

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, April 28, 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. Board Action Items

- a) Approval of minutes from March 24, 2021
- b) Approval of TBID financial statements for March 2021
- c) Approval of FY22 marketing plan narrative
- d) Approval of slate of board officers to serve from May 1, 2021 through April 30, 2022

3. Board Discussion

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

Enclosures: March 24, 2021 board meeting minutes
TBID financial statements for March 2021
FY22 marketing plan narrative and budget
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

<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, March 24, 2021
3:00 – 5:00 pm

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

Board Members Present: Bryce Baker, Robert Hall, Zac Ford, Britta Joy

Via Zoom: Dawn Henderson and Noelle Barr

Board Members Absent: Emily Schroeder

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

Guests: John Schmidt, District 1 Construction Engineer for MDOT; Amy Aiello, Big Sky PR

MINUTES

The meeting was called to order at 3:00 pm by Vice-Chair Bryce Baker.

1. Hear from the Public – Kate Lufkin shared information about the Workforce Flathead Opportunity Fair in April. Sessions April 12 – 16 will be devoted to Tourism, Hospitality and Retail employment. Kate asked board members about their summer staffing situation. Most are cautiously optimistic. All agreed that no-shows for interviews and jobs are a serious problem.

2. Discussion with MDOT and Big Sky PR about summer highway construction projects:

- MDOT and Big Sky PR are working on an interactive map of all road projects going on in the Flathead Valley this summer.
- US Highway 2 Pavement Preservation Project includes Hungry Horse to Stanton Creek.
- Kalispell concrete rehab, finishing up projects located on Main and Idaho Streets.
- Kalispell ADA project – upgrading intersections from Meridian to the underpass, south of the Courthouse.
- Foy's Lake roundabout, building bridge, overpass and ramps.
- Highway 2 to Springcreek/Dern roundabout.
- Billboard and electronic signs will be posted to alert travelers about the Hwy2 – Hungry Horse to Stanton Creek road construction.
- Highway 206 – widening and flattening slopes.
- Big Sky PR will do a weekly email and text updates, daily phone updates, radio ads for real time updates.

3. Board Action

a) Approval of minutes from February 24, 2021

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Robert Hall.

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for February, 2021

Motion was made by Noelle Barr to approve the financials. Motion was seconded by Zac Ford.
Discussion: none. Board approved unanimously.

c) Approval of FY22 budget

Motion was made by Britta Joy to approve the FY22 proposed budget with two changes under Publicity: increasing travel media press trips/FAM by \$2,000 for a total of \$10,000 and decreasing PR – agency services, Meltwater, misc. by \$2,000 for a total of \$35,000 (a zero net change). Motion was seconded by Zac Ford.

Discussion: There have been cost savings in the current fiscal year such as the PPP and other CARES Act Grant funds. That savings will result in unspent funds in FY21 which will rollover to be reallocated in FY22. Total rollover amount will be confirmed in August or September.

d) Approval of FY22 marketing plan goals, objectives and target markets

Motion was made by Zac Ford to approve the FY22 marketing plan goals, objectives and target markets. Motion was seconded by Robert Hall.

Discussion:

Consumer and Event Marketing Goals and Objectives

Many of the same strategies as FY21 with the addition of developing Kalispell as a more inclusive destination, e.g. showing diversity in marketing materials, getting input from the local ADA community and use of mobile location data to understand the changing visitor demographics.

M&C Goals and Objectives include

- build our database
- promote services to local key professionals
- educate community about the economic impacts of meetings
- get more meeting referrals

Group Goals and Objectives

- increase number of DK LinkedIn followers
- host individual FAMS, virtual and in-person
- build relationship with Montana associations

Key and Emerging Markets

- For consumer travel, key segments are much the same except for the emerging segment of travelers who are new to outdoor recreation. Various data are used to track geographical markets and identifies trends such as credit card spending, mobile location data, and passenger origination data from the airport.
- M&C key segment: state, national and regional associations. Geographical market: Montana, Pacific Northwest region
- Group Tour & Travel key segments: domestic tour operators looking for niche travel, international tour operators promoting outdoor recreation, national parks, cultural and

historic experiences. Geographical market: domestic group coordinators and tour operators are focusing on destinations in the U.S. versus international due to travel restrictions.

