

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – January 27, 2021
3:00 pm – 4:30 pm**

AGENDA

3:00 pm Business Meeting

Board of Directors – in person at Kalispell Chamber

Guests - online access via [Zoom](#)

Meeting Called to Order: Emily Schroeder, Chairman of the Board

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.

Board Action Items

- a) Approval of minutes from December 9, 2020
- b) TBID financial statements for November and December 2020

Enclosures: December 9, 2020 minutes
TBID financial statements for November and December 2020
KCVB Reports
Board of Directors roster
2021 meeting dates

3:30 pm 2020 Discover Kalispell-TBID Annual Meeting

All attendees: Remote Access via webinar link. Register for meeting [HERE](#)

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

2021 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 27	February 24	March 24	April 28	May 26	June 23
July 28	August 25	September 22	October 27	November 24	December 22

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, December 9, 2020
3:00 – 5:00 pm

Location: Board of Directors in person at Kalispell Chamber
Guests – online access via Zoom

Board Members Present: Emily Schroeder, Noelle Barr, Zac Ford, Bryce Bennett, Britta Joy, Dawn Hendrickson (via Zoom)

Board Members Absent: Joseph Alexander

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

Guests: Robert Hall, Holiday Inn Express (via Zoom)

MINUTES

The meeting was called to order at 3:59 pm by Chair Emily Schroeder.

1. Hear from the Public – none

2. Board Action

a) Approval of minutes from October 28, 2020

Motion was made by Bryce Baker to approve the minutes. Motion was seconded by Britta Joy.

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for October 2020

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

Discussion: none. Board approved unanimously.

3. Board Discussion

a) Board roster and vacancy

- Joe Alexander has resigned his board seat after leaving Red Lion
- 2 board applications to fill Joe's seat were received and will be reviewed by the City Council on December 21
- Noelle Barr agreed to take on the role of board treasurer

b) Event updates

- USSA Qualifying Race takes place at Blacktail and Whitefish Mountain Resorts January 14 – 17. The race announcement will be sent out December 15 and will include a link to an aRes Kalispell lodging page so attendees can direct-book TBID lodging facilities. Organizers expect 85+ racers and their families to attend. A TBID event grant of \$4,000 was awarded. \$2,000 of the grant has been disbursed for purchasing timing and safety equipment. The remaining balance of \$2,000 will be paid when proof of performance and a post-event report are received.

- Spartan is planning to hold multiple races at the Montana event, May 1 – 2, 2021: Sprint, Super, Beast, Ultra and Trail Run.
- The status of the indoor soccer tournament is still indefinite for March 2021.

c) Hybrid meetings and group events – discussion

- The pandemic has hastened the development and adoption of virtual meeting technology.
- Hybrid meetings have a face to face component and a virtual component which can take several forms including video and live streaming.
- Virtual and hybrid meetings are here to stay, but they won't completely take the place of face to face meetings.
- We need to let planners know Kalispell has what it takes to help them meet successfully in current and post-pandemic conditions.
- Advantages of hybrid meetings:
 - broader reach
 - more revenue streams in terms of sponsorships
 - lower carbon footprint
 - analytics
 - cost savings
 - year-round engagement
 - we'll be able to accommodate groups we haven't been able to in the past due to capacity or weather
- Local resources available:
 - venues
 - content
 - strong connectivity
 - audio visual providers
 - staging design for live and virtual
 - podcast facilities – Kalispell Chamber, Sky Vault, FVCC
- What's next for hybrid meetings:
 - let planners know we're ready to assist with planning hybrid meetings and have local resources needed.
 - the Abbi Agency is working on a M&C campaign highlighting hybrid meeting capability.
 - the Discover Kalispell M&C website has been updated.
 - a referral sheet for planners who need assistance.
 - hotels may need to hire or train a staff member to serve as a digital event strategist.

d) Marketing and operational updates

- Quarter 1 revenue was \$224,785, down 13% from last year, but much better than the 40% drop that was projected in April.

