

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, September 23, 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. Board Action Items

- a) Approval of minutes from August 26, 2020
- b) Approval of TBID financial statements for August 2020

5. Board Discussion

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

Enclosures: August 26, 2020 board meeting minutes  
TBID financial statements for August 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

January 15	February 5	March 4	April 1	May 6	June 3
<del>July 1</del>	August 26	September 23	October 28	<del>November 25</del>	December 9

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, August 26, 2020**  
**3:00 – 5:00 pm**  
**Location: Kalispell Chamber Conference Room**

**MINUTES**

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

**Board Members Absent:** Bryce Baker

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

**Guests:** Mark Rohweder with KLJ; Abbi Whitaker, Steven Smith, Thaison Kawal with The Abbi Agency; Jamie Reeder with Kalispell Job Service; Cheryl with Blue & White

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The meeting was called to order at 3:05 pm by Chair Emily Schroeder.

- 1. Hear from the public – none**
- 2. Presentation – Kalispell Long Range Transportation Plan, Mark Rohweder with KLJ**  
Mark presented the City's transportation plan document, Move 2040, outlining key transportation priorities, issues, predictions and growth models. The City will present model alternatives in November or December and will solicit public input to help them choose. The report will be finalized early next year.
- 3. Event Grant Application** – notification was received August 26 that the Northern Rodeo Finals event had been canceled due to COVID-19 concerns. The application was withdrawn.
- 4. The Abbi Agency** – meet representatives from TAA, Discover Kalispell's new creative agency. Abbi, Steven and Thaison have spent the past several days in Kalispell to meet with staff and stakeholders and tour the area to get a better understanding of what makes us unique as they prepare the brand and media strategy as our new creative agency. They'll return in October to gather photo and video assets.
- 5. a. Approval of minutes from July 1, 2020:**  
Motion was made by Janet Clark to approve the minutes. Motion was seconded by Zac Ford.  
Discussion: none. Board approved unanimously.  
**b. Approval of TBID financial statements for June and July 2020:**  
Motion was made by Joe Alexander to approve the financial statements. Motion was seconded by Janet Clark. Discussion: Three COVID-19 related grants were received from the state and are reflected in the expense amounts in the financial statements. Board approved unanimously.
- 6. Board Discussion**
  - a. Event and Grant recipient updates**
    - CVB has been researching options for holding the October 23 – 25 indoor soccer tournament.

We feel the Flathead County Health Department and US Soccer guidelines could be complied with. A survey will be sent to teams that were registered for the spring event, asking how likely they will be to attend the October event. A coaches-only clinic is being considered as a back-up event in case the tournament is cancelled.

- Northern Rodeo Finals, scheduled for October 22 – 24, has been canceled due to COVID-19.

#### **b. Marketing updates**

- Discover Kalispell transitioned from Flathead Beacon Productions to the Abbi Agency two weeks ago.
- An instate campaign is running as part of the Montana Aware COVID-19 safety Initiative.
- Website analytics are looking good compared to last July with user numbers up 12+%, durations and views also up.
- Impressions on website marketing are up over last July.
- Social media impressions and followers are up. Pinterest and Pandora are being used for Instate campaign.
- Discover Kalispell is participating in a DMO website study conducted by Destination Analysts. Heavily-visited pages are Things to Do, Glacier Park, lodging and COVID-19 safety.
- The Dashboard has been revised to include % of change from previous year in the STR report. Occupancy rates and patterns of change are largely in-line with our comp set.
- Rebecca with the Great Falls CVB has proposed approaching the state about compensation for communities affected by the border closure.
- CVB is working with the Montana Aware Campaign through CARES Act Funding to share COVID-19 messaging: Safety First, Adventure Second. Information is being distributed in high traffic areas for both residents and visitors. To date the following projects have been initiated:
  - Signs at the airport
  - Safety cards to distribute at lodging and car rental check-in
  - Sticky notes for visitor guides
  - Window clings for high traffic businesses and organizations in Kalispell
  - Radio ads and banner ads on local media channels
  - Videos showing people recreating safely
  - A COVID-19 webpage [discoverkalispell.com/travelsafe](https://discoverkalispell.com/travelsafe)

