Top search terms:

|                               |                                  |
|-------------------------------|----------------------------------|
| Kalispell                     | Flights to glacier national park |
| Travel montana                | LAX to FCA                       |
| Flights to montana            | Flying to glacier national park  |
| Kalispell airport             | Flights to Kalispell             |
| Glacier national park airport | Direct flights montana           |

**aRES:**

Product list views: 29,634  
Product list clicks: 55  
Product list CTR: 1.48%

Product add to cart: 5  
Unique purchases: 4  
Product revenue: \$2,491.88

**CONVERSIONS:**

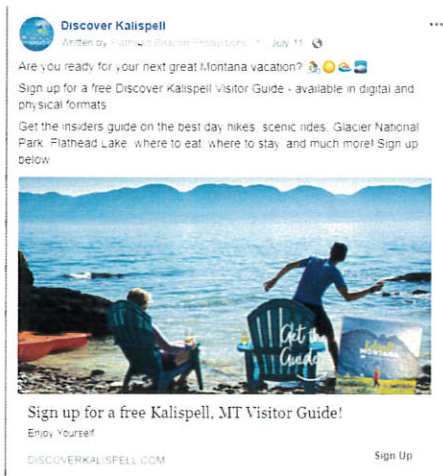
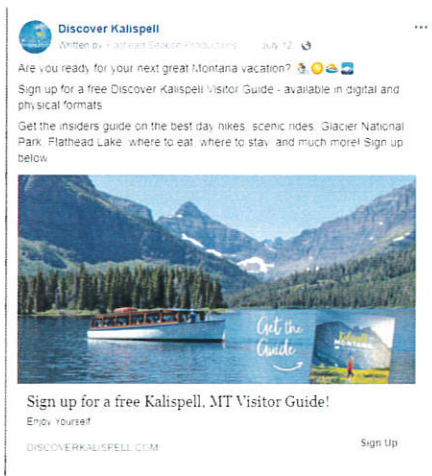
Reservations through aRes: 4  
Visitor guide requests: 1,172 (CA-222, TX-101, IL-62, FL-53)  
Consumer Newsletter subscribers: 1,716 new subscribers  
Meeting Newsletter subscribers (new): 1

**SOCIAL MEDIA REPORT - JULY**

Facebook – 36,423 likes; reach 53,093; impressions 92,642  
Twitter – 31,600 impressions; 3,736 followers – 38 new  
Instagram – 8,476 followers - 186 new

**CONTENT MARKETING & DIGITAL AD CAMPAIGN: July 12-Aug 22**

Google Ad words: \$945.72 spend; 21,170 impressions; 842 clicks; 3.98% CTR; Avg. Position 1.8  
Paid Social Ads: \$839 spend; 37,803 impressions; 1,208 clicks; 3.2% CTR; 234 VG requests; \$3.59 cost/ conversion





STR REPORT – JULY

Current Month - July 2019 vs July 2018

|                       | Occ % |      | ADR    |        | RevPAR |        | Percent Change from July 2018 |     |        |          |            |           |
|-----------------------|-------|------|--------|--------|--------|--------|-------------------------------|-----|--------|----------|------------|-----------|
|                       | 2019  | 2018 | 2019   | 2018   | 2019   | 2018   | Occ                           | ADR | RevPAR | Room Rev | Room Avail | Room Sold |
| <b>Kalispell, MT+</b> | 84.8  | 81.2 | 174.79 | 168.44 | 148.26 | 136.72 | 4.5                           | 3.8 | 8.4    | 8.4      | 0.0        | 4.5       |

Three properties did not report

**Kalispell Data By Property Class**

|                                    |      |      |        |        |        |        |     |     |     |     |     |     |
|------------------------------------|------|------|--------|--------|--------|--------|-----|-----|-----|-----|-----|-----|
| Economy Class+                     | 81.3 | 78.1 | 119.28 | 115.62 | 96.94  | 90.35  | 4.0 | 3.2 | 7.3 | 7.3 | 0.0 | 4.0 |
| Mid/UpperMid/Upper/ Upscale Class+ | 86.5 | 82.6 | 199.15 | 191.77 | 172.23 | 158.37 | 4.7 | 3.8 | 8.8 | 8.8 | 0.0 | 4.7 |

