

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, September 22, 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. Agency Presentations on FY22 Media Plans

The Abbi Agency – Abbi and Ty Whitaker, Warren Phan  
Lightning Bug Public Relations – Tia Troy

3. Board Action Items

- a) Approval of minutes from August 25, 2021
- b) Approval of TBID financial statements for August 2021
- c) Approval of adjusted FY21 year-end budget versus actual.

3. Board Discussion

- a) FY21 rollover funds available for allocation
- b) Staff reports
- c) Roundtable discussion

Enclosures: August 25, 2021 board meeting minutes  
TBID financial statements for August 2021  
KCVB dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair - [kalispell@myplacehotels.com](mailto:kalispell@myplacehotels.com) 406-752-4847  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto: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)

<del>January 27</del>	<del>February 24</del>	<del>March 24</del>	<del>April 28</del>	<del>May 26</del>	<del>June 23</del>
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=Yml4bWtEdTJxMwdsSU2svSjUxNFJsQT09>

Meeting ID: 498 906 2297 Passcode: Discover

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, August 25, 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, Emily Schroeder, Dawn Hendrickson, Robert Hall

**Board Members Via Zoom:** Noelle Barr

**Board Members Absent:** none

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

**Guests:** Chris Walters, Kalispell Grand Hotel (via Zoom)

## **MINUTES**

The meeting was called to order at 3:07 pm by Chair Bryce Baker.

### **1. Hear from the Public – none**

### **2. Board Action Items**

#### **a) Approval of minutes from July 28, 2021**

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.

#### **b) Approval of TBID financial statements**

Motion was made by Emily Schroeder to approve the financials for July 2021. Motion was seconded by Robert Hall. Discussion: none. Board approved unanimously.

Motion was made by Zac Ford to approve the financials for FY21 year-end. Motion was seconded by Emily Schroeder. Discussion: expenditures for FY21 were 82.9% of what was budgeted. \$66K approved for new website project was moved from reserves in Whitefish Credit Union to the checking account leaving the balance in WFCU at \$223,978. The board discussed reducing the reserve amount to put the funds to use. The goal for the amount in reserves has been 10% of the annual budget. Board approved unanimously.

### **3. Board Discussion**

#### **a) Event and grant updates**

- Foys to Blacktail completed their signage project and the remaining \$205 in grant funds were paid.
- \$8,595 remains in the event/visitor development grant fund for FY22.

#### **b) Marketing and operational updates**

- The Fall Under the Spell / Great American Road Trip campaign is resuming and will continue through June with messaging that the park is open year-round.
- DK hosted a writer for Newsweek and two influencers in August. Recreate Responsibly was emphasized. Two more press trips will be hosted in September: a NYC-based writer for Thrillist and

a group from The Journal of Lost Time, a website with a large Spanish language following that provides multi-media coverage of destinations.

- Hotels report a big demand for Glacier Park maps. There is a fold-out park map in the visitor guide that is available for reprinting.
- Due to increased demand this year, 6,000 more Kalispell visitor guides are being printed.
- STR Report: occupancy dropped the week of August 8<sup>th</sup> but ADR stayed strong. July occupancy was 85.8%, ADR was \$225.
- According to credit card data for Q1 2020, spending in Kalispell increased 25% over 2020. Top DMA's include Missoula, SLC, Seattle, Los Angeles, Great Falls.
- According to AirDNA there are approximately 2,700 short term rentals in Flathead County. Most are 2+ bedrooms which translates to an additional 6,000-bedroom inventory. As a comparison, there are 3,400+/- traditional lodging rooms in the County. AirDNA shows 418 available listings in the 59901-zip code area for July.
- New GSA per diems have been announced. The board discussed the need to push for extending the peak season to 4 months rather than request increased peak season dollar amount (currently \$171). Efforts need to begin now for 2023. The government looks at STR data for rate information.

**c) Group, M&C updates**

- The USS St. Paul Reunion takes place in Kalispell September 8 – 12. Dawn is working with the group on transportation, activities and other services.
- Dawn is also assisting organizers of the Western Extension Leadership Development Conference which takes place in September.
- The Montana Ghost Town Preservation Society is meeting at the Hilton Garden Inn September 9 – 10.
- The Red Lion has closed their conference center through the end of the year due to HVAC issues. Scheduled events have been cancelled through year-end.
- Kate Lufkin has resigned to take a position with the Abbi Agency. Her last day will be September 8<sup>th</sup>.
- Vonnie Day will be retiring in October, date TBD.

