

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, July 28, 2021, 3:00 pm – 5:00 pm**

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. Grant application presentations:

- a) Bo Wagner, NRA Rodeo Finals (via Zoom): Oct 27-30, 2021. Requesting \$5,000 for venue and facility expenses. Anticipated room nights is 350, 140 contestants at 3 nights each plus stock contractors and staff. TBID awarded \$4,000 cash plus rooms for officials for the 2019 event.
- b) Rob Eberhardy, Flathead Celtic Festival (in person): 7th annual, Sept 10-11, 2021. Requesting \$1,000 to cover cost of judges to run the highland games. Anticipated roomnights for 2021 is 200. Actual attendance in 2019: 360 participants, 2300 spectators. Of those 185 participants and 1,100 spectators were from were from other MT counties or out of state. TBID awarded grant funds in FY15, FY16, FY18 and FY20 to this event.
- c) Mark Campbell, Flathead County Fairgrounds (in person): Requesting \$2,500 to assist with costs to stream entire rodeo performances. 1.5M viewership which promotes the valley for future events and visitations. Funds would be used for hiring MT Big Screen and additional cameras and IT support required. Streaming is viewed on Cowboy Channel/PRCA.

3. Board Action Items

- a) Approval of minutes from June 23, 2021
- b) Approval of TBID financial statements for June 2021
- c) Grant applications scoring and approval

4. Board Discussion

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

Enclosures: June 23, 2021 board meeting minutes
TBID financial statements for June 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, June 23, 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, Emily Schroeder, Robert Hall, Britta Joy, Zac Ford

Board Via Zoom: Noelle Barr

Board Members Absent: Dawn Hendrickson

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

Guests: Kip Smith, Rails to Trails Montana Tunnel Project

MINUTES

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

1. Hear from the Public – Kip Smith presented information about the Rails to Trails Tunnel Vision 2021 Project, a collaboration between Rails to Trails and KALICO Art Center to paint professional murals on the entries/exits of three tunnels along Kalispell's trail system. The project has two phases: 1) professional murals on tunnel entrances which will be completed in July; 2) community-generated artistic designs along interior tunnel walls. The organization submitted an application for a \$2,000 Visitor Development Grant to be used in Phase 2 to pay professional artists to lay out designs and for paint and supplies.

2. Board Action Items

a) Approval of minutes from May 26, 2021

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Emily Schroeder.

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for May, 2021

Motion was made by Emily Schroeder to approve the financials. Motion was seconded by Robert Hall.

Discussion: none. Board approved unanimously.

c) Grant Application – Visitor Amenity Grant

Motion was made by Zac Ford to award a cash grant of \$1,200 to the Rails to Trails Tunnel Project. Motion was seconded by Robert Hall.

Discussion: this is the second grant visitor amenity grant awarded by the board. Visitor Development Grants are important as a contribution to the community and also as a long-term investment in enhancing Kalispell as an attractive destination. Board approved unanimously.

3. Board Discussion

a) Event and grant updates

- A press release promoting the Event and Visitor Development Grant Programs will be released this summer.
- The Spartan Race post report has been received. 7,061 racers and 348 volunteers participated in the 2021 event. ADR was up for the weekend over 2019 and occupancy was up Friday, down

slightly on Saturday and significantly up on Sunday night. Discover Kalispell netted \$3,438, less a \$1,000 donation to Flathead Posse for event security. Beer sales were down due to no spectators this year and there were fewer vendors. The resulting decline in revenue was largely offset by cost savings in the areas of surveys and recycling.

b) Marketing and operational updates

- The Abbi Agency has submitted a proposal for a new website to be launched in the spring, probably April or May. The proposed cost from TAA is \$66,050: a one-time fee of \$53,550 plus 7 months @ \$1,500 per month. A motion was made by Britta Joy to approve the proposal from The Abbi Agency, contingent on getting sole source provider approval from the City. Motion was seconded by Emily Schroeder.

Discussion: Diane will clarify payment schedule and details on maintenance fees with TAA. It was agreed that if TAA's maintenance fees come back being more than the amount currently being paid to Flathead Beacon, the maintenance fee issue will be revisited with the board. Board approved unanimously. The funds for this project will come out of the TBID reserve account.

