

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, May 6, 2020
3:00 pm – 5:00 pm**

**Location: Conference Call due to Coronavirus restrictions
Meeting call information to be provided upon request**

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.

3. Board Action Items

- a) Approval of minutes from April 1, 2020
- b) Approval of TBID financial statements for March, 2020
- c) Approval of revised FY21 budget

4. Board Discussion

- a) Board applications – due to City of Kalispell by May 20
- b) Marketing updates
- c) Group, M&C updates
- d) Coronavirus health crisis – roundtable discussion

Enclosures: April 1, 2020 minutes
TBID financial statements for March, 2020
FY21 proposed revised budget
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
Wednesday, April 1, 2020
3:00 – 5:00 pm**

Location: Zoom meeting due to Coronavirus Restrictions

MINUTES

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

Board Members Absent: Joe Alexander

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

Guests: Scott Rieke

Meeting was called to order by Chair Dawn Hendrickson at 3:03 pm.

1. Hear from the Public - none

2. Presentation by CVB Staff – Visitor Development Asset Grant Application – Foy’s to Blacktail Trails

Foy’s to Blacktail Trails (FTBT), Kalispell’s only premier trail system, is a popular and easily accessible visitor asset. Ten minutes from downtown, the trails are used by families, hikers, mountain bikers and horseback riders. FTBT has applied for a grant \$820 for design and production of updated kiosk map signs and “You are Here” signs/mounting hardware. Funds for the 100% match will come from FTBT cash on hand. The project aligns with the Discover Kalispell brand, appeals to our target market and will fulfill the objective of enhancing our visitor amenities. Projected completion date is late spring 2020.

3. Board Action Items

a) Approval of minutes from March 4, 2020:

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

b) Approval of TBID financial statements for February, 2020:

Motion was made by Lucy Weeder to approve the financial statements. Motion was seconded by Bryce Baker. Discussion: none. Board approved unanimously.

c) Approval of FY21 marketing plan and budget:

Motion was made by Bryce Baker to reduce the FY21 budget by 40% with planned review in July. Motion was seconded by Lucy Weeder.

Discussion:

Marketing Plan Highlights and Updates:

- Introductory paragraph has been added addressing COVID-19 crisis and unknown effects the pandemic will have on the tourism industry.
- Kalispell’s strengths now include Ashley Creek Historic Venue, a new event and wedding center

- Challenges include Kalispell's position as neither a larger Montana city nor a resort town and 432 short-term rentals (as estimated by Airdna).
- Trends: social media continues to grow and is used by all generations, social influencers are useful in reaching niche travel segments, it's important for community residents to understand DMO's role and the outcome of their work
- Marketing Plan outlines the 5 stages of the travel decision process and how DK is reaching travelers during each stage of the trip process.
- Key Market Segments outlined in the Marketing Plan were approved in the March meeting.
- Marketing Plan Goals and Objectives were approved in the March meeting.

Discover Kalispell's recent initiatives related to COVID-19 situation:

- With the COVID-19 crisis, Discover Kalispell is moving from marketing to messaging that now is not the time to visit, but think of Kalispell when that time comes
- Changes have been made to the website to reflect updated messaging
- A Discover Kalispell COVID-19 landing page for visitors and tourism partners is in place
- Kalispell Chamber has created a COVID-19 resources landing page for business and community
- DK social media messaging has been changed to dream now, visit later and to highlight local businesses that are remaining open while complying with COVID-19 guidelines, especially restaurants offering takeout/delivery
- A chat feature has been added to the home page of the DK website to help capture visitor questions, along with phone and email, while the VIC is closed.

FY21 Budget:

- Staff recommended revising revenue projections downward anticipating a 30% reduction in FY20 Q3 and 90% reduction in Q4. Based on that expenditures for remainder of FY20 have been reduced by \$155K.
- The FY21 budget is subject to approval by the TBID board and City Council, as well as the Kalispell Chamber board and Tourism Advisory Council for the bed tax budget.
- There are two options to approve the marketing plan and budget at this time: 1) as is with projected revenue of \$675K approved in March, along with the message the budget will be reevaluated in July, or 2) revise the projected revenue and budget downward prior to forwarding to Council for approval. It was noted that Council provides preliminary approval of work plan and budget in June with final approval taking place in August. A revised budget can be submitted to Council prior to final approval.
- Board is seeing rapid and deep reductions in their business and feels the budget projection should be reduced now to provide realistic expectations and will revisit in July.
- Diane will revise the FY21 budget to reflect a 40% decrease as directed by the board using a projected revenue amount of \$400K. The board confirmed that their approval was not needed to on the individual line items within the budget. The budget will be revisited at the July 1 meeting to determine if adjustments need to be made.

