

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, July 1, 2020  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**AGENDA**

3:00 pm Meeting Called to Order: Emily Schroeder, 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 and June 3, 2020
- b) Approval of TBID financial statements for April 2020 and May 2020
- c) Review of original TBID documents, recommended edits, and approval:
  - a. Operating Agreement – original document dated May, 2010
  - b. By Laws – original document dated April, 2011
  - c. Associate Membership Agreement – original document dated February, 2013

4. Board Discussion

- a) Event and Grant recipient updates
- b) Marketing updates
- c) Group, M&C updates
- d) Coronavirus health crisis – roundtable discussion

Enclosures: June 3, 2020 minutes  
TBID financial statements for May, 2020  
KCVB dashboard and reports

For Further Information Please Contact:

Emily Schroeder, Board Chair [emily.schroeder@hilton.com](mailto:emily.schroeder@hilton.com) or 406-758-2579  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto: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

<del>January 15</del>	<del>February 5</del>	<del>March 4</del>	<del>April 1</del>	<del>May 6</del>	<del>June 3</del>
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

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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 offered to fill the Vice-Chair position and Joe Alexander volunteered to be 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. Year over year website analytics are down but beginning to see week over week increases – more viewers spending time on the site and with our brand.
- 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 7<sup>th</sup>.

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](mailto:diane@discoverkalispell.com) or 406-758-2808

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, June 3, 2020**  
**3:00 – 5:00 pm**  
**Location: Kalispell Chamber Conference Room**

## **MINUTES**

**Board Members Present:** Emily Schroeder, Bryce Baker, Janet Clark

**Board Members Absent:** Dawn Hendrickson, Joe Alexander, Zac Ford, Lucy Weeder

**Staff Present:** Diane Medler, Dawn Jackson, Joe Unterreiner

**Guests:** Joann Schadewitz, Kalispell Grand; Scott Rieke, Best Western Flathead Lake Inn & Suites; Jenn Cronk, Kalispell Chamber; Jamie Reed, Flathead Job Service; Hilary Hanson & Lisa Dennison, Flathead Country Health Department; Lori Alsbury, Kalispell Regional Medical Center

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Meeting called to order by Vice-Chair Emily Schroeder at 2:57pm.

1. **Hear from the Public** – none

2. **Hillary Hanson and Lisa Dennison with the Flathead County Health Department:**

- COVID testing locations in West Glacier, Columbia Falls is an existing one in Whitefish and Kalispell. Visitors will be encouraged to go to these facilities instead of Emergency Rooms and Clinics. Putting out information to all tourism related businesses.
- Should someone test positive for COVID they need to quarantine for 14 days and the FCHD will do everything possible to get the visitor home safely. Should they need to quarantine in a hotel room, the FCHD recommends that they inform the hotel as they are not able to because of the HIPPA laws.
- Group Gathering Form is suggested by the FCHD to complete if there is a group of 50 people or more. The City of Kalispell does not currently require it.

3. **Lori Alsbury, Kalispell Regional Healthcenter:**

Lori shared flyers from KRH that can be posted to inform hotel guests. They will also be available digitally on their website. Dawn will be sent electronic files of the flyers to full TBID.

4. **Board Action Items – *the board did not have a quorum, so action items were tabled and moved to the July 1, 2020 meeting.***

- a) Approval of minutes from May 6, 2020: No action taken
- b) Approval of TBID financial statements for April 2020: No action taken
- c) Approval of slate of board officers for term beginning July 1, 2020 to recommend to City Council for approval: No action taken

5. **Board Discussion**

a. **TBID applications for board trustee positions due to City Clerk by June 5<sup>th</sup>**

The City of Kalispell has received six applications for TBID board trustee seats, leaving one additional application needed. Diane will send another reminder to full TBID membership. The board will review and approve the TBID Operating Agreement, By Laws and Associate

Member Agreement at the July TBID board meeting. Approval, including any recommended changes will be forwarded to the City Attorney for adoption by City Council.

**b. Event Grants**

- Brash Rodeo grant included a \$5 rebate for actualized rooms. The rebate totaled 178 rooms, so they received a check for \$890.00. This process of awarding grant dollars worked well, enabling the TBID to award funds on actualized room versus projected room pick up.
- Due to the decrease in the grant budget for FY21, the board will need to discuss the process for events that were cancelled due to COVID-19 but had been awarded funds such as the Kalispell PBR event. This item will be added to the July agenda for discussion.

**c. Marketing Updates**

- Discover Kalispell has released an RFP on May 31<sup>st</sup> for Creative Agency and Media Buy Services. Proposals are due June 22<sup>nd</sup>. Representatives of the board will be requested to serve on the evaluation committee to review proposals and award contract if a suitable offeror is received.
- TBID collections for Q3 (Jan-Mar) were up 4% from 2019. The STR report showed a 53.4% decrease in occupancy and 17% decrease in ADR in April as compared to 2019. Average occupancy was 18.3% compared to 39.3%.
- 1,943 Visitor Guides sent in 2020 compared to 1,149 for the same period in 2019.
- Glacier National Park will partially reopen June 8. Encourage visitors to look at the park website for updates. Camas road will be closed for a short time due to construction. There will be no park shuttle busses or Red Bus Tours running this year. The Blackfeet tribe has delayed opening the East side until the end of the month. No reservations are allowed for the Backcountry permits, they are provided on a walk-up basis.
- A resource for current conditions in the area on DiscoverKalispell.com: What to Expect When You Visit and the COVID-19 Resources page.
- Discover Kalispell has updated messaging on website, social media and retargeting ads which leads with Come and discover Kalispell but also shared information on how to travel responsibly. In-state marketing campaign will be launched in the next week. That will be expanded to regional drive market by the first of July.
- Sherman Lodge at True Water Fly Shop opened June 1 and will be a good asset to downtown. It is a five-room lodge with a fly shop and interior design studio at the same location.

**d. Group, M&C Updates**

- Out of 3,185 rooms 80% have choose to keep their fall dates, move to 2020 fall or move to 2021. MT League of Cities and Towns is still considering moving their fall conference to 2022. Dawn worked on off-site options should they go forward with 2020.
- Current Meetings Today publication included an ad which included Discover Kalispell that was part of a coop with Glacier Country. Ad headline: Break Out From the Boardroom.

- Dawn showed the example from Connect, a meeting planner trade show, which outlines the extra precautions the show organizers are taking to provide a safe and healthy environment and meet the COVID-19 standards.
- Trainings with IDSS our CRM have been valuable during this time to understand our system.

**e. Round Table Discussion**

- Scott Rieke suggested a letter to the Flathead County Health Department to increase the group size to 250. He would like a reason and better understanding of why. One of the hotels/properties he manages in the San Juan Islands wanted to shut things down for a year and after a strong push they will reopen soon. Emily suggested that even though increasing the group number to 250 the social distancing restriction would also need to be changed to accommodate that many. Bryce agreed that pushing it to 250 would be beneficial. He suggested it would be better for the chambers to send a letter versus the MLHA.
- Joe Unterreiner is on the Business Recovery Task Force for the Flathead County Health Department. Local Chambers, businesses and Canadian residents with investments in the Flathead Valley have reached out to Joe requesting support to encourage the opening of the Canadian/US border.
- Best Western Flathead Lake Inn & Suites received PPS money and has most of their staff back. New protocol includes heavy housekeeping day, spraying a room after a guest leaves and coming back in with a UV light. Stayover cleans by request only. For breakfast no self-serve, staff on hand to provide servings.
- Hilton Garden Inn reported they have staff on call, averaging 18%-44% occupancy and due to their Aimbridge cleaning protocol rooms are taking 50 minutes to clean.
- Jamie with the Kalispell Job Service office talked about using SIDES to help track employees that have been offered their jobs back. He said there will be an online career fair starting this month.
- My Place had natural attrition with some quitting and was able to work many part time employees and still allow them to get the \$600. Marriott SpringHill Suites furloughed about 20% of their staff.
- Super 8 currently offering grab-n-go breakfast, not certain that will change.
- MLHA is requesting \$150 million in State Recovery Funding be allocated to a 'Hospitality Business Assistance Program' to assist lodging and restaurant recovery from the COVID-19 crisis. More information is available on [mtlha.com](http://mtlha.com).
- Janet Clark expressed the Kalispell Grand is still slow. The Kalispell Bar is open for business.

