

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, October 27, 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. Event grant application presentation – Montana Alpine Race School, Bill Metzler. Race event at Blacktail Mountain Ski Area, part of the US Ski Team Jr. Program schedule, January 13-16.

3. Presentation – Katharine King, City of Kalispell, to share updates on the City’s work with Montana Hotel Dev Partners, LLC for the Charles Hotel Project.

4. Board Action Items

- a) Approval of minutes from September 22, 2021
- b) Approval of TBID financial statements for September 2021

5. Board Discussion

- a) FY21 rollover funds available for allocation
- b) Expedia – Updates to lodging property tax payments
- c) November & December board meeting schedule
- d) Staff reports
- e) Safety Awareness

Enclosures: September 22, 2021 board meeting minutes
TBID financial statements for September 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, September 22, 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, Robert Hall

Board Members Via Zoom: none

Board Members Absent: Noelle Bahr, Dawn Hendrickson

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

Guests: Tia Troy, Lightning Bug Public Relations; Abbi and Ty Whitaker, The Abbi Agency. Warren Phan and Trevor Birba with The Abbi Agency attended via Zoom.

MINUTES

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

1. Hear from the Public – none

2. Agency Presentations on FY22 Media Plans

Earned Media and Content for Owned Media: Lightning Bug Public Relations (LBPR) – Tia Troy

- Working on the new joint Venture Boldly brand
- New website and guide content
- Reviewing DK branding with the Abbi Agency (TAA)
- Media coverage generated by Tia recently includes influencers, travel writers, blogs, goodsam.com, articles in USA Today, Outside Magazine, Lonely Planet and Thrillist.
- Social media – some of the top performing posts were activities outside GNP which enforces our continued focus to position Kalispell as the destination.
- Focusing on Recreate Responsibly – working with influencers Andy Austin and Allison Schnee
- Ramping up Pinterest, decreasing use of Twitter except for time-sensitive announcements
- Record level of engagement on Facebook in July, engagement on Instagram grows every month
- Creating regular blog posts
- Continued emphasis on Kalispell as a destination in itself

Paid Media: The Abbi Agency (TAA) – Abbi and Ty Whitaker, Warren Phan, Trevor Birba

- TAA was able to hit all four seasons in two photo shoots last October, images are utilized in paid and owned media. The fall shoot along with the summer shoot with the same photographer this July are the brand's hero shots. COPE – create once, post everywhere
- Fall Under the Spell was the onboarding campaign created last fall and used throughout the year.
- Transitioning to Venture Boldly to reflect our new branding.
- Google and Facebook digital ad campaigns remain strong as do visitor guide downloads and mail requests
- Media Buy strategies and tactics focus on target markets:

- drive markets - Bozeman, Billings, Boise, SLC, Denver, Spokane, Seattle, Portland
- direct flight markets
- audiences – leisure, family, outdoor
- objectives – extend bookings in shoulder seasons
- Designing new M&C creative featuring unique venues, outdoor activities, engagement with Dawn
- TAA is working with Tia to align copy used in paid media to ensure brand consistency.
- Supporting Lightning Bug PR creative needs ongoing. Strong synergy between paid, earned and owned media for Discover Kalispell.
- Project this year is the development of a series of videos to support M&C campaigns.
- Website redesign
 - new site will be visually driven using new images and improved user experience
 - optimized for SEO
 - want people to spend more time on the page
 - completion date for new site is February 2022, wire frames for site design introduced to DK team in November.
- Ty with TAA has access to flight co-op data and would have information about any new service and changes airlines are planning if the TBID or Glacier AERO is interested.

3. Board Action Items

a) **Approval of minutes from August 25, 2021**

Motion was made by Britta Joy to approve the minutes. Motion was seconded by Robert Hall. Discussion: none. Board approved unanimously.

b) **Approval of TBID financial statements for August 2021**

Motion was made by Zac Ford to approve the financials for August 2021. Motion was seconded by Emily Schroeder. Discussion: none. Board approved unanimously.

c) **Approval of adjusted FY21 year-end budget versus actual**

Motion was made by Robert Hall to approve adjusted FY21 year-end budget versus actual. Motion was seconded by Zac Ford. Discussion: modification was made in staff expenditures in FY21. Board approved unanimously.

