

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, April 27, 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.
2. Event grant application – Adam Libby, Kalispell PBR. June 3<sup>rd</sup>, Fairgrounds. Top PBR Bull riders against 11x PBR stock contractor of the year. Requesting \$2,500 for marketing. Anticipate 200 room nights. Spectators come from MT, WA, ID, Alberta, BC.
3. Board Action Items
  - a) Approval of minutes from March 23, 2022
  - b) Approval of TBID financial statements for March 2022
  - c) Approval of FY23 Marketing Plan
4. Board Discussion
  - a) Board roster for FY23
  - b) Rollover funds available for allocation
  - c) Event updates
  - d) Staff reports

Enclosures: March 23, 2022 board meeting minutes  
TBID financial statements for March 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)

|                     |             |              |            |             |         |
|---------------------|-------------|--------------|------------|-------------|---------|
| 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, March 23, 2022**  
**3:00 – 5:00 pm**

**Location: Kalispell Chamber or Zoom**

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

**Via Zoom:** Noelle Barr, Bryce Baker, Dawn Hendrickson

**Board Members Absent:** None.

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

**Guests:** Corbin Bedard (Red Lion Hotel), Jamie Reeder (Kalispell Job Service). **Via Zoom:** None.

## **MINUTES**

The meeting was called to order at 3:02 pm by Robert Hall.

**1. Hear from the Public** – Jamie Reeder provided updates on employee retention strategies and programs. Britta commented on hotels always need extra help. Labor expenses are rising but hotel revenues are not keeping pace so it's difficult. The NW Montana Job & Opportunity Fair on April 14 was identified as a way for hotels to recruit employees.

**2. Corbin Bedard – Red Lion Hotel** - Sonesta has purchased the Red Lion Hotel. The general Manager, Corbin Bedard gave updates on the company. Sonesta will not be changing the name from Red Lion, they plan to buy more chains world-wide. Their FY2021 had over \$2 billion in hotel revenue The Red Lion has been in the process of transitioning and training the new Sonesta standards, SOP, culture, along with company raises for all employees. The renovations are still in progress. There are new elevators, the HVAC system in the conference area was repaired and all rooms are fully available for use. The convention area will be scheduled for renovation, dates unknown.

### **3. Board Action**

**a) Approval of minutes from February 23, 2022**

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 February 2022**

Motion was made by Britta Joy to approve the financials. Motion was seconded by Zac Ford.

Discussion: none. Board approved unanimously.

**c) Approval of FY23 TBID budget, and DMO plan strategy**

- Motion was made by Noelle Barr to approve the FY23 budget. Motion was seconded by Britta Joy. Discussion: Diane reviewed the budgets for both TBID and the combined budget (bed tax and TBID). Both budgets support one marketing plan. Total budget for TBID is \$700,000 (\$625,000 approved projected revenue plus FY22 rollover). The budget methods/tactics have not varied much from previous years but are listed differently to fit the requirements from the Tourism Advisory Council. On the TBID

budget destination marketing accounts for 26% of budget, destination development at 9% of budget (that segment includes Discover Kalispell destination events such as Spartan Race), and destination stewardship/management at 2% of budget. Board approved unanimously.

- Motion was made by Zac Ford to approve the DMO Plan Strategy for FY23. Motion was seconded by Noelle Barr. Discussion: Updates on the bed tax rules procedures allow for spending on destination stewardship projects, managing visitors, increasing community acceptance of tourism and community partnerships. Diane discussed the strategy behind the FY23 DMO plan which includes destination marketing, as well as destination stewardship/management, and destination development (events). The strategy outlines who we want to attract to our destination, data we use, and goals for FY23. Board approved unanimously.

#### **4. Board Discussion**

##### **a) TBID bylaws**

- Diane provided an overview of the TBID bylaws. Per public meeting rules all meetings must have a 72-hour notice and be held in person. Other edits on the Bylaws included updating and clarifying the language in some sections. The TBID Payment policy changes effective July 1. The board discussed and did not have additional edits to what was already recommended. The revised Bylaws will be submitted to the City for approval.

