

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – October 2, 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.

2. Guest speaker – Meg O’Leary, Industry Liaison for MSU Hospitality Management and Culinary Arts degree program. Meg will provide an introduction and key points of MSU's 4 year interdisciplinary degree program, now in it's 3rd year.

3. Board Action Items

- a) Approval of minutes from September 4, 2019
- b) Approval of TBID financial statements for FY19 year-end and August, 2019
- c) Sponsorship of Glacier AERO

4. Board Discussion

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

Enclosures: September 4, 2019 minutes  
TBID financial statements for FY19 year-end and August, 2019  
KCVB Dashboard and reports  
Letter from Voice of Montana Tourism

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)

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.

Kalispell Tourism Business Improvement District  
Board Attendance

2019

	Jan 23	Feb 6	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 4	Oct 2	Nov 6	Dec 4
Clark, Janet	~	~	X	~	X	X	X	X	~			
Ford, Zac	X	X	X	X	X	~	X	X	~			
Hendrickson, Dawn	X	X	X	X	X	X	X	X	X			
Moderie, Dan	~	X	X	X								
Morris, Sean	X	X	X	X	X	~						
Schroeder, Emily	X	X	~	X	X	X	X	~	X			
Weeder, Lucy	X	X	X	X	X	X	X	X	X			
Bryce Baker					X	~	X	X	X			
Joseph Alexander								X	~			

~ = Absent

X = Present

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**September 4, 2019**  
**3:00 pm**  
**Location: Kalispell Chamber of Commerce Conference Room**

# Minutes

**Board Members Present:** Dawn Hendrickson, Lucy Weeder, Bryce Baker, Emily Schroeder

**Board Members Absent:** Zac Ford, Janet Clark, Joseph Alexander

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

**Guests:** Jamie Reeder, Kalispell Job Service; Dan Moderie, Super 8; Ben Heese, Executive Chef, Red Lion Hotel

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Meeting was called to order by Chair Dawn Hendrickson at 3:07 pm.

**1. Hear from the Public – None**

**2. Board Action Items**

**a. Approval of minutes from August 7, 2019:**

Motion was made by Lucy Weeder to approve the minutes. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.

**b. Approval of TBID financial statements:**

Motion was made by Bryce Baker to approve the financial statements for FY19 (preliminary) and July, 2019. Motion was seconded by Emily Schroeder. Discussion: None. Board approved unanimously.

**c. Approval of contract award to Lightning Bug PR for PR and Brand Content Strategy services.**

Motion was made by Lucy Weeder to approve the contract award. Motion was seconded by Bryce Baker.

Discussion: Five responses to the RFP were received: Partners Creative, Upward PR, Aspen Communications, Hagadone/Blue 541 and Lightning Bug. The review committee members, Lucy Weeder, Bryce Baker, Diane Medler and Vonnie Day, reviewed submissions and interviewed representatives of four of the firms. The committee decided to award the contract to Tia Troy with Lightning Bug PR due to Tia's extensive background in tourism in the state including experience communicating with meeting planners and tour operators, her passion, and her fresh approach. The contract with Lightning Bug starts September 1<sup>st</sup>. Tia will be in Kalispell September 6 to meet with DK staff and Flathead Beacon Productions. Board approved unanimously.

**3. Board Discussion**

**a. Event grant updates:**

- An event grant page is being created on the DK website. Applicants will be able to submit online.
- New event grant guidelines provide leverage to encourage recipients to expedite addition of the DK lodging link to their website and other communications with event participants.
- The board discussed modifying the application schedule to quarterly or annual. Decided to continue with existing schedule.
- Remaining FY20 grant funds available: \$11,325.

**b. Marketing updates:**

- GPI enplanements in July were up 25.3% from July, 2018.
- American Airlines is adding a direct flight from LaGuardia next summer.
- American announced plans to double the size of the planes used for Chicago and Dallas flights next summer.
- United will be offering the weekly Chicago flight through October.
- Airport expansion starts in 2021.
- The Airport transportation fee for hotel shuttles starts in January, 2020.
- Bed Tax collections were up 3% for 2nd Qtr of 2019.
- Digital retargeting campaign continues to do well with Google Ad Words attaining a 3.98% CTR and average position of 1.8.
- More funds are being allocated to the Chicago market through September. Retargeted social ads are achieving a good conversion rate.
- Northwest Travel & Life magazine ran an article about the Great Bear Wilderness and Stanton Lake and included DiscoverKalispell.com as information source.
- TBID revenue for Q4 FY19 totaled \$168,526, a 1% increase over FY18.