4. Board Discussion

a) **FY21 rollover funds available for allocation**

Cash available in both accounts is \$403K. The directive has been to maintain 10% of annual budget in the reserve account. With the deduction of \$62,500 for the new website, the reserve balance available for allocation is \$175,393.

The board approved funding for new market opportunities recommended by The Abbi Agency totaling \$20,000:

- a. Consumer: winter campaign, co-op with MOTBD - \$5,000, and winter version of a Hotel Campaign (incentives to book 3 nights) - \$5,000. Total \$10,000
- b. M&C: ad in Meetings Today for an e-book for planners compiled by Meetings Today and MPI. DK will get the names of everyone who downloads - \$5,000 to \$7,000 with creative, and M&C videos to welcome attendees coming to Kalispell and meeting planners considering Kalispell, featuring venues, activities and downtown - \$5,000.

Revised balance available for allocation = \$155,393.

The board discussed the following challenge points as potential new projects:

- Support local workforce programs: e.g. MSU Hospitality Program. Incentive to graduates to commit to a Kalispell lodging property for determined amount of time.
- Solicit a large national event similar to the Spartan Race model.
- Glacier AERO to encourage more flights. TBID will only provide funding for shoulder season and winter flights.
- Additional promotion in direct flight markets
- Ground transportation is needed with hotels phasing out shuttles. Options discussed:
 - Transportation to Blacktail
 - Collaborate with the Mountain Climber to add stops in Kalispell
 - Provide financial support to private taxi company to create Kalispell hotels-airport route.
- Create Kalispell-specific events
- Partner with Foy's to Blacktail to groom cross country ski trails
- Purchase sports turf (such as for indoor soccer)
- Create a snow heptathlon or biathlon event
- Tourism Advisory Council is now allowing destination management/stewardship initiatives as part of approved bed tax funding.
- Retargeted ads to attract workforce. Supports tourism economy since hotels don't have to repurpose rooms for staff.
- Promote the CTA Certified Tourism Ambassadors – can help with local conflicts.
- Increase the amount of funds for the event grant program.
- The board posed the question of whether DK needs additional staff, perhaps in the area of convention services.
- Should TBID resources be used to support an event at one hotel? Convention services benefit the community, build and protect Kalispell's reputation, conventions create compression.
- It's important to the larger TBID organization that conference attendees have a good experience as it is to provide the best possible experience to all kinds of visitors.
- Hotels have needed extra support due to extreme staff shortages during the pandemic.

b) Staff Reports

M & C, Group Updates

Proposal for Northern Rodeo Association Finals rebate system for their October 28 – 30 event: We were able to track 90 reservations for last year's event (on aRes). This year, organizer Bo Wagner requested 30 – 40 comp rooms as a sponsorship in exchange for a benefit package. Dawn did an RFP, however responding hotels provided only 12 sponsored rooms. Dawn proposed the following rebate program to provide lodging support for NRA and let them know we appreciate having their event in Kalispell:

- NRA chooses 5 preferred hotels to work with.
- NRA receives \$10 rebate per verified room night at those properties.

- In exchange for being promoted as a preferred property for the event, hotels will provide some comp rooms and event rate and track room nights.
- The event aRes page will still exist linking to all TBID hotels.

BOARD ACTION: Motion was made by Bryce Baker to pay a rebate to NRA of \$10 per verified room night at hotels on the preferred list. Motion was seconded by Britta Joy. The vote was tied with 2 in favor and 2 against, one board member did not vote. A second motion was made by Emily Schroeder to pay a rebate to NRA of \$5 per verified room night. It is not certain who seconded the motion. Discussion: we'd like the event to return in future years so are working with them to let NRA know we value their business. Hotels may have hesitated to be involved due to property damage that occurred during the 2019 event. Emily's motion passed 3 to 2.

