

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday – January 26, 2022**  
**4:00 pm**

**HAMPTON INN KALISPELL**

**AGENDA**

**4:00 p.m. Business Meeting**

Meeting Called to Order: Bryce Baker, Chairman of the Board

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.

Board Action Items

- a) Approval of minutes from December 15, 2021
- b) TBID financial statements for November and December 2021

**4:15 p.m. 2021 Discover Kalispell-TBID Annual Meeting**

**5:15 p.m. Reception**

Enclosures: December 15, 2021 minutes  
TBID financial statements for November and December 2021  
KCVB Reports  
Board of Directors roster

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

2022 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 26	February 23	March 23	April 27	May 25	June 22
July 27 (tentative)	August 24	September 28	October 26	December 14	

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.



**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, December 15, 2021**  
**3:00 – 5:00 pm**

**Location: Board of Directors in person at Kalispell Chamber**  
**Guests – online access via Zoom**

**Board Members Present:** Britta Joy, Zac Ford, Emily Schroeder, Robert Hall

**Board Members Via Zoom:** Bryce Baker, Noelle Bahr

**Board Members Absent:** Dawn Hendrickson

**Staff Present:** Lorraine Clarno, Diane Medler, Dawn Jackson, Marisa Mikonis

**Guests:** None

## **MINUTES**

The meeting was called to order at 3:05 pm by Chair of the Board, Robert Hall.

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

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

#### **a) Approval of minutes from October 27, 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 October 2021**

Motion was made by Emily Schroeder to approve the financials for October 2021. Motion was seconded by Britta Joy. Discussion: none. Board approved unanimously.

### **3. Board Discussion**

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

- Cash available in both accounts is \$148,893.94. The directive has been to increase marketing support for Glacier Institute for guided snowshoeing in GNP for \$4,000. With the deduction of \$4,000 for the Glacier Institute, the reserve balance available for allocation is \$144,893.94.
- Diane proposed two project recommendations for the rollover funds:
  - a) Sponsorship for Glacier Aero for winter year-round flights to attract more people to visit in the winter. There is a minimum revenue guarantee and MRG

(written strategy) to incentivize airlines to fly year-round to Kalispell. Thoughts are to start with \$10,000 and add more funds if requested in the future.

b) Feasibility study for economic analysis for an indoor sports arena. This has long been identified as a need for the community. Residents and visitors will benefit as a use for high school sports, tournaments, and bringing travel teams to Kalispell. Potential uses could include hockey rink, indoor turf, basketball courts, area for wrestling, gymnastics, etc. Lorraine states this has been talked about and would be a good move for us as it would get the city engaged, fits our mission, stewardship, and community. It will bring long-term revenue to Kalispell. The cost of the study would be roughly around \$25,000-\$55,000. The mall could be a location for this project. Britta suggested moving forward issuing the RFQ to get a clearer idea of cost for the market analysis. Zac suggested we find out if the State of Montana has grants available for such a feasibility study.

- Motion was made by Britta Joy to approve to proceed with further research on the feasibility study. Motion was seconded by Emily Schroeder. Diane will move forward with the project after the holidays and keep the board apprised. Board approved unanimously.
- Motion was made by Noelle Bahr to support a sponsorship to AERO for winter flights to Kalispell for \$10,000 to start with the idea to contribute more if needed once the negotiations with airlines begin. Motion was seconded by Zac Ford. Board approved unanimously.
- Diane shared information received from the Daily Inter Lake regarding a request for grant funds towards installing webcams in downtown Kalispell. Board was not interested in pursuing this project.

#### **b) TBID Payment Policy**

- It was proposed that changes be made to the TBID Payment policy. The board agrees that you cannot enforce payments without a higher penalty.
- The current policy states penalties and interest for late payments as follows: "Any lodging facility that fails to file a required payment and reporting form with Kalispell City Treasurer by the due date will be assessed a late filing penalty of \$50 and a penalty of .83% a month or a fraction of a month on the unpaid TBID fees. Penalty may not exceed 10% of the amount due."

- The proposed policy states: Any lodging facility that fails to file a required payment and reporting form with Kalispell City Treasurer by the due date will be assessed a late filing penalty under the following schedule: A penalty of two hundred and fifty dollars (\$250.00) for the first delinquency with in the TBID's fiscal year. A penalty of seven hundred and fifty dollars (\$750.00) for the second delinquency, one thousand two hundred and fifty dollars (\$1,250.00) for the third delinquency, and \$1,5000 for the fourth delinquency within the TBID's fiscal year. The penalty accrues on the unpaid TBID fees from the original due date of the return regardless of whether the taxpayer has received an extension of time for filing a return.
  - Motion was made by Britta Joy to adopt the proposed penalty and interest policy with clarification that unpaid penalties within the same fiscal year will continue into the next fiscal year until the payer has completely cleared their debt. Motion was seconded by Emily Schroeder. The new policy will be sent to Charlie Harball, City of Kalispell City Attorney for review. Once approved it will be mailed to each TBID property owner. Board approved unanimously.

