

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, December 15, 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 October 27, 2021
- b) Approval of TBID financial statements for October 2021

5. Board Discussion

- a) FY21 rollover funds available for allocation
- b) TBID Payment Policy
- c) TBID Grant Updates
- d) Staff reports
- e) Safety Awareness

Enclosures: October 27, 2021 board meeting minutes
TBID financial statements for October 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 15

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, October 27, 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, Emily Schroeder, Robert Hall

Board Members Via Zoom: Zac Ford, Noelle Barr

Board Members Absent: Dawn Hendrickson

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

Guests: Bill Metzler with Montana Alpine Race School, Katharine King with the City of Kalispell, Chris Walters with Kalispell Grand Hotel (via Zoom)

MINUTES

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

1. Hear from the Public – none

2. Event grant application presentation – Montana Alpine Race School (MARS), Bill Metzler. Race event at Blacktail Mountain Ski Area, part of the US Ski Team Jr. Program schedule, January 13 – 16.

- With upgrades completed at Blacktail last winter, Flathead Valley has America's newest venue for sanctioned races.
- \$2,000 in TBID grant funds paid out last year went toward purchasing Olympic timing equipment. Last year's event was cancelled due to COVID.
- MARS raised \$47,000 locally last year in 6 weeks to purchase the timing equipment and gear for future events.
- The timing equipment can be used for other ski events, also mountain biking at Blacktail, swimming, kayaking.
- MARS is working with Flathead Valley Ski Foundation to hold a shared event at Whitefish Mountain Resort and Blacktail which will be good for Kalispell due to our location in the middle.
- International Olympic teams have expressed interest in the Flathead Valley due to our relative remoteness and proximity to the Canadian border.
- MARS will have to bid on the US Ski Team race every year.
- The event is projected to generate at least 75 room nights each night for four nights. Racers are required to race all four days.
- MARS needs help raising funds and recruiting volunteers for the January race and future events.
- There is interest in creating a national sanctioned event in collaboration with Dream Adaptive.

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

- The \$47 million Charles project will include an 89 room boutique hotel, bar, restaurant, casino and conference space.
- The City will provide the lot valued at \$270K and the developer will build the structure.
- The second part of the project will be a 202 space public parking garage in the Eagles lot. The taxes generated by the hotel will pay for the parking structure over a period of 4 years. The City will own the parking structure and lease out the ground floor for retail.
- The board expressed concern that the net additional parking spots planned for the project will not be sufficient.
- With final approval from the City, the developer will tentatively be able to take ownership in January and break ground in March. Project is expected to be completed 24 months after they break ground.
- There will be an invitation-only meet & greet with the developers in mid-November.
- The City will add a project Q&A page on its website.

4. Board Action Items

a) **Approval of minutes from September 22, 2021**

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

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

Motion was made by Robert Hall to approve the financials for September 2021. Motion was seconded by Britta Joy. Discussion: none. Board approved unanimously.

c) **Approval of Event Grant Application**

Motion was made by Britta Joy to approve the application for a \$4,000 grant for the Flathead Valley Tech Series. Motion was seconded by Emily Schroeder. Discussion: the event is a good fit for the requirements of the event grant program since it takes place during winter, has potential for growth and appears it will generate room nights. Board members scored the application individually. The average of the scores was 86.6%. The board would like to follow up with Bill Metzler to discuss ways of partnering with his organization to bring more winter ski events to Blacktail. Board approved unanimously.

5. Board Discussion

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

- The board indicated approval for \$5,000 for rebranding (outside of existing budget items) and \$1,500 for Marissa's new computer and related technical support.
- Diane approached Glacier Park about the importance of guided activities to attract visitors during the winter and to see if they might be open to financial support for ranger-led snowshoeing tours this winter. The snowshoe program operated by GNP is not an option this winter due to low staffing and COVID requirements, however they Park is talking with the Glacier Institute about leading some winter activities in the park.
- Increasing the event grant budget, another large sports event similar to Spartan, skijoring and partnering with rafting companies may be candidates for rollover funds.

b) Expedia

- Effective October 1, Expedia and other OTA's will retain the state bed tax and pay only the room rent and TBID to lodging properties.
- Properties need to make sure they're collecting and paying correctly.

c) November & December board meeting schedule

- The board will meet only once on December 15 over the two-month period due to the holiday schedule.

d) Staff reports

Marketing and Operational Updates

- New staff member Marissa will be starting November 1. Marissa will be replacing Vonnie.
- State bed tax collection for calendar Q1 was up 27% over 2020 and 18% over 2019. Q2 was up 196% over 2020 and 27% over 2019.

