

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, December 9, 2020
3:00 pm – 5:00 pm**

**Location: Board of Directors – in person at Kalispell Chamber
Guests - 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 October 28, 2020
- b) Approval of TBID financial statements for October 2020

4. Board Discussion

- a) Board roster and vacancy
- b) Event updates
- c) Hybrid meetings and group events – discussion
- d) Marketing and operational updates
- e) Group, M&C updates
- f) Coronavirus health crisis – roundtable discussion

Enclosures: October 28, 2020 board meeting minutes
TBID financial statements for October 2020
KCVB dashboard and reports

For Further Information Please Contact:

Emily Schroeder, Board Chair emily.schroeder@hilton.com or 406-758-2579
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2020 TBID Board Meeting Schedule (subject to change)

Meetings are held at the Kalispell Chamber unless otherwise notified

January 15	February 5	March 4	April 1	May 6	June 3
July 1	August 26	September 23	October 28	November 25	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.

Join Zoom Meeting

<https://us02web.zoom.us/j/4989062297?pwd=YmI4bWtEdTJxMWdSU2svSjUxNFJsQT09>

Meeting ID: 498 906 2297
Passcode: Discover

**Board of Directors Meeting
Kalispell Tourism Improvement District
Wednesday, October 28, 2020
3:00 pm – 5:00 pm**

Location: Online Access via Zoom

MINUTES

Board Members Present (via Zoom): Emily Schroeder, Zac Ford, Bryce Baker, Joseph Alexander, Britta Joy

Board Members Absent: Dawn Hendrickson, Janet Clark

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

Guests (via Zoom): Noelle Barnes - Kalispell Grand Hotel; Robert Hall - Holiday Inn Express; Chantelle McDuffie – Lambert Hotels.

Meeting Called to Order at 3:10 pm by Emily Schroeder, Board Chair

1. Hear from the Public – none

2. Board Action Items

a. Approval of minutes from September 23, 2020

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Britta Joy.

Discussion: none. Board approved unanimously.

b. Approval of TBID financial statements for September 2020

Motion was made by Bryce Baker to approve the financials. Motion was seconded by Zac Ford.

Discussion: none. Board approved unanimously.

3. Board Discussion

a. Board vacancy – applications received

Noelle Barr has submitted an application to replace Janet Clark. Her application will be voted on at the November 2nd City Council Meeting.

b. Event updates

Bill Metzler with Montana Alpine Race School (MARS) submitted an application for an event grant of \$5,000 for the USSA Regional Alpine Qualifying Race being held January 13 – 17, 2020 at Blacktail Mountain Ski Area. The event is new to the Flathead Valley and will involve 85+ skiers ages 16 - 19. The first two days will be held at Whitefish Mountain Resort, the last two at Blacktail Mountain Resort. MARS, based in Lakeside, is organizing and acquiring equipment to get Blacktail set up to host annual qualifying races in coming years. Grant funds will be used to purchase timing equipment, safety netting, and possibly tent rental needed to meet COVID requirements.

A motion was made by Bryce Baker to award a grant of \$4,000. Motion was seconded by Joe Alexander. Discussion: equipment purchased with grant funds will allow Blacktail to hold the qualifying races for multiple years. In case the January, 2021 event is cancelled or postponed, Discover Kalispell's sponsorship will be

refunded or deferred to the next MARS-hosted ski race event of a similar nature and size at Blacktail Mountain Resort. Motion passed unanimously.

c. Marketing and operational updates

i. Letter to the editor

- Diane presented a draft Letter to the Editor to be authored by the TBID. The purpose is to help the community understand the role of the TBID and Discover Kalispell during the pandemic. That we're being respectful of the needs of the community, not just advertising for visitors to come to Kalispell. Talking to visitors that are here as well to remind them of the health guidelines, to support our local businesses, be kind and patient and recreate responsibly.
- Discover Kalispell, through the use of TBID funded projects, is a resource for the community, visitors and other tourism partners in conveying safety information and messaging.
- There was concern from board members that the letter might arouse perceptions that tourism brought COVID to the area as a result of TBID/DK promotions.
- No action was taken on submitting the letter pending further discussion. Will revisit at next meeting.

