

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, February 24, 2021  
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. Discussion with Jeff Mow, Superintendent of Glacier National Park about Summer 2021.

3. Board Action Items

- a) Approval of minutes from January 27, 2021
- b) Approval of TBID financial statements for January 2021
- c) Approval of projected revenue for FY22
- d) Scoring and approval of grant application – MHSAA State Wrestling Tournament. Grant request is to cover cost for hotel rooms for six officials and assistance towards police coverage for event. Requestor: Bryce Wilson, AD FHS.

4. Board Discussion

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

Enclosures: January 27, 2021 board meeting minutes  
TBID financial statements for January 2021  
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

2021 TBID Board Meeting Schedule (subject to change)

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

<del>January 27</del>	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.

**Join Zoom Meeting**

<https://us02web.zoom.us/j/4989062297?pwd=Yml4bWtEdTJxMWdSU2svSjUxNFJsQT09>

Meeting ID: 498 906 2297

Passcode: Discover

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

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

**Board Members Present:** Emily Schroeder, Zac Ford, Bryce Bennett, Britta Joy, Robert Hall

**Via Zoom:** Dawn Hendrickson and Noelle Barr

**Board Members Absent:** None

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

**Guests:** None

## **MINUTES**

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

### **1. Hear from the Public – none**

### **2. Board Action**

#### **a) Approval of minutes from December 9, 2020**

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

Discussion: none. Board approved unanimously.

#### **b) Approval of TBID financial statements for November and December 2020**

Motion was made by Noelle Barr to approve the financials. Motion was seconded by Britta Joy.

Discussion: none. Board approved unanimously.

### **3. Board Discussion**

#### **a) Abbi Agency is working on a brand and logo refresh for Discover Kalispell**

- Kalispell Chamber is also working with Abbi Agency on a brand refresh. Discussions are under way for DK and Kalispell Chamber to create an overarching brand and visual synergy to leverage each other's reach and connect tourism to economic development. It will also allow us to present a community portal for visitors, economic development, workforce, relocation, etc. Discover Kalispell will maintain individual brand identity. First draft of creatives will be supplied in March. Bryce has volunteered to be on the co-branding task force along with Chamber board of director representatives and Chamber/CVB staff.

#### **b) Revenue Report**

- 2<sup>nd</sup> Quarter FY21 down only 1%.
- TBID revenue will be available early February. No longer receiving revenue from Country Inn.

- TBID is in a good cash position with revenue decreases for last two quarters of FY20 and first two quarters of FY21 smaller than projected.
- Board will approve revenue projection for the next fiscal year at the February 24 meeting.
- STR Report for December showed occupancy rate of 32.1%, the same as last year and significantly better than our comp set, especially for economy properties.

**Business Meeting adjourned at 3:15 pm and was followed by the 2020 Discover Kalispell-TBID Annual Meeting via Zoom.**

Recording of presentation and copy of annual report available at <https://discoverkalispell.com/kalispell-tourism-business-improvement-district-tbid/>

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 January 2021

Checking account balance as of 1/30/2021

\$123,119.24

TBID Account – Expense Summary (accrual basis)

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support and software; portion of Chamber/CVB travel professional liability insurance.

Marketing Support: Event grant – monthly fee See Source mobile location data

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

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

KCVB Event Account – Expense Summary, January 2021

(Financials based on calendar year)

Spartan 2021: (\$30,000 FY21 TBID)  
Balance forward from 2020: \$154.00  
Income: \$0  
Expenses: \$0  
Cash Balance: \$154.00

Indoor Soccer 2021: (\$20,000 FY21 TBID)  
Balance forward from 2020: \$11,353.65  
Income: \$0  
Expenses: \$0  
Cash Balance: \$11,353.65

aRes:  
Balance forward from 2020: \$141.02  
Income: \$0  
Expenses: \$0  
Cash Balance: \$141.02

Meetings & Conventions: (Step-on guide services, misc):  
Balance forward from 2020: \$845.53  
Income: \$0  
Expenses: \$0  
Cash Balance: \$845.53

Account Admin:  
Balance forward from 2020: \$368.78  
Income: \$0  
Expenses: \$0  
Cash Balance: \$368.78

VIC Merch:  
Balance forward from 2019: \$98.00  
Income: \$17.00  
Expenses: \$0  
Cash Balance: \$402.50

10:37 AM

Tourism Business Improvement District

Balance Sheet

02/10/21

As of January 31, 2021

Accrual Basis

	<u>Jan 31, 21</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 - Checking	123,062.11
1020 - Whitefish Credit Union	289,082.48
<b>Total Checking/Savings</b>	<u>412,144.59</u>
<b>Accounts Receivable</b>	
1200 - Accounts Receivable	500.00
<b>Total Accounts Receivable</b>	<u>500.00</u>
<b>Total Current Assets</b>	412,644.59
<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>441,842.67</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 - Accounts Payable	12,722.59
<b>Total Accounts Payable</b>	<u>12,722.59</u>
<b>Total Current Liabilities</b>	<u>12,722.59</u>
<b>Total Liabilities</b>	12,722.59
<b>Equity</b>	
32000 - Unrestricted Net Assets	363,305.25
Net Income	65,814.83
<b>Total Equity</b>	<u>429,120.08</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>441,842.67</u></u>

