

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, February 5, 2020
3:00 pm – 5:00 pm**

Location: Kalispell Chamber

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: Kalispell PBR – June 5, 2020 produced by Libby Productions. Touring Pro King of The North Challenge, first PBR bullriding event in Kalispell featuring top bull riders such as Jess Lockwood, Chase Outlaw, Matt Triplett, Jose Vitor Leme. Impact of event is its ability to attract spectators from the region outside of Montana. Grant request is for marketing funds to promote the event in WA, ID, Canada, and 150 miles outside of Flathead.

3. Board Action Items

- a) Approval of minutes from January 15, 2020
- b) Approval of TBID financial statements for December, 2020
- c) Scoring and approval of grant application – Kalispell PBR
- d) Approval of projected revenue for FY21

4. Board Discussion

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

Enclosures: January 15, 2020 minutes
TBID financial statements for November, 2019
Grant application and scoring sheet – Kalispell PBR
TBID revenue worksheet for FY21 revenue projection
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

2020 TBID Board Meeting Schedule (subject to change)

Meetings are held at the Kalispell Chamber unless otherwise notified

January 15	February 5	March 4	April 1	May 6	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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

Board of Directors Meeting
Kalispell Tourism Business Improvement District
January 15, 2020
3:00 pm
Location: Snowline Acres

Minutes

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

Board Members Absent: Janet Clark, Joe Alexander

Staff Present: Diane Medler, Dawn Jackson, Vonnie Day

Guests: none

Meeting was called to order by Chair Dawn Hendrickson at 3:09 pm.

1. **Hear from the Public** – None.

4. **Board Action Items**

a. Approval of minutes from December 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 Lucy Weeder to approve the financial statements for November 2019. Motion was seconded by Bryce Baker. Discussion: None. Board approved unanimously.

Meeting was adjourned at 3:10pm

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

DATE: January 31, 2020

TO: TBID Board of Directors and Members

FROM: Diane Medler

RE: Monthly financials for December 2019

Unfortunately, the mother of our bookkeeper, Janet Schwalk, passed away in January. Consequently, the financials for December 2019 are not included in this Board package. Our intent is to send them out via email as soon as they are ready for approval at the February 5, 2020 TBID meeting.

In the meantime, if you should have any questions about the financial status of the TBID, feel free to contact me or Lucy Weeder, TBID Treasurer.

Diane Medler

diane@discoverkalispell.com

406-758-2808

Lucy Weeder

Lucy.weeder@marriott.com



Discover Kalispell Event Grant Application

Contact Information

Business / Organization

Libby Productions

Designated Contact

Adam Libby

Address

212 Park Ave W
Eureka, MT 59917

Phone

(701) 300-2918

Fax

Email

alibbyproductions@gmail.com

Website

<http://www.libbypro.com>

Event Description

Event Name

Kalispell PBR

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

Arena will be built inside the fairgrounds arena to bring the action closer to the spectators

Some of the top 35 bull riders in the world

Show starts at 7 pm Show ends 9:30 pm

2 1/2 hour show

40 bull riders

Top 10 riders back

50 plus bull rides

Top of the line productions



Discover Kalispell Event Grant Application

Event Description:

Bull Riding is one of the most extreme sports known to man and the BEST of the BEST belong to the Professional Bull Riders. The Kalispell PBR Touring Pro King Of The North Challenge will be the 1st of its kind, PBR bull riding event, ever held in Kalispell and will only leave everyone craving for more! This PBR event promises to be one of the highlighted summer events in Kalispell MT and the Flathead Valley! When you put together some of the top PBR bull riders in the world like Jess Lockwood, Chase Outlaw, Jose Vitor Leme, and The Flathead's own, Matt Triplett, against 9 time PBR Stock Contractor of the Year, Chad Berger Bucking Bulls, it's a bull ride that you won't forget!