Events and Grants Updates

- Bill Metzler of Montana Alpine Race School has applied for an event grant for the Flathead Valley Tech Series January 13 – 16, 2021. Bill will present his application at the October 27th board meeting.
- The post-event report on Kalispell PBR has been received from Adam Libby so the balance of grant funds for that event will be paid.

Marketing and Operational Updates

- STR report has been updated since the dashboard in the board packet was posted. STR had included numbers for the Fairbridge Inn twice in error. Revised dashboard was distributed.
- Recreate Responsibly grant funds need to be expended by September 30. Table tents highlighting that Glacier Park is open year-round along with Recreate Responsibly info were suggested.

c) Roundtable discussion:

- The MLHA Conference is scheduled to take place in Whitefish in October however may be cancelled due to lack of vendor participation.

Meeting was adjourned at 5:02 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 for September 2021

TBID Checking account balance as of 9/30	\$144,694.47
KCVB Checking account balance as of 9/30 (includes grant funds)	\$76,783.49
WFCU Reserve Account balance (as of latest statement)	\$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.

Marketing Support: Creative agency services (Aug & Sep); aRes annual payment (less \$383.00 aRes commission revenue in KCVB acct)

Website: SEO/SEM (Aug & Sep); monthly maintenance; WordPress hosting fee; domain renewals.

Consumer: fall media buy; airport display stocking.

M&C: media buy; group incentive (USS St. Paul); MTLHA conference registration; collateral update; IDSS quarterly payment.

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

KCVB Event Account – Income and Expense Summary

Income: Step on guide service payment; Travel Consultation test subscription fees

Expenses: Transfer balance in aRes to TBID towards annual renewal payment; expended the remainder of the Recreate Responsibly grant funds; website redesign payments; transferred \$100 in Indoor Soccer to Travel Consultation budget as seed money for program; account admin.

TBID Revenue

FY22 Gross Revenue	Projected	Actual	% Change YOY
Total Budget	\$625,000		
Q1 JUL-SEP	\$287,500		
Q2 OCT-DEC	\$128,125		
Q3 JAN-MAR	\$106,250		
Q4 APR-JUN	\$103,125		
FY21 Gross Revenue	Projected	Actual	% Change YOY
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%

Tourism Business Improvement District

Balance Sheet

As of September 30, 2021

	Sep 30, 21
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	133,007.20
1020 · Whitefish Credit Union	223,978.44
Total Checking/Savings	356,985.64
Total Current Assets	356,985.64
Fixed Assets	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	91,230.44
Total Fixed Assets	95,278.64
TOTAL ASSETS	452,264.28
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,848.78
Total Accounts Payable	17,848.78
Total Current Liabilities	17,848.78
Total Liabilities	17,848.78
Equity	
32000 · Unrestricted Net Assets	446,155.49
Net Income	-11,739.99
Total Equity	434,415.50
TOTAL LIABILITIES & EQUITY	452,264.28

