

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, August 25, 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. Board Action Items

- a) Approval of minutes from July 28, 2021
- b) Approval of TBID financial statements for July 2021 (FY22) and FY21 year-end

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: July 28, 2021 board meeting minutes
TBID financial statements for July 2021 and FY21 year-end
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, July 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, Britta Joy, Zac Ford

Board Members Via Zoom: Noelle Barr, Robert Hall, Dawn Hendrickson

Board Members Absent: Emily Schroeder

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

Guests: Jamie Reed with Kalispell Job Service; Mark Campbell, NW Montana Fair; Rob Eberhardy, Flathead Celtic Festival; Bo Wagner, Northern Rodeo Finals (via Zoom)

MINUTES

The meeting was called to order at 3:02 pm by Chair Bryce Baker.

1. Hear from the Public –

Bo Wagner – Northern Rodeo Finals is requesting an event grant for \$5,000 for facility costs. The event takes place October 28 – 30 and organizers expect to generate 400 room nights from 140 contestants, staff, contractors and spectators.

Rob Eberhardy – Flathead Celtic Festival requests \$1,000 to cover lodging for judges of the highland games. Strong participation from athletes and spectator attendance is anticipated this year due to COVID-related cancellation of several other regional events.

Mark Campbell, NW Montana Fair & Rodeo - \$2,500 is requested to cover the cost of live streaming all three rodeo performances at the fair to RFDTV and PRCA channels. Live streams promote the valley as a destination. Last year's rodeo broadcasts received 1.7 million views.

2. Board Action Items

a) Approval of minutes from June 23, 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 June, 2021

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

Discussion: none. Board approved unanimously.

c) Grant Applications

Motion was made by Britta Joy to award a cash grant of \$1,000 to Northern Rodeo Finals. Motion was seconded by Zac Ford.

Discussion: although the board was not able to confirm many actualized room nights connected to the event when it was last held in 2019, they would like to help the Finals get back on their feet after having to cancel in 2019 due to COVID. If organizers are able to document hotel room nights for the 2021 event, the board is willing to look at awarding a grant for 2022. Board approved unanimously.

Motion was made by Zac Ford to award a cash grant of \$500 to Flathead Celtic Festival. Motion was seconded by Robert Hall. The event is not new and the mid-September dates are no longer considered shoulder season, however the event continues to grow each year and the organizers are planning to add a dance competition during the shoulder season. Dawn assisted with sourcing rooms for the festival. The motion passed with five board members voting in favor, one voting against.

Motion was made by Britta Joy to decline the application from NW Montana Fair & Rodeo. Motion was seconded by Noelle Barr.

Discussion: the fair is in its 119th year so does not qualify as a new event, nor does it take place during a shoulder season. Mark Campbell affirmed that the cost of streaming could be funded by NW MT Fair & Rodeo out of their general budget if the grant application was not funded. Rodeo ticket advance sales are running higher than in previous years. Board approved the motion unanimously.

3. Board Discussion

a) Event and grant updates

- Foys to Blacktail Trails submitted a post-project report for their signage updates so remaining \$205 grant funds will be paid.
- A press release promoting the Event and Visitor Development Grant Programs will be released this summer.

b) Marketing and operational updates

- The Abbi Agency conducted a summer photo and video shoot July 13 – 16. Locations included downtown, Foys to Blacktail, Flathead Lake, Getman's Orchard, Babb and GNP. Activities included shopping, a brewery, adaptive bicycling, sailing, swimming, indigenous cuisine and artisanry,
- Diane is holding planning meetings with Lightning Bug PR and The Abby Agency to develop strategy to increase synergy among paid, earned and owned media.
- An increase in negative posts by locals has been observed on social media indicating heightened resentment against tourism and people moving into the area.
- Discover Kalispell is focusing messaging on recreating responsibly and supporting small local businesses this summer – not destination promotion.
- STR Report: at 79.3%, June occupancy in Kalispell was up 77.2% over last June. ADR was up 54.1% over June of 2020. Among our comp set, June occupancy was up 53.1% over last year.
- AirDNA report forecasts strong occupancy rate into September for short term rentals (Airbnb and VRBO).
- A wildfire information page has been added to the DK website with a ticker on the home page. A list of wildfire talking points will be provided to share with frontline staff.
- Diane met with City Attorney Charlie Harball to discuss what steps can be taken to deal with properties that are delinquent in their quarterly payments.
- The Recreate Responsibly cards with the QR code that directs to the DK website are popular with visitors. An additional printing will be ordered.
- Kalispell was featured in USA Today as one of 5 top travel destinations. Several local businesses were mentioned.
- DK will host two travel writers in August: one is based in New York and the other writes for Newsweek.

