

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, August 26, 2020  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce and Online Access via [Zoom](#)**

**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. Presentation – Kalispell Long Range Transportation Plan, Mark Rohweder with KLJ

3. Event Grant Application – Bo Wagner, Northern Rodeo Association Finals. Northern Rodeo Association will hold their 2020 Finals Rodeo at Majestic Valley Arena, October 22 – 24. NRA has submitted an event grant request for \$1,000 to help cover rent and expenses related to the venue.

4. The Abbi Agency – meet representatives from TAA, Discover Kalispell’s new creative agency.

4. Board Action Items

- a) Approval of minutes from July 1, 2020
- b) Approval of TBID financial statements for June 2020 and July 2020

5. Board Discussion

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

Enclosures: July 1, 2020 board meeting minutes  
July 26, 2020 TBID work session minutes  
TBID financial statements for June and July, 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 26	September 23	October 28	November 25	December 23

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, July 1, 2020  
3:00 – 5:00 pm  
Location: Kalispell Chamber Conference Room**

**MINUTES**

**Board Members Present:** Emily Schroeder, Bryce Baker, Zac Ford, Joe Alexander, Britta Joy.  
Dawn Hendrickson and Janet Clark attended via Zoom.

**Board Members Absent:** none

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

**Guests:** Scott Rieke, Best Western Flathead Lake Inn & Suites

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The meeting was called to order at 3:03 pm by Chair Emily Schroeder.

**1. Hear from the public – none**

**2. Board Action Items**

**a. Approval of minutes from May 6, 2020 and June 3, 2020:**

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

**b. Approval of TBID financial statements for April 2020 and May 2020:**

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

**c. Review and approval of original TBID documents for new district (July 1, 2020 – June 30, 2030):**

**1. Operating Agreement – original document dated May, 2010.**

Motion was made by Zac Ford to approve the adoption of “Rocky Mountain Consumer Price Index” to replace “Montana Consumer Price Index” in Section III Services, Part A, #1: Offices Space, Furniture, Supplies and Services. Motion was seconded by Janet Clark. Discussion: none. Board approved unanimously.

**3. Associate Membership Agreement – original document dated February, 2013.**

Motion was made by Bryce Baker to amend the Associate Membership Agreement, Exhibit A, to allow for one voting associate member seat on the TBID board of directors. Motion was seconded by Zac Ford. Discussion: see #2. Board approved unanimously.

**2. By Laws – original document dated April, 2011.**

Motion was made by Joe Alexander to amend Article II, Section 2.3 of the bylaws to allow for one associate member board position per discussion on Associate Member Agreement. Only one associate member can be on the board at a time and must be current on payments and in good standing. Motion was seconded by Zac Ford. Discussion: associate members can run for one seat on the board. The position won't be limited to a specific property size category. Diane will explain the change to Charlie Harball. Board approved unanimously.

### 3. Board Discussion

#### a. Event and Grant recipient updates

- An application for a Visitor Development Grant was received from Dimon LLC for a mural. Consensus of the board was that due to the reduction of the grant budget from \$15,000 to \$5,000, priority in grant funding should be given to events that will generate room nights.
- Adam Libby who was awarded a grant for Kalispell PBR which was scheduled for June, 2020 and canceled due to COVID will be asked to reapply. Adam will be notified that it's not guaranteed that he'll receive the same amount.
- A call with Spartan, Inc. is scheduled next week to discuss a location for a Hurricane Heat event involving 50 – 100 participants the third week of September.
- Indoor Soccer is still planned for October 23 – 25.

