

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, May 26, 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: Bryce Baker, 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 April 28, 2021
- b) Approval of TBID financial statements for April 2021

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: April 28, 2021 board meeting minutes
TBID financial statements for April 2021
KCVB dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair - kalispell@myplacehotels.com 406-752-4847
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=YmI4bWtEdTJxMWdSU2svSjUxNFJsQT09>

Meeting ID: 498 906 2297

Passcode: Discover

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, April 28, 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, Britta Joy, Dawn Hendrickson

Board Via Zoom: Zac Ford

Board Members Absent: Emily Schroeder, Noelle Barr

Staff Present: Lorraine Clarno, Dawn Jackson, Vonnie Day

Staff Via Zoom: Diane Medler

Guests: none

MINUTES

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

1. Hear from the Public – none

2. Board Action Items

a) Approval of minutes from March 24, 2021

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

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for March, 2021

Motion was made by Britta Joy to approve the financials. Motion was seconded by Robert Hall.

Discussion: none. Board approved unanimously.

c) Approval of FY22 marketing plan narrative

Motion was made by Britta Joy to approve the FY22 marketing plan narrative. Motion was seconded by Robert Hall.

Discussion: board discussed ways to mitigate rental car shortage this summer. Kalispell Ford offers use of courtesy vehicles for those using Ford Motor Co. financing. Local communities and agencies are in discussions with the Mountain Climber about services to be provided this summer. Board approved unanimously.

d) Approval of slate of board officers to serve from May 1, 2021 through April 30, 2022

Motion was made by Zac Ford to approve the following slate of officers: Bryce Baker, Chair; Robert Hall, Vice-Chair; Noelle Barr, Treasurer. Motion was seconded by Britta Joy.

Discussion: none. Board approved unanimously.

3. Board Discussion

a) Event and grant updates

- AAU Wrestling Tournament took place March 19 – 21, was well-attended with more than 1,100 participants and 67 out-of-town teams. The organizers are planning to bid on the event for next year. A Maverick Bench Memorial Tournament is being planned.
- Northern Rodeo Finals are returning to the Majestic Valley Arena October 28 – 30.

Organizers are planning to apply for a TBID event grant and join the Kalispell Chamber. They are creating unique sponsorship packages and want to engage more with the local community.

- **Spartan Race**

- Discover Kalispell needs volunteers for the beer garden and Spartan needs volunteers for race operations.
- All races are sold out except the ULTRA which has only a few spots left. Spartan volunteers can still register to get a free race.
- There will be no spectators and no kids race this year.

b) Marketing and operational updates

- The Great American Road Trip, our spring hotel campaign, has begun. 100 national park passes will be given to visitors who book three consecutive nights through aRes at a TBID hotel. Visitors can pick up their passes at the VIC.
- STR Report: March occupancy was up 84% over March 2020. Occupancy for our comp set averaged a 52% increase year over year.

c) Group, M&C updates

- Group inquiries are increasing for info about domestic tours, restaurants, activities and reunions.
- Newsletter promotion through Meetings Today will promote meeting plan FAM to solicit applications.
- Discover Kalispell is participating with Glacier Country in a virtual meeting planner FAM on June 10. Featured sites will include the Conrad Mansion, downtown, Purple Mountain Lavender and hotel meeting spaces. Glacier Country is covering cost for the film and photo assets to be captured May 12-13 and hosting and promoting the virtual FAM. DK is developing story board for video, presentation slides and supplying items for SWAG bag which is provided to first 50 that register for the FAM.
- BMW Rally takes place June 25 in Great Falls. DK is promoting and hosting a post conference excursion to Kalispell. A motorcycle landing page has been created featuring local routes and itineraries to engage with attendees, a Kalispell promo piece will be distributed at the conference to encourage visitations.
- Per Lorraine, inquiries have been received from Tesla motor clubs. Charging stations will be installed in 8 parking spaces in the Chamber parking lot. Two will be Class 2 chargers.
- POMA is returning in 2022. Dawn will be going to their conference in Franklin, TN to present an invitation to attend the Kalispell conference.
- Dawn will attend the Montana Society of Association Executives in Whitefish in May. Attendees will be invited to tour Kalispell the following day including stops at the Conrad Mansion and Bibler Gardens.

Other updates:

- The logo refresh and new branding for the Kalispell Chamber and Discover Kalispell are nearing completion. The goal is to present a unified brand and better convey the mission of both organizations.

