

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, March 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 MDOT and Big Sky PR about summer highway construction projects.

3. Board Action Items

- a) Approval of minutes from February 24, 2021
- b) Approval of TBID financial statements for February 2021
- c) Approval of FY22 budget
- d) Approval of FY22 marketing plan goals, objectives and target markets

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: February 24, 2021 board meeting minutes
TBID financial statements for February 2021
FY22 budget, goals and objectives and key markets for approval
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

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.

Join Zoom Meeting

Meeting ID: 498 906 2297
Passcode: Discover

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, February 24, 2021
3:00 – 5:00 pm**

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

Board Members Present: Emily Schroeder, Robert Hall, Dawn Hendrickson

Via Zoom: Zac Ford, Britta Joy, Bryce Baker and Noelle Barr

Board Members Absent: None

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

Guests: Jeff Mow, Superintendent Glacier National Park (Zoom)

MINUTES

The meeting was called to order at 3:00 pm by Chair Emily Schroeder.

1. Hear from the Public – none

2. Discussion with Jeff Mow, Superintendent of Glacier National Park about Summer 2021.

- The summer of 2021 is going to be challenging with a confluence of COVID impacts, a record number of visitors and widespread road construction.
- Park is about 100 housing units short due to COVID requirements that seasonal employees have their own bedrooms.
- Due to lower staffing level, services offered will be prioritized and some will be eliminated. For example, not all campgrounds will be open.
- A new visitor demographic is utilizing the park – those not accustomed to being in the wild which can require more staffing.
- Road construction will take place on Highway 2 from Hungry Horse to Nyack through a MDOT project. GNP is doing construction on the Camas Road, which will be closed at times. Construction is also occurring on Highway 89 and Many Glacier.
- Park leadership plans to up their game on traffic management.
- Park is assessing a system of ticketed entry for the GTTS corridor June1 – Labor Day for this year.
Goals:
 - provide certainty on entering the park.
 - reduce peak demand at the west entrance.
 - enhance awareness of crowding issues.
 - intercept visitors with information before they reach the road construction areas.
- Visitors who have reservation for lodging or activities in the park don't need a ticket.
- Tickets can be purchased online at recreation.gov. 80% of tickets per day will be released 30 days prior to reservation dates, remaining 20% will be released 2 days ahead. (These percentages are approximate and may be adjusted if the program moves forward.)
- Existing pass holders will need to purchase a ticket for entry to the park.

- Park hopes to have information points before travelers reach park entrance, with cell service / wifi so they can make a reservation if space is available. Info about activities outside the park will also be available.
- Jeff is gathering feedback in order to know how to proceed with ticketed entry.

Board comments about the ticketed entry system:

- Short notice of ticketed entry system for this summer season. There's no way to reach everyone before they arrive for their park visit.
- Suggested extending the booking window so visitors can book further out than 30 days.
- Communicate with visitors via AM radio station in park vicinity.

3. Board Action

a) Approval of minutes from January 27, 2021

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

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for January, 2021

Motion was made by Noelle Barr to approve the financials. Motion was seconded by Robert Hall.

Discussion: none. Board approved unanimously.

c) Approval of projected revenue for FY22

Motion was made by Britta Joy to set projected revenue for FY22 at \$525K. Britta accepted an amendment by Bryce to rollover estimated \$100K reserves for board approval which will put the budget at \$625K, however only \$525K will come from collections.

Motion was seconded by Noelle Barr. Discussion: state is projecting \$160K in bed tax, may be closer to \$140K. Chamber was approved for PPP funding, approx. \$50K will be applied to TBID wages. Estimated rollover from FY21 is \$100K.

d) Scoring and approval of grant applications – In addition to the MHSAA State Wrestling Tournament, two more grant applications were submitted after the agenda was distributed:

MHSAA State Wrestling Tournament, March 5 – 6: requested \$2,994 (\$1,500 for law enforcement and \$1,494 for rooms for officials). Projected room nights: 300

Montana State AAU Folkstyle Wrestling Tournament, March 19 – 21: requested \$2,000 toward event costs. Projected room nights: 1,500

Kalispell PBR, June 4: requested \$2,500 for marketing and social media advertising plus \$2,500 in-kind promotional support.

Motion was made by Noelle Barr to approve all three grant requests. Motion was seconded by Britta Joy. Discussion: \$4,795 remains in the grant budget for FY21. The three requests total \$7,494 which is \$2,699 over the amount budgeted for event grants. All three appear to meet grant requirements for events new to Kalispell, occurring during the shoulder season and yielding significant room nights.

Board instructed grant payments to be handled in the following ways:

1. MHSAA State Wrestling – pay hotels directly, pay FHS for law enforcement post event.
2. Montana State AAU Folkstyle Wrestling – pay venue fees to the fairgrounds directly.
3. Kalispell PBR – ask for a breakdown of expenditures prior to issuing a check.

Board discussed establishing a blanket policy of paying grant funds to vendors directly.

Additional guidelines for paying out and documenting grant funds for the FY22 grant cycle will be discussed at a future board meeting.

4. Board Discussion

a) Event and grant updates

Follow-up discussions were held with Blacktail Mountain Operations Manager Jessie Wood and Ali with the Lakeside-Somers Chamber regarding Montana Alpine Race School's cancellation of the USSA Qualifying Race in January. They indicated that USSA has tight stipulations for events and required that Flathead County Health Department designate a COVID Coordinator for the event. Race organizers were concerned that their COVID safety plan still had not been approved by the coordinator one week prior to the event so decided to postpone and possibly cancel the event. Jessie Wood stated that Blacktail's position has always been that if the county is not supportive, they're not going to hold the event. \$2,000 of the \$4,000 event grant that had been approved for the event was disbursed. Funds were used to purchase safety and timing equipment that can be used for future races and will allow Blacktail to host more races of this type. It appears unlikely that MARS will be able to reschedule the event this season due to ski conditions ending. Board agreed that if MARS is able to hold the USSA Qualifier later this year and requests the remaining \$2,000 in grant funds, it will be dealt with at that time.

b) Marketing and operational updates

- Car rentals will be in short supply again this year due to supply chain issues.
- New carrier and flight announce: Jet Blue flight to NY-JFK.
- Alaska Airlines may not be offering its Portland direct flight this summer.

c) Group, M&C updates

Dawn will distribute an updated list of upcoming meetings and events.