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

- Montana Ghost Town Preservation Society chose Hilton Garden Inn as host hotel for Sept 2020.
- MEDA – have committed to Kalispell for May 2020, no host hotel chosen yet.
- Montana Training Conference, June 2020, assisting organizers with planning.
- GPIA is hosting Airport Rendezvous in 2020. Offered assistance if the conference takes place in Kalispell. Joe is attending the 2019 conference later this month.
- Battalion Reunion in 2021 – working with organizers on group activity suggestions and hotel selection.
- After their successful 2016 conference here, POMA has committed to holding their 2021 conference in Kalispell. It's unusual for them to return to a former conference location.
- Montana League of Cities and Towns has selected Kalispell for September, 2020 and will be using conference facilities at both Hilton Garden Inn and Red Lion.
- International Conference of Low Volume Roads is at the Hilton September 15 – 19. KCVB assisted with transportation coordination and activities information.
- Dawn will attend the Small Market Meetings Expo in Green Bay, WI, September 24 – 26.
- Dawn is receiving increased number of requests from tour groups to provide a personal greeting at their arrival.
- A new piece of group collateral was developed for the HTEC Conference: a flyer highlighting activities for attendees to enjoy before, during, and after the event. The flyer can be customized for future groups and events.
- Meetings Today featured a case study on Beer Now, a Post-Fam event organized and hosted by Discover Kalispell in June. Discover Kalispell also placed an ad and a profile in the publication which is a planning tool used by meeting organizers.

**d. TBID renewal discussion and updates**

- A recap report has been created covering the TBID's first 10 years, key segments and initiatives and plans for the next 10 years.
- The report and petition documents will be sent to all TBID property owners for signature.

- The TBID expires the end of June, 2020, however posting requirements make it necessary to have petitions signed by the end of October. Petitions must be signed by owners of record. Diane will be in touch with property managers to get owner contact information.
- Diane will be contacting each owner and may ask board members to accompany her for meetings with less-involved properties.
- Montana Base Camp RV Park – Charlie Harball has said the park meets the definition of a lodging property and is within the city limits so should be part of the TBID. The TBID renewal is based on getting approval from 60% of the acreage of TBID properties.

**e. Roundtable Discussion:**

- August was better than last year. We're benefiting from lack of wildfires.
- September is good for age 50+ travelers.
- This September is looking strong.
- School starting has pulled workers out of the labor market.
- Jamie Reeder with Job Service said efforts to recruit more local workers have been challenging due to lack of interest from locals.
- After several years of using J1 Visa international workers, Hilton Garden Inn tried to hire locals this summer. Results were disappointing. HGI will return to hiring J1 Visa workers next year.
- Job Service can assist with applications for the J1 program. They have a designated J1 staff person who may be able to attend the October 2<sup>nd</sup> board meeting.
- Guests seem cranky and often express fear of bears.
- The west of side of Going to the Sun will be closed September 16 – 29. Advice on accessing other areas of the park will be placed on the DK website.

**f. Strategic plan and brand content development timeline/process**

The board discussed what sets Kalispell apart, what defines us as a destination within itself outside of GNP, Flathead Lake, etc.

- In the Inspiration stage of trip planning Glacier Park, outdoor recreation, scenery and charming towns in our region are being promoted not only by Discover Kalispell but also other tourism entities such as VisitMT, Glacier Country and Explore Whitefish. How does Kalispell differentiate itself?
- Whitefish and Kalispell share some commonalities: breweries, farmers markets, trails, shopping, restaurants, galleries, food trucks, hotels (flag and independent), and others.
- Whitefish possesses a number of unique attributes, for example a ski resort, nightlife, an in-town lake and river, boutique retail, an extensive restaurant selection, a walkable downtown, etc.
- Kalispell possesses as many or more unique attributes, for example touchable history, larger convention facilities, Kid Sports, authentic local culture, affordable variety, the Fairgrounds, box and boutique retail, no resort tax, etc.

