

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 4, 2013
3:00 pm – 5:00 pm

Location: Homewood Suites

AGENDA

3:00 pm Meeting Called to Order: Lisa Brown, Chair of the Board

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Board Action

- a) Approval of minutes from November 13, 2013
- b) TBID financial statements for October, 2013

3. Board Discussion

- a) AERO – Airport Expansion & Retention Organization : seeking to expand commercial air service to the Flathead Valley, and to making said service more financially competitive.

4. 2013 Year In Review Presentation

Diane Medler and Rob Brisendine

5. Holiday Reception

Enclosures: November 13, 2013 minutes
TBID financial statements for October 2013
2014 Board Meeting Schedule
Agenda for January 15, 2014 TBID Planning Session

For Further Information, Please Contact:

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	September 25	November 13	December 4	

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.

Kalspell Tourism Business Improvement District
Board Attendance

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 25	Oct	Nov 13	Dec 4
Bissell, Gib	~	X	X	X	X	X	X	X	X		X	
Bowman, Angie	X	X	X	X	X	X	X	~	~		~	
Brown, Lisa	X	X	X	X	X	~	X	X	X		~	
Clark, Janet	X	X	X	X	X	X	~	X	X		X	
Fisher, Lori	~	~	~	~	~	X	X	X	X		X	
Moderie, Dan	~	X	~	~	X	X	~	X	~		X	
Walters, Chris	X	X	X	X	~	X	~	X	X		X	

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
November 13, 2013**

Minutes

Board Members Present: Lori Fisher, Gib Bissell, Janet Clark, Chris Walters, Dan Moderie

Board Members Absent: Angie Bowman, Lisa Brown

Staff Present: Diane Medler, Rob Brisendine

Guests Present: Derick Tungwenuk – Best Western Flathead Lake; Chris Parson – Kalispell Chamber of Commerce

Meeting was called to order by Lori Fisher, Chairman of the Board at 3:05 PM.

1. Hear from the public –

Karla West – Glacier Jazz Stampede: Karla reviewed the 2013 event, which was the 20th year that she has produced the Stampede. Karla is stepping back and will not produce the event next year and is looking for another individual or organization to take it on. She distributed a report outlining attendance and costs.

Mike Howe – AAble Fishing Charters re Ice Duels Fishing Tournament: Mike outlined a new fishing tournament that includes 5 events in other states (MN, WI, SD) leading up to the finals in Kalispell December 2014. Anticipate 500 entries for the finals which will be held on Smith Lake. Mike is promoting the tournament at the St. Paul, MN and Wasau, WI ice shows this winter. He will submit an RFP to the KCVB with request for sponsorship.

2. Board Action

a. Approve Minutes from the September 25, 2013 Meeting:

Action: Motion was made by Chris Walters to approve the minutes. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.

b. TBID financial statements for August and September 2013:

Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.

3. Board Discussion

- a. Dragon Boat Final Report: The final report was distributed to the board which contained the economic impact and satisfaction survey report taken from 505 surveys completed by participants and spectators and the Dragon Boat account P&L statement through September, 2013.
- b. Travel Writer FAM: Diane provided a recap of the journalist's visit to Kalispell which included a busy schedule of activity, historic and cultural sites and dining at local restaurants. Outlets identified to feature a Kalispell story include Via, Mountain Magazine, Empire Builder, Canadian Geographic Travel Mag.
- c. Cinch Bucking Horse Championships: 2,300 were in attendance for the event including many cowboys and contractors from many states including Canada, SD, WY, and MT. Cinch has committed to be the major sponsor for 3 years. Having the national brand associated with the event boosted the attendance and quality of participants.
- d. Pond Hockey: Marketing to solicit team registrations is in full swing and includes promotion of the video featuring Lanny McDonald, e-blast, online banner ads, Facebook ads, PR and pre-registration