Meeting was adjourned at 5:15pm.

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 February 2021

Checking account balance as of 2/26/2021

\$105,190.35

TBID Account – Expense Summary (accrual basis)

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

Marketing Support: 50% sponsorship to AAU; monthly fee See Source mobile location data; creative agency services.

Website: webpage marketing (SEO/SEM)

Consumer: paid social advertising; winter campaign media; social media admin; airport display stocking; visitor guide tear-out map design.

PR/Publicity: monthly PR contract (Lightning Bug PR); press trip expenses

KCVB Event Account – Expense Summary, February 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: \$33.16
Expenses: \$0
Cash Balance: \$174.18

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: \$201.00
Expenses: \$538.18
Cash Balance: \$168.19

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

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03/10/21

Accrual Basis

Tourism Business Improvement District

Balance Sheet

As of February 28, 2021

	<u>Feb 28, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	104,133.22
1020 · Whitefish Credit Union	289,082.48
Total Checking/Savings	<u>393,215.70</u>
Total Current Assets	393,215.70
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>422,413.78</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	10,996.83
Total Accounts Payable	<u>10,996.83</u>
Total Current Liabilities	<u>10,996.83</u>
Total Liabilities	10,996.83
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	48,111.70
Total Equity	<u>411,416.95</u>
TOTAL LIABILITIES & EQUITY	<u>422,413.78</u>

Tourism Business Improvement District
Profit & Loss - FY21
February 2021

03/10/21

Accrual Basis

	Feb 21	Jul '20 - Feb 21
Income		
4000 · TBID Revenue	0.00	317,537.00
4100 · Interest Income	0.87	381.91
Total Income	0.87	317,918.91
Expense		
5000 · Staffing	773.52	100,171.89
5100 · Administrative		
5160 · Rent	900.00	7,200.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	192.03	1,650.81
5140 · Office Supplies	237.80	625.25
5150 · Postage & Copies	105.56	696.96
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	157.50	1,412.50
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	13.27	349.30
5190 · Technology Support	75.00	525.55
5195 · Equipment (Software)	54.42	523.51
5115 · Annual Report/Mtg	859.00	795.39
5130 · Directors & Officers Insurance	0.00	1,582.00
Total 5100 · Administrative	2,594.58	22,282.02
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	6,950.00
5220 · Training & Education	75.00	460.00
5240 · Research	1,297.00	7,593.00
5242 · Grant Program	1,000.00	4,000.00
5235 · Creative Agency Services	2,625.00	33,325.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	4,997.00	64,078.00
5250 · Web Site		
5270 · Maintenance & Enhancements	14.00	6,649.81
5280 · Website Marketing (SEO & SEM)	2,500.00	12,626.50
Total 5250 · Web Site	2,514.00	19,276.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,476.69
5430 · Social Media Administration	845.00	4,496.25
5450 · Media Buy	1,739.00	28,497.40
5480 · Airport Visitor Display	75.00	750.00
5420 · E-Marketing	0.00	1,262.00
5496 · Visitor Guide & Niche Brochures	500.00	500.00
Total 5400 · Consumer Marketing	3,159.00	37,982.34
5550 · Groups and M&C		
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
Total 5550 · Groups and M&C	0.00	6,975.48
5650 · Publicity		
5666 · PR Agency	2,625.00	21,000.00
5660 · Travel Media Press Trips/FAM	40.90	343.40
Total 5650 · Publicity	2,665.90	21,343.40
Total Expense	16,704.00	272,109.44

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03/10/21
Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY21
February 2021

	<u>Feb 21</u>	<u>Jul '20 - Feb 21</u>
Net Income	<u>-16,703.13</u>	<u>45,809.47</u>

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03/10/21

Accrual Basis

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

	<u>Jul '20 - Feb 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	317,537.00	560,000.00	-242,463.00	56.7%
4100 · Interest Income	381.91			
Total Income	<u>317,918.91</u>	<u>560,000.00</u>	<u>-242,081.09</u>	<u>56.8%</u>
Expense				
5000 · Staffing	100,171.89	218,000.00	-117,828.11	46.0%
5100 · Administrative	22,282.02	34,400.00	-12,117.98	64.8%
5200 · Marketing Support	64,078.00	79,700.00	-15,622.00	80.4%
5250 · Web Site	19,276.31	30,000.00	-10,723.69	64.3%
5400 · Consumer Marketing	37,982.34	53,100.00	-15,117.66	71.5%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	6,975.48	50,800.00	-43,824.52	13.7%
5650 · Publicity	21,343.40	44,000.00	-22,656.60	48.5%
Total Expense	<u>272,109.44</u>	<u>560,000.00</u>	<u>-287,890.56</u>	<u>48.6%</u>
Net Income	<u><u>45,809.47</u></u>	<u><u>0.00</u></u>	<u><u>45,809.47</u></u>	<u><u>100.0%</u></u>

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

	VC			
	Merch	aRes	Admin	TOTAL
Income				
4025.00 · Program Revenue	0.00	33.16	126.00	159.16
4700.00 · Special Events	17.00	0.00	75.00	92.00
Total Income	17.00	33.16	201.00	251.16
Expense				
5060.00 · Bank Fees & Service Charges	0.00	0.00	118.25	118.25
5520.00 · Professional Fees	0.00	0.00	353.09	353.09
5420.00 · Office	0.00	0.00	66.84	66.84
Total Expense	0.00	0.00	538.18	538.18
Net Income	17.00	33.16	-337.18	-287.02

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	33.16	(148.29)	(115.13)
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	174.18	168.19	12,998.05