Meeting was adjourned at 4:25pm

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  
October 2, 2019

TBID Funds – Expense Summary August 2019

Admin: Rent; bookkeeping; telephone (office, Verizon); postage; copies; email accounts; office supplies; travel/entertainment

Marketing Support: DMA West Leadership Summit expenses, grant sponsorship to Flathead Celtic Festival, agency services, Farmhands sponsorship

Website: SEO/SEM management and ad buy

Consumer: airport stocking fee

Meetings & Convention: Small Market Meetings travel expenses; flash drives for appointments, Meetings Today advertising

KCVB Event Funds - Summary August 2019

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

Balance forward from 2018: 0

Income: \$38,702.00

Expenses: \$38,702.00

Balance: \$0

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: \$22,743.80

Balance: \$6,877.09

ARes 2019:

Balance forward from 2018: \$3,250.00

Income: \$64.82

Expenses: \$0

Balance: \$3,314.82

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

Balance forward from 2018: \$0

Income: \$830.00

Expenses: \$555.97

Balance: \$274.03

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09/13/19

Accrual Basis

# Tourism Business Improvement District

## Balance Sheet

As of August 31, 2019

	<u>Aug 31, 19</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 - Checking	23,438.20
1020 - Whitefish Credit Union	57,219.16
<b>Total Checking/Savings</b>	<u>80,657.36</u>
<b>Total Current Assets</b>	80,657.36
<b>Fixed Assets</b>	
1710 - Office Equipment	3,967.64
1820 - Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<u><u>109,855.44</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 - Accounts Payable	8,957.69
<b>Total Accounts Payable</b>	<u>8,957.69</u>
<b>Total Current Liabilities</b>	8,957.69
<b>Total Liabilities</b>	8,957.69
<b>Equity</b>	
32000 - Unrestricted Net Assets	189,361.54
Net Income	-88,463.79
<b>Total Equity</b>	<u>100,897.75</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>109,855.44</u></u>

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

09/13/19

Accrual Basis

	Aug 19	Jul - Aug 19
<b>Income</b>		
4000 · TBID Revenue	0.00	8,760.00
4100 · Interest Income	4.12	22.62
<b>Total Income</b>	<b>4.12</b>	<b>8,782.62</b>
<b>Expense</b>		
5000 · Staffing	17,926.69	35,663.53
<b>5100 · Administrative</b>		
5160 · Rent	900.00	1,800.00
5110 · Bank Fees	4.52	9.01
5180 · Telephone	179.70	416.36
5140 · Office Supplies	20.01	171.95
5150 · Postage & Copies	166.18	429.05
5125 · Accounting Services	350.00	560.00
5185 · Travel & Entertainment	226.56	391.49
5190 · Technology Support	50.00	100.00
5115 · Annual Report/Mtg	0.00	44.60
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>1,896.97</b>	<b>5,085.46</b>
<b>5200 · Marketing Support</b>		
5230 · Organizational Memberships	50.00	50.00
5220 · Training & Education	1,005.76	1,005.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	1,000.00	2,675.00
5235 · Creative Agency Services	4,000.00	8,000.00
<b>Total 5200 · Marketing Support</b>	<b>6,055.76</b>	<b>16,730.76</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	550.00
5280 · Website Marketing (SEO & SEM)	1,499.50	2,999.00
<b>Total 5250 · Web Site</b>	<b>1,499.50</b>	<b>3,549.00</b>
<b>5400 · Consumer Marketing</b>		
5480 · Airport Visitor Display	125.00	250.00
<b>Total 5400 · Consumer Marketing</b>	<b>125.00</b>	<b>250.00</b>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
5504 · Winter Event	0.00	0.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<b>0.00</b>	<b>0.00</b>
<b>5550 · Groups and M&amp;C</b>		
5565 · Meeting Planner Shows	509.00	2,551.09
5567 · Meeting Planner FAM	0.00	136.02
5570 · M&C and Group Incentive Program	578.00	695.69
5571 · Media Buy	2,800.00	2,800.00
5574 · M&C Collateral	59.50	59.50
<b>Total 5550 · Groups and M&amp;C</b>	<b>3,946.50</b>	<b>6,242.30</b>
<b>Total Expense</b>	<b>31,450.42</b>	<b>67,521.05</b>
<b>Net Income</b>	<b>-31,446.30</b>	<b>-58,738.43</b>

