

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – November 6, 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. Grant Applications Presentation – Glacier Symphony and Chorale, Ron Osterbauer and Tim Hubbard.

3. Board Action Items

- a) Approval of minutes from October 2, 2019
- b) Approval of TBID financial statements for September, 2019
- c) Scoring of Glacier Symphony and Chorale grant application

4. Board Discussion

- a) Conversation with Jodi Smith and Chris Parson with FVCC regarding Tourism Workforce
- b) Conversation with Tia Troy, Lightning Bug PR, PR contractor for Discover Kalispell
- c) Event and Grant recipient updates
- d) TBID renewal updates
- e) Marketing updates
- f) Group, M&C updates
- g) Round table discussion on what members are seeing and current trends in the hospitality industry

Enclosures: October 2, 2019 minutes
TBID financial statements for September, 2019
TBID Renewal timeline from City of Kalispell
Grant application and scoring sheet – Glacier Symphony and Chorale
Tourism Workforce resource document and board discussion questions
KCVB Dashboard and reports

For Further Information Please Contact:

Dawn Hendrickson, Board Chairman 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

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
October 2, 2019
3:00 pm
Location: Kalispell Chamber of Commerce Conference Room

Minutes

Board Members Present: Dawn Hendrickson, Lucy Weeder, Emily Schroeder, Joe Alexander, Zac Ford

Board Members Absent: Bryce Baker, Janet Clark

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

Guests: Meg O'Leary – MSU Hospitality Program; Jamie Reeder and Valeria - Kalispell Job Service; Scott Rieke and Skylar Rieke - Flathead Lake Best Western

Meeting was called to order by Chair Dawn Hendrickson at 3:42 pm.

1. **Hear from the Public** – None
2. **Guest Speaker** – Meg O'Leary, Industry Liaison for MSU Hospitality Management and Culinary Arts degree program. The program has been in existence for 3 years. President Crusado started the program to help build prosperous communities throughout the state by educating a qualified work force. The relatively new program will graduate 3 individuals this year, however 60 students have declared Hospitality as their major. The goal for the program is 100 graduates per year in three areas of focus: hospitality/facility management, restaurant management, and food enterprise. Internships are a key part of the program and Flathead Valley is attractive to the students. Properties interested in hosting interns should contact MSU. The board discussed pre-internships for high school students to capture their interest in hospitality careers early. DECA is active in hospitality. Career days at the high schools are an opportunity to generate interest in hospitality careers. Diane met with FVCC about incorporating hospitality into course offerings.
3. **Board Action Items**
 - a. **Approval of minutes from September 4, 2019:**

Motion was made by Zac Ford 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 Emily Schroeder to approve the financial statements for FY19 year-end and August, 2019. Motion was seconded by Lucy Weeder. Discussion: None. Board approved unanimously.
 - c. **Sponsorship of Glacier AERO.**

Motion was made by Emily Schroeder to approve a Glacier AERO sponsorship of \$1,500. Motion was seconded by Zac Ford.

Discussion: Last year TBID and Kalispell Chamber each provided a sponsorship of \$2,500 to AERO. Kalispell Chamber has approved a \$2,500 sponsorship for this year. The TBID has contributed \$18,500 cash to AERO since 2014. Discover Kalispell also supports AERO in-kind by allocating part of its marketing budget every year to promoting the direct flights in Chicago, Dallas and LA. Last year the value of the media buy directed at non-stop flight promotion was \$28,000 and was of high value to the airlines. American Airlines is very happy with the inaugural summer of the Dallas and Chicago flights and

described the roll-out as the best they've ever had. The board expressed support for reducing the amount of the cash sponsorship from \$2,500 to \$1,500 for this year and putting the balance toward Discover Kalispell's in-kind flight promotion. Board approved unanimously.

4. Board Discussion

a. Event updates

Indoor Soccer – operating partnership is being refined, staff is coordinating with 406 Soccer Foundation, the adult league, to hold their annual spring tournament the weekend before ours allowing for sharing costs of turf plus set-up and tear-down at the Fairgrounds. A November indoor tournament using the same format as our spring tournament is being considered.

