

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, March 23, 2022  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber or 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.

3. Board Action Items

- a) Approval of minutes from February 23, 2022
- b) Approval of TBID financial statements for February 2022
- c) Approval of FY23 TBID budget, and DMO plan strategy

4. Board Discussion

- a) TBID bylaws
- b) FY21 rollover funds available for allocation
- c) Discussion of group sales/M&C incentive program
- d) Event updates
- e) Staff reports

Enclosures: February 23, 2022 board meeting minutes  
TBID financial statements for February 2022  
KCVB dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair - [kalispell@myplacehotels.com](mailto:kalispell@myplacehotels.com) 406-752-4847  
Diane Medler, Discover Kalispell - [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)

<del>January 26</del>	<del>February 23</del>	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.

**Join Zoom Meeting**

<https://us02web.zoom.us/j/4989062297?pwd=Yml4bWtEdTJxMWdSU2svSjUxNFJsQT09>



**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, February 23, 2022**  
**3:00 – 5:00 pm**

**Location: Kalispell Chamber or Zoom**

**Board Members Present:** Bryce Baker, Robert Hall, Britta Joy

**Via Zoom:** Noelle Barr

**Board Members Absent:** Zac Ford, Dawn Hendrickson

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

**Guests:** Michelle Wieglanda and Laurie Wilson - Hilton Garden Inn

**Via Zoom:** Dax Schaffer- Voices of Montana Tourism

## **MINUTES**

The meeting was called to order at 3:00 pm by Board Chair Bryce Baker.

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

### **2. Dax Schaffer – Voices of Montana**

- Voices of Montana Tourism is an advocacy group for Montana’s tourism industry. The TBID and CVB has supported Voices with an annual contribution for several years. Voices holds an annual legislator and business roundtable in Kalispell as well as advocating for the industry to legislators and business groups throughout the year. Motion was made by Bryce Baker to approve \$3,500 sponsorship for Voice of Montana Tourism to be split equally between TBID and Bed Tax budgets. Motion was seconded by Noelle Barr. Board approved unanimously.
- Dax informed the board about a new 501c3 being formed, the Montana Travel Alliance (MTA). There is a pilot group comprised of lodging and other tourism representatives working to determine the group’s mission and funding. Voice of MT Tourism will remain as an advocacy group. The MTA will hire a lobbyist to work on behalf of the tourism industry.

### **3. Board Action**

#### **a) Approval of minutes from January 26, 2022**

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

#### **b) Approval of TBID financial statements for January 2022**

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

**c) Approval of projected revenue for FY22**

Motion was made by Robert Hall to approve a projected revenue of \$625,000 for FY23. Motion was seconded by Noelle Barr.

Discussion: Considering the removal of two properties from the TBID, Fairbridge Inn and Blue & White Motel, the board felt the projected revenue should remain at the same level as FY22. Bed Tax budget is increasing due to submission of the lodging facility use tax by short term rentals and reflecting the room rate increases.

Board approved unanimously.

**4. Board Discussion**

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

- Diane provided updates on the research and meetings she's been having regarding a feasibility study for an indoor sport facility. The study could cost up to \$100,000 so it is important to gain understanding of the consensus of what type of facility is needed and who could be potential partners. Discussions will continue to determine the scope of work of the study and who is able to partner on the cost of the study.
- \$134,000 of the reserve account remains to be allocated. Board was requested to provide suggestions for projects outside of the normal marketing and sales initiatives that Discover Kalispell does. Diane suggested to consider funding a visitor center electronic kiosk along the Parkline Trail or downtown to market and promote events, restaurants, lodging. Help answer visitor questions and get them to visit local businesses. Bryce suggested looking into an app that can be downloaded onto phones and Britta suggests the kiosk could go into the airport. There will be more research done on apps and kiosks. No other new project suggestions were provided.

**b) Discussion of M&C Incentive Program**

- Dawn provided an overview of the group incentive program, process for approval and sample of amounts awarded over the past few years. It is an approved line item in the annual budget. The executive committee reviews the proposed incentive awards with DK staff as they come in. The board discussed whether the procedure for approval should remain as is or under what circumstances the full board should act.
- Suggested guidelines for incentive program: If the incentive recommended is greater than \$5,000 a full-board vote is required. If the incentive awarded is under \$5,000 the executive board reviews and approves.
- Motion was made by Britta Joy to approve the above guidelines for the M&C incentive program. Motion was seconded by Robert Hall. Motion approved by majority of the board present.
- PEO Philanthropic Education Organization requested an incentive amount of \$8,500. The conference is scheduled for 2024, would provide 740 room nights at two TBID properties. Motion was made by Britta Joy to approve the incentive amount of \$8,500 for PEO. Motion was seconded by Robert Hall. Board approved unanimously.

