

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, June 3, 2020
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. Board Action Items

- a) Approval of minutes from May 6, 2020
- b) Approval of TBID financial statements for April, 2020
- c) Approval of slate of board officers for term beginning July 1, 2020 to recommend to City Council for approval.

4. Board Discussion

- a) TBID applications for board trustee positions due to City Clerk by June 5th
- b) Event and Grant recipient updates
- c) Marketing updates
- d) Group, M&C updates
- e) Coronavirus health crisis – roundtable discussion

Enclosures: May 6, 2020 minutes
TBID financial statements for April, 2020
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, May 6, 2020
3:00 – 5:00 pm**

Location: Zoom meeting due to Coronavirus Restrictions

MINUTES

Board Members Present: Dawn Hendrickson, Zac Ford, Bryce Baker, Joe Alexander

Board Members Absent: Emily Schroeder, Lucy Weeder, Janet Clark

Staff Present: Diane Medler, Dawn Jackson, Joe Unterreiner

Guests: Amber Morrison – Fairbridge Inn & Suites

Meeting called to order by Chair Dawn Hendrickson at 3:08pm

1. Hear from the Public – none

2. Board Action Items

a) Approval of minutes from April 1, 2020:

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

b) Approval of TBID financial statements for March 2020:

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

c) Approval of FY21 revised budget:

Motion was made to approve increased budget of \$560,000 by Bryce Baker. Motion was seconded by Zac Ford. Discussion: Diane reviews the document included in the board packet which outlines the rationale behind the request and the processes in place to review budget and expenditures based on actualized revenue throughout FY21. Board approved Unanimously.

3. Discussion Items

a) Board applications: With the renewal of the Kalispell TBID district which begins beginning July 1, the current TBID board positions end June 30 and the entire board will need to be appointed anew. The terms will begin as stated in Ordinance 1833 with one of the members serving 1 year, two serving 2 years, two serving 3 years, and two serving 4 years. After the initial terms expire, they renew as 4-year terms. A link to the application will be sent to TBID members. Applications are to be returned to the city clerk by June 5 and it will go on the agenda for June 15 with everyone approved by July 1. Everyone must reapply because of the recent TBID renewal and terms will be staggered.

Board officer positions beginning July 1, 2020: Emily Schroeder has agreed to serve as Chair, Bryce has agreed to serve as Vice-Chair position and Joe Alexander will fill in as Treasurer.

b) Event updates:

Indoor Soccer: team registrations have been refunded, vendors and sponsors choose to defer their payment to the October tournament. Ending balance in account is \$11,306 including \$4,075 of sponsor & vendor income that is deferred to October. Balance will serve as partial funding for the October event.

c) Marketing update:

- Monthly dashboard included in board packet was reviewed.
- CVB sent out quarterly newsletters in April to the 17,000+ opt-in database.
- Continue to see strong interest in planning travel to Kalispell in the future through visitor guide requests and newsletter subscriptions. Those conversions are occurring without running a paid media campaign currently due to travel restrictions.
- Governor Bullock announced a series of grants available to Montana businesses, non-profits and social services as part of the state's share of the CARES ACT funding. Applications open May 7th.

d) Group Sales update:

- Discussed MLCT considering a reschedule for 2022, due to the concern of social distancing and the high number of attendees and sentiment about how people will feel being in a large group setting.
- Developing a brochure to assure planners of what the Kalispell hotels and DK are doing to create a safe environment for future meetings.
- Continued communication with partners and clients. Mailed personalized cards to client database.
- Key-takeaways from local calls: trend starting to bring staff back-not seeing them eagerly wanted to return which may be due to the unemployment or concerns about COVID-19, very few reservations being made in July and August, most feel it is a wait and see time. Motorcycle groups still confirmed.

Round Table Discussion

Cleaning protocols:

- Hilton is partnering with Lysol and Mayo Clinic to put out good PR about their new procedures.
- FairBridge is working with the FCH for guidance and working with owners to come up with new brand standards.
- My Place-working on best practices within the hotel group.
- Red Lion-Joe will forward their Red Lion protocol.

Meeting adjourned at 3:43pm.

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
June 3, 2020

TBID Account – Expense Summary April 2020

Admin: Rent; accounting; phone (office, Verizon); postage; copies; email and Microsoft Outlook accounts; office supplies; travel/entertainment, tech support.