Tourism Business Improvement District
Profit & Loss - FY22
September 2021

	Sep 21	Jul - Sep 21
Income		
4000 · TBID Revenue	0.00	176,902.00
4100 · Interest Income	1.42	3.24
Total Income	1.42	176,905.24
Expense		
5000 · Staffing	18,179.98	82,717.48
5100 · Administrative		
5160 · Rent	0.00	1,800.00
5180 · Telephone	217.04	651.34
5140 · Office Supplies	41.49	106.54
5150 · Postage & Copies	96.06	236.30
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	213.75	641.25
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	295.42	617.90
5190 · Technology Support	75.00	225.00
5195 · Equipment (Software)	135.43	165.41
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	1,074.19	11,679.44
5200 · Marketing Support		
5210 · Smith Travel Reports	8,900.00	8,900.00
5230 · Organizational Memberships	0.00	1,570.00
5242 · Grant Program	2,625.00	4,305.00
5235 · Creative Agency Services	11,200.00	14,546.00
5237 · aRes	5,500.00	5,500.00
Total 5200 · Marketing Support	28,225.00	34,821.00
5250 · Web Site		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	1,142.68	2,580.68
5280 · Website Marketing (SEO & SEM)	3,334.00	5,834.00
Total 5250 · Web Site	4,476.68	8,414.68
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	0.00	1,890.00
5450 · Media Buy	3,822.00	11,196.00
5480 · Airport Visitor Display	125.00	375.00
5420 · E-Marketing	0.00	1,000.00
Total 5400 · Consumer Marketing	3,947.00	15,412.49
5550 · M&C and Groups		
5565 · Meeting Planner Shows	295.00	295.00
5570 · M&C and Group Incentive Program	2,033.34	2,479.10
5571 · Media Buy	2,266.00	5,066.00
5575 · EMarketing	0.00	701.25
5574 · M&C Collateral	95.00	265.00
5583 · Customer Relationship Mgmt Syst	1,500.00	1,500.00
5589 · M&C Memberships	0.00	699.00
Total 5550 · M&C and Groups	6,189.34	11,005.35
5650 · Publicity		
5666 · PR Agency	2,625.00	7,875.00
5660 · Travel Media Press Trips/FAM	1,075.01	3,699.98
Total 5650 · Publicity	3,700.01	11,574.98
Total Expense	65,792.20	175,625.42
Net Income	-65,790.78	1,279.82

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

	Jul - Sep 21	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	176,902.00	625,000.00	-448,098.00	28.3%
4100 · Interest Income	3.24			
Total Income	<u>176,905.24</u>	<u>625,000.00</u>	<u>-448,094.76</u>	<u>28.3%</u>
Expense				
5000 · Staffing	82,717.48	239,700.00	-156,982.52	34.5%
5100 · Administrative	11,679.44	35,550.00	-23,870.56	32.9%
5200 · Marketing Support	34,821.00	89,900.00	-55,079.00	38.7%
5250 · Web Site	8,414.68	32,000.00	-23,585.32	26.3%
5400 · Consumer Marketing	15,412.49	74,450.00	-59,037.51	20.7%
5500 · Events & Sports-Operatn & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	11,005.35	71,400.00	-60,394.65	15.4%
5650 · Publicity	11,574.98	47,000.00	-35,425.02	24.6%
Total Expense	<u>175,625.42</u>	<u>625,000.00</u>	<u>-449,374.58</u>	<u>28.1%</u>
Net Income	<u><u>1,279.82</u></u>	<u><u>0.00</u></u>	<u><u>1,279.82</u></u>	<u><u>100.0%</u></u>

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES
 Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	WEBSITE REDESIGN	TRAVEL CONSULT	ADMIN	TOTAL
2020 Balance Forward	154.00	11,353.65	845.53	385.50	(100.00)	(580.86)	141.02	0.00	0.00	368.78	12,567.62
January 2021	0.00	0.00	0.00	17.00	0.00	580.86	0.00	0.00	0.00	(52.30)	545.56
February 2021	0.00	0.00	0.00	0.00	0.00	0.00	33.16	0.00	0.00	(148.29)	(115.13)
March 2021	0.00	0.00	0.00	0.00	0.00	0.00	4.17	0.00	0.00	(214.04)	(209.87)
April 2021	25,656.00	(2,000.00)	0.00	2.62	375.00	0.00	12.89	0.00	0.00	2,413.47	26,459.98
May 2021	(13,259.01)	(80.00)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(177.01)	(13,516.02)
June 2021	(8,959.42)	0.00	(1,722.00)	0.00	0.00	7,140.00	38.97	0.00	0.00	(247.10)	(3,749.55)
July 2021	(1,000.00)	0.00	1,838.35	0.00	0.00	(1,697.06)	52.46	0.00	0.00	(136.74)	(942.99)
August 2021	0.00	0.00	255.42	0.00	0.00	4,422.36	100.33	66,000.00	0.00	(2,066.03)	68,712.08
September 2021	0.00	(100.00)	47.10	0.00	0.00	(9,875.84)	(383.00)	(10,650.00)	102.91	(135.00)	(20,993.83)
October 2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November 2021	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December 2021	0.00	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	9,173.65	1,264.40	405.12	275.00	(10.54)	0.00	55,350.00	102.91	(394.26)	68,757.85

