

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, August 24, 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 - NRA Finals. Bo Wagner will attend the meeting via Zoom to talk about the October 2022 event and grant application.
3. Board Action Items
 - a) Approval of minutes from July 27, 2022
 - b) Approval of financials for July 2022
4. Board Discussion
 - a) Indoor Sports Facility study update
 - b) Marketing campaigns for summer and fall
 - c) Event updates
 - d) Staff reports

Enclosures: Meeting minutes from July 27, 2022
TBID financial reports for July 2022
TBID financial reports for year-end FY22
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, July 27, 2022
3:00 pm – 5:00 pm

Location: Kalispell Chamber or Zoom

Board Members Present: Bryce Baker, Britta Joy, Zac Ford, Corbin Bedard, Robert Hall,
Via Zoom: None.

Board Members Absent: Dawn Hendrickson, Chris Walters

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

Guests: Fabiano Pereira, Hilton Garden Inn

MINUTES

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

1. Hear from the Public - None

2. Board Action Items

a) Approval of minutes from June 22, 2022

- Motion was made by Zac Ford to approve the minutes. Motion was seconded by Corbin Bedard. Discussion: none. Board approved unanimously.

b) Approval of financials for June, 2022

- Motion was made by Britta Joy to approve the financials. Motion was seconded by Zac Ford. Discussion: none. Board approved unanimously.

4. Board Discussion

a) Indoor Sports Facility Study Update

- Last week was the kick-off call with the consultants, staff and board to discuss next steps for the Indoor Sport Facility Study. Diane is gathering data as requested and arranging stakeholder and user group meetings for when SFC is in market the end of August. help connect with developers and Logan Health.

b) Lodging discussion – June, July and forecast through Labor Day

- Occupancy within the Kalispell lodging properties have been up until the month of July. The board reviewed STR occupancy charts for 2019-2022 and comparison of occupancy of comp markets. Discover Kalispell has started a bi-weekly survey to go out to all lodging partners to gauge availability for August, September and October.
- According to Marriott data, provided by Britta, retail leisure is downward for August, the demand for meetings and groups are strong, but have soften with the economy and asking hotels to be flexible with their terms and conditions. Larger meetings are being seen to going to larger hubs with direct flights. Although seat capacity is reduced this summer

compared to 2021 the flights are selling more seats while last year flights were about 75% full so passenger numbers should be similar.

- The board would like to look in to gathering data from airport to see projection of airline seats sold for upcoming months.

c) Marketing campaign adjustments for summer/early Fall

- Discover Kalispell is working with The Abbi Agency on a 'gas card campaign'. The board would like to divert some of the paid media to go towards the new campaign to increase traffic targeting locations within driving distance of Kalispell and those who will rent a car during their stay.
- Also revamp and start the 'Fall under the Spell' campaign the end of August.
- Look into partnership with AAA to find data of where people are coming from and review Zartico to view where people are from that are currently in Kalispell.

d) Event updates

- Highlander has been on the ground to meeting Blacktail Mountain Ski Area and Forest Service to discuss permitting. Diane and Marisa will travel to Big Bear California for Highlander's first U.S. event to understand event layout in September.
- Spartan Race is locked in for next year. Glacier Country has committed a grant towards the event. Diane will look into additional grants as the venue fee will increase due to increases by the venue owner.

e) Staff reports

- Diane, Marisa, and Dawn had a staff retreat to discuss priorities and initiatives for FY23. A summary of strategy to be provided to the board in August.
- Follow up with Flathead Kind on City and Parkline Line Trail signs: They will not have them as they do not feel like the messages align.
- Dawn's letter to the editor on POMA and the significance of groups and conferences bring to the economy and community was featured in the Daily Inter Lake.
- Glacier Institute has a variety of tours going out this summer and fall. They would like to partner with the hotels with packages of 'learn and lodge'.

Meeting was adjourned at 4:12 PM.