**d) Roundtable discussion:**

- Demand for rooms is fluctuating wildly from day to day. There are a lot of same-day cancellations which are sometimes rebookable since there are a lot of walk-ins and last minute bookings.
- Hilton Garden Inn is experiencing their strongest September since 2019 and October is looking good. Others have seen a slowdown in September.
- Rental car reservations are strong until mid-September.
- Several seasonal flights are ending after Labor Day.
- DK will be pushing the message on social media that ticketed entry to the park ends on Labor Day.
- The Park expects to make a decision in November on the continuation of the ticketed entry system next summer.

Meeting was adjourned at 4:10 pm.

Respectfully submitted: Diane Medler

For further information, please contact: [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

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

TBID Checking account balance as of 8/31	\$183,602.49
KCVB Checking account balance as of 8/31	\$90,048.72
WFCU Reserve Account balance	\$223,978.44

TBID Account – Expense Summary

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support and software; City of Kalispell admin fee; Chamber audit (TBID funds).

Marketing Support: Creative agency services (July & August); final payment Foy's To Blacktail Trails grant.

Website: SEO/SEM

Consumer: fall media buy; airport display stocking; social media admin.

M&C: media buy; group incentive.

PR/Publicity: monthly PR contract (Lightning Bug PR); media trip expenses (Winston Ross and Vanita Salisbury).

KCVB Event Account – Income and Expense Summary

Income: \$10,000 Recreate Responsibly grant funds from MT Department of Commerce; payment for step-on guide services; aRes booking commission; \$66,000 transferred from WFCU for website redesign.

Expenses: RR grant; website redesign; account admin.

**TBID Revenue**

<b>FY22 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change YOY</b>
Total Budget	\$625,000		
Q1 JUL-SEP	\$287,500		
Q2 OCT-DEC	\$128,125		
Q3 JAN-MAR	\$106,250		
Q4 APR-JUN	\$103,125		
<b>FY21 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change YOY</b>
Total Budget	\$560,000	\$611,569	9.2%
Q1 JUL-SEP	\$257,600	\$224,785	-12.7%
Q2 OCT-DEC	\$114,800	\$101,676	-11.4%
Q3 JAN-MAR	\$95,200	\$108,206	13.6%
Q4 APR-JUN	\$92,400	\$176,902	91.4%

3:20 PM

09/10/21

Accrual Basis

Tourism Business Improvement District

Balance Sheet

As of August 31, 2021

	<u>Aug 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	186,757.58
1020 · Whitefish Credit Union	223,978.44
<b>Total Checking/Savings</b>	<u>410,736.02</u>
<b>Total Current Assets</b>	410,736.02
Fixed Assets	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	91,230.44
<b>Total Fixed Assets</b>	<u>95,278.64</u>
<b>TOTAL ASSETS</b>	<u><u>506,014.66</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	5,749.31
<b>Total Accounts Payable</b>	<u>5,749.31</u>
<b>Total Current Liabilities</b>	<u>5,749.31</u>
<b>Total Liabilities</b>	5,749.31
Equity	
32000 · Unrestricted Net Assots	446,155.49
Net Income	54,109.86
<b>Total Equity</b>	<u>500,265.35</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>506,014.66</u></u>

3:22 PM

09/10/21

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss - FY22**  
**August 2021**