#### b. Marketing updates

- An in-state travel campaign will run through July 15.
- A weekly Discover Kalispell Instagram story campaign is running to promote downtown Businesses to help boost downtown, the heart of our community, during the pandemic.
- MOTBD is currently messaging safety rather than promoting travel to the state.
- Retargeting Google ad words is continuing.
- CARES Act funds will be disbursed by the Montana Department of Commerce to tourism regions and CVB's. Discover Kalispell will receive \$97,000. Half will be used for COVID-related health messaging, supporting the state's key safety and health messaging. The remaining grant funds is available for safety marketing (continuing DK's in-state and local campaigns which convey the health and safety messaging). Some of the marketing funds will be reserved for co-op marketing with MOTBD for later this year. Staffing costs related to implementation of the grant are eligible.
- Destination Analysts are using our website to gather data about how travelers use a DMO's website during the various planning stages. We'll have access to this valuable data which would be costly for us to purchase.
- Checking account balance is \$275,000 which is on track based on projections of reduced expenditures and Q3 revenue. Q4 occupancy is trending higher than originally projected so Diane recommends waiting until fall to consider reviewing FY21 budget.
- The Kalispell Chamber/CVB received the social services grant (CARES Act Funds). Half (\$5,000) will be applied to off-set wages in June for the TBID account.
- Kalispell Chamber received a \$10,000 grant to cover COVID-related expenses., the Business Adaptability Grant. Some funds went towards off-setting costs associated with readying the VIC to be open to the public.
- Five proposals were submitted for the RFP for creative agency and media buy. Britta Joy, Joe Alexander and Kate Lufkin served on the RFP evaluation committee along with Diane. Two finalist agencies were selected after the committee had a call with each applicant: The Abbi Agency from Reno, NV and Kinetic from Billings. It's anticipated that the contract will be awarded following the presentations/interviews from those two agencies, approximately by July 10.

#### c. Group, M&C updates

- Montana League of Cities and Towns decided to move their Kalispell conference to 2022. They will hold their 2021 conference in Helena.
- Dawn delivered guides to all TBID properties along with front desk information about COVID

resources.

- An occupancy rate survey will be sent out to TBID members.
- TBID member quick response to weekly requests for availability is appreciated.
- The VIC in West Glacier will not be open this summer due to COVID. Information will be available in outside racks.
- Dawn is hosting the Church of God for a site visit for an October conference.
- An RFP was received from C-Event.

**d. Coronavirus health crisis – roundtable discussion**

- The Emerald Softball Tournament moved their July 24 – 26 event from Great Falls to Kalispell.
- The Legion Tournament takes place July 11.
- Hilton Garden is booking some room blocks for weddings at Snowline. All of HGI's weddings were moved to 2021.
- The Zero Road film crew is staying at the Red Lion.
- The Governor's Cup gold tournament has been canceled.
- The Event at Rebecca Farm will have fewer competitors this year and will not be allowing spectators.
- Board members observed that everyone was wearing masks during recent trips to Denver and California. Some states are shutting things down again as COVID cases increase.
- As cases increase in Montana, it's possible that Governor Bullock will require masks.

**e. Other discussion**

**Flathead County Health Department COVID Guidelines**

Bryce brought up concerns about the Flathead County Health Department guidance for lodging facilities. He is primarily concerned about Section #4 about guests who test positive for COVID and feels the health department is putting unreasonable requirements on the hotels.

Bryce and Emily volunteered to draft a letter to Public Health Officer Hillary Hanson stating that their ownership groups will not comply with #4 and that the situation is a public health concern, not a hospitality concern. It was recommended to consult Charlie Harball before the letter is drafted to see what rights the hotels have in this situation. Joe Unterreiner recommended broadening the coalition to include Whitefish CVB and the Big Mountain Commercial Association.

Diane, Emily and Janet will talk to Charlie next week. Bryce will get in touch with his contacts at Whitefish lodging properties to see if they're interested in a joint effort.

**Meeting adjourned at 4:30 pm.**

Respectfully submitted: Diane Medler

For further information, please contact:  
[diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

**TBID Work Session**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, July 22, 2020**  
**3:00 pm – 5:00 pm**  
**Location: Kalispell Chamber of Commerce and Zoom**

Board Members Present: Zach Ford, Britta Joy, Janet Clark, Emily Schroeder (Zoom)  
Board Members Absent: Bryce Baker, Joseph Alexander

Staff Present: Diane Medler, Dawn Jackson, Joe Unterreiner

Guests: Robert Hal – Holiday Inn Express, Scott Rieke – Best Western, Nikhil Parekh (Zoom) – Quality Inn, Becky - Travelodge, Winnie Storli – Blue & White, Skyler Rieke (Zoom) – Best Western, Bret Serbin (Zoom) – Daily Inter Lake.

Presenters: Flathead County Health Department (Zoom): Lisa Dennison, Tamalee St. James Robinson. NW Drug Task Force-Joel and Randy. Kalispell City Police Department- Captain Brett Corbett

**Flathead City County Health Department (FCCHD)**

The group discussed the concern of non-payment should a guest be required to quarantine for 14-days. Who is responsible and what is the protocol if they do not follow the isolation policies set forth by the FCCHD?