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

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

TBID Checking account balance as of 7/31/22	\$86,605.35
KCVB Checking account balance as of 7/31/22	\$94,098.96
WFCU Reserve Account balance as of 7/27/22	\$193,489.67

TBID Account – Expense Summary

FY23 Expenses

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel (DMA West Leadership Summit), Directors E&O insurance.
- Agency services: Abbi Agency, July
- Website: Maintenance, domain renewal
- Marketing: Online subscription; registration for Travel & Words show
- Stewardship/Management: Airport brochure stocking
- Development: Event grant – MT Reining Horse

FY22 expenses: M&C incentive – Brash Rodeo, OWA site visit; social media admin; website hosting charge; credit for DMA West Summit registration; reimbursement for rental car cost; PR agency services.

KCVB Event Account – Income and Expense Summary

Income: airport rack display subscription; aRes commission; transfer from TBID for sports facility study; Spartan vendor fees.

Expenses: Honeybook monthly subscription; copies; postage; accounting.

TBID Revenue

FY22 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$625,000	\$605,079	-3.4%	-1%
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	\$101,676	-4%	-6%
Q4 APR-JUN (16.5% of total)	\$103,125	\$154,886	33%	-12%
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 July 31, 2022

	<u>Jul 31, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	83,700.78
1020 · Whitefish Credit Union	225,489.67
Total Checking/Savings	<u>309,190.45</u>
Accounts Receivable	
1200 · Accounts Receivable	
Chamber A/R	1,000.00
Total 1200 · Accounts Receivable	<u>1,000.00</u>
Total Accounts Receivable	<u>1,000.00</u>
Total Current Assets	<u>310,190.45</u>
Fixed Assets	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	91,230.44
Total Fixed Assets	<u>95,278.64</u>
TOTAL ASSETS	<u><u>405,469.09</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	10,555.56
Total Accounts Payable	<u>10,555.56</u>
Total Current Liabilities	<u>10,555.56</u>
Total Liabilities	<u>10,555.56</u>
Equity	
32000 · Unrestricted Net Assets	428,964.92
Net Income	-34,051.39
Total Equity	<u>394,913.53</u>
TOTAL LIABILITIES & EQUITY	<u><u>405,469.09</u></u>

Tourism Business Improvement District
Profit & Loss - FY23
 July 2022

	Jul 22	Jul 22
Income		
4100 · Interest Income	0.97	0.97
Total Income	0.97	0.97
Expense		
6100 · Administrative/Operations		
6125 · Accounting Services	247.50	247.50
6130 · Directors & Officers Insurance	1,298.00	1,298.00
6140 · Office Supplies	138.19	138.19
6150 · Postage & Copies	83.64	83.64
6160 · Rent	900.00	900.00
6180 · Telephone	234.77	234.77
6185 · Travel & Entertainment	122.24	122.24
6190 · Technology Support	80.00	80.00
Total 6100 · Administrative/Operations	3,104.34	3,104.34
6200 · Personnel (wages)	17,586.23	17,586.23
6300 · Agency Services	2,600.00	2,600.00
6500 · Website	1,016.99	1,016.99
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	14.99	14.99
Total 6620 · Marketing Resources	14.99	14.99
6680 · Travel/Trade Shows	1,200.00	1,200.00
Total 6600 · Destination Marketing	1,214.99	1,214.99
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	125.00	125.00
Total 6700 · Destination Stewardship/Mgmt	125.00	125.00
6800 · Destination Development		
6830 · Event Grant	1,000.00	1,000.00
Total 6800 · Destination Development	1,000.00	1,000.00
Total Expense	26,647.55	26,647.55
Net Income	-26,646.58	-26,646.58

**Tourism Business Improvement District
 Profit & Loss Budget vs. Actual FY23
 July 2022**

	Jul 22	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	0.00	700,000.00	-700,000.00	0.0%
4100 · Interest Income	0.97			
Total Income	0.97	700,000.00	-699,999.03	0.0%
Expense				
6100 · Administrative/Operations	3,104.34	37,000.00	-33,895.66	8.4%
6200 · Personnel (wages)	17,586.23	260,000.00	-242,413.77	6.8%
6250 · Education/Outreach	0.00	19,000.00	-19,000.00	0.0%
6300 · Agency Services	2,600.00	74,000.00	-71,400.00	3.5%
6400 · Research	0.00	15,000.00	-15,000.00	0.0%
6500 · Website	1,016.99	35,000.00	-33,983.01	2.9%
6600 · Destination Marketing	1,214.99	182,000.00	-180,785.01	0.7%
6700 · Destination Stewardship/Mgmt	125.00	15,000.00	-14,875.00	0.8%
6800 · Destination Development	1,000.00	63,000.00	-62,000.00	1.6%
Total Expense	26,647.55	700,000.00	-673,352.45	3.8%
Net Income	-26,646.58	0.00	-26,646.58	100.0%