	Aug 21	Jul - Aug 21
<b>Income</b>		
4000 · TBID Revenue	176,902.00	176,902.00
4100 · Interest Income	0.85	1.82
<b>Total Income</b>	<b>176,902.85</b>	<b>176,903.82</b>
<b>Expense</b>		
5000 · Staffing	18,469.50	64,537.50
<b>5100 · Administrative</b>		
5160 · Rent	900.00	1,800.00
5180 · Telephone	158.42	375.23
5140 · Office Supplles	13.25	65.05
5150 · Postage & Coples	67.69	140.24
5122 · Audit - Chamber	1,650.15	1,650.15
5125 · Accounting Services	281.25	427.50
5350 · City of Kallispell Admin Fee	4,422.55	4,422.55
5185 · Travel & Entertainment	0.00	322.48
5190 · Technology Support	75.00	150.00
5196 · Equipment (Software)	14.99	29.98
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>7,583.30</b>	<b>10,546.18</b>
<b>5200 · Marketing Support</b>		
5230 · Organizational Memberships	0.00	1,570.00
5242 · Grant Program	205.00	1,680.00
5235 · Creative Agency Services	3,346.00	3,346.00
<b>Total 5200 · Marketing Support</b>	<b>3,551.00</b>	<b>6,596.00</b>
<b>5250 · Web Site</b>		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	0.00	1,438.00
5280 · Website Marketing (SEO & SEM)	2,500.00	2,500.00
<b>Total 5250 · Web Site</b>	<b>2,500.00</b>	<b>3,938.00</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	795.00	1,890.00
5450 · Media Buy	7,374.00	7,374.00
5480 · Airport Visitor Display	125.00	250.00
5420 · E-Marketing	0.00	1,000.00
<b>Total 5400 · Consumer Marketing</b>	<b>8,294.00</b>	<b>11,465.49</b>
<b>5550 · M&amp;C and Groups</b>		
5570 · M&C and Group Incentive Program	445.76	445.76
5571 · Media Buy	2,800.00	2,800.00
5575 · EMarketing	0.00	701.25
5574 · M&C Collateral	0.00	170.00
5589 · M&C Memberships	699.00	699.00
<b>Total 5550 · M&amp;C and Groups</b>	<b>3,944.76</b>	<b>4,816.01</b>
<b>5650 · Publicity</b>		
5666 · PR Agency	2,625.00	5,250.00
5660 · Travel Media Press Trips/FAM	539.30	2,624.97
<b>Total 5650 · Publicity</b>	<b>3,164.30</b>	<b>7,874.97</b>
<b>Total Expense</b>	<b>47,506.86</b>	<b>109,774.15</b>
<b>Net Income</b>	<b>129,395.99</b>	<b>67,129.67</b>

3:21 PM

09/10/21

Accrual Basis

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

	Jul - Aug 21	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	176,902.00	625,000.00	-448,098.00	28.3%
4100 · Interest Income	1.82			
<b>Total Income</b>	<u>176,903.82</u>	<u>625,000.00</u>	<u>-448,096.18</u>	<u>28.3%</u>
<b>Expense</b>				
5000 · Staffing	64,537.50	239,700.00	-175,162.50	26.9%
5100 · Administrative	10,546.18	35,550.00	-25,003.82	29.7%
5200 · Marketing Support	6,596.00	89,900.00	-83,304.00	7.3%
5250 · Web Site	3,938.00	32,000.00	-28,062.00	12.3%
5400 · Consumer Marketing	11,465.49	74,450.00	-62,984.51	15.4%
5500 · Events & Sports-Operatn & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	4,816.01	71,400.00	-66,583.99	6.7%
5650 · Publicity	7,874.97	47,000.00	-39,125.03	16.8%
<b>Total Expense</b>	<u>109,774.15</u>	<u>625,000.00</u>	<u>-515,225.85</u>	<u>17.6%</u>
<b>Net Income</b>	<u><u>67,129.67</u></u>	<u><u>0.00</u></u>	<u><u>67,129.67</u></u>	<u><u>100.0%</u></u>

**Kalispell Chamber of Commerce  
KCVB P&L by Class  
August 2021**

	Meetings/ Conv	Grants	aRes	Website Redesign	Admin	TOTAL
<b>Income</b>						
4025.00 · Program Revenue	384.00	0.00	100.33	0.00	0.00	484.33
4400.00 · Grants & Contributions	0.00	10,000.00	0.00	0.00	0.00	10,000.00
4410.00 · TBID Revenue	0.00	0.00	0.00	66,000.00	0.00	66,000.00
<b>Total Income</b>	<b>384.00</b>	<b>10,000.00</b>	<b>100.33</b>	<b>66,000.00</b>	<b>0.00</b>	<b>76,484.33</b>
<b>Expense</b>						
5000.00 · Direct Program	65.85	800.00	0.00	0.00	0.00	865.85
5520.00 · Professional Fees	0.00	5,500.00	0.00	10,650.00	2,022.67	18,172.67
5420.00 · Office	0.00	0.00	0.00	0.00	20.74	20.74
5740.00 · Travel	0.00	92.72	0.00	0.00	0.00	92.72
<b>Total Expense</b>	<b>65.85</b>	<b>6,392.72</b>	<b>0.00</b>	<b>10,650.00</b>	<b>2,043.41</b>	<b>19,151.98</b>
<b>Net Income</b>	<b>318.15</b>	<b>3,607.28</b>	<b>100.33</b>	<b>55,350.00</b>	<b>-2,043.41</b>	<b>57,332.35</b>



KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	WEBSITE REDESIGN	ADMIN	TOTAL
2020 Balance Forward	154.00	11,353.65	845.53	385.50	(100.00)	(580.86)	141.02	0.00	368.78	12,567.62
January 2020	0.00	0.00	0.00	17.00	0.00	580.86	0.00	0.00	(52.30)	545.56
February 2020	0.00	0.00	0.00	0.00	0.00	0.00	33.16	0.00	(148.29)	(115.13)
March 2020	0.00	0.00	0.00	0.00	0.00	0.00	4.17	0.00	(214.04)	(209.87)
April 2020	25,656.00	(2,000.00)	0.00	2.62	375.00	0.00	12.89	0.00	2,413.47	26,459.98
May 2020	(13,259.01)	(80.00)	0.00	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	0.00	(247.10)	(3,749.55)
July 2020	(1,000.00)	0.00	1,838.35	0.00	0.00	(1,697.06)	52.46	0.00	(136.74)	(942.99)
August 2020	0.00	0.00	255.42	0.00	0.00	4,422.36	100.33	66,000.00	(2,066.03)	68,712.08
September 2020	0.00	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	0.00
November 2020	0.00	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	0.00
EVENT BALANCES	2,591.57	9,273.65	1,217.30	405.12	275.00	9,865.30	383.00	66,000.00	(259.26)	89,751.68

**WEBSITE (Y/Y Comparison) AUGUST**

<b>Users</b> 29,922 (+79.6%)	<b>Pgs/Session</b> 3.09 (-21.3%)	<b>Session Duration</b> 01:12 (-40.8%)	<b>Page Views</b> 113,074 (+40.7%)
---------------------------------	-------------------------------------	---	---------------------------------------

**Top Cities**

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

**aRes (Google Analytics)**

list views	9,634 (-9.3%)
list clicks	203 (-37.3%)
list CTR	2.11% (-30.8%)

**Lodging Page**

**CONVERSIONS (digital) - AUGUST**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	372	984
Newsletter subscribers	425	986
aRes reservations booked	2	12
aRes room nights booked	4	23
Future grp rm/nts contracted	25	65

**GROUP SALES - AUGUST**

RFP's Sent to Hotels	1
Proposals to Clients	1
Groups Assisted	12
Future group rooms won	25

**SOCIAL MEDIA - AUGUST**

Followers	37,750	15,477	1,210	3,985
Impressions (organic)	99,197	100,314	1,775	6,308
Reach/profile visits	97,763	96,892		
Link Clicks		75		

**MARKETING CAMPAIGNS - AUGUST**

**PAID MEDIA - SEM:** 1,206 clicks, 13.58% CTR, \$1.38 avg CPC. **DISPLAY:** 830,074 imp, 3,666 clicks, 0.44% CTR, \$0.60 avg CPC. **PAID SOCIAL:** 275,175 imp, 5,533 clicks, 2.01% CTR, \$0.14 avg CPC. **HOTEL CAMPAIGN:** 42,550 imp, 995 clicks, 2.34% CTR, \$0.39 avg CPC. **SEARCH:** 1,054 clicks, 0.66% CTR, \$0.82 avg CPC, 12.50 conversions.

**EARNED MEDIA:** Goodsam.com - 4 Cool Mountain Towns that Beat the Summer Heat. Family Vacationer Podcast - Diane interviewed about family-vacations in Kalispell. Hosted media: Winston Ross, Newsweek, Daily Beast and other outlets.

**VISITOR INFORMATION CENTER - AUGUST**

	Month	YTD (fiscal)	YTD (calendar)
Calls	181	468	1,277
Walk-ins	506	1,154	2,130
Intercom (web chat)	107	255	750
VG's requested	220	737	3,022
<b>TOTAL</b>	<b>1,014</b>	<b>2,614</b>	<b>7,179</b>

**PARTNERS - AUGUST**

	Month (Y/Y)	YTD 2021
Airport Enplanements	68,463 (+16.8%)	289,638 (+107%)
14.8% increase over 2019		
GNP Recreational Visits	670,628 (+46 %)	2,354,475 (+38%)
3.79 % decrease over 2019		