Meeting adjourned at 4:55 pm.

Respectfully submitted: Diane Medler

For further information, please contact:  
[diane@discoverkalispell.com](mailto: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>
<b>ASSETS</b>	
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>
<b>TOTAL ASSETS</b>	<b><u><u>333,886.92</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
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>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>333,886.92</u></u></b>



## Tourism Business Improvement District Profit & Loss - FY20

05/14/20

Accrual Basis

April 2020

	Apr 20	Jul '19 - Apr 20
<b>Income</b>		
4000 · TBID Revenue	0.00	542,941.15
4100 · Interest Income	1.94	541.71
<b>Total Income</b>	<b>1.94</b>	<b>543,482.86</b>
<b>Expense</b>		
5000 · Staffing	16,738.38	178,172.34
<b>5100 · Administrative</b>		
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 · City of Kalispell 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
<b>Total 5100 · Administrative</b>	<b>1,458.97</b>	<b>29,972.36</b>
<b>5200 · Marketing Support</b>		
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
<b>Total 5200 · Marketing Support</b>	<b>4,415.00</b>	<b>54,444.76</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	2,343.05
5280 · Website Marketing (SEO & SEM)	1,499.50	12,016.17
<b>Total 5250 · Web Site</b>	<b>1,499.50</b>	<b>14,359.22</b>
<b>5400 · Consumer Marketing</b>		
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
<b>Total 5400 · Consumer Marketing</b>	<b>1,765.00</b>	<b>35,759.44</b>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
5502 · Spartan Race	-30,000.00	0.00
5504 · Winter Event	0.00	15,000.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<b>-30,000.00</b>	<b>15,000.00</b>
<b>5550 · Groups and M&amp;C</b>		
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

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	<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 · Kalfspell 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

	Jul '19 - Apr 20	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	542,941.15	668,000.00	-125,058.85	81.3%
4100 · Interest Income	541.71			
<b>Total Income</b>	<u>543,482.86</u>	<u>668,000.00</u>	<u>-124,517.14</u>	<u>81.4%</u>
<b>Expense</b>				
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%
<b>Total Expense</b>	<u>384,475.84</u>	<u>668,000.00</u>	<u>-283,524.16</u>	<u>57.6%</u>
<b>Net Income</b>	<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		
<b>Income</b>						
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
<b>Total Income</b>	<u>0.00</u>	<u>17,762.20</u>	<u>12.34</u>	<u>2,500.00</u>		<u>20,274.54</u>
<b>Expense</b>						
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
<b>Total Expense</b>	<u>0.00</u>	<u>6,456.03</u>	<u>0.00</u>	<u>703.66</u>		<u>7,159.69</u>
<b>Net Income</b>	<u>0.00</u>	<u>11,306.17</u>	<u>12.34</u>	<u>1,796.34</u>		<u>13,114.85</u>

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
<b>EVENT BALANCES</b>	<b>154.00</b>	<b>12,595.27</b>	<b>845.53</b>	<b>98.00</b>	<b>(100.00)</b>	<b>402.99</b>	<b>3,290.10</b>	<b>17,285.89</b>

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

TBID Account – Expense Summary May 2020

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

Marketing Support: Brash Winter Rodeo Series grant award; agency services (April & May)

Website: Website maintenance and SEO/SEM (April & May)

Consumer: Social media admin; downtown video; paid social and retargeting ads; airport display

Meetings & Convention: Collateral

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

KCVB Event Account – Expense Summary, January - May 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: \$6,608.93  
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: \$1,053.32  
Balance: \$3,230.44

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06/11/20

Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of **May 31, 2020**

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	<u>May 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	216,671.91
1020 · Whitefish Credit Union	<u>66,263.57</u>
Total Checking/Savings	<u>282,935.48</u>
Total Current Assets	282,935.48
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<b><u><u>312,133.56</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>14,437.55</u>
Total Accounts Payable	<u>14,437.55</u>
Total Current Liabilities	<u>14,437.55</u>
Total Liabilities	14,437.55
Equity	
32000 · Unrestricted Net Assets	190,117.54
Net Income	<u>107,578.47</u>
Total Equity	<u>297,696.01</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>312,133.56</u></u></b>

## Tourism Business Improvement District Profit & Loss - FY20

06/11/20

Accrual Basis

May 2020

	May 20	Jul '19 - May 20
<b>Income</b>		
4000 · TBID Revenue	0.00	543,947.00
4100 · Interest Income	1.81	543.52
<b>Total Income</b>	<b>1.81</b>	<b>544,490.52</b>
<b>Expense</b>		
5000 · Staffing	13,924.32	192,096.66
<b>5100 · Administrative</b>		
5160 · Rent	900.00	9,900.00
5110 · Bank Fees	0.00	29.00
5180 · Telephone	199.36	2,615.24
5140 · Office Supplies	25.60	663.19
5150 · Postage & Copies	64.36	1,116.33
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	140.00	2,380.00
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	0.00	1,689.77
5190 · Technology Support	55.00	950.00
5195 · Equipment (Software)	79.10	859.92
5115 · Annual Report/Mtg	0.00	2,875.92
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>1,463.42</b>	<b>32,421.61</b>
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,700.00
5220 · Training & Education	0.00	1,004.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	890.00	4,730.00
5235 · Creative Agency Services	8,000.00	40,000.00
5237 · aRes	0.00	2,200.00
<b>Total 5200 · Marketing Support</b>	<b>8,890.00</b>	<b>63,334.76</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	2,343.05
5280 · Website Marketing (SEO & SEM)	2,999.00	15,015.17
<b>Total 5250 · Web Site</b>	<b>2,999.00</b>	<b>17,358.22</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	500.00	1,000.00
5430 · Social Media Administration	845.00	6,760.00
5450 · Media Buy	1,956.35	24,717.72
5460 · Travel Show Attendance	0.00	2,454.01
5480 · Airport Visitor Display	75.00	975.00
5420 · E-Marketing	0.00	1,789.06
5496 · Visitor Guide & Niche Brochures	0.00	1,440.00
<b>Total 5400 · Consumer Marketing</b>	<b>3,376.35</b>	<b>39,135.79</b>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
5502 · Spartan Race	0.00	0.00
5504 · Winter Event	0.00	15,000.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<b>0.00</b>	<b>15,000.00</b>
<b>5550 · Groups and M&amp;C</b>		
5565 · Meeting Planner Shows	0.00	6,965.35
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	40.00	517.50
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**  
May 2020

06/11/20

Accrual Basis

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	<u>May 20</u>	<u>Jul '19 - May 20</u>
<b>Total 5550 - Groups and M&amp;C</b>	40.00	30,248.46
<b>5650 - Publicity</b>		
5660 - Travel Media Press Trips/FAM	0.00	2,526.06
5665 - Proactive & Reactive PR	2,625.00	23,970.57
5680 - Kalispell Branded Merchandise	0.00	2,002.63
<b>Total 5650 - Publicity</b>	<u>2,625.00</u>	<u>28,499.26</u>
<b>Total Expense</b>	<u>33,318.09</u>	<u>418,094.76</u>
<b>Net Income</b>	<u><u>-33,316.28</u></u>	<u><u>126,395.76</u></u>