KCVB Combined Budgets FY22				
TBID Projected Revenue - \$ 525,000				
Rollover from FY21 - \$ 100,000				
Total - \$ 625,000				
Program Description	Project	Program Total	% of budget	FY21 Budget
Administration				
Wages, benefits, employer expenses		\$239,700	38%	\$218,000
Operations				
		\$35,550	6%	\$34,400
Rent	\$8,400			
Bank Fees	\$50			
Phone	\$2,800			
Office Supplies	\$1,000			\$1,200
Postage & copies	\$2,200			\$2,500
Audit - City of Kalispell	\$2,000			
Audit - Chamber (TBID, KCVB)	\$3,500			\$3,200
Accounting services	\$3,000			
City of Kalispell Assessment Fee	\$5,000			
Travel & entertainment expenses	\$1,200			\$1,500
Tech support (email accts plus)	\$1,200			\$1,500
Equipment, software, furniture	\$1,200			\$1,000
Annual report & meeting	\$2,000			\$1,000
Insurance - O&D and Travel	\$2,000			\$1,250
Marketing Support				
		\$89,900	14%	\$79,700
Smith Travel Reports	\$8,900			\$6,700
Organizational Memberships	\$4,000			
Training and Education	\$1,000			
Research	\$8,000			\$6,000
Grant Program	\$12,000			\$8,000
Creative Agency Services	\$50,000			\$48,000
Ares	\$6,000			
Website				
		\$32,000	5%	\$30,000
Maintenance and enhancements	\$12,000			\$10,000
Website marketing (SEM-SEO)	\$20,000			
Consumer Marketing				
		\$74,450	12%	\$53,100
Photo and video library	\$10,000			\$3,000
Social Media administration	\$8,500			\$8,000
Media buy: print, digital, multi-media	\$45,000			\$35,300
Travel show attendance	\$2,450			\$1,000
Trade show booth display	\$500			
Airport visitor display	\$1,500			
EMarketing	\$1,500			\$1,800
Niche brochures	\$5,000			\$2,000
Events and Sports -Operations and Promotion				
		\$35,000	6%	\$50,000
Spartan Race	\$35,000			\$30,000
Groups and M&C				
		\$71,400	11%	\$50,800
Meeting Planner Shows	\$6,000			\$3,000
Meeting Planner FAM	\$4,000			\$4,000
M&C and Group incentive program	\$30,000			\$21,000
Media buy: print, digital, multi-media	\$16,000			\$8,000
EMarketing	\$1,400			
Group photo and video library	\$2,000			
M&C collateral	\$4,000			\$2,000
Customer Relationship Mgmt System	\$6,000			
M&C memberships	\$1,000			
Sales calls	\$1,000			
Publicity				
		\$47,000	8%	\$44,000
Travel media press trips/FAM	\$10,000			\$8,000
PR - agency services, Meltwater, misc.	\$35,000			
Kalispell branded merchandise	\$2,000			\$1,000
TOTAL		\$ 625,000	100%	\$560,000

Discover Kalispell FY22 Marketing Plan - Goals and Objectives

Consumer and Event Marketing:

GOALS

1. Increase year-round visitations from non-resident domestic and international travelers.
2. Generate earned media for Kalispell in targeted U.S. and International markets.
3. Build relationships with potential and in-market visitors as demonstrated through increased usage, engagement, and conversions on owned media.
4. Continue to position Kalispell as a sports and event destination by building relationships with state and local organizations, regional and national promoters, and tournament directors.

OBJECTIVES

1. Increase occupancy at TBID hotels by 2% during FY22 (as measured by STR Report).
2. Increase engagement of website users on DiscoverKalispell.com through increasing average pages per session and session duration during FY22. FY20 = avg 3.54 pgs/session (20% increase from FY19); 1:32 session duration (4% decrease from FY19).
3. Increase visitor guide requests (mail and digital views) by 25% over FY20. FY20 = 5,338 requests, 25% increase equates to additional 1,334 requests.
4. Increase consumer newsletter database by 14% over FY20 (Database as of 6/30/2020 = 17,981. 14% increase equates to additional 2,517 subscribers).
5. Measure engagement and reach with Discover Kalispell social media channels by 1) increasing followers on Instagram by 10%; 2) increase views on Pinterest by 5% each month; and 3) obtain an average post engagement on Facebook of 3%.
6. Host minimum of one press or influencer media representative from targeted demographic or geographic markets.
7. Promote Kalispell for sports event travel through key industry publications, direct marketing to tournament organizers and promoters, and the TBID Event Grant program.

Destination Stewardship/Community Advocacy:

GOALS

1. Develop community advocacy initiatives that promote equity, diversity and inclusivity.
2. Be an active participant in initiatives that add to the viability and smart growth of the Kalispell and the downtown core.
3. Support a sustainable destination through messaging about responsible recreation and safe travel within current health and safety guidelines.
5. Play an active role as a voice for tourism in the state and the community through positive publicity and outreach and as an advocate for the tourism industry in state legislative issues.
6. In partnership with Glacier AERO and Glacier Park International Airport, support initiatives to maintain and enhance air service.

OBJECTIVES

1. Build a library of local stories to be promoted in owned and earned media which highlight diverse cultures, lifestyles, and physical abilities.
2. Promote recreate responsibly communications to visitors in-market, residents, and provide resources for businesses.
3. Be an advocate for downtown programs – public art, historic preservation, Trail Crew, and the development of visitor assets through the Discover Kalispell Grant Program.
4. Support initiatives that address workforce development for the tourism and hospitality industry.
5. In partnership with Glacier AERO, provide financial sponsorship or marketing support towards new and expanded air service for fall, winter and spring.

M&C and Group Travel Marketing:

GOALS

1. Promote Kalispell as a destination for domestic and international tour group travel.
2. Continue to build database and relationships with tour operators (domestic and international) and active meeting planners in key markets and segments.
3. Promote Discover Kalispell's group services to local key professionals, businesses, and organizations, educating about the economic impact of group business to Kalispell's economy.
4. Continue to develop resources and knowledge to remain current on hybrid and virtual meetings industry trends.