- events at the Lakeside and Missoula Tamarack locations. An RFP was sent out to qualified TBID hotels to host the Saturday night event during the tournament. It has not been awarded as we need to wait for confirmation of the attendance of the Stanley Cup.
- e. MT High School Rodeo Finals: Kalispell has been selected to host the finals in 2014 & 2015 with option to continue in 2016. Dates are June 3-8, 2013 and June 2-7, 2014. The 2013 dates do not conflict with other established tournaments such as 3 Blind Refs. Anticipate 4,000 people over 5 days. 60 room nights are required of the host community. Anticipated TBID expense is \$35,000. Local and national sponsorships will be solicited. Planning committee has been formed and will be meeting monthly to work with the KCVB to organize the event.
 - f. Video and Website Updates: The Kalispell Discover In Every Direction video was launched the end of October and has received many favorable comments on Facebook and over 27,000 views on You Tube. DiscoverKalispell.com retrofit is complete which includes improved compatibility with mobile devices, (responsive web design) and other visual and structural improvements. Dan expressed his concern that most of the restaurants located by the Super 8 are not listed on the website. It was clarified that when the website was first launched the board agreed that only TBID properties would be included for lodging and the other businesses featured would be pulled from the Chamber membership database. This eliminated creating a duplicate membership structure and maintaining a separate database. The Chamber will focus on bringing in more restaurants on the south end of town as members.
 - g. 2014 Meeting Schedule was distributed. January 15th will be a TBID retreat – planning session. Diane will ask board members to assist in leading discussions on the primary marketing segments. Agenda for the retreat will be distributed at the December 4th meeting. Representatives from each TBID property are encouraged to attend and be part of the discussion.
 - h. Marketing Reports: a) Diane attended the Calgary Women’s Show October 26-27. Show attendance was down 12% from the previous year, primarily due to weather. Strong interest in Kalispell and the show continues to be a good opportunity to talk about visiting Kalispell for shopping versus Great Falls. The CVB received hundreds of entries in the drawing for a Kalispell Vacation package. b) FY’14 Q1 collections were received and showed a 6% increase in room nights over FY’13. c) The Thunderbirds are rescheduling the Kalispell Air Show for August 30-31, 2014. The Chamber will submit an RFP to host the Thunderbirds and other staff.
 - i. Other Discussions: The board discussed Karla West’s presentation and the future of the Glacier Jazz Stampede. Gib stated that I would hate to see it die; it’s an established event at a good time of year. He suggested that local musicians/music teachers could be engaged to put on the event and look at expanding it to more than traditional jazz. Janet suggested that Rob and Diane meet with Karla and see how she could be persuaded - would financial sponsorship help? The group agreed that it would be important to continue the main event but begin expanding to other forms of jazz to attract a younger audience, enabling the event to be sustained.

Meeting was adjourned at 5:15 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
December 4, 2013

TBID General Funds – Expense Summary October 2013:

Admin:

Telephone - \$291.03: Aug & Sept cell bills, Sept land line; iPad monthly data

Travel & Entertainment - \$156.89: KCVB staff meeting; misc. mileage; plant to volunteer

Website Maint & Enhancements - \$3,300: completion of responsive web design

Consumer Marketing – \$14,705.35: Video; social media admin; social media ads; airport stocking; winter online banner ad campaign; Calgary Women’s Show; train ticket for Seattle media mixer

Event Marketing – \$4,980.54: WF Mountain Films Kalispell event; Bucking Horse; Pond Hockey sponsor sales

PR – \$5,997.56: Travel media FAM; press releases

Publications - \$500.00: creative services for niche brochure used at Calgary show

Prior Fiscal Year Expenses - \$6,701.25: transfer of grant funds and expenses towards EMarketing Grant from Bed Tax into TBID.

KCVB Private Funds - Summary October 2013:

Dragon Boat: P&L through October = \$701.27 over budget (final report)

Pond:

Income - \$3,500: Registrations and sponsors

Expenses - \$5,173.40: print ad; social media ads; admin expenses; coordinator fee payment

9:06 AM
11/27/13
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of October 31, 2013

	<u>Oct 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	86,007.63
Total Checking/Savings	<u>86,007.63</u>
Total Current Assets	86,007.63
Fixed Assets	
1710 - Office Equipment	4,488.84
1820 - Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>29,719.28</u>
TOTAL ASSETS	<u>115,726.91</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	18,022.45
Total Accounts Payable	<u>18,022.45</u>
Total Current Liabilities	<u>18,022.45</u>
Total Liabilities	18,022.45
Equity	
32000 - Unrestricted Net Assets	168,885.32
Net Income	<u>-71,180.86</u>
Total Equity	<u>97,704.46</u>
TOTAL LIABILITIES & EQUITY	<u>115,726.91</u>