Spartan Race – three races will be held in 2020 with the addition of the Ultra. Spartan is considering adding Montana to their U.S. National Series in 2020. Diane has been working with Bigfork to provide the comp extra rooms needed for the National Series. No additional cash will be allocated to the event.

b. Event grant updates:

- The revised grant program has been launched. Grant information and online application is available at <https://discoverkalispell.com/grants/>. A press release will be distributed to local media.
- Northern Rodeo Association Finals take place at Majestic Valley Arena October 24 – 26. Discover Kalispell is assisting with coordination of a pre-event gathering for NRA staff, rodeo personalities, stock contractors, and judges to be held at Sacred Waters Brewing and hosted by Human Therapy on Horseback (HTH). Sacred Waters has agreed to donate \$1 per beer sold to HTH.
- Flathead Celtic Festival submitted a post-event report which will be reviewed at the November board meeting. No room pick-up was noted by TBID members present.
- Glacier Symphony submitted an application for a grant for their Winter Gala January 18, 2020. The application will be reviewed and voted on at the November meeting.

c. Marketing updates:

- A dashboard of key performance indicators of Discover Kalispell has been created, to be included in the monthly board packets. Feedback is requested.
- Current short term rental numbers have been obtained from Flathead County and cities of Kalispell and Whitefish: county 417, Kalispell 64, Whitefish 136
- AirBnb and Homeaway pay bed tax which can provide insight on local trends. State bed tax for Kalispell was up 7% April – June, 2019 in contrast to TBID fees which were up only 1% for the same time period.
- AirDNA website provides local data including occupancy rate and ADR from AirBnb and Homeaway. According to AirDNA, there are 395 short term rentals in Kalispell (in the 59901 zip code area).
- MLHA Conference takes place in Missoula, October 21 – 23. Emily will attend conference and Diane will attend the state-wide TBID meeting held at the MLHA conference.
- Glory for Ashes, a local anti-human trafficking organization is willing to do a presentation for hotel staff. Board recommended making two sessions available and 11am to noon and 3 – 4pm. Date to be announced.

d. Group, M&C updates:

- Dawn went to Small Market Meetings in Green Bay, WI in September. The show was attended by 93 meeting planners and 214 suppliers. Dawn had 30 scheduled appointments and 4 unscheduled

appointments. She felt the show was a good fit for Kalispell, expects to receive 2 RFP's directly from her appointments there and made many other contacts to follow up on.

- MEDA – Organizers are working on the agenda for their May 2020 conference.
- MT Newspaper Association will make a decision on their 2021 conference in September.
- Montana Training Conference, June 2021, planning discussions with organizers are going on.
- Toastmasters is looking for a room for presentations for their conference. RFP was sent.
- Dawn is working with MJ Tours, a women's hiking organization based in Michigan.
- 12 teams will compete in the Beer League Talk Outdoor Classic Hockey Tournament February 20-22, 2020. An aRes lodging page will be set up.
- aRes branded lodging pages for events are gaining traction. The board discussed discontinuing individual hotel packages displayed on lodging package pages on the DK website and replacing them with the aRes branded pages. It was decided to retain the option for hotels to create their own packages.
- Diane and Dawn will represent Kalispell at the BOOM! Active Living Show for Boomers October 12 in Spokane. Fall and Winter stays and activities will be promoted.
- Dawn, Diane and several TBID hotel associates toured Whitefish lodging facilities in September. Future cooperative activities with Explore Whitefish are planned.
- Discover Kalispell's Beer Now Post-Fam was selected by Meetings Today as a featured case study in their annual Resource Planning Guide.

e. TBID renewal discussion and updates

- Montana Base Camp RV Park is on board.
- The only property that has not provided at least a verbal confirmation is the Blue & White Motel.
- Diane will present the renewal to the City Council in early November.

f. Roundtable Discussion:

- Media reports of extreme winter weather over the weekend of September 28-29 caused room cancellations. Reservation holders have called asking how close we are to the reported four feet of snow in Browning.
- Jamie Reeder with Job Service has a client who is a good candidate for front desk.
- Scott Rieke is looking for a sales manager at Snug Harbor Resort, his property in the San Juan Islands.
- Holiday Inn Express Kalispell is looking for a sales manager.
- TBID members are encouraged to maintain rates as season transitions to winter.