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

- 2 RFP's were received in July
- Inquiries about domestic tours are being received. Representatives of 3 domestic tour operator companies will be arriving in September for a mini-FAM.
- Content on the M&C pages of the website has been refreshed. TBID members are asked to check their listing and notify us of any changes.
- The name of the group grant has been changed to Group Incentive
- A request for a group incentive of \$1,500 was received from the Montana Lions for April, 2021. It will be countered with a rebate offer for actualized room nights.
- Groups can apply for the incentive program online.
- A new service request page for the M&C section of the website will be launched.
- 14 TBID members answered a survey about average occupancy for July. Key takeaways:

57% of Kalispell hotels had occupancy between 76 – 100% for July  
43% were down only 25% forecasted occupancy for August 2019 to August 2020  
43% of the hotels forecasted September 2020 to be up to 75%  
84% reported that 50% of their occupancy was from instate

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

- Staffing continues to be a serious problem with employees ghosting or not showing up for interviews in the first place.
- Prospective hires are choosing to draw unemployment benefits instead of returning to work. Jamie Reeder encouraged employers to file reports on those individuals.
- \$400 additional weekly benefit is now being paid retroactive to the end of the \$600 weekly benefit in late July.
- Job Service currently has 967 job listings
- Hotels are having to take rooms offline because they don't have enough staff to clean them.
- Hotels are having to deal with more trash left behind than ever before.
- Guests are trying to get discounts and complaining than in the past.
- Hilton Garden Inn is now providing hot breakfast to go.
- Hotels are finding it expensive to comply with COVID-19 safety requirements.
- Eviction regulations can be found at MLHA, Flathead County Health Department and the Montana COVID-19 safety office.
- One hotel has a guest quarantine onsite. The individual prepaid for two weeks.
- Jamie reported that Job Service will be holding virtual job fairs two times per month.
- Hampton Inn reported a lot of traffic during the fair. Others reported a drop in fair traffic.
- Hotels are seeing a rise in incidents involving theft and malicious intent.
- A guest was having trouble finding a hotel that would accommodate his comfort duck.

**Meeting adjourned at 4:40 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 Financial Reports for August 2020

Checking account balance as of 8/31/2020

\$215,547.85

TBID Account – Expense Summary (accrual basis)

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

Marketing Support: Vonnie certified step on guide certification; agency services

Website: web page marketing (SEM/SEO); domain renewals

Consumer: social media admin (Aug & Sep); retargeting ads; Support Kalispell campaign; airport brochure stocking.

M&C/Group Sales: sales call expenses

PR/Publicity: Monthly PR & brand content agency services and earned media tracking (Aug & Sep)

KCVB Event Account – Expense Summary, January - August 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: \$57.19  
Expenses: \$0  
Cash Balance: \$447.84

Meetings & Conventions: (Step-on guide services, 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: \$6,445.97  
Cash Balance: \$1,399.48

Tourism Safety Grant:  
Income: \$48,820.97  
Expenses: \$11,665.85  
Cash Balance: \$48,820.97

10:09 AM

Tourism Business Improvement District

Balance Sheet

As of August 31, 2020

09/14/20

Accrual Basis

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	<u>Aug 31, 20</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	215,409.50
1020 · Whitefish Credit Union	66,610.50
Total Checking/Savings	<u>282,020.00</u>
Total Current Assets	282,020.00
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>311,218.08</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	14,868.90
Total Accounts Payable	<u>14,868.90</u>
Total Current Liabilities	<u>14,868.90</u>
Total Liabilities	14,868.90
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	-66,956.07
Total Equity	<u>296,349.18</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>311,218.08</u></b>

