

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, May 25, 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. Board Action Items
 - a) Approval of minutes from April 27, 2022
 - b) RFP – Sports Facility
4. Board Discussion
 - a) 5 room minimum – The Silos, short term rentals
 - b) The Event at Rebecca Farm – USAE September
 - c) Rollover funds available for allocation
 - d) Event updates
 - e) Staff reports

Enclosures: April 27, 2022 board meeting minutes
TBID financial statements for April 2022
KCVB dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair - kalispell@myplacehotels.com 406-752-4847
Diane Medler, Discover Kalispell - 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, April 27, 2022
3:00 – 5:00 pm

Location: Kalispell Chamber or Zoom

Board Members Present: Bryce Baker, Robert Hall, Britta Joy, Zac Ford

Via Zoom: Dawn Hendrickson

Board Members Absent: Noelle Barr

Staff Present: Diane Medler, Dawn Jackson, Marisa Mikonis

Guests: Corbin Bedard – Red Lion Hotel, Adam Libby – Libby Productions, Brit Clark – Conrad Mansion Museum, Jamie Reeder – Job Service

MINUTES

The meeting was called to order at 3:04 pm by Board Chair Bryce Baker.

1. Hear from the Public – Brit Clark

- Brit Clark, the director of the Conrad Mansion, gives updates on the Mansion's upcoming projects. The Mansion is now seeing about 10,000 people a year on self-guided tours, guided tours, and touring the garden grounds. The newest project is the 'carriage path' with memorial bricks that create a walkway to the public guest facilities. Two sizes of bricks are available, order online at ConradMansion.com or call (406) 755-2166

2. Event Grant Application - Adam Libby, Kalispell PBR event

- Kalispell PBR will be on June 3rd, 2022, at the Fairgrounds. Top PBR Bull riders against 11x PBR stock contractor of the year. Adam Libby explains the events, ways they have tracked attendees in previous years, and anticipate 200 room nights with spectator come from MT, WA, ID, ALBERTA, and BC. Requesting \$2,500 for marketing.

3. Board Action

a) Approval of minutes from March 23, 2022

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

Discussion: none. Board approved unanimously.

b) Approval of TBID financial statements for March 2022

Motion was made by Robert Hall to approve the financials. Motion was seconded by Britta Joy.

Discussion: none. Board approved unanimously.

c) Approval of FY23 Marketing Plan

Motion was made by Zac Ford to approve a FY23 Marketing Plan. Motion was seconded by Robert Hall.

Discussion: none. Board approved unanimously.

d) Event Grant – Kalispell PBR

- The board scores the event on our criteria scoring sheet. The Board discusses how great this event is for the community, the marketing is well done, and the event is already well-established. If the event was one week earlier, it would be better for our hotels since that is the same weekend as a soccer tournament and high school graduations.
- The board agrees we will not provide financial support for the event in the future, the event is already at capacity with not much room left to grow, and the grant program stipulates new and expanding events.
- Motion was made by Britta Joy to approve a grant of \$1,500 cash (PBR bull rider sponsor) and \$1,500 in-kind promotions. Motion was seconded by Robert Hall. Board approved unanimously.

4. Board Discussion

a) Board roster for FY23

- Zac Ford and Britta Joy board terms have been renewed for another four years. Chris Walter will replace Noelle Barr's board seat and take over as Treasurer. Corbin Bedard is a new board member representing a large category property. New terms begin at the May meeting.

b) Rollover funds available for allocation

- Discover Kalispell is working with FVCC to create Flathead Hospitality workshops, interactive customer service training. Three workshops will be offered in May, a morning, mid-day and evening options. The development of the program by FVCC Continuing Ed Department is \$1,300. Received input from hoteliers on what they would like their front of house staff to understand and learn more about: navigating Glacier National Park and things to do outside the park.

c) Event updates

- Spartan Race is one week away. Marisa had managed the Job Fair booth for Discover Kalispell and the Kalispell Chamber to promote high school programs, Workforce Flathead, and promoting hospitality opportunities in the Kalispell.

d) Staff reports

- Discover Kalispell staff gave a recap of the Montana Governor's conference on tourism and recreation. Abbi Agency sponsors the conference luncheon. Through their sponsorship they played a video promoting our growth and rebrand for the whole conference to see.
- Diane and Marisa will be speaking to Flathead High School's tourism & hospitality classes in May.
- Reports on the ski package promotion that ran from January – April were distributed. Achieved almost 900,000 impressions and 7,000 clicks to the website, generated 11 booking, 28 room nights at 5 different TBID properties. It was a successful campaign, will plan to do again next year and start promotions earlier.