- Kalispell Chamber is presenting a Growth Summit on May 18 highlighting downtown development projects in the pipeline, transportation issues and how they affect growth and the importance of attainable housing and access to affordable childcare. Discussion will include intentional growth: defining what we want Kalispell to be.
- Challenges concerning recent restaurant closures or reduction in hours of business.
- Lack of employees continues to be a challenge. Some employers manage to recruit and retain staff by providing positive workplace culture.

Meeting was adjourned at 4:40 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 - April 2021

Checking account balance as of 4/30/2021

\$111,781.47

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: monthly fee See Source mobile location data; creative agency services; event grant – state wrestling police coverage.

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

Consumer: paid social advertising; campaign media buy; social media admin; airport display stocking; visitor guide design.

Event: transfer of Spartan budget to KCVB account; Great American Road Trip campaign in lieu of Soccer.

M&C: M&C virtual FAM expenses; group welcome bags; group incentive to Montana Lion conference.

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

KCVB Event Account – Expense Summary, April 2021

(Financials based on calendar year)

Spartan 2021: (\$30,000 FY21 TBID)
Balance forward from 2020: \$154.00
Income: \$29,500.00 (\$500 in to Admin)
Expenses: \$4,419.00
Cash Balance: \$25,810.00

Indoor Soccer 2021: (\$20,000 FY21 TBID)
Balance forward from 2020: \$11,353.65
Income: \$0
Expenses: \$2,000.00 (transfer to Admin)
Cash Balance: \$9,353.65

aRes:
Balance forward from 2020: \$141.02
Income: \$50.22
Expenses: \$0
Cash Balance: \$191.24

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: \$2,813.50 (portion of Soccer and Spartan)
Expenses: \$951.67
Cash Balance: \$2,367.62

VIC Merch:
Balance forward from 2019: \$98.00
Income: \$20.00
Expenses: \$0
Cash Balance: \$405.12

Tourism Business Improvement District
Balance Sheet
As of April 30, 2021

	<u>Apr 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	106,132.40
1020 · Whitefish Credit Union	289,082.48
Total Checking/Savings	<u>395,214.88</u>
Total Current Assets	395,214.88
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>424,412.96</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	22,561.05
Total Accounts Payable	<u>22,561.05</u>
Total Current Liabilities	<u>22,561.05</u>
Total Liabilities	22,561.05
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	38,546.66
Total Equity	<u>401,851.91</u>
TOTAL LIABILITIES & EQUITY	<u>424,412.96</u>

Tourism Business Improvement District
Profit & Loss - FY21
 April 2021

	Apr 21	Jul '20 - Apr 21
Income		
4000 · TBID Revenue	0.00	414,331.00
4100 · Interest Income	1.20	384.65
Total Income	1.20	414,715.65
Expense		
5000 · Staffing	1,376.84	102,885.37
5100 · Administrative		
5160 · Rent	900.00	9,000.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	217.23	2,084.83
5140 · Office Supplies	12.80	650.85
5150 · Postage & Copies	66.42	867.15
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	135.00	1,738.75
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	0.00	422.27
5190 · Technology Support	75.00	675.55
5195 · Equipment (Software)	30.54	584.59
5115 · Annual Report/Mtg	0.00	795.39
5130 · Directors & Officers Insurance	0.00	1,582.00
Total 5100 · Administrative	1,436.99	25,322.13
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	6,700.00
5230 · Organizational Memberships	0.00	6,801.73
5220 · Training & Education	0.00	535.00
5240 · Research	1,297.00	10,687.00
5242 · Grant Program	1,500.00	7,994.00
5235 · Creative Agency Services	5,625.00	53,550.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	8,422.00	91,317.73
5250 · Web Site		
5270 · Maintenance & Enhancements	1,030.00	8,691.81
5280 · Website Marketing (SEO & SEM)	2,500.00	20,126.50
Total 5250 · Web Site	3,530.00	28,818.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,476.69
5430 · Social Media Administration	845.00	5,341.25
5450 · Media Buy	4,246.00	38,277.40
5480 · Airport Visitor Display	75.00	900.00
5420 · E-Marketing	0.00	1,262.00
5496 · Visitor Guide & Niche Brochures	5,605.00	6,106.00
Total 5400 · Consumer Marketing	10,771.00	54,363.34
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	30,000.00	30,000.00
5512 · Hotel Campaign	6,375.00	6,375.00
Total 5500 · Events & Sports-Operatn & Promo	36,375.00	36,375.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	0.00	695.00
5567 · Meeting Planner FAM	0.00	68.00
5570 · M&C and Group Incentive Program	1,554.46	1,554.46
5571 · Media Buy	800.00	3,000.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	0.00	1,043.96
5583 · Customer Relationship Mgmt Syst	0.00	4,500.00
5589 · M&C Memberships	0.00	545.00
5585 · Sales Calls	0.00	76.77