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06/11/20

Accrual Basis

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

	Jul '19 - May 20	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	543,947.00	668,000.00	-124,053.00	81.4%
4100 · Interest Income	543.52			
<b>Total Income</b>	544,490.52	668,000.00	-123,509.48	81.5%
<b>Expense</b>				
5000 · Staffing	192,096.66	244,500.00	-52,403.34	78.6%
5100 · Administrative	32,421.61	35,300.00	-2,878.39	91.8%
5200 · Marketing Support	63,334.76	80,700.00	-17,365.24	78.5%
5250 · Web Site	17,358.22	35,000.00	-17,641.78	49.6%
5400 · Consumer Marketing	39,135.79	75,500.00	-36,364.21	51.8%
5500 · Events & Sports-Operatn & Promo	15,000.00	55,000.00	-40,000.00	27.3%
5550 · Groups and M&C	30,248.46	89,000.00	-58,751.54	34.0%
5650 · Publicity	28,499.26	53,000.00	-24,500.74	53.8%
<b>Total Expense</b>	418,094.76	668,000.00	-249,905.24	62.6%
<b>Net Income</b>	<b>126,395.76</b>	<b>0.00</b>	<b>126,395.76</b>	<b>100.0%</b>

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

	Indoor				TOTAL
	Soccer	aRes	Admin		
<b>Income</b>					
4025.00 · Program Revenue	0.00	12.34	1,000.00		1,012.34
4410.00 · TBID Revenue	13,500.00	0.00	1,500.00		15,000.00
4700.00 · Special Events	4,262.20	0.00	0.00		4,262.20
<b>Total Income</b>	<u>17,762.20</u>	<u>12.34</u>	<u>2,500.00</u>		<u>20,274.54</u>
<b>Expense</b>					
5000.00 · Direct Program	6,403.09	0.00	0.00		6,403.09
5600.00 · Salaries & Employee Benefits	457.52	0.00	0.00		457.52
5060.00 · Bank Fees & Service Charges	206.08	0.00	176.71		382.79
5260.00 · Insurance	-700.00	0.00	0.00		-700.00
5520.00 · Professional Fees	242.24	0.00	860.00		1,102.24
5420.00 · Office	0.00	0.00	16.61		16.61
<b>Total Expense</b>	<u>6,608.93</u>	<u>0.00</u>	<u>1,053.32</u>		<u>7,662.25</u>
<b>Net Income</b>	<u>11,153.27</u>	<u>12.34</u>	<u>1,446.68</u>		<u>12,612.29</u>

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	(59.66)	(59.66)
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	3,230.44	17,226.23

**Kalispell Tourism Business Improvement District Board of Directors and  
Kalispell Chamber of Commerce**

**Operating Agreement**

THIS AGREEMENT ("Agreement") is made this            day           , 2020, by and between the Kalispell Chamber of Commerce, a 501(c)(6) non-profit corporation, with its principal place of business at 15 Depot Park, Kalispell, Montana, ("Chamber/CVB"), and the Kalispell Tourism Business Improvement District Board of Directors, a division of the City of Kalispell, with its principal place of business at 15 Depot Park, Kalispell, Montana ("TBID"). The Chamber and the TBID are collectively referred to as the "Parties" and individually at the "Party".

WHEREAS, on January 6, 2020, the City of Kalispell, by Resolution 5954, created a Tourism Business Improvement District for a 10-year duration, effective July 1, 2020, and;

WHEREAS, the mission of the TBID is to promote and market Kalispell, Montana and to promote domestic and international travel, conventions, group travel, events, sports, and generate room nights for lodging facilities in Kalispell by effectively marketing our region as a preferred travel destination, and;

WHEREAS, the mission of the Chamber is to develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life, and;

WHEREAS, the Chamber and TBID have common goals and interests in the promotion, marketing, and selling of visitor overnights and such goals and interests are in furtherance of the purposes of both Parties, and;

WHEREAS, the State of Montana has mandated that the director of a tourism business improvement district must be the executive director of the existing convention and visitor bureau, when one exists, and the Chamber has served as that designated entity by the City of Kalispell since 1987, and;

WHEREAS, given their common interests and their mutual desire to maximize opportunities available to them and to minimize administrative expenses, the Parties wish to enter into this Agreement, by which the Chamber will provide the TBID with certain staffing, office space, office equipment, office furniture, office supplies, office services, and other administrative support, and by which the Chamber may license, and TBID may accept certain intellectual property;

NOW THEREFORE, in consideration of the premises set forth above and the promises set forth below, the sufficiency and receipt of which are hereby acknowledged, the Parties hereby agrees as follows:

I. Term and Termination

Term. This agreement shall be effective as of July 1, 2020 and shall remain in full force and effect until June 30, 2030, or as long as the tourism business improvement district created by the City of Kalispell pursuant to Resolution 5954 is in effect, unless terminated earlier pursuant to this Agreement.

- A. Termination without Cause. Either Party may terminate this Agreement, without cause, by giving written notice to the other Party stating when, but not less than ninety (90) days thereafter, such termination shall be effective.
  
- B. Termination for Cause. Either Party may terminate this Agreement, for cause, if either Party notifies the other Party of a material breach of any provision of the Agreement. The breaching Party shall have thirty (30) days following notice to cure the breach. The notice shall specify the alleged breach and the date on which termination will be effective unless such breach is cured to the satisfaction of the non-breaching Party within the time period allowed.
  
- C. Termination for other Reasons.
  - 1. Either Party may terminate this Agreement upon thirty (30) days-notice to the other if at any time:
    - a. The City of Kalispell does not approve an annual work plan or budget for the tourism business improvement district that permits continuation of this Agreement as determined in their reasonable discretion of the TBID.
    - b. Either Party determines that its continued relationship with the other Party will threaten any relevant tax exemption that either Party now possesses or shall possess in the future.
  - 2. This Agreement shall terminate automatically upon termination of the tourism business improvement district created by the City of Kalispell pursuant to Resolution 5954.
  - 3. This Agreement may be terminated at any time by mutual written agreement of the Parties.

II. Board Responsibilities and Relationship

The Board of Directors of each Party shall retain all governing authority of that respective Party placed in it by law and its bylaws. The Board of Directors of each Party shall represent that Party in matters relating to this Agreement and interpretation. Each Party shall appoint a non-voting member from its Board of Directors to serve in an ex officio capacity on the other Party's Board to provide regular reports and communications.

III. Services

During the term of this Agreement, TBID engages Chamber/CVB to provide the services and functions described in this Agreement, and the Chamber/CVB agrees to provide such services and functions, under the terms set forth herein. The services and functions are as follows:

A. Offices Space, Furniture, Supplies, and Services

1. Office Space. Chamber/CVB shall provide TBID with office space, at the TBID's cost, within the Chamber/CVB's premises, currently located at 15 Depot Park, Kalispell, Montana. Rent shall be negotiated annually or by agreed upon terms based on the Montana Consumer Price Index.
2. Furniture, Fixtures, and Equipment. Chamber/CVB shall provide TBID with the use of office equipment, office furniture, office supplies, office services, and other administrative support as is currently offered.
3. Payment for Specific Items. If the Parties agree that specific additional equipment, furniture, supplies or services are needed solely for the use of the TBID, the cost of the same will be borne by the TBID. If the Parties determine that specific additional equipment, furniture, supplies or services are needed for the mutual shared use of the Parties, the Parties shall determine a reasonable basis to share the cost.