- Glacier AERO approved \$5,000 towards the Jet Blue and Frontier Airlines inaugural events. Discover Kalispell worked with the airlines and GPIA to organize the events. Frontier's inaugural flight on June 17 was greeted by a water arch. Staff conducted a ribbon cutting, put together drawing prizes and handed out welcome bags. JetBlue inaugural flight is July 1. Events will take place at both the JFK terminal as well as GPIA terminal. JFK events include distribution of promotional items to travelers in the JFK terminal, gate decorations and refreshments, entertainment by Jack Gladstone. In Kalispell passengers will be greeted with welcome bags and raffle prizes, also a ribbon cutting ceremony with remarks from dignitaries.
- Montana was the fastest growing state in the nation in air traffic for the month of May.
- \$10,000 additional grant funds have been received from the state to distribute information about recreating responsibly. Discover Kalispell is using the funds to promote the Recreate Responsibly messaging through a variety of sources: business cards for distribution to hotel and rental car customers, messaging on the DK website, airport signs, radio ads and hosting two influencers.
- The scheduled closing of the west side of Going to the Sun Road on October 1 for road construction has been cancelled for this year.
- The Turo app has helped ease the rental car shortage. The airport has formed an agreement with Turo to allow rental car pickup onsite.
- The Abbi Agency is coming to Kalispell in July for a warm season photo shoot. Photos and videos will be added to the photo library owned by Discover Kalispell.

c) Group, M&C updates

- RFP's have been received from Northern Rodeo Finals for October 27 – 30 and Flathead Celtic Festival for September 17 – 19.
- Kalispell PBR in June was well-run and well-attended.
- There has been an uptick in inquiries from new groups, both tour groups and locals.
- The USS St. Paul Reunion is receiving more registrations than expected. Discover Kalispell is providing assistance with arrangements for Far West, museum and Red Bus tours.
- The International Bear Conference has decided to meet remotely and has cancelled hotel reservations for their October event.

- A Virtual FAM was held in June in collaboration with Glacier Country. Hotels, unique venues, recreation opportunities and transportation options were featured. There were 66 registrations for the event, attendees received swag bags. Glacier Country covered all costs of the event except for the swag. A video of the virtual FAM will be posted on the DK website and distributed to participants.
- Dawn attended this year's POMA conference in June to promote next year's event in Kalispell. Attendees expressed excitement about coming to Kalispell.
- The BMW Rally is happening in Great Falls this week. Discover Kalispell created a custom brochure for event attendees encouraging pre and post excursions to Kalispell.
- Dawn recently completed a course in virtual event management. The course provided a lot of useful information which she is willing to share.

d) Other updates:

- The Canadian government is now allowing Americans who have been vaccinated to cross the border without a 14-day quarantine. July 21 is currently targeted as the first date that Canadians will be able to cross the border if vaccinated..

Meeting was adjourned at 4:48 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 - June 2021

Checking account balance as of 6/30/2021

\$145,403.60

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 (final); DMA West Leadership Summit (virtual); creative agency services.

Website: maintenance (May & June); SEM

Consumer: photo purchase; campaign media buy; redemption of 2019 Spokane Show prize winner; airport display stocking.

Events: hotel campaign media buy

M&C: M&C virtual FAM expenses; motorcycle route map; state AA softball; attendance at POMA; IDSS quarterly payment.

PR/Publicity: monthly PR contract (Lightning Bug PR); Influencer expenses – Alex Schnee; airport inaugural flight PR expenses.

KCVB Event Account – Expense Summary, June 2021
(Financials based on calendar year)

Spartan 2021: (\$30,000 FY21 TBID)
Balance forward from 2020: \$154.00
Income: \$35,469.00
Expenses: \$33,031.43
Cash Balance: \$3,591.57

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: \$89.19
Expenses: \$0
Cash Balance: \$230.21

Meetings & Conventions:
Balance forward from 2020: \$845.53
Income: \$0
Expenses: \$0
Cash Balance: (\$876.47)

Account Admin:
Balance forward from 2020: \$368.78
Income: \$2,813.50 (portion of Soccer and Spartan)
Expenses: \$1,335.51
Cash Balance: \$1,943.51

