

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

Location: Hampton Inn Kalispell

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. Grant Application Presentation – Brash Winter Rodeo Series

3. Presentation by Eagle Transit – Tom Schneider and Lisa Sheppard present information on the proposed Mountain Climber line.

4. Board Action Items

- a) Approval of minutes from November 6, 2019
- b) Approval of TBID financial statements for October, 2019
- c) Scoring and approval of event grant application, Brash Winter Rodeo Series

5. Board Discussion

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

Please stay and join us for some holiday cheer immediately following the meeting. Carol singers, holiday food and drink. 5:00-6:00pm

Enclosures: November 6, 2019 minutes
TBID financial statements for October, 2019
Grant application and scoring sheet – Brash Winter Rodeo Series
2020 TBID Board of Directors Meeting Schedule
KCVB Dashboard and reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chair dawn.hendrickson@hilton.com or 406-890-7021
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

SAVE THE DATE: January 15, 2020 – Annual Meeting followed by a reception. At Snowline Acres, 3:00-5:30pm

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
November 6, 2019
3:00 pm
Location: Kalispell Chamber of Commerce Conference Room

Minutes

Board Members Present: Lucy Weeder, Emily Schroeder, Joe Alexander, Zac Ford, Bryce Baker, Janet Clark

Board Members Absent: Dawn Hendrickson

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

Guests: Ron Osterbauer and Tim Hubbard, Glacier Symphony; Jamie Reeder, Kalispell Job Service

Meeting was called to order by Vice-Chair Emily Schroeder at 2:58 pm.

1. **Hear from the Public – None**
2. **Grant Application Presentation –** Glacier Symphony and Chorale submitted an application for an event grant of \$2,000 for their Masquerade Winter Gala, January 18, 2020. Organizers estimate the event will generate 150 room nights since it offers the unique experience of dancing to live orchestra music and is being promoted throughout the state. Hilton Garden Inn is the host hotel.
3. **Board Action Items**
 - a. **Approval of minutes from October 2, 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:**

Motion was made by Bryce Baker to approve the financial statements for September, 2019.
Motion was seconded by Lucy Weeder. Discussion: None. Board approved unanimously.
 - c. **Scoring of Glacier Symphony and Chorale grant application:**

Motion was made by Bryce Baker to approve an in-kind grant of promotional support valued at \$1,000 to Glacier Symphony Masquerade Winter Gala. Motion was seconded by Zac Ford.
Discussion: in reviewing this application, the board used the newly adopted grant scoring system. The application received an average score of 66.5 on a scale of 100. Although board members were enthusiastic about the event, their comments were generally that the potential statewide audience would be reluctant to travel in January for a one-day event. They did not feel the event would generate many room nights. It was recommended that future grant applicants submit their applications prior to choosing their location/host hotel. Board approved unanimously.
4. **Board Discussion**
 - a. **Conversation with Jodi Smith and Chris Parson with FVCC regarding Tourism Workforce**

Jodi and Chris asked the board to suggest ways they can help address workforce challenges. Basic employment skills, interviewing, appropriate dress, job etiquette were suggested. FVCC offers some apprenticeship programs. Job service has a specialist on staff who can help set up apprenticeship programs. TIPS Training is easily available online. Job Service can help with the cost of TIPS Training for existing employees. Board members also observed that new-hire retention is currently difficult and younger workers often learn more quickly and perform at a higher level than older workers.