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	Grants	afes	Website Redesign	Travel Consult	Admin	TOTAL
Income											
4025.00 - Program Revenue	340.00	-2,000.00	684.00	0.00	375.00	0.00	500.40	0.00	0.00	2,238.50	2,137.90
4400.00 - Grants & Contributions	0.00	0.00	0.00	0.00	0.00	17,140.00	0.00	0.00	0.00	0.00	17,140.00
4410.00 - TBD Revenue	29,500.00	0.00	0.00	0.00	0.00	0.00	0.00	66,000.00	0.00	500.00	96,000.00
4700.00 - Special Events	5,629.00	-1,200.00	4,990.42	20.00	0.00	0.00	0.00	0.00	3.00	75.00	9,517.42
Total Income	35,469.00	-3,200.00	5,674.42	20.00	375.00	17,140.00	500.40	66,000.00	3.00	2,813.50	124,795.32
Expense											
5000.00 - Direct Program	22,274.21	0.00	3,377.60	0.00	0.00	2,859.08	0.00	0.00	10.00	0.00	28,520.89
5600.00 - Salaries & Benefits	0.00	0.00	68.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	68.94
5080.00 - Bank Fees & Svc Chgs	34.51	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.09	192.85	227.83
5280.00 - Insurance	899.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	915.15
5620.00 - Professional Fees	500.00	80.00	128.94	0.00	0.00	11,989.00	641.42	27,450.00	0.00	3,208.26	43,997.62
5500.00 - Printing & Publications	0.00	0.00	67.50	0.00	0.00	2,206.74	0.00	0.00	0.00	0.00	2,274.24
5420.00 - Office	0.00	0.00	237.34	0.00	0.00	0.00	0.00	0.00	0.00	125.03	362.37
5740.00 - Travel	6,383.71	0.00	1,294.17	0.00	0.00	92.72	0.00	0.00	0.00	0.00	7,770.60
5160.00 - Contributions	2,940.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,940.00
Total Expense	33,031.43	80.00	5,174.49	0.38	0.00	17,150.54	641.42	27,450.00	10.09	3,542.29	87,080.84
Net Income	2,437.57	-3,280.00	499.93	19.62	375.00	-10.54	-141.02	38,550.00	-7.09	-728.79	37,714.68

WEBSITE (Y/Y Comparison) SEPTEMBER

Users 23,333 (+54%)	Pgs/Session 3.09 (-16.7%)	Session Duration 01:06 (-36.6%)	Page Views 87,169 (+26.7%)
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Top Cities

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

aRes (Google Analytics)

list views	6,761 (-5.8%)
list clicks	222 (+11.5%)
list CTR	3.28% (-30.8%)

Lodging Page

page views	1,363 (+20.8%)
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CONVERSIONS (digital) - SEPTEMBER

	Month	YTD (fiscal)
VG Requests (web-online/postal)	270	1,254
Newsletter subscribers	162	1,148
aRes reservations booked	1	13
aRes room nights booked	3	26
Future grp rm/nts contracted	432	497

GROUP SALES - SEPTEMBER

RFP's Sent to Hotels	0
Proposals to Clients	0
Groups Assisted	11
Future group rooms won	432 (POMA 2022)

SOCIAL MEDIA - SEPTEMBER

Followers	37,553	15,771	131,810	3,991
Impressions (organic)	57,643	115,117	(paid&org) 459,630	2,935
Reach/profile visits	56,240	110,352		
Link Clicks		71 / 93.42%		

MARKETING CAMPAIGNS - SEPTEMBER

Paid Media: social - 553,800 imp; 7,086 clicks; 1.42% CTR; \$0.37 CPC. Linked In - 4,040 imp; 9 clicks; 0.22% CTR; \$16.08 CPC. Evergreen display - 584,403 imp; 2,797 clicks; 0.48% CTR; 4 conversions. Evergreen SEM - 10,222 imp; 1,073 clicks; 10.50% CTR; 39 conversions. You Tube - 113,407 imp; 970 clicks; 0.86% CTR; 1 conversion.