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 June 30, 2021

	<u>Jun 30, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	140,373.23
1020 · Whitefish Credit Union	289,978.44
Total Checking/Savings	<u>430,351.67</u>
Total Current Assets	430,351.67
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>459,549.75</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	21,217.98
Total Accounts Payable	<u>21,217.98</u>
Total Current Liabilities	<u>21,217.98</u>
Total Liabilities	21,217.98
Equity	
32000 · Unrestricted Net Assets	363,305.25
Net Income	75,026.52
Total Equity	<u>438,331.77</u>
TOTAL LIABILITIES & EQUITY	<u>459,549.75</u>

Tourism Business Improvement District
Profit & Loss - FY21
June 2021

	Jun 21	Jul '20 - Jun 21
Income		
4000 · TBID Revenue	108,256.00	522,587.00
4100 · Interest Income	897.08	1,282.45
Total Income	109,153.08	523,869.45
Expense		
5000 · Staffing	25,995.39	137,305.48
5100 · Administrative		
5160 · Rent	0.00	9,000.00
5110 · Bank Fees	0.00	2.00
5180 · Telephone	242.28	2,544.43
5140 · Office Supplies	67.78	731.43
5150 · Postage & Copies	66.74	1,048.37
5122 · Audit - Chamber	0.00	1,918.75
5125 · Accounting Services	202.50	2,076.25
5350 · City of Kallispell Admin Fee	0.00	5,000.00
5185 · Travel & Entertainment	198.52	805.98
5190 · Technology Support	75.00	825.55
5195 · Equipment (Software)	30.54	645.67
5115 · Annual Report/Mtg	0.00	795.39
5130 · Directors & Officers Insurance	0.00	1,582.00
Total 5100 · Administrative	883.36	26,975.82
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	7,616.66
5230 · Organizational Memberships	0.00	6,801.73
5220 · Training & Education	125.00	660.00
5240 · Research	1,297.00	13,281.00
5242 · Grant Program	0.00	7,994.00
5235 · Creative Agency Services	5,250.00	58,800.00
5237 · aRes	0.00	5,050.00
Total 5200 · Marketing Support	6,672.00	100,203.39
5250 · Web Site		
5270 · Maintenance & Enhancements	2,000.00	11,735.81
5280 · Website Marketing (SEO & SEM)	5,000.00	25,126.50
Total 5250 · Web Site	7,000.00	36,862.31
5400 · Consumer Marketing		
5405 · Photo and Video Library	100.00	2,576.69
5430 · Social Media Administration	0.00	6,186.25
5450 · Media Buy	4,317.50	43,394.90
5460 · Travel Show Attendance	348.24	348.24
5480 · Airport Visitor Display	75.00	1,050.00
5420 · E-Marketing	0.00	1,262.00
5496 · Visitor Guide & Niche Brochures	0.00	6,106.00
Total 5400 · Consumer Marketing	4,840.74	60,924.08
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	0.00	30,000.00
5512 · Hotel Campaign	750.00	7,125.00
Total 5500 · Events & Sports-Operatn & Promo	750.00	37,125.00
5550 · Groups and M&C		
5565 · Meeting Planner Shows	0.00	695.00
5567 · Meeting Planner FAM	794.41	1,286.09
5570 · M&C and Group Incentive Program	5,206.91	9,008.03
5571 · Media Buy	800.00	3,800.00
5575 · EMarketing	0.00	841.75
5573 · Group Photo & Video Library	0.00	1,043.96
5574 · M&C Collateral	22.99	22.99
5583 · Customer Relationship Mgmt Syst	1,500.00	6,000.00
5589 · M&C Memberships	0.00	545.00

9:04 AM
07/16/21
Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY21
June 2021

	<u>Jun 21</u>	<u>Jul '20 - Jun 21</u>
5585 · Sales Calls	0.00	76.77
Total 5550 · Groups and M&C	8,324.31	23,319.59
5650 · Publicity		
5666 · PR Agency	2,625.00	31,800.00
5660 · Travel Media Press Trips/FAM	297.39	-3,457.51
5680 · Kalispell Branded Merchandise	0.00	87.00
Total 5650 · Publicity	2,922.39	28,429.49
Total Expense	57,388.19	451,145.16
Net Income	51,764.89	72,724.29

