

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, June 23, 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 May 26, 2021
- b) Approval of TBID financial statements for May 2021
- c) Grant application - visitor amenity grant – Rails to Trails of NW Montana Tunnel Vision Project. Requesting funding to compete Phase 2, community-generated artistic designs along interior pedestrian tunnel walls. Phase 1, which included murals at tunnel entrances is funded and murals will be completed this year.

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: May 26, 2021 board meeting minutes
TBID financial statements for May 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=Yml4bWtEdTJxMWdSU2svSjUxNFJsQT09>

Meeting ID: 498 906 2297

Passcode: Discover

Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, May 26, 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, Britta Joy, Zac Ford

Board Via Zoom: Noelle Barr

Board Members Absent: Bryce Baker, Dawn Hendrickson

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

Guests: none

MINUTES

The meeting was called to order at 3:03 pm by Vice-Chair Robert Hall.

1. Hear from the Public – none

2. Board Action Items

a) Approval of minutes from April 28, 2021

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

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for April, 2021

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

Discussion: none. Board approved unanimously.

3. Board Discussion

a) Event and grant updates

- A total of \$10,699 in event and visitor development grants were awarded in FY21. Estimated room night yield from events that received grants was 2,600.
- Efforts will be made to increase awareness of the event and visitor development grant program as funds are replenished at the beginning of FY22.
- FHS requested assistance in paying for 6 officials' rooms for 2 nights and up to \$500 for a hospitality room for the AA softball tournament in May. Funds will be charged to the group incentive budget.

b) Marketing and operational updates

- Discover Kalispell is in a solid position cash-wise. 3rd Quarter revenue was 13.7% higher than forecasted. Diane is projecting no budget shortfall for FY21 in spite of pandemic slowdowns. Cash on hand the end of April was \$111,781. \$108,256 in 3rd QTR revenue will arrive within the next week.
- Cash on hand amount includes a PPP loan for \$50,000 which will be kept in reserve until all documentation is completed.

- Blue and White has missed two TBID payments in a row. Diane will meet with Charlie Harball to explore options for the situation.
- A \$7,200 Recreate Responsibly grant from the Montana Department of Commerce will be used for signage for hotel front desks, rental cars, radio PSA's, airport signs and an influencer to help promote recreating responsibly.
- Discover Kalispell distributed a press release and letter to editors in recognition of National Travel and Tourism Week highlighting the theme "The Power of Travel" and emphasizing the importance of tourism to our local economy.
- A regional information campaign has been created addressing GNP ticketed entry and how to recreate responsibly. Tia Troy wrote related blogs addressing what to do if you're not able to get a GNP entry ticket and a page with tips for recreating responsibly.
- The TBID now subscribes to weekly STR reports. The weekly data will be added to the monthly dashboard which is part of the TBID board packet.
- DK is subscribing to AirDNA which provides occupancy and rate data for Airbnb and VRBO properties within designated geographic areas. The primary area covered will be Kalispell city limits to reflect our TBID and bed tax collection area with the 59901 zip code and other locations as submarkets. The information will be useful in forecasting and gauging the full impact of events, conferences, tournaments.
- April occupancy was 51.5%, up 185% over April, 2020. Comp set average was 55.2%.
- Opening of the Canadian border is still indefinite.
- Interest in the Great American Road Trip hotel campaign dipped when GNP ticketed entry and rental car shortage hit the national press but is starting to come back. The campaign will be paused during June and July, resuming in August to push for early September visitations.
- Road work in the park will continue this fall causing road closures on the west side.
- It was suggested at the April board meeting that Discover Kalispell consider having a new website built as part of the rebranding process. Since The Abbi Agency is the agency of record, Diane is verifying if they can be used as sole source provider under the city procurement policies since a website would be from TBID funds. Diane will get more info from TAA along with price quote: menu of features, recommendations, functionalities. Diane will discuss short-term surface changes to the current website to align to the new visual brand launch in September (example, visual enhancements, colors, putting the video back on the home page) since a website re-do will be a long-term project. The board discussed using excess funds in the reserve account for a new website.
- Emily suggested approaching Triple Crown Women's College Softball to host a tournament, targeting October and May.

c) Group, M&C updates

- The meeting flyer has been updated and is available digitally.
- Dawn is going to the annual POMA conference in Franklin, TN in June to promote next year's conference in Kalispell.
- Dawn is working with GJ Hensen of Celebrate Party Rentals on a conference for the Northwest Party Rental Association in 2022.