9:07 AM

11/27/13

Accrual Basis

Tourism Business Improvement District Profit & Loss October 2013

	Oct 13	Jul - Oct 13
Income		
4000 · TBID Revenue	0.00	122,134.00
4100 · Interest Income	9.40	44.79
Total Income	9.40	122,178.79
Expense		
5000 · Staffing		
5010 · Director	5,474.71	21,828.01
5020 · Sales Manager	5,471.06	21,805.80
Total 5000 · Staffing	10,945.77	43,633.81
5100 · Administrative		
5350 · City of Kallspell Admin Fee	0.00	3,053.35
5110 · Bank Fees	3.67	53.16
5125 · Bookkeeping	323.75	901.25
5140 · Office Supplies	0.00	722.48
5150 · Postage & Copies	195.32	613.47
5160 · Rent	565.00	2,260.00
5180 · Telephone	291.03	1,047.39
5185 · Travel & Entertainment	156.69	474.96
Total 5100 · Administrative	1,535.46	9,126.06
5200 · Research & Education		
5230 · Organizational Memberships	0.00	2,700.00
5210 · Smith Travel Reports	0.00	4,800.00
Total 5200 · Research & Education	0.00	7,500.00
5250 · Web Site		
5270 · Maintenance & Enhancements	3,300.00	10,489.85
5280 · SEO & SEM	-54.31	174.09
Total 5250 · Web Site	3,245.69	10,663.94
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	1,601.25	2,220.00
5410 · Kalispell Promotional Video	0.00	25,020.47
5430 · Social Media Administration	1,414.65	7,758.40
5440 · Creative Services	2,052.75	8,731.75
5450 · Media Buy	8,000.00	8,000.00
5460 · Travel Show Attendance	1,586.70	1,967.24
5480 · Airport VIC Kiosk	50.00	300.00
5495 · Wayfinding Signage	0.00	13.00
Total 5400 · Consumer Marketing	14,705.35	54,010.86
5500 · Event Marketing		
5501 · Dragon Boat		
5501.9 · Other Dragon Boat	0.00	0.00
5501 · Dragon Boat - Other	0.00	23,360.00
Total 5501 · Dragon Boat	0.00	23,360.00
5502 · Spartan Event	0.00	634.00
5505 · Event Promoter Recruitment	1,375.43	3,961.98
5507 · WF Mtn Films	2,944.50	2,944.50
5508 · Bucking Horse	188.00	188.00
5509 · Pond Hockey	400.00	400.00
5549 · Other Event Marketing	72.61	72.61
Total 5500 · Event Marketing	4,980.54	31,561.09
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.10 · Portland	0.00	4,681.37
5565.6 · MEET West	0.00	191.07
Total 5565 · Trade Show, FAM Trips	0.00	4,872.44
Total 5550 · Group Marketing	0.00	4,872.44
5650 · Public Relations		

9:07 AM

11/27/13

Accrual Basis

Tourism Business Improvement District
Profit & Loss
October 2013

	<u>Oct 13</u>	<u>Jul - Oct 13</u>
5660 · Hosting Travel Media	5,116.31	13,096.16
5665 · Press Releases	881.25	4,350.00
5680 · Kallispell Merchandise	0.00	209.50
Total 5650 · Public Relations	<u>5,997.56</u>	<u>17,655.66</u>
5700 · Publications		
5790 · Other Publications	500.00	2,067.40
Total 5700 · Publications	<u>500.00</u>	<u>2,067.40</u>
6000 · Prior Fiscal Year Expense	6,701.25	12,268.39
Total Expense	<u>48,611.62</u>	<u>193,359.65</u>
Net Income	<u><u>-48,602.22</u></u>	<u><u>-71,180.86</u></u>

9:08 AM

11/27/13

Accrual Basis

Tourism Business Improvement District Profit & Loss Budget vs. Actual July through October 2013