Motion was made by Lucy Weeder to approve the FY21 Marketing Plan narrative based on a revised revenue projection of \$400k. Motion was seconded by Emily Schroeder.

Discussion: none. Board approved unanimously.

d) Approval of Grant Application – Foy’s to Blacktail Trails:

Motion was made by Bryce Baker to approve a Visitor Development Grant of \$820 to Foy’s to Blacktail Trails. Motion was seconded by Janet Clark.

Discussion: Board members scored the application 85.5 out of possible 100. Board approved unanimously.

Round Table Discussion:

Dawn Jackson – feedback gathered during calls to TBID hotels has changed from last week to this week. Last week hotels were averaging 8 – 12% occupancy. Staff hours were reduced, not many layoffs, cancellations were being received for March & April, some May and June, not many in July and August. Properties were offering brown bag breakfasts. Travelers were younger or healthcare workers. This week, properties were averaging single digit occupancy except for some of the budget properties who were getting locals and longer term extended stays. June cancellations are picking up but they’re still not seeing a lot for July and August. Conferences are being rescheduled or cancelled.

Dawn shared results of a survey taken by MeetingMagazines.com: What is the anticipated action frame on when they plan to resume their meetings and book future events?

5% Prior to June

35% June-August

45% September-December

15% Next year

Dawn Hendrickson, Homewood Suites – staff has been reduced to 6, management is covering the front desk, occupancy in low 2 digits for the next 45 days

Emily Schroeder, HGI – averaging 15 rooms per night, seeing cancellations for April and beyond, groups are moving dates, difficult to maintain staff morale

Bryce Baker, My Place and Marriott Springhill Suites – slow, a couple extended stays, cancellations for April and May, June cancellations are starting to come in, picking up a little in July and August. September is looking strong.

Zac Ford and Janet Clark – are having similar experiences at their properties

General discussion:

- There have been news reports about people who reside in cities looking for rural areas to quarantine which can create problems for the local communities.
- Some people feel STR’s should not be allowed to home share during the COVID-19 crisis.
- Health departments have more power to shut hospitality businesses down during a crisis than the mayor or governor. Per Scott, county health department on San Juan Island shut down all lodging through April.
- City of Whitefish sent a letter asking lodging facilities including STR’s to close until April 30 except for essential travelers.
- Governor Bullock issued a directive for a 14-day quarantine for visitors who are arriving from out of state or internationally. It does not apply to people who are in transit through the state
- MLHA provides an optional notice to guests regarding the 14-day quarantine.

- Bryce will forward a US Dept of Labor COVID-19 poster and an FFCRA poster which has to be posted if applying for aid for the CARES Act.

Diane - asked whether board would like to resume the sharing of do-not-rent info as local stays at TBID properties are increasing. Board agreed.

Scott – recommends TBID members maintain rate integrity for summer and into fall. Everyone benefits if rates remain steady. It's generally more advantageous to retain a higher rate even though occupancy might be slightly lower.

Meeting adjourned at 4:41 pm.

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
May 6, 2020

TBID Account – Expense Summary March 2020

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

Consumer: Social media admin; visitor guide photos and tear-out map design; airport brochure stocking

Events: Transfer approved budget for 2020 Spartan Race to KCVB event account.

Meetings & Convention: Cascadia travel and show expenses; IDSS quarterly payment.

PR/Publicity: Monthly PR & brand content agency services and earned media tracking.