- Assistance is being provided to the Pathfinders Group in planning a large church youth gathering at the fairgrounds in 2024.
- BMW Rally takes place June 24-27 in Great Falls. Discover Kalispell is promoting pre and post excursions to Kalispell and motorcycle routes in the Flathead Valley.
- DK is collaborating with Glacier Country on a Virtual M&C FAM to be presented on June 10. Conrad Mansion. Purple Mountain Lavender, MontaVino and Downtown Kalispell will be featured.
- Montana Society of Association Executives held their annual luncheon in Whitefish. DK offered tours to attendees the following day. Featured were Bibler Gardens and the Conrad Mansion where a picnic was served on the lawn.
- The Red Buses are booking groups only at this time. Buses can be chartered for up to 17 people. Booking for non-groups will start June 1.
- Dawn participated in a virtual meeting planner course that covered strategies, logistics, technology and marketing.
- An economic impact evaluation conducted on the recent Lion's Club conference at the Red Lion determined that the event brought in \$11,637 in rooms, food and beverage at the hotel (individual guest expenditures were not included).
- Sports Tourism Index is a resource platform for sporting event planners. DK will include Kalispell sports facilities on the site, a free service.
- Kalispell was featured in a Sports Destination Management Magazine article that highlighted Kid Sports and Woodland Ice Rink.
- Diane is talking to Under the Big Sky management about providing a shuttle stop in Kalispell.

Other updates:

- Jet Blue's inaugural flight from New York takes place July 1. Frontier Airline's inaugural flight from Denver arrives June 17th. Airline executives are coming to Kalispell next week to discuss an inaugural event.
- There may be a shortage of rooms for flight crew stayovers during the summer.
- Southwest Airlines comes into the Bozeman market on June 14.
- The June 15 Chamber luncheon features Rob Ratkowski with GPIA and Pete Webster, acting superintendent of GNP speaking on their experiences managing our current growth challenges.
- Some hotels are discontinuing their shuttle service due to the challenge of finding drivers.

Meeting was adjourned at 4:22 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 - May 2021

Checking account balance as of 5/31/2021 \$71,593.10

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; weekly STR report.

Website: hosting charge

Consumer: hotel campaign – park passes; social media admin; airport display stocking.

M&C: M&C virtual FAM expenses; group incentive MSAE, District Rotary.

PR/Publicity: monthly PR contract (Lightning Bug PR); credit for 2019 Outdoor Media Summit registration; PR support from Office of Tourism.

KCVB Event Account – Expense Summary, May 2021

(Financials based on calendar year)

Spartan 2021: (\$30,000 FY21 TBID)
Balance forward from 2020: \$154.00
Income: \$35,469.00
Expenses: \$27,341.93
Cash Balance: \$12,550.99

Indoor Soccer 2021: (\$20,000 FY21 TBID)
Balance forward from 2020: \$11,353.65
Income: -\$2,000 (transferred to admin)
Expenses: \$80.00 (archive website)
Cash Balance: \$9,273.65

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: \$1,183.42
Cash Balance: \$2,190.61

VIC Merch:
Balance forward from 2020: \$98.00
Income: \$20.00
Expenses: \$0
Cash Balance: \$405.12

BWDC Brochure:
Balance forward from 2020: (\$100.00)
Income: \$375.00
Expenses: \$0
Cash Balance: 275.00