9:04 AM
 07/16/21
 Accrual Basis

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

	<u>Jul '20 - Jun 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	522,587.00	560,000.00	-37,413.00	93.3%
4100 · Interest Income	1,282.45			
Total Income	<u>523,869.45</u>	<u>560,000.00</u>	<u>-36,130.55</u>	<u>93.5%</u>
Expense				
5000 · Staffing	137,305.48	218,000.00	-80,694.52	63.0%
5100 · Administrative	26,975.82	34,400.00	-7,424.18	78.4%
5200 · Marketing Support	100,203.39	79,700.00	20,503.39	125.7%
5250 · Web Site	36,862.31	30,000.00	6,862.31	122.9%
5400 · Consumer Marketing	60,924.08	53,100.00	7,824.08	114.7%
5500 · Events & Sports-Operatr & Promo	37,125.00	50,000.00	-12,875.00	74.3%
5550 · Groups and M&C	23,319.59	50,800.00	-27,480.41	45.9%
5650 · Publicity	28,429.49	44,000.00	-15,570.51	64.6%
Total Expense	<u>451,145.16</u>	<u>560,000.00</u>	<u>-108,854.84</u>	<u>80.6%</u>
Net Income	<u><u>72,724.29</u></u>	<u><u>0.00</u></u>	<u><u>72,724.29</u></u>	<u><u>100.0%</u></u>

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	Grants	aRes	Admin	TOTAL
Income									
4025.00 · Program Revenue	340.00	-2,000.00	0.00	0.00	375.00	0.00	89.19	2,238.50	1,042.89
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	0.00	7,140.00	0.00	0.00	7,140.00
4410.00 · TBID Revenue	29,500.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	30,000.00
4700.00 · Special Events	5,829.00	-1,200.00	0.00	20.00	0.00	0.00	0.00	75.00	4,524.00
Total Income	35,469.00	-3,200.00	0.00	20.00	375.00	7,140.00	89.19	2,813.50	42,706.69
Expense									
5000.00 · Direct Program	22,274.21	0.00	3,215.06	0.00	0.00	63.60	0.00	0.00	25,552.87
5060.00 · Bank Fees & Svc Charges	34.51	0.00	0.00	0.38	0.00	0.00	0.00	192.85	227.74
5260.00 · Insurance	899.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	915.15
5520.00 · Professional Fees	500.00	80.00	60.00	0.00	0.00	354.00	0.00	1,028.09	2,022.09
5500.00 · Printing & Publications	0.00	0.00	67.50	0.00	0.00	1,279.46	0.00	0.00	1,346.96
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	98.42	98.42
5740.00 · Travel	6,383.71	0.00	930.10	0.00	0.00	0.00	0.00	0.00	7,313.81
5160.00 · Contrib. & Scholarships	2,940.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,940.00
Total Expense	33,031.43	80.00	4,272.66	0.38	0.00	1,697.06	0.00	1,335.51	40,417.04
Net Income	2,437.57	-3,280.00	-4,272.66	19.62	375.00	5,442.94	89.19	1,477.99	2,289.65

KALISPELL CONVENTION & VISITORS 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	(8,959.42)	0.00	(1,722.00)	0.00	0.00	7,140.00	38.97	(247.10)	(3,749.55)
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	3,591.57	9,273.65	(876.47)	405.12	275.00	7,140.00	230.21	1,943.51	21,982.59

WEBSITE (Y/Y Comparison) JUNE

Users 29,638 (+74.7%)	Pgs/Session 3.45 (-9.21%)	Session Duration 01:33 (-17.74%)	Page Views 126,685 (+61.05%)
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Top Cities

- Seattle
- Kalispell
- Salt Lake
- Dallas
- Not Set
- Whitefish
- Denver
- Los Angeles
- Chicago
- Ashburn, VA

aRes (Google Analytics)

list views	19,353 (+125%)
list clicks	504 (+157%)
list CTR	2.60% (+13.82%)

Lodging Page

CONVERSIONS (digital) - JUNE

	Month	YTD (fiscal)
VG Requests (web-online/postal)	389	5,022
Newsletter subscribers	375	3,883
aRes reservations booked	3	26
aRes room nights booked	6	64
Future grp rm/nts contracted	24	588