### c) Staff Reports

- Marisa reported on the Blacktail Mountain Montana Alpine Race School, Flathead Valley Tech Series on January 13-17. This event was supported by a TBID grant. There was a total of 79 out of market participants from elsewhere in Montana, South Dakota, and Wyoming as well as 300 spectators and coaches. MARS is growing and hopes to bring more races each year and expand the out of market participants. Some of the south end TBID properties reported strong occupancy that weekend.
- Dawn reported on groups contracted, lost and waiting signature as well as another cityside opportunity that will go out for RFP to hotels – the NW Rental Association for October 2023. Dawn will attend MSAE luncheon and do sales calls in Helena. She is busy working on upcoming 2022 conferences and plans to schedule a TBID group sales personnel event for late March, early April.
- Diane provided information on the GNP vehicle reservation system and a proposed event for September in Kalispell called Hurricane Heat H3X.
- Marisa provided updates on the progress of the Highlander event. Organizers are working with the Forest Service to define the routes and obtain approval. They hope to launch Highlander Kalispell Montana event on March 4<sup>th</sup> to their global network. Event would be held September 10-15, 2022. The number of participants will be lower than originally forecasted due to the late launch. The financial sponsorship by TBID will be defined once approval is given by forest service.
- There is a vacant board seat to be filled by a large category property. It is recommended that a representative from either the Red Lion Hotel or Hilton Garden Inn apply as having a representative from one of Kalispell's conference facilities is important. Applications are submitted directly to the City of Kalispell with Council providing approval.
- Lorraine provided updates on the outcome of the Chamber's childcare study and actions underway in 2022. The Manufacturing Alliance has been reenergized with over 20 manufactures represented at a recent event. The Chamber's Growth Summit will be on April 5<sup>th</sup>, 8am – 1pm at the Hilton Garden Inn.

Meeting was adjourned at 5:15 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 February 2022 Financial Reports**

TBID Checking account balance as of 2/28/22	\$243,401.67
KCVB Checking account balance as of 2/28/22	\$54,401.10
WFCU Reserve Account balance (as of 12/31/21)	\$224,654.14

**TBID Account – Expense Summary**

Admin: rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support/equipment; annual report and meeting.

Marketing Support: Voices of Montana Tourism membership; attendance at BBER Economic Outlook Seminar.

Website: Website maintenance, hosting fees, domain renewals.

Consumer: social media admin; airport display stocking; credit for Calgary Outdoor Show booth fee.

Events: winter hotel campaign – lift ticket purchase

M&C: meeting planner FAM expenses.

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

**KCVB Event Account – Income and Expense Summary**

Income: aRes commission

Expenses: Admin; Honeybook (PTC)

**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	\$116,205	-10%	14%
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%

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03/10/22

Accrual Basis

Tourism Business Improvement District

**Balance Sheet**

As of February 28, 2022

	<u>Feb 28, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	242,101.67
1020 · Whitefish Credit Union	<u>224,654.14</u>
<b>Total Checking/Savings</b>	<u>466,755.81</u>
<b>Total Current Assets</b>	466,755.81
<b>Fixed Assets</b>	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	<u>91,230.44</u>
<b>Total Fixed Assets</b>	<u>95,278.64</u>
<b>TOTAL ASSETS</b>	<b><u>562,034.45</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	16,183.87
<b>Total Accounts Payable</b>	<u>16,183.87</u>
<b>Total Current Liabilities</b>	<u>16,183.87</u>
<b>Total Liabilities</b>	16,183.87
<b>Equity</b>	
32000 · Unrestricted Net Assets	446,155.49
Net Income	<u>99,695.09</u>
<b>Total Equity</b>	<u>545,850.58</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>562,034.45</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY22