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

- Pending projects that staff is researching include assisting to provide a shuttle stop in Kalispell for the Under the Big Sky Music Festival, trail maintenance projects for local trail such as Foys to Blacktail, Rails to Trails, Lone Pine, etc., and an informational kiosk for travel information.
- Indoor sports facility update: Diane continues to reach out to various sports groups and developers that have shown interest in an indoor sports facility. There are a few concepts in the works related to youth sports and youth development. Diane recommended commissioning a feasibility study that is narrower in focus than a broad economic feasibility study. A study that looks more closely at sports tourism – how to attract and what are the facility needs for our area. Staff spoke with the Huddle Up group. They are a sports tourism industry consulting company and work with DMO's to provide a sports tourism facility planning proposal. This type of study is more within the TBID approved price range than a broad feasibility study. Since funding is coming from TBID we are required to follow the City of Kalispell procurement policies which include issuing an RFP or RFQ. The board agreed to move forward with this concept for a study and to issue an RFP to solicit proposals.
  - Motion was made by Britta Joy to go forward with receive other RFPs for sports tourism facility studies. The motion was seconded by Zac Ford. Board approved unanimously.

##### **c) Discussion of Group sales/M&C incentive program**

- PEO, a conference coming to Kalispell in 2024, has come back with a reduced room count as they want the conference to be at only one location. 425 rooms will be used

during the groups time in Kalispell verses the original quote of 740 rooms. PEO has requested funding assistance for bus transportation and church service (\$4250). It was suggested that we do a room rebate based on actualized rooms versus a flat fee incentive.

- Britta Joy made a motion for a \$12 rebate for each actualized room night. The motion was seconded by Zac Ford. Board approved unanimously.
- At the February meeting the board took action on the approval procedure for M&C incentive requests. Board approved using an email voting process to approve individual incentive funding requests. Based on changes to the TBID Bylaws, that motion was rescinded. Robert made the original motion and Britta seconded, both agreed to rescind the motion made at the February meeting.
  - Britta made a motion to revise the M&C incentive program approval process to include approval by the executive board if the incentive is under \$5,000. Any incentive over \$5,000 will need approval from the full board at the next scheduled board meeting or if time sensitive, a special board meeting will be convened. The motion was seconded by Zac Ford. Board approved unanimously.

#### **d) Event Updates**

- Road Runner Magazine was in Kalispell to gather film and photo assets on snow biking. The article will be published in the Fall. DK will run an ad in that issue and will receive the images captured from snow biking and their time in Kalispell.
- Highlander event is being pushed to 2023, still working on identifying the appropriate course and approval by the Forest Service.
- There is a potential bid in for an outdoor soccer tournament that will be held throughout the Flathead utilizing all soccer fields in June of 2023, approximately 4,000 participants. This is a one-time event if approved for by the USYSA.

#### **e) Staff reports**

- Marisa updated on Spartan race planning with food vendors, downtown promotions, and volunteers.
- Diane announced that the new 2022 visitor guide will be delivered next week. Also showed the sneak peak of the new homepage design for the DK website.
- Dawn provided updates on conference losses due to lack of resort style lodging, time of year availability/cost. She is working on the meeting planner FAM in June with Glacier County, the June POMA conference welcome reception, and a proposal for the outdoor writers association conference in 2024. Dawn attended the MSAE monthly meeting and did sales calls to solicit business for Kalispell.

Meeting was adjourned at 5:09 pm.

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

10:08 AM

04/14/22

Accrual Basis

## Tourism Business Improvement District

### Balance Sheet

As of March 31, 2022

|                                       | <u>Mar 31, 22</u>        |
|---------------------------------------|--------------------------|
| <b>ASSETS</b>                         |                          |
| Current Assets                        |                          |
| Checking/Savings                      |                          |
| 1010 - Checking                       | 171,525.99               |
| 1020 - Whitefish Credit Union         | 224,654.14               |
| Total Checking/Savings                | <u>396,180.13</u>        |
| Total Current Assets                  | 396,180.13               |
| Fixed Assets                          |                          |
| 1710 - Office Equipment               | 4,048.20                 |
| 1820 - Web Site Development           | 91,230.44                |
| Total Fixed Assets                    | <u>95,278.64</u>         |
| <b>TOTAL ASSETS</b>                   | <b><u>491,458.77</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                          |
| Liabilities                           |                          |
| Current Liabilities                   |                          |
| Accounts Payable                      |                          |
| 2000 - Accounts Payable               | 19,138.24                |
| Total Accounts Payable                | <u>19,138.24</u>         |
| Total Current Liabilities             | <u>19,138.24</u>         |
| Total Liabilities                     | 19,138.24                |
| Equity                                |                          |
| 32000 - Unrestricted Net Assets       | 446,155.49               |
| Net Income                            | 26,165.04                |
| Total Equity                          | <u>472,320.53</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>491,458.77</u></b> |