Tourism Business Improvement District
Balance Sheet
As of May 31, 2021

	May 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	66,201.29
1020 · Whitefish Credit Union	289,082.48
Total Checking/Savings	355,283.77
Accounts Receivable	
1200 · Accounts Receivable	3,500.00
Total Accounts Receivable	3,500.00
Total Current Assets	358,783.77
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,198.08
TOTAL ASSETS	387,981.85
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	1,414.97
Total Accounts Payable	1,414.97
Total Current Liabilities	1,414.97
Total Liabilities	1,414.97
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	23,261.63
Total Equity	386,566.88
TOTAL LIABILITIES & EQUITY	387,981.85

Tourism Business Improvement District
Profit & Loss - FY21
 May 2021

	May 21	Jul '20 - May 21
Income		
4000 · TBID Revenue	0.00	414,331.00
4100 · Interest Income	0.72	385.37
Total Income	0.72	414,716.37
Expense		
5000 · Staffing	8,424.72	111,310.09
5100 · Administrative		
5160 · Rent	0.00	9,000.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	217.32	2,302.15
5140 · Office Supplies	12.80	663.65
5150 · Postage & Copies	114.48	981.63
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	135.00	1,873.75
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	185.19	607.46
5190 · Technology Support	75.00	750.55
5195 · Equipment (Software)	30.54	615.13
5115 · Annual Report/Mtg	0.00	795.39
5130 · Directors & Officers Insurance	0.00	1,582.00
Total 5100 · Administrative	770.33	26,092.46
5200 · Marketing Support		
5210 · Smith Travel Reports	916.66	7,616.66
5230 · Organizational Memberships	0.00	6,801.73
5220 · Training & Education	0.00	535.00
5240 · Research	1,297.00	11,984.00
5242 · Grant Program	0.00	7,994.00
5235 · Creative Agency Services	0.00	53,550.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	2,213.66	93,531.39
5250 · Web Site		
5270 · Maintenance & Enhancements	1,044.00	9,735.81
5280 · Website Marketing (SEO & SEM)	0.00	20,126.50
Total 5250 · Web Site	1,044.00	29,862.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	2,476.69
5430 · Social Media Administration	845.00	6,186.25
5450 · Media Buy	800.00	39,077.40
5480 · Airport Visitor Display	75.00	975.00
5420 · E-Marketing	0.00	1,262.00
5496 · Visitor Guide & Niche Brochures	0.00	6,106.00
Total 5400 · Consumer Marketing	1,720.00	56,083.34
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	0.00	30,000.00
5512 · Hotel Campaign	0.00	6,375.00
Total 5500 · Events & Sports-Operatn & Promo	0.00	36,375.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	0.00	695.00
5567 · Meeting Planner FAM	423.68	491.68
5570 · M&C and Group Incentive Program	2,246.66	3,801.12
5571 · Media Buy	0.00	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

9:35 AM

06/14/21

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY21
May 2021

	<u>May 21</u>	<u>Jul '20 - May 21</u>
Total 5550 - Groups and M&C	2,670.34	14,995.28
5650 - Publicity		
5666 - PR Agency	2,625.00	29,175.00
5660 - Travel Media Press Trips/FAM	-4,269.30	-3,754.90
5680 - Kalispell Branded Merchandise	87.00	87.00
Total 5650 - Publicity	<u>-1,557.30</u>	<u>25,507.10</u>
Total Expense	<u>15,285.75</u>	<u>393,756.97</u>
Net Income	<u><u>-15,285.03</u></u>	<u><u>20,959.40</u></u>