ii. Updated Financial and Marketing report

- The TBID account is in good standing with a strong cash balance to withstand the uncertainties of the coming months.
- FY20 rollover funds – Board has approved reallocation of \$42,800 leaving a balance of \$119,395.
- The CARES Act Safety Grant is offsetting some staffing costs through December.
- Dashboard – STR report: September occupancy was up 0.4% YOY. ADR was down 1.4%.
- Average occupancy in September was 72.7%. We did well in comparison to our comp set average: 62.6%

iii. Group, M&C updates

- An increasing number of RFP's are coming from Cvent.
- Hybrid (in person/virtual) meetings are trending due to the pandemic. Dawn is researching local vendors who offer digital options and putting together program to promote to meeting planners.
- The M&C Quarterly Enews generated several FAM requests from meeting planners.
- TBID members are asked to respond to the monthly occupancy survey. The data collected is helpful in forecasting. Survey results are anonymous. It would be helpful if more members responded to the monthly surveys.
- Government per diem for Kalispell is \$177 for July and August and \$96 for all other months. Dawn will research the process to expand the higher rate to include June and September.
- Montana Society of Association Executives has asked us to organize activities the day after their conference in Whitefish.

iv. Coronavirus health crisis – roundtable discussion

- Everyone is experiencing pandemic fatigue.
- Business contract guests at TBID properties are asking about restaurants open on Thanksgiving. Meche will send a list to hotels. Due to COVID uncertainty, some restaurants are not announcing plans until closer to the holiday.

- The Health Department board met last week to discuss restricting restaurants and bars. The Chamber submitted a letter against placing restrictions on those industries. Evidence has come out that trade shows, weddings and political events have been the primary source of community spread.
- Whitefish restricted bars and restaurants to 50% capacity around Halloween.
- The state has not indicated any impending travel restrictions.
- The Health Department staff has requested that Health Department Board revisit limiting group gatherings to 250 people if social distancing cannot be followed. They've revised the limit upward to 500 which excludes churches and outdoor events.
- Downtown Kalispell Art Walk will probably not take place this year due to COVID.
- There is concern about capping events at 25% capacity, also about short notice to bars and restaurants who have to order food ahead of time for large events.
- The local Health Department shut down bars and restaurants in the spring before the state did.

The next meeting will be December 9th.

Meeting Adjourned at 4:25 pm.

Respectfully submitted: Diane Medler
For further information, please contact:
diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Financial Reports for October 2020

Checking account balance as of 10/31/2020

\$228,114.23

TBID Account – Expense Summary (accrual basis)

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

Marketing Support: Glacier AERO sponsorship; Destinations International Advocacy Summit (online); Grant – FHS State Cross Country meet; monthly creative agency services (Abbi Agency)

Website: domain renewals; monthly web maintenance fee (Flathead Beacon); SEO/SEM (Abbi Agency)

Consumer: airport display stocking; photo shoot expenses

M&C/Group Sales: group photo shoot expenses; sales call expenses

PR/Publicity: monthly PR contract (Lightning Bug PR); FAM trip lodging Kalispell Grand

KCVB Event Account – Expense Summary, January - October 2020

(Financials based on calendar year)

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

Indoor Soccer 2020: (\$20,000 FY21 TBID)
Balance forward from 2019: \$4,689.10
Income: \$15,762.20
Expenses: \$8,608.93
Cash Balance: \$11,942.37

aRes:
Balance forward from 2019: \$390.65
Income: \$5,235.97
Expenses: \$5,500.00
Cash Balance: \$126.62

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: \$7,300.42
Cash Balance: \$583.34

Tourism Safety Grant:
Income: \$202,790.00
Expenses: \$95,004.40
Cash Balance: \$123,757.55

10:30 AM

11/14/20

Accrual Basis

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

	<u>Oct 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	228,104.42
1020 · Whitefish Credit Union	66,610.50
Total Checking/Savings	<u>294,714.92</u>
Total Current Assets	294,714.92
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,198.08</u>
TOTAL ASSETS	<u>323,913.00</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	6,186.52
Total Accounts Payable	<u>6,186.52</u>
Total Current Liabilities	<u>6,186.52</u>
Total Liabilities	6,186.52
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	-45,578.77
Total Equity	<u>317,726.48</u>
TOTAL LIABILITIES & EQUITY	<u>323,913.00</u>