### **c) TBID Grant Updates**

- New potential event called the "Highlander" has reached out to us to be one of the three host cities in the U.S. It was started in 2017 in Croatia and now in 10 countries. The organization has partnered with Spartan Race to enable the event to move into the U.S. market. It is a hiking event, not a race, in which players complete designated trail routes ranging from 100km to 30km. They proposed to have the event mid-September and would like at least part of the course to be located in Glacier NP. Anticipate around 1,000-1,200 racers. Event would be based in Kalispell generating pre and post night stays in Kalispell. Host commitment includes \$10,000 cash, staff rooms, and permits. Lots of questions still to clarify regarding dates, permits, race location, and slight concern for split room nights from a hotelier side.
  - Board approved for DK staff to proceed with the conversation to learn and investigate more as a possible annual event to be hosted in Kalispell.
- NRA Finals Rodeo (October 28 – 30) had a total attendance of 4,864. They do not have origin location data on tickets sold at the venue. The total number of spectators outside of Flathead County that is known was 714. NRA actualized a total of 129 paid room nights at TBID hotels. With \$5 per room back, with a total of \$645 paid to NRA. They are requesting assistance again in 2022.
- Frosty the Beerfest is having their 3rd annual fest on January 29th from 2-6pm in the Valley Bank Parking lot in downtown Kalispell. We supported the event in 2019 with \$300. The last event raised \$14,000 for the Abby Shelter and KDA. This year 100% of the proceeds will go to The Flathead Warming Center and Kalispell Downtown

Association. Along with being popular with residents and a good fundraiser, the event serves a popular activity for visitors that is centered in Kalispell.

- Motion was made by Emily Schroeder for \$500 cash sponsorship and \$500 in-kind portion. Motion was seconded by Britta Joy. Board approved unanimously.

#### **d) Staff Reports**

- AirDNA data, which tracks short-term rentals, indicates that available listings have increased by 56% year over year. Booked listings increased by 66%. Occupancy rate was 50% for November, while the occupancy rate for hotels was in the low 40%.
- Hotel campaign has launched. All Kalispell hotels that are registered on ARES will be able to participate with a 'book two nights and receive two free ski tickets to either Whitefish Mountain Resort or Blacktail Ski Area' Promotion. The campaign serves as an incentive to book a ski vacation in Kalispell. TBID funds cover the cost of the lift tickets.
- Ridge Run Baseball will operate in 2022 with their home games beginning in June. The stadium will hold 2,500 seats. It is privately owned by the Kelly family. The General Manager is Erik Moore.
- FVCC Performing Arts center has started booking for the Fall 2022 for national speakers and musicians.
- Dawn passed around recent features in Meetings Today Magazine. Part of the ad buy included receipt of an email list for potential meeting planners. A Letter to the Editor recently ran in both local papers from Dawn, as a thank you to the community for their warm welcome of conference groups in Kalispell during September. .
- Canada will not implement a restriction for the border crossing, instead will do a blanket advisory for non-essential travel. Will step up testing at the border, not mandatory but expanded random testing (including for U.S. travelers), 72-hour rule (existing rule that Canadians that go to the U.S. for less than 72 hrs don't have to currently provide a test) will be scrapped. Everyone – Canadian or foreign – will need a test to come back in.
- Updates on the 2022 Ticketed Entry for Glacier National Park. Going-to-the-Sun will require a 3-day ticket. The North Fork will require a 1-day ticket. GNP has not announced when the ticket sales will launch.

Meeting was adjourned at 5:05 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 November 2021 Financial Reports**

TBID Checking account balance as of 11/30/21	\$46,364.27
KCVB Checking account balance as of 11/30/21	\$52,657.16
WFCU Reserve Account balance (as of last 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 (new employee equipment/tech support).

Marketing Support: Creative agency services; grant funding – Rails To Trails & NRA Finals, rebranding rollout costs; Business Days At The Capitol registration.

Website: SEO/SEM

Consumer: media buy – Journal of Lost Time, TAA evergreen & winter; social media admin; airport display stocking.

M&C: media buy – Linked In, Meetings Today, Small Market Mtgs; M&C video shoot expenses

PR/Publicity: monthly PR contract (Lightning Bug PR); Journal of Lost Time media trip.