OBJECTIVES

1. Increase database of qualified and interested meeting planners and tour operators by 10% over FY20 (equates to additional 111+ opt-in subscribers) and retain engagement through quarterly newsletters.
2. Increase Discover Kalispell Linked In followers by 20% through regular postings, paid and organic campaigns.
3. Attend in-person or virtual trade shows to promote Kalispell as a meeting and group travel destination.
4. Host two individual FAMs (physical or virtual) for qualified planners or tour operators who have never been to Kalispell or Glacier Country.
5. Connect and engage with meeting planners and tour operators through targeted year-long campaigns through Discover Kalispell paid and owned media.
6. Attend Montana Society of Associate Executives meetings, in person or virtual, to create relationships with planners and solicit group business.

Discover Kalispell FY22 Marketing Plan – Key and Emerging Markets

Consumer Travel

Key Segment/High Potential Visitors:

- Outdoor recreation seekers
- Arts, culture, and history enthusiasts
- Sports and event travelers
- Family travel

Emerging Segments:

- Travelers that are new to outdoor recreation.

Geographical Markets:

Winter	Missoula, Seattle, Spokane, Great Falls, LA, Portland, Dallas
Spring	Missoula, Seattle, Spokane, Portland, Phoenix, southern CA, Dallas
Summer	Southern CA, Seattle, SF-Oakland, Phoenix, New York
Fall	Phoenix, Seattle, LA, Spokane, Portland, Missoula, Dallas

Meetings & Conventions

Key Segment:

State, national and regional Associations

Geographical Market:

Montana, Pacific Northwest region – Seattle, Oregon

Group Tour & Travel

Key Segment:

- Domestic tour operators looking for niche travel to include weekend getaways, senior travel, cultural/historical and motorcycle tours.
- International tour operators that promote outdoor recreation, national parks, cultural and historic experiences for travel planners in their countries. Due to international travel restrictions continuing in 2021 Discover Kalispell will pursue opportunities through organic media, connections and partnerships versus paid media campaigns for this segment.

Geographical Market:

Domestic group coordinators and tour operators that are now focusing on destinations in the U.S. versus international due to travel restrictions.

Destination Stewardship

Key Segment: Non-resident visitors that are currently in Kalispell/NW Montana.

- Be a resource for travel information (ex. highway construction, rental car shortages).
- Promote Travel Safe and Recreate Responsibly behavior including any currently health guidelines and recommendations.
- Promote things to do outside of Glacier National Park.

WEBSITE (Y/Y Comparison) FEBRUARY

Users
12,028 (+11.63%)

Pgs/Session
3.40 (+6.21%)

Session Duration
01:19 (+19.93%)

Page Views
50,557 (+22.39%)

Top Cities

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

aRes (Google Analytics)

list views	9,4323 (+92.69%)
list clicks	287
list CTR	3.04%

Lodging Page

page views	1,443 (+70.97%)
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CONVERSIONS - FEBRUARY

	Month	YTD (fiscal)
VG Requests (web-online/postal)	456	2,449
Newsletter subscribers	362	1,951
aRes reservations booked	0	0
aRes room nights booked	0	0
Future grp rm/nts contracted	0	290

GROUP SALES - FEBRUARY

RFP's Sent to Hotels	2
Proposals to Clients	2
Groups Assisted	5
Future group rooms won	0

SOCIAL MEDIA - FEBRUARY



	Facebook	Instagram	Twitter
Followers	37,284	13,764	3,948
Impressions	47,441	174,402	11,600
Reach/profile visits	31,275	121,233	688
		59,82% CTR	

MARKETING CAMPAIGNS - FEBRUARY

Google search saw a 266% increase in conversions; CTR increased 106%, CTR of 7.86% (2.12% increase). Increases attributed to continued refinement and addition of keywords. Display ads had 911,808 impressions, 1,050 clicks, 23 conversions. Began You Tube ads: 31.94% of viewers watching entire ads, 241,174 impressions, 260 clicks. Social: 89,439 reach, 4% CTR, 8,640 clicks.

M&C-LinkedIn ads: 12,139 imp, 37 clicks, 89 viewers took action. Also, DK advertised in Meeting Today newsletters, data available in March.

VISITOR INFORMATION CENTER - FEBRUARY

	Month	YTD (fiscal)
Calls	76	707
Walk-ins	47	1,338
Intercom	36	69
VG's requested	380	2,371
TOTAL	539	4,485