- Glacier AERO provided funding for Frontier and JetBlue inaugural flight welcome activities which Diane facilitated. JetBlue's first flight to Kalispell took place July 1. Passengers at the JFK Terminal received Montana swag bags, huckleberry smoothies, custom-baked MT cookies and entertainment by Jack Gladstone. Discover Kalispell, Explore Whitefish and Glacier Bank provided prize packages for in-flight bingo. The flight was greeted at GPIA by local officials, a water arch, welcome bags and refreshments hosted by JetBlue.

c) Group, M&C updates

- The USS St. Paul Reunion takes place in Kalispell September 8 – 12 and has received 40% more registrations than they had received for the original 2020 conference (cancelled due to COVID).
- The WELD Conference in September is also receiving higher registration numbers than expected.
- International Bear Association opted to do a fully virtual conference citing the high cost of a hybrid conference.
- Montana Ghost Town Preservation Society cancelled their 2020 conference due to COVID but are rebooked for this September.
- Dawn is assisting POMA organizers with off-site venues.
- Dawn is working with GJ Henson on arrangements for the NW Rental Association Conference in October, 2022.
- Kalispell venues will be listed with the Sports Tourism Index, an online platform to connect sporting event organizers with local venues.
- Group assistance was provided in June and July to meet a wide variety of needs: affordable meeting space, wedding info, volleyball courts, activities outside the park and more.

d) Coronavirus health crisis – roundtable discussion:

- Developers have submitted a proposal to the City of Kalispell to build The Charles Hotel on the corner of Main Street and 3rd Street West.
- Whitefish is getting a new 68-unit hotel that will be located behind the Baymont.
- The Montana Ritz will open in the former Kalispell Bar location as an upscale bar/casino that offers spa and nail services.
- The Canadian border will open August 9th to vaccinated Americans. All others are on hold until at least August 21.
- Logan Health reports 21 individuals currently hospitalized with COVID. 95% of those individuals are unvaccinated.

Meeting was adjourned at 5:00 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 - July 2021

Checking account balance as of 7/31/2021	\$ 82,040.68
WFCU Reserve Account balance	\$289,978.44

TBID Account – Expense Summary (accrual basis)

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support and software; annual directors and officers insurance.

Marketing Support: Destinations International annual membership; grant program awards.

Website: monthly maintenance

Consumer: photo shoot expenses; airport display stocking; Constant Contact annual subscription; social media admin.

M&C: Constant Contact annual subscription; motorcycle tour brochure.

PR/Publicity: monthly PR contract (Lightning Bug PR); Journal of Lost Time media; airport inaugural flight PR expenses.

KCVB Event Account – Expense Summary, July 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: \$2,591.57

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: \$282.67

Meetings & Conventions:
Balance forward from 2020: \$845.53
Income: \$0
Expenses: \$0
Cash Balance: \$961.88

Account Admin:
Balance forward from 2020: \$368.78
Income: \$2,813.50
Expenses: \$1,496.16
Cash Balance: \$1,806.77

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

10:35 AM

Tourism Business Improvement District

Balance Sheet

As of July 31, 2021

08/13/21

Accrual Basis

	<u>Jul 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	55,728.62
1020 · Whitefish Credit Union	289,978.44
Total Checking/Savings	<u>345,707.06</u>
Total Current Assets	345,707.06
Fixed Assets	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,278.64</u>
TOTAL ASSETS	<u>374,985.70</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	20,400.85
Total Accounts Payable	<u>20,400.85</u>
Total Current Liabilities	<u>20,400.85</u>
Total Liabilities	20,400.85
Equity	
32000 · Unrestricted Net Assets	438,331.77
Net Income	<u>-83,746.92</u>
Total Equity	<u>354,584.85</u>
TOTAL LIABILITIES & EQUITY	<u>374,985.70</u>