Tourism Business Improvement District

Profit & Loss - FY22

July 2021 through August 2022

	Jul '21 - Aug 22
Income	
4000 · TBID Revenue	631,499.55
4100 · Interest Income	850.30
Total Income	632,349.85
Expense	
6100 · Administrative/Operations	
6115 · Annual Report/Mtg	2,156.25
6122 · Audit - Chamber	1,650.15
6125 · Accounting Services	2,587.50
6130 · Directors & Officers Insurance	1,163.00
6135 · City of Kalispell Admin Fee	4,422.55
6140 · Office Supplies	1,011.45
6150 · Postage & Copies	2,068.71
6160 · Rent	5,700.00
6180 · Telephone	2,757.27
6185 · Travel & Entertainment	4,590.41
6190 · Technology Support	1,100.00
6195 · Equipment (Software)	881.97
6199 · Other Admin	214.01
Total 6100 · Administrative/Operations	30,303.27
5000 · Staffing	260,148.19
5200 · Marketing Support	
5210 · Smith Travel Reports	8,900.00
5230 · Organizational Memberships	13,620.00
5220 · Training & Education	720.05
5240 · Market Research	0.00
5242 · Grant Program	14,905.00
5235 · Creative Agency Services	47,226.00
5237 · aRes	4,858.58
5300 · Branding	4,513.31
Total 5200 · Marketing Support	94,742.94
5250 · Web Site	
5260 · Website Redesign	0.00
5270 · Maintenance & Enhancements	12,818.10
5280 · Website Marketing (SEO & SEM)	22,335.00
Total 5250 · Web Site	35,153.10
5400 · Consumer Marketing	
5405 · Photo and Video Library	951.49
5430 · Social Media Administration	10,650.00
5450 · Media Buy	52,700.00
5460 · Travel Show Attendance	-595.21
5480 · Airport Visitor Display	1,050.00
5420 · E-Marketing	2,417.50
5496 · Visitor Guide & Niche Brochures	5,619.87
Total 5400 · Consumer Marketing	72,793.65
5500 · Events & Sports-Operatn & Promo	
5502 · Spartan Race	35,000.00
5512 · Hotel Campaign	2,240.00
Total 5500 · Events & Sports-Operatn & Promo	37,240.00
5550 · M&C and Groups	
5565 · Meeting Planner Shows	4,520.46
5567 · Meeting Planner FAM	2,856.02
5570 · M&C and Group Incentive Program	20,169.84
5571 · Media Buy	19,945.50
5575 · EMarketing	701.25

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Accrual Basis

Tourism Business Improvement District

Profit & Loss - FY22

July 2021 through August 2022

	<u>Jul '21 - Aug 22</u>
5573 · Group Photo & Video Library	112.20
5574 · M&C Collateral	358.50
5583 · Customer Relationship Mgmt Syst	6,000.00
5589 · M&C Memberships	1,094.00
5585 · Sales Calls	1,424.66
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Total 5550 · M&C and Groups	57,182.43
5650 · Publicity	
5666 · PR Agency	34,300.00
5660 · Travel Media Press Trips/FAM	8,280.97
5680 · Kalispell Branded Merchandise	1,135.60
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Total 5650 · Publicity	43,716.57
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Total Expense	631,280.15
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Net Income	<u>1,069.70</u>