PARTNERS - FEBRUARY

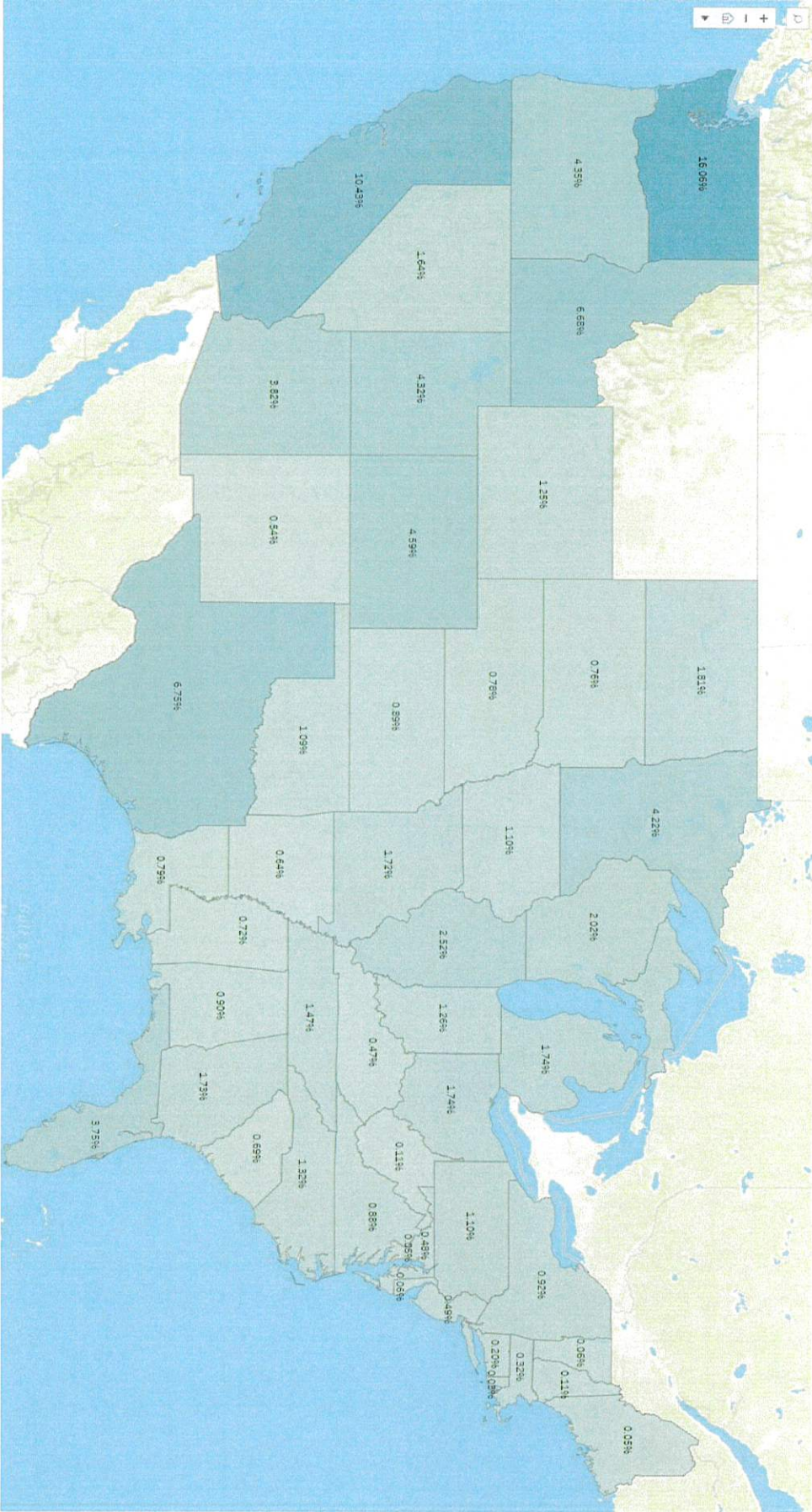
	Month (Y/Y)	YTD
Airport Enplanements	18,084 (-22.4%)	35,547 (-26%)
GNP Recreational Visits	17,138 (-4.89%)	40,455 (+21.7%)

LODGING - ANNUAL AVERAGES LODGING - FEBRUARY

	YTD 2021	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	38.4%	43.3%	50.0%
econ class	26.8%		
mid/upper	43.3%		
ADR	\$73.06	\$96.93	\$93.53
econ class	\$53.83		
mid/upper	\$78.01		
DEMAND	43,945	307,733	29,525

	February	YOY
Kalispell		
OCC	38.9%	5.0%
econ class	28.0%	15.1%
mid/upper	43.5%	1.9%
ADR	\$72.60	-2.2%
econ class	\$52.56	-2.4%
mid/upper	\$77.96	-1.7%
DEMAND	21,119	3.3%
Comp Set		
Avg OCC	44.3%	-14.6%

Mobilelocation Data - non-resident visitors in Kalispell, March 2020 through February 2021