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

09/14/20

Accrual Basis

	FY20	FY21	TOTAL
<b>Income</b>			
4100 · Interest Income	0.00	1.96	1.96
<b>Total Income</b>	0.00	1.96	1.96
<b>Expense</b>			
5000 · Staffing	0.00	13,420.15	13,420.15
5100 · Administrative			
5160 · Rent	-2,400.00	0.00	-2,400.00
5180 · Telephone	0.00	195.18	195.18
5140 · Office Supplies	0.00	12.80	12.80
5125 · Accounting Services	0.00	140.00	140.00
5185 · Travel & Entertainment	0.00	139.80	139.80
5195 · Equipment (Software)	0.00	69.72	69.72
<b>Total 5100 · Administrative</b>	-2,400.00	557.50	-1,842.50
5200 · Marketing Support			
5220 · Training & Education	0.00	85.00	85.00
5235 · Creative Agency Services	0.00	12,000.00	12,000.00
<b>Total 5200 · Marketing Support</b>	0.00	12,085.00	12,085.00
5250 · Web Site			
5270 · Maintenance & Enhancements	0.00	36.34	36.34
5280 · Website Marketing (SEO & SEM)	0.00	1,499.50	1,499.50
<b>Total 5250 · Web Site</b>	0.00	1,535.84	1,535.84
5400 · Consumer Marketing			
5430 · Social Media Administration	0.00	1,538.75	1,538.75
5450 · Media Buy	0.00	2,975.00	2,975.00
5480 · Airport Visitor Display	0.00	125.00	125.00
<b>Total 5400 · Consumer Marketing</b>	0.00	4,638.75	4,638.75
5550 · Groups and M&C			
5585 · Sales Calls	0.00	11.40	11.40
<b>Total 5550 · Groups and M&amp;C</b>	0.00	11.40	11.40
5650 · Publicity			
5666 · PR Agency	0.00	5,250.00	5,250.00
<b>Total 5650 · Publicity</b>	0.00	5,250.00	5,250.00
<b>Total Expense</b>	-2,400.00	37,498.64	35,098.64
<b>Net Income</b>	<b>2,400.00</b>	<b>-37,496.68</b>	<b>-35,096.68</b>

**Tourism Business Improvement District**  
**Profit & Loss - FY20**  
**July 2019 through August 2020**

	<u>Jul '19 - Aug 20</u>
<b>Income</b>	
4000 · TBID Revenue	640,189.00
4100 · Interest Income	892.39
<b>Total Income</b>	<u>641,081.39</u>
<b>Expense</b>	
5000 · Staffing	206,067.16
<b>5100 · Administrative</b>	
5160 · Rent	8,400.00
5110 · Bank Fees	31.00
5180 · Telephone	2,940.77
5140 · Office Supplies	813.99
5150 · Postage & Copies	1,243.61
5122 · Audit - Chamber	3,179.24
5125 · Accounting Services	2,530.00
5350 · City of Kalispell Admin Fee	5,000.00
5185 · Travel & Entertainment	1,721.52
5190 · Technology Support	1,045.00
5195 · Equipment (Software)	814.39
5115 · Annual Report/Mtg	2,875.92
5130 · Directors & Officers Insurance	1,163.00
<b>Total 5100 · Administrative</b>	<u>31,758.44</u>
<b>5200 · Marketing Support</b>	
5210 · Smith Travel Reports	6,700.00
5230 · Organizational Memberships	3,700.00
5220 · Training & Education	1,004.76
5240 · Research	5,000.00
5242 · Grant Program	4,730.00
5235 · Creative Agency Services	44,000.00
5237 · aRes	2,200.00
<b>Total 5200 · Marketing Support</b>	<u>67,334.76</u>
<b>5250 · Web Site</b>	
5270 · Maintenance & Enhancements	2,343.05
5280 · Website Marketing (SEO & SEM)	16,514.67
<b>Total 5250 · Web Site</b>	<u>18,857.72</u>
<b>5400 · Consumer Marketing</b>	
5405 · Photo and Video Library	1,000.00
5430 · Social Media Administration	7,605.00
5450 · Media Buy	30,045.29
5460 · Travel Show Attendance	1,954.01
5480 · Airport Visitor Display	1,050.00
5420 · E-Marketing	1,789.06
5496 · Visitor Guide & Niche Brochures	1,440.00
<b>Total 5400 · Consumer Marketing</b>	<u>44,883.36</u>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>	
5502 · Spartan Race	0.00
5504 · Winter Event	15,000.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<u>15,000.00</u>
<b>5550 · Groups and M&amp;C</b>	
5565 · Meeting Planner Shows	6,965.35
5567 · Meeting Planner FAM	714.77
5570 · M&C and Group Incentive Program	6,341.29
5571 · Media Buy	10,650.00
5575 · EMarketing	1,000.00
5574 · M&C Collateral	517.50
5583 · Customer Relationship Mgmt Syst	4,500.00
5589 · M&C Memberships	395.00
5585 · Sales Calls	664.55