**Tourism Business Improvement District**  
**Profit & Loss - FY21**  
**January 2021**

02/10/21

Accrual Basis

	Jan 21	Jul '20 - Jan 21
<b>Income</b>		
4000 · TBID Revenue	0.00	317,537.00
4100 · Interest Income	1.13	381.04
<b>Total Income</b>	1.13	317,918.04
<b>Expense</b>		
5000 · Staffing	18,266.87	99,398.37
<b>5100 · Administrative</b>		
5160 · Rent	900.00	6,300.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	216.74	1,458.78
5140 · Office Supplies	12.80	387.45
5150 · Postage & Copies	60.63	591.40
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	225.00	1,255.00
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	34.30	336.03
5190 · Technology Support	60.00	450.55
5195 · Equipment (Software)	30.54	469.09
5115 · Annual Report/Mtg	-63.61	-63.61
5130 · Directors & Officers Insurance	419.00	1,582.00
<b>Total 5100 · Administrative</b>	1,895.40	19,687.44
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	6,950.00
5220 · Training & Education	0.00	385.00
5240 · Research	1,297.00	6,296.00
5242 · Grant Program	0.00	3,000.00
5235 · Creative Agency Services	0.00	30,700.00
5237 · aRes	0.00	5,050.00
<b>Total 5200 · Marketing Support</b>	1,297.00	59,081.00
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	0.00	5,635.81
5280 · Website Marketing (SEO & SEM)	0.00	10,126.50
<b>Total 5250 · Web Site</b>	0.00	15,762.31
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	2,476.69
5430 · Social Media Administration	845.00	3,651.25
5450 · Media Buy	214.91	26,758.40
5480 · Airport Visitor Display	75.00	675.00
5420 · E-Marketing	0.00	1,262.00
<b>Total 5400 · Consumer Marketing</b>	1,134.91	34,823.34
<b>5550 · Groups and M&amp;C</b>		
5567 · Meeting Planner FAM	0.00	68.00
5571 · Media Buy	0.00	1,400.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	0.00	1,043.96
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5589 · M&C Memberships	0.00	545.00
5585 · Sales Calls	0.00	76.77
<b>Total 5550 · Groups and M&amp;C</b>	0.00	6,975.48
<b>5650 · Publicity</b>		
5666 · PR Agency	2,625.00	18,375.00
5660 · Travel Media Press Trips/FAM	70.00	302.50
<b>Total 5650 · Publicity</b>	2,695.00	18,677.50
<b>Total Expense</b>	25,289.18	254,405.44

10:36 AM

Tourism Business Improvement District  
Profit & Loss - FY21  
January 2021

02/10/21

Accrual Basis

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	Jan 21	Jul '20 - Jan 21
Net Income	<u>-25,288.05</u>	<u>63,512.60</u>

10:36 AM

02/10/21

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY21**  
 July 2020 through January 2021

	Jul '20 - Jan 21	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	317,537.00	679,395.00	-361,858.00	46.7%
4100 · Interest Income	381.04			
<b>Total Income</b>	<u>317,918.04</u>	<u>679,395.00</u>	<u>-361,476.96</u>	<u>46.8%</u>
<b>Expense</b>				
5000 · Staffing	99,398.37	218,000.00	-118,601.63	45.6%
5100 · Administrative	19,687.44	34,400.00	-14,712.56	57.2%
5200 · Marketing Support	59,081.00	87,500.00	-28,419.00	67.5%
5250 · Web Site	15,762.31	30,000.00	-14,237.69	52.5%
5400 · Consumer Marketing	34,823.34	78,100.00	-43,276.66	44.6%
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	18,677.50	44,000.00	-25,322.50	42.4%
<b>Total Expense</b>	<u>254,405.44</u>	<u>602,800.00</u>	<u>-348,394.56</u>	<u>42.2%</u>
<b>Net Income</b>	<u><u>63,512.60</u></u>	<u><u>76,595.00</u></u>	<u><u>-13,082.40</u></u>	<u><u>82.9%</u></u>



**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
January 2021

	VC		
	Merch	Admin	TOTAL
<b>Income</b>			
4700.00 · Special Events	17.00	0.00	17.00
<b>Total Income</b>	<u>17.00</u>	<u>0.00</u>	<u>17.00</u>
<b>Expense</b>			
5060.00 · Bank Fees & Service Charges	0.00	52.30	52.30
5520.00 · Professional Fees	0.00	213.75	213.75
5420.00 · Office	0.00	29.59	29.59
<b>Total Expense</b>	<u>0.00</u>	<u>295.64</u>	<u>295.64</u>
<b>Net Income</b>	<u>17.00</u>	<u>-295.64</u>	<u>-278.64</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
2020 Balance Forward	154.00	11,353.65	845.53	385.50	(100.00)	(580.86)	141.02	368.78	12,567.62
January 2020	0.00	0.00	0.00	17.00	0.00	580.86	0.00	(52.30)	545.56
February 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
March 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June 2020	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July 2020	0.00	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	0.00
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
EVENT BALANCES	154.00	11,353.65	845.53	402.50	(100.00)	0.00	141.02	316.48	13,113.18