## Tourism Business Improvement District

## Profit &amp; Loss - FY22

04/14/22

March 2022

Accrual Basis

|   | Mar 22           | Jul '21 - Mar 22  |
|---|------------------|-------------------|
| <b>Income</b>   |                  |                   |
| 4000 · TBID Revenue   | 0.00             | 529,773.55        |
| 4100 · Interest Income                                      | 1.86             | 11.23             |
| <b>Total Income</b>   | <b>1.86</b>      | <b>529,784.78</b> |
| <b>Expense</b>  |                  |                   |
| 5000 · Staffing   | 18,290.46        | 204,808.86        |
| <b>5100 · Administrative</b>                                |                  |                   |
| 5160 · Rent   | 0.00             | 5,400.00          |
| 5180 · Telephone  | 157.51           | 1,979.89          |
| 5140 · Office Supplies                                      | 13.70            | 801.38            |
| 5150 · Postage & Copies                                     | 259.34           | 943.10            |
| 5122 · Audit - Chamber                                      | 0.00             | 1,650.15          |
| 5125 · Accounting Services                                  | 281.25           | 2,002.50          |
| 5350 · City of Kalispell Admin Fee                          | 0.00             | 4,422.55          |
| 5185 · Travel & Entertainment                               | 489.11           | 2,299.93          |
| 5190 · Technology Support                                   | 80.00            | 860.00            |
| 5195 · Equipment (Software)                                 | -8.89            | 2,279.97          |
| 5115 · Annual Report/Mtg                                    | 0.00             | 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>1,272.02</b>  | <b>26,172.73</b>  |
| <b>5200 · Marketing Support</b>                             |                  |                   |
| 5210 · Smith Travel Reports                                 | 0.00             | 8,900.00          |
| 5230 · Organizational Memberships                           | 0.00             | 13,470.00         |
| 5220 · Training & Education                                 | 498.00           | 808.00            |
| 5240 · Research   | 0.00             | 5,060.00          |
| 5242 · Grant Program  | 0.00             | 11,405.00         |
| 5235 · Creative Agency Services                             | 5,200.00         | 33,426.00         |
| 5237 · aRes   | 0.00             | 4,858.58          |
| 5300 · Branding   | 0.00             | 4,513.31          |
| <b>Total 5200 · Marketing Support</b>                       | <b>5,698.00</b>  | <b>82,440.89</b>  |
| <b>5250 · Web Site</b>                                      |                  |                   |
| 5260 · Website Redesign                                     | 0.00             | 0.00              |
| 5270 · Maintenance & Enhancements                           | 1,000.00         | 9,765.87          |
| 5280 · Website Marketing (SEO & SEM)                        | 3,334.00         | 17,336.00         |
| <b>Total 5250 · Web Site</b>                                | <b>4,334.00</b>  | <b>27,101.87</b>  |
| <b>5400 · Consumer Marketing</b>                            |                  |                   |
| 5405 · Photo and Video Library                              | 0.00             | 951.49            |
| 5430 · Social Media Administration                          | 1,095.00         | 6,270.00          |
| 5450 · Media Buy  | 4,437.00         | 36,727.00         |
| 5460 · Travel Show Attendance                               | 0.00             | -595.21           |
| 5480 · Airport Visitor Display                              | 75.00            | 825.00            |
| 5420 · E-Marketing  | 0.00             | 1,000.00          |
| 5496 · Visitor Guide & Niche Brochures                      | 3,830.00         | 5,619.87          |
| <b>Total 5400 · Consumer Marketing</b>                      | <b>9,437.00</b>  | <b>50,798.15</b>  |
| <b>5500 · Events &amp; Sports-Operatn &amp; Promo</b>       |                  |                   |
| 5502 · Spartan Race   | 35,000.00        | 35,000.00         |
| 5512 · Hotel Campaign                                       | 1,200.00         | 2,080.00          |
| <b>Total 5500 · Events &amp; Sports-Operatn &amp; Promo</b> | <b>36,200.00</b> | <b>37,080.00</b>  |
| <b>5550 · M&amp;C and Groups</b>                            |                  |                   |
| 5565 · Meeting Planner Shows                                | 495.00           | 1,475.00          |
| 5567 · Meeting Planner FAM                                  | 0.00             | 35.70             |
| 5570 · M&C and Group Incentive Program                      | 0.00             | 3,524.50          |
| 5571 · Media Buy  | 0.00             | 16,590.00         |
| 5575 · EMarketing   | 0.00             | 701.25            |