- A motion was made by Bryce Baker to deposit the FY21 1st quarter check into the reserve account with the stipulation that funds allocated for FY21 expenditures be moved into the checking account as needed. Motion was seconded by Zac Ford. Discussion: although the reserve savings account pays minimal interest, it offers flexible access to funds when needed. Board approved unanimously.
- \$1,600 FY20 rollover funds will be used to pay for Destination International membership which is already an approved item. This will leave \$160,595 in the rollover fund.
- Dashboard report highlights:
 - October occupancy was up 4.7% over 2019. Gains were mostly in mid/mid upper.
 - October ADR was up 4.5% over 2019.
 - Kalispell performed well compared to our comp set whose average occupancy was down 13.4%.
 - Glacier Park October visitation was up 60% over October 2019.
 - GPIA was down 19% in October.
- Photos and video: The board previewed a sample of fall/winter photos and a sizzle video created by the Abbi Agency followed their October shoot. Photo and video projects are being paid for with CARES Act grant funds.

e) Letter to the editor:

A motion was made by Zac Ford to submit a letter to the editor from the TBID board emphasizing the importance of tourism to the local economy. The letter will also help educate the community about the nature and mission of the TBID and explain the role the TBID has played in safety messaging during the pandemic. The motion was seconded by Britta Joy.

Discussion: Although submitting the letter may expose the board to criticism, it's important for our community to have a better understanding of what the TBID does and that our approach during the pandemic has been to educate the public about visiting and recreating safely. Board approved unanimously.

f) Other notes:

- GNP is toying with a ticketed entry system for the summer of 2021. Serious discussion must be initiated by the community. Jeff Mow has asked if there are groups that would like to have a ticketed entry system evaluated for next July and August.
- The board expressed concern about making changes for 2021 considering the COVID-related challenges of 2020. They acknowledged that a ticketed system of controlled entrance is inevitable, just not next summer.
- Shuttles for the summer of 2021 are uncertain at this point.
- TBID Annual Meeting, January 27, will consist of a short business meeting and the 2020 year in review.

g) Coronavirus health crisis – roundtable discussion

- Members expressed concern about slow business over the coming winter.
- Lack of snow may affect ski traffic.

- Dawn Jackson reported that travel was easy, seating was spacious, boarding was orderly and people were courteous on her recent flight to Nashville.
- Current hotel guests include medical professionals, extended stays for hospitalized individuals, people moving to the area.
- Hotels are experiencing a few sketchy guests, but fewer than last year. Will be returning to use of safety awareness lists.
- Discover Kalispell has hand sanitizers, masks, safety signage available.

Meeting adjourned at 4:50 pm.

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

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

Checking account balance as of 11/30/2020

\$199,928.96

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: Event grant – ski races at Blacktail Mountain; creative agency services (Abbi Agency)

Website: monthly web maintenance fee for August, October and November (Flathead Beacon); SEO/SEM (Abbi Agency)

Consumer: photo shoot expenses; shop campaign expenses; paid social advertising; airport display stocking

M&C/Group Sales: group photo shoot expenses; membership – Small Marketing Meetings

PR/Publicity: monthly PR contract (Lightning Bug PR)

KCVB Event Account – Expense Summary, January - November 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: \$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: \$7,437.53
Cash Balance: \$477.69

Tourism Safety Grant:
Income: \$202,790.00
Expenses: \$157,082.42
Cash Balance: \$54,822.30

VIC Merch
Income: \$287.00
Expenses: \$0
Cash Balance: \$385.50

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

	Nov 30, 20
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	198,919.15
1020 · Whitefish Credit Union	66,610.50
Total Checking/Savings	265,529.65
Total Current Assets	265,529.65
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,198.08
TOTAL ASSETS	294,727.73
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,473.46
Total Accounts Payable	17,473.46
Total Current Liabilities	17,473.46
Total Liabilities	17,473.46
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	-86,050.98
Total Equity	277,254.27
TOTAL LIABILITIES & EQUITY	294,727.73