- Destination Stewardship key segment: non-resident visitors currently in Kalispell/NW Montana. Promote safe travel and responsible recreation including current health guidelines. Promote things to do outside GNP during the summer months to help alleviate overcrowding that the park is experiencing.

Board approved unanimously.

4. Board Discussion

a) Event and grant updates

- AA State Wrestling Tournament March 5 – 6 room night estimate was more than 540
- AAU Wrestling Tournament took place March 19 – 21, was well-attended with more than 1,200 participants.
- Once Foy's to Blacktail completes their signage project this spring, they will submit a final report so they can receive the remaining \$205 in grant funds.

- **Spartan Race**
 - Volunteers are needed for the beer garden.
 - A non-profit group is needed to manage on-site parking Saturday in exchange for a donation.
 - As a COVID precaution, there will be no spectators and no kids race this year.

- **Indoor Soccer**
 - Discover Kalispell has communicated with Nate Evans and his partners that our organization won't be involved in the same way with the event going forward. We suggested our event grant as a possibility.
 - Nate was notified that there will be a cost if they want to use the website, logo and other brand assets. Expenditures are under review to determine a dollar amount.

b) Marketing and operational updates

- STR Report: February occupancy was up 5% over February 2020.
- Kalispell performed well compared to comp set. Many were down significantly.
- Diane will testify Friday morning on SB 355. TBID members are encouraged to contact legislators about legislation related to tourism.

c) Group, M&C updates

- Group inquiries are beginning to roll in again
- Dawn coordinated RFP's for the Kalispell Lakers
- POMA has confirmed that they're returning in 2022
- The Hotel promotion is almost finalized. 100 visitors will receive an annual National Parks pass for booking a 3-night stay in a Kalispell hotel. Reservations must go through aRes. We'll be able to communicate with visitors prior to their visit to let them know

about the park's ticketed entry system. It provides an additional touch point. The VIC will be the pick-up location for the passes. The Abbi Agency has created a landing page for the promotion.

- The Abbi Agency did a Meetings Today eblast.
- Dawn is taking a class on virtual event management covering topics like meeting technology, data, security, logistics, etc.

Other updates:

- Northwest Travel and Life featured fly fishing in Kalispell, Sherman Lodge and True Water Fly Fishing in a recent article.
- The Abbi Agency won a gold award for DK's instant experience ad in the Reno Chapter of the Addy Awards. The project is now entered in the regional competitions in the hopes to win gold again and move on to national competitions. It's great exposure for Kalispell.
- The new visitor guide will arrive next week.

Meeting was adjourned at 4:49 pm.

Respectfully submitted: Diane Medler

For further information, please contact:

diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Financial Reports - March 2021

Checking account balance as of 3/31/2021

\$169,724.41

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: credit from Associate Chambers annual dues; monthly fee See Source mobile location data; Destination Analysts website study; AAU wrestling and State wrestling grants; creative agency services.

Website: webpage marketing (SEO/SEM); monthly maintenance

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

M&C: Event Leadership training; Linked In and Meetings Today campaign media buy; IDSS quarterly payment.

PR/Publicity: monthly PR contract (Lightning Bug PR); visitor guide copy writing; press trip expenses.

KCVB Event Account – Expense Summary, March 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: \$37.33
Expenses: \$0
Cash Balance: \$178.35

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: \$737.51
Cash Balance: (\$45.85)

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

Tourism Business Improvement District

Balance Sheet

04/07/21

As of March 31, 2021

Accrual Basis

	<u>Mar 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	163,757.60
1020 · Whitefish Credit Union	289,082.48
Total Checking/Savings	<u>452,840.08</u>
Total Current Assets	452,840.08
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>482,038.16</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	13,156.16
Total Accounts Payable	<u>13,156.16</u>
Total Current Liabilities	<u>13,156.16</u>
Total Liabilities	13,156.16
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	105,576.75
Total Equity	<u>468,882.00</u>
TOTAL LIABILITIES & EQUITY	<u>482,038.16</u>