- Glacier institute provided a recap of the season from our sponsorship of the guided snowshoeing hikes in Glacier National Park. The program served 187 adults and 93 youth.
- Diane issued the Indoor Sports Feasibility Study RFP. Five firms received the proposal. The TBID board will review submissions and award the contract at the May 25th board meeting.
- Colorado passed a bill to redirect state lodging tax for tourism marketing to things such as housing, childcare, enhancing the visitor experience through trail maintenance. Discussion of this and similar types of bills should be anticipated in the next Montana legislative session.
- Airport updates: some airlines are reducing flights due to fuel costs and pilot shortages. JetBlue has dropped the Kalispell to JFK flight in 2022. Other cities eliminated for summer 2022 is the Delta to Atlanta and America to Charlotte.
- AirDNA data showed a 11% decrease in short term rental occupancy in March compared to 2021.
- Diane and Dawn met with MHSA while in Helena to discuss issues they are having around rate when selecting cities to host state sports tournaments. Problem with sports events: parents and spectators are being out priced from attending the events because of high ADR. MHSA would like to find a way to work with hotels/destinations to provide a rate for parents and spectators. Kalispell has been awarded two events in 2023 in the months of March and October.
- The TBID Statewide meeting was held at the Governor's Conference on Tourism. Main discussion points were MHSA's issue with rate, and how can a TBID consider bringing in short term rentals into a district. The board discussed reevaluating the 5 room minimum requirements to be part of Kalispell TBID. Discussion to be continued at the May meeting.
- Dawn gave a recap on the group travel trade show and conference in South Dakota she attended that had 19 tour operators and over 30 suppliers. Received an RFP for a meeting with the Montana Tavern Association.
- Received a proposal from the Outdoors Writers Association for 2023.

Meeting was adjourned at 4:44 pm.

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

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

TBID Checking account balance as of 4/30/22	\$132,415.90
KCVB Checking account balance as of 4/30/22	\$89,143.59
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; travel expenses Governor’s Conference.

Website: Hosting charges

Consumer: social media admin; newsletter platform subscription; airport display stocking

M&C: show and sales calls branded giveaways; travel expenses to NW Spotlight and IRU; FAM expenses

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

KCVB Event Account – Income and Expense Summary

Income: Refund from Calgary Outdoor Show; Spartan vendor fees; aRes commission; airport rack space subscription.

Expenses: Admin; Honeybook (PTC); Spartan expenses; TIPS training

TBID Revenue

FY22 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$625,000			
Q1 JUL-SEP (46% of total)	\$287,500	\$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	\$101,634	-4%	-6%
Q4 APR-JUN (16.5% of total)	\$103,125			
FY21 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$560,000	\$611,569	9.2%	8.8%
Q1 JUL-SEP	\$257,600	\$224,785	-14.5%	-12.7%
Q2 OCT-DEC	\$114,800	\$101,676	-12.9%	-11.4%
Q3 JAN-MAR	\$95,200	\$108,206	12%	13.6%
Q4 APR-JUN	\$92,400	\$176,902	47%	91.4%

Tourism Business Improvement District

Balance Sheet

As of April 30, 2022

	<u>Apr 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	131,528.07
1020 · Whitefish Credit Union	<u>224,654.14</u>
Total Checking/Savings	<u>356,182.21</u>
Total Current Assets	356,182.21
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>
TOTAL ASSETS	<u><u>451,460.85</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>7,926.25</u>
Total Accounts Payable	<u>7,926.25</u>
Total Current Liabilities	<u>7,926.25</u>
Total Liabilities	7,926.25
Equity	
32000 · Unrestricted Net Assets	446,155.49
Net Income	<u>-2,620.89</u>
Total Equity	<u>443,534.60</u>
TOTAL LIABILITIES & EQUITY	<u><u>451,460.85</u></u>