5. Guest Speaker – Valeria with Kalispell Job Service

Some TBID properties have had good results employing international students as a way to cope with the tight local labor market during summer seasons. Valeria from Kalispell Job Service provided an overview of two US State Department visa programs that are available to help employers with seasonal staffing needs.

a. The J1 Visa Summer Work Travel Program allows university students to come to the U.S. for four months with a three month work requirement. Depending on the agency, local employers may or may not have to provide housing. Students can work for more than one employer. Deadline for employers to submit paperwork for workers for summer 2020 is 12/31/19.

b. **The H-2B program** is more complicated. It allows for longer stays and applicants can bring their families. The employer application process involved a lot of paperwork and it may be advisable to hire an attorney.

Meeting was adjourned at 4:57pm
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
November 6, 2019

TBID Funds – Expense Summary September 2019

Admin: Rent; bank fees; bookkeeping; telephone (office, Verizon); postage; copies; email accounts; office supplies; travel/entertainment; City of Kalispell admin fee; TBID renewal report; Chamber financial audit.

Marketing Support: Smith Travel Research annual fee; monthly creative agency services; portion of aRes annual fee (remainder out of KCVB).

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

Consumer: Airport display stocking fee; Spokane travel show expenses; LA Travel Show prize package items; quarterly enews.

Meetings & Convention: Small Market Meetings travel expenses; Low Volume Roads conference incentive; Meetings News NW Book of Lists advertising; show flyer printing; custom form creation in IDSS; groups meeting and tours in WF.

PR/Publicity: press trip dinner – David Lang and Donnie Sexton; PR contract retainer and reporting service for August and September.

KCVB Event Funds - Summary September 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: \$23,743.80

Balance: \$6,877.09

aRes 2019:

Balance forward from 2018: \$3,250.00

Income: \$64.82

Expenses: \$3,300 (portion of annual renewal)

Balance: \$14.82

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

Balance forward from 2018: \$0

Income: \$830.00

Expenses: \$2,042.16 (KCVB portion of Chamber audit to be reimbursed by TBID)

Balance: (\$1,212.16)

**Tourism Business Improvement District
Balance Sheet
As of September 30, 2019**

	Sep 30, 19
ASSETS	
Current Assets	
Checking/Savings	157,232.55
1010 - Checking	65,799.16
1020 - Whitefish Credit Union	
Total Checking/Savings	223,031.71
Total Current Assets	223,031.71
Fixed Assets	
1710 - Office Equipment	3,967.64
1820 - Web Site Development	25,230.44
Total Fixed Assets	29,198.08
TOTAL ASSETS	252,229.79
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	38,591.35
2000 - Accounts Payable	38,591.35
Total Accounts Payable	77,182.70
Total Current Liabilities	77,182.70
Total Liabilities	77,182.70
Equity	
32000 - Unrestricted Net Assets	189,361.54
Net Income	24,276.90
Total Equity	213,638.44
TOTAL LIABILITIES & EQUITY	252,229.79

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

	Sep 19	Jul - Sep 19
Income		
4000 · TBID Revenue	159,816.00	168,576.00
4100 · Interest Income	8.58	31.20
Total Income	159,824.58	168,607.20
Expense		
5000 · Staffing	2,275.49	53,489.48
5100 · Administrative		
5160 · Rent	900.00	2,700.00
5110 · Bank Fees	3.84	12.65
5180 · Telephone	157.84	726.67
5140 · Office Supplies	54.33	226.28
5150 · Postage & Copies	67.39	496.44
5125 · Accounting Services	220.00	780.00
5350 · City of Kalispell Admin Fee	3,994.15	3,994.15
5185 · Travel & Entertainment	297.27	646.10
5190 · Technology Support	50.00	150.00
5115 · Annual Report/Mtg	1,122.55	1,167.15
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	6,867.17	12,062.44
5200 · Marketing Support		
5210 · Smith Travel Reports	6,700.00	6,700.00
5230 · Organizational Memberships	0.00	50.00
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	12,000.00
5237 · aRes	5,500.00	5,500.00
Total 5200 · Marketing Support	16,200.00	32,930.76
5250 · Web Site		
5270 · Maintenance & Enhancements	69.51	619.51
5280 · Website Marketing (SEO & SEM)	1,519.67	4,518.67
Total 5250 · Web Site	1,589.18	5,138.18
5400 · Consumer Marketing		
5460 · Travel Show Attendance	472.00	472.00
5480 · Airport Visitor Display	125.00	375.00
5420 · E-Marketing	494.06	494.06
Total 5400 · Consumer Marketing	1,091.06	1,341.06
5500 · Events & Sports-Operatr & Promo		
5504 · Winter Event	0.00	0.00