Tourism Business Improvement District

08/13/21

Profit & Loss - FY22

Accrual Basis

July 2021

	Jul 21	Jul 21
Income	0.00	0.00
Expense		
5000 · Staffing	10,699.15	10,699.15
5100 · Administrative		
5160 · Rent	900.00	900.00
5180 · Telephone	191.81	191.81
5140 · Office Supplies	51.80	51.80
5150 · Postage & Copies	72.55	72.55
5125 · Accounting Services	146.25	146.25
5185 · Travel & Entertainment	322.48	322.48
5190 · Technology Support	75.00	75.00
5195 · Equipment (Software)	14.99	14.99
5130 · Directors & Officers Insurance	1,163.00	1,163.00
Total 5100 · Administrative	2,937.88	2,937.88
5200 · Marketing Support		
5230 · Organizational Memberships	1,570.00	1,570.00
5242 · Grant Program	1,475.00	1,475.00
Total 5200 · Marketing Support	3,045.00	3,045.00
5250 · Web Site		
5270 · Maintenance & Enhancements	1,438.00	1,438.00
Total 5250 · Web Site	1,438.00	1,438.00
5400 · Consumer Marketing		
5405 · Photo and Video Library	960.49	960.49
5430 · Social Media Administration	1,095.00	1,095.00
5480 · Airport Visitor Display	125.00	125.00
5420 · E-Marketing	1,000.00	1,000.00
Total 5400 · Consumer Marketing	3,180.49	3,180.49
5550 · M&C and Groups		
5575 · EMarketing	701.25	701.25
5574 · M&C Collateral	170.00	170.00
Total 5550 · M&C and Groups	871.25	871.25
5650 · Publicity		
5666 · PR Agency	2,625.00	2,625.00
5660 · Travel Media Press Trips/FAM	2,085.67	2,085.67
Total 5650 · Publicity	4,710.67	4,710.67
Total Expense	26,882.44	26,882.44
Net Income	-26,882.44	-26,882.44

**Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY22
July 2021**

	<u>Jul 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	0.00	625,000.00	-625,000.00	0.0%
Total Income	0.00	625,000.00	-625,000.00	0.0%
Expense				
5000 · Staffing	10,699.15	239,700.00	-229,000.85	4.5%
5100 · Administrative	2,937.88	35,550.00	-32,612.12	8.3%
5200 · Marketing Support	3,045.00	89,900.00	-86,855.00	3.4%
5250 · Web Site	1,438.00	32,000.00	-30,562.00	4.5%
5400 · Consumer Marketing	3,180.49	74,450.00	-71,269.51	4.3%
5500 · Events & Sports-Operatr & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	871.25	71,400.00	-70,528.75	1.2%
5650 · Publicity	4,710.67	47,000.00	-42,289.33	10.0%
Total Expense	26,882.44	625,000.00	-598,117.56	4.3%
Net Income	<u>-26,882.44</u>	<u>0.00</u>	<u>-26,882.44</u>	<u>100.0%</u>

Kalispell Chamber of Commerce
KCVB P&L by Class
January through July 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	141.65	2,238.50	1,095.15
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	5,629.00	-1,200.00	4,990.42	20.00	0.00	0.00	0.00	75.00	9,514.42
Total Income	35,469.00	-3,200.00	4,990.42	20.00	375.00	7,140.00	141.65	2,813.50	47,749.57
Expense									
5000.00 - Direct Program	22,274.21	0.00	3,311.75	0.00	0.00	1,048.52	0.00	0.00	28,634.48
5060.00 - Bank Fees & Service 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	1,185.59	2,179.59
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	237.34	0.00	0.00	0.00	0.00	101.57	338.91
5740.00 - Travel	6,383.71	0.00	1,294.17	0.00	0.00	0.00	0.00	0.00	7,677.88
5160.00 - Contributions & 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	4,970.76	0.38	0.00	2,681.98	0.00	1,496.16	42,280.71
Net Income	2,437.57	-3,280.00	19.66	19.62	375.00	4,458.02	141.65	1,317.34	5,488.86

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	(8,959.42)	0.00	(1,722.00)	0.00	0.00	7,140.00	38.97	(247.10)	(3,749.55)
July 2020	(1,000.00)	0.00	1,838.35	0.00	0.00	(1,697.06)	52.46	(136.74)	(942.99)
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	2,591.57	9,273.65	961.88	405.12	275.00	5,442.94	282.67	1,806.77	21,039.60

WEBSITE (Y/Y Comparison) JULY

Users 41,823 (+114%)	Pgs/Session 3.23 (-14.4%)	Session Duration 01:18 (-30.3%)	Page Views 166,147 (+85.2%)
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Top Cities

