

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, September 28, 2022  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**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 discuss the October 2022 event grant application.
3. Agency Presentations - FY23 Media Plans  
The Abbi Agency – Abbi and Ty Whitaker, Warren Phan  
Lightning Bug Public Relations – Tia Troy
4. Board Action Items
  - a) Approval of minutes from September 1, 2022
  - b) Approval of financials for August 2022
5. Board Discussion
  - a) Indoor Sports Facility study update
  - b) Staff reports

Enclosures: Meeting minutes from September 1, 2022  
TBID financial reports for August 2022  
KCVB dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair - [kalispell@myplacehotels.com](mailto:kalispell@myplacehotels.com) 406-752-4847  
Diane Medler, Discover Kalispell - [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2022 TBID Board Meeting Schedule (subject to change)

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

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

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.



**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Wednesday, August 24, 2022**  
**Rescheduled for September 1, 2022**  
**10:00am - 11:00am**

**Location: Zoom**

All Members and Staff Present Via Zoom:

**Board Members Present:** Bryce Baker, Britta Joy, Zac Ford, Robert Hall, Dawn Hendrickson  
**Staff Present:** Marisa Mikonis, Lorraine Claro, Diane Medler, Dawn Jackson

**MINUTES**

The meeting was called to order at 10:09 AM by Bryce Baker, Chair of the Board.

1. Hear from the Public – None.
2. Board Action Items
  - a) **Approval of minutes from July 27, 2022**
    - Motion was made by Zac Ford to approve the minutes. Motion was seconded by Robert Hall. Discussion: none. Board approved unanimously.
  - b) **Approval of financials for July 2022**
    - Motion was made by Robert Hall to approve the minutes. Motion was seconded by Zac Ford. Discussion: none. Board approved unanimously.
  - c) **Approval of FY22 year-end financial reports**

Board had no questions or concerns on the year-end FY22 financial reports.
4. Board Discussion
  - a) **Community Conversations around tourism and growth – coop project with the Kalispell Chamber, proposal by Better Destinations.**
    - Due to the increase in negative sentiment towards tourism and overall growth from residents, Discover Kalispell has expanded the organization's focus into destination stewardship initiatives over the last few years. Diane had approached Cathy Ritter with Better Destinations to learn about their work in tourism communities around community conversations and surveys with the goal of receiving community input to help direct our messaging and tactics. Enabling the community to be heard, to be proactive to build a community vision, understanding what our neighbors and businesses are looking for in Kalispell within the next 5-10 years.

Community conversations will also enhance education on understanding the role that Discover Kalispell and the Chamber play in our overall community well-being.

- The Kalispell Chamber Board of Directors approve the scope of work with Better Destinations. The Chamber is looking forward to being proactive within community conversations and Lorraine is confident that this is the first step on a multi-year project to build a community vision. The board for the Kalispell Chamber opted to increase the scope of the agreement and as such agrees to a higher percentage of the total cost of the project.
- Diane proposed to the TBID board to move forward with the project at a cost to TBID of \$6,400 plus half of the consultant's travel expenses. The project aligns with the TBID FY23 stewardship and development initiatives and specifically aligns with the budget line item for community outreach.
- Britta Joy made a motion to approve the proposal for the project with Discover Kalispell to contract with Better Destinations to work on community conversations around tourism and growth for \$6,400. Funds to be taken from the TBID reserve account. Zac Ford seconded the motion. Bryce Baker opposed. Remaining board members approved.

**b) Indoor Sports Facility Study**

- This week the Sport Facility Companies was in Kalispell. They had discussions with over 30 community members, including user groups, stake holders and developers over two full days of meetings. Meetings included: City of Kalispell, County Parks & Rec, Logan Health, Chamber, MWED, KDA, TBID, Kalispell and Whitefish Hockey, martial arts, baseball, swimming, and high school activity directors.
- The meetings this week provided a well-rounded set of conversations, and the consultants did a great job with being on track based on the RFP. The TBID will receive a rough draft of the study in 4-5 weeks. Diane will present to the board for review, submit adjustments with a final report anticipated in 8 weeks.
- Thank you to the Hampton Inn Kalispell for providing the meeting room.

Meeting was adjourned at

Respectfully submitted: Diane Medler

For further information, please contact:

[diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

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

TBID Checking account balance as of 8/31/22	\$220,495.04
KCVB Checking account balance as of 8/31/22	\$78,953.57
WFCU Reserve Account balance as of 7/27/22	\$193,489.67

**TBID Account – Expense Summary**

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; City of Kalispell admin fee.
- Agency services: LBPR and Abbi Agency
- Website: maintenance; hosting; domain renewals
- Marketing: Gas card campaign
- Stewardship/Management: recreate responsibly video expenses
- Development:

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

Income: aRes commission

Expenses: SFC travel expenses (partial); accounting services.