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

	Sep 19	Jul - Sep 19
Total 5500 - Events & Sports-Operatn & Promo	0.00	0.00
5550 - Groups and M&C		
5565 - Meeting Planner Shows	773.61	3,324.70
5567 - Meeting Planner FAM	0.00	136.02
5570 - M&C and Group Incentive Program	1,620.30	2,315.99
5571 - Media Buy	4,350.00	7,150.00
5574 - M&C Collateral	309.50	369.00
5585 - Sales Calls	58.29	58.29
Total 5550 - Groups and M&C	7,111.70	13,354.00
5650 - Publicity		
5660 - Travel Media Press Trips/FAM	67.85	67.85
5665 - Proactive & Reactive PR	5,250.00	5,250.00
Total 5650 - Publicity	5,317.85	5,317.85
Total Expense	40,452.45	123,633.77
Net Income	119,372.13	44,973.43

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

	Jul - Sep 19	Budget	\$ Over Budget	% of Budget
Income				
4000 - TBID Revenue	168,576.00	668,000.00	-499,424.00	25.2%
4100 - Interest Income	31.20			
Total Income	168,607.20	668,000.00	-499,392.80	25.2%
Expense				
5000 - Staffing	53,489.48	244,500.00	-191,010.52	21.9%
5100 - Administrative	12,062.44	35,300.00	-23,237.56	34.2%
5200 - Marketing Support	32,930.76	80,700.00	-47,769.24	40.8%
5250 - Web Site	5,138.18	35,000.00	-29,861.82	14.7%
5400 - Consumer Marketing	1,341.06	75,500.00	-74,158.94	1.8%
5500 - Events & Sports-Operatn & Promo	0.00	55,000.00	-55,000.00	0.0%
5550 - Groups and M&C	13,354.00	89,000.00	-75,646.00	15.0%
5650 - Publicity	5,317.85	53,000.00	-47,682.15	10.0%
Total Expense	123,633.77	668,000.00	-544,366.23	18.5%
Net Income	44,973.43	0.00	44,973.43	100.0%

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	aRes	TOTAL
Income							
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	9.50	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	39,000.00
Total Income	38,702.00	27,560.99	830.00	9.50	0.00	64.82	67,167.31
Gross Profit	38,702.00	27,560.99	830.00	9.50	0.00	64.82	67,167.31
Expense							
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	97.50	0.00	0.00	0.00	493.74
5260.00 · Insurance	1,410.50	867.50	6.00	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	4,707.00
5520.00 · Professional Fees	1,000.00	4,519.51	1,667.69	0.00	0.00	3,300.00	10,507.20
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	1,715.37	498.99	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	200.00
Total Expense	38,548.00	23,743.80	2,042.16	0.00	200.00	3,300.00	67,833.96
Net Income	154.00	3,817.19	-1,212.16	9.50	-200.00	-3,235.18	-666.65

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	154.00	0.00	(1,486.19)	1.50	0.00	(3,300.00)	(4,630.69)
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	154.00	6,877.09	(1,212.16)	90.00	(100.00)	14.82	5,823.75

Kalispell Tourism Business Improvement District Reinstatement Procedure

Timeline

<u>Task</u>	<u>Date Due</u>
Diane Medler submit signatures from at least 60% of property owners to City Clerk	10-23-19
City draft Res. Of Intent to establish district, call for public hearing	10-30-19
Council pass Resolution of Intent	11-04-19
City clerk legal notice & mail public hearing notice to all property owners in district	11-05-19
Legal notice publication dates	11-10 & 11-17
City draft memo for council meeting	11-13-19
Council hold Public Hearing	11-18-19
Any protests from property owners must be received by:	11-25-19
City draft Resolution to establish TBID	11-27-19
Council pass Resolution to establish the TBID	12-02-19
City draft Ordinance for TBID procedures (board make-up, etc.)	12-11-19
Council pass first reading of Ordinance to establish procedures	12-16-19
Council pass second reading of Ordinance establishing procedures	12-30-19