	Jul - Oct 13	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	122,134.00	495,000.00	-372,866.00	24.7%
4100 · Interest Income	44.79			
Total Income	122,178.79	495,000.00	-372,821.21	24.7%
Expense				
5000 · Staffing				
5010 · Director	21,828.01			
5020 · Sales Manager	21,805.80			
5000 · Staffing - Other	0.00	146,918.00	-146,918.00	0.0%
Total 5000 · Staffing	43,633.81	146,918.00	-103,284.19	29.7%
5100 · Administrative				
5350 · City of Kalispell Admin Fee	3,053.35	5,000.00	-1,946.65	61.1%
5110 · Bank Fees	53.16			
5120 · Audit	0.00	6,000.00	-6,000.00	0.0%
5125 · Bookkeeping	901.25	2,400.00	-1,498.75	37.6%
5140 · Office Supplies	722.48	900.00	-177.52	80.3%
5150 · Postage & Copies	613.47	2,400.00	-1,786.53	25.6%
5160 · Rent	2,260.00	6,780.00	-4,520.00	33.3%
5170 · Tax Preparation	0.00	200.00	-200.00	0.0%
5180 · Telephone	1,047.39	2,520.00	-1,472.61	41.6%
5185 · Travel & Entertainment	474.96	2,500.00	-2,025.04	19.0%
5190 · Technology Support	0.00	500.00	-500.00	0.0%
5195 · Equipment (Software)	0.00	2,200.00	-2,200.00	0.0%
Total 5100 · Administrative	9,126.06	31,400.00	-22,273.94	29.1%
5200 · Research & Education				
5230 · Organizational Memberships	2,700.00	3,500.00	-800.00	77.1%
5210 · Smith Travel Reports	4,800.00	4,800.00	0.00	100.0%
5220 · Training & Education	0.00	500.00	-500.00	0.0%
Total 5200 · Research & Education	7,500.00	8,800.00	-1,300.00	85.2%
5250 · Web Site				
5270 · Maintenance & Enhancements	10,489.85	15,000.00	-4,510.15	69.9%
5280 · SEO & SEM	174.09	10,000.00	-9,825.91	1.7%
Total 5250 · Web Site	10,663.94	25,000.00	-14,336.06	42.7%
5400 · Consumer Marketing				
5405 · Bull'd Photo and Video Library	2,220.00	15,000.00	-12,780.00	14.8%
5410 · Kalispell Promotional Video	25,020.47			
5430 · Social Media Administration	7,758.40	20,000.00	-12,241.60	38.8%
5440 · Creative Services	8,731.75	8,000.00	731.75	109.1%
5450 · Media Buy	8,000.00	25,000.00	-17,000.00	32.0%
5460 · Travel Show Attendance	1,987.24	8,000.00	-6,032.76	24.6%
5470 · Trade Show Booth	0.00	400.00	-400.00	0.0%
5480 · Airport VIC Kiosk	300.00	750.00	-450.00	40.0%
5495 · Wayfinding Signage	13.00	10,000.00	-9,987.00	0.1%
Total 5400 · Consumer Marketing	54,010.86	87,150.00	-33,139.14	62.0%
5500 · Event Marketing				
5501 · Dragon Boat				
5501.9 · Other Dragon Boat	0.00			
5501 · Dragon Boat - Other	23,360.00	25,000.00	-1,640.00	93.4%
Total 5501 · Dragon Boat	23,360.00	25,000.00	-1,640.00	93.4%
5502 · Spartan Event	634.00	20,000.00	-19,366.00	3.2%
5505 · Event Promoter Recruitment	3,961.98	10,000.00	-6,038.02	39.6%
5507 · WF Mtn Films	2,944.50			
5508 · Bucking Horse	188.00			
5509 · Pond Hockey	400.00	20,000.00	-19,600.00	2.0%
5549 · Other Event Marketing	72.61	10,000.00	-9,927.39	0.7%
Total 5500 · Event Marketing	31,561.09	85,000.00	-53,438.91	37.1%
5550 · Group Marketing				
5573 · Group Photo & Video Library	0.00	6,000.00	-6,000.00	0.0%