4:39 PM

12/10/20

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY21
 November 2020

	Nov 20	Jul - Nov 20
Income		
4000 · TBID Revenue	0.00	92,752.00
4100 · Interest Income	1.85	10.15
Total Income	1.85	92,762.15
Expense		
5000 · Staffing	20,195.62	68,891.67
5100 · Administrative		
5160 · Rent	900.00	4,500.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	166.46	961.52
5140 · Office Supplies	29.58	276.58
5150 · Postage & Copies	34.46	419.63
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	160.00	850.00
5350 · City of Kalispell Admin Fee	0.00	2,318.80
5185 · Travel & Entertainment	0.00	262.59
5190 · Technology Support	55.00	330.55
5195 · Equipment (Software)	15.55	220.70
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,361.05	13,224.12
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	5,380.00
5220 · Training & Education	0.00	385.00
5240 · Research	0.00	4,999.00
5242 · Grant Program	2,000.00	3,000.00
5235 · Creative Agency Services	3,525.00	24,550.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	5,525.00	50,064.00
5250 · Web Site		
5270 · Maintenance & Enhancements	4,012.00	5,635.81
5280 · Website Marketing (SEO & SEM)	1,794.00	5,126.50
Total 5250 · Web Site	5,806.00	10,762.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	901.60	1,459.35
5430 · Social Media Administration	633.75	2,172.50
5450 · Media Buy	2,452.08	15,321.43
5480 · Airport Visitor Display	75.00	525.00
5420 · E-Marketing	0.00	1,262.00
Total 5400 · Consumer Marketing	4,062.43	20,740.28
5550 · Groups and M&C		
5567 · Meeting Planner FAM	0.00	68.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	503.96	1,043.96
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	395.00	545.00
5585 · Sales Calls	0.00	76.77
Total 5550 · Groups and M&C	898.96	4,075.48
5650 · Publicity		
5666 · PR Agency	2,625.00	13,125.00
5660 · Travel Media Press Trips/FAM	0.00	232.50
Total 5650 · Publicity	2,625.00	13,357.50
Total Expense	40,474.06	181,115.36
Net Income	-40,472.21	-88,353.21

4:39 PM

12/10/20

Accrual Basis

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

	Jul - Nov 20	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	92,752.00	679,395.00	-586,643.00	13.7%
4100 · Interest Income	10.15			
Total Income	<u>92,762.15</u>	<u>679,395.00</u>	<u>-586,632.85</u>	<u>13.7%</u>
Expense				
5000 · Staffing	68,891.67	218,000.00	-149,108.33	31.6%
5100 · Administrative	13,224.12	34,400.00	-21,175.88	38.4%
5200 · Marketing Support	50,064.00	87,500.00	-37,436.00	57.2%
5250 · Web Site	10,762.31	30,000.00	-19,237.69	35.9%
5400 · Consumer Marketing	20,740.28	78,100.00	-57,359.72	26.6%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	4,075.48	60,800.00	-56,724.52	6.7%
5650 · Publicity	13,357.50	44,000.00	-30,642.50	30.4%
Total Expense	<u>181,115.36</u>	<u>602,800.00</u>	<u>-421,684.64</u>	<u>30.0%</u>
Net Income	<u><u>-88,353.21</u></u>	<u><u>76,595.00</u></u>	<u><u>-164,948.21</u></u>	<u><u>-115.4%</u></u>

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	0.00	(2,000.00)	0.00	40.50	0.00	(31,015.81)	85.55	(106.85)	(32,996.61)
November 2020	0.00	0.00	0.00	30.00	0.00	(68,935.25)	0.00	(105.65)	(69,010.90)
December 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	154.00	11,942.37	845.53	385.50	(100.00)	54,822.30	126.62	477.69	68,654.01