10:06 AM

# Tourism Business Improvement District

04/14/22

## Profit & Loss - FY22

Accrual Basis

March 2022

---

|  | <u>Mar 22</u>     | <u>Jul '21 - Mar 22</u> |
|--|-------------------|-------------------------|
| 5573 · Group Photo & Video Library     | 0.00              | 112.20                  |
| 5574 · M&C Collateral                  | 0.00              | 265.00                  |
| 5583 · Customer Relationship Mgmt Syst | 1,500.00          | 4,500.00                |
| 5589 · M&C Memberships                 | 0.00              | 1,094.00                |
| 5585 · Sales Calls                     | 518.91            | 533.91                  |
| <b>Total 5550 · M&amp;C and Groups</b> | <b>2,513.91</b>   | <b>28,831.56</b>        |
| <b>5650 · Publicity</b>                |                   |                         |
| 5666 · PR Agency                       | 2,625.00          | 23,625.00               |
| 5660 · Travel Media Press Trips/FAM    | 1,191.25          | 8,280.97                |
| 5680 · Kalispell Branded Merchandise   | 0.00              | 1,135.60                |
| <b>Total 5650 · Publicity</b>          | <b>3,816.25</b>   | <b>33,041.57</b>        |
| <b>Total Expense</b>                   | <b>81,561.64</b>  | <b>490,275.63</b>       |
| <b>Net Income</b>                      | <b>-81,559.78</b> | <b>39,509.15</b>        |

---

10:07 AM

04/14/22

Accrual Basis

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

|  | Jul '21 - Mar 22 | Budget      | \$ Over Budget   | % of Budget   |
|--|------------------|-------------|------------------|---------------|
| <b>Income</b>                          |                  |             |                  |               |
| 4000 · TBID Revenue                    | 529,773.55       | 651,500.00  | -121,726.45      | 81.3%         |
| 4100 · Interest Income                 | 11.23            |             |                  |               |
| <b>Total Income</b>                    | 529,784.78       | 651,500.00  | -121,715.22      | 81.3%         |
| <b>Expense</b>                         |                  |             |                  |               |
| 5000 · Staffing                        | 204,808.86       | 239,700.00  | -34,891.14       | 85.4%         |
| 5100 · Administrative                  | 26,172.73        | 37,050.00   | -10,877.27       | 70.6%         |
| 5200 · Marketing Support               | 82,440.89        | 94,900.00   | -12,459.11       | 86.9%         |
| 5250 · Web Site                        | 27,101.87        | 32,000.00   | -4,898.13        | 84.7%         |
| 5400 · Consumer Marketing              | 50,798.15        | 84,450.00   | -33,651.85       | 60.2%         |
| 5500 · Events & Sports-Operatn & Promo | 37,080.00        | 35,000.00   | 2,080.00         | 105.9%        |
| 5550 · M&C and Groups                  | 28,831.56        | 81,400.00   | -52,568.44       | 35.4%         |
| 5650 · Publicity                       | 33,041.57        | 47,000.00   | -13,958.43       | 70.3%         |
| <b>Total Expense</b>                   | 490,275.63       | 651,500.00  | -161,224.37      | 75.3%         |
| <b>Net Income</b>                      | <b>39,509.15</b> | <b>0.00</b> | <b>39,509.15</b> | <b>100.0%</b> |



**Kalispell Tourism Business Improvement District  
Summary of March 2022 Financial Reports**

|  |              |
|--|--------------|
| TBID Checking account balance as of 3/31/22  | \$174,042.54 |
| KCVB Checking account balance as of 3/31/22  | \$89,464.26  |
| WFCU Reserve Account balance (as of 3/31/22) | \$224,654.14 |

**TBID Account – Expense Summary**

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

Marketing Support: Registration for MT Governor’s Conference on Tourism; creative agency services (Feb & Mar).

Website: Website maintenance, SEM (Feb & Mar)

Consumer: social media admin; media buy; airport display stocking; visitor guide design

Events: winter hotel campaign – lift ticket purchases; transfer Spartan budget to KCVB account

M&C: IDSS quarterly payment; registration to USA Spotlight; expenses for MSAE meeting and sales calls

PR/Publicity: monthly PR contract (Lightning Bug PR); expenses for RoadRUNNER media visit

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

Income: Spartan approved budget transferred from TBID; Spartan vendor fees; aRes commission; airport rack space subscription.