Tourism Business Improvement District

Profit & Loss - FY21

04/07/21

March 2021

Accrual Basis

	Mar 21	Jul '20 - Mar 21
Income		
4000 · TBID Revenue	96,794.00	414,331.00
4100 · Interest Income	1.54	383.45
Total Income	96,795.54	414,714.45
Expense		
5000 · Staffing	1,336.64	101,508.53
5100 · Administrative		
5160 · Rent	900.00	8,100.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	216.79	1,867.60
5140 · Office Supplies	12.80	638.05
5150 · Postage & Copies	103.77	800.73
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	191.25	1,603.75
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	72.97	422.27
5190 · Technology Support	75.00	600.55
5195 · Equipment (Software)	30.54	554.05
5115 · Annual Report/Mtg	0.00	795.39
5130 · Directors & Officers Insurance	0.00	1,582.00
Total 5100 · Administrative	1,603.12	23,885.14
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	-148.27	6,801.73
5220 · Training & Education	75.00	535.00
5240 · Research	1,797.00	9,390.00
5242 · Grant Program	2,494.00	6,494.00
5235 · Creative Agency Services	14,600.00	47,925.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	18,817.73	82,895.73
5250 · Web Site		
5270 · Maintenance & Enhancements	1,012.00	7,661.81
5280 · Website Marketing (SEO & SEM)	5,000.00	17,626.50
Total 5250 · Web Site	6,012.00	25,288.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,476.69
5430 · Social Media Administration	0.00	4,496.25
5450 · Media Buy	5,534.00	34,031.40
5480 · Airport Visitor Display	75.00	825.00
5420 · E-Marketing	0.00	1,262.00
5496 · Visitor Guide & Niche Brochures	1.00	501.00
Total 5400 · Consumer Marketing	5,610.00	43,592.34
5550 · Groups and M&C		
5565 · Meeting Planner Shows	695.00	695.00
5567 · Meeting Planner FAM	0.00	68.00
5571 · Media Buy	800.00	2,200.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	0.00	1,043.96
5583 · Customer Relationship Mgmt Syst	1,500.00	4,500.00
5589 · M&C Memberships	0.00	545.00
5585 · Sales Calls	0.00	76.77
Total 5550 · Groups and M&C	2,995.00	9,970.48
5650 · Publicity		
5666 · PR Agency	2,925.00	23,925.00
5660 · Travel Media Press Trips/FAM	31.00	374.40
Total 5650 · Publicity	2,956.00	24,299.40

Tourism Business Improvement District Profit & Loss - FY21

March 2021

	<u>Mar 21</u>	<u>Jul '20 - Mar 21</u>
Total Expense	39,330.49	311,439.93
Net Income	<u>57,465.05</u>	<u>103,274.52</u>

Tourism Business Improvement District Profit & Loss Budget vs. Actual FY21

04/07/21

Accrual Basis

July 2020 through March 2021

	Jul '20 - Mar 21	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	414,331.00	560,000.00	-145,669.00	74.0%
4100 · Interest Income	383.45			
Total Income	414,714.45	560,000.00	-145,285.55	74.1%
Expense				
5000 · Staffing	101,508.53	218,000.00	-116,491.47	46.6%
5100 · Administrative	23,885.14	34,400.00	-10,514.86	69.4%
5200 · Marketing Support	82,895.73	79,700.00	3,195.73	104.0%
5250 · Web Site	25,288.31	30,000.00	-4,711.69	84.3%
5400 · Consumer Marketing	43,592.34	53,100.00	-9,507.66	82.1%
5500 · Events & Sports-Operatn & Promo	0.00	50,000.00	-50,000.00	0.0%
5550 · Groups and M&C	9,970.48	50,800.00	-40,829.52	19.6%
5650 · Publicity	24,299.40	44,000.00	-19,700.60	55.2%
Total Expense	311,439.93	560,000.00	-248,560.07	55.6%
Net Income	103,274.52	0.00	103,274.52	100.0%

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

	VC			TOTAL
	Merch	aRes	Admin	
Income				
4025.00 · Program Revenue	0.00	37.33	126.00	163.33
4700.00 · Special Events	17.00	0.00	75.00	92.00
Total Income	<u>17.00</u>	<u>37.33</u>	<u>201.00</u>	<u>255.33</u>
Expense				
5060.00 · Bank Fees & Service Charges	0.00	0.00	155.70	155.70
5520.00 · Professional Fees	0.00	0.00	510.59	510.59
5420.00 · Office	0.00	0.00	71.22	71.22
Total Expense	<u>0.00</u>	<u>0.00</u>	<u>737.51</u>	<u>737.51</u>
Net Income	<u><u>17.00</u></u>	<u><u>37.33</u></u>	<u><u>-536.51</u></u>	<u><u>-482.18</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
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	4.17	(214.04)	(209.87)
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	178.35	(45.85)	12,788.18