KCVB Event Account – Income and Expense Summary

Income: none

Expenses: Accounting services; copies; postage

**TBID Revenue**

<b>FY22 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
Total Budget	\$625,000			
Q1 JUL-SEP (46% of total)	\$287,500	\$232,312	-19%	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			
<b>FY21 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
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%

Tourism Business Improvement District  
**Balance Sheet**  
As of November 30, 2021

	<u>Nov 30, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	40,472.08
1020 · Whitefish Credit Union	<u>223,978.44</u>
Total Checking/Savings	<u>264,450.52</u>
Total Current Assets	264,450.52
Fixed Assets	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	<u>91,230.44</u>
Total Fixed Assets	<u>95,278.64</u>
<b>TOTAL ASSETS</b>	<b><u>359,729.16</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	28,401.75
Total Accounts Payable	<u>28,401.75</u>
Total Current Liabilities	<u>28,401.75</u>
Total Liabilities	28,401.75
Equity	
32000 · Unrestricted Net Assets	446,155.49
Net Income	<u>-114,828.08</u>
Total Equity	<u>331,327.41</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>359,729.16</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY22

12/12/21

Accrual Basis

November 2021

	Nov 21	Jul - Nov 21
<b>Income</b>		
4000 · TBID Revenue	0.00	176,902.00
4100 · Interest Income	0.77	5.06
<b>Total Income</b>	<b>0.77</b>	<b>176,907.06</b>
<b>Expense</b>		
5000 · Staffing	11,204.57	119,609.04
<b>5100 · Administrative</b>		
5160 · Rent	900.00	3,600.00
5180 · Telephone	198.10	1,090.89
5140 · Office Supplies	132.18	287.97
5150 · Postage & Copies	52.55	365.75
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	225.00	1,091.25
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	403.10	1,063.00
5190 · Technology Support	75.00	550.00
5195 · Equipment (Software)	1,428.54	1,839.47
5199 · Other Admin	0.00	214.01
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>3,414.47</b>	<b>17,338.04</b>
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	8,900.00
5230 · Organizational Memberships	0.00	1,570.00
5220 · Training & Education	220.00	220.00
5242 · Grant Program	600.00	4,905.00
5235 · Creative Agency Services	3,200.00	20,526.00
5237 · aRes	0.00	4,858.58
5300 · Branding	1,372.00	4,513.31
<b>Total 5200 · Marketing Support</b>	<b>5,392.00</b>	<b>45,492.89</b>
<b>5250 · Web Site</b>		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	0.00	4,696.53
5280 · Website Marketing (SEO & SEM)	1,667.00	9,168.00
<b>Total 5250 · Web Site</b>	<b>1,667.00</b>	<b>13,864.53</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	1,095.00	2,985.00
5450 · Media Buy	15,144.00	32,290.00
5480 · Airport Visitor Display	75.00	525.00
5420 · E-Marketing	0.00	1,000.00
5496 · Visitor Guide & Niche Brochures	0.00	1,789.87
<b>Total 5400 · Consumer Marketing</b>	<b>16,314.00</b>	<b>39,541.36</b>
<b>5550 · M&amp;C and Groups</b>		
5565 · Meeting Planner Shows	0.00	295.00
5570 · M&C and Group Incentive Program	50.75	2,647.20
5571 · Media Buy	9,253.50	14,319.50
5575 · EMarketing	0.00	701.25
5573 · Group Photo & Video Library	112.20	112.20
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
<b>Total 5550 · M&amp;C and Groups</b>	<b>9,416.45</b>	<b>20,539.15</b>
<b>5650 · Publicity</b>		
5666 · PR Agency	2,625.00	13,125.00
5660 · Travel Media Press Trips/FAM	3,389.74	7,089.72
5680 · Kalispell Branded Merchandise	0.00	1,115.60



11:21 AM  
12/12/21  
Accrual Basis

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

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	<u>Nov 21</u>	<u>Jul - Nov 21</u>
Total 5650 - Publicity	6,014.74	21,330.32
Total Expense	53,423.23	277,715.33
Net Income	<u>-53,422.46</u>	<u>-100,808.27</u>

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

	<u>Jul - Nov 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	176,902.00	651,500.00	-474,598.00	27.2%
4100 · Interest Income	5.06			
<b>Total Income</b>	<u>176,907.06</u>	<u>651,500.00</u>	<u>-474,592.94</u>	<u>27.2%</u>
<b>Expense</b>				
5000 · Staffing	119,609.04	239,700.00	-120,090.96	49.9%
5100 · Administrative	17,338.04	37,050.00	-19,711.96	46.8%
5200 · Marketing Support	45,492.89	94,900.00	-49,407.11	47.9%
5250 · Web Site	13,864.53	32,000.00	-18,135.47	43.3%
5400 · Consumer Marketing	39,541.36	84,450.00	-44,908.64	46.8%
5500 · Events & Sports-Operatn & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	20,539.15	81,400.00	-60,860.85	25.2%
5650 · Publicity	21,330.32	47,000.00	-25,669.68	45.4%
<b>Total Expense</b>	<u>277,715.33</u>	<u>651,500.00</u>	<u>-373,784.67</u>	<u>42.6%</u>
<b>Net Income</b>	<u><u>-100,808.27</u></u>	<u><u>0.00</u></u>	<u><u>-100,808.27</u></u>	<u><u>100.0%</u></u>