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Accrual Basis

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

	<u>Jul '21 - Aug 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	631,499.55	651,500.00	-20,000.45	96.9%
4100 · Interest Income	850.30			
Total Income	<u>632,349.85</u>	<u>651,500.00</u>	<u>-19,150.15</u>	<u>97.1%</u>
Expense				
6100 · Administrative/Operations	30,303.27	37,050.00	-6,746.73	81.8%
5000 · Staffing	260,148.19	239,700.00	20,448.19	108.5%
5200 · Marketing Support	94,742.94	94,900.00	-157.06	99.8%
5250 · Web Site	35,153.10	32,000.00	3,153.10	109.9%
5400 · Consumer Marketing	72,793.65	84,450.00	-11,656.35	86.2%
5500 · Events & Sports-Operatn & Promo	37,240.00	35,000.00	2,240.00	106.4%
5550 · M&C and Groups	57,182.43	81,400.00	-24,217.57	70.2%
5650 · Publicity	43,716.57	47,000.00	-3,283.43	93.0%
Total Expense	<u>631,280.15</u>	<u>651,500.00</u>	<u>-20,219.85</u>	<u>96.9%</u>
Net Income	<u><u>1,069.70</u></u>	<u><u>0.00</u></u>	<u><u>1,069.70</u></u>	<u><u>100.0%</u></u>

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

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	TBID PROJECTS	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	3,169.29	0.00	0.00	0.00	0.00	0.00	51.54	0.00	63.75	92.90	3,377.48
June	(27,901.70)	0.00	0.00	0.00	0.00	0.00	11.16	0.00	(9.00)	908.85	(26,990.69)
July	94.20	0.00	0.00	0.00	0.00	0.00	32.74	16,777.50	(9.00)	(49.36)	16,846.08
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	8,924.06	10,973.65	1,414.40	574.82	275.00	0.00	550.26	55,327.50	130.68	456.09	78,626.46

TRANSPARENT FINANCIALS
KCVB P&L by Class
 January through July 2022

	Sports						TOTAL
	Spartan	aRes	Facility Study	TCP	Admin		
Income							
4025.00 · Program Revenue	0.00	124.40	0.00	0.00	2,601.44	2,725.84	
4400.00 · Grants & Contributions	0.00	0.00	0.00	10.00	0.00	10.00	
4410.00 · TBID Revenue	35,000.00	0.00	16,777.50	0.00	0.00	51,777.50	
4700.00 · Special Events	10,485.21	142.76	0.00	65.00	0.00	10,692.97	
Total Income	45,485.21	267.16	16,777.50	75.00	2,601.44	65,206.31	
Expense							
5000.00 · Direct Program	34,272.19	0.00	0.00	63.00	6.30	34,341.49	
5060.00 · Bank Fees & Service Charges	75.72	0.00	0.00	2.25	98.00	175.97	
5260.00 · Insurance	979.00	0.00	0.00	0.00	16.15	995.15	
5520.00 · Professional Fees	0.00	0.00	0.00	0.00	1,215.00	1,215.00	
5700.00 · Travel & Training	125.60	0.00	0.00	0.00	0.00	125.60	
5360.00 · Meetings & Staff Meals	226.50	0.00	0.00	0.00	0.00	226.50	
5420.00 · Office	0.00	0.00	0.00	0.00	112.36	112.36	
5740.00 · Travel	73.71	0.00	0.00	0.00	0.00	73.71	
5160.00 · Contributions & Scholarships	3,400.00	0.00	0.00	0.00	0.00	3,400.00	
Total Expense	39,152.72	0.00	0.00	65.25	1,447.81	40,665.78	
Net Income	6,332.49	267.16	16,777.50	9.75	1,153.63	24,540.53	

WEBSITE (Y/Y Comparison) JULY

Users 30,807 -26.3% YOY, +6.6% MOM	Pgs/Session 3.08 -4.4% YOY, -1.8% MOM	Session Duration 01:14 -5.3% YOY, -7.1% MOM	Page Views 115,191 -30.6% YOY, +5.2% MOM
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Top Cities

1. Phoenix	6. Salt Lake City
2. Kalispell	7. New York
3. Los Angeles	8. Not Set
4. Seattle	9. Dallas
5. Chicago	10. Denver

Top Pages

1. Don't have entry ticket	6. TTD Flathead Lake
2. Home page	7. Entry ticket ?'s
3. Recreate Responsibly	8. TTD
4. Events	9. TTD GNP
5. TTD Downtown	10. TTD outside GNP

aRes (Google Analytics)

list views	10,306 (-57%)
list clicks	227 (-66%)
list CTR	2.2% (-21%)
Lodging Page	
page views	1,721 (-45%)