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

	<u>Jul '20 - May 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	414,331.00	560,000.00	-145,669.00	74.0%
4100 · Interest Income	385.37			
Total Income	<u>414,716.37</u>	<u>560,000.00</u>	<u>-145,283.63</u>	<u>74.1%</u>
Expense				
5000 · Staffing	111,310.09	218,000.00	-106,689.91	51.1%
5100 · Administrative	26,092.46	34,400.00	-8,307.54	75.9%
5200 · Marketing Support	93,531.39	79,700.00	13,831.39	117.4%
5250 · Web Site	29,862.31	30,000.00	-137.69	99.5%
5400 · Consumer Marketing	56,083.34	53,100.00	2,983.34	105.6%
5500 · Events & Sports-Operatn & Promo	36,375.00	50,000.00	-13,625.00	72.8%
5550 · Groups and M&C	14,995.28	50,800.00	-35,804.72	29.5%
5650 · Publicity	25,507.10	44,000.00	-18,492.90	58.0%
Total Expense	<u>393,756.97</u>	<u>560,000.00</u>	<u>-166,243.03</u>	<u>70.3%</u>
Net Income	<u><u>20,959.40</u></u>	<u><u>0.00</u></u>	<u><u>20,959.40</u></u>	<u><u>100.0%</u></u>

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

	Indoor						
	Sartan	Soccer	VC Merch	Brochure	aRes	Admin	TOTAL
Income							
4025.00 · Program Revenue	340.00	-2,000.00	0.00	375.00	50.22	2,238.50	1,003.72
4410.00 · TBID Revenue	29,500.00	0.00	0.00	0.00	0.00	500.00	30,000.00
4700.00 · Special Events	5,629.00	0.00	20.00	0.00	0.00	75.00	5,724.00
Total Income	35,469.00	-2,000.00	20.00	375.00	50.22	2,813.50	36,727.72
Expense							
5000.00 · Direct Program	17,584.71	0.00	0.00	0.00	0.00	0.00	17,584.71
5060.00 · Bank Fees & Service Charges	34.51	0.00	0.38	0.00	0.00	192.85	227.74
5260.00 · Insurance	899.00	0.00	0.00	0.00	0.00	16.15	915.15
5520.00 · Professional Fees	500.00	80.00	0.00	0.00	0.00	893.09	1,473.09
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	81.33	81.33
5740.00 · Travel	6,383.71	0.00	0.00	0.00	0.00	0.00	6,383.71
5160.00 · Contributions & Scholarships	1,940.00	0.00	0.00	0.00	0.00	0.00	1,940.00
Total Expense	27,341.93	80.00	0.38	0.00	0.00	1,183.42	28,605.73
Net Income	8,127.07	-2,080.00	19.62	375.00	50.22	1,630.08	8,121.99

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	(13,259.01)	(80.00)	0.00	0.00	0.00	0.00	0.00	(177.01)	(13,516.02)
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	12,550.99	9,273.65	845.53	405.12	275.00	0.00	191.24	2,190.61	25,732.14

WEBSITE (Y/Y Comparison) MAY

Users 24,706 (+162%)	Pgs/Session 3.51 (-0.41%)	Session Duration 01:28 (-5.46%)	Page Views 104,566 (+168%)
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Top Cities

- | | |
|-------------------|----------------|
| 1. Seattle | 6. Dallas |
| 2. Kalispell | 7. Whitefish |
| 3. Not Set | 8. Denver |
| 4. Ashburn, VA | 9. Los Angeles |
| 5. Salt Lake City | 10. New York |

aRes (Google Analytics)

list views	18,544 (+92.25%)
list clicks	674 (+287%)
list CTR	3.63% (+4.5%)

Lodging Page

CONVERSIONS - MAY

	Month	YTD (fiscal)
VG Requests (web-online/postal)	708	4,633
Newsletter subscribers	526	3,508
aRes reservations booked	8	23
aRes room nights booked	22	58
Future grp rm/nts contracted	0	564

GROUP SALES - MAY

RFP's Sent to Hotels	1
Proposals to Clients	0
Groups Assisted	5
Future group rooms won	0

SOCIAL MEDIA - MAY

Followers	38,122	14,600	3,958
Impressions (organic)	145,138	111,445	13,500
Reach/profile visits	145,456	98,306	722
Links		92.52% CTR	

MARKETING CAMPAIGNS - MAY

SEM - top performing keywords were variants of 'things to do in GNP'. 11.69% CTR, \$1.37 avg CPC, conv rate 6.6%. DISPLAY - 81,940 imp, 4,238 clicks, 5.17% CTR, conv rate 4.18%. PAID SOCIAL (ended 5/4) - 1,744 clicks, 5.24% CTR. YOU TUBE - 457,707 imp, 691 clicks, 0.15% CTR, \$2.93 CPC, 110,965 video views. SPOTIFY - 70 clicks, 28,828 imp.