**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	\$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%
<b>FY21 Gross Revenue</b>	<b>Projected</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
Total Budget	\$560,000	\$611,569	9.2%	8.8%
Q1 JUL-SEP	\$257,600	\$224,785	-14.5%	-12.7%
Q2 OCT-DEC	\$114,800	\$101,676	-12.9%	-11.4%
Q3 JAN-MAR	\$95,200	\$108,206	12%	13.6%
Q4 APR-JUN	\$92,400	\$176,902	47%	91.4%

Tourism Business Improvement District  
**Balance Sheet**  
As of August 31, 2022

	<u>Aug 31, 22</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1010 · Checking	208,705.65
1020 · Whitefish Credit Union	<u>225,489.67</u>
<b>Total Checking/Savings</b>	<b>434,195.32</b>
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	
Chamber A/R	<u>1,000.00</u>
<b>Total 1200 · Accounts Receivable</b>	<u>1,000.00</u>
<b>Total Accounts Receivable</b>	<u>1,000.00</u>
<b>Total Current Assets</b>	<b>435,195.32</b>
<b>Fixed Assets</b>	
1710 · Office Equipment	4,048.20
1820 · Web Site Development	<u>91,230.44</u>
<b>Total Fixed Assets</b>	<u>95,278.64</u>
<b>TOTAL ASSETS</b>	<b><u>530,473.96</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000 · Accounts Payable	<u>11,387.07</u>
<b>Total Accounts Payable</b>	<u>11,387.07</u>
<b>Total Current Liabilities</b>	<u>11,387.07</u>
<b>Total Liabilities</b>	<u>11,387.07</u>
<b>Equity</b>	
32000 · Unrestricted Net Assets	428,964.92
Net Income	<u>90,121.97</u>
<b>Total Equity</b>	<u>519,086.89</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>530,473.96</u></b>

**Tourism Business Improvement District**  
**Profit & Loss - FY23**  
 August 2022

	Aug 22	Jul - Aug 22
<b>Income</b>		
4000 · TBID Revenue	154,886.00	154,886.00
4100 · Interest Income	0.00	0.97
<b>Total Income</b>	<b>154,886.00</b>	<b>154,886.97</b>
<b>Expense</b>		
6100 · Administrative/Operations		
6125 · Accounting Services	191.25	438.75
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	3,872.15	3,872.15
6140 · Office Supplies	13.70	151.89
6150 · Postage & Copies	79.35	162.99
6160 · Rent	900.00	1,800.00
6180 · Telephone	157.51	392.28
6185 · Travel & Entertainment	79.37	201.61
6190 · Technology Support	90.00	180.00
6195 · Equipment (Software)	15.55	15.55
<b>Total 6100 · Administrative/Operations</b>	<b>5,398.88</b>	<b>8,513.22</b>
6200 · Personnel (wages)	17,761.48	35,347.71
6300 · Agency Services	5,395.00	7,995.00
6500 · Website	1,473.33	2,490.32
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	0.00	14.99
<b>Total 6620 · Marketing Resources</b>	<b>0.00</b>	<b>14.99</b>
6640 · Paid Media		
6643 · Multimedia	11,470.00	11,470.00
6649 · Promotional Items	1,500.00	1,500.00
<b>Total 6640 · Paid Media</b>	<b>12,970.00</b>	<b>12,970.00</b>
6680 · Travel/Trade Shows	0.00	1,200.00
<b>Total 6600 · Destination Marketing</b>	<b>12,970.00</b>	<b>14,184.99</b>
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	0.00	125.00
6730 · Community Outreach	25.39	25.39
<b>Total 6700 · Destination Stewardship/Mgmt</b>	<b>25.39</b>	<b>150.39</b>
6800 · Destination Development		
6830 · Event Grant	0.00	1,000.00
<b>Total 6800 · Destination Development</b>	<b>0.00</b>	<b>1,000.00</b>
<b>Total Expense</b>	<b>43,024.08</b>	<b>69,681.63</b>
<b>Net Income</b>	<b>111,861.92</b>	<b>85,205.34</b>

