

Kalispell Tourism Business Improvement District
Summary of Financials
April 1, 2020

TBID Account – Expense Summary February 2020

Admin: Rent; bank fees; bookkeeping; telephone (office, Verizon); postage; copies; email and Microsoft Outlook accounts; office supplies; travel/entertainment (Dec-Jan).

Website: website marketing (SEO & SEM) February.

Consumer: Social media admin; Spokane Outdoor Show expenses.

Meetings & Convention: Cascadia show expenses; group site visit expenses; M&C collateral printing.

PR/Publicity: Monthly PR & brand content strategy retainer and earned media tracking; PR consultant lodging (annual meeting); branded merchandise.

KCVB Event Account – Expense Summary February 2020

(Financials based on calendar year)

Spartan 2020: (\$30,000 FY20 TBID)

Balance forward from 2019: \$154.00

Income: \$0

Expenses: \$0

Balance: \$154.00

Indoor Soccer 2020: (\$25,000 FY20 TBID)

Balance forward from 2019: \$4,689.10

Income: \$24,374.40

Expenses: \$1,687.08

Balance: \$25,001.51

aRes 2019:

Balance forward from 2019: \$390.65

Income: \$12.34

Expenses: \$0

Balance: \$402.99

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

Balance forward from 2019: \$845.53

Income: \$0

Expenses: \$0

Balance: \$845.53

Account Admin:

Balance forward from 2019: \$114.63

Income: \$1,500 (portion of Soccer budget transferred from TBID)

Expenses: \$350.86

Balance: \$1,352.90

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03/17/20

Accrual Basis

Tourism Business Improvement District

Balance Sheet

As of February 29, 2020

	<u>Feb 29, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	180,586.35
1020 · Whitefish Credit Union	86,263.57
Total Checking/Savings	<u>246,849.92</u>
Total Current Assets	<u>246,849.92</u>
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>276,048.00</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	7,107.92
Total Accounts Payable	<u>7,107.92</u>
Total Current Liabilities	<u>7,107.92</u>
Total Liabilities	<u>7,107.92</u>
Equity	
32000 · Unrestricted Net Assets	190,117.54
Net Income	78,822.54
Total Equity	<u>268,940.08</u>
TOTAL LIABILITIES & EQUITY	<u><u>276,048.00</u></u>

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Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY20
July 2019 through February 2020

	<u>Jul '19 - Feb 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	427,160.15	668,000.00	-240,839.85	63.9%
4100 · Interest Income	535.52			
Total Income	<u>427,695.67</u>	<u>668,000.00</u>	<u>-240,304.33</u>	<u>64.0%</u>
Expense				
5000 · Staffing	143,769.85	244,500.00	-100,730.15	58.8%
5100 · Administrative	26,691.61	35,300.00	-8,608.39	75.6%
5200 · Marketing Support	50,029.76	80,700.00	-30,670.24	62.0%
5250 · Web Site	12,859.72	35,000.00	-22,140.28	36.7%
5400 · Consumer Marketing	32,479.44	75,500.00	-43,020.56	43.0%
5500 · Events & Sports-Operatn & Promo	15,000.00	55,000.00	-40,000.00	27.3%
5550 · Groups and M&C	28,601.20	89,000.00	-60,398.80	32.1%
5650 · Publicity	20,624.26	53,000.00	-32,375.74	38.9%
Total Expense	<u>330,055.84</u>	<u>668,000.00</u>	<u>-337,944.16</u>	<u>49.4%</u>
Net Income	<u>97,639.83</u>	<u>0.00</u>	<u>97,639.83</u>	<u>100.0%</u>