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Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY21
April 2021

	<u>Apr 21</u>	<u>Jul '20 - Apr 21</u>
Total 5550 · Groups and M&C	2,354.46	12,324.94
5650 · Publicity		
5666 · PR Agency	2,625.00	26,550.00
5660 · Travel Media Press Trips/FAM	140.00	514.40
Total 5650 · Publicity	<u>2,765.00</u>	<u>27,064.40</u>
Total Expense	<u>67,031.29</u>	<u>378,471.22</u>
Net Income	<u><u>-67,030.09</u></u>	<u><u>36,244.43</u></u>

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05/12/21

Accrual Basis

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

	Jul '20 - Apr 21	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	414,331.00	560,000.00	-145,669.00	74.0%
4100 · Interest Income	384.65			
Total Income	<u>414,715.65</u>	<u>560,000.00</u>	<u>-145,284.35</u>	<u>74.1%</u>
Expense				
5000 · Staffing	102,885.37	218,000.00	-115,114.63	47.2%
5100 · Administrative	25,322.13	34,400.00	-9,077.87	73.6%
5200 · Marketing Support	91,317.73	79,700.00	11,617.73	114.6%
5250 · Web Site	28,818.31	30,000.00	-1,181.69	96.1%
5400 · Consumer Marketing	54,363.34	53,100.00	1,263.34	102.4%
5500 · Events & Sports-Operatn & Promo	36,375.00	50,000.00	-13,625.00	72.8%
5550 · Groups and M&C	12,324.94	50,800.00	-38,475.06	24.3%
5650 · Publicity	27,064.40	44,000.00	-16,935.60	61.5%
Total Expense	<u>378,471.22</u>	<u>560,000.00</u>	<u>-181,528.78</u>	<u>67.6%</u>
Net Income	<u><u>36,244.43</u></u>	<u><u>0.00</u></u>	<u><u>36,244.43</u></u>	<u><u>100.0%</u></u>

Kaispell Chamber of Commerce
KCVB P&L by Class
January through April 2021

	Indoor		VC	Brochure	aRes	Admin	TOTAL
	Spartan	Soccer	Merch				
Income							
4025.00 · Program Revenue	0.00	-2,000.00	0.00	375.00	50.22	2,238.50	663.72
4410.00 · TBID Revenue	29,500.00	0.00	0.00	0.00	0.00	500.00	30,000.00
4700.00 · Special Events	575.00	0.00	20.00	0.00	0.00	75.00	670.00
Total Income	<u>30,075.00</u>	<u>-2,000.00</u>	<u>20.00</u>	<u>375.00</u>	<u>50.22</u>	<u>2,813.50</u>	<u>31,333.72</u>
Expense							
5000.00 · Direct Program	3,520.00	0.00	0.00	0.00	0.00	0.00	3,520.00
5060.00 · Bank Fees & Service Charges	0.00	0.00	0.38	0.00	0.00	192.85	193.23
5260.00 · Insurance	899.00	0.00	0.00	0.00	0.00	16.15	915.15
5520.00 · Professional Fees	0.00	0.00	0.00	0.00	0.00	668.09	668.09
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	74.58	74.58
Total Expense	<u>4,419.00</u>	<u>0.00</u>	<u>0.38</u>	<u>0.00</u>	<u>0.00</u>	<u>951.67</u>	<u>5,371.05</u>
Net Income	<u>25,656.00</u>	<u>-2,000.00</u>	<u>19.62</u>	<u>375.00</u>	<u>50.22</u>	<u>1,861.83</u>	<u>25,962.67</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	25,656.00	(2,000.00)	0.00	2.62	375.00	0.00	12.89	2,413.47	26,459.98
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	25,810.00	9,353.65	845.53	405.12	275.00	0.00	191.24	2,367.62	39,248.16