Kalispell Chamber of Commerce
KCVB P&L by Class
January through November 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	287.50	0.00	0.00	0.00	2,549.70
Total Income	0.00	15,762.20	287.50	202,790.00	5,235.97	7,850.00	231,925.67
Expense							
5000.00 - Direct Program	0.00	6,403.09	0.00	88,009.27	0.00	0.00	94,412.36
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	435.51	641.59
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	65,695.14	5,500.00	1,950.75	73,388.13
5360.00 - Meetings	0.00	0.00	0.00	437.15	0.00	0.00	437.15
5500.00 - Printing & Publications	0.00	0.00	0.00	622.48	0.00	0.00	622.48
5420.00 - Office	0.00	0.00	0.00	2,183.68	0.00	51.27	2,234.95
5740.00 - Travel	0.00	0.00	0.00	134.70	0.00	0.00	134.70
Total Expense	0.00	6,608.93	0.00	157,082.42	5,500.00	7,437.53	176,628.88
Net Income	0.00	9,153.27	287.50	45,707.58	-264.03	412.47	55,296.79

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

Checking account balance as of 12/31/2020

\$170,254.89

TBID Account – Expense Summary (accrual basis)

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support and software; City of Kalispell admin fee.

Marketing Support: Event grant – Membership to Destinations International; creative agency services (Abbi Agency)

Website: correction for double charge of August monthly web maintenance fee (Flathead Beacon); SEO/SEM (Abbi Agency)

Consumer: paid social advertising; winter campaign other media; social media admin; airport display stocking

M&C/Group Sales: media buy Linked In M&C campaign; IDSS quarterly charge

PR/Publicity: monthly PR contract (Lightning Bug PR)

KCVB Event Account – Expense Summary, January - December 2020

(Financials based on calendar year)

Spartan 2020: (\$30,000 FY21 TBID)
Balance forward from 2019: \$154.00
Income: \$588.72
Expenses: \$588.72
Cash Balance: \$154.00

Indoor Soccer 2020: (\$20,000 FY21 TBID)
Balance forward from 2019: \$4,689.10
Income: \$15,173.48
Expenses: \$8,608.93
Cash Balance: \$11,353.65

aRes:
Balance forward from 2019: \$390.65
Income: \$5,250.37
Expenses: \$5,500.00
Cash Balance: \$141.02

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: \$7,474.98
Cash Balance: \$368.78

Tourism Safety Grant:
Income: \$202,790.00
Expenses: \$202,790.00
Cash Balance: 0

VIC Merch
Balance forward from 2019: \$98.00
Income: \$287.50
Expenses: \$0
Cash Balance: \$385.50

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

	<u>Dec 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	160,625.21
1020 - Whitefish Credit Union	289,082.48
Total Checking/Savings	<u>449,707.69</u>
Total Current Assets	449,707.69
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>478,905.77</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	15,581.83
Total Accounts Payable	<u>15,581.83</u>
Total Current Liabilities	<u>15,581.83</u>
Total Liabilities	15,581.83
Equity	
32000 - Unrestricted Net Assets	363,305.25
Net Income	100,018.69
Total Equity	<u>463,323.94</u>
TOTAL LIABILITIES & EQUITY	<u>478,905.77</u>