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

	Spartan	Indoor Soccer	Meetings/ Conv	VC Merch	Brochure	Grants	aRes	Website Redesign	Travel Consult	Admin	TOTAL
<b>Income</b>											
4025.00 · Program Revenue	340.00	-200.00	684.00	0.00	375.00	0.00	739.20	0.00	0.00	2,238.50	4,176.70
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	66,000.00
4700.00 · Special Events	5,629.00	-1,200.00	4,998.42	189.70	0.00	0.00	0.00	0.00	69.00	75.00	9,753.12
<b>Total Income</b>	<b>35,469.00</b>	<b>-1,400.00</b>	<b>5,674.42</b>	<b>189.70</b>	<b>375.00</b>	<b>17,140.00</b>	<b>739.20</b>	<b>66,000.00</b>	<b>69.00</b>	<b>2,813.50</b>	<b>127,069.82</b>
<b>Expense</b>											
5000.00 · Direct Program	22,274.21	0.00	3,377.60	0.00	0.00	2,859.08	0.00	0.00	46.00	0.00	28,556.89
5060.00 · Bank Fees & Svc Chgs	34.51	0.00	0.00	0.38	0.00	0.00	0.00	0.00	2.07	192.85	229.81
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	3,523.26	44,312.62
5590.00 · 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	153.25	390.59
5740.00 · Travel	8,383.71	0.00	1,294.17	0.00	0.00	92.72	0.00	0.00	0.00	0.00	7,770.60
5160.00 · Contrib. & Scholarships	2,940.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,940.00
<b>Total Expense</b>	<b>33,031.43</b>	<b>80.00</b>	<b>5,105.55</b>	<b>0.38</b>	<b>0.00</b>	<b>17,140.00</b>	<b>641.42</b>	<b>27,450.00</b>	<b>48.07</b>	<b>3,885.51</b>	<b>87,382.36</b>
<b>Net Income</b>	<b>2,437.57</b>	<b>-1,480.00</b>	<b>568.87</b>	<b>189.32</b>	<b>375.00</b>	<b>0.00</b>	<b>97.78</b>	<b>38,550.00</b>	<b>20.93</b>	<b>-1,072.01</b>	<b>39,687.46</b>

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

**Kalispell Tourism Business Improvement District  
Summary of December 2021 Financial Reports**

TBID Checking account balance as of 12/31/21	\$225,999.13
KCVB Checking account balance as of 12/31/21	\$54,651.46
WFCU Reserve Account balance (as of last statement)	\$224,654.14

TBID Account – Expense Summary

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support/equipment; Vonnie retirement party.

Marketing Support: Glacier AERO sponsorship; Hockaday Museum annual membership; Grant – Glacier Institute; creative agency services.

Website: monthly maintenance; SEO/SEM

Consumer: social media admin; airport display stocking.

M&C: NRA group incentive; media buy

PR/Publicity: monthly PR contract (Lightning Bug PR).

KCVB Event Account – Income and Expense Summary

Income: NSC Soccer payment for MT Indoor Soccer Championship event logo and medals; aRes commission; personalized travel consultation.

Expenses: Accounting services; Honeybook monthly charge

**TBID Revenue**

<b>FY22 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
Total Budget	\$625,000			
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Q3 JAN-MAR (17% of total)	\$106,250			
Q4 APR-JUN (16.5% of total)	\$103,125			
<b>FY21 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
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%

Tourism Business Improvement District  
**Balance Sheet**  
As of December 31, 2021

	<u>Dec 31, 21</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 - Checking	216,558.97
1020 - Whitefish Credit Union	<u>224,654.14</u>
Total Checking/Savings	<u>441,213.11</u>
Total Current Assets	441,213.11
Fixed Assets	
1710 - Office Equipment	4,048.20
1820 - Web Site Development	<u>91,230.44</u>
Total Fixed Assets	<u>95,278.64</u>
<b>TOTAL ASSETS</b>	<b><u><u>536,491.75</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	28,429.89
Total Accounts Payable	<u>28,429.89</u>
Total Current Liabilities	<u>28,429.89</u>
Total Liabilities	28,429.89
Equity	
32000 - Unrestricted Net Assets	446,155.49
Net Income	<u>61,906.37</u>
Total Equity	<u>508,061.86</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>536,491.75</u></u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY22