**Key take-aways:**

- FCCHD is unable to inform hotels if a guest has tested positive for COVID-19 and has been instructed to quarantine due to HIPPA laws.
- If someone is not following quarantine policy, the FCCHD has the right to issue an Isolation Order and if that is not followed law enforcement can be notified through the FCCHD.
- Hotels have the right to refuse service-Review current hotel policies on specifics.
- Calls to the FCCHD are welcomed and they are happy to walk you through any concerns or issues you have.
- Asymptomatic testing/Snapshot testing is no longer being done due to the length of time it takes to receive results. Private facilities may be doing the asymptomatic testing.
- Treat all guests as if they have COVID.
- When someone visiting from out of state tests positive the FCCHD does an initial consult and informs them:
  - They must quarantine for 14 days without leaving their room or until they get a negative test result.
  - No service is allowed-everything is to be set outside by the door
  - They receive daily calls from the FCCHD and the health department will do everything they can to assist them, including getting them back home.
  - They are not allowed to fly.
  - If symptoms worsen, they are instructed to call the FCCHD emergency line or 911. FCCHD will coordinate any care needed.
  - If they are not following policy in the hotel, they can be issued an Isolation Order.
  - Encourages the quarantined person to inform hotel management.

Call to Action:

- Have hotels follow up with ownership about specific concerns. Ask about similar situations and potential solutions that may have occurred in different cities or states for guests being quarantined that do not have the money to pay. What was the follow up with their local country health departments.
- Discuss concern with MLHA.

**Northwest Drug Task Force**

Discussed red flags to potential drug trafficking or illegal activity that has increased recently at Kalispell hotels.

Current trends with illegal drug activity:

- Seeing an increase in drug trafficking due to stimulus income.
- Seeing a rise in drugs being brought over from Washington state.
- Meth and Heroin are still the most common drugs, seeing an increase in cocaine.
- Seeing an older population (50-60's) getting involved in drugs. Being released (from crimes done in 1990's) and entering the drug world again.

Recommendations and things to look for from NW Drug Task Force:

1. Do not accept cash-ALWAYS authorize credit cards first!
2. ALWAYS match ID with credit card.
3. Only provide a key to the registered guest. If another is requested require their information.
4. Be cautious of electronic/mobile check ins.
5. Be aware of isolation requests-check hotel policies for Do Not Disturb protocol.
6. Be concerned if someone has a Do Not Disturb sign up for several days – consider implementing a new protocol to check daily (it may require rewording your signage).
7. If you have any suspicion check the [Flathead County Warrants](#) website.
8. Do not rent to Brian Guy or Amanda Ray.
9. Check the actual car license with their driver's license to see if the states match. Even local cars are not matching ID's.
10. Other guest complaints.
11. Late check-ins.
12. Using the laundry service frequently.
13. Ask the guest a lot of questions. Example: What brings you here? Should be here either as visitor, for work, relocating.

Suggestions for suspicious guests:

1. Call non-emergency number (406-260-4319) to do a patrol check for both guests and non-guests. Be very clear with KPD about what you want them to do when you call.

Call to Action:

- KCVB will update the safety awareness contact list and send to TBID properties for their use to share DNR lists if they choose.

Kalispell Tourism Business Improvement District  
Summary of Financials – June 2020

Checking account balance as of 6/30/2020

\$281,951.75

TBID Account – Expense Summary

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

Marketing Support: Agency services

Website: Website maintenance and SEO/SEM

Consumer: Social media admin; downtown campaign; in-state campaign; airport display; credit of sponsorship for MN Outdoors show

Meetings & Convention: Quarterly IDSS payment

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

KCVB Event Account – Expense Summary, January - June 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: \$12,442.37

aRes:  
Balance forward from 2019: \$390.65  
Income: \$12.34  
Expenses: \$0  
Balance: \$402.99

Meetings & Conventions: (Step-on guide services and misc.):  
Balance forward from 2019: \$845.53  
Income: \$0  
Expenses: \$0  
Balance: \$845.53

Account Admin:  
Balance forward from 2019: \$114.63  
Income: \$7,850.00 \*\*\* includes \$5,000 grant (CARES ACT Funding) used to reimburse TBID for wages  
Expenses: \$1,231.73  
Balance: \$8,262.03