**Comp Set:**

Occ and ADR - % change from July 2018

| Occ  | ADR  |
|------|------|
| 4.5  | 3.8  |
| 2.0  | 1.1  |
| 5.9  | -1.0 |
| -0.4 | 4.0  |
| 5.7  | 4.3  |
| 0.2  | -2.6 |
| 1.9  | 4.8  |
| 2.2  | 1.8  |
| 10.2 | 5.0  |
| 4.2  | 0.4  |
| 4.4  | 7.3  |
| -2.6 | 1.9  |
| 1.7  | 2.4  |
| 7.7  | 0.3  |

# August 2019 Sales Sheet

## Dawn Jackson, Group Sales Manager

### RFP's/RFI's Sent:

### Proposals Sent:

### Working leads:

- 2020 MEDA (BIH)-MT Economic Development Association-Kalispell has been selected for their 2020 Spring conference and met with organizers-RFP's went out and after the board meets at the end of July-still working on their agenda
- 2020 MT Newspaper Association Annual Conference (BIH)-June-have not decided 2020 location-they are considering Kalispell for June 2021-should be deciding first part of September
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-will start making plans following June conference –have a call scheduled in September to start discussing plans
- 2021 Battalion Reunion (BIH)-May or June-Returned from their reunion and voted on Kalispell at April Board Meeting-sent them activity suggestions, will start working in September on hotel selection and send out RFP's
- 2020 Athena Pack Conference (BIH)-March-typically held in Bozeman and will consider Kalispell following their May event-waiting to hear back. Will drop next month if I do not hear back.
- 2020 MT Airline Rendezvous-GPIA will host in 2020 and offered services should they decide if they want to host in Kalispell. Conference is being held this September and will know more about location following this conference.
- 2023 Regional or State Trails Symposium and Professional Trailbuilder's Association (BIH)-circling back with local's to set up a meeting this fall.
- 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-confirming a date to present

### Working leads on hold:

- 2021 MT Meat Processors Conference (BIH)-April-left message for contact – Have not heard back-Red Lion will follow up on

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

- 2021 Battalion Reunion-Spring-Group has choose Kalispell-will send out RFP's in September to determine hotel-provided group activities
- 2021-POMA-June dates tbd & location tbd
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion-Contracts to be signed in September

### Leads Lost:

### Welcome Bags:

- Wade Tours Welcome bags – 30
- Purpose Driven Welcome bags - 20

### Groups Won:

- 2020 MT Ghost Town Preservation Society-Sent out revised proposal for Sept 11-12 dates.

## **Groups Assist:**

- 2019 International Conference of Low Volume Roads-September 15-19, 2019-Hilton & Red Lion – working on transportation coordination
- 2019 MACD (MT Association of Conservation Districts)-November 19-22, 2019-Red Lion
- 2019 Kainaic Children Services-provided off-site venue suggestions and other resources
- 2019 Class One Holiday Party-suggested off-site holiday party suggestions

## **August Highlights**

- Researching short term rentals for international travel
- Worked on TBID Renewal testimonials
- Providing location/area restaurants for producer of Cowboys that is filming in the Flathead Valley
- Working weekly on IDSS capabilities
- Provided material for Meetings Today
- Met with Kim Moss as a speaker/guide for upcoming conferences
- Attended the M&C Glacier Country meeting to discuss how coop's are working with trade shows, FAM's, advertising and strategy towards future projects
- Assisted Kalispell Chamber with Fair Parade
- Attended Purple Frog Garden Fundraisor for Nourish the Flathead-Farmhands
- Provided flyers to Flathead Travel for upcoming ASTA (American Society of Travel Agents)

## **Future Conferences & Events:**

- 2019 International Conference of Low Volume Roads-September 15-19, 2019-Hilton & Red Lion
- 2019 NWPPA Board of Trustees-September 11-12, 2019-Hilton
- 2019 MT Communicator Conference-September 27-28, 2019-Red Lion
- 2019 National Rodeo Association-NRA Finals-October 24-26, 2019
- 2019 MACD (MT Association of Conservation Districts)-November 19-22, 2019-Red Lion

## **2020**

- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 MEDA-MT Economic Development Association-May 20-22, 2020-Hilton
- 2020 York Fun Club-July 21-22, 2020-Red Lion
- 2020 USS St. Paul Association-September 11-15, 2020
- 2020 International Bear Association-September 19-26, 2020-Hilton & Red Lion
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion
- 2020-State Cross Country-October 24, 2020

## **2021**

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