10:19 AM  
09/14/20  
Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss - FY20**  
July 2019 through August 2020

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	<u>Jul '19 - Aug 20</u>
Total 5550 · Groups and M&C	31,748.46
5650 · Publicity	
5660 · Travel Media Press Trips/FAM	2,526.06
5665 · Proactive & Reactive PR	26,595.57
5680 · Kalispell Branded Merchandise	<u>2,002.63</u>
Total 5650 · Publicity	<u>31,124.26</u>
Total Expense	<u>446,774.16</u>
Net Income	<u><u>194,307.23</u></u>

**Tourism Business Improvement District**  
**Profit & Loss - FY21**  
**August 2020**

09/14/20

Accrual Basis

	<u>Aug 20</u>	<u>Jul - Aug 20</u>
<b>Income</b>		
4100 · Interest Income	1.96	4.27
<b>Total Income</b>	1.96	4.27
<b>Expense</b>		
5000 · Staffing	13,420.15	23,634.29
5100 · Administrative		
5160 · Rent	0.00	900.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	195.18	388.85
5140 · Office Supplies	12.80	25.60
5150 · Postage & Copies	0.00	164.63
5125 · Accounting Services	140.00	280.00
5185 · Travel & Entertainment	139.80	187.05
5190 · Technology Support	0.00	95.00
5195 · Equipment (Software)	69.72	69.72
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>557.50</b>	<b>3,275.85</b>
5200 · Marketing Support		
5230 · Organizational Memberships	0.00	880.00
5220 · Training & Education	85.00	85.00
5240 · Research	0.00	4,999.00
5235 · Creative Agency Services	12,000.00	12,000.00
<b>Total 5200 · Marketing Support</b>	<b>12,085.00</b>	<b>17,964.00</b>
5250 · Web Site		
5270 · Maintenance & Enhancements	36.34	344.43
5280 · Website Marketing (SEO & SEM)	1,499.50	1,499.50
<b>Total 5250 · Web Site</b>	<b>1,535.84</b>	<b>1,843.93</b>
5400 · Consumer Marketing		
5430 · Social Media Administration	1,538.75	1,538.75
5450 · Media Buy	2,975.00	12,869.35
5480 · Airport Visitor Display	125.00	250.00
<b>Total 5400 · Consumer Marketing</b>	<b>4,638.75</b>	<b>14,658.10</b>
5550 · Groups and M&C		
5585 · Sales Calls	11.40	11.40
<b>Total 5550 · Groups and M&amp;C</b>	<b>11.40</b>	<b>11.40</b>
5650 · Publicity		
5666 · PR Agency	5,250.00	7,875.00
<b>Total 5650 · Publicity</b>	<b>5,250.00</b>	<b>7,875.00</b>
<b>Total Expense</b>	<b>37,498.64</b>	<b>69,262.57</b>
<b>Net Income</b>	<b>-37,496.68</b>	<b>-69,258.30</b>

10:10 AM

09/14/20

Accrual Basis

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

	<u>Jul '19 - Aug 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	31,758.44	35,300.00	-3,541.56	90.0%
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>	<u>446,774.16</u>	<u>668,000.00</u>	<u>-221,225.84</u>	<u>66.9%</u>
<b>Net Income</b>	<u><u>194,307.23</u></u>	<u><u>0.00</u></u>	<u><u>194,307.23</u></u>	<u><u>100.0%</u></u>

10:10 AM

09/14/20

Accrual Basis

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

	Jul - Aug 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	4.27			
<b>Total Income</b>	4.27	560,000.00	-559,995.73	0.0%
<b>Expense</b>				
5000 · Staffing	23,634.29	218,000.00	-194,365.71	10.8%
5100 · Administrative	3,275.85	34,400.00	-31,124.15	9.5%
5200 · Marketing Support	17,964.00	79,700.00	-61,736.00	22.5%
5250 · Web Site	1,843.93	30,000.00	-28,156.07	6.1%
5400 · Consumer Marketing	14,658.10	53,100.00	-38,441.90	27.6%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	11.40	50,800.00	-50,788.60	0.0%
5650 · Publicity	7,875.00	44,000.00	-36,125.00	17.9%
<b>Total Expense</b>	69,262.57	560,000.00	-490,737.43	12.4%
<b>Net Income</b>	<b>-69,258.30</b>	<b>0.00</b>	<b>-69,258.30</b>	<b>100.0%</b>