9:08 AM

11/27/13

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July through October 2013

	Jul - Oct 13	Budget	\$ Over Budget	% of Budget
5565 · Trade Show, FAM Trips				
5565.10 · Portland	4,681.37			
5565.6 · MEET West	191.07			
5565 · Trade Show, FAM Trips - Other	0.00	20,000.00	-20,000.00	0.0%
Total 5565 · Trade Show, FAM Trips	4,872.44	20,000.00	-15,127.56	24.4%
5567 · Meeting Planner FAM	0.00	10,000.00	-10,000.00	0.0%
5570 · Incentive Program	0.00	5,000.00	-5,000.00	0.0%
5575 · Online Advertising	0.00	10,000.00	-10,000.00	0.0%
5580 · Print Advertising	0.00	8,000.00	-8,000.00	0.0%
5583 · Customer Relationship Mgmt Syst	0.00	5,000.00	-5,000.00	0.0%
5584 · Sports Tournament Recruitment	0.00	15,000.00	-15,000.00	0.0%
Total 5550 · Group Marketing	4,872.44	79,000.00	-74,127.56	6.2%
5650 · Public Relations				
5660 · Hosting Travel Media	13,096.16	7,300.00	5,796.16	179.4%
5665 · Press Releases	4,350.00	10,000.00	-5,650.00	43.5%
5675 · Visitor Hospitality	0.00	500.00	-500.00	0.0%
5680 · Kallspell Merchandise	209.50	1,932.00	-1,722.50	10.8%
Total 5650 · Public Relations	17,655.66	19,732.00	-2,076.34	89.5%
5700 · Publications				
5790 · Other Publications	2,067.40			
5700 · Publications - Other	0.00	12,000.00	-12,000.00	0.0%
Total 5700 · Publications	2,067.40	12,000.00	-9,932.60	17.2%
6000 · Prior Fiscal Year Expense	12,268.39			
Total Expense	193,359.65	495,000.00	-301,640.35	39.1%
Net Income	-71,180.86	0.00	-71,180.86	100.0%

9:59 AM
11/27/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Balance Sheet
As of October 31, 2013

	<u>Oct 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	26,355.63
Total Checking/Savings	<u>26,355.63</u>
Accounts Receivable	
11000 · Accounts Receivable	19,100.00
Total Accounts Receivable	<u>19,100.00</u>
Total Current Assets	<u>45,455.63</u>
TOTAL ASSETS	<u><u>45,455.63</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	9,007.93
Total Accounts Payable	<u>9,007.93</u>
Other Current Liabilities	
21500 · Unearned Revenue	15,250.00
Total Other Current Liabilities	<u>15,250.00</u>
Total Current Liabilities	<u>24,257.93</u>
Total Liabilities	24,257.93
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	<u>21,744.99</u>
Total Equity	<u>21,197.70</u>
TOTAL LIABILITIES & EQUITY	<u><u>45,455.63</u></u>

10:01 AM
 11/27/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
 October 2013