01/15/22

December 2021

Accrual Basis

	Dec 21	Jul - Dec 21
<b>Income</b>		
4000 · TBID Revenue	231,784.55	408,686.55
4100 · Interest Income	1.12	6.18
<b>Total Income</b>	<b>231,785.67</b>	<b>408,692.73</b>
<b>Expense</b>		
5000 · Staffing	27,662.05	147,271.09
<b>5100 · Administrative</b>		
5160 · Rent	900.00	4,500.00
5180 · Telephone	248.23	1,339.12
5140 · Office Supplies	137.25	425.22
5150 · Postage & Copies	110.65	476.40
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	225.00	1,316.25
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	721.76	1,784.76
5190 · Technology Support	75.00	625.00
5195 · Equipment (Software)	379.98	2,219.45
5199 · Other Admin	0.00	214.01
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>2,797.87</b>	<b>20,135.91</b>
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	8,900.00
5230 · Organizational Memberships	10,150.00	11,720.00
5220 · Training & Education	0.00	220.00
5242 · Grant Program	4,000.00	8,905.00
5235 · Creative Agency Services	3,600.00	24,126.00
5237 · aRes	0.00	4,858.58
5300 · Branding	0.00	4,513.31
<b>Total 5200 · Marketing Support</b>	<b>17,750.00</b>	<b>63,242.89</b>
<b>5250 · Web Site</b>		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	1,000.00	5,696.53
5280 · Website Marketing (SEO & SEM)	1,667.00	10,835.00
<b>Total 5250 · Web Site</b>	<b>2,667.00</b>	<b>16,531.53</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	1,095.00	4,080.00
5450 · Media Buy	0.00	32,290.00
5480 · Airport Visitor Display	75.00	600.00
5420 · E-Marketing	0.00	1,000.00
5496 · Visitor Guide & Niche Brochures	0.00	1,789.87
<b>Total 5400 · Consumer Marketing</b>	<b>1,170.00</b>	<b>40,711.36</b>
<b>5550 · M&amp;C and Groups</b>		
5565 · Meeting Planner Shows	0.00	295.00
5570 · M&C and Group Incentive Program	645.00	3,292.20
5571 · Media Buy	0.00	14,319.50
5575 · EMarketing	0.00	701.25
5573 · Group Photo & Video Library	0.00	112.20
5574 · M&C Collateral	0.00	265.00
5583 · Customer Relationship Mgmt Syst	0.00	1,500.00
5589 · M&C Memberships	395.00	1,094.00
5585 · Sales Calls	15.00	15.00
<b>Total 5550 · M&amp;C and Groups</b>	<b>1,055.00</b>	<b>21,594.15</b>
<b>5650 · Publicity</b>		
5666 · PR Agency	2,625.00	15,750.00
5660 · Travel Media Press Trips/FAM	0.00	7,089.72
5680 · Kalispell Branded Merchandise	0.00	1,115.60

10:06 AM

01/15/22

Accrual Basis

Tourism Business Improvement District

Profit & Loss - FY22

December 2021

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	Dec 21	Jul - Dec 21
Total 5650 - Publicity	2,625.00	23,955.32
Total Expense	55,726.92	333,442.25
Net Income	176,058.75	75,250.48



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

	<u>Jul - Dec 21</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	408,686.55	651,500.00	-242,813.45	62.7%
4100 · Interest Income	6.18			
<b>Total Income</b>	<u>408,692.73</u>	<u>651,500.00</u>	<u>-242,807.27</u>	<u>62.7%</u>
<b>Expense</b>				
5000 · Staffing	147,271.09	239,700.00	-92,428.91	61.4%
5100 · Administrative	20,135.91	37,050.00	-16,914.09	54.3%
5200 · Marketing Support	63,242.89	94,900.00	-31,657.11	66.6%
5250 · Web Site	16,531.53	32,000.00	-15,468.47	51.7%
5400 · Consumer Marketing	40,711.36	84,450.00	-43,738.64	48.2%
5500 · Events & Sports-Operatn & Promo	0.00	35,000.00	-35,000.00	0.0%
5550 · M&C and Groups	21,594.15	81,400.00	-59,805.85	26.5%
5650 · Publicity	23,955.32	47,000.00	-23,044.68	51.0%
<b>Total Expense</b>	<u>333,442.25</u>	<u>651,500.00</u>	<u>-318,057.75</u>	<u>51.2%</u>
<b>Net Income</b>	<u><b>75,250.48</b></u>	<u><b>0.00</b></u>	<u><b>75,250.48</b></u>	<u><b>100.0%</b></u>