9:36 AM

09/16/22

Accrual Basis

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

	Jul - Aug 22	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	154,886.00	700,000.00	-545,114.00	22.1%
4100 · Interest Income	0.97			
<b>Total Income</b>	154,886.97	700,000.00	-545,113.03	22.1%
<b>Expense</b>				
6100 · Administrative/Operations	8,513.22	37,000.00	-28,486.78	23.0%
6200 · Personnel (wages)	35,347.71	260,000.00	-224,652.29	13.6%
6250 · Education/Outreach	0.00	19,000.00	-19,000.00	0.0%
6300 · Agency Services	7,995.00	74,000.00	-66,005.00	10.8%
6400 · Research	0.00	15,000.00	-15,000.00	0.0%
6500 · Website	2,490.32	35,000.00	-32,509.68	7.1%
6600 · Destination Marketing	14,184.99	182,000.00	-167,815.01	7.8%
6700 · Destination Stewardship/Mgmt	150.39	15,000.00	-14,849.61	1.0%
6800 · Destination Development	1,000.00	63,000.00	-62,000.00	1.6%
<b>Total Expense</b>	69,681.63	700,000.00	-630,318.37	10.0%
<b>Net Income</b>	<b>85,205.34</b>	<b>0.00</b>	<b>85,205.34</b>	<b>100.0%</b>

TRANSPORT CHAIRMAN'S OF COMMUNITY  
**KCVB P&L by Class**  
January through August 2022

	TBID						TOTAL
	Spartan	aRes	Projects	TCP	Admin		
<b>Income</b>							
4025.00 · Program Revenue	0.00	201.51	0.00	0.00	2,601.44	2,802.95	
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	
<b>Total Income</b>	<u>45,485.21</u>	<u>344.27</u>	<u>16,777.50</u>	<u>75.00</u>	<u>2,601.44</u>	<u>65,283.42</u>	
<b>Expense</b>							
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	1,406.25	1,406.25	
5700.00 · Travel & Training	125.60	0.00	1,757.88	0.00	0.00	1,883.48	
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	
<b>Total Expense</b>	<u>39,152.72</u>	<u>0.00</u>	<u>1,757.88</u>	<u>65.25</u>	<u>1,639.06</u>	<u>42,614.91</u>	
<b>Net Income</b>	<u>6,332.49</u>	<u>344.27</u>	<u>15,019.62</u>	<u>9.75</u>	<u>962.38</u>	<u>22,668.51</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	77.11	0.00	0.00	0.00	77.11
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	627.37	55,327.50	130.68	456.09	78,703.57

## **TBID EVENT GRANT APPLICATION SUMMARY**

Board Meeting – 8/24/2022

**Event:** Northern Rodeo Association Finals – October 27-29, 2022

**Applicant:** Theresa Sorlie

**Location:** Majestic Valley Arena

**Request:** \$5,000 for venue + hotel room rebate

- Performances Thurs, Fri and Sat nights
- Top 10 contestant in 9 events compete in 3 rodeo performances to determine the year end champions, along with the junior event finals on Saturday.

**Anticipated number of room nights:** 450

- 110 contestants @ 3 nights
- 1,500 spectators (900+ flathead, 430+ out of county, 160+ out of state, 5+ out of country)
- Total attendance: 5,000

2021 total attendant: participants: 114 Spectators: 4864 (from the ticket buyers)

**Previous TBID sponsorship:** TBID awarded \$4,000 cash plus rooms for officials for the 2019 event. 2020 event canceled due to covid. TBID awarded \$1,000 cash + \$645 hotel room rebate for the 2021 event.

# FY23 - August 2022 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2023 – October - Northwest Rental Conference

## Proposals Sent:

- 2023 – October - Northwest Rental Conference

## Working leads:

- 2022 October - Northwest Rental Association – Confirmed for October and sent proposals to Heather. Board is doing a walk through on September 22, 2022. Decision will be made for which hotels they are using.
- 2023 – October - Dermatology Conference – Still waiting on organizer
- 2024 or 2025 – September - Montana Tavern Association Annual Convention & Trade Show – working with John Iverson - presenting Kalispell to their board at their September meeting will follow up in September
- 2023 – April - MT Association of Chamber Executives Spring Meeting – will send RFP's out to hotels once I receive the event details
- 2023 Optional dates January-May – Agro Climate Workshop
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference – I have spoken with the planners and they are following up with me in September
- 2023 – September – National Rural Safety Summit -Not determined yet
- 2023 – May – Spartan Staff Rooms – will make definite when contract is received
- 2023 – TBD – ISPS – working with Manuel to set up a site-visit

## Working Leads Lost or Turned Down:

- 2022 MNK Teambuilding West MC – Received from a planner who was on the FAM trip – Event was cancelled