Groups, M&C Updates

• Dawn is working on:

- POMA Conference - June, 2022, 480 rooms
- MEDA Conference – November, 2022, 181 rooms
- Philadelphia Church of God Conference – 2022
- Northwest Rental Association – 2023
- PEO Conference - 2024

- Sky Vault Media is in the process of filming a Kalispell video for meeting planners.
- DK sponsored an eblast in Meetings Today in September.
- Tia Troy procured an article on meeting in Kalispell in Small Market Meetings.
- Dawn attended the MLHA Conference in Whitefish.
- Economic Impact from Conferences held in Kalispell in September:

USS Saint Paul	\$87,980
WELD	\$17,069
Ghost Town Preservation Society	<u>\$ 7,080</u>
TOTAL	\$112,129

e) Roundtable discussion:

- The Canadian border will open November 8th.
- Hotels are getting reservations and calls inquiring whether restaurants and other businesses are open. Retail is expected to be very busy.
- Northern Rodeo Finals take place this weekend. Hotels are receiving calls asking for a special NRF rate. Kalispell Grand is the hotel sponsor. NRA listed an incorrect phone number for the Grand on their website so an unknown number of calls went to another property.

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 October 2021 Financial Reports**

TBID Checking account balance as of 10/31/21	\$111,645.49
KCVB Checking account balance as of 10/31/21	\$52,422.91
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; job advertising (Indeed).

Marketing Support: Creative agency services; reimbursement from KCVB account towards aRes annual payment; rebranding rollout costs.

Website: SEO/SEM; monthly maintenance; WordPress hosting fee; domain renewals.

Consumer: media buy; airport display stocking; reprint of visitor guide.

M&C: group incentive

PR/Publicity: monthly PR contract (Lightning Bug PR); branded merchandise (part of rebranding rollout).

KCVB Event Account – Income and Expense Summary

Income: VIC merchandise; aRes commission

Expenses: Personalized travel consultant program fees; accounting services; copies; postage

TBID Revenue

FY22 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$625,000			
Q1 JUL-SEP (46% of total)	\$287,500	\$231,786	-24%	3%
Q2 OCT-DEC (20.5% of total)	\$128,125			
Q3 JAN-MAR (17% of total)	\$106,250			
Q4 APR-JUN (16.5% of total)	\$103,125			
FY21 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$560,000	\$611,569	9.2%	8.8%
Q1 JUL-SEP	\$257,600	\$224,785	-14.5%	-12.7%
Q2 OCT-DEC	\$114,800	\$101,676	-12.9%	-11.4%
Q3 JAN-MAR	\$95,200	\$108,206	12%	13.6%
Q4 APR-JUN	\$92,400	\$176,902	47%	91.4%

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11/15/21

Accrual Basis

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

	<u>Oct 31, 21</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	90,796.03
1020 - Whitefish Credit Union	223,978.44
Total Checking/Savings	<u>314,774.47</u>
Total Current Assets	314,774.47
Fixed Assets	
1710 - Office Equipment	4,048.20
1820 - Web Site Development	91,230.44
Total Fixed Assets	<u>95,278.64</u>
TOTAL ASSETS	<u><u>410,053.11</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	24,304.29
Total Accounts Payable	<u>24,304.29</u>
Total Current Liabilities	<u>24,304.29</u>
Total Liabilities	24,304.29
Equity	
32000 - Unrestricted Net Assets	446,155.49
Net Income	-60,406.67
Total Equity	<u>385,748.82</u>
TOTAL LIABILITIES & EQUITY	<u><u>410,053.11</u></u>