B. Professional Services and Staffing

1. President/CEO. The President/CEO of the Chamber/CVB shall act as the Executive Director of the TBID without charge to the TBID. The President/CEO shall report to the TBID Board of Directors and shall serve as the Director of the TBID funds as required by State statute (Montana Code Annotated-2007, 7-12-1121). The President/CEO shall have supervisory authority and responsibility for all staff of the Chamber/CVB, and shall have sole discretion to hire, fire, evaluate and assign duties to employees. The President/CEO will be evaluated by the Chamber/CVB Board. The TBID may have a representative serve on the selection committee for TBID program manager positions.
2. Employee Services. Chamber/CVB shall employ professionals who shall provide services to the TBID. These employees shall report to the Chamber/CVB President/CEO. TBID shall reimburse Chamber/CVB for all costs and expenses related to recruiting, hiring, and training employees including all costs related to salary, benefits and other compensation as may be adjusted from time to time. These employees shall be subject to the employment policies of the Chamber/CVB and shall be subject to its oversight and supervision. The Chamber/CVB shall have the authority to hire, discipline and discharge its employees.
3. Financial Administration. The Chamber/CVB shall establish and administer accounting procedures, systems, and controls in accordance with generally accepted accounting principles in order to develop, prepare and safe keep the financial records and books of account for the business and financial affairs of the TBID. The Chamber/CVB shall prepare and provide regular financial statements for the review and use of the Board of Directors of the TBID at its regular Board meetings.

- a. Disbursements. TBID disbursements shall be made in accordance with the bylaws of the TBID. The President/CEO shall assist in development of its annual report and workplan to present for annual approval by the City of Kalispell.
- b. Agency Fund. The Chamber/CVB is acting as an agent of the City of Kalispell for the administration of TBID funds. The City will collect assessed funds quarterly from hoteliers within the district. Disbursements will be made quarterly from the City into a restricted account of the Chamber/CVB. The Chamber/CVB will provide accounting, tax, and audit services, and liability insurance according to the standards established by the City for Agency Funds. Such costs will be paid from, or reimbursed by, TBID funds.

IV. Intellectual and Physical Property

- A. Name and Logo. Each Party shall retain ownership and use of its own registered name, logo, and any trademarks or service marks.
- B. Confidential Information and Intellectual Property. During the term of this Agreement, the Parties anticipate that certain information and intellectual property will be developed for the purposes of the Chamber/CVB and the TBID's mission and activities. Said confidential information and intellectual property includes, but is not limited to, databases, lists, customer lists, visitor guides and publications, financial and proprietary information, concepts, documents, materials, trade secrets, business contacts, and ideas about current and future projects which the Chamber/CVB or TBID regards as confidential. All such confidential information developed pursuant to the services provided under this Agreement shall be owned jointly by the Chamber/CVB and the TBID.
- C. Physical Property. Physical property solely with TBID funds will be owned by the TBID. Property purchased jointly by the Chamber/CVB and TBID will be owned jointly by the Chamber/CVB and the TBID and will be distributed equitably upon any separation of the Parties.

V. Insurance

- A. TBID Insurance. The Chamber/CVB, as an agent of the City, shall maintain a policy or policies of comprehensive general liability insurance *coverage* which will include activities of the TBID and name the City as additionally insured in an amount sufficient for such purposes by the City of Kalispell, as required by 7-12-1143 MCA.
- B. Proof of Coverage. Proof of the foregoing insurance coverage, as applicable, shall be provided by the Chamber/CVB to the City at the commencement of this Agreement, and annually upon renewal of coverage.



VI. Indemnification

Each Party hereby agrees to indemnify, *save* and hold harmless the other Party and the other Party's subsidiaries, affiliates, related entities, partners, agents, directors, employees, attorneys, heirs, successors, and assigns, and each other from and against all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including reasonable attorney's fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: 1) any act or omission constituting a breach or default under this Agreement by the party or any of its officers, directors, employees, or agents in their capacity as officers, directors, employees, or agents of the Party; and/or 2) the inaccuracy or breach of any of the representations or warranties made by the Party under this Agreement. The indemnity under this Section shall require the payment of costs and expenses by the liable Party as they are incurred. The Party seeking reimbursement or indemnity under this Section shall promptly notify the liable (other) Party upon receipt of any claim or legal action referenced in this Section. The indemnified Party shall not at any time admit liability or otherwise attempt to settle or compromise said claim, action or demand, except upon the express prior written instruction or agreement of the indemnifying Party or upon the repudiation or denial of the indemnification by the indemnifying Party. For the purposes of this Section, a repudiation or denial of indemnification shall be deemed to occur if the Party seeking indemnification does not receive written confirmation of indemnification from the other Party from whom the indemnification is sought within thirty (30) calendar days of notice of the claim, action or demand by the Party seeking indemnification. The Party seeking indemnification shall make all reasonable efforts to provide the Party from whom reimbursement is sought with all information that may be useful in determining whether indemnification is proper. The provisions of this Section shall survive any termination or expiration of this Agreement.

VII. Relationship of Parties

In the performance of the services to be provided pursuant to this Agreement, the Parties understand and agree that the Chamber/CVB and any of its employees or agents shall be, and at all times are, acting as agents of the TBID. No Party shall have the power to bind or obligate the other except as specifically provided in this Agreement.

VIII. Notices

Any notices required hereunder shall be in writing and shall be deemed to have been duly given when hand delivered or when deposited in the United State mail, if mailed by certified or registered mail, return receipt requested, postage prepaid, or sent by federal express or other courier service and addressed to the person(s) at the address set forth at the end of this Agreement or such other person and/or address of which the receiving party has given notice pursuant to this Section. All notices shall be considered given and received on the date appearing on the return receipt thereof, or on the delivery date appearing on the records of federal express or other courier service.

IX. General Provisions

A. Legal Capacity. The Parties each warrant to the other that it has the legal capacity to enter into this Agreement, that the execution has been duly approved by its Board of Directors and that its obligations under the Agreement do not violate its organizational documents, bylaws, or any agreement to which it is party.

B. Non-Assumption of Liability. Except as specifically set forth herein, Chamber/CVB shall not, by entering in to and performing this Agreement, become liable for any of the existing or future obligations, liabilities, or debts or TBID under this Agreement. TBID shall not, by entering in to and performing this Agreement, become liable for any of the future obligations, liabilities, or debts of Chamber/CVB.

C. Amendments. No amendments or additions to this Agreement shall be binding unless executed in writing and signed by the Parties

D. Governing Law. This Agreement shall be governed by and constructed according to the laws of and subject exclusively to the jurisdiction of the courts of the State of Montana. Venue for any action under this Agreement shall be in Flathead County, Montana.

E. Waiver of Breach. No waiver of any breach of any provision or condition of this Agreement, whether by course or dealing or otherwise, shall be effective unless evidenced by any instrument in writing duly executed by the party against whom such enforcement or waiver is sought. Waiver of breach of any term or provision of this Agreement shall not be deemed a waiver of any other breach of the same or a difference provision.

F. Severability. In the event any term or provision of this Agreement is rendered invalid or unenforceable by any valid legislative or regulatory act or declared null and void by any court of competent jurisdiction, the remaining provisions of this Agreement shall remain in full force and effect.

G. Headings. The paragraph headings contained in this Agreement are for reference purposes only and should not affect in any way the meaning or interpretation of this Agreement.

H. Prior Agreements. This Agreement constitutes the complete Agreement of the Parties and shall supersede and render null and void all prior and contemporaneous agreements between the Parties regarding the subject matter hereof.

I. Assignment. Neither Party may assign its rights duties or obligations under this Agreement without the prior written consent of the other Party, which consent may be withheld in the sole discretion of a Party. This Agreement shall be binding upon and inure to the benefit of permitted assignees.

J. Attorney's Fees. If any legal proceeding is commenced which is related to this Agreement, the losing Party shall pay the prevailing Party's actual attorney's fees and expenses incurred in the preparation for, conduct of or appeal or enforcement of judgment from the proceeding.