Date Range: 2/1/20 - 2/28/21

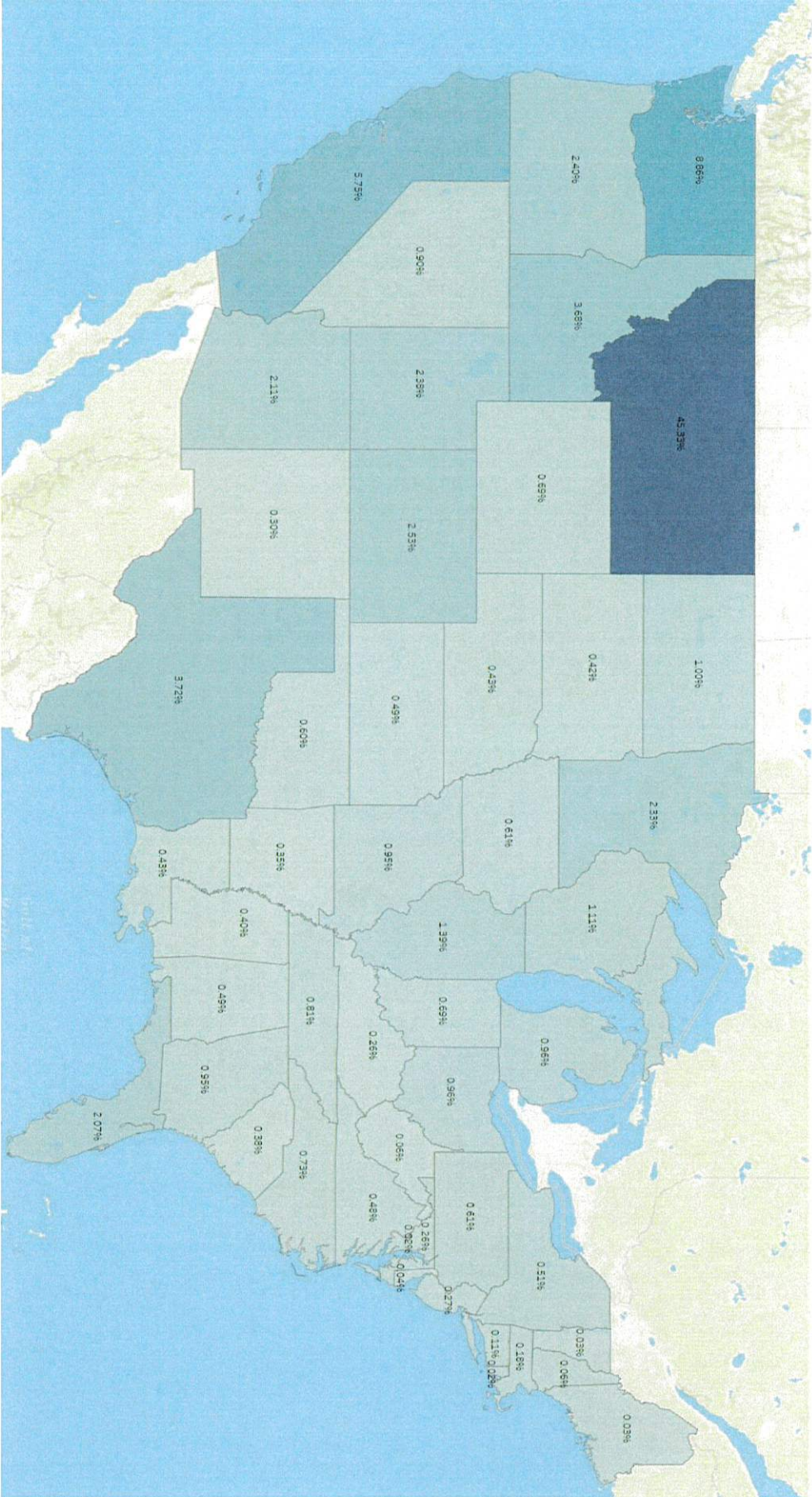
In/Out of State: In Out

Point of Interest:

- (All)
- Flathead County Fairgrounds
- Flathead Lake
- Glacier National Park
- HCSS
- Lone Pine State Bank
- Margaret Oliver Arena
- Museum District

of Unique Visitors: 0 to 500,000

Mobile location data in Kallispell. In-state and out of state excluding Kallispell residents.. March 2020 through February 2021.



Date Range: 01/19/20 - 02/28/21

In/Out of State: In Out

Point of Interest: Fair Fairgrounds Fairground Glacial Visitor Park Hotels Lone Pine State Park Maritime Library Arena Museum District



Top States by POI Mobile Location Data - non-residents in Kalispell. March 2020 through February 2021

State Abbr	Flathead County Fairgr.	Flathead Lake	Glacier National Park	Hotels	Lone Pine State Park	Majestic Valley Arena	Museum District
CA	827	48,577	62,822	12,412	2,753	412	4,057
WA	871	50,867	53,997	15,523	1,611	427	3,079
TX	471	28,337	48,522	8,056	915	117	2,323
MN	234	16,067	34,472	5,256	738	25	1,019
FL	249	15,257	30,672	5,582	679	115	1,301
UT	294	20,007	24,372	5,953	679	116	1,346
CO	234	21,397	22,697	4,723	427	40	1,271
OR	412	20,397	22,272	5,893	871	145	1,359
IL	57	9,167	21,672	3,286	190		486
AZ	413	17,607	21,197	4,975	708	132	1,627
WI	29	6,987	18,922	2,553	382	42	322
GA	101	6,607	15,872	2,500	426	26	486
MO	56	6,987	15,722	2,175	131		457
OH	102	6,737	15,472	2,175	146		382
MI	72	6,297	15,447	2,189	159	13	234
TN	13	5,787	13,747	1,908	307	55	471
ND	191	6,908	12,673	2,754	354	42	769
NC	26	5,057	11,672	1,820	255	56	368
ID	131	14,417	11,447	4,412	412	44	693
IN	55	4,547	11,373	1,805	130	57	353
MT	516	21,098	11,247	7,558	753	264	1,064
PA	86	4,068	10,172	1,567	190	12	279
IA	29	4,288	10,098	1,745	39		336
OK	58	4,477	8,672	1,656	203		441
AL	56	3,797	8,422	1,271	161	41	190
NV	100	7,658	7,947	2,101	204	73	871
VA	87	3,357	6,997	1,197	102		339
WV	115	3,537	6,872	768	87	15	130
LA	26	3,197	6,672	797	40	25	278
KS	55	3,967	6,672	1,272	284	57	279
KY		2,777	6,172	1,079	70	25	131
SD	10	3,458	5,497	916	102	14	235
SC	58	2,807	5,398	1,005	161		250
NE	73	3,257	5,322	1,137	72	43	249
MS	12	3,017	5,272	813	41		175
AR	72	2,547	5,172	931	70		161
WV	131	6,098	4,748	1,479	132	28	324

GPIA - POINT OF ORIGIN BY DOMESTIC MARKET

2019 and 2020 - top 10 markets of origin sorted by Total Visitors

Q1 2019

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
SEA	Seattle	WA	5,887	56.34%	4,297
DEN	Denver	CO	3,597	50.45%	3,380
MSP	Minneapolis/St. Paul	MN	2,961	69.25%	1,294
LAX	Los Angeles	CA	2,333	49.07%	2,411
LAS	Las Vegas	NV	1,659	17.83%	7,636
PHX	Phoenix	AZ	1,623	35.49%	2,950
ORD	Chicago	IL	1,615	69.49%	709
SLC	Salt Lake City	UT	1,561	30.43%	2,904
SAN	San Diego	CA	1,526	46.43%	1,751
ATL	Atlanta	GA	1,500	63.16%	875

Q2 2019

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
LAX	Los Angeles	CA	5,817	66.39%	2,910
SEA	Seattle	WA	5,216	50.12%	4,889
DEN	Denver	CO	4,562	57.68%	3,225
ORD	Chicago	IL	3,449	71.31%	1,364
MSP	Minneapolis/St. Paul	MN	3,133	60.15%	1,983
DFW	Dallas/Forth Worth	TX	2,554	65.00%	1,357
LAS	Las Vegas	NV	2,517	27.37%	6,658
SFO	San Francisco	CA	2,214	70.24%	914
SLC	Salt Lake City	UT	2,200	43.22%	2,211
ATL	Atlanta	GA	2,153	69.10%	954