Earned Media: 51 Affordable Discoveries Across America, Lonely Planet - Kalispell listed for Montana. 3,383,107 reach. Five Tips for Visiting Kalispell This Fall - 135 different publications, 118,954,690 total reach. Town On The Rise (Kalispell), Outside Magazine . 3,500,000 reach.

VISITOR INFORMATION CENTER - SEPTEMBER

	Month	YTD (fiscal)	YTD (calendar)
Calls	93	561	1,370
Walk-ins	378	1,532	2,508
Intercom (web chat)	60	315	810
VG's requested	251	1,116	3,401
TOTAL	782	3,524	8,089

PARTNERS - AUGUST

	Month (Y/Y)	YTD 2021
Airport Enplanements	46,588 (+61.2%)	336,226 (+99%)
		15.45% increase over 2019
GNP Recreational Visits		(+ %)
		___ % decrease over 2019

LODGING - SEPTEMBER

Running 12

Annual Averages	YTD 2021	Mths	FY22 YTD Avg
Kalispell			
OCC	60.7%	54.6%	77.2%
econ class	53.1%		
mid/upper	63.8%		
ADR	\$141.84	\$130.46	\$197.14
econ class	\$103.14		
mid/upper	\$154.53		
DEMAND	316,858	381,395	45,273

Kalispell	September	YOY	vs 2019
OCC	74.6%	2.2%	1.9%
econ class	67.8%	11.2%	
mid/upper	77.2%	-0.7%	
ADR	\$156.01	37.1%	37.3%
econ class	\$109.43	42.0%	
mid/upper	\$172.25	37.5%	
Comp Set Avg			
OCC	69.8%	10.7%	

Weekly STR

OCC (%)	Sep							Oct							Run MTD	
	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr		Sa
2021	79.3	60.9	69.5	69.2	67.1	57.4	62.1	68.1	51.0	61.7	62.1	62.6	58.3	62.1	60.7	61.0
2020	69.5	55.1	59.6	62.3	61.7	61.7	67.3	69.3	53.7	57.5	61.2	58.9	56.2	62.3	59.8	60.9
% change	14.1	10.6	16.6	11.1	8.7	-6.9	-7.7	-1.6	-5.1	7.4	1.6	6.3	3.7	-0.3	1.5	0.2
ADR 2021	160.93	126.72	129.94	128.72	128.87	127.78	114.27	112.80	102.34	100.11	101.07	103.40	101.79	107.96	108.66	105.99

Short Term Rental Data - AirDNA

AUGUST - Mthly Avg

	Available Listings			Occupancy Rate			Average Daily Rate		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Kalispell city limits	299	423	41.50%	79%	83%	4.60%	277	339	22.40%

SEPT - Mthly Avg

	Available Listings			Occupancy Rate			Average Daily Rate		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Kalispell city limits	267	399	49.40%	77%	76%	-1.50%	234	286	22.20%

SEPT - Avail Listings

	2020	2021	% Chg
Kalispell - 59901	2,222	2,916	31.20%
Kalispell - city limits	267	399	49.40%
County less 59901	1,799	2,315	28.70%
Glacier Country	3,197	4,165	30.30%
Whitefish - 59937	959	1,194	24.50%

September 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Working leads:

- 2022 October Northwest Rental Association – following up
- 2021 November - MEDA – MT Economic Development Association
- 2023 National Commanders Testimonial Dinner – following up
- 2024 OWA-Outdoor Writers Association of America -provide auction item for their 2021 conference
- 2025 Annual Meeting/Professional Improvement Conference for the NACAA -National Association of County Agricultural Agents
- 2024 PEO Conference – working with Janice Donovan