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09/13/19

Accrual Basis

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

	<u>Jul - Aug 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	8,760.00	668,000.00	-659,240.00	1.3%
4100 · Interest Income	22.62			
<b>Total Income</b>	<u>8,782.62</u>	<u>668,000.00</u>	<u>-659,217.38</u>	<u>1.3%</u>
<b>Expense</b>				
5000 · Staffing	35,663.53	244,500.00	-208,836.47	14.8%
5100 · Administrative	5,085.46	35,300.00	-30,214.54	14.4%
5200 · Marketing Support	16,730.76	80,700.00	-63,969.24	20.7%
5250 · Web Site	3,549.00	35,000.00	-31,451.00	10.1%
5400 · Consumer Marketing	250.00	75,500.00	-75,250.00	0.3%
5500 · Events & Sports-Operatn & Promo	0.00	55,000.00	-55,000.00	0.0%
5550 · Groups and M&C	6,242.30	89,000.00	-82,757.70	7.0%
5650 · Publicity	0.00	53,000.00	-53,000.00	0.0%
<b>Total Expense</b>	<u>67,521.05</u>	<u>668,000.00</u>	<u>-600,478.95</u>	<u>10.1%</u>
<b>Net Income</b>	<u><b>-58,738.43</b></u>	<u><b>0.00</b></u>	<u><b>-58,738.43</b></u>	<u><b>100.0%</b></u>

## Tourism Business Improvement District

**Profit & Loss - FY19**

09/13/19

July 2018 through August 2019

Accrual Basis

	Jul '18 - Aug 19	Jul '18 - Aug 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	262,537.94	262,537.94
<b>5100 · Administrative</b>		
5160 · Rent	7,900.00	7,900.00
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	1,536.17	1,536.17
5199 · Other Admin	3,261.40	3,261.40
5165 · Storage Unit	215.69	215.69
<b>Total 5100 · Administrative</b>	<b>29,785.18</b>	<b>29,785.18</b>
<b>5200 · Marketing Support</b>		
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>
<b>5250 · Web Site</b>		
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>
<b>5400 · Consumer Marketing</b>		
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>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
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>
<b>5550 · Groups and M&amp;C</b>		
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

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09/13/19

Accrual Basis

Tourism Business Improvement District

**Profit & Loss - FY19**

July 2018 through August 2019

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	<u>Jul '18 - Aug 19</u>	<u>Jul '18 - Aug 19</u>
5574 · M&C Collateral	94.00	94.00
5583 · Customer Relationship Mgmt Syst	7,500.00	7,500.00
<b>Total 5550 · Groups and M&amp;C</b>	<b>54,259.00</b>	<b>54,259.00</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>584,912.27</b>	<b>584,912.27</b>
<b>Net Income</b>	<b>12,014.42</b>	<b>12,014.42</b>

3:19 PM

09/13/19

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY19**  
July 2018 through August 2019

	<u>Jul '18 - Aug 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	596,246.00	606,000.00	-9,754.00	98.4%
4100 · Interest Income	680.69			
<b>Total Income</b>	<u>596,926.69</u>	<u>606,000.00</u>	<u>-9,073.31</u>	<u>98.5%</u>
<b>Expense</b>				
5000 · Staffing	262,537.94	238,000.00	24,537.94	110.3%
5100 · Administrative	29,785.18	29,000.00	785.18	102.7%
5200 · Marketing Support	40,281.18	18,500.00	21,781.18	217.7%
5250 · Web Site	27,027.51	37,000.00	-9,972.49	73.0%
5400 · Consumer Marketing	79,884.93	80,500.00	-615.07	99.2%
5500 · Events & Sports-Operatn & Promo	80,014.43	93,000.00	-12,985.57	86.0%
5550 · Groups and M&C	54,259.00	80,000.00	-25,741.00	67.8%
5650 · Publicity	11,122.10	30,000.00	-18,877.90	37.1%
<b>Total Expense</b>	<u>584,912.27</u>	<u>606,000.00</u>	<u>-21,087.73</u>	<u>96.5%</u>
<b>Net Income</b>	<u><u>12,014.42</u></u>	<u><u>0.00</u></u>	<u><u>12,014.42</u></u>	<u><u>100.0%</u></u>