CONVERSIONS (digital) - JUNE

	Month	YTD (fiscal)
VG Requests (web-online/postal)	356	356
Newsletter subscribers	**17	17
aRes reservations booked	2	2
aRes room nights booked	5	5
Future grp rm/nts contracted	252	252

GROUP SALES - JULY

RFP's Sent to Hotels	7
Proposals to Clients	3
Groups Assisted	8
Future group rooms won	252

SOCIAL MEDIA - JUNE

Followers	38,296	19,218	48,000	4,124
Impressions (organic)	83,756	79,292	10,270	4,202
Reach/profile visits	77,155	68,500	102,100	
Reach/stories		36,197		
Link Clicks		206		

MARKETING CAMPAIGNS - JULY

PAID: SEM - 9,905 imp, 1,184 clicks, 11.95% CTR, \$1.48 CPC. DISPLAY - 525,902 imp, 1,976 clicks, 0.38% CTR, \$0.65 CPC. PAID SOCIAL (FB, IG) - 267,853 imp, 6,089 clicks, 2.27% CTR, \$0.14 CPC (G'MA ads). LINKED IN - 28,999 imp, 82 clicks, 0.28% CTR, \$10.84 CPC. PINTEREST - 94,885 imp, 335 clicks, 0.35% CTR, \$1.03 CPC.

EARNED MEDIA: Most Relaxing Vacation Spots in the United States, Thrillist.com - 6,303,607 reach. **MEDIA OUTREACH:** Treat It Like Grandma's House, Recreate Responsibly - local and regional news release.

VISITOR INFORMATION CENTER - JULY

	Month	YTD (fiscal)	YTD (calendar)
Calls	135	135	717
Walk-ins	487	487	1,345
Intercom (web chat)	78	78	420
VG's requested	220	220	1,941
TOTAL		920	4,423

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements - JULY	64,526 (- 11.2%)	241,214 (+ 8.2%)
GNP Recreational Visits - JUNE	529,098 (-9.9%)	807,038 (- 9.0%)

LODGING LODGING - JULY

Running 12

Annual Averages	YTD 2022	Mths	FY23 YTD Avg
Kalispell			
OCC	56.7%	56.1%	77.6%
econ class	52.6%		
mid/upper	58.4%		
ADR	\$137.17	\$138.05	\$240.82
econ class	\$88.01		
mid/upper	\$155.95		
RevPAR	\$77.79	\$77.48	\$77.48

	July	YOY	vs 2019
Kalispell			
OCC	77.6%	-9.6%	-4.3%
econ class	67.3%	-18.5%	
mid/upper	81.6%	-6.4%	
ADR	\$240.82	6.0%	39.0%
econ class	\$157.99	1.2%	
mid/upper	\$267.22	5.4%	
Comp Set OCC	76.9%	-4.7%	-5.2%
Supply	52,390	-11.6%	

Weekly STR

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC																		
2022	80.8	86.1	78.5	62.8	77.9	83.7	83.4	82.7	83.6	81.5	68.9	75.4	79.1	80.9	76.2	79.5	80.5	79.5
2021	87.0	92.9	84.8	77.1	84.7	84.8	82.6	80.9	80.2	82.4	68.0	74.0	76.8	77.7	74.7	74.7	73.6	78.4
% Chg	-7.1	-7.4	-7.4	-18.6	-8.0	-1.3	1.0	2.2	4.1	-1.0	1.3	1.9	2.9	4.1	2.0	6.5	9.4	1.4
ADR																		
2022	245.69	265.24	236.43	229.29	225.21	216.47	213.53	228.66	231.39	222.98	205.68	209.82	209.37	206.27	203.43	210.60	212.31	215.30

Short Term Rental Data - AirDNA

Kalispell City Limits - July 2022 vs July 2021

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	115	160	39.1%	88%	82%	-6.8%	302	372	23.0%

Booked Listings			RevPAR		
2021	2022	% Chg	2021	2022	% Chg
110	153	39.1%	265	304	14.6%

FY23 - July 2022 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2023 Optional dates January-May – Agro Climate Workshop
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference
- 2023 – September – National Rural Safety Summit
- 2022 – September – NPUC Pathfinder Camporee
- 2023 – April – Northwest USA Spotlight Pre-FAM
- 2022 – September – MT Army Recruiting and Retention Annual Meeting
- 2023 – May – Spartan Staff Rooms