Discover Kalispell Event Grant Application

Contact Information

Business / Organization

Glacier Symphony Inc

Designated Contact

Ron Osterbauer

Address

69 N Main
Kalispell, MT 59903

Phone

(651) 338-5059

Fax

Email

ron@gscmusic.org

Website

Event Description

Event Name

Masquerade Winter Gala

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

The Glacier Symphony Pops Orchestra will entertain and delight guests with a mysterious program of music, to be revealed that night, that will enhance the Masquerade atmosphere of the event. You will be treated to a wide range of popular favorites including romantic dances, movie scores, selections from the musical stage, and more. Enjoy the rare opportunity to dance cheek-to-cheek to the sounds of a symphony orchestra and maybe even take part in a wild Pirate Jig!

The Masquerade Winter Gala is a new event to be held on January 18, 2020 at the Hilton Garden Inn in Kalispell. Ticket sales will begin in October 2019 and the Glacier Symphony(GS) plans to use TV Advertising to promote this event throughout Montana. This promotion follows the success of this type of promotion that was used for our



Discover Kalispell Event Grant Application

Festival Amadeus which occurred August 2-11, 2019 in Whitefish. A Montana Tourism grant allowed GS to promote the festival through TV ads which resulted in the most successful festival of the past 5 years. People from 26 states purchased tickets from the ads which were also promoted on digital media. These people traveled to the Flathead Valley renting rooms and eating at local establishments during the festival. Also, 18 people traveled over 50 miles to attend the events with the farthest person driving over 250 miles one way to attend the festival.

GS would like to promote this unique event in a similar fashion with stay packages for the weekend.

Event Type

New to Kalispell

Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested

\$2,000.00

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

KCVB funds will be used to develop 2 TV ad formats consisting of a 15 and 30 second format. Grants funds will be used to develop the ad and purchase ads on multiple stations in Montana. Emphasis will be placed on Great Falls as well as other Montana communities that have symphonies. The ads will also be used for digital media on Facebook, Instagram and other formats such as the Daily Interlake and Beacon digital formats.

Event Information

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

The event is planned for 350 plus visitors. Since January can be a rather challenging time for road conditions, GS is planning to offer special packages which include tickets/room packages for 2. Individual tickets are \$150 each which includes dinner and the concert. The Hilton Garden Inn is providing a \$79 room rate with breakfast so as an example a couple purchasing a pair of tickets might be offered at a rate of \$325 which would include the room. Details of promotion to be worked out before promotion begins on October.

Anticipated Number of Room Nights

150



Discover Kalispell Event Grant Application

Will assistance be needed in arranging for room blocks?

Yes

Start Date

17/01/2020

End Date

19/01/2020

Load-In Start Time

03:00 pm

Load-In End Time

11:00 am

Venue Location

Hilton Garden Inn
1840 Highway 93 South, Kalispell, Montana

Event Start Time

07:00 pm

Event End time

11:00 pm

Estimated Number of Attendance

350

Description of Audience

An elegant pops gala featuring dinner, wine tasting, live auction, and dancing to the Glacier Symphony Orchestra. A fun event planned as an escape from winter for our guests who are encouraged to come dressed in their finest masquerade attire. Phantoms, emperors, pirates, queens, wizards, and more... the possibilities are endless!

Is the Event:

Available by Ticket Purchase

How will you provide your Marketing Plan

Attach a Separate File

Marketing Plan

List all corporate sponsors and provide description of sponsorship information



Discover Kalispell Event Grant Application

Name of Sponsor	Description of Sponsor
To be determined	

Will there be Proceeds from the Event

Yes

Who Will Retain the Proceeds

Glacier Symphony

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

Yes

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

Hilton Garden Inn

History of Event

How many years has this event been conducted

0

References

Name

Heidi Escalante

Title

Board Member GS

Address

633 Corporate Way
Kalispell 59901
United States

Phone

(406) 752-8959

Email

heidi.escalante@alliancetitle.com



Discover Kalispell Event Grant Application

Name

Joanna Galbrath

Title

Board Member GS

Address

139 East Swift Creek Way
Kalispell, Montana 59901
United States

Phone

(406) 607-7062

Email

jgalraith@kw.com

Name

Mark Holston

Title

VP-GS Board

Address

104 Northern Lights Blvd.
Kalispell, Montana 59901
United States

Phone

Email

mholston@bresnan.net

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.