K. Counterparts. This Agreement may be executed in multiple counterparts, each of which shall be deemed an original for all purposes and all of which taken together, shall constitute one and the same instrument.

IN WITNESS HEREOF, the parties hereto have executed this Agreement on this \_\_\_\_ day of \_\_\_\_\_, 2020.

KALISPELL TOURISM BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

BY: \_\_\_\_\_

ITS: \_\_\_\_\_

KALISPELL CHAMBER OF COMMERCE AND CONVENTION AND VISITOR BUREAU

BY: \_\_\_\_\_

ITS: \_\_\_\_\_

CITY OF KALISPELL

BY: \_\_\_\_\_

ITS: \_\_\_\_\_

Kalispell Tourism Business Improvement District

**BYLAWS**  
**2011**

Adopted by the Board of Trustees  
April 6, 2011

Adopted by Kalispell City Council  
May 16, 2011

# KALISPELL TOURISM BUSINESS IMPROVEMENT DISTRICT BYLAWS

## Article I Organization

- Section 1.1 Name. The name of the organization shall be the Kalispell Tourism Business Improvement District, hereafter referred to as the "TBID,"
- Section 1.2 Mission. The mission of the TBID is to generate room nights for lodging facilities in the city of Kalispell, Montana by effectively marketing our region as a preferred travel destination.
- Section 1.3 Powers. The TBID may engage in any activity consistent with the City of Kalispell law, Montana law, and these Bylaws, provided that the Board of Trustees determines that the activity is in furtherance of the purposes for which the TIBD was formed.
- Section 1.4 Definitions. The following terms used herein shall have the following definitions:
- (a) "Act" means the Montana Business Improvement District Act.
  - (b) "Appointing Authority" means the Mayor of the City of Kalispell, Montana.
  - (c) "Board" means the board of trustees of the TBID.
  - (d) "Governing Body" means the City Council of the City of Kalispell, Montana.

## Article II Board of Trustees

- Section 2.1 Board of Trustees. All corporate powers shall be exercised by or under authority of, and the business and affairs of the TBID shall be managed under the direction of, the Board of Trustees of the TBID except as may be otherwise provided in these Bylaws or by law.
- Section 2.2 Number. The Board of Trustees shall consist of not less than five or more than seven owners of hotel property within the TBID or their designees. The number of trustees of the board, once established, may be changed within these limits from time to time by resolution of the Governing Body. A resolution to reduce board membership may not require resignation of any member prior to completion of the member's appointed term.

Section 2.3 Qualifications of Trustees. Candidates for trustee should meet the following general criteria: (1) owners of land within the geographic area of the TBID or their designee, (2) committed to the well-being of the TBID, (3) respected citizen or leader, (4) able to work effectively as part of a group, (5) competent in some area of value in achieving objectives of the TBID, (6) able to maintain a commitment for the term of appointment, and (7) balances board in terms of representation of large, medium and small hotel properties as follows: 3 trustees from large hotels (106 rooms or more); 2 trustees from medium hotels (60 to 104 rooms); and 2 trustees from small hotels (59 rooms and under).

Section 2.4 Nominations. Nominations for the Board of the TBID shall be made according to the guidelines established by the City of Kalispell.

Section 2.5 Appointment. Seven initial trustees have been appointed by the Governing Body in City of Kalispell Ordinance 1675, and future trustees shall be appointed by the Appointing Authority and approved by the Governing Body utilizing the following nomination and election process:

- 1. Notice of board vacancy and request for nomination for hotel category being vacated sent to all TBID members on record.
- Interested Hotel owner or authorized designee submits board application.
- Ballot including nominations distributed to all TBID members. Completed ballots returned to designated TBID board member or staff.
- TBID board votes to approve leading nominee. TBID board recommendation is forwarded to the Appointing Authority for approval by the Governing Body.

If a nomination from the appropriate vacating hotel category is not submitted, the TBID board may request nominations from the other hotel category. The interim trustee will serve out the term in full or until a nomination is received from the vacated hotel categories. If a nomination is submitted by the vacated hotel category during the term, a special ballot and election shall be held. That recommendation will be forwarded to the Appointing Authority for approval by the Governing Body immediately. The interim trustee position must revert back to the appropriate hotel category at the end of the term.

Section 2.6 Term. Three of the trustees who are first appointed must be designated to serve for terms of 1, 2, and 3 years, respectively, from the date of their appointments, and two must be designated to serve for terms of 4 years from the date of their appointments. For a seven-member board, there must be two additional appointments for terms of 2 years and 3 years, respectively. After initial appointment, trustees must be appointed for a term of office of 4 years, except that a vacancy occurring during a term must be filled for the unexpired term. A trustee shall hold office until the trustee's successor has been appointed and qualified,

Section 2.7 Absences. If, within a period of twelve (12) consecutive months, any trustee is absent from three (3) or more regular Board meetings, notice of which has been given to the trustee at the trustee's usual place of work or residence, or by announcement at a

meeting attended by the trustee, the Chairman may call such absences to the attention of the Board which may then recommend to the Appointing Authority that such trustee be removed and that another person be appointed to serve for the unexpired term.

Section 2.8 Resignation, Removal and Vacancies. A trustee may resign at any time by delivering written notice to the Board. A trustee's resignation is effective upon delivery of the notice of resignation unless the Board authorizes otherwise. A member of the Board may be removed by the Appointing Authority, with the consent of the Governing Body. A vacancy on the Board shall be filled by the Appointing Authority, with the approval of the Governing Body.

Section 2.9 Powers and Duties. The Board shall have those powers set forth in the Act, The Board's responsibilities shall include, without limitation, (1) administration of the TBID, including oversight of expenditure of its funds; (2) the establishment of goals and policies for the TBID, (3) providing annual budgets and work plans to the Governing Body for approval each fiscal year; (4) nomination of trustees for the TBID to the Appointing Authority and Governing Body; (5) recommending to the Governing Body for approval each fiscal year a method of levying an assessment on the property within the TBID that will best ensure that the assessment on each lot or parcel is equitable in proportion to the benefits to be received; (6) appointment of a director of the TBID; (7) approval and implementation of projects and programs to be undertaken or administered in furtherance of the objectives of the TBID and the purposes of the Act, (8) compliance with the requirements of the Act, and (9) long range and strategic planning.

Section 2.10 No Compensation. Members of the Board may receive no compensation.

### Article III Meetings of the Board

Section 3.1 Regular Board Meetings. The regular monthly meetings of the Board shall be held at a time and location determined by the Board. Notice of such meetings shall be provided by telephone, telefax, U.S. mail, e-mail, or other communication, at least seventy-two hours before the regular meeting is to occur. Public notice of regular Board meetings shall be provided via news release, web site, newspaper advertisement or other method determined by the Board to inform the community.

Section 3.2 Special Board Meetings. The Chair or any officer and two members of the Board may call a special meeting of the Board upon at least forty-eight hours' notice as provided in Section 3.1 to each member of the Board. Such notice shall state the purpose for which such special meeting is called.

Section 3.3 Quorum. A quorum of the Board consists of a majority of the number of trustees in office immediately before the meeting begins. Trustees may be in attendance at any meeting in person or by telephone connection, but any such connection shall permit



any trustee not attending in person to hear all discussion concerning any item upon which action is to be taken, and shall permit all persons in attendance to hear the trustee attending by telephone.