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07/22/20

Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of June 30, 2020

	<u>Jun 30, 20</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1010 · Checking	281,665.08
1020 · Whitefish Credit Union	66,610.50
<b>Total Checking/Savings</b>	<u>348,275.58</u>
<b>Total Current Assets</b>	348,275.58
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<u><u>377,473.66</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000 · Accounts Payable	14,168.41
<b>Total Accounts Payable</b>	<u>14,168.41</u>
<b>Total Current Liabilities</b>	<u>14,168.41</u>
<b>Total Liabilities</b>	14,168.41
<b>Equity</b>	
32000 · Unrestricted Net Assets	190,117.54
Net Income	173,187.71
<b>Total Equity</b>	<u>363,305.25</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>377,473.66</u></u>



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

07/22/20

Accrual Basis

	Jun 20	Jul '19 - Jun 20
<b>Income</b>		
4000 · TBID Revenue	96,242.00	640,189.00
4100 · Interest Income	348.87	892.39
<b>Total Income</b>	<b>96,590.87</b>	<b>641,081.39</b>
<b>Expense</b>		
5000 · Staffing	13,970.50	206,067.16
5100 · Administrative		
5160 · Rent	900.00	10,800.00
5110 · Bank Fees	2.00	31.00
5180 · Telephone	274.23	2,889.47
5140 · Office Supplies	150.80	813.99
5150 · Postage & Copies	127.28	1,243.61
5122 · Audit - Chamber	0.00	3,179.24
5125 · Accounting Services	150.00	2,530.00
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	31.75	1,721.52
5190 · Technology Support	55.00	1,005.00
5195 · Equipment (Software)	48.00	907.92
5115 · Annual Report/Mtg	0.00	2,875.92
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>1,739.06</b>	<b>34,160.67</b>
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	3,700.00
5220 · Training & Education	0.00	1,004.76
5240 · Research	0.00	5,000.00
5242 · Grant Program	0.00	4,730.00
5235 · Creative Agency Services	4,000.00	44,000.00
5237 · aRes	0.00	2,200.00
<b>Total 5200 · Marketing Support</b>	<b>4,000.00</b>	<b>67,334.76</b>
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	2,343.05
5280 · Website Marketing (SEO & SEM)	1,499.50	16,514.67
<b>Total 5250 · Web Site</b>	<b>1,499.50</b>	<b>18,857.72</b>
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	1,000.00
5430 · Social Media Administration	845.00	7,605.00
5450 · Media Buy	5,227.57	29,945.29
5460 · Travel Show Attendance	-500.00	1,954.01
5480 · Airport Visitor Display	75.00	1,050.00
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>5,647.57</b>	<b>44,783.36</b>
5500 · Events & Sports-Operatn & Promo		
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>
5550 · Groups and M&C		
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	0.00	517.50
5583 · Customer Relationship Mgmt Syst	1,500.00	4,500.00
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**  
June 2020

07/22/20

Accrual Basis

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	<u>Jun 20</u>	<u>Jul '19 - Jun 20</u>
<b>Total 5550 · Groups and M&amp;C</b>	1,500.00	31,748.46
<b>5650 · Publicity</b>		
5660 · Travel Media Press Trips/FAM	0.00	2,526.06
5665 · Proactive & Reactive PR	2,625.00	26,595.57
5680 · Kalispell Branded Merchandise	0.00	2,002.63
<b>Total 5650 · Publicity</b>	<u>2,625.00</u>	<u>31,124.26</u>
<b>Total Expense</b>	<u>30,981.63</u>	<u>449,076.39</u>
<b>Net Income</b>	<u><u>65,609.24</u></u>	<u><u>192,005.00</u></u>

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Accrual Basis

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

	<u>Jul '19 - Jun 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	640,189.00	668,000.00	-27,811.00	95.8%
4100 · Interest Income	892.39			
<b>Total Income</b>	<u>641,081.39</u>	<u>668,000.00</u>	<u>-26,918.61</u>	<u>96.0%</u>
<b>Expense</b>				
5000 · Staffing	206,067.16	244,500.00	-38,432.84	84.3%
5100 · Administrative	34,160.67	35,300.00	-1,139.33	96.8%
5200 · Marketing Support	67,334.76	80,700.00	-13,365.24	83.4%
5250 · Web Site	18,857.72	35,000.00	-16,142.28	53.9%
5400 · Consumer Marketing	44,783.36	75,500.00	-30,716.64	59.3%
5500 · Events & Sports-Operatr & Promo	15,000.00	55,000.00	-40,000.00	27.3%
5550 · Groups and M&C	31,748.46	89,000.00	-57,251.54	35.7%
5650 · Publicity	31,124.26	53,000.00	-21,875.74	58.7%
<b>Total Expense</b>	<u>449,076.39</u>	<u>668,000.00</u>	<u>-218,923.61</u>	<u>67.2%</u>
<b>Net Income</b>	<u><u>192,005.00</u></u>	<u><u>0.00</u></u>	<u><u>192,005.00</u></u>	<u><u>100.0%</u></u>