Name / Signature

Ron Osterbauer

Discover Kalispell Event Grant Application Score Sheet

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

APPLICANT: Glacier Symphony & Chorale

EVENT DESCRIPTION: Masquerade Winter Gala

EVENT DATES: January 18, 2020

GRANT AMOUNT REQUESTED: \$2,000

ESTIMATED ROOM NIGHTS: 150

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		
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Comments:
Recommendations:



Tourism Workforce



Staffing Shortage

All of the indicators point to a robust economy in the Flathead Valley. Unemployment rates are at historic lows and wages are up. Visitation levels are still on the rise and tourists are spending more than ever before. Yet, even with all these success markers, many local employers are cutting back on hours and services. The trouble? A serious imbalance of job openings and workers who are willing to fill those slots.

Summer 2019 was a great season for business, but a hard time for the businesses themselves. From Bigfork to Whitefish, employers confronted a workforce shortage more extreme than they had ever experienced before. Even as business boomed, many managers and owners resorted to cutting hours and services to meet the growing demand with shrinking staffs.

The staffing shortage isn't just affecting one community or industry. It's an issue that has plagued businesses trying to fill entry-level service positions to highly skilled industrial roles, according to Laura Gardner, Kalispell Job Service manager. "There's probably no industry that's not touched by the worker shortage."

Challenges:

- struggling to fill positions, insufficient staffing
- retaining current or new employees
- shorter schedule of college & international students
- surging numbers of tourists, ever-increasing number of out-of-town visitors, during the busy summer season and earlier than previous years
- was going to lose the whole staff if pushed them any harder
- amount of jobs in the valley takes the pressure off of workers to commit to any one position
- difficulty competing against larger corporations with more resources to bring in candidates and with other seasonal positions, such as the booming construction industry in the area
- restructuring job duties for limitations of younger employees
- lack of affordable housing
- expensive or limited daycare options
- insufficient public transportation system

Strategies attempted by local employers:

- shortened their hours to eliminate breakfast, lunch &/or dinner shifts
- reduce days of service
- variety of recruiting/advertising services for open positions
- raising wages
- being more creative and lenient with hiring
- saying 'yes' to non-traditional candidates like younger and older workers, part-time workers, felons, people with disabilities and international candidates
- fostering a positive and appreciative work culture
- emphasizing non-monetary benefits and perks
- cross training – both expands skills capacity and increases employee engagement
- online scheduling to coordinate more flexible options and vacation days
- investing in your own - apprenticeship programs, collaborative agreements between employers and working to create a talent pipeline with the schools
- providing staff housing
- attending affordable housing and public transportation forums, giving input on action plans – consider the cooperative as potential business model for these

College Degrees and Certificates in Montana (working list, below listed may not be comprehensive)

Flathead Valley Community College (FVCC)

- Culinary Arts & Catering Associate of Applied Science (AAS)
- Advanced Baking & Pastry Certificate (2 semesters, 24 credits)

Manda Hudak
Chef Instructor, Culinary Arts
(406) 756-3932 or mhudak@fvcc.edu

University of Montana – Missoula College

- Hospitality Management Certificate of Applied Science (CAS – 2 semesters + internship)
- Culinary Arts Certificate of Applied Science (CAS – 2.5 semesters, 45 credits)
- Food Service Management Associate of Applied Science (AAS)

University of Montana

- Parks, Tourism & Recreation Management Bachelor's and Master's programs - three elective tracks: Recreation Resource Management, Nature-Based Tourism, or Outdoor Recreation Services

Montana State University (MSU) – Bozeman

Hospitality Management – three Bachelor degree options:

- Food Enterprise
- Lodging & Facilities Management
- Restaurant Management: Farm-to-Table Option

Meg O'Leary
Industry Liaison for Hospitality Management & Culinary Arts
(406) 579-8676 or olearymmeg@gmail.com

Non-Credit Education Opportunities

- Owner/manager education on workforce strategies
- Supervisory skills and positive workplace culture training
- 406 Workforce and 406 Hospitality (interpersonal skills) for incumbent staff and high schools
- Core orientation training (including FAM tours) through FVCC CE
- Specific stackable skills/credentials at FVCC CE
- Employer peer panels to share & discuss strategies
- Employers present to high school classes
- Employers sit on high school career fair/industry day panels
- Host student hospitality field days – ½ day skills training, ½ day job/career experience or fair
- Job Shadowing – see career paths in action
- Internships – get hands on experience and education in your business
- Apprenticeships – with relevant curriculum (related technical instruction) – work and train simultaneously

? What education/training has the greatest value to you for different positions?