**LODGING - AUGUST**

**Running 12**

Annual Averages	YTD 2021	Mths	FY22 YTD Avg
<b>Kalispell</b>			
OCC	58.5%	54.2%	77.7%
econ class	51.2%		
mid/upper	61.3%		
ADR	\$136.61	\$123.22	\$211.36
econ class	\$102.11		
mid/upper	\$147.43		
<b>DEMAND</b>	<b>296,852</b>	<b>413,235</b>	<b>50,247</b>

	August	YOY
<b>Kalispell</b>		
OCC	70.8%	-0.3%
econ class	66.8%	-1.4%
mid/upper	71.6%	0.1%
ADR	\$201.61	53.2%
econ class	\$145.39	62.1%
mid/upper	\$221.88	51.0%
<b>Comp Set Avg</b>		
OCC	75.0%	16.0%

**Weekly STR**

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
<b>OCC %</b>	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12
2021	70.6	71.3	56.6	63.7	65.2	66.8	61.2	67.9	64.0	52.7	60.8	60.6	62.3	64.8	73.5	84.1	75.6	66.0	78.2	79.8	82.7	83.2	79.1	75.4
2020	79.1	81.7	57.9	64.7	68.4	67.8	68.7	71.9	73.7	56.6	62.5	66.6	68.0	70.3	86.3	90.8	86.6	68.4	76.8	77.1	80.0	85.4	87.9	77.8
% change	-10.7	-12.7	-2.2	-1.5	-4.6	-1.5	-10.9	-5.6	-13.2	-6.8	-2.7	-8.9	-8.3	-7.9	-14.8	-7.3	-12.7	-3.5	1.8	3.5	3.3	-2.6	-10.1	-3.2
<b>ADR 2021</b>	205.36	196.17	186.00	195.88	187.97	186.11	194.40	194.45	180.21	173.86	174.94	161.02	165.41	158.90	180.35	187.53	174.13	153.73	155.88	149.76	161.65	158.78	155.99	163.99

# August 2021 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2021 August - Belgrade High School

## Working leads:

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

## RFP's Won:

- 2021 August - Belgrade High School

## RFP's Turned Down:

- 2023 - Spring - MTJA (Midwest Travel Journalists Association) Convention - turned down due to the cost versus ROI for Discover Kalispell

## Group Assist:

- 2021 USS St. Paul Association - finalizing details
- 2022 POMA - gathering off-site information
- 2021 - WELD - finalizing details
- 2021 ATI - 40 Welcome Bags
- 2021 Group Coordinators-assisted with ideas for St. Mary's and commercial vehicle entry
- Glacier Bank-needing mobile bar suggestions
- 2022 Red Angus Association - Halla Pfeiff -needed promotional information for future conference
- Collette Tours - Jason St. Claire - needed information for group restaurants
- Rebecca Schreiner - Celebration of Life venue suggestions
- 2021 Lakewood High School - needed transportation suggestions for upcoming state cross-country meet
- 2021 - Elite Tours - needed guide suggestions for upcoming tour
- Renaissance Festival - looking for volunteers

## August Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Attended Kalispell Chamber Luncheon
- Site tour with Barry Fitzgerald to finalize USS St. Paul details
- Volunteered with Flathead Water Cleanup
- Small Market Meeting Email Blast - working on photos for September 13 email blast
- Worked with Danielle Schwalk to list venues for Sports Tourism website

## Future Conferences & Large Events

### 2021

#### 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 Flathead Celtic Festival – September 10-11, 2021 – Centennial Farm
- 2021 NWMACA Gun Show – September 10-12 – Majestic Valley Arena
- \*2021 WELD-Western Extension Leadership Development- September 19-24 – Hilton
- \*2021 MACo-MT Association of Counties – September 26-30 - Hilton

#### October

- 2021 Battle of the States Bull Riding – October 9 – Majestic Valley Arena
- \*2021 NRA Finals-October 28-30 -Majestic Valley Arena

#### November

- 2021 Wimp 2 Warrior MMA Event – November 9 – Fairgrounds
- \*2021 MEDA-MT Economic Development Association-Hilton- November 14-16

#### December

- 2021 Arena Cross – December 10-11 – Majestic Valley Arena

## 2022

### February

- 2022 Whitefish Winter Carnival – February 4-6, 2022 - Whitefish

### March

- 2022 NWMACA Gun Show – March 25-27 – Majestic Valley Arena

### 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

### July

- 2022 Under the Big Sky Festival – July 17-18, 2022 – Big Mountain Ranch

### 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

9/13/2021

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