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

	Indoor				TOTAL
	Spartan	Soccer	aRes	Admin	
<b>Income</b>					
4025.00 · Program Revenue	0.00	0.00	12.34	1,350.00	1,362.34
4400.00 · Grants & Contributions	0.00	0.00	0.00	5,000.00	5,000.00
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>7,850.00</u>	<u>25,624.54</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	203.61	409.69
5260.00 · Insurance	0.00	-700.00	0.00	0.00	-700.00
5520.00 · Professional Fees	0.00	242.24	0.00	1,010.00	1,252.24
5420.00 · Office	0.00	0.00	0.00	18.12	18.12
<b>Total Expense</b>	<u>0.00</u>	<u>6,608.93</u>	<u>0.00</u>	<u>1,231.73</u>	<u>7,840.66</u>
<b>Net Income</b>	<u>0.00</u>	<u>11,153.27</u>	<u>12.34</u>	<u>6,618.27</u>	<u>17,783.88</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	(152.90)	0.00	0.00	0.00	0.00	5,031.59	4,878.69
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>12,442.37</b>	<b>845.53</b>	<b>98.00</b>	<b>(100.00)</b>	<b>402.99</b>	<b>8,262.03</b>	<b>22,104.92</b>

Kalispell Tourism Business Improvement District  
Summary of Financials – July 2020

Checking account balance as of 7/31/2020

\$255,602.85

TBID Account – Expense Summary

Admin: Rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; supplies; tech support; TBID directors and officers insurance; credit-reimbursement from business adaptation grant.

Marketing Support: Tourism Sentiment Index research report; membership DMA West

Website: website hosting annual fee

Consumer: Media buy (Weekend Sherpa); support Kalispell campaign; airport brochure stocking

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

KCVB Event Account – Expense Summary, January - July 2020

(Financials based on calendar year)

Spartan 2020: (\$30,000 FY21 TBID)  
Balance forward from 2019: \$154.00  
Income: \$0  
Expenses: \$0  
Cash Balance: \$154.00

Indoor Soccer 2020: (\$20,000 FY21 TBID)  
Balance forward from 2019: \$4,689.10  
Income: \$17,762.20  
Expenses: \$6,608.93  
Cash Balance: \$13,942.37

aRes:  
Balance forward from 2019: \$390.65  
Income: \$12.34  
Expenses: \$0  
Cash Balance: \$402.99

Meetings & Conventions: (Step-on guide services and misc.):  
Balance forward from 2019: \$845.53  
Income: \$0  
Expenses: \$0  
Cash Balance: \$845.53

Account Admin:  
Balance forward from 2019: \$114.63  
Income: \$7,850.00 \* includes \$5,000 CARES ACT Funding used to reimburse TBID for wages  
Expenses: \$6,378.63  
Cash Balance: \$1,585.13

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

	<u>Jul 31, 20</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1010 · Checking	240,204.23
1020 · Whitefish Credit Union	66,610.50
<b>Total Checking/Savings</b>	<u>306,814.73</u>
<b>Total Current Assets</b>	306,814.73
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,198.08</u>
<b>TOTAL ASSETS</b>	<u><u>336,012.81</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000 · Accounts Payable	4,566.95
<b>Total Accounts Payable</b>	<u>4,566.95</u>
<b>Total Current Liabilities</b>	<u>4,566.95</u>
<b>Total Liabilities</b>	4,566.95
<b>Equity</b>	
32000 · Unrestricted Net Assets	363,305.25
Net Income	-31,859.39
<b>Total Equity</b>	<u>331,445.86</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>336,012.81</u></u>