Tourism Business Improvement District

11/14/20

Profit & Loss - FY21

Accrual Basis

October 2020

	Oct 20	Jul - Oct 20
Income		
4000 · TBID Revenue	0.00	92,752.00
4100 · Interest Income	2.03	8.30
Total Income	2.03	92,760.30
Expense		
5000 · Staffing	12,541.03	48,696.05
5100 · Administrative		
5160 · Rent	900.00	3,600.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	173.55	795.06
5140 · Office Supplies	169.60	247.00
5150 · Postage & Copies	91.39	385.17
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	210.00	690.00
5350 · City of Kalispell Admin Fee	0.00	2,318.80
5185 · Travel & Entertainment	0.00	262.59
5190 · Technology Support	55.00	275.55
5195 · Equipment (Software)	15.55	205.15
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,615.09	11,863.07
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	2,000.00	5,380.00
5220 · Training & Education	250.00	385.00
5240 · Research	0.00	4,999.00
5242 · Grant Program	1,000.00	1,000.00
5235 · Creative Agency Services	9,025.00	21,025.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	12,275.00	44,539.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,093.85	1,623.81
5280 · Website Marketing (SEO & SEM)	1,833.00	3,332.50
Total 5250 · Web Site	2,926.85	4,956.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	57.75	557.75
5430 · Social Media Administration	0.00	1,538.75
5450 · Media Buy	0.00	12,869.35
5480 · Airport Visitor Display	75.00	450.00
5420 · E-Marketing	0.00	1,262.00
Total 5400 · Consumer Marketing	132.75	16,677.85
5550 · Groups and M&C		
5567 · Meeting Planner FAM	0.00	68.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	540.00	540.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	150.00	150.00
5585 · Sales Calls	43.00	76.77
Total 5550 · Groups and M&C	733.00	3,176.52
5650 · Publicity		
5666 · PR Agency	2,625.00	10,500.00
5660 · Travel Media Press Trips/FAM	232.50	232.50
Total 5650 · Publicity	2,857.50	10,732.50
Total Expense	33,081.22	140,641.30
Net Income	-33,079.19	-47,881.00

10:29 AM

11/14/20

Accrual Basis

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

	Jul - Oct 20	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	92,752.00	560,000.00	-467,248.00	16.6%
4100 · Interest Income	8.30			
Total Income	92,760.30	560,000.00	-467,239.70	16.6%
Expense				
5000 · Staffing	48,696.05	218,000.00	-169,303.95	22.3%
5100 · Administrative	11,863.07	34,400.00	-22,536.93	34.5%
5200 · Marketing Support	44,539.00	79,700.00	-35,161.00	55.9%
5250 · Web Site	4,956.31	30,000.00	-25,043.69	16.5%
5400 · Consumer Marketing	16,677.85	53,100.00	-36,422.15	31.4%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	3,176.52	50,800.00	-47,623.48	6.3%
5650 · Publicity	10,732.50	44,000.00	-33,267.50	24.4%
Total Expense	140,641.30	560,000.00	-419,358.70	25.1%
Net Income	-47,881.00	0.00	-47,881.00	100.0%

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

	Spartan	Indoor Soccer	VC Merch	Safety Grant	aRes	Admin	TOTAL
Income							
4025.00 - Program Revenue	0.00	0.00	0.00	0.00	185.97	1,350.00	1,535.97
4400.00 - Grants & Contributions	0.00	0.00	0.00	202,790.00	0.00	5,000.00	207,790.00
4410.00 - TBID Revenue	0.00	13,500.00	0.00	0.00	5,050.00	1,500.00	20,050.00
4700.00 - Special Events	0.00	2,262.20	257.50	0.00	0.00	0.00	2,519.70
Total Income	0.00	15,762.20	257.50	202,790.00	5,235.97	7,850.00	231,895.67
Gross Profit	0.00	15,762.20	257.50	202,790.00	5,235.97	7,850.00	231,895.67
Expense							
5000.00 - Direct Program	0.00	6,403.09	0.00	57,223.90	0.00	0.00	63,626.99
5600.00 - Salaries & Employee Benefits	0.00	457.52	0.00	0.00	0.00	5,000.00	5,457.52
5060.00 - Bank Fees & Service Charges	0.00	206.08	0.00	0.00	0.00	369.86	575.94
5260.00 - Insurance	0.00	-700.00	0.00	0.00	0.00	0.00	-700.00
5520.00 - Professional Fees	0.00	242.24	0.00	35,376.15	5,500.00	1,910.75	43,029.14
5360.00 - Meetings	0.00	0.00	0.00	437.15	0.00	0.00	437.15
5420.00 - Office	0.00	0.00	0.00	1,908.43	0.00	19.81	1,928.24
5740.00 - Travel	0.00	0.00	0.00	58.77	0.00	0.00	58.77
Total Expense	0.00	6,608.93	0.00	95,004.40	5,500.00	7,300.42	114,413.75
Net Income	0.00	9,153.27	257.50	107,785.60	-264.03	549.58	117,481.92

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	217.00	0.00	105,952.39	(406.77)	(709.29)	105,053.33
October 2020	(2,000.00)	0.00	0.00	40.50	0.00	(31,015.81)	85.55	(106.85)	(32,996.61)
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
EVENT BALANCES	(1,846.00)	13,942.37	845.53	355.50	(100.00)	123,757.55	126.62	583.34	137,664.91