Marketing Support: Refund for MT Gov Conf on Tourism; Foys to Blacktail Trails grant application; agency services.

Website: Monthly website maintenance and SEO/SEM

Consumer: Social media admin (Mar & Apr); airport brochure stocking

Events: Transfer 2020 Spartan Race budget from KCVB event account to TBID

Meetings & Convention: Cascadia show expenses

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

KCVB Event Account – Expense Summary, January - April 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: \$17,762.20

Expenses: \$6,456.03

Balance: \$12,595.27

aRes:

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: \$2,500

Expenses: \$703.66

Balance: \$1,796.34

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05/14/20

Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of April 30, 2020

	<u>Apr 30, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	238,425.27
1020 · Whitefish Credit Union	66,263.57
Total Checking/Savings	<u>304,688.84</u>
Total Current Assets	304,688.84
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>333,886.92</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	3,579.65
Total Accounts Payable	<u>3,579.65</u>
Total Current Liabilities	<u>3,579.65</u>
Total Liabilities	3,579.65
Equity	
32000 · Unrestricted Net Assets	190,117.54
Net Income	140,189.73
Total Equity	<u>330,307.27</u>
TOTAL LIABILITIES & EQUITY	<u><u>333,886.92</u></u>

Tourism Business Improvement District
Profit & Loss - FY20
April 2020

05/14/20

Accrual Basis

	Apr 20	Jul '19 - Apr 20
Income		
4000 · TBID Revenue	0.00	542,941.15
4100 · Interest Income	1.94	541.71
Total Income	1.94	543,482.86
Expense		
5000 · Staffing	16,738.38	178,172.34
5100 · Administrative		
5160 · Rent	900.00	9,000.00
5110 · Bank Fees	2.00	29.00
5180 · Telephone	237.76	2,415.88
5140 · Office Supplies	15.38	637.59
5150 · Postage & Copies	9.02	1,051.97
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	130.00	2,240.00
5350 · Cty of Kallspell Admin Fee	0.00	3,994.15
5185 · Travel & Entertainment	9.81	1,689.77
5190 · Technology Support	155.00	945.00
5195 · Equipment (Software)	0.00	750.84
5115 · Annual Report/Mtg	0.00	2,875.92
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,458.97	29,972.36
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,700.00
5220 · Training & Education	-200.00	1,004.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	615.00	3,840.00
5235 · Creative Agency Services	4,000.00	32,000.00
5237 · aRes	0.00	2,200.00
Total 5200 · Marketing Support	4,415.00	54,444.76
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	2,343.05
5280 · Website Marketing (SEO & SEM)	1,499.50	12,016.17
Total 5250 · Web Site	1,499.50	14,359.22
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	500.00
5430 · Social Media Administration	1,690.00	5,915.00
5450 · Media Buy	0.00	22,761.37
5460 · Travel Show Attendance	0.00	2,454.01
5480 · Airport Visitor Display	75.00	900.00
5420 · E-Marketing	0.00	1,789.06
5496 · Visitor Guide & Niche Brochures	0.00	1,440.00
Total 5400 · Consumer Marketing	1,765.00	35,759.44
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	-30,000.00	0.00
5504 · Winter Event	0.00	15,000.00
Total 5500 · Events & Sports-Operatn & Promo	-30,000.00	15,000.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	115.46	7,650.35
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	0.00	3,000.00
5589 · M&C Memberships	0.00	395.00
5585 · Sales Calls	0.00	664.55

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Tourism Business Improvement District
Profit & Loss - FY20
April 2020

05/14/20

Accrual Basis

	<u>Apr 20</u>	<u>Jul '19 - Apr 20</u>
Total 5550 · Groups and M&C	115.46	30,893.46
5650 · Publicity		
5660 · Travel Media Press Trips/FAM	0.00	2,526.06
5665 · Proactive & Reactive PR	2,625.00	21,345.57
5680 · Kalispell Branded Merchandise	0.00	2,002.63
Total 5650 · Publicity	<u>2,625.00</u>	<u>25,874.26</u>
Total Expense	<u>-1,382.69</u>	<u>384,475.84</u>
Net Income	<u><u>1,384.63</u></u>	<u><u>159,007.02</u></u>