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08/13/20

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss by Class**  
 July 2020

	FY20	FY21	TOTAL
<b>Income</b>			
4100 · Interest Income	0.00	2.31	2.31
<b>Total Income</b>	0.00	2.31	2.31
<b>Expense</b>			
5000 · Staffing	0.00	10,214.14	10,214.14
5100 · Administrative			
5160 · Rent	0.00	900.00	900.00
5110 · Bank Fees	0.00	2.00	2.00
5180 · Telephone	51.30	193.67	244.97
5140 · Office Supplies	0.00	12.80	12.80
5150 · Postage & Copies	0.00	164.63	164.63
5125 · Accounting Services	0.00	140.00	140.00
5185 · Travel & Entertainment	0.00	47.25	47.25
5190 · Technology Support	40.00	95.00	135.00
5195 · Equipment (Software)	-93.53	0.00	-93.53
5130 · Directors & Officers Insurance	0.00	1,163.00	1,163.00
<b>Total 5100 · Administrative</b>	-2.23	2,718.35	2,716.12
5200 · Marketing Support			
5230 · Organizational Memberships	0.00	880.00	880.00
5240 · Research	0.00	4,999.00	4,999.00
<b>Total 5200 · Marketing Support</b>	0.00	5,879.00	5,879.00
5250 · Web Site			
5270 · Maintenance & Enhancements	0.00	308.09	308.09
<b>Total 5250 · Web Site</b>	0.00	308.09	308.09
5400 · Consumer Marketing			
5450 · Media Buy	100.00	9,894.35	9,994.35
5480 · Airport Visitor Display	0.00	125.00	125.00
<b>Total 5400 · Consumer Marketing</b>	100.00	10,019.35	10,119.35
5650 · Publicity			
5666 · PR Agency	0.00	2,625.00	2,625.00
<b>Total 5650 · Publicity</b>	0.00	2,625.00	2,625.00
<b>Total Expense</b>	97.77	31,763.93	31,861.70
<b>Net Income</b>	<b>-97.77</b>	<b>-31,761.62</b>	<b>-31,859.39</b>



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08/13/20

Accrual Basis

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

	Jul '19 - Jul 20	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	640,189.00	668,000.00	-27,811.00	95.8%
4100 · Interest Income	892.39			
<b>Total Income</b>	641,081.39	668,000.00	-26,918.61	96.0%
<b>Expense</b>				
5000 · Staffing	206,067.16	244,500.00	-38,432.84	84.3%
5100 · Administrative	34,158.44	35,300.00	-1,141.56	96.8%
5200 · Marketing Support	67,334.76	80,700.00	-13,365.24	83.4%
5250 · Web Site	18,857.72	35,000.00	-16,142.28	53.9%
5400 · Consumer Marketing	44,883.36	75,500.00	-30,616.64	59.4%
5500 · Events & Sports-Operatn & Promo	15,000.00	55,000.00	-40,000.00	27.3%
5550 · Groups and M&C	31,748.46	89,000.00	-57,251.54	35.7%
5650 · Publicity	31,124.26	53,000.00	-21,875.74	58.7%
<b>Total Expense</b>	449,174.16	668,000.00	-218,825.84	67.2%
<b>Net Income</b>	<b>191,907.23</b>	<b>0.00</b>	<b>191,907.23</b>	<b>100.0%</b>

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08/13/20

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY21**  
July 2020

	Jul 20	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	0.00	560,000.00	-560,000.00	0.0%
4100 · Interest Income	2.31			
<b>Total Income</b>	2.31	560,000.00	-559,997.69	0.0%
<b>Expense</b>				
5000 · Staffing	10,214.14	218,000.00	-207,785.86	4.7%
5100 · Administrative	2,718.35	34,400.00	-31,681.65	7.9%
5200 · Marketing Support	5,879.00	79,700.00	-73,821.00	7.4%
5250 · Web Site	308.09	30,000.00	-29,691.91	1.0%
5400 · Consumer Marketing	10,019.35	53,100.00	-43,080.65	18.9%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	0.00	50,800.00	-50,800.00	0.0%
5650 · Publicity	2,625.00	44,000.00	-41,375.00	6.0%
<b>Total Expense</b>	31,763.93	560,000.00	-528,236.07	5.7%
<b>Net Income</b>	<b>-31,761.62</b>	<b>0.00</b>	<b>-31,761.62</b>	<b>100.0%</b>

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	17,575.41	0.00	0.00	0.00	12.34	1,258.84	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	(152.90)	0.00	0.00	0.00	0.00	5,031.59	4,878.69
July 2020	0.00	0.00	0.00	0.00	0.00	0.00	(5,176.90)	(5,176.90)
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>13,942.37</b>	<b>845.53</b>	<b>98.00</b>	<b>(100.00)</b>	<b>402.99</b>	<b>1,585.13</b>	<b>16,928.02</b>