GROUP SALES - JUNE

RFP's Sent to Hotels	5
Proposals to Clients	1
Groups Assisted	18
Future group rooms won	24

SOCIAL MEDIA - JUNE



Followers	38,201	15,000	3,969
Impressions (organic)	102,570	125,382	9,759
Reach/profile visits	101,369	123,121	896
Links		105.36% CTR	

MARKETING CAMPAIGNS - JUNE

Display - 211,058 imp; 2,735 clicks; 1.30% CTR; \$0.66 CPC. YouTube - 419,440 imp; 537 clicks; 0.13% CTR; 24.06% video view rate. Spotify - 30,455 imp; 66 clicks; 21,299 reach. LinkedIn - 22,845 imp; 46 clicks; 0.2% CTR; \$16.85 CPC; 21 engagements. Hotel Campaign (paused, minimal spend) 799,706 imp; 1,565 clicks; 0.20% CTR; \$1.09 CPC.

Earned media reach (June) 90,291,758. Top articles: 11 things to do in Vibrant Kalispell, MT, Travel Awaits and 27 Top Lake Vacations in The US, (Flathead Lake, Kalispell included) on MSN and Yahoo.

VISITOR INFORMATION CENTER - JUNE

	Month	YTD (fiscal)
Calls	204	1,371
Walk-ins	475	2,224
Intercom	145	495
VG's requested	273	3,848
TOTAL	1,097	7,938

PARTNERS - JUNE

	Month (Y/Y)	YTD 2021
Airport Enplanements	49,552 (+411%)	150,320 (+104%)
	16% increase over 2019	
GNP Recreational Visits	502,581 (+147%)	802,323 (+210%)
	GNP 2019 % increase over 2019	

LODGING

Annual Averages	YTD 2021	Running 12 Mths	FY21 YTD Avg
Kalispell			
OCC	52.7%	53.3%	53.3%
econ class	42.9%		
mid/upper	56.7%		
ADR	\$98.80	\$103.99	\$95.97
econ class	\$72.36		
mid/upper	\$107.11		
DEMAND	184,706	377,044	31,420

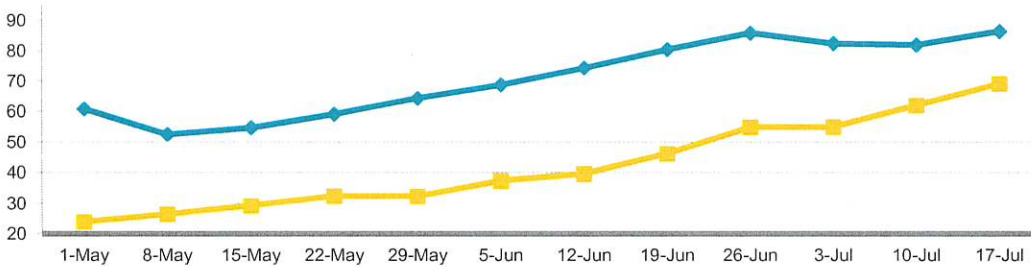
LODGING - JUNE

	June	YOY
Kalispell		
OCC	79.3%	77.2%
econ class	78.6%	86.6%
mid/upper	79.6%	73.6%
ADR	\$154.07	54.1%
econ class	\$82.70	49.5%
mid/upper	\$138.53	56.5%
Comp Set Avg		
OCC	75.8%	53.1%