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05/14/20

Accrual Basis

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

	<u>Jul '19 - Apr 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	541.71			
Total Income	<u>543,482.86</u>	<u>668,000.00</u>	<u>-124,517.14</u>	<u>81.4%</u>
Expense				
5000 · Staffing	178,172.34	244,500.00	-66,327.66	72.9%
5100 · Administrative	29,972.36	35,300.00	-5,327.64	84.9%
5200 · Marketing Support	54,444.76	80,700.00	-26,255.24	67.5%
5250 · Web Site	14,359.22	35,000.00	-20,640.78	41.0%
5400 · Consumer Marketing	35,759.44	75,500.00	-39,740.56	47.4%
5500 · Events & Sports-Operatn & Promo	15,000.00	55,000.00	-40,000.00	27.3%
5550 · Groups and M&C	30,893.46	89,000.00	-58,106.54	34.7%
5650 · Publicity	25,874.26	53,000.00	-27,125.74	48.8%
Total Expense	<u>384,475.84</u>	<u>668,000.00</u>	<u>-283,524.16</u>	<u>57.6%</u>
Net Income	<u><u>159,007.02</u></u>	<u><u>0.00</u></u>	<u><u>159,007.02</u></u>	<u><u>100.0%</u></u>

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

	Indoor					TOTAL
	Spartan	Soccer	aRes	Admin		
Income						
4025.00 · Program Revenue	0.00	0.00	12.34	1,000.00		1,012.34
4410.00 · TBID Revenue	0.00	13,500.00	0.00	1,500.00		15,000.00
4700.00 · Special Events	0.00	4,262.20	0.00	0.00		4,262.20
Total Income	0.00	17,762.20	12.34	2,500.00		20,274.54
Expense						
5000.00 · Direct Program	0.00	6,403.09	0.00	0.00		6,403.09
5600.00 · Salaries & Employee Benefits	0.00	457.52	0.00	0.00		457.52
5060.00 · Bank Fees & Service Charges	0.00	206.08	0.00	117.05		323.13
5260.00 · Insurance	0.00	-700.00	0.00	0.00		-700.00
5520.00 · Professional Fees	0.00	89.34	0.00	570.00		659.34
5420.00 · Office	0.00	0.00	0.00	16.61		16.61
Total Expense	0.00	6,456.03	0.00	703.66		7,159.69
Net Income	0.00	11,306.17	12.34	1,796.34		13,114.85

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	(30,000.00)	(6,725.61)	0.00	0.00	0.00	0.00	649.45	(36,076.16)
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	12,595.27	845.53	98.00	(100.00)	402.99	3,290.10	17,285.89

WEBSITE (Y/Y Comparison)

Users 5,073 (-50.55%)	Pgs/Session 3.40 (-3.83%)	Session Duration 1:24 (-11.12%)	Page Views 19,697 (-53.56%)
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Top Cities

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

aRes (Google Analytics)

list views	2,834
list clicks	58
list CTR	2.05%
Lodging Page	
page views	392

CONVERSIONS

	Month	YTD (fiscal)
VG Requests (online & postal)	1,026	3,706
Newsletter subscribers	107	2,042
aRes reservations booked	0	50
aRes room nights booked	0	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



	Month	YTD (fiscal)
Followers	36,960	10,295
Impressions	78,106	-
Reach	63,673	65,508
Engaged Users	4,767	-

OTHER

Web pages that produced traffic this month: Coronavirus Updates, trails & routes, blog, get the guide.

Paid Social: 28,108 impressions; 438 clicks; 1.56% CTR; 53 VG requests; \$959.95 total spend

Webpage marketing (SEM): 335,730 impressions; 848 clicks; 0.25% CTR; 12 conversions; \$974.68 total spend.

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)
Calls	47	1,378
Walk-ins	0	4,206
Follow Up Pgrm	0	368
VG's requested	1,026	2,937
TOTAL	1073	8,889

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements	829 (-94.8%)	61,378 (1.3%)
GNP Recreational Visits	0	56,048 (-34%)

LODGING

	Dec	Jan	Feb	Mar	Apr	May	Jun	Fiscal YTD Avg
Kalispell								
OCC	32.2%	33.0%	37.3%	27.4%	18.3%			46.5%
econ class	22.7%	22.9%	24.9%	20.4%	21.8%			
mid/upper	36.4%	37.4%	42.7%	31.4%	16.8%			
ADR	\$71.73	\$72.62	\$74.24	\$70.26	\$61.67			\$94.27
econ class	\$53.11	\$53.26	\$54.42	\$53.27	\$49.61			
mid/upper	\$76.82	\$77.81	\$79.30	\$76.93	\$68.54			
DEMAND	19,684	20,137	17,838	16,744	10,816			27,957
Comp Set								
Avg OCC	43.9%	43.5%	52.3%	37.0%	19.98%			