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

	Spartan	Indoor Soccer	Meetings/Conv	VC Merch	Brochure	Grants	afes	Website Redesign	TCP	Admin	TOTAL
<b>Income</b>											
4026.00 · Program Revenue	340.00	-200.00	684.00	0.00	375.00	0.00	783.50	0.00	0.00	2,238.50	4,221.00
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
4416.00 · TBID Revenue	28,500.00	0.00	0.00	0.00	0.00	0.00	0.00	66,000.00	0.00	500.00	98,000.00
4700.00 · Special Events	5,628.00	-1,200.00	4,990.42	189.70	0.00	0.00	0.00	0.00	89.00	75.00	9,753.12
<b>Total Income</b>	<b>35,469.00</b>	<b>-1,400.00</b>	<b>5,674.42</b>	<b>189.70</b>	<b>375.00</b>	<b>17,140.00</b>	<b>783.50</b>	<b>66,000.00</b>	<b>89.00</b>	<b>2,813.50</b>	<b>127,114.12</b>
<b>Expense</b>											
5000.00 · Direct Program	22,274.21	0.00	3,377.60	0.00	0.00	2,859.08	0.00	0.00	55.00	0.00	28,565.89
5060.00 · Bank Fees & Svs Chgs	34.51	0.00	0.00	0.38	0.00	0.00	0.00	0.00	2.07	192.85	229.81
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	3,658.26	44,447.62
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	153.25	390.59
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 · Contrib & Scholarships	2,940.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,940.00
<b>Total Expense</b>	<b>33,031.43</b>	<b>80.00</b>	<b>5,105.55</b>	<b>0.38</b>	<b>0.00</b>	<b>17,140.00</b>	<b>641.42</b>	<b>27,450.00</b>	<b>57.07</b>	<b>4,020.51</b>	<b>87,526.36</b>
<b>Net Income</b>	<b>2,437.57</b>	<b>-1,480.00</b>	<b>568.87</b>	<b>189.32</b>	<b>375.00</b>	<b>0.00</b>	<b>142.08</b>	<b>38,550.00</b>	<b>11.93</b>	<b>-1,207.01</b>	<b>39,587.76</b>

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	1,800.00	0.00	0.00	0.00	0.00	170.23	0.00	64.02	0.00	2,034.25
December 2021	0.00	0.00	150.00	0.00	0.00	0.00	44.30	0.00	0.00	0.00	194.30
EVENT BALANCES	2,591.57	10,973.65	1,414.40	574.82	275.00	(0.00)	283.10	38,550.00	138.93	(400.01)	54,401.46

**WEBSITE (Y/Y Comparison) NOVEMBER**

<b>Users</b> 14,507 (+12.1%)	<b>Pgs/Session</b> 3.26 (+8.9%)	<b>Session Duration</b> 01:16 (+9.5%)	<b>Page Views</b> 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%)
<b>Lodging Page</b>	
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
<b>TOTAL</b>	<b>385</b>	<b>4,274</b>	<b>8,839</b>

**PARTNERS - NOVEMBER**

	Month (Y/Y)	YTD 2021
Airport Enplanements	22,328 (+88%)	392,901 (+97%)
	18% increase over 2019	
GNP Recreational Visits	26,300 (-10%)	3,063,727 (+83%)
	0.95% increase over 2019	

**LODGING - NOVEMBER**

**Running 12**

Annual Averages	YTD 2021	Mths	FY22 YTD
<b>Kalispell</b>			
OCC	58.1%	55.8%	64.9%
econ class	50.8%		
mid/upper	61.1%		
ADR	\$134.98	\$131.87	\$156.01
econ class	\$97.81		
mid/upper	\$147.21		
<b>DEMAND</b>	<b>371,141</b>	<b>389,678</b>	<b>190,101</b>

Kalispell	November	YOY	vs 2019
OCC	42.3%	37.9%	21.5%
econ class	36.3%	18.6%	
mid/upper	44.8%	44.5%	
ADR	\$98.29	24.6%	20.0%
econ class	\$60.54	8.3%	
mid/upper	\$95.94	26.3%	
<b>Comp Set Avg</b>			
OCC	51.3%	32.5%	3.6%

**Weekly STR**

	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC (%)	Nov 17	18	19	20	21	22	23	24	25	26	27	28	29	30	Dec 1	2	3	4	
2021	45.9	43.8	43.7	45.7	32.3	36.0	36.4	30.8	34.5	36.6	32.3	26.1	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	25.44	27.05	27.70	28.51	23.40	24.14	20.02	22.04	24.43	25.52	23.20	20.22	26.27	24.42	26.47	24.70	27.25	26.52	27.04



**WEBSITE (Y/Y Comparison) DECEMBER**

<b>Users</b> 15.123 (+21%)	<b>Pgs/Session</b> 3.09 (-5.79%)	<b>Session Duration</b> 01:09 (-8.4%)	<b>Page Views</b> 56,964 (+24.4%)
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**Top Cities**

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

**Top Pages**

1. Home page	6. Getting Here
2. Get The Guide	7. Things To Do
3. Road trip (hotel campaign)	8. Hotel campaign
4. Downtown	9. GNP
5. Events	10. Lodging

**aRes (Google Analytics)**

list views	6,739 (+6.6%)
list clicks	153 (+21.4%)
list CTR	2.27% (+13.8%)