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY19**  
 July 2018 through August 2019

	Jul '18 - Aug 19	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	596,246.00	606,000.00	-9,754.00	98.4%
4100 · Interest Income	680.69			
<b>Total Income</b>	596,926.69	606,000.00	-9,073.31	98.5%
<b>Expense</b>				
5000 · Staffing	262,537.94	238,000.00	24,537.94	110.3%
<b>5100 · Administrative</b>				
5160 · Rent	7,900.00	7,700.00	200.00	102.6%
5110 · Bank Fees	32.50			
5180 · Telephone	2,771.10	2,800.00	-28.90	99.0%
5140 · Office Supplies	640.81	1,500.00	-859.19	42.7%
5150 · Postage & Copies	2,363.86	750.00	1,613.86	315.2%
5120 · Audit - City of Kalispell	1,163.00	2,000.00	-837.00	58.2%
5125 · Accounting Services	3,040.00	3,000.00	40.00	101.3%
5350 · City of Kalispell Admin Fee	5,000.00	5,000.00	0.00	100.0%
5185 · Travel & Entertainment	1,340.65	2,000.00	-659.35	67.0%
5190 · Technology Support	520.00	500.00	20.00	104.0%
5195 · Equipment (Software)	0.00	1,000.00	-1,000.00	0.0%
5115 · Annual Report/Mtg	1,536.17	2,000.00	-463.83	76.8%
5199 · Other Admin	3,261.40	0.00	3,261.40	100.0%
5165 · Storage Unit	215.69	750.00	-534.31	28.8%
<b>Total 5100 · Administrative</b>	29,785.18	29,000.00	785.18	102.7%
<b>5200 · Marketing Support</b>				
5210 · Smith Travel Reports	6,700.00	6,500.00	200.00	103.1%
5230 · Organizational Memberships	4,565.00	3,000.00	1,565.00	152.2%
5220 · Training & Education	2,564.38	3,000.00	-435.62	85.5%
5240 · Research	28.94	6,000.00	-5,971.06	0.5%
5255 · Strategic Planning	26,422.86			
<b>Total 5200 · Marketing Support</b>	40,281.18	18,500.00	21,781.18	217.7%
<b>5250 · Web Site</b>				
5260 · New Website	16,715.00	30,000.00	-13,285.00	55.7%
5270 · Maintenance & Enhancements	790.51	0.00	790.51	100.0%
5280 · Website Marketing (SEO & SEM)	9,522.00	7,000.00	2,522.00	136.0%
<b>Total 5250 · Web Site</b>	27,027.51	37,000.00	-9,972.49	73.0%
<b>5400 · Consumer Marketing</b>				
5405 · Photo and Video Library	3,290.00	2,000.00	1,290.00	164.5%
5430 · Social Media Administration	4,653.88	5,000.00	-346.12	93.1%
5450 · Media Buy	32,683.84	35,000.00	-2,316.16	93.4%
5460 · Travel Show Attendance	7,689.72	2,750.00	4,939.72	279.6%
5470 · Trade Show Booth Display	629.28	1,000.00	-370.72	62.9%
5480 · Airport Visitor Display	700.00	750.00	-50.00	93.3%
5420 · E-Marketing	1,728.21	4,000.00	-2,271.79	43.2%
5496 · Visitor Guide & Niche Brochures	4,510.00	8,000.00	-3,490.00	56.4%
5440 · Creative Services	24,000.00	22,000.00	2,000.00	109.1%
<b>Total 5400 · Consumer Marketing</b>	79,884.93	80,500.00	-615.07	99.2%
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>				
5502 · Spartan Race	29,000.00	23,000.00	6,000.00	126.1%
5504 · Winter Event	17,100.23	30,000.00	-12,899.77	57.0%
5548 · Events Operations Management	6,000.00	10,000.00	-4,000.00	60.0%
5501 · Dragon Boat	18,377.86	20,000.00	-1,622.14	91.9%
5549 · Other Event Marketing	9,536.34	10,000.00	-463.66	95.4%
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	80,014.43	93,000.00	-12,985.57	86.0%
<b>5550 · Groups and M&amp;C</b>				
5565 · Meeting Planner Shows	13,698.32	15,000.00	-1,301.68	91.3%
5567 · Meeting Planner FAM	6,396.05	14,800.00	-8,403.95	43.2%
5570 · M&C and Group Incentive Program	14,457.81	17,800.00	-3,342.19	81.2%