HOTEL CAMPAIGN - 1M imp, 1,991 clicks, 0.20% CTR. LINKED IN - 29,764 imp, 58 clicks, \$14.98 CPC (need to reevaluate). EARNED MEDIA REACH - 102,883,349.

VISITOR INFORMATION CENTER - MAY

	Month	YTD (fiscal)
Calls	182	1,167
Walk-ins	175	1,749
Intercom	101	350
VG's requested	479	3,712
TOTAL	937	6,978

PARTNERS - MAY

	Month (Y/Y)	YTD 2021
Airport Enplanements	26,158 (+916%)	100,768 (+57.57%)
GNP Recreational Visits	170,277 (+1.7%)	294,742 (+631%)
	2019	251,704 (+17%)

LODGING

Annual Averages	YTD 2021	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	47.4%	50.5%	50.9%
econ class	35.8%		
mid/upper	52.2%		
ADR	\$80.45	\$97.22	\$90.69
econ class	\$58.01		
mid/upper	\$86.84		
DEMAND	138,670	357,114	30,092

LODGING - MAY

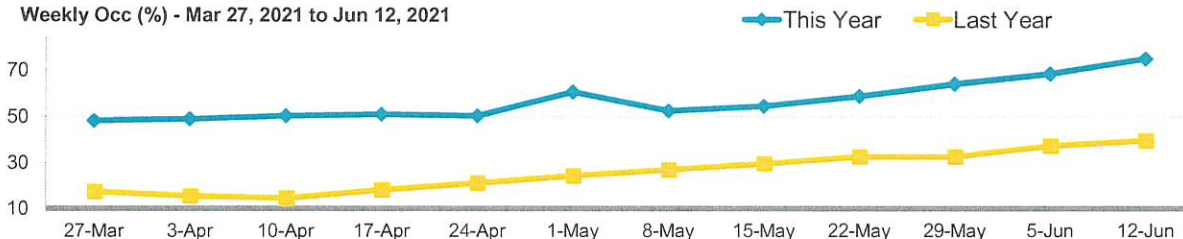
	May	YOY
Kalispell		
OCC	58.8%	98.0%
econ class	49.3%	56.9%
mid/upper	62.7%	116.9%
ADR	\$95.48	39.2%
econ class	\$32.44	24.3%
mid/upper	\$66.01	38.4%
Comp Set Avg		
OCC	61.4	63.8%

Weekly

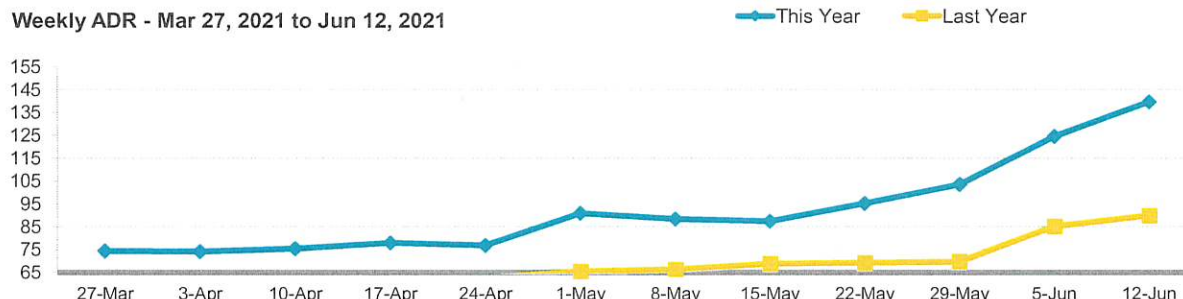
	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr
OCC	16	17	18	19	20	21	22	23	24	25	26	27	28
2021	47.3	55.9	59.7	58.7	56.8	77.3	57.3	47.1	58.0	62.7	63.0	66.8	74.4
2020	24.9	31.5	34.1	32.9	31.3	33.6	39.1	30.0	24.6	30.6	36.6	35.3	34.5
% chg	89.9	77.7	75.0	78.3	81.5	129.8	46.8	56.8	136.0	104.9	72.3	89.1	115.8
ADR 2021	\$85.50	\$89.48	\$89.37	\$91.85	\$94.05	\$108.00	\$101.19	\$91.72	\$95.22	\$99.22	\$98.19	\$103.50	\$112.11