Expenses: Admin; Honeybook (PTC); Spartan parking venue fee; deposit Spartan tent

**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%                        |

TRANSPARENT FINANCIAL STATEMENTS  
**KCVB P&L by Class**  
 January through March 2022

|                             | Spartan          | Events      | aRes         | TCP           | Admin         | TOTAL            |
|-----------------------------|------------------|-------------|--------------|---------------|---------------|------------------|
| <b>Income</b>               |                  |             |              |               |               |                  |
| 4025.00 · Program Revenue   | 0.00             | 0.00        | 40.12        | 0.00          | 595.00        | 635.12           |
| 4410.00 · TBID Revenue      | 35,000.00        | 0.00        | 0.00         | 0.00          | 0.00          | 35,000.00        |
| <b>Total Income</b>         | <b>35,000.00</b> | <b>0.00</b> | <b>40.12</b> | <b>0.00</b>   | <b>595.00</b> | <b>35,635.12</b> |
| <b>Expense</b>              |                  |             |              |               |               |                  |
| 5000.00 · Direct Program    | 3,735.30         | 0.00        | 0.00         | 27.00         | 2.10          | 3,764.40         |
| 5520.00 · Professional Fees | 0.00             | 0.00        | 0.00         | 0.00          | 450.00        | 450.00           |
| 5420.00 · Office            | 0.00             | 0.00        | 0.00         | 0.00          | 49.91         | 49.91            |
| <b>Total Expense</b>        | <b>3,735.30</b>  | <b>0.00</b> | <b>0.00</b>  | <b>27.00</b>  | <b>502.01</b> | <b>4,264.31</b>  |
| <b>Net Income</b>           | <b>31,264.70</b> | <b>0.00</b> | <b>40.12</b> | <b>-27.00</b> | <b>92.99</b>  | <b>31,370.81</b> |

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

|                      | SPARTAN<br>RACE | INDOOR<br>SOCCER | MTGS &<br>CONV | VC<br>MERCH | BWD<br>BROCHURE | GRANTS | ARES   | WEBSITE<br>REDESIGN | TRAVEL<br>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                | 31,264.70       | 0.00             | 0.00           | 0.00        | 0.00            | 0.00   | 28.16  | 0.00                | 0.00              | 215.00   | 31,507.86 |
| 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       | 33,856.27       | 10,973.65        | 1,414.40       | 574.82      | 275.00          | 0.00   | 323.22 | 38,550.00           | 111.93            | (600.33) | 85,478.96 |

**WEBSITE (Y/Y Comparison) MARCH**

|  |   |   |                                   |
|--|---|---|-----------------------------------|
| <b>Users</b><br>18,466 (+25%)  | <b>Pgs/Session</b><br>3.14 (-17%)   | <b>Session Duration</b><br>01:11 (-26%)   | <b>Page Views</b><br>72,630 (+8%) |
| <b>Top Cities</b><br>1. Kalispell<br>2. Seattle<br>3. (not set)<br>4. Salt Lake City<br>5. Whitefish<br>6. Los Angeles<br>7. Dallas<br>8. Denver<br>9. Portland<br>10. Calgary | <b>Top Pages</b><br>1. Home page<br>2. Blog - GNP vehicle resv<br>3. Travel Guide<br>4. Get The Guide<br>5. Things to do downtown<br>6. winter in Kalispell<br>7. Events<br>8. Things to do<br>9. Things to do GNP<br>10. Lodging | <b>aRes (Google Analytics)</b><br>list views 8,129 (-31%)<br>list clicks 180 (-50%)<br>list CTR 2.2% (-27%)<br><br><b>Lodging Page</b><br>page views 1,458 (-27%) |                                   |

**CONVERSIONS (digital) - MARCH**

|                                 | Month | YTD (fiscal) |
|---------------------------------|-------|--------------|
| VG Requests (web-online/postal) | 432   | 2,744        |
| Newsletter subscribers          | 900   | 3,127        |
| aRes reservations booked        | 15    | 52           |
| aRes room nights booked         | 29    | 107          |
| Future grp rm/nts contracted    | 395   | 1,117        |