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11/15/21

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY22
October 2021

	Oct 21	Jul - Oct 21
Income		
4000 · TBID Revenue	0.00	176,902.00
4100 · Interest Income	0.00	3.24
Total Income	0.00	176,905.24
Expense		
5000 · Staffing	25,686.99	108,404.47
5100 · Administrative		
5160 · Rent	900.00	2,700.00
5180 · Telephone	241.45	892.79
5140 · Office Supplies	49.25	155.79
5150 · Postage & Copies	76.90	313.20
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	225.00	866.25
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	42.00	659.90
5190 · Technology Support	250.00	475.00
5195 · Equipment (Software)	245.52	410.93
5199 · Other Admin	214.01	214.01
5130 · Directors & Officers Insurance	0.00	1,163.00
Total 5100 · Administrative	2,244.13	13,923.57
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	8,900.00
5230 · Organizational Memberships	0.00	1,570.00
5242 · Grant Program	0.00	4,305.00
5235 · Creative Agency Services	2,780.00	17,326.00
5237 · aRes	-641.42	4,858.58
5300 · Branding	3,141.31	3,141.31
Total 5200 · Marketing Support	5,279.89	40,100.89
5250 · Web Site		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	1,115.85	4,696.53
5280 · Website Marketing (SEO & SEM)	1,667.00	7,501.00
Total 5250 · Web Site	2,782.85	12,197.53
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	0.00	1,890.00
5450 · Media Buy	5,950.00	17,146.00
5480 · Airport Visitor Display	75.00	450.00
5420 · E-Marketing	0.00	1,000.00
5496 · Visitor Guide & Niche Brochures	1,789.87	1,789.87
Total 5400 · Consumer Marketing	7,814.87	23,227.36
5550 · M&C and Groups		
5565 · Meeting Planner Shows	0.00	295.00
5570 · M&C and Group Incentive Program	117.35	2,596.45
5571 · Media Buy	0.00	5,066.00
5575 · EMarketing	0.00	701.25
5574 · M&C Collateral	0.00	265.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	0.00	699.00
Total 5550 · M&C and Groups	117.35	11,122.70
5650 · Publicity		
5666 · PR Agency	2,625.00	10,500.00
5660 · Travel Media Press Trips/FAM	0.00	3,699.98
5680 · Kalispell Branded Merchandise	1,115.60	1,115.60
Total 5650 · Publicity	3,740.60	15,315.58

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Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY22
October 2021

	<u>Oct 21</u>	<u>Jul - Oct 21</u>
Total Expense	47,666.68	224,292.10
Net Income	<u>-47,666.68</u>	<u>-47,386.86</u>

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Accrual Basis

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

	Jul - Oct 21	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	176,902.00	651,500.00	-474,598.00	27.2%
4100 · Interest Income	3.24			
Total Income	176,905.24	651,500.00	-474,594.76	27.2%
Expense				
5000 · Staffing	108,404.47	239,700.00	-131,295.53	45.2%
5100 · Administrative	13,923.57	37,050.00	-23,126.43	37.6%
5200 · Marketing Support	40,100.89	94,900.00	-54,799.11	42.3%
5250 · Web Site	12,197.53	32,000.00	-19,802.47	38.1%
5400 · Consumer Marketing	23,227.36	84,450.00	-61,222.64	27.5%
5500 · Events & Sports-Operatr & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	11,122.70	81,400.00	-70,277.30	13.7%
5650 · Publicity	15,315.58	47,000.00	-31,684.42	32.6%
Total Expense	224,292.10	651,500.00	-427,207.90	34.4%
Net Income	-47,386.86	0.00	-47,386.86	100.0%

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	Grants	airres	Website Redesign	Travel Consult	Admin	TOTAL
Income											
4025.00 · Program Revenue	340.00	-2,000.00	684.00	0.00	375.00	0.00	568.97	0.00	0.00	2,238.50	2,208.47
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 · TBID 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	4,980.42	189.70	0.00	0.00	0.00	0.00	3.00	75.00	9,687.12
Total Income	35,469.00	-3,200.00	5,674.42	189.70	375.00	17,140.00	568.97	66,000.00	3.00	2,813.50	125,033.59
Expense											
5000.00 · Direct Program	22,274.21	0.00	3,377.60	0.00	0.00	2,858.08	0.00	0.00	37.00	0.00	28,547.89
5060.00 · 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
5260.00 · Insurance	899.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	915.15
5520.00 · Professional Fees	500.00	80.00	128.94	0.00	0.00	11,989.00	641.42	27,450.00	0.00	3,343.26	44,132.62
5500.00 · Printing & Publications	0.00	0.00	67.50	0.00	0.00	2,199.20	0.00	0.00	0.00	0.00	2,266.70
5420.00 · Office	0.00	0.00	237.34	0.00	0.00	0.00	0.00	0.00	0.00	135.54	372.88
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 · Contribs & Scholar	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	5,105.55	0.38	0.00	17,140.00	641.42	27,450.00	37.09	3,687.80	87,173.67
Net Income	2,437.57	-3,280.00	568.87	189.32	375.00	0.00	-72.45	38,550.00	-34.09	-874.30	37,859.92