Event Type

New to Kalispell

Assistance Requested from the Kalispell Convention and Visitors Bureau

Grant Amount Requested



Discover Kalispell Event Grant Application

\$5,400.00

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

My goal is to reach both local and surrounding areas that will bring in spectators, that will need hotel rooms. I would like to use the KCVB Event Grant funds for outside marketing.

Attached is my marketing breakdown for social media to reach out to Eastern Washington, Eastern Idaho, Canada and out to a 150 mile plus radius of the Flathead.

Event Information

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

- The PBR just put on an event at the Spokane Arena and it sold out.
- My team GEO fenced that event because that is our market (see attachment)
- With this being a first time event I don't have hard number on room nights.
- With the event seating at 4300, I would like to say 15 % will be from out of town.

Anticipated Number of Room Nights

500

Will assistance be needed in arranging for room blocks?

No

Start Date

06/05/2020

End Date

06/06/2020

Load-In Start Time

01:00 pm

Load-In End Time

11:00 am

Venue Location

Flathead County Fairgrounds
Kalispell, MT

Event Start Time

07:00 am

Event End time

09:30 am



Discover Kalispell Event Grant Application

Estimated Number of Attendance

4300

Description of Audience

Families

18-35

45-65

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)

You Tube and Videos on social media

Radio (include live broadcast and station information)

Radio – 7 station reach FM/AM – The Company, Bee Broadcasting owning 70% of market share - high frequency reach, 2 weeks before the event. Average 9 spots per day.

Print

Guerrilla Marketing- Event poster and graphics creation and distribution to be displayed in North West Montana.

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

-Besides the attached file for social marketing -

-Press release and first wave of Social Media marketing starts at the end of February.

-Online ticket sales start at the beginning of March. Social Media Marketing

- We will be using the biggest social media platforms - Facebook, Instagram and Twitter - scheduling event posts, running event adds, always having high interaction with the surrounding areas social media traffic. “

List all corporate sponsors and provide description of sponsorship information



Discover Kalispell Event Grant Application

Name of Sponsor	Description of Sponsor
Still working on them	

Will there be Proceeds from the Event

Yes

Who Will Retain the Proceeds

Libby Productions

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

Yes

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

Libby Productions - Flathead County Fairgrounds- Scotty's Bar and Food Vendor

Provide details on requested assistance from other organization(s)

Non-profit to do a 50/50

Flathead Sheriff Posse

History of Event

How many years has this event been conducted

0

References

Name

Bob Nelson

Title

City of Deadwood SD Public Works Director

Address

108 Sherman Street
Deadwood, SD 57732
United States



Discover Kalispell Event Grant Application

Phone

(605) 578-2082

Email

bobjr@cityofdeadwood.com

Name

Scott Smith

Title

Swiftel Center -Associate Director of Event Operations

Address

824 32nd Ave
Brookings, SD 57006
United States

Phone

(605) 692-7539

Email

ssmith@swiftelcenter.com

Name

Bo Davis

Title

DVS Productions

Address

Po Box 96
Gonzales, TX 78629
United States

Phone

(512) 921-0018

Email

dvsproductions@live.com

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

Adam Libby

Kalispell PBR

	January	February	March	April	May-June 5
Facebook Posts			\$500	\$500	\$500
Facebook Ads			Ad Spend - \$100 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$100 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$200 Ad Setup - \$75 Maintenance - \$75
Google Ads			Ad Spend - \$300 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$300 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$500 Ad Setup - \$75 Maintenance - \$75
Geofencing	Ad Spend - \$100 Ad Setup - \$75 Maintenance - \$75		Ad Spend - \$100 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$100 Ad Setup - \$75 Maintenance - \$75	Ad Spend - \$200 Ad Setup - \$75 Maintenance - \$75
YouTube					Ad Spend - \$500 Ad Setup - \$75 Maintenance \$75
Monthly Totals	\$250		\$1,450	\$1,450	\$2,500

- Facebook Posts - Includes 4-7 posts per week. Does not including responding to comments and messages. Artwork will be provided by you along with any suggestions you have about content. We will write the content and post, making sure any sponsors are correctly tagged.
- Facebook Ads - Includes one set of ads per month. We will target your ideal audience, driving them to buy tickets. Creative will be provided by you.