KCVB Event Account – Expense Summary, January - March 2020

(Financials based on calendar year)

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

Balance forward from 2019: \$154.00

Income: \$68,702.00

Expenses: \$38,548.00

Balance: \$30,154.00

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

Balance forward from 2019: \$4,689.10

Income: \$50,543.19

Expenses: \$32,442.31

Balance: \$19,320.88

aRes:

Balance forward from 2019: \$390.65

Income: \$452.99

Expenses: \$3,300

Balance: \$402.99

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

Balance forward from 2019: \$845.53

Income: \$1,330.00

Expenses: \$484.47

Balance: \$845.53

Account Admin:

Balance forward from 2019: \$114.63

Income: \$5,800

Expenses: \$3,060.27

Balance: \$2,640.65

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04/16/20

Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of March 31, 2020

	<u>Mar 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	238,140.06
1020 · Whitefish Credit Union	66,263.57
Total Checking/Savings	<u>304,403.63</u>
Total Current Assets	304,403.63
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>333,601.71</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	4,679.07
Total Accounts Payable	<u>4,679.07</u>
Total Current Liabilities	<u>4,679.07</u>
Total Liabilities	4,679.07
Equity	
32000 · Unrestricted Net Assets	190,117.54
Net Income	138,805.10
Total Equity	<u>328,922.64</u>
TOTAL LIABILITIES & EQUITY	<u><u>333,601.71</u></u>

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

04/16/20

Accrual Basis

	Mar 20	Jul '19 - Mar 20
Income		
4000 · TBID Revenue	115,781.00	542,941.15
4100 · Interest Income	4.25	539.77
Total Income	115,785.25	543,480.92
Expense		
5000 · Staffing	17,664.11	161,433.96
5100 · Administrative		
5160 · Rent	900.00	8,100.00
5110 · Bank Fees	2.00	27.00
5180 · Telephone	237.22	2,178.12
5140 · Office Supplies	47.80	622.21
5150 · Postage & Copies	74.96	1,042.95
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	210.00	2,110.00
5350 · City of Kalispell Admin Fee	0.00	3,994.15
5185 · Travel & Entertainment	229.81	1,679.96
5190 · Technology Support	55.00	790.00
5195 · Equipment (Software)	14.99	750.84
5115 · Annual Report/Mtg	0.00	2,875.92
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,771.78	28,513.39
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	0.00	2,343.05
5280 · Website Marketing (SEO & SEM)	0.00	10,516.67
Total 5250 · Web Site	0.00	12,859.72
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	500.00
5430 · Social Media Administration	0.00	4,225.00
5450 · Media Buy	0.00	22,761.37
5460 · Travel Show Attendance	0.00	2,454.01
5480 · Airport Visitor Display	75.00	825.00
5420 · E-Marketing	0.00	1,789.06
5496 · Visitor Guide & Niche Brochures	1,440.00	1,440.00
Total 5400 · Consumer Marketing	1,515.00	33,994.44
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	30,000.00	30,000.00
5504 · Winter Event	0.00	15,000.00
Total 5500 · Events & Sports-Operatn & Promo	30,000.00	45,000.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	676.80	7,534.89
5567 · Meeting Planner FAM	0.00	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	0.00	477.50
5583 · Customer Relationship Mgmt Syst	1,500.00	3,000.00
5589 · M&C Memberships	0.00	395.00
5585 · Sales Calls	0.00	664.55

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04/16/20

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY20
March 2020

	<u>Mar 20</u>	<u>Jul '19 - Mar 20</u>
Total 5550 - Groups and M&C	2,176.80	30,778.00
5650 - Publicity		
5660 - Travel Media Press Trips/FAM	0.00	2,526.06
5665 - Proactive & Reactive PR	2,625.00	18,720.57
5680 - Kalispell Branded Merchandise	0.00	2,002.63
Total 5650 - Publicity	<u>2,625.00</u>	<u>23,249.26</u>
Total Expense	<u>55,752.69</u>	<u>385,858.53</u>
Net Income	<u><u>60,032.56</u></u>	<u><u>157,622.39</u></u>