9:03 AM

Tourism Business Improvement District
Profit & Loss - FY21
December 2020

01/15/21

Accrual Basis

	Dec 20	Jul - Dec 20
Income		
4000 · TBID Revenue	224,785.00	317,537.00
4100 · Interest Income	369.76	379.91
Total Income	225,154.76	317,916.91
Expense		
5000 · Staffing	4,349.02	73,240.69
5100 · Administrative		
5160 · Rent	900.00	5,400.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	255.52	1,217.04
5140 · Office Supplies	98.07	374.65
5150 · Postage & Copies	111.14	530.77
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	180.00	1,030.00
5350 · City of Kallispell Admin Fee	2,681.20	5,000.00
5185 · Travel & Entertainment	39.14	301.73
5190 · Technology Support	60.00	390.55
5195 · Equipment (Software)	217.85	438.55
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	4,542.92	17,767.04
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	1,570.00	6,950.00
5220 · Training & Education	0.00	385.00
5240 · Research	0.00	4,999.00
5242 · Grant Program	0.00	3,000.00
5235 · Creative Agency Services	6,150.00	30,700.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	7,720.00	57,784.00
5250 · Web Site		
5270 · Maintenance & Enhancements	-1,000.00	4,635.81
5280 · Website Marketing (SEO & SEM)	5,000.00	10,126.50
Total 5250 · Web Site	4,000.00	14,762.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	1,017.34	2,476.69
5430 · Social Media Administration	633.75	2,806.25
5450 · Media Buy	11,222.06	26,543.49
5480 · Airport Visitor Display	75.00	600.00
5420 · E-Marketing	0.00	1,262.00
Total 5400 · Consumer Marketing	12,948.15	33,688.43
5550 · Groups and M&C		
5567 · Meeting Planner FAM	0.00	68.00
5571 · Media Buy	1,400.00	1,400.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	0.00	1,043.96
5583 · Customer Relationship Mgmt Syst	1,500.00	3,000.00
5589 · M&C Memberships	0.00	545.00
5585 · Sales Calls	0.00	76.77
Total 5550 · Groups and M&C	2,900.00	6,975.48
5650 · Publicity		
5666 · PR Agency	2,625.00	15,750.00
5660 · Travel Media Press Trips/FAM	0.00	232.50
Total 5650 · Publicity	2,625.00	15,982.50
Total Expense	39,085.09	220,200.45
Net Income	186,069.67	97,716.46

9:02 AM

01/15/21

Accrual Basis

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

	<u>Jul - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	317,537.00	679,395.00	-361,858.00	46.7%
4100 · Interest Income	379.91			
Total Income	<u>317,916.91</u>	<u>679,395.00</u>	<u>-361,478.09</u>	<u>46.8%</u>
Expense				
5000 · Staffing	73,240.69	218,000.00	-144,759.31	33.6%
5100 · Administrative	17,767.04	34,400.00	-16,632.96	51.6%
5200 · Marketing Support	57,784.00	87,500.00	-29,716.00	66.0%
5250 · Web Site	14,762.31	30,000.00	-15,237.69	49.2%
5400 · Consumer Marketing	33,688.43	78,100.00	-44,411.57	43.1%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	6,975.48	60,800.00	-53,824.52	11.5%
5650 · Publicity	15,982.50	44,000.00	-28,017.50	36.3%
Total Expense	<u>220,200.45</u>	<u>602,800.00</u>	<u>-382,599.55</u>	<u>36.5%</u>
Net Income	<u><u>97,716.46</u></u>	<u><u>76,595.00</u></u>	<u><u>21,121.46</u></u>	<u><u>127.6%</u></u>

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

	Spartan	Indoor Soccer	VC Merch	Safety Grant	aRes	Admin	TOTAL
Income							
4025.00 - Program Revenue	0.00	0.00	0.00	0.00	200.37	1,350.00	1,550.37
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	588.72	12,911.28	0.00	0.00	5,050.00	1,500.00	20,050.00
4700.00 - Special Events	0.00	2,262.20	287.50	0.00	0.00	0.00	2,549.70
Total Income	588.72	15,173.48	287.50	202,790.00	5,250.37	7,850.00	231,940.07
Expense							
5000.00 - Direct Program	0.00	6,403.09	0.00	113,789.64	0.00	0.00	120,192.73
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	472.96	679.04
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	81,577.28	5,500.00	1,950.75	89,270.27
5360.00 - Meetings	0.00	0.00	0.00	410.81	0.00	0.00	410.81
5500.00 - Printing & Publications	0.00	0.00	0.00	3,021.08	0.00	0.00	3,021.08
5420.00 - Office	0.00	0.00	0.00	2,205.54	0.00	51.27	2,256.81
5740.00 - Travel	588.72	0.00	0.00	1,285.55	0.00	0.00	1,874.37
5160.00 - Contributions & Scholarships	0.00	0.00	0.00	500.00	0.00	0.00	500.00
9999.99 - Clearing	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	588.72	6,608.93	0.00	202,790.00	5,500.00	7,474.98	222,962.63
Net Income	0.00	8,564.55	287.50	0.00	-249.63	375.02	8,977.44