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

	Indoor Soccer	Safety Grant	aRes	Admin	TOTAL
<b>Income</b>					
4025.00 · Program Revenue	0.00	-74.03	57.19	1,360.00	1,333.16
4400.00 · Grants & Contributions	0.00	48,895.00	0.00	5,000.00	53,895.00
4410.00 · TBID Revenue	13,500.00	0.00	0.00	1,500.00	15,000.00
4700.00 · Special Events	4,262.20	0.00	0.00	0.00	4,262.20
<b>Total Income</b>	<b>17,762.20</b>	<b>48,820.97</b>	<b>57.19</b>	<b>7,850.00</b>	<b>74,490.36</b>
<b>Expense</b>					
5000.00 · Direct Program	6,403.09	2,219.75	0.00	0.00	8,622.84
5600.00 · Salaries & Employee Benefits	457.52	0.00	0.00	5,000.00	5,457.52
5060.00 · Bank Fees & Service Charges	206.08	0.00	0.00	296.16	502.24
5260.00 · Insurance	-700.00	0.00	0.00	0.00	-700.00
5520.00 · Professional Fees	242.24	8,587.44	0.00	1,130.00	9,959.68
5420.00 · Office	0.00	812.20	0.00	19.81	832.01
5740.00 · Travel	0.00	46.46	0.00	0.00	46.46
<b>Total Expense</b>	<b>6,608.93</b>	<b>11,665.85</b>	<b>0.00</b>	<b>6,445.97</b>	<b>24,720.75</b>
<b>Net Income</b>	<b>11,153.27</b>	<b>37,155.12</b>	<b>57.19</b>	<b>1,404.03</b>	<b>49,769.61</b>

KALISPELL CONVENTION & VISITOR'S BUREAU  
 EVENT BALANCES  
 Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	SAFETY GRANT	ARES	ADMIN	TOTAL
2019 Balance Forward	154.00	4,689.10	845.53	98.00	(100.00)	0.00	390.65	114.63	6,191.91
January 2020	0.00	2,162.00	0.00	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	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	0.00	(212.25)	25,607.12
April 2020	(30,000.00)	(6,725.61)	0.00	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	(59.66)	(59.66)
June 2020	0.00	(152.90)	0.00	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	(5,176.90)	(5,176.90)
August 2020	0.00	0.00	0.00	0.00	0.00	48,820.97	44.85	(185.65)	48,680.17
September 2020	0.00	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	0.00
November 2020	0.00	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	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>48,820.97</b>	<b>447.84</b>	<b>1,399.48</b>	<b>65,608.19</b>

**WEBSITE (Y/Y Comparison) AUGUST**

<b>Users</b> 16,654 (+39.75%)	<b>Pgs/Session</b> 3.93 (+6.98%)	<b>Session Duration</b> 02:01 (+24.63%)	<b>Page Views</b> 80,333 (+56.10%)
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**Top Cities**

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

**aRes (Google Analytics)**

list views	10,626 (88.97% increase)
list clicks	324
list CTR	3.05%

**Lodging Page**

page views	1,745 (25.45% increase)
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**CONVERSIONS - AUGUST**

	Month	YTD (fiscal)
VG Requests (online & postal)	335	861
Newsletter subscribers	327	677
aRes reservations booked	1	5
aRes room nights booked	2	14
Future grp rm/nts contracted	0	0

**GROUP SALES - AUGUST**

RFP's Sent to Hotels	3
Proposals to Clients	1
Groups Assisted	2
Future group rooms won	0

**SOCIAL MEDIA - AUGUST**



	Facebook	Instagram	Twitter
Followers	37,271	11,659	3,975
Impressions	79,779	-	15,000
Reach	74,839	109,062	-
Link Tree Stats	54% CTR		

**OTHER - AUGUST**

In-state campaign: Paid social 89,787 imp; 3,317 clicks; 3.69% CTR.  
Pinterest: 12.4k imp; 140 link clicks. Pandora: 31,594 listeners reached; 76,271 imp; 0.045 CTR.