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

aRes (Google Analytics)

list views	24,181 (+140%)
list clicks	678 (+129%)
list CTR	2.80% (-4.5%)

Lodging Page

CONVERSIONS (digital) - JULY

	Month	YTD (fiscal)
VG Requests (web-online/postal)	612	612
Newsletter subscribers	561	561
aRes reservations booked	10	10
aRes room nights booked	19	19
Future grp rm/nts contracted	40	40

GROUP SALES - JULY

RFP's Sent to Hotels	1
Proposals to Clients	0
Groups Assisted	17
Future group rooms won	40

SOCIAL MEDIA - JULY

Followers	30,337	15,200	4	1,170
Impressions (organic)	204,232	145,659	10,500	2,570
Reach/profile visits	193,229	137,424	1,149	
Link Clicks		217		

MARKETING CAMPAIGNS - JULY

Credit card spending data for Kalispell, Q1 2021: Total spending (domestic, non-residents) \$135,949,895. 25% increase over Q1 2020. Top DMA's: Missoula, SLC, Seattle area, LA Basin, Great Falls, Helena, Bozeman, Portland area, Spokane. Highest spend at Hotels/Lodging by DMA: Missoula, Spokane, Helena, Great Falls, Billings, Seattle, Bozeman, Coeur d'Alene

Earned media reach for July was 132,663,460. Top article - Kalispell's inclusion in USA Today: 5 charming American towns with mountain views, from Montana to Maine. Several local businesses highlighted.

VISITOR INFORMATION CENTER - JULY

	Month	YTD (fiscal)	YTD (calendar)
Calls	280	280	1,089
Walk-ins	334	334	1,310
Intercom (web chat)	148	148	643
VG's requested	517	517	2,802
TOTAL	1,279	1,279	5,844

PARTNERS - JULY

	Month (Y/Y)	YTD 2021
Airport Enplanements	70,855 (+137.5 %)	221,175 (+113%)
		13% increase over 2019
GNP Recreational Visits	(+ %)	(%)
		% increase over 2019

LODGING - JULY

Running 12

Annual Averages	YTD 2021	Mths	FY22 YTD Avg
Kalispell			
OCC	57.5%	54.9%	85.8%
econ class	48.7%		
mid/upper	61.2%		
ADR	\$126.54	\$117.07	\$225.99
econ class	\$93.13		
mid/upper	\$137.60		
DEMAND	236,212	388,409	51,511

	July	YOY
Kalispell		
OCC	85.8%	28.6%
econ class	82.6%	27.1%
mid/upper	87.2%	29.2%
ADR	\$225.99	68.5%
econ class	\$155.99	73.2%
mid/upper	\$253.62	67.1%
Comp Set Avg		
OCC	80.7%	33.0%

Weekly

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC %	Jul 29	30	31	Aug 1	2	3	4	5	6	7	8	9	10	11	12	13	14	
2021	86.9	92.9	84.9	77.1	84.7	84.8	82.6	80.9	80.2	82.4	68.1	74.0	76.9	77.7	74.7	74.7	73.6	78.0
2020	73.5	79.8	81.8	66.6	72.3	71.9	73.2	73.2	77.2	80.7	69.4	72.8	73.7	75.1	75.2	79.3	77.3	74.5
% change	18.3	16.4	3.8	15.8	17.0	17.8	12.9	10.5	3.8	2.2	-1.8	1.7	4.2	3.4	-0.6	-5.8	-4.8	4.8
ADR 2021	237.65	234.30	230.85	211.11	217.38	225.41	222.96	221.17	230.36	227.73	214.15	227.43	206.26	214.62	221.05	219.99	211.55	219.53