Conversations will continue with FVCC and Kate Lufkin, Chamber Director of Education and Workforce to identify opportunities to increase availability of trained workforce for TBID hotels.

b. Conversation with Tia Troy, Lightning Bug PR, PR contractor for Discover Kalispell:

- Refreshed branding will center around framing Kalispell as a destination community rather than a hub.
- Messaging will focus on what's right here and "owning" our assets: outdoor lifestyle, adventure-loving, authentic.
- A style guide will be completed in a couple weeks so our brand voice can be consistent through all messaging.
- Joe Unterreiner commented that the tourism brand bleeds into the city brand. Most people relocate to the area based on a visit. The tourism brand feeds relocation efforts. Info about our updated brand should be shared with local stakeholders. They should be given the opportunity to adopt elements of the brand.
- Messaging can be tweaked to reach audiences other than our target while staying true to our brand voice.
- Discover Kalispell brand voice will align with the state tourism brand pillars, but we'll have our own version.

c. Event and Grant recipient updates:

- Details are firming up for the Indoor Soccer Championship. Chris Essmann from the Missoula Strikers Soccer Club will be tournament director. Several inquiries have been received from Calgary teams.
- Northern Rodeo Finals took place October 24 – 26. The event was well-run and filled the bleachers of the Majestic Valley Arena.
- \$11,325 remains in the grant fund for FY2020

d. TBID renewal updates:

- Signatures approving the renewal have been received from all properties except the Blue & White Motel.
- City Council approved the TBID Resolution of Intent Monday.
- Public notices are being issued by the City of Kalispell per the renewal regulations.
- Public hearings are scheduled for December 2nd and 16th. It will be helpful to have some board members present.
- The second reading of the ordinance and probably final approval is scheduled for January 6.

e. Marketing updates were included in the board packet – monthly dashboard and sales reports.

f. Group, M&C updates:

- The International Travel Workshop was well-attended by local hotels and activity providers and helped to educate our local businesses on working with Tour Operators. Positive feedback was received from representatives of the travel industry, MOTBD, and Glacier Country that participated.
- Dawn Jackson and Ashlee, the rep from inbound tour operator Rocky Mountain Holiday, completed a whirlwind visit to TBID hotels. RMH is looking for more inventory in the Kalispell.



- Discover Kalispell has generated 2,500 room nights in 2020 through the efforts of Dawn Jackson and the M&C program.

g. Round table discussion on what members are seeing and current trends in the hospitality industry.

- November numbers have been soft.
- Some properties felt that October was strong due to continued leisure travelers, tour groups, and a film crew.

Meeting was adjourned at 4:37pm
Respectfully Submitted: Diane Medler

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

Kalispell Tourism Business Improvement District
Summary of Financials
December 4, 2019

TBID Account – Expense Summary October 2019

Admin: Rent; bank fees; bookkeeping; telephone (office, Verizon); postage; copies; email accounts; office supplies; travel/entertainment; Chamber financial audit; computer equipment (Diane office).

Marketing Support: Glacier AERO sponsorship; monthly creative agency services.

Website: SEO/SEM management and ad buy; domain renewals

Consumer: Airport display stocking fee; Spokane travel show expenses

Meetings & Convention: Small Mkt Meetings show expenses; Spokane sales trip expenses; MT Communicators Conf incentive; Cowboys (the film) room incentive.

PR/Publicity: Outdoor Media Summit conference registration.

KCVB Event Account – Expense Summary October 2019

Spartan 2020: (\$30,000 FY20 TBID)
Balance forward from 2018: 0
Income: \$38,702.00
Expenses: \$38,548.00
Balance: \$154.00

Indoor Soccer 2020: (\$25,000 FY20 TBID)
Balance forward from 2018: \$3,059.90
Income: \$27,560.99
Expenses: \$25,473.80
Balance: \$5,147.09

aRes 2019:
Balance forward from 2018: \$3,250.00
Income: \$112.38
Expenses: \$3,300 (portion of annual renewal)
Balance: \$62.38

Meetings & Conventions 2019: (Step-on guide services and miscellaneous):
Balance forward from 2018: \$0
Income: \$1,330.00
Expenses: \$484.47
Balance: \$845.53