**Lodging Page**

page views	972 (+20%)
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**CONVERSIONS (digital) - DECEMBER**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	269	1,523
Newsletter subscribers	314	1,146
aRes reservations booked	4	17
aRes room nights booked	11	37
Future grp rm/nts contracted	0	497

**GROUP SALES - DECEMBER**

RFP's Sent to Hotels	2
Proposals to Clients	0
Groups Assisted	4
Future group rooms won	0

**SOCIAL MEDIA - DECEMBER**

Followers	37,493	17,136	106,240	4,014
Impressions (organic)	57,756	221,696	11,037	6,028
Reach/profile visits	57,181	210,183		
Link Clicks		118		

**MARKETING CAMPAIGNS - DECEMBER**

**Paid Media:** SEM - 11,344 imp; 661 clicks; \$2.52 avg CPC. DISPLAY - 162,297 imp; 1,699 clicks; \$0.61 avg CPC. SOCIAL - 236,389 imp; 4,831 clicks; \$0.18 CPC. HOTEL CAMPAIGN (Road Trip) - 184,522 imp; 2,188 clicks; \$0.19 CPC. LINKED IN - 5,421 imp; 13 clicks; \$26.16 CPC. PINTEREST - 245,822 imp; 620 clicks; \$1.03 CPC.

**EARNED MEDIA:** Letter to the Editor by Dawn - *Community Stepped Up to Welcome Group Business* : 188,427 reach. *Small Towns In The U.S. That Are Basically Winter Wonderlands for Outdoor Exploration* - Well + Good: 5.6 million reach.

**VISITOR INFORMATION CENTER - DECEMBER**

	Month	YTD (fiscal)	YTD (calendar)
Calls	38	763	1,572
Walk-ins	49	1,806	2,782
Intercom (web chat)	36	405	900
VG's requested	219	1,642	3,927
<b>TOTAL</b>	<b>342</b>	<b>4,616</b>	<b>9,181</b>

**PARTNERS - DECEMBER**

	Month (Y/Y)	YTD 2021
Airport Enplanements	23,323 (+87.9%)	416,224 (+94%)
	16.8% increase over 2019	
GNP Recreational Visits		(+ %)
	___ % decrease over 2019	

**LODGING - DECEMBER**

**Running 12**

Annual Averages	YTD 2021	Mths	FY22 YTD Avg
<b>Kalispell</b>			
OCC	56.5%	56.5%	60.6%
econ class			
mid/upper			
ADR	\$132.06	\$132.06	\$144.28
econ class			
mid/upper			
<b>DEMAND</b>	<b>394,503</b>	<b>394,503</b>	<b>35,577</b>

	December	YOY	vs 2019
<b>Kalispell</b>			
OCC	39.4%	26.4%	22.0%
econ class	31.5%	20.6%	
mid/upper	42.6%	27.8%	
ADR	\$85.63	23.3%	19.0%
econ class	\$58.85	12.5%	
mid/upper	\$93.52	27.8%	
<b>Comp Set Avg</b>			
OCC	47.5%	34.0%	8%

**Weekly STR**

	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Jan-22	Run
<b>OCC (%)</b>																	
Dec	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	MTD	
2021	48.5	30.3	34.8	37.0	32.6	29.8	28.7	30.0	32.2	36.8	38.1	39.3	36.1	43.0	35.6	39.3	
2020	35.4	26.6	31.2	30.5	25.9	26.5	27.8	32.4	30.4	35.9	36.7	33.6	39.9	41.3	36.9	32.1	
% change	37.0	13.9	11.5	21.2	25.9	12.5	2.9	-7.6	6.0	2.4	4.0	16.9	-9.5	4.2	-3.6	22.5	
<b>ADR</b>																	
2021	90.42	78.48	81.43	79.98	84.21	84.55	82.34	81.86	83.99	88.68	89.87	86.75	86.06	89.58	85.62	85.15	

**Short Term Rental Data - AirDNA**

**December 2021 vs December 2020**

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2020	2021	% Chg	2020	2021	% Chg	2020	2021	% Chg
Entire Place	192	288	50.00%	48%	50%	2.80%	239	347	45.00%

# December 2021 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2024 June PEO Conference
- 2022-2023-2024-October-The Philadelphia Church of God

## Working leads:

- 2022 October Northwest Rental Association – working with GJ from Celebrate and he will follow up with their board
- 2023 National Commanders Testimonial Dinner – followed up and haven't heard back
- 2024 OWA-Outdoor Writers Association of America -will turn in a proposal in April 2022

## Working Leads Lost:

## RFP's Won:

## Group Assist:

- Planning with Montana League of Cities
- Planning with POMA for Board Retreat prior to conference
- Met with coordinators from Pathfinders coming in September
- Teambuilding ideas for Immanuel Lutheran