**GROUP SALES - MARCH**

|                        |           |
|------------------------|-----------|
| RFP's Sent to Hotels   | 2         |
| Proposals to Clients   | 1         |
| Groups Assisted        | 9         |
| Future group rooms won | 395 (PEO) |

**SOCIAL MEDIA - MARCH**

| Followers             | 38,150  | 18,060  | 178,560 | 4,044 |
|-----------------------|---------|---------|---------|-------|
| Impressions (organic) | 185,265 | 160,371 | 17,085  | 5,186 |
| Reach/profile visits  | 178,344 | 153,385 |         |       |
| Reach/stories         |         | 11,204  |         |       |
| Link Clicks           |         | 237     |         |       |

**MARKETING CAMPAIGNS - MARCH**

**PAID:** Evergreen SEM - 9,641 imp; 856 clicks; 8.88% CTR; \$1.95 avg CPC. Display - 262,121 imp; 1,550 clicks; 0.59% CTR; \$0.65 avg CPC. Social - 352,209 imp; 5,812 clicks; 1.65% CTR; \$0.15 CPC; 11,285 post engagement. YOU TUBE - 67,755 imp; 1,225 clicks; 1.81% CTR; \$0.52 CPC; 9,288 video views; 13.71% video view rate.

**LINKED IN (paid)** - 8,932 imp; 20 clicks; 0.22% CTR; \$17.25 CPC. **HOTEL CAMPAIGNS:** 10 Winter in Kalispell Ski Package redemptions generating 28 room nights. **MEDIA COVERAGE:** Market Watch - Outdoorsy family looking for place to relocate (Kalispell featured).

**VISITOR INFORMATION CENTER - MARCH**

|                     | Month      | YTD (fiscal) | YTD (calendar) |
|---------------------|------------|--------------|----------------|
| Calls               | 101        | 1,028        | 265            |
| Walk-ins            | 82         | 1,954        | 148            |
| Intercom (web chat) | 68         | 549          | 144            |
| VG's requested      | 419        | 2,660        | 1,018          |
| <b>TOTAL</b>        | <b>670</b> | <b>6,191</b> | <b>1,575</b>   |

**PARTNERS**

|                               | Month (Y/Y)      | YTD              |
|-------------------------------|------------------|------------------|
| Airport Enplanements - Mar    | 30,038 (+ 36.3%) | 81,191 (+ 40.7%) |
| GNP Recreational Visits - Jan | ( %)             | ( %)             |

**LODGING LODGING - MARCH**

| Annual Averages  | Running 12    |                |               |
|------------------|---------------|----------------|---------------|
|                  | YTD 2022      | Mths           | FY22 YTD Avg  |
| <b>Kalispell</b> |               |                |               |
| OCC              | 42.8%         | 56.8%          | 54.6%         |
| econ class       | 37.9%         |                |               |
| mid/upper        | 44.9%         |                |               |
| ADR              | \$86.42       | \$134.44       | \$124.93      |
| econ class       | \$57.07       |                |               |
| mid/upper        | \$96.68       |                |               |
| <b>DEMAND</b>    | <b>71,693</b> | <b>393,862</b> | <b>33,001</b> |

|                     | March   | YOY   | vs 2019 |
|---------------------|---------|-------|---------|
| <b>Kalispell</b>    |         |       |         |
| OCC                 | 47.2%   | -2.7% | 22.0%   |
| econ class          | 42.9%   | 22.8% |         |
| mid/upper           | 49.1%   | -9.1% |         |
| ADR                 | \$87.67 | 17.1% | 18.6%   |
| econ class          | \$57.66 | 5.1%  |         |
| mid/upper           | \$99.42 | 24.0% |         |
| <b>Comp Set Avg</b> |         |       |         |
| OCC                 | 62.3%   | 52.4% | 6%      |