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04/16/20

Accrual Basis

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

	<u>Jul '19 - Mar 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	542,941.15	668,000.00	-125,058.85	81.3%
4100 · Interest Income	539.77			
Total Income	<u>543,480.92</u>	<u>668,000.00</u>	<u>-124,519.08</u>	<u>81.4%</u>
Expense				
5000 · Staffing	161,433.96	244,500.00	-83,066.04	66.0%
5100 · Administrative	28,513.39	35,300.00	-6,786.61	80.8%
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	33,994.44	75,500.00	-41,505.56	45.0%
5500 · Events & Sports-Operatr & Promo	45,000.00	55,000.00	-10,000.00	81.8%
5550 · Groups and M&C	30,778.00	89,000.00	-58,222.00	34.6%
5650 · Publicity	23,249.26	53,000.00	-29,750.74	43.9%
Total Expense	<u>385,858.53</u>	<u>668,000.00</u>	<u>-282,141.47</u>	<u>57.8%</u>
Net Income	<u><u>157,622.39</u></u>	<u><u>0.00</u></u>	<u><u>157,622.39</u></u>	<u><u>100.0%</u></u>

Kalispell Chamber of Commerce
KCVB P&L by Class
January 2019 through March 2020

	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	452.99	0.00	3,427.59
4410.00 · TBID Revenue	59,000.00	22,000.00	0.00	0.00	0.00	0.00	4,300.00	85,300.00
4575.00 · Miscellaneous Income	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	1,500.00
4700.00 · Special Events	8,457.00	28,143.69	0.00	17.50	0.00	0.00	0.00	36,618.09
Total Income	69,702.00	50,543.19	1,330.00	17.50	0.00	452.99	5,800.00	128,845.68
Expense								
5000.00 · Direct Program	28,237.28	25,350.55	0.00	0.00	0.00	0.00	0.00	53,587.83
5060.00 · Bank Fees & Svc Chgs	239.37	362.95	97.50	0.00	0.00	0.00	65.10	764.92
5260.00 · Insurance	1,410.50	1,567.50	6.00	0.00	0.00	0.00	0.00	2,984.00
5520.00 · Professional Fees	1,000.00	4,098.85	130.00	0.00	0.00	3,300.00	2,967.69	11,486.54
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	37.48	993.65
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
5160.00 · Contrib & Scholarships	4,707.00	0.00	0.00	0.00	0.00	0.00	0.00	4,707.00
Total Expense	38,548.00	32,442.31	484.47	0.00	200.00	3,300.00	3,060.27	78,035.05
Net Income	30,154.00	18,100.88	845.53	17.50	-200.00	-2,847.01	2,739.73	48,810.63

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	575.00	16,075.41	0.00	0.00	0.00	12.34	2,758.84	19,421.59
March 2020	29,425.00	(3,605.63)	0.00	0.00	0.00	0.00	(212.25)	25,607.12
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	30,154.00	19,320.88	845.53	98.00	(100.00)	402.99	2,640.65	53,362.05

FY21 TBID Marketing Plan and Budget – Business Case for FY21 Budget Adjustment

At the April 1st meeting the TBID board discussed a reduction in FY21 revenue due to the Coronavirus pandemic. At that meeting CVB staff presented a financial report outlining a \$127,000 decrease in expenditures for the remainder of FY20, the plan to decrease expenditures in FY21, as well as the strategy to remain flexible to adapt based on actualized revenue, Coronavirus restrictions and traveler sentiment.

Several revenue scenarios were discussed by the board. The board voted to reduce FY21 revenue by 40%:

FY21: Projected revenue approved in March - \$675,000
Reduced revenue amount approved in April - \$400,000

To enable adequate staffing and funding for marketing, sales and event programs CVB staff is requesting the board approve a revised FY21 budget from \$400,000 to \$430,000 (36% decrease versus 40%) and authorization to allocate \$130,000 of reserve funds to the FY21 budget.

Total requested FY21 budget - \$560,000

Basis of request:

- Budget needs to support staffing and programs necessary to enable the CVB to move back into a sales and marketing strategy based on eased travel restrictions anticipated to begin June 1 and to accommodate the conferences and events scheduled for fall of 2020.
- Jan-Mar TBID revenue: CVB financial report projected a 30% decrease. STR report indicates a 11% decrease from 2019. Revise from 30% to 20% decrease in revenue.
- Apr-Jul TBID revenue: CVB financial report projected a 90% reduction from 2019 revenue. Since traveler restrictions were put in place in March several TBID properties are reporting 15%+ occupancy levels. Revenue could actualize at 80%-75% reduction versus 90% but difficult to gauge at this point.
- CVB has continued to reduce expenditures to reserve cash with a temporary furlough of 1 FTE paid through TBID. \$133,000 of budgeted expenses cancelled through June.
- We are considering the following variances in quarterly revenue over the next 12 months based on data from MOTBD, ITRR, TBID booking forecasting and seasonal occupancy. Avg. 23% decrease:

<u>Quarter</u>	<u>% above/below 2019</u>	<u>Quarter</u>	<u>% above/below 2020</u>
Apr-Jun 2020:	- 75%	Jan-Mar 2021:	0%
July-Sept 2020:	- 40%	Apr-Jun 2021:	+ 20%
Oct-Dec 2020:	- 20%		
- Governor Bullock’s Phase 1 Reopening of Big Sky begins April 26th which removes stay at home directive and allows in-state travel.
- National surveys conducted weekly by Longwood International and Destination Analysts show a growing interest in planning a trip for the fall and changing travel plans to a short haul drive destination versus fly. Data also points growing interest in travel that offers non-team outdoor recreation – viewed as more-safe. Those trends bode well for our area.

Reserve funds to the FY21 budget:

- \$80,000 of rollover funds from FY19 – currently \$85,097 is in the TBID checking account that had not been reallocated.
- \$50,000 of the TBID reserve fund (WFCU account) which was created for emergency situations and unique opportunities. Account balance as of March 31, 2020 was \$66,263.

Strategy to monitor revenue and expenditures over next 12 months:

- Elimination of employee incentives and wage increases during FY21. Staff bonuses were eliminated for Director and Group Sales Manager in FY20 as well.
- Staffing – plan to bring furloughed staff back on July 1. That will depend on Montana moving out of Phase 1 and confirmation of fall conferences and events.
- Eliminate higher cost and long-term commitment strategies such as trade/travel shows, print advertising, media events in key markets, group FAM and press trips and training and personal development and focus on initiatives that generate a short and mid-term ROI. Expenses to fit within the proposed \$71,600 marketing/media buy budget. Budget reduction of \$20,200.
- Reduce Discover Kalispell grant program to \$8,000 to focus on events that generate hotel occupancy. Budget reduction of \$7,000.
- Media buy will be concentrated on digital strategies that enable us to be highly focused in markets that have a stronger likelihood to travel once non-resident traveler restrictions are lifted and which enable us to adjust messaging as necessary.
- Secure partnerships with regional and state tourism industry to maximize Kalispell's reach.
- Programs that must continue to maintain brand awareness and implement visitor services, and marketing/sales programs: operational costs; staffing; creative agency services (website, webpage marketing and paid media); PR-brand content services; social media administration; DK destination events and group services and incentives.
- Any increased revenue beyond projected will be directed to bolster marketing programs during FY21.
- TBID WFCU reserve account – will replenish funds as business levels begin to increase.

KCVB Combined Budgets FY21			
	TBID Projected Revenue	\$ 430,000	35% reduction
	Rollover cash and reserve account	\$ 130,000	
	Total	\$ 560,000	
Program Description	Project	Program Total	% of budget
Administration			
	Wages, benefits, employer expenses	\$218,000	39%
Operations			
		\$34,400	6%
	Rent	\$8,400	
	Bank Fees	\$50	
	Phone	\$2,800	
	Office Supplies	\$1,200	
	Postage & copies	\$2,500	
	Audit - City of Kalispell	\$2,000	
	Audit - Chamber	\$3,200	
	Accounting services	\$3,000	
	City of Kalispell Assessment Fee	\$5,000	
	Travel & entertainment expenses	\$1,500	
	Tech support (email accts plus)	\$1,500	
	Equipment, software, furniture (purchase)	\$1,000	
	Annual report & meeting	\$1,000	
	TBID Directors & Officers Insurance	\$1,250	
Marketing Support			
		\$79,700	14%
	Smith Travel Reports	\$6,700	
	Organizational Memberships	\$4,000	
	Training and Education	\$1,000	
	Research	\$6,000	
	Grant Program	\$8,000	
	Creative Agency Services	\$48,000	
	Ares	\$6,000	
Website			
		\$30,000	5%
	Maintenance and enhancements	\$10,000	
	Website marketing (SEM-SEO)	\$20,000	
Consumer Marketing			
		\$53,100	9%
	Photo and video library	\$3,000	
	Social Media administration	\$8,000	
	Media buy: print, digital, multi-media	\$35,300	
	Travel show attendance	\$1,000	
	Trade show booth display	\$500	
	Airport visitor display	\$1,500	
	EMarketing	\$1,800	
	Niche brochures	\$2,000	
Events and Sports -Operations and Promotion			
		\$50,000	9%
	Spartan Race	\$30,000	
	Indoor Soccer - October/March	\$20,000	
Groups and M&C			
		\$50,800	9%
	Meeting Planner Shows	\$3,000	
	Meeting Planner FAM	\$5,000	
	M&C and Group incentive program	\$21,000	
	Media buy: print, digital, multi-media	\$8,000	
	EMarketing	\$1,800	
	Group photo and video library	\$2,000	
	M&C collateral	\$2,000	
	Customer Relationship Mgmt System	\$6,000	
	M&C memberships	\$1,000	
	Sales calls	\$1,000	
Publicity			
		\$44,000	8%
	Travel media press trips/FAM	\$8,000	
	PR - agency services, Meltwater, misc.	\$35,000	
	Kalispell branded merchandise	\$1,000	
	TOTAL	\$ 560,000	100%