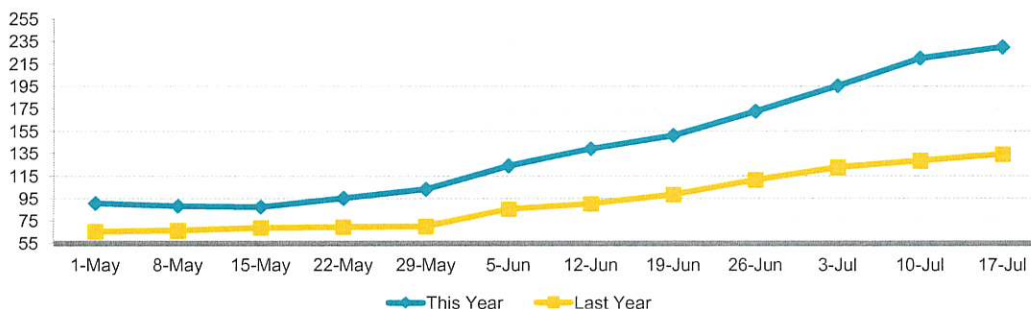
Weekly

OCC	Jul										Run MTD						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
This Year	80.9	84.7	88.0	78.5	76.3	82.5	82.2	86.0	84.6	84.1	75.1	81.8	86.2	89.2	89.5	91.5	92.3
Last Year	55.6	64.1	61.9	52.9	59.0	61.9	62.2	62.4	67.0	68.8	56.0	66.3	65.9	68.2	69.9	79.4	78.8
% Change	45.6	32.1	42.1	48.3	29.3	33.4	32.1	37.9	26.2	22.2	34.1	23.4	30.7	30.8	28.0	15.3	17.0
ADR 2021	207.98	213.52	223.16	216.96	211.49	223.17	211.09	235.83	225.01	215.99	211.90	224.56	220.44	229.02	242.53	241.76	234.71

Weekly Occ (%) - May 01, 2021 to Jul 17, 2021



Weekly ADR - May 01, 2021 to Jul 17, 2021



June 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2021 August CUES-Credit Union Executives Society-overflow rooms for Grouse conference
- 2021 October NRA-Northern Rodeo Association Staff rooms
- 2021 September-Flathead Celtic Festival Judges rooms

Proposals Sent:

- 2021 October NRA-Northern Rodeo Association Staff rooms

Working leads:

- 2021 Health Care Services
- 2021 August Innovate Meeting and Events
- 2022 September Pathfinders-Staying at Fairgrounds
- 2022 July Patyk Wedding
- 2022 Jan/Feb Coca Cola – Leading for Growth
- 2022 October Northwest Rental Association
- 2023 National Commanders Testimonial Dinner
- 2024 OWA-Outdoor Writers Association of America

RFP's Won:

- 2022 September Pathfinders-limited rooms mostly camping 20-40 rooms

RFP's Lost:

- 2021 August CUES-Credit Union Executives Society-Grouse was able to accommodate

Group Assist:

- 2021 Girltime Getaway Itinerary
- 2021 USS St. Paul Association
- 2021 NRA Site tour
- 2021 Bertelson Wedding-needed permit information from Parks & Rec
- 2021 G2Travel Tour-needed local high end transportation companies
- 2021 Shanley Memorial-needed space and restaurant ideas
- LC Staffing-assistance with red bus information
- 2021 Women Traveling-staying in Kalispell needed group restaurant and transportation suggestions
- Doug Kelly a former board member of Spokane Sports Commission information about group restaurants
- Exelli Matrix-group event spaces
- 2021 Clerk and Records Conference - Debbie Pierson – Request for Welcome bags for August conference
- 2021 MACO-MT Association of County Commissioners Office-possible overflow rooms, group restaurants
- 2021 Christian Tours-group restaurant information
- Koinonia Travel - hotel information
- OWAA-Outdoor Writers Association of America working on an auction items for their 2022 conference
- Flathead Celtic Information
- Louis Priluker-Sporting Events and reunions-FAM 2022
- Shop for a Cause Vendor Show Circuit-wanted area information and locations to consider

June Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Attended Kalico Ribbon Cutting
- Attended Kalispell Chamber UNWIND-Sacred Waters
- Presented Kalispell Meeting Planner FAM-June 10
- Attended 2021 POMA Conference to promote Kalispell in Franklin, TN June 14-18
- Attended Mike Pence Retirement party at Flathead County Commissioners Office
- BMW Materials sent to Great Falls
- Worked on material for email blast in Meetings Today for July

Future Conferences & Large Events

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
- 2021 *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 – 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

May

- Spartan Race – May 7-8, 2022

June

- *2022 National Forest Legacy-June 6-10, 2022-Red Lion-Rescheduled from 2020
- 2022 POMA-Professional Outdoor Media Association-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

7/1/2021

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