Account Admin:
Income: \$2,800.00
Expenses: \$1,591.69
Balance: \$1,208.31

2:02 PM

11/15/19

Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of October 31, 2019

	<u>Oct 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	93,293.33
1020 · Whitefish Credit Union	65,799.16
Total Checking/Savings	<u>159,092.49</u>
Total Current Assets	159,092.49
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><u>188,290.57</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	7,913.75
Total Accounts Payable	<u>7,913.75</u>
Total Current Liabilities	<u>7,913.75</u>
Total Liabilities	7,913.75
Equity	
32000 · Unrestricted Net Assets	189,361.54
Net Income	-8,984.72
Total Equity	<u>180,376.82</u>
TOTAL LIABILITIES & EQUITY	<u><u>188,290.57</u></u>

2:02 PM

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

11/15/19

Accrual Basis

	Oct 19	Jul - Oct 19
Income		
4000 · TBID Revenue	0.00	168,576.00
4100 · Interest Income	7.90	39.10
Total Income	7.90	168,615.10
Expense		
5000 · Staffing	18,077.02	71,566.50
5100 · Administrative		
5160 · Rent	900.00	3,600.00
5110 · Bank Fees	3.15	15.80
5180 · Telephone	244.46	971.13
5140 · Office Supplies	15.79	242.07
5150 · Postage & Copies	99.23	595.67
5122 · Audit - Chamber	1,300.00	3,179.24
5125 · Accounting Services	230.00	1,010.00
5350 · City of Kallispell Admin Fee	0.00	3,994.15
5185 · Travel & Entertainment	287.43	933.53
5190 · Technology Support	50.00	200.00
5195 · Equipment (Software)	735.85	735.85
5115 · Annual Report/Mtg	0.00	1,167.15
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	3,865.91	17,807.59
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	1,500.00	1,550.00
5220 · Training & Education	0.00	1,005.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	0.00	2,675.00
5235 · Creative Agency Services	4,000.00	16,000.00
5237 · aRes	0.00	5,500.00
Total 5200 · Marketing Support	5,500.00	38,430.76
5250 · Web Site		
5270 · Maintenance & Enhancements	224.04	843.55
5280 · Website Marketing (SEO & SEM)	1,499.50	6,018.17
Total 5250 · Web Site	1,723.54	6,861.72
5400 · Consumer Marketing		
5430 · Social Media Administration	845.00	845.00
5460 · Travel Show Attendance	576.28	1,048.28
5480 · Airport Visitor Display	75.00	450.00
5420 · E-Marketing	0.00	494.06
Total 5400 · Consumer Marketing	1,496.28	2,837.34
5500 · Events & Sports-Operatn & Promo		
5504 · Winter Event	0.00	0.00
Total 5500 · Events & Sports-Operatn & Promo	0.00	0.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	457.21	3,781.91
5567 · Meeting Planner FAM	54.00	190.02
5570 · M&C and Group Incentive Program	720.00	3,035.99
5571 · Media Buy	0.00	7,150.00
5574 · M&C Collateral	0.00	369.00
5585 · Sales Calls	606.26	664.55
Total 5550 · Groups and M&C	1,837.47	15,191.47
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	769.30	837.15
5665 · Proactive & Reactive PR	0.00	5,250.00

2:02 PM

11/15/19

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY20
October 2019

	<u>Oct 19</u>	<u>Jul - Oct 19</u>
Total 5650 - Publicity	769.30	6,087.15
Total Expense	33,269.52	158,782.53
Net Income	<u><u>-33,261.62</u></u>	<u><u>9,832.57</u></u>