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

	Indoor					
	Spartan	Soccer	aRes	Admin	TOTAL	
<b>Income</b>						
4025.00 · Program Revenue	0.00	0.00	12.34	1,350.00	1,362.34	
4400.00 · Grants & Contributions	0.00	0.00	0.00	5,000.00	5,000.00	
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>	<b>0.00</b>	<b>17,762.20</b>	<b>12.34</b>	<b>7,850.00</b>	<b>25,624.54</b>	
<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	5,000.00	5,457.52	
5060.00 · Bank Fees & Service Charges	0.00	206.08	0.00	230.51	436.59	
5260.00 · Insurance	0.00	-700.00	0.00	0.00	-700.00	
5520.00 · Professional Fees	0.00	242.24	0.00	1,130.00	1,372.24	
5420.00 · Office	0.00	0.00	0.00	18.12	18.12	
<b>Total Expense</b>	<b>0.00</b>	<b>6,608.93</b>	<b>0.00</b>	<b>6,378.63</b>	<b>12,987.56</b>	
<b>Net Income</b>	<b>0.00</b>	<b>11,153.27</b>	<b>12.34</b>	<b>1,471.37</b>	<b>12,636.98</b>	

**WEBSITE (M/M Comparison) JULY**

<b>Users</b> 19,516 (+12.93%)	<b>Pgs/Session</b> 3.77 (-0.45%)	<b>Session Duration</b> 1:53 (+0.02%)	<b>Page Views</b> 89,695 (+12.36%)
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**Top Cities**

1. Kalispell	6. Seattle
2. Salt Lake City	7. Boise
3. Whitefish	8. Denver
4. Dallas	9. Missoula
5. Not Set	10. Chicago

**aRes (Google Analytics)**

list views	10,046 (14.73% increase)
list clicks	295
list CTR	2.94%

**Lodging Page**

page views	2,007 (31.35% increase)
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**CONVERSIONS - JULY**

	Month	YTD (fiscal)
VG Requests (online & postal)	526	526
Newsletter subscribers	350	350
aRes reservations booked	4	4
aRes room nights booked	13	13
Future grp rm/nts contracted	0	0

**GROUP SALES - JULY**

RFP's Sent to Hotels	2
Proposals to Clients	0
Groups Assisted	1
Future group rooms won	0

**SOCIAL MEDIA - JULY**

			
Followers	37,214	11,300	3,954
Impressions	137,368	-	14,000
Reach	53,357	-	-
Engaged Users	6,708	-	-

**OTHER - JULY**

In-state campaign: Pinterest - 37,000 impressions; 471 link clicks. Pandora - 266,763 impressions; 85,758 listeners reached; .11% avg CTR

Paid Social: 99,125 impressions, 2,720 clicks, 2.74% CTR, 69 VG requests, \$661.30 total spend

Webpage marketing (SEM): 61,428 impressions; 1,052 clicks; 24 guides ordered; 1.71% CTR; \$1,016.87 spend

**VISITOR INFORMATION CENTER - JULY**

	Month	YTD (fiscal)
Calls	154	154
Walk-ins	393	393
Follow Up Pgrm	0	0
VG's requested	417	417
<b>TOTAL</b>	<b>964</b>	<b>964</b>

**PARTNERS - JULY**

	Month (Y/Y)	YTD
Airport Enplanements	29,831 (-50%)	103,472 (-244%)
GNP Recreational Visits	453,977	712,726 (-57%)

**LODGING - through JUNE**

	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%	44.7%	45.0%
econ class	22.7%	22.9%	24.9%	20.4%	21.8%	31.5%	42.7%	
mid/upper	36.4%	37.4%	42.7%	31.4%	16.8%	28.9%	45.5%	
<b>ADR</b>	\$71.73	\$72.62	\$74.24	\$70.26	\$61.67	\$68.57	\$99.71	\$92.58
econ class	\$53.11	\$53.26	\$54.42	\$53.27	\$49.61	\$53.07	\$70.14	
mid/upper	\$76.82	\$77.81	\$79.30	\$76.93	\$68.54	\$75.96	\$111.25	
<b>DEMAND</b>	19,684	20,137	17,838	16,744	10,816	18,141	25,976	26,977
<b>Comp Set</b>								
<b>Avg OCC</b>	43.9%	43.5%	52.3%	37.0%	19.98%	30.9%	49.6%	

# July 2020 Sales Sheet

## Dawn Jackson, Group Sales Manager

### RFP's/RFI's Sent:

- 2020 Philadelphia Church of God Conference-October – Choose South Dakota
- 2021 NLC Mutual Summer Board Meeting-July

### Working leads:

- 2022-POMA-Poma is doing a virtual conference for August 2020 and will return to Franklin Tennessee in 2021 to meet the obligation of the contract and back to Kalispell for 2022.