Earned Media: Article featured in five pacific northwest lifestyle travel magazines promoting fall travel to Kalispell.

Webpage marketing (SEM): 103,587 impressions; 1,249 clicks; 1.21% CTR; 20 conversions; \$1.43 CPC

**VISITOR INFORMATION CENTER - AUGUST**

	Month	YTD (fiscal)
Calls	126	280
Walk-ins	346	739
Follow Up Pgrm	0	0
VG's requested	134	845
<b>TOTAL</b>	<b>606</b>	<b>1,864</b>

**PARTNERS - AUGUST**

	Month (Y/Y)	YTD
Airport Enplanements	35,925 (-38%)	139,397 (-45%)
GNP Recreational Visits	459,121 (-41%)	1,171,847 (-62%)

**LODGING - ANNUAL AVERAGES LODGING - AUGUST (FY21)**

	YTD 2020	Running 12 Mths	FY21 YTD Avg
<b>Kalispell</b>			
<b>OCC</b>	41.2%	45.0%	69.5%
econ class	37.8%		
mid/upper	42.6%		
<b>ADR</b>	\$101.26	\$97.27	\$133.76
econ class	\$71.37		
mid/upper	\$112.67		
<b>DEMAND</b>	249,237	307,128	41,779

	August	YOY
<b>Kalispell</b>		
<b>OCC</b>	72.3%	-8.5%
econ class	69.9%	-4.4%
mid/upper	73.2%	-10.2%
<b>ADR</b>	\$133.54	-13.2%
econ class	\$89.47	-16.3%
mid/upper	\$110.62	-12.4%
<b>DEMAND</b>	43,417	-10.0%
<b>Comp Set</b>		
<b>Avg OCC</b>	64.8%	

# August 2020 Sales Sheet

## Dawn Jackson, Group Sales Manager

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

- 2020 Skanska SLT Meeting-September
- 2020 Libertarian-September
- 2020 Others for Living Water Ministries

### RFP's Won:

- 2020 Others for Living Water Ministries-November-Meeting Space-Red Lion

### Group Incentive Grants Awarded

- Lion's District 37 Convention-April-Red Lion-funds depend on number of rooms actualized-total potential is \$1500

### 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:

- American Tours-recommended hotels and activities for 2021
- Collette Tours-updated and recommended group restaurants for 2021 tours

### August Highlights:

- Tourism Safety Grant – worked on projects:
  - Safety Cards
  - Flyers/Posters
  - Safety Video
  - Delivery to Airport, Hotels and Car Rentals
  - Attended conference calls for grant updates
- Met with Abbi Agency while they were here on the immersion tour of Kalispell
- Participated in Flathead Crisis Management calls
- Worked on M&C website refresh
- Set up Site Tour for September for New England Coach Tours, Breezy Tours, PTS tours
- Provided weekly room availability for Kalispell and Whitefish Chamber, Glacier Country Call Center
- Listened to webinar Destination Analyst
- Met with Frank Kenny and wife-both chamber professionals and got updates on how chambers are managing the COVID era
- Sent out a survey to Kalispell properties. 12 responded and here are the key take-aways:
  - 57% of Kalispell hotels had occupancy between 76-100% for July
  - 43% of Kalispell hotels were down only 25% in forecasted occupancy for August 2019 to August 2020
  - 43% of the Kalispell hotels forecasted September 2020 occupancy to be up to 75%
  - 84% of Kalispell hotels reported that 50% of their occupancy was from in-state



- Working with local businesses and organization leaders to continue the education and services Discover Kalispell offers, what our current message is to in-state visitors, how we are supporting locally with the Kalispell Giveaway, what meeting opportunities do they see through their business or organizations they belong to, how we can collaborate to promote the economy in Kalispell now and post COVID. Jodi Smith, FVCC, Mary Sterhan, Flathead Community Health Center/ Kristen Davis & Carrie Coleman/ Ashley Creek Historic Venue / Barb Moran, Pursuit

## 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

### 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 Three Blind Refs Soccer Tournament-June 5-6 - Citywide
- 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 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 -4-7, 2022-Hilton & Red Lion + overflow rooms