Discover Kalispell Event Grant Application Score Sheet

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

APPLICANT: Libby Productions

EVENT DESCRIPTION: Kalispell PBR

EVENT DATES: June 5, 2020

GRANT AMOUNT REQUESTED: \$5,400

ESTIMATED ROOM NIGHTS: 500

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:



TBID Revenue Worksheet

FY 2018 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$560,000	\$613,881	10%
		YOY comparison	3%

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

FY 2019 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$600,000	\$598,166	-0.3%
		YOY comparison	-2.6%

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

FY 2020 \$2/ rm night

Total Gross Revenue	Projected	Actual	% Change
	\$658,000		0%
		YOY comparison	0%

	FY 2020	rm nights	FY20 vs FY19
Q1 JUL-SEP	\$ 259,540.00	129,770	14%
Q2 OCT-DEC	Payment due Jan 31. Info may be available by Feb 5.		
Q3 JAN-MAR			
Q4 APR-JUN			

Factors to consider when projecting revenue for FY21:

Kalispell is hosting 7 conferences in 2nd half of 2020 (organized or assisted through KCVB)

Kalispell is hosting State Cross-Country tournament in October

Avg occupancy for fiscal YTD (July-December) is 58.3 vs 57.6 for same period in FY19.

GPIA is projecting a 10% increase in passengers due to airlines increasing size of aircraft.

Not accounting for organic growth. 2019 GPIA saw a 16% increase in enplanements.

No new hotel inventory projected in 2020-2021.

AirDNA shows 298 active short term rentals in 59901 as of Jan 30th

U.S. economy is strong - increased discretionary spending

WEBSITE (Y/Y Comparison)

Users 10,407 (+11.21%)	Pgs/Session 3.33 (+31.79%)	Session Duration 1:15 (-21.74%)	Page Views 40,550 (+50.45%)
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Top Cities

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

aRes (Google Analytics)

list views	4,527
list clicks	100
list CTR	2.21%
Lodging Page	
page views	672

CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	162	1,956
Newsletter subscribers	143	1,555
aRes reservations booked	0	44
aRes room nights booked	0	111
Future grp rm/nts contracted	30	1,614

GROUP SALES

RFP's Sent to Hotels	1
Proposals to Clients	1
Groups Assisted	5
Future group rooms won	30

SOCIAL MEDIA



	Facebook	Instagram	Twitter
Followers	36,817	9,410	3,836
Impressions	63,397	-	33,100
Reach	62,514	-	-
Engaged Users	2,629	-	-

OTHER

Paid social: 848,820 impressions; 11,050 clicks 1.3% CTR, 691 VG requests, \$7,819 total spend.

SEM/Ad Words: 42,207 impressions; 428 clicks; 44 conversions.



VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	117	1016
Walk-ins	100	3939
Follow Up Pgrm	51	347
VG's mailed	115	1267
TOTAL	383	6569

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	23,151 (+25.9)	16.0%
GNP Recreational Visits	15,137 (-19.4%)	2.9%

LODGING

	July	Aug	Sep	Oct	Nov	Dec	Year To Date	Running 12 Mths
Kalispell								
OCC	84.8%	78.3%	71.9%	46.4%	35.0%	32.2%	51.6%	51.6%
econ class	81.3%	73.0%	60.6%	37.0%	29.1%	22.7%		
mid/upper	86.5%	80.8%	77.2%	50.5%	37.6%	36.4%		
ADR	\$174.79	\$155.18	\$116.77	\$79.13	\$74.59	\$71.73	\$110.27	\$110.27
econ class	\$119.28	\$106.30	\$79.05	\$58.36	\$56.00	\$53.11		
mid/upper	\$199.15	\$175.80	\$130.58	\$85.80	\$80.90	\$76.82		
DEMAND	49,567	45,766	40,649	28,334	20,684	19,684	366,096	366,096
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%	49.6%	43.9%		