- Section 3.4 Board Action. If a quorum is present at a meeting of the Board, then the affirmative majority vote of the trustees present at the meeting shall constitute the act of the Board. The Board may not take any action unless a quorum of the Board is present, except a majority of less than a quorum may adjourn the meeting from time to time without further notice. Each trustee shall have one (1) vote.
- Section 3.5 Proxy Prohibition. No proxy voting shall be permitted.
- Section 3.6 Actions by Written Consent. Any action of the Board may be taken without a meeting and may be in the form of fax or email. A 2/3 majority of the voting members of the Board are required to pass a written motion.
- Section 3.7 Committees. The Board may designate and establish such committees and task forces as it considers appropriate to carry into effect the objectives and purposes of the TBID. Committee chairs will be appointed by the Chair of the Board. Committee meetings or task force meetings may be called at any time by the chairperson of the committee or task force or by the Chair of the Board. At any duly called meeting of a committee or task force, those present shall constitute a quorum. Each committee and task force shall study, investigate and make recommendations to the Board on subjects within the general scope of activity assigned it by the Chair of the Board or which subsequently may be referred to it by the Chair of the Board or by the Board.

#### Article IV Officers

- Section 4.1 Officers. There shall be a Chair, a Vice Chair, a Secretary/Treasurer and TBID Executive Director of the Board who shall be the officers of TBID. In the absence of the Chair the Vice Chair shall act as chairman. The Executive Director is a non-voting member of the Board.
- Section 4.2 Election of Officers. Officers shall be elected annually by the Board at the last regular meeting of the fiscal year. Any officer may sign all official documents on behalf of the organization upon approval by the Board, and shall have such other duties as the Board may direct. Officer terms shall coincide with the terms of board trustees, May 1 – April 30. Officers shall be elected annually by the Board at the last regular meeting of the term year. Vice Chair officer shall be appointed to Chair position, secretary/treasurer and vice-chair positions are selected by the board. List of appointed officers is sent to the Appointing Authority for their records.
- Section 4.3 Chair. The Chair shall preside at all meetings of the Board and at any other meetings of the TBID. The Chair shall appoint members to such committees and task forces as are created by the Board of Directors. The initial chair shall be appointed by the Mayor of the City of Kalispell, pursuant to §7-12-1122 M.C.A. The term of office of the Chair shall be for one year or until his/her successor is elected.

- Section 4.4 Vice Chair. The Vice Chair shall perform the duties and exercise the powers of the Chair in the absence or disability of the Chair and shall perform any other duties as prescribed by the Board of Directors.
- Section 4.5 Secretary/Treasurer. The secretary/treasurer shall keep a record of all proceedings, minutes of meetings, certificates, contracts and corporate acts of the Board and shall be responsible for oversight of the financial records of the organization. The Board may appoint an assistant secretary/treasurer who need not be a member of the Board.
- Section 4.6 Executive Director. An Executive Director of the TBID shall be appointed by the Board. The Executive Director must be the executive director of a nonprofit convention and visitor bureau, as defined in 15-65-101, M.C.A., if a nonprofit convention and visitors bureau is operating within the Governing Body's jurisdiction. The Executive Director shall be charged with the general supervision and management of the business affairs of the TBID. The Executive Director shall be the chief executive officer and shall be charged with initiating and implementing the marketing plan, budget and related projects, the general supervision over employees, including their duties and compensation in conformity with the policies approved by the Board. The Executive Director shall keep the minutes of the Board meetings, keep other records as the Board may direct, and perform such other duties as may be prescribed by the Board, these Bylaws, or by law. The Executive Director shall so manage the affairs of the TBID as to promote the objectives for which the TBID is organized.
- Section 4.7 Other Officer Duties. The Board may provide such additional duties for any officer, as it deems necessary.
- Section 4.8 Officer Vacancy. A vacancy in any office shall be filled by the Board at its next regular meeting for the remainder of the unexpired term.

## Article V Conflict of Interest

- Section 5.1 Conflict of Interest. A conflict of interest transaction is a transaction with the TBID in which a trustee of the TBID has a direct or indirect interest. A conflict of interest transaction is not voidable or the basis for imposing liability on the interested trustee if the transaction was fair at the time it was entered into or is approved pursuant to Mont. Code Ann. §35-2-418. However, in no event shall the interested trustee vote on the decision to enter into such transaction. Any trustee having an interest or conflict in a transaction presented to the Board for authorization, approval, or ratification shall make a prompt, full and frank disclosure of his or her interest to the Board prior to its acting on such transaction. Such disclosure shall include any relevant and material facts, known to such person, about the transaction which might reasonably be construed to be adverse to the TBID's interest. The Board shall thereupon determine, by majority vote, whether the disclosure shows that a conflict of interest exists or can

occupancy to assure proper collections of assessments. All audit results should be distributed in writing on a timely basis to the Board.

- Section 6.8 Use of Assessments. Assessments collected by the TIBD shall be used for the following purposes:
- (a) The funding of all uses and projects for tourism promotion within Kalispell as specified in the Kalispell TBID budget; and
  - (b) The marketing of convention and trade shows that benefit local tourism and lodging businesses in Kalispell; and
  - (c) The marketing of Kalispell to the travel industry in order to benefit local tourism and the lodging businesses located within the Kalispell TBID; and
  - (d) The marketing of Kalispell to recruit major sporting events in order to promote local tourism and to benefit the lodging businesses within the Kalispell TBID.

Section 6.9 Spokesperson. Only the Chair of the Board, the Executive Director, or their designee shall have authority to speak on behalf of, or to issue press releases for, the Board or the TBID

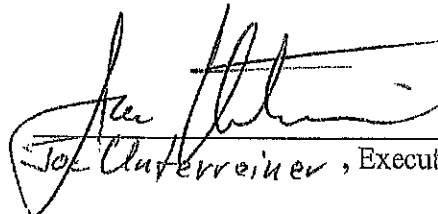
#### **Article VII Amendments**

Section 7.1 These Bylaws may be amended or repealed and new Bylaws adopted by the Board any regular or special meeting of the Board by the affirmative vote of at least two-thirds (2/3) of the trustees.

#### **CERTIFICATE OF ADOPTION OF BYLAWS**

The undersigned hereby certifies that the above Bylaws of the **Kalispell Tourism Business Improvement District** were duly adopted by majority vote of the Board of Directors at a duly held meeting on April 6, 2011, and now constitute the Bylaws of the Kalispell Tourism Business Improvement District.

DATED: April 6, 2011

  
\_\_\_\_\_  
Joe Clatterreiner, Executive Director

reasonably be construed to exist. If a conflict is deemed to exist, such trustee shall not vote on, nor use his or her personal influence on, nor participate (other than to present factual information or to respond to questions) in the discussions or deliberations with respect to such contract or transaction, nor shall the trustee be counted in determining the quorum for the meeting. The minutes of the meeting will, upon request, reflect that a disclosure was made, the action taken with respect to such disclosure, and, if applicable, the abstention from voting and the presence of a quorum.

## Article VI Administrative and Financial Provisions

- Section 6.1 Fiscal Year. The fiscal year of TBID shall be July 1 - June 30.
- Section 6.2 Check Writing Authority. The Board shall establish limits on the check writing authority of trustees, officers, employees, and agents of TBID.
- Section 6.3 Budget and Marketing Plan. Expenditure of all income shall be allocated to meet the operating needs of the TBID under a budget and marketing plan prepared by the Executive Director and adopted by the Board and the Governing Authority. The Executive Director shall make a cumulative report each month to the Board on income and expenditures. The approved budget and marketing plan shall be reviewed as requested by the Board to assure that funds are being expended as allocated and to determine if any reallocation of resources is needed.
- Section 6.4 Disbursements. Upon approval of the Fiscal Year Budget by the Board and the Governing Body, the Executive Director is authorized to make such disbursements as necessary on accounts and expenses provided for in that budget, without additional approval from the Board. Such disbursements may be made by check and require any one (1) of the following signatures: Executive Director or Chair or any designated trustee(s). Checks shall be supported by proper requisitions, vouchers, statements, or other evidence showing the expenditure to be appropriate and authorized under the budget.
- Section 6.5 Indebtedness. No loan or advance shall be made or contracted on behalf of the TBID, and no note, bond, or other evidence of indebtedness shall be executed or delivered in its name except in the manner provided by law and as authorized by the Board.
- Section 6.6 Public Records. All financial records of the TBID related to assessments are public documents and shall be made available to any member of the public who wishes to see them, provided arrangements are made in advance to review said records in the office of the TBID during regular office hours. Approval of a majority of the Board shall be required to remove any financial record of the TBID from the public file.
- Section 6.7 Audit. The Board shall engage an independent certified public accounting firm to audit, annually, all general and special accounts of the TBID in accordance to the standards established by the City of Kalispell. The firm may be instructed to perform unannounced audits at any given period of the year for verification of accounts, in addition to the annual audit. The Board may from time to time audit hotel reports of

occupancy to assure proper collections of assessments. All audit results should be distributed in writing on a timely basis to the Board.