**Weekly STR**

| OCC             | Fr    | Sa    | Su    | Mo    | Tu    | We    | Th    | Fr    | Sa    | Su    | Mo    | Tu    | We    | Th    | Fr    | Sa    | Run MTD |
|-----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------|
|                 | 1     | 2     | 3     | 4     | 5     | 6     | 7     | 8     | 9     | 10    | 11    | 12    | 13    | 14    | 15    | 16    |         |
| 2022            | 55.7  | 59.3  | 40.7  | 52.3  | 54.3  | 53.3  | 50.4  | 54.7  | 53.5  | 39.1  | 49.3  | 54.0  | 52.6  | 50.2  | 57.0  | 49.3  | 51.6    |
| 2021            | 49.9  | 50.5  | 40.9  | 51.0  | 52.8  | 56.0  | 50.8  | 51.0  | 50.1  | 38.2  | 48.1  | 52.0  | 50.9  | 48.7  | 58.7  | 60.2  | 49.9    |
| % chg           | 11.6  | 17.3  | -0.4  | 2.5   | 2.8   | -4.7  | -0.8  | 7.3   | 6.8   | 2.4   | 2.5   | 3.7   | 3.3   | 3.0   | -3.0  | -18.1 | 3.4     |
| <b>ADR 2022</b> | 92.62 | 93.62 | 86.30 | 90.06 | 89.16 | 89.23 | 90.79 | 93.66 | 94.49 | 82.64 | 90.23 | 91.11 | 90.47 | 89.06 | 94.26 | 89.89 | 90.73   |

**Short Term Rental Data - AirDNA**

**March 2022 vs MARCH 2021**

| Property Type: | Available Listings |      |        | Occupancy Rate |      |         | Average Daily Rate |      |        |
|----------------|--------------------|------|--------|----------------|------|---------|--------------------|------|--------|
|                | 2021               | 2022 | % Chg  | 2021           | 2022 | % Chg   | 2021               | 2022 | % Chg  |
| Entire Place   | 201                | 277  | 37.80% | 61%            | 51%  | -16.00% | 246                | 297  | 20.90% |

# March 2022 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2022 September Zywave
- 2022 July Flying Legends Victory Tour

## Working leads:

- 2022 October Northwest Rental Association – Confirmed for October and waiting for RFP information from their board
- 2024 OWA-Outdoor Writers Association of America – working on proposal
- 2023 MARLS (MT Association of Registered Land Surveyors) Conference – inquiring a location for 2023

## Working Leads Lost:

- 2022 June - Two Guys Golf – coordinator has not responded back to me
- 2023 MARLS Conference – Looking for conference to be held all under one roof. We don't have the properties to accommodate, researched the new Wachholz College Center, will not meet their budget

## RFP's Won:

- 2024 April PEO Board of Directors – 395

## Group Assist:

- Planning with Montana League of Cities | POMA
- PEO Assistance – transportation quotes
- Northwest Rental Association – working with Heather
- NRCS meeting venue – choose Lone Pine – Barbara Kreis
- Stacye Dorrington – MT Chamber needing a venue to host a VIP dinner for the Flathead Governors Cup in July
- Charlene Avery – searching for a venue for a Celebration of Life
- Jim Mize – coming to POMA looking for fishing options
- My Glacier Village – looking for venue options for their Senior Speaks Series

## March Highlights:

- Worked on POMA Welcome Video
- Attended Chamber Luncheon
- Tourism Crisis Management Call
- Updated MRN website information
- Received 651 Meeting Planner names from Meetings Today/promotion
- Met with Damion Blackburn Flathead Valley United
- Prepared for sales calls in Helena
- Attended MSAE Luncheon in Helena and did sales calls

## Future Conferences & Large Events

### 2022

#### 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

4/15/2022

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

**Kalispell Tourism Business Improvement District**

**BOARD OF DIRECTORS**

**TERM: May 1, 2022 – April 30, 2023**

**Board officers:**

Bryce Baker, Chair of the Board

Robert Hall, Vice-Chair

Chris Walters, Treasurer

| <b>Board Member</b>   | <b>Term Expires</b> |
|---|---------------------|
| Robert Hall<br>General Manager, Holiday Inn Express (large)   | 04/30/2023          |
| Dawn Hendrickson<br>Director of Sales, Homewood Suites (medium)   | 04/30/2023          |
| Bryce Baker<br>Manager, My Place (medium)   | 04/30/2024          |
| Chris Walters<br>Manager, Kalispell Grand (small)   | 04/30/2025          |
| Britta Joy<br>AGM, Marriott Springhill Suites (*medium)<br>*Filling small category property seat as no applications from a small property were received when the seat was vacated | 04/30/2026          |
| Zac Ford<br>Manager, Hampton Inn (large)  | 04/30/2026          |
| Corbin Bedard<br>General Manager, Red Lion Hotel (large)  | 04/30/2026          |

**Property Categories:**

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

Medium: Aero Inn; Best Western Kalispell/Glacier Park West; 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.