**Tourism Business Improvement District
Profit & Loss - FY20
February 2020**

	Feb 20	Jul '19 - Feb 20
Income		
4000 · TBID Revenue	0.00	427,160.15
4100 · Interest Income	10.57	535.52
Total Income	10.57	427,695.67
Expense		
5000 · Staffing	18,043.70	143,769.85
5100 · Administrative		
5160 · Rent	900.00	7,200.00
5110 · Bank Fees	0.00	25.00
5180 · Telephone	199.88	1,940.90
5140 · Office Supplies	36.68	574.41
5150 · Postage & Copies	89.16	967.99
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	170.00	1,900.00
5350 · City of Kallspell Admin Fee	0.00	3,994.15
5185 · Travel & Entertainment	166.99	1,450.15
5190 · Technology Support	55.00	685.00
5195 · Equipment (Software)	0.00	735.85
5115 · Annual Report/Mtg	-43.66	2,875.92
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,574.05	26,691.61
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,700.00
5220 · Training & Education	0.00	1,204.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	0.00	3,225.00
5235 · Creative Agency Services	0.00	28,000.00
5237 · aRes	0.00	2,200.00
Total 5200 · Marketing Support	0.00	50,029.76
5250 · Web Site		
5270 · Maintenance & Enhancements	1,499.50	2,343.05
5280 · Website Marketing (SEO & SEM)	0.00	10,516.67
Total 5250 · Web Site	1,499.50	12,859.72
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	500.00
5430 · Social Media Administration	845.00	4,225.00
5450 · Media Buy	0.00	22,761.37
5460 · Travel Show Attendance	490.73	2,454.01
5480 · Airport Visitor Display	75.00	750.00
5420 · E-Marketing	0.00	1,789.06
Total 5400 · Consumer Marketing	1,410.73	32,479.44
5500 · Events & Sports-Operatn & Promo		
5504 · Winter Event	15,000.00	15,000.00
Total 5500 · Events & Sports-Operatn & Promo	15,000.00	15,000.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	420.18	6,858.09
5567 · Meeting Planner FAM	63.00	714.77
5570 · M&C and Group Incentive Program	0.00	6,341.29
5571 · Media Buy	0.00	10,650.00
5575 · EMarketing	0.00	1,000.00
5574 · M&C Collateral	47.00	477.50
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	0.00	395.00
5585 · Sales Calls	0.00	664.55
Total 5550 · Groups and M&C	530.18	28,601.20

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Tourism Business Improvement District

03/17/20

Profit & Loss - FY20

Accrual Basis

February 2020

	<u>Feb 20</u>	<u>Jul '19 - Feb 20</u>
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,526.06
5665 · Proactive & Reactive PR	2,778.04	16,095.57
5680 · Kallspell Branded Merchandise	2,002.63	2,002.63
Total 5650 · Publicity	<u>4,780.67</u>	<u>20,624.26</u>
Total Expense	<u>42,838.83</u>	<u>330,055.84</u>
Net Income	<u><u>-42,828.26</u></u>	<u><u>97,639.83</u></u>

Kalispell Chamber of Commerce
KCVB P&L by Class
 January through February 2020

	Indoor Soccer	aRes	Admin	TOTAL
Income				
4025.00 · Program Revenue	0.00	12.34	0.00	12.34
4410.00 · TBID Revenue	13,500.00	0.00	1,500.00	15,000.00
4700.00 · Special Events	10,874.40	0.00	0.00	10,874.40
Total Income	24,374.40	12.34	1,500.00	25,886.74
Expense				
5000.00 · Direct Program	1,481.00	0.00	0.00	1,481.00
5060.00 · Bank Fees & Service Charges	206.08	0.00	0.00	206.08
5520.00 · Professional Fees	0.00	0.00	350.00	350.00
5420.00 · Office	0.00	0.00	0.86	0.86
Total Expense	1,687.08	0.00	350.86	2,037.94
Net Income	22,687.32	12.34	1,149.14	23,848.80

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	ARES	ADMIN	TOTAL
2019 Balance Forward	154.00	4,689.10	845.53	98.00	(100.00)	390.65	114.63	6,191.91
January 2020	0.00	2,162.00	0.00	0.00	0.00	0.00	(20.57)	2,141.43
February 2020	0.00	18,150.41	0.00	0.00	0.00	12.34	1,258.84	19,421.59
March 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	154.00	25,001.51	845.53	98.00	(100.00)	402.99	1,352.90	27,754.93

WEBSITE (Y/Y Comparison)

Users 11,081 (+41.05%)	Pgs/Session 3.19 (-8.76%)	Session Duration 1:06 (-27.49%)	Page Views 42,478 (+32.59%)
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Top Cities

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

aRes (Google Analytics)

list views	5,242
list clicks	163
list CTR	3.11%
Lodging Page	
page views	865

CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	226	2,426
Newsletter subscribers	184	1,775
aRes reservations booked	3	48
aRes room nights booked	7	121
Future grp rm/nts contracted		1,614