2:03 PM

11/15/19

Accrual Basis

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

	<u>Jul - Oct 19</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	168,576.00	668,000.00	-499,424.00	25.2%
4100 · Interest Income	39.10			
Total Income	<u>168,615.10</u>	<u>668,000.00</u>	<u>-499,384.90</u>	<u>25.2%</u>
Expense				
5000 · Staffing	71,566.50	244,500.00	-172,933.50	29.3%
5100 · Administrative	17,807.59	35,300.00	-17,492.41	50.4%
5200 · Marketing Support	38,430.76	80,700.00	-42,269.24	47.6%
5250 · Web Site	6,861.72	35,000.00	-28,138.28	19.6%
5400 · Consumer Marketing	2,837.34	75,500.00	-72,662.66	3.8%
5500 · Events & Sports-Operatn & Promo	0.00	55,000.00	-55,000.00	0.0%
5550 · Groups and M&C	15,191.47	89,000.00	-73,808.53	17.1%
5650 · Publicity	6,087.15	53,000.00	-46,912.85	11.5%
Total Expense	<u>158,782.53</u>	<u>668,000.00</u>	<u>-509,217.47</u>	<u>23.8%</u>
Net Income	<u><u>9,832.57</u></u>	<u><u>0.00</u></u>	<u><u>9,832.57</u></u>	<u><u>100.0%</u></u>

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	aRes	Admin	TOTAL
Income								
4025.00 - Program Revenue	1,245.00	399.60	1,330.00	0.00	0.00	112.38	0.00	3,086.98
4700.00 - Special Events	8,457.00	17,161.39	0.00	9.50	0.00	0.00	0.00	25,627.89
4410.00 - TBID Revenue	29,000.00	10,000.00	0.00	0.00	0.00	0.00	1,300.00	40,300.00
4575.00 - Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	1,500.00
Total Income	38,702.00	27,560.99	1,330.00	9.50	0.00	112.38	2,800.00	70,514.87
Gross Profit	38,702.00	27,560.99	1,330.00	9.50	0.00	112.38	2,800.00	70,514.87
Expense								
5000.00 - Direct Program	28,237.28	18,867.46	0.00	0.00	0.00	0.00	0.00	47,104.74
5060.00 - Bank Fees & Service Charges	239.37	156.87	97.50	0.00	0.00	0.00	32.50	526.24
5260.00 - Insurance	1,410.50	867.50	6.00	0.00	0.00	0.00	0.00	2,284.00
5160.00 - Contributions & Scholarships	4,707.00	0.00	0.00	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	3,300.00	1,557.69	10,507.20
5500.00 - Printing & Publications	0.00	213.50	0.00	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	0.00	883.25
5420.00 - Office	395.10	310.10	250.97	0.00	0.00	0.00	1.50	957.67
5740.00 - Travel	1,715.37	498.99	0.00	0.00	0.00	0.00	0.00	2,214.36
5050.00 - Bad Debt	0.00	0.00	0.00	0.00	200.00	0.00	0.00	200.00
Total Expense	38,548.00	25,473.80	484.47	0.00	200.00	3,300.00	1,591.69	69,597.96
Net Income	154.00	2,087.19	845.53	9.50	-200.00	-3,187.62	1,208.31	916.91

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Accrual Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	ARES	ADMIN	TOTAL
2018 Balance Forward	0.00	3,059.90	0.00	80.50	100.00	3,250.00	0.00	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)	128.93	8.00	0.00	37.75	(110.00)	64.68
September 2019	154.00	0.00	(38.50)	1.50	0.00	(3,300.00)	(1,447.69)	(4,630.69)
October 2019	0.00	(1,730.00)	500.00	0.00	0.00	47.56	2,766.00	1,583.56
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	154.00	5,147.09	845.53	90.00	(100.00)	62.38	1,208.31	7,407.31