RFP's Won:

- 2022 June – POMA – 432 -Red Lion

RFP's Turned Down:

Group Assist:

- 2021 USS St. Paul Association – helped with Downtown tour, 100 Welcome bags, Elks Lodge invitation logistics, delivered lunches, transportation
- 2022 POMA – gathering off-site information, sent promotional material
- 2021 WELD – 55 Welcome bags, helped with suggestions
- 2021 MTGPS – 40 Welcome bags
- KOINONIA Travel – Roger McCurry – provided material and information during their site inspection
- 2021 ATI – 30 Welcome Bags
- 2021 NRA – worked on aRes Site, sponsorship options
- Class One Technology – provided activity suggestions
- 2022 Pelham Planners – provided Kalispell information
- 2022 Red Angus Association – Halla Pfeiff -assisted with activity information
- 2022 MACO – provided welcome material

September Highlights:

- Participated in Flathead Crisis Management calls
- Attended Kalispell Chamber All-Staff Meeting
- Attended Kalispell Chamber Luncheon
- Attended UNWIND at Valley Bank
- Site tour of Glacier National Park with Vanita Salisbury with Thrillest
- Met with Wedell Travel-Argentina Tour Operator on itinerary for 2022
- Met with Jewel Pugh – Meeting planner for Meetings & Incentives for 2022 possible meeting
- Spoke at Rotary about EIC of meetings and the services we offer

Future Conferences & Large Events

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 Tracy Byrd Concert – October 14 - Fairgrounds
- *2021 NRA Finals-October 28-30 -Majestic Valley Arena

November

- 2021 Wimp 2 Warrior MMA Event – November 9 – Fairgrounds
- 2021 The Market Beautiful Christmas Show – November 12-13 – Fairgrounds
- 2021 Holiday Extravaganza – November 12-14 – Majestic Valley Arena
- *2021 MEDA-MT Economic Development Association-Hilton- November 14-16
- 2021 Beauties & The Beasts – November 20

December

- 2021 Arena Cross – December 10-11 – Majestic Valley Arena
 - 2021 Brash Winter Series Rodeo – December 17-18 – Majestic Valley Arena
-

2022

January

- 2022 Brash Series Rodeo – January 7-8 – Majestic Valley Arena
- 2022 Brash Series Rodeo – January 21-22 - Majestic Valley Arena

February

- 2022 Whitefish Winter Carnival – February 4-6, 2022 – Whitefish
- 2022 Brash Series Rodeo – February 4-5 - Majestic Valley Arena
- 2022 Brash Series Rodeo – February 18-19 - Majestic Valley Arena

March

- 2022 Brash Series Rodeo – March 4-5 - Majestic Valley Arena
- 2022 Arena Cross – March 11-12 – Majestic Valley Arena
- 2022 Brash Series Rodeo – March 18-19 - Majestic Valley Arena
- 2022 NWMACA Gun Show – March 25-27 – Majestic Valley Arena

April

- 2022 Brash Series Rodeo – April 1-2 - 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
- 2022 Cirque Ma'Ceo – July 22-24 – Majestic Valley Arena
- 2022 Montana Renaissance Faire – July 30-31 – Majestic Valley Arena

August

- 2022 Montana Renaissance Faire – August 6-7 – Majestic Valley Arena

September

- 2022 NWMACA Gun Show – Majestic Valley Arena
- *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
- 2022 Battle of the States Bull Riding – October 8 – Majestic Valley Arena
- 2022 NRA-Northern Rodeo Association – October 28-30 – Majestic Valley Arena

10/14/2021

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

CITY OF KALISPELL
Gross Lodging Tax Revenue

Date of this Run: 10/6/2021

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers. The total collections are not representative of the amount of funding received by Regions or CVB's.