May 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

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

May 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, Thinking Thursday, Kalispell Chamber webinars, MT Office of Tourism International Update
- IDSS Training-our CRM
- Worked on Visitor Guide and Relocation mailing
- Sent 100 Comeback cards to partners and clients
- Did weekly calls to our hotel partners to check in-here are a few key take-aways:

Week 5-April 20-26, 2020

- Occupancy increasing by about 2% for hotels
- Experiencing more June cancellations
- July and August reservations holding steady with a few more cancellations then previous weeks
- Canadian sports teams cancelling for June and July baseball and soccer tournaments due to the uncertainty of when borders open

Week 6-April 27-May 3, 2020

- Very FEW reservation being made in July and August, most feel it is a “wait and see” as to when the park opens
- Seeing a trend in starting to bring some staff back. Some staff aren’t eager in returning right away, not sure due to good unemployment or fear
- Motorcycle groups making reservations or confirming they will be here
- Most hotels continue the grab-n-go method even though the light will be green on May 4 for restaurants to open

Week 7-May 4-10, 2020

- Seeing cancellations for July but still holding steady for August
- Local reservations still coming in strong, families here because of someone in the hospital, contract workers
- Running hotels with very basic core staff

Week 8-May 11-18, 2020

- Frequently heard “We are slowly picking up” across the board
- Seeing increase in the medical travel for both essential workers and those having elective surgery from around the state
- Week days are busier than weekends because of the essential travel
- Summer reservations standing still
- Most international reservations have been cancelled for the summer

Future Conferences & Large Events:

2020

- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton-Rescheduled for fall 2020
- 2020 Three Blind Refs Soccer Tournament-~~June 5-6, 2020~~-Citywide-MOVED to June 20-21, 2020
- 2020 The Big Shindig-June 20, 2020-DeSoto Grill-waiting for permit from the City
- 2020 Monster Trucks-June 20, 2020-Fairgrounds-Confirmed
- 2020 Montana Renaissance Faire-July 18-19-Majestic Valley Arena-Still holding
- 2020 Event at Rebecca Farm-July 22-26, 2020-Still holding
- 2020 Montana Renaissance Faire-July 25-26-Majestic Valley Arena-Still holding
- 2020 Cirque Ma'Ceo-August 14-16-Majestic Valley Arena-Still holding
- 2020 Hero's for HERR-September 4-5, 2020-Majestic Valley Arena-Still holding
- 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

2020 Cancelled, new date not known or still pending

- 2020 Highland Dance Competition-May 22-23, 2020-Red Lion-Cancelled
- 2020 U.S. Department of Transportation-May 27-28, 2020-Hilton-Pending
- 2020 York Fun Club-July 21-22, 2020-Red Lion-Cancelled
- 2020 Vacations by Rail-August 12-14, 2020-Homewood Suites-Cancelled
- 2020 Vacations by Rail-August 18-20, 2020-Homewood Suites *Cancelled*
- 2020 Vacations by Rail-September 1-2, 2020-Homewood Suites *Cancelled*

2021

- 2021 Spartan Race-May 1-2, 2020 –Cancelled in 2020
- 2021 NW Regional App Challenge-May 1-2, 2020 – Cancelled in 2020
- 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
- 2020 National Forest Legacy Conference-June 202-Red Lion-Cancelled in 2020
- 2020 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms-Cancelled in 2020
- 2020 MT Newspaper Association-June 2021-Hilton-Cancelled in 2020
- 2020 BMW Rally Post Excursion-June 24-June 27, 2021-Cancelled in 2020
- 2020 Under the Big Sky Festival-July 17-18, 2021-Cancelled in 2020
- 2021-POMA-June dates tbd & location tbd-*May be moved to 2022*
- 2020 USS St. Paul Association-September 2021-Hilton-Cancelled in 2020
- 2020 MT Ghost Town Preservation Society-Sept 2021-Hilton-Cancelled in 2020
- 2020 International Bear Association-May or September 2021-Hilton & Red Lion + overflow rooms – Cancelled in 2020

2022

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