- Section 6.8 Use of Assessments. Assessments collected by the TIBD shall be used for the following purposes:
- (a) The funding of all uses and projects for tourism promotion within Kalispell as specified in the Kalispell TBID budget; and
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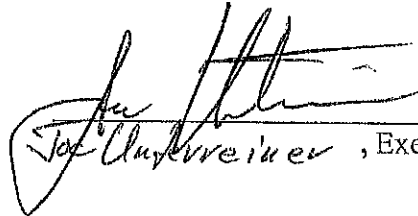
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DATED: April 6, 2011

  
\_\_\_\_\_  
Joe Claverre, Executive Director

ORDINANCE NO. 1721

AN ORDINANCE AMENDING ORDINANCE NO. 1675 THAT ESTABLISHED THE REGULATIONS FOR THE TOURISM BUSINESS IMPROVEMENT DISTRICT BY CREATING A CLASS OF ASSOCIATE MEMBERSHIP AND ESTABLISHING REGULATION THEREFORE, DECLARING AN EFFECTIVE DATE, AND AUTHORIZING THE CITY ATTORNEY TO CODIFY THE SAME.

WHEREAS, the Tourism Business Improvement District [TBID] was created by Resolution on May 3, 2010, pursuant to Title 7 Chapter 12 Part 11 and its regulations were created pursuant to Ordinance No. 1675 on May 17, 2010; and

WHEREAS, pursuant to requests by hotel properties outside of the District the duly elected trustees of the TBID have determined that it would be in the best interests of the District to accept associate memberships from those properties subject to certain terms; and

WHEREAS, the TBID Board of Trustees has determined the terms that should be incorporated in an Associate Membership Agreement as set forth in Exhibit "A" attached hereto; and

WHEREAS, the City Council has reviewed the recommendation of the TBID Board of Trustees as well as the terms proposed to regulate Associate Membership and find such recommendations to be in the best interests of the TBID and the City of Kalispell.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF KALISPELL AS FOLLOWS:

**SECTION I.** The Tourism Business Improvement District is hereby authorized to accept voluntary associate memberships from hotel properties located outside of the District on the terms of agreement as set in Exhibit "A", attached hereto and incorporated fully herein by this reference.

**SECTION II.** The City Attorney is hereby authorized and directed to recodify this Ordinance.

**SECTION III.** This Ordinance shall take effect thirty (30) days after its final passage.

PASSED AND APPROVED BY THE CITY COUNCIL AND SIGNED BY THE MAYOR OF THE CITY OF KALISPELL THIS 19TH DAY OF FEBRUARY, 2013.



Tammi Fisher  
Mayor

ATTEST:



Theresa White  
City Clerk

## EXHIBIT "A"

### REGULATION OF ASSOCIATE MEMBERSHIP TO THE TOURISM IMPROVEMENT DISTRICT

#### APPROVAL

TBID Associate Membership is available to lodging properties with a Kalispell physical address. A property receives approval as a TBID Associate Membership by the TBID Board of Directors. Requesting property submits a letter of request to the Kalispell Convention & Visitor Bureau outlining the property specifications and acknowledgement of the terms of the Kalispell TBID Associate Member contract and TBID Bylaws. That request is then submitted to the TBID Board of Directors for approval at the next available scheduled monthly Board meeting. Contract is signed by the TBID Chairman of the Board and returned to requesting property for signature by property owner.

#### TERMS OF AGREEMENT

Term: Effective the date of signed contract and remain in force until the end of the established district (June 30, 2020) or until ownership change. Upon a change of property ownership new owner reapplies within 30 days of taking over. If application is not received within 30 days, property is removed from all TBID marketing. If the new owner chooses to submit a request for Associate Membership, the TBID Reinstatement policy takes effect.

Termination without Cause: Penalty for early termination - \$5,000 – For purposes of marketing costs recoupment.

Termination with Cause: Either party may terminate this Agreement, for cause, if either Party notifies the other Party of a material breach of any provision of the Agreement. The breaching Party shall have thirty (30) days following notice to cure the breach. The notice shall specify the alleged breach and the date on which termination will be effective unless such breach is cured to the satisfaction of the non-breaching Party within the time period allowed.

#### BENEFITS

TBID agrees to promote the subject property equally to the TBID members within the established district in marketing initiatives produced with TBID funds. This includes DiscoverKalispell.com, Kalispell visitor guide, social media platforms, e-marketing, online marketing, group/meeting and convention RFPs, and opportunities to promote lodging packages or other initiatives determined by KCVB and TBID.

#### TBID BOARD OF DIRECTORS

Kalispell TBID Associate Members may serve as ex-officio non-voting board members and attend the monthly TBID board of directors meetings.

#### CONFIDENTIAL INFORMATION AND INTELLECTUAL PROPERTY

During the term of the Agreement, the Parties anticipate that certain information and intellectual property will be developed for the purposes of the Chamber/CVB and the TBID's mission and activities. Said confidential information and intellectual property includes, but is not limited to, databases, lists, customer lists, financial and proprietary information, concepts, documents, materials,

trade secrets, business contacts, and ideas about current and future projects which the Chamber/CVB or TBID regards as confidential.

### INDEMNIFICATION

The TBID and the associate member will agree to indemnify the other party for any damages caused to the indemnified party by the negligent action of the indemnifier.

### SPOKESPERSON

Only the Chair of the Board, the Executive Director, or their designee shall have authority to speak on behalf of, or to issue press releases for, the Board of the TBID.

### PAYMENT

TBID Associate Members shall abide by the TBID General Payment Instructions and Payment Reporting Form. Payments are made quarterly to the City of Kalispell. Payment and reporting form must be received or postmarked on the last day of the reporting quarter. The instructions and reporting form shall be attached as Addendum A.

Delinquent Payment (as stated in the Kalispell TBID By-Laws): Any lodging facility that fails to file a required payment and reporting form with Kalispell City Treasurer by the due date will be assessed a late filing penalty of \$50 and a penalty of .83% a month or a fraction of a month on the unpaid TBID fees. Penalty may not exceed 10% of the amount due. The penalty accrues on the unpaid TBID fees from the original due date of the return regardless of whether the taxpayer has received an extension of time for filing a return. The bylaws shall be attached as Addendum B.

Reinstatement: If payment is not made within 10 days of due date, the subject property will be removed from all TBID marketing. A penalty of \$2,500 will be charged to reinstate subject property into TBID marketing materials. This reinstatement will commence upon receipt of full payment of quarterly collections, any accrued delinquent payment fees and \$2,500 reinstatement fee to the City of Kalispell.