Discover Kalispell Event Grant Application

Contact Information

Business / Organization

Brash Rodeo

Designated Contact

Vance Brash

Address

911 Jensen Road
Columbia Falls, MT 59912

Phone

(406) 250-5110

Fax

Email

v-brodeo@hotmail.com

Website

<https://glaciercountryrodeo.com/>

Event Description

Event Name

Brash Rodeo Winter Series

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

We are a local rodeo company in the Flathead Valley. In the winters we rodeo at Majestic Valley Arena and put on 15 rodeos between November and April. Our winter schedule is on our website glaciercountryrodeo.com. This year we are expanding our rodeos to include ranch bronc riding which opens up a different competitor base for us as both men and women across the state have started to compete in this event. We are an open rodeo which means anyone can enter, no need to join an association or pay high dues for a card to compete. As such, we have many athletes just starting out that come to our events and many seasoned competitors working with younger horses that compete as well. Our ultimate mission is to grow them into champions. Many of those that won this past weekend at the INFR in Las Vegas and the NRA finals in Kalispell started with us when they were learning the sport. Most all of them come back and compete with us each year during their off time. We are truly blessed to watch them as they progress



Discover Kalispell Event Grant Application

in their career and they are always humbled to come back to the arena where it all started.

Event Type

Existing Event

Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested

\$2,500.00

Provide detailed description of how KCVB Event Grant funds would be used (attach additional documents as needed)

We would use grant funds to additional equipment needed to start the ranch bronc riding. We need four halters at 350 each, four safety vests at 150 each, and advertising to promote the new event. We would like to accommodate up to 20 riders each night.

Event Information

How will this event create room nights in Kalispell hotels from out of area visitors:

The majority of our competitors come from outside the valley and since our rodeos are Friday and Saturday nights and many nights do not end until 11 pm, most competitors spend the weekend in area hotels along with any family that comes to watch them compete.

Anticipated Number of Room Nights

260

Will assistance be needed in arranging for room blocks?

No

Start Date

20/12/2019

End Date

11/04/2020

Load-In Start Time

06:00 pm

Load-In End Time

11:00 pm



Discover Kalispell Event Grant Application

Venue Location

3630 US-93
Kalispell, MT

Event Start Time

07:00 pm

Event End time

10:30 pm

Estimated Number of Attendance

14000

Description of Audience

Rodeo fans and families from all over the states of Montana, Idaho, Washington, Wyoming and from Canada.

Is the Event:

Available by Ticket Purchase

How will you provide your Marketing Plan

Fill Out on Form

Television (include live telecast and air-time information)

N/A

Radio (include live broadcast and station information)

N/A

Print

Advertising in print only.

Other (social media, e-news, website, on-line, direct mail, etc.)

Facebook, Instagram, website, direct email, direct texting, listings online at all chambers of commerce, event calendars, and rodeo promotion sites.

List all corporate sponsors and provide description of sponsorship information

Name of Sponsor	Description of Sponsor
-----------------	------------------------



Discover Kalispell Event Grant Application

KRH	Presenting Sponsor
Murdochs	Chute Sponsor
Montana Build	Chute Sponsor
Boot Barn	Chute Sponsor
Rocky Mountain Tile	Chute Sponsor
Keller Williams Realty	Chute Sponsor
Reman	Chute Sponsor

Will there be Proceeds from the Event

Yes

Who Will Retain the Proceeds

Brash Rodeo

Will there be Food / Beverage(s) Distributed at the Event

Yes

Who Will Retain the Revenue from the Food / Beverage(s)

The vendors

Provide details on requested assistance from other organization(s)