	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	
2021	77.8	69.7	50.6	61.3	63.2	65.4	82.6	86.4	58.6	71.0	76.8	77.6	76.3	81.8	83.8	73.7
2020	35.0	35.1	38.9	38.1	36.4	35.2	38.5	38.9	29.8	35.3	40.9	42.9	41.2	43.7	43.2	38.3
% change	122.5	98.7	30.1	60.9	73.6	85.6	114.7	122.1	96.6	100.8	87.6	80.8	85.3	87.3	94.0	92.4
ADR 2021	\$114.68	\$107.80	\$98.65	\$112.80	\$115.84	\$117.84	\$146.19	\$151.09	\$127.98	\$132.55	\$135.52	\$136.67	\$137.01	\$147.74	\$153.45	\$136.07

Weekly Occ (%) - Mar 27, 2021 to Jun 12, 2021



Weekly ADR - Mar 27, 2021 to Jun 12, 2021



May 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2021 Health Care Service Corporation

Proposals Sent:

Working leads:

- 2022 Northwest Rental Association
- 2022 Pathfinders
- 2023 National Commanders Testimonial Dinner

RFP's Won:

RFP's Lost:

Group Assist:

- 2021 Girltime Getaway Itinerary
- 2021 USS St. Paul Association activities
- 2021 District #5350 Rotary Convention-80 Welcome Bags
- 2022 Pathfinders
- 2021 WELD-provided photos for a presentation to promote attendance

May Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Filmed Purple Mountain Lavender, Conrad Mansion, Montavino and downtown Kalispell for virtual fam and worked on presentation with Glacier Country
- Created Motorcycle itineraries for BMW Rally
- Set up a DK table with collateral for MSAE meeting and attended reception
- Did a MSAE FAM tour with Bibler Gardens and Conrad Mansion
- Attended work session for DK Branding meeting
- Watched IRU Seminar
- Attended 2021 Growth Summit
- Attended Air DNA familiarization
- Attended Gone Fishin for Celebrate
- Worked on Summer M&C & Group Tour E-newsletter
- Worked on rooms for State Softball Tournament for officials
- Helped Tia Troy with ideas for media pitch for team building ideas & unique venues
- Meetings Today E-blast
- Visit for tour with Horse Sense Healing
- Made arrangement to attend 2021 POMA in Franklin TN

Future Conferences & Large Events

2021

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 Western AA State Track Meet-May 21-22-Legends Field
- 2021 NW Invitational Rabbit Show – May 22-23 – Fairgrounds-Cancelled
- *2021-State Softball-May 27-29, 2021

June

- 2021 Three Blind Refs Soccer Tournament-June 5-6 – Citywide
- 2021 Flathead Shrine Circus – June 6 – Majestic Valley Arena
- 2021 Bretz RV & Marine Outdoor Show - Fairgrounds
- 2021 Top Dawg Arena Cross – June 18-19 – Fairgrounds
- 2021 The Big Shindig-June 19, 2021-DeSoto Grill
- *2021 BMW Rally Post Excursion-June 24-27, 2021
- 2021 Artists and Craftsmen of the Flathead Valley – Summer Show - Fairgrounds

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 Travis Tritt Concert – August 1 – Majestic Valley Arena
- 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 – may be Virtual
- *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

June

- *2022 National Forest Legacy-June 6-10, 2022-Red Lion

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

6/11/2021

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