### Working leads on hold:

- 2021 Outdoor Writers Association of America-will reach out for new dates
- 2021 MT Training Conference (Council on Problem Gambling)-Will reach back out for new dates.
- 2021 or in the future- Montana High School Lacrosse Association-will begin process of working with the clubs to see if there is enough support to bid on the 2021or beyond Championship Game

### Group Assist:

- Lion's District 37 Convention-requested group grant

### July Highlights:

- Participated in Flathead Crisis Management calls
- Provided weekly room availability for Kalispell and Whitefish Chamber, Glacier Country Call Center
- Provided Welcome Bags for City of Kalispell VIP's
- Listened to webinars, Meeting Professionals International, Destination Analyst
- Set up and attended TBID Work Session featuring Flathead County Health Department, Kalispell Police Department
- Sent out quarterly M & C and Tour Operator e-news
- Refreshed Safety Awareness email list
- Continued IDSS Training-our CRM
- Worked on Montana Aware Campaign in setting it up and getting quotes
- Sent out a survey to Kalispell properties. 12 responded and here are the key take-aways:
  - a. 50% of the hotels stated their June occupancy was between 51-75%.
  - b. 60% of the hotels had the average length of stay for 1-2 nights.
  - c. Forecasted occupancy for 50% of the hotels for August compared to August 2019 is down only 25% in
  - d. Top two reasons for cancellations were COVID and event cancellations.
  - e. 50% of the hotels found it difficult in rehiring and 40% found it painful.

## Future Conferences & Large Events

### 2020

- 2020 Fusion Fight League-September 11, 2020-Majestic Valley Arena
- 2020 NWMACA Gun Show-September 11,12,19, 28-Majestic Valley Arena
- 2020 NRA Finals-October 22-24-Majestic Valley Arena

### 2021

- 2021 President's Day Hockey Tournament-February - TBD
- 2021 BLT Outdoor Classic Hockey Tournament-February – TBD
- 2021 Glacier Freeze Basketball-March – TBD
- 2021 MT Indoor Soccer Tournament-March-TBD
- 2021 Montana Indoor Soccer Championship-March Citywide - TBD
- 2021 MT District #5350 Conference (Rotary)-April 23-25, 2021-Hilton
- 2021 MT Meat Processors Conference-April 2021-Hilton-Dates TBD
- 2021 Spartan Race-May 1-2, 2021
- 2021 NW Regional App Challenge-May 1-2, 2021
- 2021 International Bear Association-May 15-23 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 14-18 2021-Red Lion
- 2021 Kalispell PBR-June 5-Fairgrounds-Hilton + overflow rooms
- 2021 BMW Rally Post Excursion-June 24-June 27, 2021
- 2021 Three Blind Refs Soccer Tournament-June - Citywide
- 2021 The Big Shindig-June 20 or 27, 2021-DeSoto Grill
- 2021 Montana Renaissance Faire-July-Majestic Valley Arena- TBD
- 2021 Under the Big Sky Festival-July 17-18, 2021
- 2021 Event at Rebecca Farm-July 22-25, 2021
- 2021 Montana Renaissance Faire-July-Majestic Valley Arena- TBD
- 2021 Cirque Ma'Ceo-August -Majestic Valley Arena-Date TBD
- 2021 USS St. Paul Association-September 7-11, 2021-Hilton
- 2021 MT Newspaper Association-September 2021-Hilton-Date TBD
- 2021 MT Ghost Town Preservation Society-Sept 9-12 2021-Hilton
- 2021 NRA Finals-October -Majestic Valley Arena-TBD
- 2021 MT Mental Illness Conference – October 20-22 – Red Lion
- 2021 MEDA-MT Economic Development Association-Red Lion-Date TBD
- 2021 WELD-Western Extension Leadership Development-Hilton - Date TBD

### 2022

- 2022 Red Angus Association of America-September 14-16, 2022-Hilton
- 2022 MT League of Cities and Towns-October -4, 2022-Hilton & Red Lion + overflow rooms