History of Event

How many years has this event been conducted

17

Site of Last Event

3630 US-93
Kalispell, MT 59901



Discover Kalispell Event Grant Application

United States

List how the event was promoted

Promotion Type	Description
Social Media, Online, Print	

Flathead County attendance numbers from previous year event

Flathead County Participants	Flathead County Spectators	Total
700	5250	5950

Other Montana counties attendance numbers from previous year event

County Participants	County Spectators	Total
1400	3500	4900

Out of state attendance numbers from previous year event

Participants	Spectators	Total
210	630	840

Out of country attendance numbers from previous year event

Participants	Spectators	Total
280	1120	1400

References

Name	Title
Kristie Turner	Accountant

Address



Discover Kalispell Event Grant Application

244 W Bowman Drive
Kalispell, MT 59901
United States

Phone

(406) 261-1532

Email

kristie.turner@bresnan.net

Name

Brad Narducci

Title

Announcer

Address

PO Box 1116
Columbia Falls, MT 59912
United States

Phone

(406) 314-1477

Email

bradnarducci@gmail.com

Name

Jan Parker

Title

Owner Majestic Valley Arena

Address

3630 US-93
Kalispell, MT 59901
United States

Phone

(406) 755-5366

Email

Final Submit

Consent

✓ I agree to the conditions of this application and will comply with grant requirements if awarded. I verify that the information submitted is accurate to the best of my knowledge.

Discover Kalispell Event Grant Application Score Sheet

Assign points based on how well the application meets the scoring criteria:

APPLICANT: Brash Rodeo

EVENT DESCRIPTION: Brash Rodeo Winter Series

EVENT DATES: December 20, 2019 - April 11, 2020

GRANT AMOUNT REQUESTED: \$2,500

ESTIMATED ROOM NIGHTS: 260

SCORING CRITERIA	MAX POINTS	SCORE
Anticipated number room nights event will generate	20	
Shoulder/Winter Season	15	
New or growing market	15	
Marketing plan	10	
Sustainable in future years	10	
Lead-time to promote event/lodging	10	
Marketing opportunities for Discover Kalispell	5	
Appeal to Kalispell tourism market	5	
Economic impact to Kalispell	5	
Other sponsorships	5	

TOTAL SCORE		
--------------------	--	--

Comments:
Recommendations:



2020 Kalispell TBID Board of Directors Meeting Schedule

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

January 15	Business meeting and Year In Review Annual Meeting – Snowline Acres
February 5	Approval of projected revenue for FY21
March 4	Approval of FY21 budget and key markets and goals & objectives sections of the marketing plan. Nomination process initiated for upcoming board of director vacancies
April 1	Approval of FY21 marketing plan and budget Board nomination approval Election of TBID board officers
May 6	New board members and officers in place
June 3	
July 1	
August 5	
September 2	
October 7	
November 4	
December 2	

WEBSITE (Y/Y Comparison)

Users 6,676 (+4.87%)	Pgs/Session 3.64 (+75.61%)	Session Duration 1:36 (-0.66%)	Page Views 29,118 (+88.06%)
--------------------------------	--------------------------------------	--	---------------------------------------

Top Cities

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

aRes (Google Analytics)

list views	3,204
list clicks	119
list CTR	3.71%
Lodging Page	
page views	656

CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	304	1,556
Newsletter subscribers	293	714
aRes reservations booked	35	37
aRes room nights booked	88	90
Future grp rm/nts contracted	0	135

GROUP SALES

RFP's Sent to Hotels	4
Proposals to Clients	1
Groups Assisted	4
Future group rooms won	1,000

SOCIAL MEDIA



Followers	36,706	9,093	3,803
Impressions	176,092	-	30,000
Reach	114,728	-	-
Engaged Users	5,318	-	-

OTHER

Kalispell featured in Chinese language article in Oct 6, 2019 Sing Tao Daily News, 300k+ distribution in North America.

Los Angeles Media Event - 8 appts. with traditional travel media & influencers. Strong interest in NW MT, anticipate at least two press trips as result of meetings.

Paid Social Ad Campaign: CTR 1.84%; Impressions 68,001; Avg CPC \$1.56; VG requests 71; Total spend \$919.86

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	140	770
Walk-ins	235	3600
Follow Up Pgrm	7	289
VG's mailed	243	1019
TOTAL	625	5678

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	23,661 (+15.5%)	15.6%
GNP Recreational Visits	78,408 (-17.3%)	1.7%