03/10/22

February 2022

Accrual Basis

	Feb 22	Jul '21 - Feb 22
<b>Income</b>		
4000 · TBID Revenue	116,205.00	529,773.55
4100 · Interest Income	1.48	9.37
<b>Total Income</b>	<b>116,206.48</b>	<b>529,782.92</b>
<b>Expense</b>		
5000 · Staffing	28,997.36	194,563.13
<b>5100 · Administrative</b>		
5160 · Rent	0.00	5,400.00
5180 · Telephone	309.71	1,882.38
5140 · Office Supplies	13.25	787.68
5150 · Postage & Copies	134.19	683.76
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	180.00	1,721.25
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	18.31	1,810.82
5190 · Technology Support	80.00	780.00
5195 · Equipment (Software)	38.87	2,288.86
5115 · Annual Report/Mtg	1,349.00	2,156.25
5199 · Other Admin	0.00	214.01
5130 · Directors & Officers Insurance	0.00	1,163.00
<b>Total 5100 · Administrative</b>	<b>2,123.33</b>	<b>24,960.71</b>
<b>5200 · Marketing Support</b>		
5210 · Smith Travel Reports	0.00	8,900.00
5230 · Organizational Memberships	1,750.00	13,470.00
5220 · Training & Education	90.00	310.00
5240 · Research	0.00	5,060.00
5242 · Grant Program	0.00	11,405.00
5235 · Creative Agency Services	0.00	28,226.00
5237 · aRes	0.00	4,858.58
5300 · Branding	0.00	4,513.31
<b>Total 5200 · Marketing Support</b>	<b>1,840.00</b>	<b>76,742.89</b>
<b>5250 · Web Site</b>		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	1,069.34	8,765.87
5280 · Website Marketing (SEO & SEM)	0.00	14,002.00
<b>Total 5250 · Web Site</b>	<b>1,069.34</b>	<b>22,767.87</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	1,095.00	5,175.00
5450 · Media Buy	0.00	32,290.00
5460 · Travel Show Attendance	-595.21	-595.21
5480 · Airport Visitor Display	0.00	675.00
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>499.79</b>	<b>41,286.15</b>
<b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>		
5512 · Hotel Campaign	880.00	880.00
<b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b>	<b>880.00</b>	<b>880.00</b>
<b>5550 · M&amp;C and Groups</b>		
5565 · Meeting Planner Shows	0.00	980.00
5567 · Meeting Planner FAM	0.00	35.70
5570 · M&C and Group Incentive Program	232.30	3,524.50
5571 · Media Buy	0.00	16,590.00
5575 · EMarketing	0.00	701.25
5573 · Group Photo & Video Library	0.00	112.20

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03/10/22

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss - FY22**  
**February 2022**

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	<u>Feb 22</u>	<u>Jul '21 - Feb 22</u>
5574 · M&C Collateral	0.00	265.00
5583 · Customer Relationship Mgmt Syst	0.00	3,000.00
5589 · M&C Memberships	0.00	1,094.00
5585 · Sales Calls	0.00	15.00
<b>Total 5550 · M&amp;C and Groups</b>	<b>232.30</b>	<b>26,317.65</b>
5650 · Publicity		
5666 · PR Agency	2,625.00	21,000.00
5660 · Travel Media Press Trips/FAM	0.00	7,089.72
5680 · Kalispell Branded Merchandise	20.00	1,135.60
<b>Total 5650 · Publicity</b>	<b>2,645.00</b>	<b>29,225.32</b>
<b>Total Expense</b>	<b>38,287.12</b>	<b>416,743.72</b>
<b>Net Income</b>	<b>77,919.36</b>	<b>113,039.20</b>



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03/10/22

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY22**  
July 2021 through February 2022

	<u>Jul '21 - Feb 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	529,773.55	651,500.00	-121,726.45	81.3%
4100 · Interest Income	9.37			
<b>Total Income</b>	<u>529,782.92</u>	<u>651,500.00</u>	<u>-121,717.08</u>	<u>81.3%</u>
<b>Expense</b>				
5000 · Staffing	194,563.13	239,700.00	-45,136.87	81.2%
5100 · Administrative	24,960.71	37,050.00	-12,089.29	67.4%
5200 · Marketing Support	76,742.89	94,900.00	-18,157.11	80.9%
5250 · Web Site	22,767.87	32,000.00	-9,232.13	71.1%
5400 · Consumer Marketing	41,286.15	84,450.00	-43,163.85	48.9%
5500 · Events & Sports-Operatn & Promo	880.00	35,000.00	-34,120.00	2.5%
5550 · M&C and Groups	26,317.65	81,400.00	-55,082.35	32.3%
5650 · Publicity	29,225.32	47,000.00	-17,774.68	62.2%
<b>Total Expense</b>	<u>416,743.72</u>	<u>651,500.00</u>	<u>-234,756.28</u>	<u>64.0%</u>
<b>Net Income</b>	<u><b>113,039.20</b></u>	<u><b>0.00</b></u>	<u><b>113,039.20</b></u>	<u><b>100.0%</b></u>