**WEBSITE (Y/Y Comparison) JANUARY**

<b>Users</b> 11,937 (+3.12%)	<b>Pgs/Session</b> 3.69 (+14.01%)	<b>Session Duration</b> 01:35 (+34.68%)	<b>Page Views</b> 50,926 (+13.23%)
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**Top Cities**

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

**aRes (Google Analytics)**

list views	8,893 (+45.64%)
list clicks	236
list CTR	2.65%

**Lodging Page**

page views	1,546 (+45.03%)
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**CONVERSIONS - JANUARY**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	295	1,993
Newsletter subscribers	378	1,589
aRes reservations booked	0	0
aRes room nights booked	0	0
Future grp rm/nts contracted	40	290

**GROUP SALES - JANUARY**

RFP's Sent to Hotels	1
Proposals to Clients	1
Groups Assisted	3
Future group rooms won	40

**SOCIAL MEDIA - JANUARY**

			
Followers	37,460	13,400	3,935
Impressions	77,318	116,234	19,100
Reach/profile visits	62,938	115,066	954
		54.67% CTR	

**OTHER - JANUARY**

Abbi Agency winter campaign: Google search - CTR 5.74%, CPC \$1.15, Conversion 2.43%. Google display - Imp 945,201, Clicks 679, CTR 0.07%, conversions 19. Social ads - Imp 270,580, reach 101,781, CTR 3.67%, Clicks 9,927, conversions 12. Linked In (M&C) Imp 12,773, CTR 0.24%, clicks 31, total actions 86. Spotify - Imp 33,022, reach 16,063, clicks 55, CTR 0.17%.

MT State Parks Summer visitations: Lone Pine 13.7% increase, Flathead Lake State Parks 32.9% increase YOY

**VISITOR INFORMATION CENTER - JANUARY**

	Month	YTD (fiscal)
Calls	69	655
Walk-ins	43	1,310
Intercom	33	321
VG's requested	210	2,004
<b>TOTAL</b>	<b>355</b>	<b>4,290</b>

**PARTNERS - JANUARY**

	Month (Y/Y)	YTD
Airport Enplanements	17,463 (-29.4%)	17,463
GNP Recreational Visits	23,317 (+70%)	23,317

**LODGING - ANNUAL AVERAGES LODGING - JANUARY**

	YTD 2020	Running 12 Mths	FY21 YTD Avg
<b>Kalispell</b>			
<b>OCC</b>	38.0%	43.2%	51.6%
econ class	25.7%		
mid/upper	43.1%		
<b>ADR</b>	\$73.48	\$97.08	\$96.52
econ class	\$55.07		
mid/upper	\$78.05		
<b>DEMAND</b>	22,826	307,188	30,726

	January	YOY
<b>Kalispell</b>		
<b>OCC</b>	38.0%	15.3%
econ class	25.7%	13.9%
mid/upper	43.1%	14.9%
<b>ADR</b>	\$73.48	1.3%
econ class	\$55.07	3.3%
mid/upper	\$78.05	0.6%
<b>DEMAND</b>	22,826	13.4%
<b>Comp Set</b>		
<b>Avg OCC</b>	39.8%	-7.3%

# January 2021 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2021 Wilson/Pecora Wedding - July

## Working leads:

- 2021 MSAE FAM trip in conjunction with Whitefish for May-Still waiting confirmation
- 2021 GirlTime Getaways - working to put together itinerary and RFP

## RFP's Won:

- 2021 Wilson/Pecora Wedding – July – Hilton Garden Inn

## 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:

- Delivered welcome bags for Liberty Fellowship Group
- Information about Kalispell to Military Group with potential for 2022
- Girltime Getaway Itinerary

## January Highlights:

- Prep for the 2020 Annual Review Meeting/Virtual
- Prepared M&C portion for the Visitor Guide
- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Continued researching Hybrid meetings
- Interview with Small Market Meeting for March story about Meeting in Kalispell
- Provided content for M & C meeting campaign to Abbi Agency-campaign will link to new M&C Hot Hotel Dates on website

## Future Conferences & Large Events

### 2021

- 2021 Brash Winter Series Rodeo – February 19-20 – Majestic Valley Arena
- 2021 Montana Sportsman’s Expo – February 19-21 - Fairgrounds
- 2021 MAAI State Indoor Archery Tournament – February 27-28 - Fairgrounds
- 2021 Glacier Freeze Basketball-March – TBD – Not listed on event schedule?
- \*2021 State AA Wrestling – March 5-6 – Flathead High School
- 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 Wimp 2 Warrior MMA Event – May 15 - Fairgrounds
- 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 – There was a change to the next weekend and it has been changed back. THIS IS THE CORRECT DATE
- \*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 Wilson/Pecora Wedding – July 1-2 – Hilton Garden Inn
- 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

2/12/2021

\*Indicates Discover Kalispell has booked the group/event or assisting in some way.