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	169.70	0.00	10.54	68.57	(16,800.00)	(28.00)	(5.75)	(16,584.94)
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	574.82	275.00	(0.00)	68.57	38,550.00	74.91	(400.01)	52,172.91

WEBSITE (Y/Y Comparison) OCTOBER

Users 15,630 (+17%)	Pgs/Session 3.15 (-1.5%)	Session Duration 01:04 (-19.9%)	Page Views 58,465 (+10.5%)
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Top Cities

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

Top Pages

1. Get The Guide	6. Travel Guide
2. Home page	7. Getting Here
3. Downtown	8. Travel Guide
4. GNP	9. Lodging
5. Events	9. Flathead Lake

aRes (Google Analytics)

list views	3,361 (-19%)
list clicks	130 (+44.4%)
list CTR	3.87% (+78.3%)
Lodging Page	
page views	825 (+22.4%)

CONVERSIONS (digital) - OCTOBER

	Month	YTD (fiscal)
VG Requests (web-online/postal)	305	1,559
Newsletter subscribers	138	1,286
aRes reservations booked	5	18
aRes room nights booked	12	38
Future grp rm/nts contracted	181	678

GROUP SALES - OCTOBER

RFP's Sent to Hotels	2
Proposals to Clients	0
Groups Assisted	3
Future group rooms won	181

SOCIAL MEDIA - OCTOBER

Followers	37,515	16,038	47,890	3,998
Impressions (organic)	48,123	165,381	111,980	5,418
Reach/profile visits	47,106	154,926		
Link Clicks		150		

MARKETING CAMPAIGNS - OCTOBER

Paid Media: Evergreen SEM - 12,006 imp; 753 clicks; 6.27% CTR. Google Display - 856,344 imp; 2,528 clicks; 0.30% CTR. FB/Insta Evergreen - 249,728 imp; 5,278 clicks; 2.11% CTR. You Tube - 72,665 imp; 345 clicks; 0.47% CTR. Pinterest - 106,476 imp; 481 clicks; 5,092 engagements. Hotel Campaign (road trip) - 186,517 imp; 1,722 clicks; 0.92% CTR. Linked In - 6,518 imp; 7 clicks; 0.11% CTR.

Earned Media: Thrillist: In Montana You Can Go Island Hopping in the Old West - 79M reach. Outside Online: The 20 Most Livable Towns & Cities in America - 2.3M reach. Thrillist: How To Poop In The Woods - 7.9M reach. Only In Your State: Fall Is The Perfect Time to Visit This Historic Mountain Town in MT - 4.4M reach.

VISITOR INFORMATION CENTER - OCTOBER

	Month	YTD (fiscal)	YTD (calendar)
Calls	95	656	1,465
Walk-ins	116	1,648	2,624
Intercom (web chat)	25	340	835
VG's requested	257	1,327	3,612
TOTAL	493	3,971	8,536

PARTNERS - OCTOBER

	Month (Y/Y)	YTD 2021
Airport Enplanements	30,842 (+60%)	370,573 (+120%)
	27.3% increase over 2019	
GNP Recreational Visits	155,834 (+24%)	3,220,970 (+96%)
	6.8% increase over 2019	

LODGING - OCTOBER

Annual Averages	Running 12		
	YTD 2021	Mths	FY22 YTD Avg
Kalispell			
OCC	59.7%	54.9%	70.5%
econ class	52.1%		
mid/upper	62.7%		
ADR	\$138.32	\$131.85	\$173.18
econ class	\$100.28		
mid/upper	\$150.82		
DEMAND	346,858	698,242	41,455

Kalispell	October	YOY	vs 2019
	OCC	51.2%	7.1%
econ class	43.8%	17.7%	
mid/upper	54.1%	3.6%	
ADR	\$100.37	24.6%	29.0%
econ class	\$68.24	12.1%	
mid/upper	\$110.73	3.6%	
Comp Set Avg			
OCC	62.4%	12.5%	

Weekly STR

OCC	Oct 15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	MTD
2021	52.7	51.8	41.4	50.0	52.0	56.0	59.3	57.2	47.9	34.8	40.6	45.3	44.4	45.7	47.0	43.5	51.6
2020	50.5	41.5	32.3	38.9	42.0	41.4	58.9	56.1	37.7	30.3	36.7	42.2	40.7	38.2	35.2	34.2	48.1
% change	4.2	24.7	28.1	28.6	23.8	35.4	0.5	1.9	27.2	14.8	10.6	7.4	9.1	19.6	33.5	27.2	7.2
ADR 2021	99.30	100.89	96.61	97.89	95.46	100.65	100.14	100.13	97.66	90.75	91.77	93.40	92.17	93.09	95.51	98.19	100.13