Tourism Business Improvement District
Profit & Loss - FY22
April 2022

	Apr 22	Jul '21 - Apr 22
Income		
4000 · TBID Revenue	0.00	529,773.55
4100 · Interest Income	1.25	12.48
Total Income	1.25	529,786.03
Expense		
5000 · Staffing	18,453.88	223,262.74
5100 · Administrative		
5160 · Rent	300.00	5,700.00
5180 · Telephone	233.35	2,213.24
5140 · Office Supplies	128.68	930.06
5150 · Postage & Copies	149.70	1,092.80
5122 · Audit - Chamber	0.00	1,650.15
5125 · Accounting Services	180.00	2,182.50
5350 · City of Kalispell Admin Fee	0.00	4,422.55
5185 · Travel & Entertainment	902.12	3,202.05
5190 · Technology Support	80.00	940.00
5195 · Equipment (Software)	0.00	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
Total 5100 · Administrative	1,973.85	28,146.58
5200 · Marketing Support		
5210 · Smith Travel Reports	0.00	8,900.00
5230 · Organizational Memberships	0.00	13,470.00
5220 · Training & Education	0.00	808.00
5240 · Research	0.00	5,060.00
5242 · Grant Program	0.00	11,405.00
5235 · Creative Agency Services	0.00	33,426.00
5237 · aRes	0.00	4,858.58
5300 · Branding	0.00	4,513.31
Total 5200 · Marketing Support	0.00	82,440.89
5250 · Web Site		
5260 · Website Redesign	0.00	0.00
5270 · Maintenance & Enhancements	14.00	9,779.87
5280 · Website Marketing (SEO & SEM)	0.00	17,336.00
Total 5250 · Web Site	14.00	27,115.87
5400 · Consumer Marketing		
5405 · Photo and Video Library	0.00	951.49
5430 · Social Media Administration	1,095.00	7,365.00
5450 · Media Buy	0.00	36,727.00
5460 · Travel Show Attendance	0.00	-595.21
5480 · Airport Visitor Display	75.00	900.00
5420 · E-Marketing	1,417.50	2,417.50
5496 · Visitor Guide & Niche Brochures	0.00	5,619.87
Total 5400 · Consumer Marketing	2,587.50	53,385.65
5500 · Events & Sports-Operatn & Promo		
5502 · Spartan Race	0.00	35,000.00
5512 · Hotel Campaign	0.00	2,080.00
Total 5500 · Events & Sports-Operatn & Promo	0.00	37,080.00
5550 · M&C and Groups		
5565 · Meeting Planner Shows	2,896.95	4,371.95
5567 · Meeting Planner FAM	136.00	171.70
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

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05/12/22

Accrual Basis

Tourism Business Improvement District

Profit & Loss - FY22

April 2022

	<u>Apr 22</u>	<u>Jul '21 - Apr 22</u>
5573 · Group Photo & Video Library	0.00	112.20
5574 · M&C Collateral	0.00	265.00
5583 · Customer Relationship Mgmt Syst	0.00	4,500.00
5589 · M&C Memberships	0.00	1,094.00
5585 · Sales Calls	100.00	633.91
Total 5550 · M&C and Groups	3,132.95	31,964.51
5650 · Publicity		
5666 · PR Agency	2,625.00	26,250.00
5660 · Travel Media Press Trips/FAM	0.00	8,280.97
5680 · Kalispell Branded Merchandise	0.00	1,135.60
Total 5650 · Publicity	2,625.00	35,666.57
Total Expense	28,787.18	519,062.81
Net Income	<u><u>-28,786.93</u></u>	<u><u>10,723.22</u></u>

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Accrual Basis

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

	Jul '21 - Apr 22	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	529,773.55	651,500.00	-121,726.45	81.3%
4100 · Interest Income	12.48			
Total Income	<u>529,786.03</u>	<u>651,500.00</u>	<u>-121,713.97</u>	<u>81.3%</u>
Expense				
5000 · Staffing	223,262.74	239,700.00	-16,437.26	93.1%
5100 · Administrative	28,146.58	37,050.00	-8,903.42	76.0%
5200 · Marketing Support	82,440.89	94,900.00	-12,459.11	86.9%
5250 · Web Site	27,115.87	32,000.00	-4,884.13	84.7%
5400 · Consumer Marketing	53,385.65	84,450.00	-31,064.35	63.2%
5500 · Events & Sports-Operatr & Promo	37,080.00	35,000.00	2,080.00	105.9%
5550 · M&C and Groups	31,964.51	81,400.00	-49,435.49	39.3%
5650 · Publicity	35,666.57	47,000.00	-11,333.43	75.9%
Total Expense	<u>519,062.81</u>	<u>651,500.00</u>	<u>-132,437.19</u>	<u>79.7%</u>
Net Income	<u><u>10,723.22</u></u>	<u><u>0.00</u></u>	<u><u>10,723.22</u></u>	<u><u>100.0%</u></u>