? Are there meaningful certificates or credentials?

? Are there training and education programs that would make sense to collaborate on, as industry partners?



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www.FVCC.edu/workforcetraining

WEBSITE (Y/Y Comparison)

Users 9,962 (+37.12%)	Pgs/Session 3.50 (+68.81%)	Session Duration 1:27 (-17.47%)	Page Views 41,205 (+136.15%)
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Top Cities

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

aRes (Google Analytics)

list views	3,801
list clicks	168
list CTR	4.42%

Lodging Page

page views	1,146
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CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	558	1,252
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	2
Proposals to Clients	2
Groups Assisted	5
Future group rooms won	0

OTHER

MSN.com - The Best Mac & Cheese in Every State: DeSoto Grill was selected for Montana.

View the Fall and Winter campaign landing pages:
<http://discoverkalispell.com/fall> and
<http://discoverkalispell.com/winter>

Google Ad Words (SEM): CTR 4.93%; Impressions 20,678;
 Avg CPC \$1.89; total spend \$1,925.34

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	37,558 (+19.2%)	15.6%
GNP Recreational Visits	488,909 (+12.5%)	3.5%

SOCIAL MEDIA



	Facebook	Instagram	Twitter
Followers	36,658	8,854	3,783
Impressions	327,874	-	30,100
Reach	220,419	-	-
Engaged Users	8,309	-	-

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	153	630
Walk-ins	765	3365
Follow Up Pgrm	184	282
VG's mailed	185	776
TOTAL	1287	5053

LODGING

	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Kalispell								
OCC	84.8%	78.3%	71.9%					
econ class	81.3%	73.0%	60.6%					
mid/upper	86.5%	80.8%	77.2%					
ADR	\$174.79	\$155.18	\$116.77					
econ class	\$119.28	\$106.30	\$79.05					
mid/upper	\$199.15	\$175.80	\$130.58					
DEMAND	49,567	45,766	40,649					
Comp Set (comp set includes 13 cities located in MT, ID, WA, OR, SD, Alberta)								
Avg OCC	81.1%	80.4%	73.5%					

October 2019 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2020 MT Mental Illness Conference – October 21-23
- 2021 CUES – Credit Union Executives Society – CVENT – August
- 2020 Castlight Advisory Board Meeting – April or May
- 2020 President's Day Hockey Tournament – February 13-16

Proposals Sent:

- 2020 MT Mental Illness Conference – October 21-23

Working leads:

- 2020 MJ Tours-September 9-13-Working on an activity itinerary
- 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- No update
- 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 September on hotel selection and send out RFP's
- 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.
- 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 September to determine hotel-provided group activities
- 2021-POMA-June dates tbd & location tbd

Leads Lost:

- 2020 Toastmaster Division Contest-April 4-meeting room space only-no bids from hotels-

Groups Won:

- 2020 MT Mental Illness Conference – October 21-23 – Red Lion
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion-Contracts signed
- 2020 MEDA (BIH)-MT Economic Development Association-May 12-13 – Red Lion

Groups Assist:

- Planning meeting for MLCT (MT League of Cities and Towns) in October 2020
- Began planning for USS St. Paul Assn in September 2020
- MJ Tours-needed hotel and group activity information
- BLT Outdoor Classic Hockey Tournament for February 2020

October Highlights:

- Met with Nick Polumbus to see how we can partner with WF Mountain Resort on ski tickets
- Attended the BOOM trade show (active matures) in Spokane
- Met with Visit Spokane to see how we can partner regionally
- Spokane sales calls-Travel Leaders & Group Coordinators on getting more tours into our area with overnights in Kalispell
- Met with Jerry Meerkatz regarding the post excursion of the BMW Motorcycle Rally
- Restarted conversations to host Outdoor Media Summit in 2021

Future Conferences & Events:

2019

- 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 – 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 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 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