**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
 January through February 2022

	<u>Events</u>	<u>aRes</u>	<u>TCP</u>	<u>Admin</u>	<u>TOTAL</u>
<b>Income</b>					
4025.00 · Program Revenue	0.00	11.96	0.00	245.00	256.96
<b>Total Income</b>	<u>0.00</u>	<u>11.96</u>	<u>0.00</u>	<u>245.00</u>	<u>256.96</u>
<b>Expense</b>					
5000.00 · Direct Program	0.00	0.00	18.00	2.10	20.10
5520.00 · Professional Fees	0.00	0.00	0.00	315.00	315.00
5420.00 · Office	0.00	0.00	0.00	48.61	48.61
<b>Total Expense</b>	<u>0.00</u>	<u>0.00</u>	<u>18.00</u>	<u>365.71</u>	<u>383.71</u>
<b>Net Income</b>	<u>0.00</u>	<u>11.96</u>	<u>-18.00</u>	<u>-120.71</u>	<u>-126.75</u>

KALISPELL CONVENTION & VISITOR'S BUREAU  
 2022 EVENT BALANCES  
 Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	WEBSITE REDESIGN	TRAVEL CONSULT	ADMIN	TOTAL
2021 Balance Forward	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
January	0.00	0.00	0.00	0.00	0.00	0.00	11.96	0.00	(27.00)	(235.32)	(250.36)
February	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(180.00)	(180.00)
March	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
August	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December	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	10,973.65	1,414.40	574.82	275.00	0.00	295.06	38,550.00	111.93	(815.33)	53,971.10

**WEBSITE (Y/Y Comparison) FEBRUARY**

<b>Users</b> 17,136 (+43%)	<b>Pgs/Session</b> 3.10 (-8.6%)	<b>Session Duration</b> 01:11 (-11%)	<b>Page Views</b> 66,468 (+31%)
<b>Top Cities</b> 1. Kalispell 2. Seattle 3. (not set) 4. Salt Lake City 5. Whitefish 6. Dallas 7. Denver 8. Calgary 9. Portland 10. Chicago	<b>Top Pages</b> 1. Home page 2. Winter in Kalispell 3. GNP blog - 2022 4. Downtown 5. Things to do - GNP 6. Events 7. Things to do 8. Lodging 9. Getting Here 10. Get the guide		<b>aRes (Google Analytics)</b> list views 11,741 (+34%) list clicks 704 (+145%) list CTR 6% (+97%)  <b>Lodging Page</b> page views 1,526 (+5.7%)

**CONVERSIONS (digital) - FEBRUARY**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	404	2,312
Newsletter subscribers	650	2,227
aRes reservations booked	14	37
aRes room nights booked	28	78
Future grp rm/nts contracted	225	722

**GROUP SALES - FEBRUARY**

RFP's Sent to Hotels	3
Proposals to Clients	3
Groups Assisted	10
Future group rooms won	225

**SOCIAL MEDIA - FEBRUARY**

Followers	38,051	17,862	175,870	4,036
Impressions (organic)	127,407	135,938	15,077	6,784
Reach/profile visits	125,911	126,832		
Reach/stories		11,933		
Link Clicks		139		

**MARKETING CAMPAIGNS - FEBRUARY**

**PAID:** Search - 615,075 imp; 2,060 clicks; 2.17% CTR; \$1.03 avg CPC; 105 conversions. Social - 615,075 imp; 8,011 clicks; 1.32% clicks; \$0.14 CPC. LinkedIn - 7,017 imp; 16 clicks; 0.22% CTR; \$19.57 CPC. **EARNED:** 15.3 Million reach. Travel + Leisure and Yahoo! Lifestyle - Best Ski Towns For Non Skiers. Glacier Institute Offers Snowshoe Tours - Yahoo News, Hungry Horse News. Reach 64.8 Million.