	1997	1998	1999	2000	2001
1/1 - 3/31	\$35,217	\$42,297	\$46,944	\$54,204	\$54,204
4/1 - 6/30	\$61,640	\$69,010	\$77,715	\$93,787	\$93,787
7/1 - 9/30	\$97,491	\$120,400	\$130,618	\$149,650	\$173,250
10/1 -12/31	\$32,311	\$41,454	\$47,384	\$52,839	\$57,425
Total:	\$129,802	\$258,711	\$289,309	\$327,148	\$378,666
		(+25%)	(+12%)	(+13%)	(+16%)
	1992	1993	1994	1995	1996
1/1 - 3/31	\$54,695	\$50,216	\$50,401	\$51,255	\$44,384
4/1 - 6/30	\$99,907	\$96,014	\$99,876	\$90,131	\$95,136
7/1 - 9/30	\$184,217	\$190,909	\$194,166	\$187,445	\$184,498
10/1 -12/31	\$51,009	\$56,433	\$66,053	\$57,228	\$53,237
Total:	\$389,828	\$393,573	\$400,496	\$386,059	\$377,255
		(+3%)	(+1%)	(-4%)	(-2%)
	1997	1998	1999	2000	2001
1/1 - 3/31	\$41,202	\$41,087	\$40,666	\$43,004	\$48,554
4/1 - 6/30	\$80,577	\$87,740	\$86,585	\$92,810	\$86,232
7/1 - 9/30	\$188,075	\$177,009	\$184,739	\$189,668	\$195,691
10/1 -12/31	\$48,342	\$42,550	\$49,769	\$47,495	\$46,999
Total:	\$358,196	\$348,386	\$361,759	\$372,976	\$377,476
		(-5%)	(-3%)	(+4%)	(+1%)
	2002	2003	2004	2005	2006
1/1 - 3/31	\$43,386	\$45,697	\$45,223	\$51,655	\$54,203
4/1 - 6/30	\$83,904	\$93,313	\$90,627	\$105,064	\$109,785
7/1 - 9/30	\$194,615	\$199,712	\$206,058	\$223,791	\$252,491
10/1 -12/31	\$42,640	\$51,313	\$60,798	\$65,129	\$75,188
Total:	\$364,545	\$390,036	\$402,705	\$445,639	\$491,668
		(-3%)	(+7%)	(+3%)	(+10%)
	2007	2008	2009	2010	2011
1/1 - 3/31	\$67,314	\$99,707	\$86,438	\$90,607	\$98,540
4/1 - 6/30	\$135,517	\$181,802	\$161,548	\$171,944	\$167,899
7/1 - 9/30	\$321,914	\$349,355	\$319,082	\$386,430	\$392,991
10/1 -12/31	\$101,837	\$101,222	\$94,862	\$109,247	\$118,338
Total:	\$626,582	\$732,085	\$661,930	\$758,227	\$777,769
		(+27%)	(+17%)	(-10%)	(+15%)
	2012	2013	2014	2015	2016
1/1 - 3/31	\$110,644	\$128,031	\$135,923	\$143,153	\$141,169
4/1 - 6/30	\$195,204	\$220,662	\$248,187	\$265,522	\$267,778
7/1 - 9/30	\$448,692	\$527,469	\$607,974	\$551,043	\$595,931
10/1 -12/31	\$144,063	\$158,253	\$159,410	\$151,649	\$153,740
Total:	\$898,603	\$1,034,415	\$1,151,494	\$1,111,367	\$1,158,618
		(+16%)	(+15%)	(-3%)	(+4%)
	2017	2018	2019	2020	2021
1/1 - 3/31	\$141,513	\$146,215	\$150,102	\$140,694	\$178,343
4/1 - 6/30	\$276,809	\$321,377	\$345,047	\$148,920	\$440,508
7/1 - 9/30	\$662,744	\$682,937	\$746,642	\$568,576	\$0
10/1 -12/31	\$160,330	\$171,207	\$163,989	\$144,115	\$0
Total:	\$1,241,395	\$1,321,735	\$1,405,782	\$1,002,304	\$618,850
		(+7%)	(+6%)	(-29%)	(+114%)

% change over 2019

18%
27%