Short Term Rental Data - AirDNA

Property Type	Available Listings			Occupancy Rate			Average Daily Rate		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	230	322	40.00%	64%	60%	-6.00%	197	257	30.20%
Available properties									
2021	Feb 166	Mar 202	Apr 234	May 298	Jun 366	Jul 414	Aug 420	Sep 396	Oct 322
2020	Feb 202	Mar 218	Apr 227	May 258	Jun 282	Jul 309	Aug 299	Sep 267	Oct 230
% change	-18%	-7%	3%	16%	30%	34%	40%	48%	40%

October 2021 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2022-February-BASF Cotton Specialist Workshop
- 2022-2023-2024- October-The Philadelphia Church of God

Working leads:

- 2022 October Northwest Rental Association – following up with local rental companies
- 2023 National Commanders Testimonial Dinner – following up
- 2024 OWA-Outdoor Writers Association of America -will turn in a proposal in April 2022
- 2024 PEO Conference – working with Janice Donovan

Working Leads Lost:

- 2025 Annual Meeting/Professional Improvement Conference for the NACAA -National Association of County Agricultural Agents-choose Bozeman

RFP's Won:

- 2021 November – MEDA – 181 rooms -Hilton

Group Assist:

- 2021 NRA Room Sponsorships
- 2022 POMA – quotes for POMA camp rentals
- 2022 Red Angus Association – Halla Pfeiff -assisted with activity information

October Highlights:

- Meetings Today email went out 10/5
- Created POMA website page
- Attended Express Personnel Webinar on change
- Attended Flathead Warming Center Open House
- Attended TBID meeting during the MLHA
- Attended Montana Lodging & Hospitality Conference in Whitefish
- Attended Parkline Walking UNWIND
- Began filming videos for future Welcome to Kalispell Video
- Met with Chris Walters, GM for Kalispell Grand
- View Virtual Meeting Planner FAM for Whitefish
- Provided information for upcoming MPI and Meetings Today E-Handbook

Future Conferences & Large Events

2021

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

12/1/2021

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

WEBSITE (Y/Y Comparison) NOVEMBER

Users 14,507 (+12.1%)	Pgs/Session 3.26 (+8.9%)	Session Duration 01:16 (+9.5%)	Page Views 58,334 (+28.2%)
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Top Cities

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

Top Pages

1. Home page	6. Getting Here
2. Get The Guide	7. GNP
3. Downtown	8. Things To Do
4. Events	9. Road Trip
5. Travel Guide	10. Lodging

aRes (Google Analytics)

list views	4,902 (-16%)
list clicks	163 (+106%)
list CTR	3.33% (+77.5%)
Lodging Page	
page views	951 (+67.4%)

CONVERSIONS (digital) - NOVEMBER

	Month	YTD (fiscal)
VG Requests (web-online/postal)	227	1,786
Newsletter subscribers	629	1,915
aRes reservations booked	3	21
aRes room nights booked	5	43
Future grp rm/nts contracted	0	678

GROUP SALES - NOVEMBER

RFP's Sent to Hotels	0
Proposals to Clients	0
Groups Assisted	4
Future group rooms won	0

SOCIAL MEDIA - NOVEMBER

Followers	37,737	16,480	107,500	4,006
Impressions (organic)	60,755	195,045	10,063	5,692
Reach/profile visits	59,549	186,535		
Link Clicks		451/84% CTR		

MARKETING CAMPAIGNS - NOVEMBER

Paid Media: Search - 431,008 imp; 2,801 clicks; 0.65% CTR; 59 conversions.
 Paid social - 358,095 imp; 6,030 clicks; 1.75% CTR; 10,009 post engagement.
 LinkedIn - 7,071 imp; 15 clicks; 0.19% CTR; 44 engagements.

Earned Media: Yahoo.com: Traffic signal box project adds color to Kalispell streets, 64.4M reach. Mjonline.com, Yahoo.com, Tribuneledgernews.com: Venture Boldly campaign markets Kalispell brand, 66.3M. Only In Your State: Kalispell is being called one of the best mountain towns in America, 3.9M reach. Trillist: Mix Western Traditions with Great Outdoors in this MT town, 7.9M reach.