**HOTEL CAMPAIGNS:** Ski Package - 10 reservations, 28 room nights, 5 different hotels. Great American Road Trip - 16 reservations, 56 room nights, 8 different hotels. Paid media - 219,813 imp; 2,037 clicks; 0.93% CTR; \$0.20 CPC

**VISITOR INFORMATION CENTER - FEBRUARY**

	Month	YTD (fiscal)	YTD (calendar)
Calls	112	927	164
Walk-ins	29	1,872	66
Intercom (web chat)	38	481	76
VG's requested	311	2,227	585
<b>TOTAL</b>	<b>490</b>	<b>5,507</b>	<b>891</b>

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements - Feb	25,431 (+40.6%)	51,153 (+43.9%)
GNP Recreational Visits - Jan	( %)	( %)

**LODGING - FEBRUARY**

Annual Averages	Running 12		
	YTD 2022	Mths	FY22 YTD Avg
<b>Kalispell</b>			
OCC	41.3%	57.0%	55.8%
econ class	35.2%		
mid/upper	43.7%		
ADR	\$85.90	\$133.04	\$129.68
econ class	\$56.69		
mid/upper	\$95.29		
<b>DEMAND</b>	<b>46,568</b>	<b>398,147</b>	<b>32,504</b>

	February	YOY	vs 2019
<b>Kalispell</b>			
OCC	44.4%	15.6%	31.0%
econ class	38.4%	37.5%	
mid/upper	46.8%	9.5%	
ADR	\$87.12	20.0%	19%
econ class	\$57.25	7.3%	
mid/upper	\$96.88	24.7%	
<b>Comp Set Avg</b>			
OCC	54.7%	44.0%	9%

**Weekly STR**

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
<b>OCC</b>	<b>Feb 25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>Mar 1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>MTD</b>
2022	48.0	49.5	37.2	42.5	47.9	48.4	46.5	51.0	49.0	35.0	42.9	47.8	48.7	43.7	48.3	47.2	46.4
2021	40.7	39.3	31.0	39.7	43.8	46.5	62.5	69.5	56.9	32.9	38.8	41.7	42.8	40.1	51.8	57.6	47.2
% change	17.8	25.9	20.0	7.1	9.4	4.2	-25.6	-26.6	-13.9	6.5	10.8	14.5	13.8	9.1	-6.8	-18.1	-1.8
<b>ADR 2022</b>	<b>89.55</b>	<b>91.28</b>	<b>82.55</b>	<b>84.85</b>	<b>90.37</b>	<b>87.56</b>	<b>86.04</b>	<b>89.82</b>	<b>92.34</b>	<b>82.23</b>	<b>87.28</b>	<b>87.46</b>	<b>89.34</b>	<b>82.80</b>	<b>89.44</b>	<b>90.51</b>	<b>88.13</b>

**Short Term Rental Data - AirDNA February 2022 vs February 2021**

	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Property	166	257	54.8%	56%	47%	-15.4%	233	292	25.4%
Private Room	28	37	32.1%	42%	57%	37.3%	76	104	36.3%

**Last Twelve Months**

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Available Listings									
LTM Ending Feb 2022	400	455	463	441	351	314	314	316	294
LTM Ending Feb 2021	324	356	342	313	266	214	221	218	194
% Chg	23%	28%	35%	41%	32%	47%	42%	45%	52%

# February 2022 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2022 July - Federal Highway Administration Regional Meeting
- 2022 May|June|July – Kalispell Lakers – 4 Tournaments
- 2022 August – GirlTime Getaways

## Working leads:

- 2024 April PEO Board Meeting
- 2024 June PEO Conference
- 2022 October Northwest Rental Association – Confirmed for October and waiting for RFP information from their board
- 2024 OWA-Outdoor Writers Association of America -will turn in a proposal in April 2022
- 2022 June - Two Guys Golf – coordinator has not responded back to me

## Working Leads Lost:

- 2023 National Commanders Testimonial Dinner – followed up and haven't heard back
- 2022 August -CSBS – Conference of State Bank Supervisors - lost to Big Sky
- 2022 July - Federal Highway Administration Regional Meeting – Lost due to unavailability of Government per diem-changed to April date and will stay in Missoula
- 2022 August – Girltime Getaways – Went to Country Inn & Suites because of rate and airport access