WEBSITE (Y/Y Comparison) MARCH

Users 14,746 (+156%)	Pgs/Session 3.81 (+7.72%)	Session Duration 01:37 (+6.13%)	Page Views 67,079 (+175%)
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Top Cities

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

aRes (Google Analytics)

list views	11,806 (+316.58%)
list clicks	363
list CTR	3.07%
Lodging Page	
page views	2,017 (+390.75%)




CONVERSIONS - MARCH

	Month	YTD (fiscal)
VG Requests (web-online/postal)	537	2,986
Newsletter subscribers	506	2,457
aRes reservations booked	4	4
aRes room nights booked	6	6
Future grp rm/nts contracted	274	564

GROUP SALES - MARCH

RFP's Sent to Hotels	0
Proposals to Clients	21
Groups Assisted	10
Future group rooms won	274

SOCIAL MEDIA - MARCH

			
Followers	37,417	14,074	3,953
Impressions	100,977	122,339	15,100
Reach/profile visits	98,866	117,264	788
		92,68%	

MARKETING CAMPAIGNS - MARCH

Cnsumer - SEM: CTR 8.43% (platform avg 1.55%), 7.42% conversion rate. DISPLAY: 836,369 imp, 1,637 clicks, 3.05% conversion rate. PAID SOCIAL: 184,857 imp, 6,601 clicks, 3.57% CTR, 43,376 engagement. YOU TUBE: 360,305 imp, 477 clicks, 101,637 video views. SPOTIFY: 47 clicks, 30,435 imp, 29,684 reach.

M&C - Linked In: 15,930 imp, 35 clicks. Meetings Today Newsletter ad: 1/29/21: sent to 2,968, 197 opened, 22 clicks, 11.2% CTOR. 3/9/21: sent to 3,692, 260 opened, 66 clicks, 25.4% CTOR.

VISITOR INFORMATION CENTER - MARCH

	Month	YTD (fiscal)
Calls	115	822
Walk-ins	97	1,435
Intercom	70	139
VG's requested	338	2,497
TOTAL	620	4,893

PARTNERS - MARCH

	Month (Y/Y)	YTD
Airport Enplanements	22,040 (+76.3%)	57,587 (+19.8%)
GNP Recreational Visits	30,876 (+26.6%)	71,331 (+27.2%)

LODGING - ANNUAL AVERAGES LODGING - MARCH

	YTD 2021	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	42.2%	45.2%	49.9%
econ class	29.6%		
mid/upper	47.3%		
ADR	\$73.85	\$96.30	\$91.47
econ class	\$54.23		
mid/upper	\$78.95		
DEMAND	73,468	320,796	29,525

	March	YOY
Kalispell		
OCC	49.1%	84.1%
econ class	35.0%	42.5%
mid/upper	55.0%	99.1%
ADR	\$75.03	7.2%
econ class	\$54.82	3.4%
mid/upper	\$80.37	5.0%
DEMAND	29,523	81.2%
Comp Set		
Avg OCC	52.2%	40.5%

March 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Proposals Sent:

- 2022 POMA (Professional Outdoor Media Association)

Working leads:

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

RFP's Won:

- 2021 Kalispell Lakers – May & July – Confirmed contracted rooms

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

Group Assist:

- 2021 Girltime Getaway Itinerary
- 2021 Spartan logistics
- USS St. Paul Association
- 2021 District #5350 Rotary Convention
- 2022 Lahti Reunion
- Guardian Music & Group Travel
- 2022 Senior Golf Group
- 2021 Graham Reunion
- 2022 POMA
- 2023 ESP National Conference

March Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Continued researching Hybrid meetings
- Worked on logistics for the Hotel campaign
- Participated in Coffee Connect
- Prepared M&C and Tour Operator Goals & Objectives
- Attended Staff Retreat

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 Fusion Fight League – May 2 – Majestic Valley Arena
- *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 Top Dawg Arena Cross – June 18-19
- *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 24-25-Majestic Valley Arena
- 2021 Under the Big Sky Festival-July 17-18, 2021
- 2021 Event at Rebecca Farm-July 21-25, 2021

August

- 2021 MT State Drill Team Competition – August 6-8 - Fairgrounds
- *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

4/14//2021

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