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

	<u>Spartan</u>	<u>Events</u>	<u>aRes</u>	<u>TCP</u>	<u>Admin</u>	<u>TOTAL</u>
Income						
4025.00 · Program Revenue	0.00	0.00	40.12	0.00	883.94	924.06
4410.00 · TBID Revenue	35,000.00	0.00	0.00	0.00	0.00	35,000.00
4700.00 · Special Events	625.00	0.00	131.60	0.00	0.00	756.60
Total Income	<u>35,625.00</u>	<u>0.00</u>	<u>171.72</u>	<u>0.00</u>	<u>883.94</u>	<u>36,680.66</u>
Expense						
5000.00 · Direct Program	3,755.30	0.00	0.00	36.00	4.20	3,795.50
5260.00 · Insurance	979.00	0.00	0.00	0.00	0.00	979.00
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	50.15	50.15
Total Expense	<u>4,734.30</u>	<u>0.00</u>	<u>0.00</u>	<u>36.00</u>	<u>504.35</u>	<u>5,274.65</u>
Net Income	<u>30,890.70</u>	<u>0.00</u>	<u>171.72</u>	<u>-36.00</u>	<u>379.59</u>	<u>31,406.01</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	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	(294.00)	0.00	0.00	0.00	0.00	0.00	131.60	0.00	(27.00)	104.03	(85.37)
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	33,562.27	10,973.65	1,414.40	574.82	275.00	0.00	454.82	38,550.00	84.93	(496.30)	85,393.59

WEBSITE (Y/Y Comparison) APRIL

Users 19,621 (+1%)	Pgs/Session 3.08 (-15%)	Session Duration 01:10 (-24%)	Page Views 74,203 (-15%)
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Top Cities

1. Kalispell	6. Calgary
2. (not set)	7. Dallas
3. Seattle	8. Denver
4. Salt Lake City	9. Las Vegas
5. Los Angeles	10. Whitefish

Top Pages

1. Home page	6. Things To Do GNP
2. Travel Guide	7. TTD Downtown
3. Get The Guide	8. TTD
4. Don't have entry ticket	9. TTD Flathead Lake
5. Events	10. Lodging

aRes (Google Analytics)

list views	8,694 (-35%)
list clicks	224 (-46%)
list CTR	2.58% (-16%)
Lodging Page	
page views	1,399 (-41%)

CONVERSIONS (digital) - APRIL

	Month	YTD (fiscal)
VG Requests (web-online/postal)	391	3,135
Newsletter subscribers	386	3,513
aRes reservations booked	3	55
aRes room nights booked	5	112
Future grp rm/nts contracted	250	1,367

GROUP SALES - APRIL

RFP's Sent to Hotels	6
Proposals to Clients	2
Groups Assisted	7
Future group rooms won	250

SOCIAL MEDIA - APRIL



	Facebook	Instagram	Pinterest	Twitter
Followers	38,178	18,336		4,071
Impressions (organic)	54,067	144,398	19,013	5,217
Reach/profile visits	52,194	132,273	166,370	
Reach/stories		24,900		
Link Clicks		183		

MARKETING CAMPAIGNS - APRIL

PAID: SEM - 9,121 imp, 932 clicks, 10.22% CTR, \$1.79 avg CPC, conversion rate 6.53%. **SOCIAL** - 255,095 imp, 5,093 clicks, 2.0% CTR, \$0.16 CPC. **DISPLAY** - 293,302 imp, 1,376 clicks, 0.47% CTR, \$0.74 CPC, 2.98% conversion rate. **YOU TUBE** - 149,252 imp, 2,803 clicks, 1.88% CTR, \$0.52 CPC, 0.18% conversion rate. **LINKED IN** - 6,950 imp; 22 clicks, 0.32% CTR, \$12.41 CPC.

EARNED MEDIA COVERAGE: Spartan Race - NBCMT, Daily Inter Lake, 465 k reach; Prettiest Places to See Flower Fields - Fodor's Travel, 2 million reach; Outdoor Mountain Activities Warm Up Attendee Experience - Mountain Meetings, 9k reach.

VISITOR INFORMATION CENTER - APRIL

	Month	YTD (fiscal)	YTD (calendar)
Calls	87	1,115	352
Walk-ins	93	2,047	241
Intercom (web chat)	51	600	195
VG's requested	326	2,981	1,339
TOTAL	557	6,743	2,127

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements - Apr	21,855 (+37%)	103,046 (+38%)
GNP Recreational Visits - Apr	(%)	(%)

LODGING - APRIL

Running 12

Annual Averages	YTD 2022	Mths	FY22 YTD Avg
Kalispell			
OCC	45.5%	57.1%	54.6%
econ class	40.8%		
mid/upper	47.5%		
ADR	\$87.98	\$135.47	\$121.62
econ class	\$57.64		
mid/upper	\$98.98		
DEMAND	100,295	393,262	31,314