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09/13/19

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY19**  
July 2018 through August 2019

	<u>Jul '18 - Aug 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
5575 · EMarketing	12,112.82	17,800.00	-5,687.18	68.0%
5573 · Group Photo & Video Library	0.00	600.00	-600.00	0.0%
5574 · M&C Collateral	94.00	5,000.00	-4,906.00	1.9%
5583 · Customer Relationship Mgmt Syst	7,500.00	6,000.00	1,500.00	125.0%
5589 · M&C Memberships	0.00	1,000.00	-1,000.00	0.0%
5585 · Sales Calls	0.00	2,000.00	-2,000.00	0.0%
<b>Total 5550 · Groups and M&amp;C</b>	<b>54,259.00</b>	<b>80,000.00</b>	<b>-25,741.00</b>	<b>67.8%</b>
5650 · Publicity				
5660 · Travel Media Press Trips/FAM	8,604.76	13,000.00	-4,395.24	66.2%
5665 · Proactive & Reactive PR	1,492.93	16,000.00	-14,507.07	9.3%
5680 · Kalispell Branded Merchandise	1,024.41	1,000.00	24.41	102.4%
<b>Total 5650 · Publicity</b>	<b>11,122.10</b>	<b>30,000.00</b>	<b>-18,877.90</b>	<b>37.1%</b>
<b>Total Expense</b>	<b>584,912.27</b>	<b>606,000.00</b>	<b>-21,087.73</b>	<b>96.5%</b>
<b>Net Income</b>	<b>12,014.42</b>	<b>0.00</b>	<b>12,014.42</b>	<b>100.0%</b>

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

	Spartan	Indoor Soccer	Meetings/Conv	VC Merch	Brochure	aRes	TOTAL
<b>Income</b>							
4025.00 · Program Revenue	1,245.00	399.60	830.00	0.00	0.00	64.82	2,539.42
4700.00 · Special Events	8,457.00	17,161.39	0.00	8.00	0.00	0.00	25,626.39
4410.00 · TBID Revenue	29,000.00	10,000.00	0.00	0.00	0.00	0.00	39,000.00
<b>Total Income</b>	<b>38,702.00</b>	<b>27,560.99</b>	<b>830.00</b>	<b>8.00</b>	<b>0.00</b>	<b>64.82</b>	<b>67,165.81</b>
<b>Expense</b>							
5000.00 · Direct Program	28,237.28	17,137.46	0.00	0.00	0.00	0.00	45,374.74
5060.00 · Bank Fees & Service Charges	239.37	156.87	65.00	0.00	0.00	0.00	461.24
5260.00 · Insurance	1,410.50	867.50	0.00	0.00	0.00	0.00	2,278.00
5160.00 · Contributions & Scholarships	4,707.00	0.00	0.00	0.00	0.00	0.00	4,707.00
5520.00 · Professional Fees	1,000.00	4,519.51	240.00	0.00	0.00	0.00	5,759.51
5500.00 · Printing & Publications	0.00	213.50	0.00	0.00	0.00	0.00	213.50
5400.00 · Miscellaneous	843.38	39.87	0.00	0.00	0.00	0.00	883.25
5420.00 · Office	395.10	310.10	250.97	0.00	0.00	0.00	956.17
5740.00 · Travel	1,869.37	498.99	0.00	0.00	0.00	0.00	2,368.36
5050.00 · Bad Debt	0.00	0.00	0.00	0.00	200.00	0.00	200.00
<b>Total Expense</b>	<b>38,702.00</b>	<b>23,743.80</b>	<b>555.97</b>	<b>0.00</b>	<b>200.00</b>	<b>0.00</b>	<b>63,201.77</b>
<b>Net Income</b>	<b>0.00</b>	<b>3,817.19</b>	<b>274.03</b>	<b>8.00</b>	<b>-200.00</b>	<b>64.82</b>	<b>3,964.04</b>