WEBSITE (Y/Y Comparison) APRIL

Users 19,401 (+282%)	Pgs/Session 3.64 (+7.06%)	Session Duration 01:33 (+10.88%)	Page Views 87,837 (+345.94%)
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Top Cities

1. Seattle	6. Ashburn, VA
2. Kalispell	7. Dallas
3. Not Set	8. Los Angeles
4. Salt Lake City	9. Portland

aRes (Google Analytics)

list views	13,553 (+378.23%)
list clicks	417 (+618.97%)
list CTR	3.08% (+50.34%)

Lodging Page

page views	2,385 (+508.42%)
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CONVERSIONS - APRIL

	Month	YTD (fiscal)
VG Requests (web-online/postal)	939	3,925
Newsletter subscribers	525	2,982
aRes reservations booked	11	15
aRes room nights booked	30	36
Future grp rm/nts contracted	0	564

GROUP SALES - APRIL

RFP's Sent to Hotels	0
Proposals to Clients	0
Groups Assisted	11
Future group rooms won	0

SOCIAL MEDIA - APRIL

Followers	38,959	14,385	3,960
Impressions (organic)	56,370	130,663	14,800
Reach/profile visits	42,890	125,127	419
Links		94.64% CTR	

MARKETING CAMPAIGNS - APRIL

SEM - 16,302 imp, 1,771 clicks, 10.86% CTR, \$1.41 Avg CPC, 7.06% conversion rate. DISPLAY - 57,306 imp, 4,652 clicks, 8.12% CTR, \$0.47 avg CPC, 5.09% conversion rate. PAID SOCIAL - 294,280 imp, 11,294 clicks, 3.84% CTR, \$0.26 CPC, 65,938 avg post engagement. YOUTUBE - 121,574 video views, 672 clicks, 0.15% CTR, \$4.28 avg CPM. SPOTIFY - 28,629 imp, 71 clicks, 28,482 reach.

HOTEL CAMPAIGN - 297,162 imp, 309 clicks, 1.75% CTR, \$0.67 CPC. LINKED IN - 31,715 imp, 70 clicks, 0.22% CTR, \$11.70 CPC, 175 engagements.

VISITOR INFORMATION CENTER - APRIL

	Month	YTD (fiscal)
Calls	163	985
Walk-ins	139	1,574
Intercom	110	249
VG's requested	585	3,233
TOTAL	997	6,041

PARTNERS - APRIL

	Month (Y/Y)	YTD
Airport Enplanements	22,040 (+76.3%)	57,587 (+21.56%)
GNP Recreational Visits	53,134 (n/a)	124,465 (+54.75%)

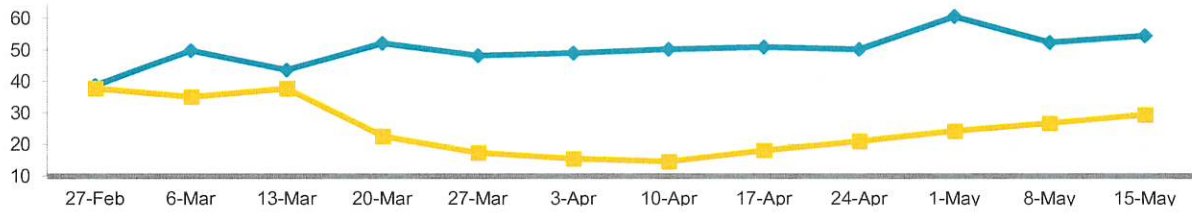
LODGING LODGING - APRIL

Annual Averages	YTD 2021	Running 12 Mths	FY21 YTD Avg	April	YOY
Kalispell					
OCC	44.2%	47.9%	50.0%	51.5%	185.2%
econ class	32.3%			40.4%	92.7%
mid/upper	49.2%			56.1%	234.2%
ADR	\$75.44	\$95.95	\$90.27	\$78.92	27.3%
econ class	\$54.94			\$56.50	13.3%
mid/upper	\$81.05			\$85.63	24.8%
DEMAND	102,802	339,303	29,506	Comp Set Avg OCC	55.2%