WEBSITE (Y/Y Comparison)

Users 5,762 (-26.90%)	Pgs/Session 3.54 (-4.61%)	Session Duration 1:31 (-7.80%)	Page Views 24,389 (-28.24%)
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Top Cities

1. Kalispell	6. Los Angeles
2. Whitefish	7. St. Therese, IL
3. (not set)	8. Irvine, CA
4. Salt Lake City	9. Calgary
5. Dallas	10. Missoula

aRes (Google Analytics)

list views	2,834
list clicks	73
list CTR	2.58%
Lodging Page	
page views	411

CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	254	2,680
Newsletter subscribers	160	1,935
aRes reservations booked	2	50
aRes room nights booked	3	124
Future grp rm/nts contracted	0	1,614

GROUP SALES

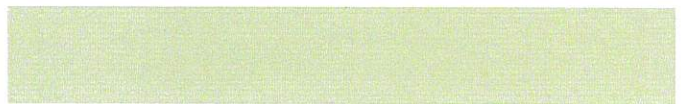
RFP's Sent to Hotels	0
Proposals to Clients	0
Groups Assisted	0
Future group rooms won	0

SOCIAL MEDIA



	Facebook	Instagram	Twitter
Followers	36,909	9,994	3,901
Impressions	87,286	-	19,500
Reach	61,654	-	-
Engaged Users	3,553	-	-

OTHER



Paid Social: 29,462 impressions; 443 clicks; 1.5% CTR; 28 VG requests; \$489.12 total spend

Webpage marketing (SEM): 207,435 impressions; 479 clicks; 0.23%CTR; 3 conversions; \$507.77 total spend.

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	51	1,331
Walk-ins	38	4,206
Follow Up Pgrm	0	368
VG's mailed	193	1,911
TOTAL	282	7,816

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	not available	not available
GNP Recreational Visits	24,377 (+60%)	14.8%

LODGING

	Dec	Jan	Feb	Mar	Apr	May	Jun	Fiscal YTD Avg
Kalispell								
OCC	32.2%	33.0%	37.3%	27.4%				49.7%
econ class	22.7%	22.9%	24.9%	20.4%				
mid/upper	36.4%	37.4%	42.7%	31.4%				
ADR	\$71.73	\$72.62	\$74.24	\$70.26				\$97.94
econ class	\$53.11	\$53.26	\$54.42	\$53.27				
mid/upper	\$76.82	\$77.81	\$79.30	\$76.93				
DEMAND	19,684	20,137	17,838	16,744				29,893
Comp Set								
Avg OCC	43.9%	43.5%	52.3%	37.0%				

April 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

Working leads on hold:

- 2021 Outdoor Writers Association of America-moved proposal opportunity to 2022

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

April Highlights:

- Stayed in communication with 2020 groups on status and updates (see below). Helped with cancellation and reschedule of activities.
- Participated in weekly Flathead Crisis Management calls
- Listened to several webinars, Meeting Professionals International, Destination International, Meetings Today
- Facilitated weekly Visitor Guide mailings
- Did weekly calls to our hotel partners to check in-here are a few key take-aways:

Week 1-March 20-27, 2020

- Occupancy averaging 15-30%
- Experiencing cancellations for March & April
- Few reservations being cancelled for June and the summer
- Group cancellation penalties being waived
- Reducing hour versus laying employees off
- Switching over to grab n go breakfasts and new cleaning policies
- Guests include: those traveling in the medical field, extended stays
- Expedia and OTA's working to streamline cancellations

Week 2-March 30-April 5, 2020

- Occupancy slipping to the single digits with the exception of economy hotels
- Starting to see June reservations cancel, July and August holding steady
- Groups beginning to cancel in June
- Airline traffic significantly dropping
- Lay-offs and furloughs begin taking place
- Shutting down pools and gyms
- Increase in local reservations, families having work done on their homes
- Essential business travel still occurring with medical, trucking, electricians
- Getting concerns about out of the area travelers with the governors 14 day quarantine

Week 3-April 6-12, 2020

- Occupancy still in the single digits with some properties seeing only 1 or 2 reservations nightly
- July and August still holding steady-no new reservations but not a lot of cancellations
- Local reservations still coming in strong, families here because of someone in the hospital, contract workers
- Running hotels with very basic core staff

Week 4-April 13-19, 2020

- Averaging 8-25%. For some properties, occupancy picking up due to construction projects and year-long contracts.
- Getting more cancellations for July and August.
- Eliminating prepaid reservations and turning off inventory to OTA's in order to not get out of town reservations.

- When asked about a timeline to reopen the general occupancy would need to be about 40% and it would take a couple of days to 2 months. The bigger properties would take longer.
- When asked what percentage of their occupancy in the summer was based on guests going to GNP it was between 50%-95%.

Week 5-April 20-24, 2020

- Average occupancies increasing about 2%
- Beginning to see more June cancellations
- Canadian reservations both transient and groups cancelling due to uncertainty with border reopening.

Future Conferences & Large Events:

2020

- 2020 NW Regional App Challenge-May 2-3, 2020 – Skip 2020 and hold in 2021
- 2020 Spartan Race-May 2-3, 2020 –Cancelled – May 1-2, 2021
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton-Rescheduled for fall 2020
- 2020 U.S. Department of Transportation-May 27-28, 2020-Hilton-Pending
- 2020 Highland Dance Competition-May 22-23, 2020-Red Lion-Cancelled
- 2020 National Forest Legacy Conference-June 2-4, 2020-Red Lion-Rescheduled for June 2021
- 2020 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms-April 30 will make announcement
- 2020 Three Blind Refs Soccer Tournament-June 5-6, 2020-Citywide-Still holding
- 2020 MT Newspaper Association-June 11-13, 2020-Hilton-Rescheduled for June 2021
- 2020 BMW Rally Post Excursion-June 28-July 4, 2020-Rescheduled for June 24-27, 2021
- 2020 Montana Renaissance Faire-July 18-19-Majestic Valley Arena-Still holding
- 2020 Under the Big Sky Festival-July 18-19, 2020-Still holding
- 2020 York Fun Club-July 21-22, 2020-Red Lion-Cancelled
- 2020 Event at Rebecca Farm-July 22-26, 2020-Still holding
- 2020 Montana Renaissance Faire-July 25-26-Majestic Valley Arena-Still holding
- 2020 Vacations by Rail-August 12-14, 2020-Homewood Suites-Cancelled
- 2020 Cirque Ma'Ceo-August 14-16-Majestic Valley Arena-Still holding
- 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-Still holding
- 2020 USS St. Paul Association-September 11-15, 2020-Hilton-Rescheduled for September 2021
- 2020 MT Ghost Town Preservation Society-Sept 11-12, 2020-Hilton-Still holding
- 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-Still holding
- 2020 Tamarack Fall Tournament-September 19-20, 2020-Still holding
- 2020 MT League of Cities and Towns-October 6-10, 2020-Hilton & Red Lion + overflow rooms-Still holding
- 2020 MT Mental Illness Conference – October 21-23 – Red Lion – Still holding
- 2020 NRA Finals-October 22-24-Majestic Valley Arena-Still holding
- 2020-State Cross Country-October 24, 2020 – Citywide-Still holding

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