GROUP SALES

RFP's Sent to Hotels	1
Proposals to Clients	1
Groups Assisted	6
Future group rooms won	0

SOCIAL MEDIA



	Facebook	Instagram	Twitter
Followers	36,907	9,846	3,883
Impressions	68,403	-	20,700
Reach	54,677	-	-
Engaged Users	14,064	-	-

OTHER

DK.com top landing pages: Winter in Montana, Getting Here, Events, Things To Do/Family Fun

Paid Social: 1,921,545 impressions; 11,499 clicks; 0.6% CTR; 43 VG requests; \$7,356.74 total spend

Webpage marketing (SEM): 40,045 impressions; 338 clicks; 0.84% CTR; 11 conversions; \$881.11 total spend.

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	105	1,280
Walk-ins	88	4,168
Follow Up Pgrm	8	368
VG's mailed	178	1,718
TOTAL	379	7,534

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	23,228 (+28.2)	18.7%
GNP Recreational Visits	18,020 (+60%)	

LODGING

	Dec	Jan	Feb	Mar	Apr	May	Jun	Fiscal YTD Avg
Kalispell								
OCC	32.2%	33.0%	37.3%					52.5%
econ class	22.7%	22.9%	24.9%					
mid/upper	36.4%	37.4%	42.7%					
ADR	\$71.73	\$72.62	\$74.24					\$101.40
econ class	\$53.11	\$53.26	\$54.42					
mid/upper	\$76.82	\$77.81	\$79.30					
DEMAND	19,684	20,137	17,838					31,537
Comp Set								
Avg OCC	43.9%	43.5%	52.3%					

March 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Proposals Sent:

Working leads:

- 2020 Hero's for HERR – Hero's for HERR is a fundraiser for Veterans and horse rescue this September at MVA- Providing a lodging link and still plans to hold the event.
- 2021 Outdoor Writers Association of America-working on a proposal-deadline extended to May 15
- 2020 BMW Rally Post Excursion-June 28-July 4-Working on a landing page with motorcycle routes and a lodging link
- 2021 MT Training Conference (Council on Problem Gambling)-They have rescheduled all of their spring meetings to fall for 2020. Since there is a push back of the meetings, they are looking at 2022 for Kalispell. Their Montana constituents are very much on board for a Montana meeting.

Working leads on hold:

- 2021 or in the future- Montana High School Lacrosse Association-holding off on hosting a tournament at this time.
- 2020-Trails Skills Symposium-Spring –On hold

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

- 2021-POMA-June dates tbd & location tbd – In a process now to determine if they are having their 2020 conference in Tennessee-if cancelled they will reschedule 2021 for Tennessee and Kalispell for 2022

Leads Lost:

Groups Won:

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

Groups Assist:

- 2021 Battalion Reunion-Spring-Group has choose Kalispell for May 11-12, 2021-will follow up with the group this summer or fall to help with activities.
- 2020 U.S. Department of Transportation-transportation options

March Highlights:

- Attended Cascadia Conference in Bend, OR-had 14 appointments and met several planners through networking opportunities. Sales sheet will be provided to you by March 31.
- Meetings News Northwest e-news came out March 11
- M&C Reach Out-Personal notes to planners, tour operators, past clients we have done business with in the past and upcoming.

Future Conferences & Large Events:

2020

- 2020 Glacier Freeze Basketball-March 20-22, 2020 *Cancelled*
- 2020 Montana Indoor Soccer Championship-March 20-22, 2020-Citywide *Cancelled*
- 2020 NW Regional App Challenge-May 2-3, 2020 – *Reschedule date is pending*
- 2020 Spartan Race-May 2-3, 2020 – Citywide
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 2020 U.S. Department of Transportation-May 27-28, 2020-Hilton
- 2020 Highland Dance Competition-May 22-23, 2020-Red Lion
- 2020 National Forest Legacy Conference-June 2-4, 2020-Red Lion
- 2020 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms
- 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 *Cancelled*
- 2020 Vacations by Rail-September 1-2, 2020-Homewood Suites *Cancelled*
- 2020 Hero's for HERR-September 4-5, 2020-Majestic Valley Arena
- 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 *Rescheduled to either May or September 2021*
- 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 11-15, 2021-Red Lion
- 2021-State Softball-May 27-29, 2021
- 2021-POMA-June dates tbd & location tbd-*May be moved to 2022*

2022

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