January 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2021 Wilderness Medical Society Summer Meeting – CVENT - July
- 2020 Travelers Quantam Home 2.0 – CVENT - February

Proposals Sent:

Working leads:

- 2020 BMW Rally Post Excursion-June 28-July 4-Setting up motorcycle routes and poker run
- 2020 MJ Tours-September 9-13-Working on guide for GNP-Completing the details
- 2021 MT Training Conference (Council on Problem Gambling)-June-will be hosting their event in Kalispell-will start making plans following June conference –Rescheduled call for February 2020
- 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 after the holidays 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:

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

- 2021 Battalion Reunion-Spring-Group has choose Kalispell-will follow up with the group following the holidays to determine hotel-provided group activities
- 2021-POMA-June dates tbd & location tbd – Working with coordinator to get dates tied in

Leads Lost:

- 2021 Wilderness Medical Society Summer Meeting – CVENT – July-Needed to many rooms and space for July

Groups Won:

Groups Assist:

- Activity planning for USS St. Paul Assn in September 2020
- Brash Rodeo Rate
- Set up agenda for off-site venues for Red Angus Association of America
- Finalizing activity plans for WELD in May
- 50th Flathead High School Class Reunion-August 7-8-looking for a venue
- Leadership Montana asking how the CVB can help source locations for 2021

January Highlights:

- Worked on Spartan Staff lodging
- 2019 Annual Review-January 16, 2020

Prepared social media for Smart Meetings Social Posts

Future Conferences & Large Events:

2020

- 2020 President's Day Hockey Tournament-February 13-16, 2020
- 2020 BLT Outdoor Classic Hockey Tournament-February 21-23, 2020
- 2020 Glacier Freeze Basketball-March 20-22, 2020
- 2020 Montana Indoor Soccer Championship-March 20-22, 2020-Citywide
- 2020 NW Regional App Challenge-May 2-3, 2020
- 2020 Spartan Race-May 8-10, 2020 – Citywide
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 Highland Dance Competition-May 22-23, 2020-Red Lion
- 2020 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms
- 2020 National Forest Legacy Conference-June 2-4, 2020-Red Lion
- 2020 Three Blind Refs Soccer Tournament-June 5-6, 2020-Citywide
- 2020 MT Newspaper Association-June 11-13, 2020-Hilton
- 2020 BMW Rally Post Excursion-June 28-July 4, 2020
- 2020 Montana Renaissance Faire-July 18-19-Majestic Valley Arena
- 2020 Under the Big Sky Festival-July 18-19, 2020
- 2020 York Fun Club-July 21-22, 2020-Red Lion
- 2020 Event at Rebecca Farm-July 22-26, 2020
- 2020 Montana Renaissance Faire-July 25-26-Majestic Valley Arena
- 2020 Vacations by Rail-August 12-14, 2020-Homewood Suites
- 2020 Cirque Ma'Ceo-August 14-16-Majestic Valley Arena
- 2020 Vacations by Rail-August 18-20, 2020-Homewood Suites
- 2020 Vacations by Rail-September 1-2, 2020-Homewood Suites
- 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 MEDA-MT Economic Development Association-September TBD, 2020-Red Lion
- 2020 Tamarack Fall Tournament-September 19-20, 2020
- 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 NRA Finals-October 22-24-Majestic Valley Arena
- 2020-State Cross Country-October 24, 2020 - Citywide

2021

- 2021 MT District #5350 Conference (Rotary)-April 23-25, 2021-Hilton
- 2021 MT Meat Processors Conference-April 21-26, 2020-Hilton
- 2021 Battalion Reunion-May 2021-location tbd
- 2021-State Softball-May 27-29, 2021
- 2021-POMA-June dates tbd & location tbd

2022

- 2022 Red Angus Association of America-September 14-16, 2022