WEBSITE (Y/Y Comparison)	OCTOBER		
Users 13,336 (+99.76%)	Pgs/Session 3.20 (-12.18%)	Session Duration 01:20 (-16.80%)	Page Views 52,916 (+81.73%)

Top Cities

1. Kalispell	6. Dallas
2. Seattle	7. Boise
3. Not set	8. Portland
4. Whitefish	9. Denver
5. Salt Lake City	10. Spokane

aRes (Google Analytics)

list views	4,150 (+29.53%)
list clicks	90
list CTR	2.17%

Lodging Page

page views	674 (+2.74%)
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CONVERSIONS - OCTOBER

	Month	YTD (fiscal)
VG Requests (web-online/postal)	149	1,492
Newsletter subscribers	128	1,050
aRes reservations booked	0	8
aRes room nights booked	0	19
Future grp rm/nts contracted	0	0

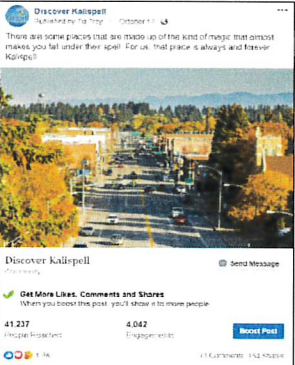
GROUP SALES - OCTOBER

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

SOCIAL MEDIA - OCTOBER

	Facebook	Instagram	Twitter
Followers	38,811	12,402	3,986
Impressions	104,706	-	17,900
Reach	99,338	170,261	-
	-	54.97% CTR	-

OTHER - OCTOBER



Top performing FB post: 41,237 reach, 4,042 engagements, 1.3k reactions, 164 shares.

Abbi Agency - Oct: launch of 3 campaigns, optimization test period, photo shoot. SEM: 1,271,740 imp; 2,295 clicks; 0.32% CTR; 8 conversions. Spotify: 4,323 imp; 3,600 reach; 94.1% completion; 3 clicks.

VISITOR INFORMATION CENTER - OCTOBER

	Month	YTD (fiscal)
Calls	74	496
Walk-ins	132	1,192
Follow Up Pgrm	0	0
VG's requested	156	1,387
TOTAL	362	3,075

PARTNERS - OCTOBER

	Month (Y/Y)	YTD
Airport Enplanements	19,282 (-19%)	187,585 (-40.5%)
GNP Recreational Visits	125,544 (+60%)	1,641,302 (-45%)

LODGING - ANNUAL AVERAGES

	YTD 2020	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	45.0%	43.1%	65.0%
econ class	40.0%		
mid/upper	47.1%		
ADR	\$101.05	\$97.02	\$115.58
econ class	\$71.30		
mid/upper	\$111.82		
DEMAND	267,170	307,497	38,721

LODGING - OCTOBER

	September	YOY
Kalispell		
OCC	48.3%	4.7%
econ class	37.3%	0.6%
mid/upper	52.9%	5.6%
ADR	\$81.03	4.5%
econ class	\$60.87	5.5%
mid/upper	\$86.94	3.5%
DEMAND	29,016	3.0%
Comp Set		
Avg OCC	53.1%	-13.4%

October 2020 Sales Sheet

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2021 AMI Velocity Meeting-August

Working leads:

- 2021 MSAE FAM trip in conjunction with Whitefish for May
- 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.
- 2021 Living Proof-June
- 2021 Berlin Brats-June

Working leads on hold:

- 2021 Outdoor Writers Association of America-TBD
- 2021 MT Training Conference (Council on Problem Gambling)-Still determining future events.
- 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:

- 2021 US Batallion Reunion-researched activities

October Highlights:

- Tourism Safety Grant – worked on projects:
 - Individual Hand Sanitizer
 - M&C Photo Shoot
 - Discover Kalispell Buff's
- Participated in Flathead Crisis Management calls
- Listened to webinars from Event Farm, CVENT, Planet IMEX, Convence
- Monthly Lodging Survey
- Researched Hybrid meetings
- Joined as a member of MSAE

Future Conferences & Large Events

2021

- 2021 MT Alpine Race School (MARS)-January 14-17, 2021
- 2021 President's Day Hockey Tournament-February - TBD
- 2021 BLT Outdoor Classic Hockey Tournament-February – TBD
- 2021 Glacier Freeze Basketball-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 WELD-Western Extension Leadership Development- May -Hilton - Dates TBD
- 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, - Hilton
- 2021 MT Ghost Town Preservation Society-Sept 9-12 -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

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