## RFP's Won:

- 2022 May|June|July – Kalispell Lakers – 4 Tournaments – 225 team room nights

## Group Assist:

- Planning with Montana League of Cities | POMA | Pathfinders |
- MT League of Cities and Towns on overflow properties
  - Hampton Inn
  - Super 8
  - My Place
  - Homewood Suites
  - Kalispell Grand
  - Holiday Inn Express
- PEO Assistance – transportation quotes
- Northwest Rental Association – working with Heather
- Powerhouse – needing venue suggestions
- Isabella Soller – requesting venue suggestions
- Request for Dark Skies information
- MT Chamber – Request for venue selection for MT Governors Conference
- Jessica Foss – Meeting Prestige – wanting a 5-star property for incentive

## **January Highlights:**

- Worked on POMA Welcome Video
- Attended Tourism Crisis Call
- Attended BBER Economic Outlook Workshop
- Attended Chamber Luncheon
- Worked on learning Growthzone
- Tourism Crisis Management Call
- Received FINAL M&C Meeting Video and posted on website and You Tube
- Mountain Meeting article released

## Future Conferences & Large Events

### 2022

#### February

- Whitefish Winter Carnival – February 4-6 – Whitefish
- Hard Knocks Fight Night – February 5 - Fairgrounds
- Brash Series Rodeo – February 4-5 - Majestic Valley Arena
- February 11-13 NSC Soccer Tournament - Fairgrounds
- Brash Series Rodeo – February 18-19 - Majestic Valley Arena
- Montana Sportsman’s Expo – February 25-27 - Fairgrounds

#### March

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

#### April

- Brash Series Rodeo – April 1-2 - Majestic Valley Arena
- Prairie Sisters Vintage Market – April 2 – Fairgrounds
- Showdown at the Majestic – Controlled Kaos Promotions Boxing – April 9 – Majestic Valley Arena
- Sheriffs Association Pam Tillis Concert

#### May

- Cow Puncher US Shootout – May 6 – Majestic Valley Arena
- \*Spartan Race – May 7-8 – Bigfork
- \*Kalispell Lakers-Canadian Days Tournament – May 20-21 – Lakers Field
- 5<sup>th</sup> Annual Serious Motorcycle Enthusiasts Group Motorcycle Show – May 21 - Fairgrounds

#### June

- Kalispell PBR (Professional Bull Riders)– June 2 - Fairgrounds
- Three Blind Refs Soccer Tournament-June 4-5 – Citywide
- \*National Forest Legacy-June 6-10 -Red Lion-Rescheduled from 2020
- \*POMA-Professional Outdoor Media Association-June 14-16 - Red Lion
- Top Dawg Arena Cross – June 17-18 – Fairgrounds
- \*Kalispell Lakers-Flathead Invitational-June 23-25 – Lakers Field

## July

- \*Kalispell Lakers-John Harp Memorial Tournament-July 8-9 – Lakers Field
- Montana Royal Livestock Show – July 16-17 – Fairgrounds
- Up in Arms Gun Show – July 16-17 - Fairgrounds
- Under the Big Sky Festival – July 17-18 – Big Mountain Ranch
- \*Kalispell Lakers-Western “A” District Tournament-July 20-23 – Lakers Field
- Cirque Ma’Ceo – July 22-24 – Majestic Valley Arena
- Montana Renaissance Faire – July 30-31 – Majestic Valley Arena

## August

- Montana Renaissance Faire – August 6-7 – Majestic Valley Arena
- NW Montana Fair & Rodeo – August 17-21 - Fairgrounds

## September

- Quilt Show – September 16-17 - Fairgrounds
- NWMACA Gun Show – September 9-11 Majestic Valley Arena
- \*Red Angus Association of America-September 14-16, 2022-Hilton

## October

- \*MT League of Cities and Towns-October -4-7, 2022-Hilton & Red Lion + overflow rooms
- Battle of the States Bull Riding – October 8 – Majestic Valley Arena
- \*MT Mental Health Conference – October 14-16 – Red Lion
- \*NRA-Northern Rodeo Association – October 28-30 – Majestic Valley Arena

## November

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

3/14/2022

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