	Oct 13	Jan - Oct 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	2,500.00	47,000.00
40300 · Registrations	-500.00	47,900.00
40310 · Team Practice	0.00	595.00
40400 · Vendors	0.00	2,100.00
40500 · Welcome Reception	0.00	926.00
40600 · Evening Event	0.00	10,849.85
40650 · Parking	0.00	13,781.86
40800 · Merchandise	1,803.85	3,134.85
40850 · Food & Beverage	0.00	12,141.00
40900 · TBID	0.00	33,332.36
Total Income	3,803.85	232,060.92
Expense		
50000 · Administrative		
50300 · Bookkeeping	192.50	1,951.25
50400 · Planning Meetings	0.00	405.76
50500 · Office Supplies	0.00	636.18
50600 · Postage	0.00	916.48
50700 · Credit Card Fee	102.67	539.79
50800 · Travel	153.43	1,791.89
50900 · Additional Personnel	0.00	524.03
Total 50000 · Administrative	448.60	6,765.38
50510 · Supplies	9.99	482.00
51000 · Promotor Expense		
51100 · Coordinators Fee	7,387.50	16,850.00
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	446.28	1,287.11
51300 · Travel	2,586.61	4,233.44
51400 · Equipment Rental	0.00	14,180.00
Total 51000 · Promotor Expense	10,420.39	37,550.55
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	0.00	2,582.00
52125 · Web	0.00	941.69
Total 52100 · Creative Development	0.00	3,523.69
52160 · Production		
52170 · Print	0.00	402.00
Total 52160 · Production	0.00	402.00
52200 · Marketing		
52210 · Print Placement	-386.15	2,354.85
52220 · Radio Broadcast	0.00	2,981.25
52250 · Social Media	355.07	4,359.87
52260 · E-Campaign	249.65	712.79
52270 · Banners & Displays	0.00	2,166.23
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	218.57	12,659.38
52300 · Logo	20.00	1,320.00
52400 · Promo Items	0.00	9,626.21
52500 · Public Relations	0.00	17,805.14
52600 · Photographer/videographer	200.00	1,000.00
52700 · Sponsor's	0.00	1,433.68
52750 · Survey Company	0.00	672.00
52850 · Website Maintenance & Hosting	0.00	98.42
52900 · Out of Market Event Participatn	0.00	1,704.71
Total 52000 · Advertising & Marketing	438.57	50,245.23
53000 · Entertainment		
53100 · Event Entertainment	0.00	12,110.42
53200 · Pre-Event Reception	0.00	17,114.62

10:01 AM
 11/27/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
 October 2013

	Oct 13	Jan - Oct 13
53300 · Staff/VIP Food & Beverage	143.75	4,124.18
Total 53000 · Entertainment	143.75	33,349.22
54000 · Safety Staff		
54100 · Traffic Control	0.00	930.00
54300 · Security Guard Services	0.00	360.00
54400 · Insurance	0.00	2,431.75
54500 · Permits	0.00	300.00
Total 54000 · Safety Staff	0.00	4,021.75
55000 · Team Expenses	0.00	854.31
56000 · Products		
56100 · Sponsorship/Vendor Sales	0.00	840.00
Total 56000 · Products	0.00	840.00
57000 · Outside Services		
57100 · Audio	0.00	2,600.00
57150 · Portable Restrooms	0.00	4,610.00
57250 · Barricade/Traffic Signs	0.00	1,550.00
57300 · Tents/Fencing/Stage/Umbrellas	0.00	3,305.66
57400 · Transp. Shuttles/Golf Carts	0.00	18,577.00
57450 · Emcee	0.00	1,000.00
57500 · Boat Storage	0.00	250.00
57550 · Venue Rental Fee	700.00	14,720.00
57555 · Parking Lot Lease	0.00	3,000.00
57600 · Practice Coordinator	0.00	6,153.60
57650 · Cleaning Service	0.00	125.00
57800 · Water	0.00	2,154.72
57850 · Race Starter	0.00	786.53
Total 57000 · Outside Services	700.00	58,832.51
58000 · Contributions	0.00	5,000.00
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59200 · Festival Staff Apparel	0.00	80.00
59300 · Trophies	308.75	6,431.75
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	308.75	8,891.82
60000 · Equipment	0.00	3,483.16
Total Expense	12,470.05	210,315.93
Net Income	-8,666.20	21,744.99

10:00 AM
 11/27/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss by Class
 October 2013