Q3 2019

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
LAX	Los Angeles	CA	16,438	72.19%	22,771
DEN	Denver	CO	10,387	69.84%	14,872
ORD	Chicago	IL	10,185	76.70%	13,279
MSP	Minneapolis/St. Paul	MN	8,791	75.24%	11,684
SEA	Seattle	WA	7,978	54.95%	14,518
DFW	Dallas/Forth Worth	TX	7,689	76.68%	10,028
SFO	San Francisco	CA	7,017	77.41%	9,065
ATL	Atlanta	GA	6,638	80.52%	8,244
AZA	Phoenix	AZ	5,035	68.46%	7,355
PDX	Portland	OR	4,675	66.51%	7,029
SAN	San Diego	CA	4,570	67.53%	6,767

Q4 2019

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
SEA	Seattle	WA	5,580	49.5%	5,068
DEN	Denver	CO	3,808	50.4%	3,548
AZA	Phoenix	AZ	2,800	44.0%	3,569
MSP	Minneapolis/St. Paul	MN	2,744	56.4%	2,065
LAS	Las Vegas	NV	2,590	26.5%	7,168
LAX	Los Angeles	CA	2,583	55.1%	2,097
SLC	Salt Lake City	UT	2,284	39.7%	2,723
SAN	San Diego	CA	1,698	53.4%	1,475
SFO	San Francisco	CA	1,533	56.7%	1,141
DFW	Dallas/Forth Worth	TX	1,488	50.7%	1,427
ORD	Chicago	IL	1,432	55.7%	1,119

GPIA - POINT OF ORIGIN BY DOMESTIC MARKET

2019 and 2020 - top 10 markets of origin sorted by Total Visitors

Q1 2020

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
SEA	Seattle	WA	5,357	52.61%	4,325
MSP	Minneapolis/St. Paul	MN	3,181	67.11%	1,473
DEN	Denver	CO	2,703	50.93%	2,444
LAX	Los Angeles	CA	2,145	49.25%	2,191
LAS	Las Vegas	NV	1,854	23.60%	6,001
AZA	Phoenix	AZ	1,783	29.31%	4,301
DFW	Dallas/Forth Worth	TX	1,525	55.60%	1,218
SLC	Salt Lake City	UT	1,523	31.31%	2,484
ORD	Chicago	IL	1,446	61.43%	882
PDX	Portland	OR	1,444	70.17%	614
ATL	Atlanta	GA	1,325	63.98%	709

Q2 2020

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
AZA	Phoenix	AZ	1,888	78.54%	492
DFW	Dallas/Forth Worth	TX	1,323	62.29%	697
LAS	Las Vegas	NV	1,250	65.86%	648
DEN	Denver	CO	973	67.99%	397
LAX	Los Angeles	CA	744	76.86%	224
SLC	Salt Lake City	UT	711	53.18%	549
ATL	Atlanta	GA	665	79.26%	165
SAN	San Diego	CA	638	74.62%	217
SEA	Seattle	WA	638	62.61%	341
OAK	Oakland	CA	474	73.60%	170
IAH	Houston	TX	433	74.14%	151

Q3 2020

Airport	Airport city	Airport state	Total Visitors	% Visitors	Total Residents
DFW	Dallas/Forth Worth	TX	9,594	77.66%	2,444
ORD	Chicago	IL	6,779	81.01%	1,542
LAX	Los Angeles	CA	5,836	75.87%	1,821
DEN	Denver	CO	5,639	75.05%	1,651
MSP	Minneapolis/St. Paul	MN	5,017	77.02%	1,397
LAS	Las Vegas	NV	4,167	67.62%	1,978
ATL	Atlanta	GA	4,013	84.91%	655
IAH	Houston	TX	3,620	84.80%	623
SEA	Seattle	WA	3,468	63.60%	1,656
SFO	San Francisco	CA	3,387	75.69%	1,069
SAN	San Diego	CA	3,259	72.68%	1,225

Credit Card Spending Data - Domestic non-resident visitors in Kalispell

Q1 Jan-Mar 2020

Y/Y Growth

11.4%

Q3 Jul-Sep 2020

Y/Y Growth

13.2%

Top originating MSA - sorted by SPEND

	Total Spend (M)	Y/Y Growth	Lodging
Missoula	\$1.1	18.4%	\$40,281
Seattle/Tacoma	\$0.7	27.9%	\$26,636
LA/Riverside/Orange Co	\$0.5	36.7%	\$8,330
Great Falls	\$0.3	16.6%	\$17,046
SF/Oakland/SanJose	\$0.3	31.4%	\$5,891
Denver/Boulder/Greeley	\$0.3	52.5%	\$4,430
Portland-Salem	\$0.3	8.7%	\$3,630
Billings	\$0.2	61.6%	\$11,295
Spokane	\$0.2	-2.1%	\$27,814
Phoenix/Mesa	\$0.2	30.3%	\$2,980

Top originating MSA - sorted by SPEND

	Total Spend (M)	Y/Y Growth	Lodging
LA/Riverside/Orange Co	\$ 2.9	26.6%	\$115,634
Seattle/Tacoma	\$ 2.6	20.5%	\$247,945
Missoula	\$ 2.0	9.6%	\$77,359
Phoenix/Mesa	\$ 1.9	29.1%	\$57,284
SF/Oakland	\$ 1.4	9.6%	\$56,303
Portland/Salem	\$ 1.1	1.8%	\$27,467
Denver/Boulder	\$ 0.9	9.0%	\$60,159
San Diego	\$ 0.9	18.0%	\$32,972
Spokane	\$ 0.3	29.2%	\$119,728
Great Falls	\$ 0.8	16.5%	\$61,264