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Cash Basis

	SPARTAN RACE	INDDOOR 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	0.00	(2,000.00)	0.00	40.50	0.00	(31,015.81)	85.55	(106.85)	(32,996.61)
November 2020	0.00	0.00	0.00	30.00	0.00	(68,935.25)	0.00	(105.65)	(69,010.90)
December 2020	0.00	(588.72)	0.00	0.00	0.00	(55,403.16)	14.40	(108.91)	(56,086.39)
EVENT BALANCES	154.00	11,353.65	845.53	385.50	(100.00)	(580.86)	141.02	368.78	12,567.62

WEBSITE (Y/Y Comparison) NOVEMBER

Users 12,938 (+114.81%)	Pgs/Session 3.00 (-17.75%)	Session Duration 01:10 (-47.40%)	Page Views 45,491 (+74.39%)
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Top Cities

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

aRes (Google Analytics)

list views	4,217 (+79.45%)
list clicks	79
list CTR	1.87%

Lodging Page

page views	568 (-0.35%)
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CONVERSIONS - NOVEMBER

	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	250	0

GROUP SALES - NOVEMBER

RFP's Sent to Hotels	1
Proposals to Clients	0
Groups Assisted	1
Future group rooms won	250

SOCIAL MEDIA - NOVEMBER



	Facebook	Instagram	Twitter
Followers	37,500	12,402	4,000
Impressions	72,986	-	33.6K
Reach/profile visits	68,983	182,947	250
	-	48.3% CTR	-

OTHER - NOVEMBER

Abbi Agency: SEM - 19,161 imp; 888 clicks; 0.68% conversion. DISPLAY - 1,866,405 impressions; 3,332 clicks; 0.36% conversion. SOCIAL - 642,382 imp; 5,683 clicks; 0.88% CTR; 13 conversions. SPOTIFY - 56,158 imp; 95.23% completion rate; 53 clicks.

Safety Grant: Radio ads (Bee Broadcasting and KOFI/MONSTER); banner ads on DIL and Flathead Beacon websites; bus wraps; complete group photo shoot; winter neck gaiters; restaurant/BWDC guide; paid social in-state, drive market and direct flight markets.

VISITOR INFORMATION CENTER - NOVEMBER

	Month	YTD (fiscal)
Calls	47	562
Walk-ins	39	1,248
Follow Up Pgrm	0	0
VG's requested	156	1,605
TOTAL	242	3,415

PARTNERS - NOVEMBER

	Month (Y/Y)	YTD
Airport Enplanements	11,886 (-34.4%)	199,471 (-40.1%)
GNP Recreational Visits	29,366 (+46%)	1,670,666 (-45%)

LODGING - ANNUAL AVERAGES LODGING - NOVEMBER

	YTD 2020	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	43.8%	42.8%	58.3%
econ class	39.1%		
mid/upper	45.8%		
ADR	\$99.04	\$97.28	\$106.47
econ class	\$70.24		
mid/upper	\$109.54		
DEMAND	285,501	305,180	34,643

	November	YOY
Kalispell		
OCC	31.4%	-9.7%
econ class	30.6%	6.5%
mid/upper	31.8%	-15.2%
ADR	\$70.39	-3.2%
econ class	\$55.83	1.2%
mid/upper	\$76.22	-3.0%
DEMAND	18,278	-11.2%
Comp Set		
Avg OCC	38.8%	-20.7%

WEBSITE (Y/Y Comparison) DECEMBER

Users 12,544 (+20.53%)	Pgs/Session 3.28 (-1.65%)	Session Duration 01:15 (+0.02%)	Page Views 47,384 (+16.85%)
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Top Cities

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

aRes (Google Analytics)

list views	6,319 (+39.58%)
list clicks	126
list CTR	1.99%

Lodging Page

page views	810 (+20.54%)
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CONVERSIONS - DECEMBER

	Month	YTD (fiscal)
VG Requests (web-online/postal)	206	1,698
Newsletter subscribers	161	1,211
aRes reservations booked	0	8
aRes room nights booked	0	19
Future grp rm/nts contracted	0	250