## December Highlights:

- Attended Two Bear ribbon cutting
- Attended Kalispell Chamber and Discover Kalispell Planning Session
- Letter to the Editor was picked up by Flathead Beacon and Daily Inter Lake
- Worked on putting together video's for an M&C Welcome for Meeting Planners
- Zoom call with Sports Tourism Index
- Attended MWED Annual Meeting
- Worked on Annual Review information
- Vonnie's Retirement party
- Worked on e-blast material for SMM Meeting going out 1/14/22
- Rejoined annual Small Market Meeting membership
- Met with Erik Moore, General Manager of Ridge Run Baseball

## Future Conferences & Large Events

### 2021

#### December

- 2021 Arena Cross – December 10-11 – Majestic Valley Arena
  - 2021 Brash Winter Series Rodeo – December 17-18 – Majestic Valley Arena
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### 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 – Whitefish
- 2022 Hard Knocks Fight Night – February 5 - Fairgrounds
- 2022 Brash Series Rodeo – February 4-5 - Majestic Valley Arena
- 2022 February 11-13 NSC Soccer Tournament - Fairgrounds
- 2022 Brash Series Rodeo – February 18-19 - Majestic Valley Arena
- 2022 Montana Sportsman's Expo – February 25-27 - Fairgrounds

#### March

- 2022 Brash Series Rodeo – March 4-5 - Majestic Valley Arena
- 2022 MT State Indoor Archery Tournament – March 5-6 - Fairgrounds
- 2022 Arena Cross – March 11-12 – Majestic Valley Arena
- 2022 NW MT Gold, Gem and Mineral Show – March 12-13 - Fairgrounds
- 2022 Brash Series Rodeo – March 18-19 - Majestic Valley Arena
- 2022 NWMACA Gun Show – March 25-27 – Majestic Valley Arena
- 2022 AAU State Wrestling Tournament – March 26 - Fairgrounds

#### April

- 2022 Brash Series Rodeo – April 1-2 - Majestic Valley Arena
- 2022 Prairie Sisters Vintage Market – April 2 – Fairgrounds

#### May

- Cow Puncher US Shootout – May 6 – Majestic Valley Arena
- Spartan Race – May 7-8 - Bigfork

## June

- Kalispell PBR (Professional Bull Riders)– June 2 - Fairgrounds
- 2022 Three Blind Refs Soccer Tournament-June 4-5 – Citywide
- \*2022 National Forest Legacy-June 6-10 -Red Lion-Rescheduled from 2020
- \*2022 POMA-Professional Outdoor Media Association-June 14-16 - Red Lion
- 2022 Top Dawg Arena Cross – June 17-18 - Fairgrounds

## July

- 2022 Montana Royal Livestock Show – July 16-17 – Fairgrounds
- 2022 Up in Arms Gun Show – July 16-17 - Fairgrounds
- 2022 Under the Big Sky Festival – July 17-18 – 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
- 2022 NW Montana Fair & Rodeo – August 17-21 - Fairgrounds

## September

- 2022 Quilt Show – September 16-17 - Fairgrounds
- 2022 NWMACA Gun Show – September 9-11 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

## November

- 2022 The Market Beautiful Christmas Show – November 11-12 - Fairgrounds

1/17/2022

\*Indicates Discover Kalispell has booked the group/event or assisting in some way. Others are events that may effect occupancy in Kalispell.



**Kalispell Tourism Business Improvement District**

**BOARD OF DIRECTORS**

**TERM: May 1, 2021 – April 30, 2022**

**Board officers:**

Bryce Baker, Chair of the Board

Robert Hall, Vice-Chair

Noelle Barr, Treasurer

**Board Member**

**Term Expires**

Britta Joy

04/30/2022

AGM, Marriott Springhill Suites (\*medium)

\*filling small category property seat as no applications from a small property were received when the seat was vacated

Zac Ford

04/30/2022

Manager, Hampton Inn (large)

Dawn Hendrickson

04/30/2023

Director of Sales, Homewood Suites (medium)

Robert Hall

04/30/2023

General Manager, Holiday Inn Express (large)

Emily Schroeder

04/30/2024

Director of Sales, Hilton Garden Inn (large)

Bryce Baker

04/30/2024

Manager, My Place (medium)

Noelle Barr

04/30/2025

Owner/Manager, Kalispell Grand (small)

**Property Categories:**

Large: Fairbridge Inn & Suites; Hampton Inn; Hilton Garden Inn; Holiday Inn Express; Motel 6; Red Lion.

Medium: Aero Inn; Best Western Kalispell/Glacier Park West; Blue & White Motel; Econo Lodge; Homewood Suites; My Place; Marriott Springhill Suites; Super 8; Travelodge.

Small: America's Best Value Inn, Best Western Plus Flathead Lake; Glacier Ridge Suites; Kalispell Grand Hotel; Montana Basecamp RV Park; Sherman Lodge.