	Admin	Dragon Boat	Pond Hockey	Spartan	WFMF	TOTAL
Income						
40200 · Sponsors	0.00	0.00	2,500.00	0.00	0.00	2,500.00
40300 · Registrations	0.00	-1,500.00	1,000.00	0.00	0.00	-500.00
40800 · Merchandise	0.00	1,803.85	0.00	0.00	0.00	1,803.85
Total Income	0.00	303.85	3,500.00	0.00	0.00	3,803.85
Expense						
50000 · Administrative						
50300 · Bookkeeping	0.00	131.25	61.25	0.00	0.00	192.50
50700 · Credit Card Fee	0.00	102.67	0.00	0.00	0.00	102.67
50800 · Travel	0.00	0.00	153.43	0.00	0.00	153.43
Total 50000 · Administrative	0.00	233.92	214.68	0.00	0.00	448.60
50510 · Supplies	9.99	0.00	0.00	0.00	0.00	9.99
51000 · Promotor Expense						
51100 · Coordinators Fee	0.00	3,887.50	3,500.00	0.00	0.00	7,387.50
51200 · Hotel Food & Beverage	0.00	446.28	0.00	0.00	0.00	446.28
51300 · Travel	0.00	2,017.96	568.65	0.00	0.00	2,586.61
Total 51000 · Promotor Expense	0.00	6,351.74	4,068.65	0.00	0.00	10,420.39
52000 · Advertising & Marketing						
52200 · Marketing						
52210 · Print Placement	0.00	-896.15	510.00	0.00	0.00	-386.15
52250 · Social Media	0.00	0.00	355.07	0.00	0.00	355.07
52260 · E-Campaign	0.00	224.65	25.00	0.00	0.00	249.65
Total 52200 · Marketing	0.00	-671.50	890.07	0.00	0.00	218.57
52300 · Logo	0.00	0.00	0.00	20.00	0.00	20.00
52600 · Photographer/videographer	0.00	200.00	0.00	0.00	0.00	200.00
Total 52000 · Advertising & Marketing	0.00	-471.50	890.07	20.00	0.00	438.57
53000 · Entertainment						
53300 · Staff/VIP Food & Beverage	0.00	143.75	0.00	0.00	0.00	143.75
Total 53000 · Entertainment	0.00	143.75	0.00	0.00	0.00	143.75
57000 · Outside Services						
57550 · Venue Rental Fee	0.00	0.00	0.00	0.00	700.00	700.00
Total 57000 · Outside Services	0.00	0.00	0.00	0.00	700.00	700.00
59000 · Miscellaneous						
59300 · Trophies	0.00	308.75	0.00	0.00	0.00	308.75
Total 59000 · Miscellaneous	0.00	308.75	0.00	0.00	0.00	308.75
Total Expense	9.99	6,566.66	5,173.40	20.00	700.00	12,470.05
Net Income	-9.99	-6,262.81	-1,673.40	-20.00	-700.00	-8,666.20

10:02 AM
 11/27/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Dragon Boat P&L
 January through October 2013

	Dragon Boat	TOTAL
Income		
40100 · Grants	29,300.00	29,300.00
40200 · Sponsors	40,000.00	40,000.00
40300 · Registrations	45,900.00	45,900.00
40310 · Team Practice	595.00	595.00
40400 · Venders	2,100.00	2,100.00
40500 · Welcome Reception	926.00	926.00
40600 · Evening Event	10,849.85	10,849.85
40650 · Parking	13,781.86	13,781.86
40800 · Merchandise	3,134.85	3,134.85
40900 · TBID	28,000.00	28,000.00
Total Income	174,587.56	174,587.56
Expense		
50000 · Administrative		
50300 · Bookkeeping	1,487.50	1,487.50
50400 · Planning Meetings	269.51	269.51
50500 · Office Supplies	422.25	422.25
50600 · Postage	916.48	916.48
50700 · Credit Card Fee	439.79	439.79
50800 · Travel	1,610.21	1,610.21
50900 · Additional Personnel	524.03	524.03
Total 50000 · Administrative	5,669.77	5,669.77
50510 · Supplies	472.01	472.01
51000 · Promotor Expense		
51100 · Coordinators Fee	13,350.00	13,350.00
51200 · Hotel Food & Beverage	1,211.28	1,211.28
51300 · Travel	3,664.79	3,664.79
51400 · Equipment Rental	14,180.00	14,180.00
Total 51000 · Promotor Expense	32,406.07	32,406.07
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	1,842.00	1,842.00
52125 · Web	895.00	895.00
Total 52100 · Creative Development	2,737.00	2,737.00
52160 · Production		
52170 · Print	288.00	288.00
Total 52160 · Production	288.00	288.00
52200 · Marketing		
52210 · Print Placement	1,844.85	1,844.85
52220 · Radio Broadcast	1,800.00	1,800.00
52250 · Social Media	4,004.80	4,004.80
52260 · E-Campaign	687.79	687.79
52270 · Banners & Displays	2,044.90	2,044.90
52271 · Direct Mail	84.39	84.39
Total 52200 · Marketing	10,466.73	10,466.73
52400 · Promo Items	6,138.79	6,138.79
52500 · Public Relations	16,984.98	16,984.98
52600 · Photographer/videographer	400.00	400.00
52700 · Sponsor's	1,433.68	1,433.68
52750 · Survey Company	672.00	672.00
52900 · Out of Market Event Participatn	1,704.71	1,704.71
Total 52000 · Advertising & Marketing	40,825.89	40,825.89
53000 · Entertainment		
53100 · Event Entertainment	11,110.42	11,110.42
53200 · Pre-Event Reception	4,301.29	4,301.29
53300 · Staff/VIP Food & Beverage	4,124.18	4,124.18
Total 53000 · Entertainment	19,535.89	19,535.89
54000 · Safety Staff		