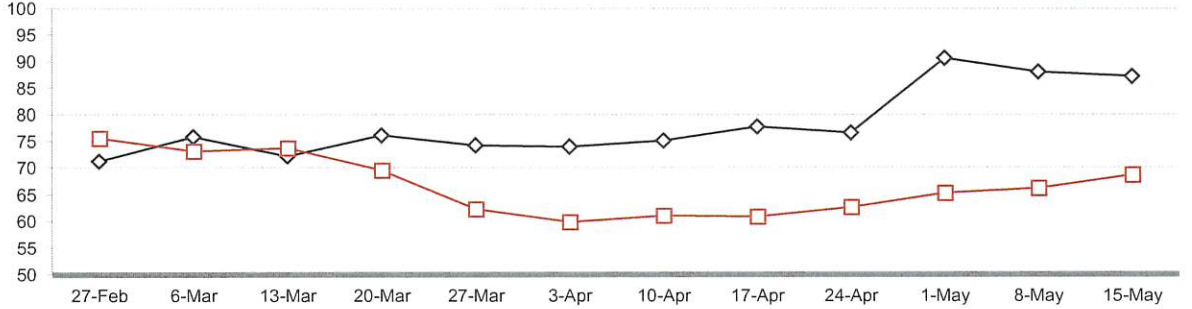
Weekly

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	April 29	30	May 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
2021	61.5	84.1	87.7	60.0	49.2	51.4	52.6	48.9	53.6	51.2	38.3	51.3	56.8	54.4	54.9	63.7	62.6	55.8
2020	27.2	25.0	22.7	21.6	26.5	27.7	31.4	29.8	25.4	23.7	22.3	27.8	30.7	31.8	30.5	30.1	31.8	27.1
% +/-	125.9	235.9	286.3	177.4	86.0	85.5	67.7	64.4	110.7	116.3	71.5	84.3	85.2	71.2	80.2	112.0	96.6	105.6
ADR 2021	\$85.65	\$104.33	\$108.09	\$91.71	\$84.81	\$84.35	\$84.59	\$84.98	\$93.06	\$92.34	\$80.88	\$81.44	\$83.96	\$84.15	\$85.88	\$94.63	\$95.22	\$89.81

Weekly Occ (%) - Feb 27, 2021 to May 15, 2021

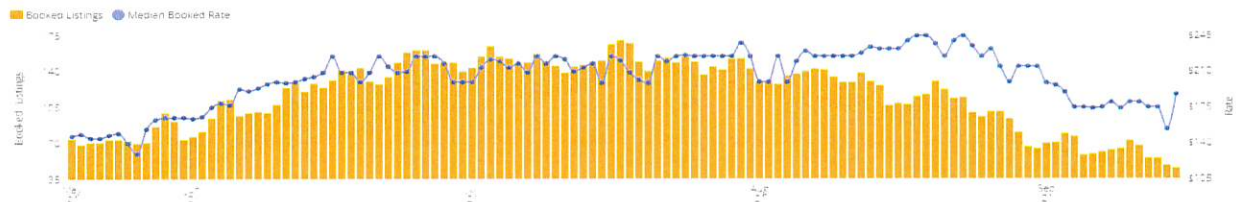


Weekly ADR - Feb 27, 2021 to May 15, 2021



AirDNA - short term rental data - 59901

Future Demand Analysis



April 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 Kalispell Activities
- 2022 Northwest Rental Association

RFP's Won:

RFP's Lost:

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 USS St. Paul Association activities
- 2021 District #5350 Rotary Convention
- 2021 MT Rural Water Systems
- 2022 Western Leisure Tour Group
- Flathead Soccer
- 2021 ATP Tour Group
- 2021 Gideons Conference
- 2021 Collette Tour Activity suggestions
- MT Lions-provided 110 bags for conference
- 2021 Northwest Rodeo Association

April Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Worked with aRes on logistics for the Hotel campaign
- Participated in Coffee Connect
- Toured Freelance Ski Writer Susan Reifer
- Worked on virtual fam outline and presentation with Glacier Country
- Brought Spring signs to GPIA
- Attended SHRM Webinar
- Started course for Event Leadership for Virtual Event Meeting Management
- Attended How to Look Great on Zoom by Vault Media – Thinking Thursday
- Put Motorcycle itineraries on Extend your Stay for BMW Rally in Great Falls
- Visited Bar W to meet new owners and get updated on group activities

- Attended Montana Tourism Talks call
- Worked on logistics for MSAE Tour

Future Conferences & Large Events

2021

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
- 2021 The Medieval Joust and Celebration/Montana Renaissance Faire – July 31-August 1-Majestic Valley Arena

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

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

5/14/2021

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