LODGING

	July	Aug	Sep	Oct	Nov	Dec	Year To Date	Running 12 Mths
Kalispell								
OCC	84.8%	78.3%	71.9%	46.4%			55.6%	52.3%
econ class	81.3%	73.0%	60.6%	37.0%				
mid/upper	86.5%	80.8%	77.2%	50.5%				
ADR	\$174.79	\$155.18	\$116.77	\$79.13			\$115.42	\$110.73
econ class	\$119.28	\$106.30	\$79.05	\$58.36				
mid/upper	\$199.15	\$175.80	\$130.58	\$85.80				
DEMAND	49,567	45,766	40,649	28,334			327,147	367,852
Comp Set	(comp set includes 13 cities located in MT, ID, WA, OR, SD, Alberta)							
Avg OCC	81.1%	80.4%	73.5%	61.9%				

November 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2020 MT Leagues of Cities and Towns-Overflow rooms-September
- 2020 Vacations by Rail-August 12-14/August 18-20/September 1-3

Proposals Sent:

- 2020 MT Leagues of Cities and Towns-Overflow rooms-September
- 2020 Vacations by Rail-August 12-14/August 18-20/September 1-3

Working leads:

- 2020 MJ Tours-September 9-13-Working on guide for GNP
- 2020 Hockey Tournaments-Presidents Day (BIH)- Proposals have been sent out and teams will be making their arrangement
- 2020 BLT Outdoor Classic (BIH)-There has been a change in promoters, working to confirm details
- 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 November 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 November on hotel selection and send out RFP's
- 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
- 2020-Trails Skills Symposium-Spring -Flathead Trails Association wanting to start on a smaller scale and put together a conference. Previously was working to get a regional or state symposium.

Working leads on hold:

- 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-likely will go to Whitefish, but do not have confirmation

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 November to determine hotel-provided group activities
- 2021-POMA-June dates tbd & location tbd

Leads Lost:

- 2020 Castlight Advisory Board Meeting-CVENT-April or May-wanted 4 diamond resort
- 2021 CUES-Credit Union Executives Society-CVENT-August-wanted 4 diamond resort

Groups Won:

- 2020 MT Newspaper Association Annual Conference (BIH)-June-Hilton

Groups Assist:

- Activity planning for USS St. Paul Assn in September 2020
- Met with planning committee for National Forest Legacy Conference in 2020 at Red Lion
- Provided 120 Welcome bags for MT Association of Conservation Districts
- 2020 NW Regional App Challenge-submitted a group grant application
- Attended Hockaday UNWIND

November Highlights:

- October event not listed in October report-Hosted the International Travel Buyer Work Shop
- October - Toured 12 hotels with Ashlee Kerstetter for potential contracts with Rocky Mountain Holiday Tours
- Attended and assisted with the Kalispell Chamber Banquet
- Visited Triple D to discuss options for group activity suggestions
- Assisted with the Volunteer Appreciation Party
- Working on a post excursion event with BMW rally in Great Falls in 2020
- Working with Spartan planners for rooms in 2020
- Met with Tia from Lightening Bug to review Bring it Home and quarterly e-news

BIH-Bring it Home referral

Future Conferences & Events:

2019

- 2019 MACD (MT Association of Conservation Districts)-November 19-22, 2019-Red Lion

2020

- 2020 President's Day Hockey Tournament-February 13-16, 2020
- 2020 BLT Outdoor Classic Hockey Tournament-February 21-23, 2020
- 2020 Montana Indoor Soccer Championship-March 20-22, 2020
- 2021 MT Meat Processors Conference-April 21-26, 2020-Hilton
- 2020 Spartan Race-May 8-10, 2020 – Citywide
- 2020 MEDA-MT Economic Development Association-May 12-14, 2020-Red Lion
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 National Forest Legacy Conference-June 2-4, 2020-Red Lion
- 2020 MT Newspaper Association-June 11-13, 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 + overflow rooms
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion + overflow rooms
- 2020 MT Mental Illness Conference – October 21-23 – Red Lion
- 2020-State Cross Country-October 24, 2020 - Citywide

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