10:02 AM

11/27/13

Accrual Basis

Kalispell Convention & Visitor's Bureau
Dragon Boat P&L
January through October 2013

	<u>Dragon Boat</u>	<u>TOTAL</u>
54300 · Security Guard Services	360.00	360.00
54400 · Insurance	916.75	916.75
Total 54000 · Safety Staff	1,276.75	1,276.75
55000 · Team Expenses	854.31	854.31
56000 · Products		
56100 · Sponsorship/Vendor Sales	840.00	840.00
Total 56000 · Products	840.00	840.00
57000 · Outside Services		
57100 · Audio	2,600.00	2,600.00
57150 · Portable Restrooms	4,610.00	4,610.00
57250 · Barricade/Traffic Signs	1,550.00	1,550.00
57300 · Tents/Fencing/Stage/Umbrellas	3,305.66	3,305.66
57400 · Transp. Shuttles/Golf Carts	18,577.00	18,577.00
57450 · Emcee	1,000.00	1,000.00
57500 · Boat Storage	250.00	250.00
57550 · Venue Rental Fee	14,020.00	14,020.00
57555 · Parking Lot Lease	3,000.00	3,000.00
57600 · Practice Coordinator	6,153.60	6,153.60
57800 · Water	389.12	389.12
57850 · Race Starter	786.53	786.53
Total 57000 · Outside Services	56,241.91	56,241.91
58000 · Contributions	5,000.00	5,000.00
59000 · Miscellaneous		
59100 · Setup/Logistics	156.32	156.32
59200 · Festival Staff Apparel	80.00	80.00
59300 · Trophies	6,431.75	6,431.75
59000 · Miscellaneous - Other	2,015.00	2,015.00
Total 59000 · Miscellaneous	8,683.07	8,683.07
60000 · Equipment	3,483.16	3,483.16
Total Expense	175,288.83	175,288.83
Net Income	-701.27	-701.27

2014 TBID Board of Directors Meeting Schedule

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

January 15	Board Retreat: 1:00-5:00pm, location TBD
February 5	Approval of projected revenue for next fiscal year budget planning
March 5	Approval of draft marketing plan and budget Nomination process initiated for upcoming board of director vacancies
April 2	Final approval of marketing plan and budget Board nomination approval Election of TBID board officers
May 7	New board members and officers in place
June 11	
July 9	
August 6	
September 3	
October 1	
November 5	
December 5	Annual KCVB review

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – January 15, 2014
1:00 pm – 5:00 pm
Location: TBD**

**TBID RETREAT - PLANNING SESSION
Draft Agenda**

1:00 pm Meeting Called to Order: Lisa Brown, Chair of the Board

- I. 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.
- II. Historical Perspective of the TBID
 - Review of 2010 strategic plan
 - Review of key initiatives and financials 2010-2013
- III. Summary of Pre-Retreat Input and Retreat Agenda
 - Action items identified in review of historical perspective
 - Expectations of strategic discussions

Break

- IV. Strategic Discussions - based on pre-retreat input from TBID members
Discussion topics may include:
 - Meetings & conventions
 - Events, tournaments
 - Consumer marketing
 - TBID expansion and staffing requirements
 - Infrastructure and transportation in the Flathead Valley

Break

- V. Wrapup
 - Identify action items
 - Followup and timeline

5:00 Meeting Adjourns

Post Retreat Refreshments

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.