AirDNA - Short term rentals

July 2021 vs July 2020

Property Type	Available Listings			Booked Listings			Occupancy Rate			Average Daily Rate			RevPAR		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Kalispell - 59901	309	418	35.3%	286	409	43.0%	80%	87%	9.0%	286	336	17.5%	228	292	28.1%
Entire Place	47	45	-4.3%	47	44	-6.4%	75%	84%	12.9%	102	171	67.0%	77	144	88.6%
Private Room	0	0		0	0		0%	0%		0	0		0	0	
Shared Room															
Bedrooms (*)															
Hotel Comp (Studio&1 bdrm)	108	142	31.5%	94	139	47.9%	74%	89%	18.9%	153	195	27.8%	114	173	52.0%
Studio	33	32	-3.0%	21	30	42.9%	78%	87%	11.8%	144	160	10.9%	112	139	24.0%
1 bedroom	75	110	46.7%	73	109	49.3%	74%	89%	21.1%	155	204	31.5%	114	182	59.3%
2 bedrooms	65	97	49.2%	62	94	51.6%	83%	88%	5.5%	189	263	38.8%	158	231	46.4%
3 bedrooms	68	101	48.5%	67	99	47.8%	82%	86%	4.3%	296	387	30.6%	243	331	36.2%
4+ bedrooms	68	78	14.7%	63	77	22.2%	81%	83%	3.1%	545	667	22.5%	441	557	26.3%
Submarkets (*)															
Flathead County less 59901	1,978	2,406	21.6%	1,895	2,347	23.9%	73%	82%	12.8%	354	437	23.6%	258	360	39.5%
Glacier Country	3,570	4,239	18.7%	3,383	4,126	22.0%	75%	84%	12.3%	302	373	23.4%	227	314	38.6%
Whitefish - 59937	1,018	1,235	21.3%	981	1,198	22.1%	69%	79%	14.8%	379	470	24.0%	260	370	42.4%
Yellowstone Country	2,136	2,381	11.5%	2,021	2,326	15.1%	78%	87%	11.2%	301	352	17.0%	236	307	30.1%

July 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2022-June-Assn. of School Business Officials International Executive Directors Group

Working leads:

- 2022 October Northwest Rental Association
- 2023 National Commanders Testimonial Dinner
- 2024 OWA-Outdoor Writers Association of America

RFP's Won:

- 2021 October NRA-Northern Rodeo Association Staff rooms – Red Lion
- 2021 September-Flathead Celtic Festival Judges rooms-Red Lion & My Place

RFP's Lost:

- 2021 August-Valent - Innovate Meeting and Events – CVENT – Planner declined due to other venue choice
- 2022 Jan/Feb Coca Cola – Leading for Growth -CVENT – Planner declined due to venue location
- 2022-June-Assn. of School Business Officials International Executive Directors Group-choose east coast location

Group Assist:

- 2021 Girltime Getaway Itinerary – helping to finalize details
- 2021 USS St. Paul Association – finalizing details
- 2022 POMA – gathering off-site information
- 2021 MTGPS – suggesting vendors
- 2021 Clerk and Records Conference - Debbie Pierson – 75 Welcome Bags
- 2022 July Patyk Wedding-CVENT-Awarded to Hilton-Assisted with information
- 2022-July-NW Society of Colon & Rectal Surgeons Annual Meeting-CVENT-Forward to Kalispell hotels
- 2022-MTABA Annual Conference-CVENT-Requested to forward to specific Kalispell hotels
- 2022-REAL Community Cohort Retreat-CVENT-Request for Kalispell to be considered for RFP
- Anna Courtney-Looking for inexpensive meeting space for monthly meeting-Partnered with Senior Center
- Cindy Comstock – looking for a 1,000 seat venue – Constitutional County-Suggested venues
- Tony Richards-Looking for Pickleball Court
- Julie James-Looking for Entertainment suggestions
- Sharon Peez-Looking for low-cost meeting venue for 12 women
- Ann Johnson-Travel Company looking for group restaurants
- Jaryn Ravetto-Looking for outdoor Volleyball courts
- Ron Beard-NW MT Posee of Westerners-Looking for monthly low-cost meeting space with food

July Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Attended Kalispell Chamber Luncheon on Childcare
- Attended Two Rivers Pickleball Club Ribbon Cutting
- Volunteered with KC/DK at Event at Rebecca Farm
- Attended Kalispell Chamber UNWIND-CHS
- Assisted with Jet Blue Inaugural Flight
- Sports Tourism Webinar

Future Conferences & Large Events

2021

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 Cirque Ma’Ceo-August 6-7 - Majestic Valley Arena
- 2021 *GirlTime Getaways – August 14-17, 2021
- 2021 Northwest Montana Fair and Rodeo – August 18-22, 2021

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 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 Three Blind Refs Soccer Tournament-June 4-5 – Citywide
- *2022 National Forest Legacy-June 6-10, 2022-Red Lion-Rescheduled from 2020
- *2022 POMA-Professional Outdoor Media Association-June 14-16, 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

8/10/2021

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