GROUP SALES - DECEMBER

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

SOCIAL MEDIA - DECEMBER



	Facebook	Instagram	Twitter
Followers	37,495	13,208	4,025
Impressions	81,893	189,336	22,100
Reach/profile visits	79,326	185,255	722
	51.55% CTR		

OTHER - DECEMBER

Abbi Agency winter campaign: display ads saw increased conversion rate from 0.36% to 1.65% with highest CTR among women 45+. SEM: 5.05% CTR, 1.02% conversion. FB/IG: 168,904 imp, 4,467 website visits. Linked In: 12,437 imp; 30 clicks. Spotify: 38,731 imp, 50 clicks.

VISITOR INFORMATION CENTER - DECEMBER

	Month	YTD (fiscal)
Calls	53	562
Walk-ins	42	1,248
Follow Up Pgrm	0	0
VG's requested	176	1,605
TOTAL	271	3,415

PARTNERS - DECEMBER

	Month (Y/Y)	YTD
Airport Enplanements	15,221 (-34.3%)	214,692 (-39.7%)
GNP Recreational Visits	29,366 (+46%)	1,698,164 (-44%)

LODGING - ANNUAL AVERAGES LODGING - DECEMBER

	YTD 2020	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	42.8%	42.8%	54.0%
econ class	38.1%		
mid/upper	44.8%		
ADR	\$97.20	\$97.20	\$100.38
econ class	\$69.22		
mid/upper	\$107.31		
DEMAND	304,791	304,791	32,084

	December	YOY
Kalispell		
OCC	32.1%	-0.1%
econ class	26.2%	16.6%
mid/upper	34.6%	-5.0%
ADR	\$69.94	-2.5%
econ class	\$52.40	-0.8%
mid/upper	\$75.46	-1.8%
DEMAND	19,290	-1.7%
Comp Set		
Avg OCC	36.2%	-16.8%

November 2020 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Working leads:

- 2021 MSAE FAM trip in conjunction with Whitefish for May-Still waiting confirmation
- 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.

RFP's Lost:

- 2021 AMI Velocity Meeting August-Lost to Grouse Mountain
- 2021 Berlin Brats-June-Choose to keep contract in Seattle

RFP's Won:

- 2021 Living Proof-June – Awarded to 5 Kalispell hotels

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-continued conversation about activities

November Highlights:

- Said farewell's to Joe
- Welcomed Lorraine Clarno – incoming CEO
- Attended Watch Party for the Kalispell Chamber Annual Banquet
- Working with Dancing Spirit to help with their 2021 journalists, influencers
- Tourism Safety Grant – worked on projects:
 - Individual Hand Sanitizer
 - M&C Photo Shoot
 - Discover Kalispell Buff's
 - Shop Local
- Participated in Flathead Crisis Management calls
- Listened to webinars from Destination Analyst
- Monthly Lodging Survey
- Researched Hybrid meetings

Future Conferences & Large Events

2021

- 2021 MT Alpine Race School (MARS)-January 14-17, 2021
- 2021 Glacier Challenge-Gymnastics-January 15-17, 2021-Fairgrounds
- 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 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 International Bear Association-September 12-18, 2021 Red Lion + overflow rooms
- 2021 WELD-Western Extension Leadership Development- September 19-24 -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

December 2020 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Working leads:

- 2021 MSAE FAM trip in conjunction with Whitefish for May-Still waiting confirmation

RFP's Lost:

RFP's Won:

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
- 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.