VISITOR INFORMATION CENTER - NOVEMBER

	Month	YTD (fiscal)	YTD (calendar)
Calls	69	725	1,534
Walk-ins	109	1,757	2,733
Intercom (web chat)	29	369	864
VG's requested	178	1,423	3,708
TOTAL	385	4,274	8,839

PARTNERS - NOVEMBER

	Month (Y/Y)	YTD 2021
Airport Enplanements	(+60%)	(+120%)
	% increase over 2019	
GNP Recreational Visits	(+24%)	(+96%)
	% increase over 2019	

LODGING

November Monthly STR will be reported in January board packet

Weekly STR

OCC (%)	Nov												Dec				Run MTD		
	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th		Fr	Sa
2021	45.9	43.8	43.7	45.7	32.3	36.0	36.4	30.8	34.5	36.6	32.3	28.1	36.9	41.0	42.8	40.6	49.2	47.8	42.2
2020	34.6	31.9	31.6	31.5	26.0	30.3	27.2	22.0	24.7	28.4	26.3	23.1	30.4	34.5	33.3	30.3	30.4	30.2	31.1
% Change	32.4	37.5	38.2	44.9	24.0	19.1	33.7	40.1	40.0	28.8	23.0	12.8	21.3	18.8	28.7	34.1	62.1	58.3	35.4
ADR 2021	85.44	87.05	87.20	90.51	83.49	84.14	80.98	82.04	84.43	85.58	83.89	79.32	86.37	84.43	86.47	84.20	87.35	86.58	87.04

November 2021 Monthly Report

Dawn Jackson, Group Sales Manager

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Working leads:

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- 2024 OWA-Outdoor Writers Association of America -will turn in a proposal in April 2022
- 2024 PEO Conference – working with Janice Donovan
- 2022-2023-2024-October-The Philadelphia Church of God

Working Leads Lost:

RFP's Won:

Group Assist:

- 2024 PEO Site Tour with coordinators
- AAA – Dave Krepner AAA
- 2022 POMA-worked on POMA website
- 100 Welcome bags for MEDA Conference

November Highlights:

- Welcomed Marisa Mikonis to our Discover Kalispell Team
- Assisted with Kalispell Chamber Annual Banquet
- Attended Glacier Country Flathead Country Tourism Town Hall
- Meetings Today & MPI E-Handbook emailed out – Rec'v 562 leads
- Prepared M&C Winter quarterly e-new
- Prepared information for EIC Press Release
- Prepared completion report for M&C
- Mark Campbell-met for lunch-retiring from Flathead NW Fair Grounds
- Worked on messaging for Meetings Today E-blast
- Vacation Nov 15-19
- Thanksgiving Break Nov 25-26

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KALISPELL LODGING DATA

HOTELS

Peak Season - 2021

Occupancy		ADR	
June	77% increase over 2020 16% increase over 2019	June	54% increase over 2020 24% increase over 2019
July	28% increase over 2020 0.5% increase over 2019	July	68% increase over 2020 30% increase over 2019
August	1.8% decrease over 2020 9.8% decrease over 2019	August	55% increase over 2020 35% increase over 2019
September	2% increase over 2020 3% increase over 2019	September	37% increase over 2020 35% increase over 2019
October	7% increase over 2020 11% increase over 2019	October	25% increase over 2020 29% increase over 2019

Quarterly averages

		OCC	ADR
2019	Q1	34.37	\$73.76
	Q2	54.13	\$95.40
	Q3	78.90	\$147.42
	Q4	37.67	\$73.99
2020	Q1	32.33	\$72.22
	Q2	30.80	\$76.85
	Q3	70.67	\$127.07
	Q4	37.17	\$73.62
2021	Q1	42.00	\$73.70
	Q2	63.20	\$109.49
	Q3	77.20	\$197.14

SHORT TERM RENTALS Source: AirDNA (includes Airbnb and VRBO)

Kalispell - 59901

June	369 available listings; 80% occ; \$296 ADR. 31% increase in supply
July	418 available listings; 87% occ; \$336 ADR. 35% increase in supply
August	423 available listings; 83% occ; \$339 ADR. 41% increase in supply
September	399 available listings; 76% occ; \$286 ADR. 49% increase in supply
October	322 available listings; 60% occ; \$257 ADR. 40% increase in supply

Flathead County – total available listings, summer season = approx. 2,300. Listings average 2.2 bdrms.
 Total number of guest room in traditional lodging properties = approx. 3,100