Proposals Sent:

- 2023 Optional dates January-May – Agro Climate Workshop
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference
- 2022 – September – NPUC Pathfinder Camporee

Working leads:

- 2022 October - Northwest Rental Association – Confirmed for October and waiting for RFP information from their board – still working with Heather
- 2023 Dermatology Conference – October – Still waiting on organizer
- 2024 or 2025 – Montana Tavern Association Annual Convention & Trade Show – presenting Kalispell to their board at their September meeting
- 2022 MNK Teambuilding West MC – Received from a planner who was on the FAM trip – Waiting to hear some details before submitting RFP's to hotels
- 2023 MT Association of Chamber Executives Spring Meeting – will send RFP's out to hotels once I receive the event details

Working Leads Lost or Turned Down:

- 2024 May, September, October - OWA-Outdoor Writers Association of America – Lost due to other cities offering better incentives
- 2024 NAMO – National Association of Motorcoach Operators – working on RFP details through Mary for September 2024 – Choose east coast destination

RFP's Won:

- 2023 – April – Northwest USA Spotlight Pre-FAM – 32 Rooms - Hampton
- 2022 – September – MT Army Recruiting and Retention Annual Meeting – 220 Rooms – Red Lion

Group Assist:

- Pathfinders planning – providing them with community service projects
- MLCT ongoing planning
- Western Leisure – Group Restaurants
- Christian Tours – Group Restaurants
- Immanuel Lutheran – Western Adventures
- US Tours – Group Restaurants
- Uniglobe Travel – Group Restaurants
- Holiday Vacations – Group Restaurants

July Highlights:

- Room Availability reports
- Staff Retreat
- Parkline Celebration
- Met with Glacier Institute to discuss opportunities to partner
- Chez Cheznak Site Inspection for OWAA

Future Conferences & Large Events

2022

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
- *Event at Rebecca Farms – July 22-24, 2022 – Rebecca Farms
- 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
- Montana Reining Horse Association - August 10-14 – Majestic Valley Arena
- NW Montana Fair & Rodeo – August 17-21 – Fairgrounds
- *USEA American Eventing Championships – August 30-September 4 – Rebecca Farms

September

- USEA American Eventing Championships – August 30-September 4 – Rebecca Farms
- NWMACA Gun Show – September 9-11 Majestic Valley Arena
- *Red Angus Association of America-September 14-16, 2022-Hilton
- *MT Army Recruiting and Retention Annual Meeting-September 14-17-Red Lion
- Quilt Show – September 16-17 – Fairgrounds
- Hard Knocks Boxing – September 17 - Fairgrounds
- Foy's to Blacktail Trail Marathon – September 18 – Foy's to Blacktail Trail
- *Pathfinders NPUC – September 21-25 - Fairgrounds

October

- Whitefish Trail Legacy Run – October 1-2 - Whitefish
- *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
- Le Grizz Ultra Marathon – October 8 - Polebridge
- *MT Mental Health Conference – October 18-20 – Red Lion
- *NRA-Northern Rodeo Association – October 28-30 – Majestic Valley Arena

November

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

December

2023

January

February

March

April

- *Northwest USA Spotlight Pre-FAM – April 15 – Hampton Inn
- *MT Association of Chamber Executives (MACE) – April 26-28 – TBD
- *Area 10 Handbell Festival – April 29-30 - TBD

May

- *Spartan – May 6-7 – Bigfork
- *Battalion Reunion – May 9-12 – Red Lion
- *State AA Tennis – May 25-26 – FVCC Courts hosted by Glacier HS

June

- *Yellowstone TV Series Tours (booked through US Tours) – June 15-16 – Red Lion

July

- *Yellowstone TV Series Tours (booked through US Tours) – July 18-19 – Red Lion

August

- *Yellowstone TV Series Tours (booked through US Tours) – August 10-11 – Red Lion
- *Yellowstone TV Series Tours (booked through US Tours) – August 12-13 – Red Lion

September

- *Yellowstone TV Series Tours (booked through US Tours) – September 15-16 – Red Lion
- *Northwest Rental Association – September 27-October 1 - TBD

October

- *State Cross Country – October 21 – Rebecca Farm

November

December

8/12/2022

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