KALISPELL CONVENTION & VISITOR'S BUREAU  
 EVENT BALANCES  
 Accrual Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD 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	1,134.83	(1,134.83)	18.93	8.00	0.00	37.75	64.68
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
<b>EVENT BALANCES</b>	<b>0.00</b>	<b>6,877.09</b>	<b>274.03</b>	<b>88.50</b>	<b>(100.00)</b>	<b>3,314.82</b>	<b>10,454.44</b>

**WEBSITE (Y/Y Comparison)**

<b>Users</b> 11,917 (-3.83%)	<b>Pgs/Session</b> 3.67 (+80.91%)	<b>Session Duration</b> 1:37 (+1.48%)	<b>Page Views</b> 51,461 (+72.29%)
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**Top Cities**

1. Kalispell	6. Seattle
2. Salt Lake City	7. Calgary
3. (not set)	8. Chicago
4. Whitefish	9. Denver
5. Dallas	10. Los Angeles

**aRes**

list views	5,623
list clicks	127
list CTR	2.26%
add to cart	10
<b>Lodging Page</b>	
page views	1,391

**CONVERSIONS**

	Month	YTD (fiscal)
VG Requests (online & postal)	558	1,252
Newsletter subscribers	293	714
aRes reservations booked	1	2
aRes room nights booked	1	2
Future grp rm/nts contracted	135	135

**GROUP SALES**

RFP's Sent to Hotels	0
Proposals to Clients	0
Groups Assisted	4
Future group rooms won	135

**SOCIAL MEDIA**



	Facebook	Instagram	Twitter
Followers	36,533	8,629	3,744
Impressions	121,993	-	31,900
Reach	74,654	-	-
Engaged Users	4,594	-	-

**OTHER**

Media mention: Forbes Magazine - *Glacier Country MT Emerging as Artistic Hot Spot*. Mentions Kalispell, Hockaday Museum, Bias Brewing.

Meetings Today: *Annual CVB/DMO Resource Guide*. DK selected to be featured as Case Study.

August media: Google ads created 78 VG requests, CTR of 4.9%. FB ads created 140 VG requests, CTR of 3.06%.

**VISITOR INFORMATION CENTER**

	Month	YTD (fiscal)
Calls	247	548
Walk-ins	1171	3084
Follow Up Pgrm	5	98
VG's mailed	255	693
<b>TOTAL</b>	1678	4423

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements	58,621 (+20.9%)	15.1%
GNP Recreational Visits	771,874 (+15%)	2%

**LODGING**

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
<b>Kalispell</b>								
<b>OCC</b>	84.8%	78.3%						
econ class	81.3%	73.0%						
mid/upper	86.5%	80.8%						
<b>ADR</b>	\$174.79	\$155.18						
econ class	\$119.28	\$106.30						
mid/upper	\$199.15	\$175.80						
<b>DEMAND</b>	49,567	45,766						
<b>Comp Set</b> (comp set includes 13 cities located in MT, ID, WA, OR, SD, Alberta)								
<b>Avg OCC</b>	81.1%	80.40%						

# August 2019 Sales Sheet

## Dawn Jackson, Group Sales Manager

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

- 2020 Toastmaster Division Contest-April 4-meeting room space only
- 2020 MJ Tours-September 9-13

### 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-Will be deciding in September-TBD
- 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 later part of 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 MT Airline Rendezvous-GPIA will host in 2020 and offered services should they decide if they want to host in Kalispell. Conference was held this month and some details are being wrapped up and will know more in the next few weeks.
- 2023 Regional or State Trails Symposium and Professional Trailbuilder's Association (BIH)-circling back with local's to set up a meeting this fall-spoke with Janette Turk and suggested to consider a state versus regional symposium and they currently have limited resources right now but will continue to get more information.
- 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
- 2020 Athena Pack Conference (BIH)-March-typically held in Bozeman and will consider Kalispell following their May event-waiting to hear back. Have not heard back.