Q2 Apr-Jun 2020

Y/Y Growth

-17.8%

Q4 Oct-Dec 2020

Y/Y Growth

21.5%

Top originating MSA - sorted by SPEND

	Total Spend (M)	Y/Y Growth	Lodging
Missoula	\$1.3	-19.4%	\$36,325
LA/Riverside/Orange Co	\$1.2	7.8%	\$14,774
Phoenix/Mesa	\$0.9	19.7%	\$7,549
Seattle/Tacoma	\$0.8	-12.7%	\$29,776
Great Falls	\$0.4	-19.7%	\$26,021
SF/Oakland	\$0.4	-14.5%	\$6,896
Las Vegas	\$0.4	13.9%	\$823
Portland/Salem	\$0.4	-28.0%	\$6,370
Spokane	\$0.3	-29.8%	\$29,571
Billings	\$0.3	-16.1%	\$18,415

Top originating MSA - sorted by SPEND

	Total Spend (M)	Y/Y Growth	Lodging
LA/Riverside/Orange Co	\$1.6	86.1%	\$30,268
Missoula	\$1.5	8.9%	\$34,910
Seattle/Tacoma	\$1.3	32.6%	\$33,743
SF/Oakland	\$0.8	105.4%	\$13,240
Portland/Salem	\$0.6	62.4%	\$3,586
Phoenix/Mesa	\$0.5	22.2%	\$8,868
Salt Lake City	\$0.5	34.6%	\$9,717
Great Falls	\$0.5	12.2%	\$18,322
San Diego	\$0.4	45.5%	\$4,060
Denver/Boulder	\$0.4	40.3%	\$9,702

February 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2021 GirlTime Getaways - August
- 2021 Kalispell Lakers – May & July

Proposals Sent:

- 2021 GirlTime Getaways - August
- 2021 Kalispell Lakers – May & July

Working leads:

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

RFP's Won:

- 2021 Kalispell Lakers – May & July – waiting to hear which hotels they choose

RFP's Lost:

- 2021 GirlTime Getaways – August – Choose Country Inn & Suites – still assisting with Kalispell Downtown Tour
- 2021 Battalion Reunion – May – Cancelled due to Covid and going to Pennsylvania in 2022. Returning in 2023

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:

- Girltime Getaway Itinerary
- Spartan logistics
- Provided venue suggestions for August wedding
- USS St. Paul Association
- District #5350 Rotary Convention

February Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Continued researching Hybrid meetings
- Worked on logistics for the Hotel campaign
- Met with Laura Taylor with Spectrum – working on internet capacities for virtual meetings
- Participated in Coffee Connect
- Visited Medical Valley Services and met with Katie Scott to understand the Covid services they could offer for groups
- Worked on Spring M&C and Tour and Group Travel quarterly e-news

Future Conferences & Large Events

2021

March

- *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 Arena Cross – March 12-13 – Majestic Valley Arena
- 2021 Brash Winter Series Rodeo – March 19-20 – Majestic Valley Arena
- *2021 Montana AAU Wrestling Tournament – March 19-20 - Fairgrounds
- 2021 NWMACA Gun Show – March 26-28 – Majestic Valley Arena

April

- 2021 Brash Winter Series Rodeo – April 2-3 – Majestic Valley Arena
- *2021 District 37 Montana Lions – April 23-24 – Red Lion
- *2021 MT Meat Processors Conference-April 27-30 - Hilton

May

- *2021 Spartan Race-May 1-2, 2021
- *2021 NW Regional App Challenge-May 1-2, 2021 - Virtual
- *2021 MT District #5350 Conference (Rotary)-May 14-15, 2021-Hilton
- 2021 Wimp 2 Warrior MMA Event – May 15 – Fairgrounds
- 2021 Kalispell Lakers Canadian Days Tournament – May 21-23 – Griffin Field
- 2021 NW Invitational Rabbit Show – May 22-23 - Fairgrounds
- 2021-State Softball-May 27-29, 2021

June

- 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
- 2021 Flathead Shrine Circus – June 6 – Majestic Valley Arena
- *2021 BMW Rally Post Excursion-June 24-27, 2021
- 2021 The Big Shindig-June 19, 2021-DeSoto Grill

July

- *2021 Wilson/Pecora Wedding – July 1-2 – Hilton Garden Inn
- *2021 Kalispell Lakers John R. Harp Tournament – July 9-11 – Griffin Field

- *2021 Kalispell Lakers Flathead Lake Finals Tournament – July 15-18 – Griffin Field
- 2021 The Medieval Joust and Celebration/Montana Renaissance Faire – July 23-25-Majestic Valley Arena
- 2021 Under the Big Sky Festival-July 17-18, 2021
- 2021 Event at Rebecca Farm-July 21-25, 2021

August

- *GirlTime Getaways – August 14-17, 2021
- 2021 Northwest Montana Fair and Rodeo – August 18-22, 2021
- 2021 Cirque Ma’Ceo-August 6-7 - Majestic Valley Arena

September

- *2021 USS St. Paul Association-September 7-11, - Hilton
- *2021 MT Ghost Town Preservation Society-Sept 9-12 -Hilton
- 2021 NWMACA Gun Show – September 10-12 – Majestic Valley Arena
- *2021 International Bear Association-September 12-18, 2021 Red Lion + overflow rooms
- *2021 WELD-Western Extension Leadership Development- September 19-24 – Hilton

October

- 2021 Battle of the States Bull Riding – October 9 – Majestic Valley Arena
- *2021 NRA Finals-October 28-30 -Majestic Valley Arena
- *2021 MT Mental Illness Conference – October 20-22 – Red Lion

November

- 2021 Wimp 2 Warrior MMA Event – November 9 - Fairgrounds
- *2021 MEDA-MT Economic Development Association-Red Lion-Date TBD
- *2021 Discover Kalispell MT Indoor Soccer Tournament – November 19-21 - Fairgrounds

2022

September

- *2022 Red Angus Association of America-September 14-16, 2022-Hilton

October

- *2022 MT League of Cities and Towns-October -4-7, 2022-Hilton & Red Lion + overflow rooms

3/11//2021

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