Failure to Collect and Report (as stated in the Kalispell TBID By-Laws): If any lodging facility fails or refuses to collect the assessment and to make, within the time provided for report and remittance of the assessment or any portion thereof required, the TBID Board of Directors will issue a certified letter to the facility instructing that if payment and reporting form are not received in 10 days from receipt of the letter, the Kalispell City Treasurer will be notified and the following collection process will be executed:

- A. Kalispell City Treasurer shall proceed in manner which assumes full occupancy for all rooms of the hotel property for the purpose of estimating the base upon which to calculate the assessment due. The Kalispell City Treasurer shall proceed to determine and assess against such lodging facility, the assessment and penalties.
- B. In case such determination is made, the Kalispell City Treasurer shall give a notice of the amount so assessed by serving it personally or by depositing it in the United States mail, postage prepaid, addressed to the lodging facility so assessed at its last known place of address. Such lodging facility may, within 10 days after the serving or mailing of such notice, make application in writing to the Kalispell City Treasurer for a hearing on the amount assessed.



- C. If application by the lodging facility for a hearing is not made within the time prescribed, the assessment, and penalties, if any, determined by the Kalispell City Treasurer, shall become final and conclusive and immediately due and payable. If such application is made, the Kalispell City Treasurer shall give not less than five days' written notice to the lodging facility, to show cause at a time and place fixed in the notice why the amount specified therein should not be fixed for such assessment and penalties.
  
- D. At such hearing, the lodging facility may appear and offer evidence why such specified assessment and penalties should not be so fixed. After such hearing, the Kalispell City Treasurer shall determine the proper assessment to be remitted, and shall thereafter give written notice to the lodging facility in the manner prescribed herein of such determination and the amount of such assessment and penalties. The amount determined to be due shall be payable after 15 days unless an appeal is taken.

**WEBSITE (M/M Comparison)**

<b>Users</b> 9,414 (+69.56%)	<b>Pgs/Session</b> 3.53 (+2.55%)	<b>Session Duration</b> 1:34 (+8.88%)	<b>Page Views</b> 38,978 (+78.14%)
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**Top Cities**

1. Kalispell	6. Missoula
2. (not set)	7. Salt Lake City
3. Whitefish	8. Meridian, ID
4. Los Angeles	9. Dallas
5. Haitom City, TX	10. Murray, UT

**aRes (Google Analytics)**

list views	4,966 (72% increase M/M)
list clicks	174
list CTR	3.50%
<b>Lodging Page</b>	
page views	1,085

**CONVERSIONS**

	Month	YTD (fiscal)
VG Requests (online & postal)	925	4,631
Newsletter subscribers	190	2,232
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**



	Facebook	Instagram	Twitter
Followers	36,995	10,591	3,924
Impressions	69,142	-	27,400
Reach	54,418	61,092	-
Engaged Users	4,265	-	-

**OTHER**

Top referral sites : Facebook, Instagram, google ads, aRes.  
Most visited pages: COVID19 updates; Downtown; GNP, events, lodging, Flathead Lake, getting here.

Paid Social: 35,749 impressions, 739 clicks, 2.07% CTR, 97 VG requests, \$991.89 total spend

Webpage marketing (SEM): 261,522 impressions, 836 clicks, 0.32% CTR, 2 conversions, \$964.46 total spend

**VISITOR INFORMATION CENTER**

	Month	YTD (fiscal)
Calls	119	1,478
Walk-ins	0	4,206
Follow Up Pgrm	0	368
VG's requested	858	3,795
<b>TOTAL</b>	<b>977</b>	<b>9,847</b>

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements	2,574 (-86.9%)	63,952 (5.3%)
GNP Recreational Visits	0	56,048 (-98%)

**LODGING**

	Dec	Jan	Feb	Mar	Apr	May	Jun	Fiscal YTD Avg
<b>Kalispell</b>								
<b>OCC</b>	32.2%	33.0%	37.3%	27.4%	18.3%	29.7%		45.0%
econ class	22.7%	22.9%	24.9%	20.4%	21.8%	31.5%		
mid/upper	36.4%	37.4%	42.7%	31.4%	16.8%	28.9%		
<b>ADR</b>	\$71.73	\$72.62	\$74.24	\$70.26	\$61.67	\$68.57		\$91.93
econ class	\$53.11	\$53.26	\$54.42	\$53.27	\$49.61	\$53.07		
mid/upper	\$76.82	\$77.81	\$79.30	\$76.93	\$68.54	\$75.96		
<b>DEMAND</b>	19,684	20,137	17,838	16,744	10,816	18,141		27,066
<b>Comp Set</b>								
<b>Avg OCC</b>	43.9%	43.5%	52.3%	37.0%	19.98%	30.9%		

# June 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:

- Participated in weekly Flathead Crisis Management calls
- Listened to webinars, Meeting Professionals International, Destination International, Vacation by Rail
- IDSS Training-our CRM
- Met with Hilary Hanson-FCHD on hotel information and group forms
- Worked on Visitor Guide and Relocation mailing
- Worked on setting up Visitor Center
- Interview with KGEZ on 80% rebooking
- Interview with Bret Sorbin for Daily Interlake Article on Group business rebooking 80%
- Provided visitor guides and bags to Desoto Grill for the Big Shindig
- Checked in with Visitor Center Volunteers to update on the VIC opening-no volunteers this year due to the safety and concern of COVID. We will not be open weekends.
- Did calls to our hotel partners to check in-here are a few key take-aways:

### Week 12-June 8-12, 2020

- Seeing many inquiries regarding the park opening June 8-not an increase in reservations yet.
- Average occupancy ranging from 20%-50% with extended stays having a higher occupancy.
- Shorter booking windows-1-3 weeks.
- Down on an average of 40-75% for future reservations in July and August, compared to this time last year.
- Most properties are slowly bringing staff back, waiting for a higher occupancies, utilizing core staff.
- Most still providing a grab n go breakfast.
- Still experiencing more week day reservations rather than weekends.
- Hotel pools and gyms open-most are limiting the number and managing it by providing a key obtained at the front desk.
- With the new cleaning protocols rooms are taking an average of 20-30 more minutes to clean.

## Future Conferences & Large Events:

### 2020

- 2020 Three Blind Refs Soccer Tournament-Citywide-CANCELLED
- 2020 The Big Shindig-June 20, 2020-DeSoto Grill
- 2020 Montana Renaissance Faire-July 18-19-Majestic Valley Arena-CANCELLED
- 2020 Event at Rebecca Farm-July 22-26, 2020-not allowing spectators
- 2020 Montana Renaissance Faire-July 25-26-Majestic Valley Arena-CANCELLED
- 2020 Cirque Ma'Ceo-August 14-16-Majestic Valley Arena
- 2020 Hero's for HERR-September 4-5, 2020-Majestic Valley Arena
- 2020 MEDA-MT Economic Development Association-September TBD, 2020-Red Lion
- 2020 WELD-Western Extension Leadership Development-May 17-23, 2020-Hilton
- 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

### 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 MT District #5350 Conference (Rotary)-April 23-25, 2021-Hilton
- 2021 MT Meat Processors Conference-April 21-26, 2020-Hilton
- 2021 Spartan Race-May 1-2, 2021
- 2021 NW Regional App Challenge-May 1-2, 2021
- 2021 International Bear Association-May 2021-Red Lion + overflow rooms
- 2021 Battalion Reunion-May 11-15, 2021-Red Lion
- 2021-State Softball-May 27-29, 2021
- 2021 National Forest Legacy Conference-June 2021-Red Lion
- 2021 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms
- 2021 MT Newspaper Association-June 2021-Hilton
- 2021 BMW Rally Post Excursion-June 24-June 27, 2021
- 2021 Under the Big Sky Festival-July 17-18, 2021
- 2021-POMA-June dates tbd & location tbd
- 2021 USS St. Paul Association-September 2021-Hilton
- 2021 MT Ghost Town Preservation Society-Sept 2021-Hilton

### 2022

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