### 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:

### Groups Won:

### **Groups Assist:**

- 2019 International Conference of Low Volume Roads-September 15-19, 2019-Hilton & Red Lion – worked with coordination of transportation, welcome table during reception and breaks-very well attended
- 2019 MACD (MT Association of Conservation Districts)-November 19-22, 2019-Red Lion-working with transportation
- 2019 MT Communicator Conference-working on Brewery/Winery Passport
- 2019 Kincaid Coach Lines-welcomed group to Kalispell
- Provided information for 2022 Passfinders

### **September Highlights**

- Prepared and attended Small Market Meetings-September 24-26. 42 appointments
- Researching short term rentals for international travel
- Working weekly on IDSS capabilities
- Prepared information for Meeting News Northwest Book of Lists and Leisure Group Travel
- Toured Snowline Acres
- Toured Whitefish properties with some of Kalispell's TBID hotel associates
- Prepared information to send M&C/Tour E-news
- Researched information for Spokane trip in October
- Met with staff of Lightening Bug PR

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

#### **2019**

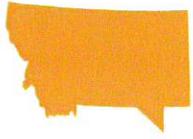
- 2019 MT Communicator Conference-September 27-28, 2019-Red Lion
- 2019 National Rodeo Association-NRA Finals-October 24-26, 2019
- 2019 MACD (MT Association of Conservation Districts)-November 19-22, 2019-Red Lion

#### **2020**

- 2020 Spartan Race-May 8-10, 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-Hilton
- 2020 MT Ghost Town Preservation Society-Sept 11-12, 2020-Hilton
- 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



**VOICES OF  
MONTANA TOURISM**  
JOBS. COMMUNITY. ECONOMY.

September 9, 2019

Tourism Business Improvement District Board Members

Hello partners,

Thank you for your continued support of Voices of Montana Tourism. As an organization our stated goal is to provide education on the positive impacts of the visitor economy.

As we travel across the state, we are picking up either confusion or lack of communications on upcoming bed tax changes. We are providing this letter in the spirit of education of several components of recent legislation. This letter is for informational purposes only, specific questions should be directed to the Montana Department of Revenue. Feel free to share this letter with any hotel partners in your community.

The 2019 legislature passed Senate Bill 338 and it was signed by the governor May 5, 2019.

#### **Change in collections start January 1, 2020**

Starting January 1, 2020, the statewide accommodations tax will move from 3% to 4%. For lodging collections, this effectively moves total bed tax collections **from 7% to 8%**. While changing rates can be challenging, hopefully with advance notice you can minimize confusion with your customer base and team members.

One component worked into the legislation is that the **cap on the vendor allowance was removed**. There is currently a vendor allowance permitted in the amount of 5% of the tax collected and payable to the state that used to be limited to \$1,000 a quarter. The cap is off starting January 1, 2020.

#### **Fund Distribution**

For the first 5 years, January 1, 2020 to December 31, 2024, 20% of the funds collected will be distributed across Montana to support a historic preservation grants program. If your community historical assets/museums have infrastructure needs, make certain they apply for these grants. In that same time frame of 5 years, 80% of the funds will support the construction of the Montana Heritage Center.

Beginning January 1, 2025, the funds collected will be reallocated to community assets including continuation of the preservation grant program, infrastructure projects, Montana State Parks and operations and maintenance for the Heritage Center Complex. **Promotion will be strengthened** with new funds distributed to Montana Department of Commerce, Regional Convention and Visitor Bureaus and State/Tribal economic development commission.

I hope this information is useful, I look forward to see you in our travels, thank for all you do as an integral partner in the successful visitor economy for Montana.

Sincerely,

Dax Schieffer  
Voices of Montana Tourism

**VOICES OF MONTANA TOURISM**  
JOBS COMMUNITY ECONOMY

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