Group Assist:

December Highlights:

- Tourism Safety Grant – worked on projects:
 - Deliveries of Hand Sanitizer, BWDC maps
 - M&C Photo Shoot completion
 - Discover Kalispell Buff's completion
 - Shop Local
- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Retreat
- Attended Montana Tourism Partners Forum
- Monthly Lodging Survey
- Researched Hybrid meetings

Future Conferences & Large Events

2021

- 2021 MT Alpine Race School (MARS)-January 14-17, 2021
- 2021 Snow Bash 4-Wheel Drive Event – January 16 - Fairgrounds
- 2021 Glacier Challenge Gymnastics Meet - January 15-17, 2021 - Fairgrounds
- 2021 Brash Winter Series Rodeo - January 22-23 – Majestic Valley Arena
- 2021 President’s Day Hockey Tournament-February – TBD
- 2021 Brash Winter Series Rodeo – February 5-6 – Majestic Valley Arena
- 2021 Brash Winter Series Rodeo – February 19-20 – Majestic Valley Arena
- 2021 MAAI State Indoor Archery Tournament – February 27-28 - Fairgrounds
- 2021 Glacier Freeze Basketball-March – TBD – Not listed on event schedule ?
- 2021 Brash Winter Series Rodeo – March 5-6 – Majestic Valley Arena
- 2021 Home & Garden Showcase – March 5-6 - Fairgrounds
- 2021 Brash Winter Series Rodeo – March 19-20 – Majestic Valley Arena
- 2021 NWMACA Gun Show – March 26-28 – Majestic Valley Arena
- 2021 Brash Winter Series Rodeo – April 2-3 – Majestic Valley Arena
- 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 Battalion Reunion-May 11-15, 2021-Red Lion-Pending may move to September
- 2021 NW Invitational Rabbit Show – May 22-23 - Fairgrounds
- 2021-State Softball-May 27-29, 2021
- 2021 Three Blind Refs Soccer Tournament-June 5-6 - Citywide_– TBD – still not listed
- 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 24-27, 2021
- 2021 The Big Shindig-June 19, 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 21-25, 2021
- 2021 Northwest Montana Fair and Rodeo – August 18-22, 2021
- 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 International Bear Association-September 12-18, 2021 Red Lion + overflow rooms
- 2021 WELD-Western Extension Leadership Development- September 19-24 - 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 (con't)

- 2021 Discover Kalispell MT Indoor Soccer Tournament – November 19-21 - Fairgrounds

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

1/14/2021

**Kalispell Tourism Business Improvement District
BOARD OF DIRECTORS
TERM: July 1, 2020 – April 30, 2021**

Board officers:

Emily Schroeder, Chairman of the Board
Bryce Baker, Vice-Chair
Noelle Barr, Treasurer

Board Member	Term Expires
Noelle Barr Owner/Manager, Kalispell Grand (small)	04/30/2021
Britta Joy AGM, Marriott Springhill Suites (*medium) *filling the small category property seat as no applications from a small property were received when the seat was vacated	04/30/2022
Zac Ford Manager, Hampton Inn (large)	04/30/2022
Dawn Hendrickson Director of Sales, Homewood Suites (medium)	04/30/2023
Robert Hall General Manager, Holiday Inn Express (large)	04/30/2023
Emily Schroeder Director of Sales, Hilton Garden Inn (large)	04/30/2024
Bryce Baker Manager, My Place (medium)	04/30/2024

Property Categories:

Large: Fairbridge Inn & Suites; Hampton Inn; Hilton Garden Inn; Holiday Inn Express; Motel 6; Red Lion.

Medium: Aero Inn; Best Western Kalispell/Glacier Park West; Blue & White Motel; Econo Lodge; Homewood Suites; My Place; Marriott Springhill Suites; Super 8; Travelodge.

Small: America's Best Value Inn, Best Western Plus Flathead Lake; Glacier Ridge Suites; Kalispell Grand Hotel; Montana Basecamp RV Park; Sherman Lodge.

2021 Kalispell TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 27	Business meeting and Year In Review Annual Meeting
February 24	Approval of projected revenue for FY22
March 24	Approval of FY22 budget and key markets and goals & objectives sections of the marketing plan. Nomination process initiated for upcoming board of director vacancies
April 28	Approval of FY22 marketing plan and budget
May 26	New board members and officers in place
June 23	Board nomination approval Election of TBID board officers
July 28	
August 25	
September 22	
October 27	
November 24	
December 22	