	April	YOY	vs 2019
Kalispell			
OCC	54.1%	6.5%	37.0%
econ class	49.6%	23.4%	
mid/upper	56.1%	1.8%	
ADR	\$91.88	16.4%	23.0%
econ class	\$58.96	3.9%	
mid/upper	\$104.92	22.7%	
Comp Set Avg			
OCC	60.4%	7.8%	3.4%

Weekly STR

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
OCC	21	22	23	24	25	26	27	28	29	30	MAY 1	2	3	4	5	6	7	MTD
2022	53.6	74.3	77.8	43.3	57.5	61.6	59.4	57.1	67.1	63.1	48.1	57.9	63.9	65.0	66.1	86.4	91.0	68.3
2021	49.6	50.4	51.1	36.4	47.4	51.9	55.9	61.7	84.3	87.9	60.1	49.2	51.5	52.6	48.9	53.6	51.2	57.7
% change	8.1	47.5	52.2	19.1	21.3	18.8	6.3	-7.4	-20.3	-28.2	-20.0	17.7	24.2	23.5	35.1	61.1	77.8	18.5
ADR 2022	88.73	102.16	101.34	83.43	89.66	91.20	92.90	92.93	96.74	96.50	93.88	98.16	99.74	99.88	106.77	135.78	141.61	114.42

Short Term Rental Data - AirDNA

Kalispell City Limits - April 2022 vs April 2021

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	234	334	42.70%	53%	56%	5.80%	251	292	16.30%

April 2022 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2023 June, July, August & September - Yellowstone TV Series Tours – Sent out three RFP's
- 2022 W.R. Grace & Company – June
- 2023 Dermatology Conference - October

Proposals Sent:

- 2024 May, September, October - OWA-Outdoor Writers Association of America

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 – made the short list-will come out June 27 for a site visit
- 2024 NAMO – National Association of Motorcoach Operators – working on RFP details through Mary for September 2024

Working Leads Lost or Turned Down:

- 2022 September Zywave – all local hotel properties declined the business

RFP's Won:

- 2022 July Flying Legends Victory Tour – Super 8
- 2023 Yellowstone TV Series Tours – Sent out three RFP's and they added 2 more dates – Red Lion

Group Assist:

- Planning with Montana League of Cities | POMA
- Provided resources for several production crews of Three Women
- Provided 80 Welcome Bags for National Association of Public Defenders
- Provided resources for meeting space for Expanding Your Horizons
- Worked with Anne from Plantation Tours for activities
- Provided Visitor Guides for Ron Forest to take to their 2022 Battalion conference in Pennsylvania. They will be in Kalispell in 2023

April Highlights:

Continued planning with POMA | Montana League of Cities and Towns

CVENT demonstration

Attended Growth Summit

Attended Montana Governors Conference in Billings

Helena Sales Calls

MT Tavern Association

MT High School Association

MT Primary Care Association

Attended Northwest Spotlight Trade Show – Domestic Tour Operators – 19 Tour Operators attended

Attended UNWIND at Montana Sky

Attend SBA Award Celebration at Glacier Hops

Future Conferences & Large Events

2022

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
- Montana Youth Rugby State Tournament – May 14 – Glacier High School
- 406 Consignary – May 14-15 - Fairgrounds
- *Kalispell Lakers-Canadian Days Tournament – May 20-21 – Lakers Field
- 5th Annual Serious Motorcycle Enthusiasts Group Motorcycle Show – May 21 – Fairgrounds
- Hard Knocks Montana State Championships – 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

- Area 406 Festival – July 1-2 - Fairgrounds
- *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

5/13/2022

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

FY21 Rollover - Approved Allocation

	Available to allocate	Approved by BOD	Budget category
	\$241,393.94		
Website redesign	-66,000.00	6/23/21	Add a new method under Website: Redesign
Winter campaigns - consumer & M&C	-20,000.00	9/22/21	Increase consumer/media buy budget by \$10,000; increase m&c/media buy budget by \$10,000
Rebranding (outside of existing budget items)	-5,000.00	10/27/21	Add a new method under Marketing Support: Rebranding
New hire equipment, tech support	-1,500.00	10/27/21	Increase budget: Equipment, Software, furniture
	\$ 148,893.94		
Glacier Institute - guided snowshoe in GNP	-4,000.00	11/18/21	Increase Marketing Support - Grant budget (board vote via email)
	\$ 144,893.94		
Glacier AERO	-10,000	12/15/21	Increase Marketing Support - Organizational Memberships
	\$ 134,893.94		
Customer service training workshop development	-1,500	4/28/22	Increase Marketing Support - Training and Education
	\$ 133,393.94		