## RFP's Won:

## Group Assist:

- Pathfinders – follow up with hotel rooms and community service projects – created landing page
- MLCT ongoing planning – created landing page, follow up on vendor contracts
- MT Army National Guard with hotel details
- Red Angus ongoing planning – created landing page, help with transportation
- NRA Finals – Finalizing room sponsorships
- Wes Bowyer-articles
- Prestige – Doug Peterson – looking for a 5 diamond property
- Steve Beck – Beck Seminars – looking for a venue to host his Seminars
- Katie Kurda – venues
- Lisa Oliver – Media Optimizer – venue suggestions
- NW Spotlight agenda planning
- Montana Chamber of Commerce considering a different location for their Governors Cup-coming up with different solutions

## **August Highlights:**

- Attended Mid-Year Economic Outlook Seminar
- Attended Chamber All-Staff meeting
- Discover Kalispell team volunteered with Flathead Waters Cleanup
- Attended Native American Speaks in GNP-got video
- Assisted with Gas Card Campaign on aRes logistics
- Started work on the October International Travel Rebound Workshop
- Provided assistance of who offers shuttle service for Transportation Task Force
- Created Group Restaurant and Food Truck content for groups
- Provided content to Tia for a group travel story about what makes Kalispell Unique
- Diane and I met with Geneva Thompson from Glacier Conservancy for partnership opportunities
- Created Meeting Planner and Tour operator survey to send out with goal of receiving information to help determine trends, what they need from CVB
- Began conversation with Glacier Institute for a group outing for our hoteliers
- Prepared information for M&C e-news
- Created Discount flyer for groups

# Future Conferences & Large Events

## 2022

### 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**

9/16/2022

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

**WEBSITE (Y/Y Comparison) AUGUST**

<b>Users</b> 23,776 -20.5% YOY, -22.8% MOM	<b>Pgs/Session</b> 3.09 -0.09% YOY, +0.2% MOM	<b>Session Duration</b> 01:15 +4.97% YOY, +1.33% MOM	<b>Page Views</b> 91,191 -19.3% YOY, -20.8% MOM
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<b>Top Cities</b> 1. Denver 2. Kalispell 3. (not set) 4. Phoenix 5. Seattle 6. Chicago 7. Calgary 8. Whitefish 9. New York 10. Dallas	<b>Top Pages</b> 1. Home 2. Don't have entry ticket 3. TTD Downtown 4. Road Trip to MT 5. NW MT Fair 6. Events 7. TTD Flathead Lake 8. GNP top questions 9. TTD 10. TTD outside GNP	<b>aRes (Google Analytics)</b> list views 11,362 (+17.9%) list clicks 339 (+67%) list CTR 2.98% (+41.6%) <b>Lodging Page</b> page views 1,480 (-17%)
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**CONVERSIONS (digital) - AUGUST**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	268	624
Newsletter subscribers	2,256*	2,273
aRes reservations booked	6	8
aRes room nights booked	10	15
Future grp rm/nts contracted	0	252

**GROUP SALES - AUGUST**

RFP's Sent to Hotels	1
Proposals to Clients	1
Groups Assisted	12
Future group rooms won	0

**MARKETING CAMPAIGNS - AUGUST**

**PAID:** Gas Card Campaign: SEM - 2,899 imp, 260 clicks, 8.97% CTR; Display - (last half of month) 326,827 imp, 209 clicks, 0.06% CTR. Social - 304,040 imp, 3,749 clicks, 1.23% CTR.

**EARNED MEDIA:** *Enjoy an Adventure in Scenic Western MT* - Leisure Group Travel, reach - 19,293. *Autumn Adventures in Kalispell MT* - multiple pubs, reach - 90,637,867. *12 Best U.S. National Parks to Visit Solo* - Best Life & Yahoo, reach - 21,454,282. *Montana Spotlight*, Group Travel Leader, reach - 14,000. **OTHER MEDIA COVERAGE:** *Great Deals on Family Trips*, Yahoo Finance & The Kiplinger Letter - mentions Kalispell as affordable lodging option for GNP, reach - 45,427,445.

**SOCIAL MEDIA - AUGUST**

Followers	38,469	19,300	5,600	4,129
Impressions (organic)	191,978	143,648	9,010	5,064
Reach/profile visits	188,907	120,190	8,540	
Reach/stories		10,291		
Link Clicks		150		

**VISITOR INFORMATION CENTER - AUGUST**

	Month	YTD (fiscal)	YTD (calendar)
Calls	119	254	836
Walk-ins	431	918	1,776
Intercom (web chat)	73	151	493
VG's requested	238	560	2,281
<b>TOTAL</b>		1,883	5,386

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements - AUG	61,676 (-11.9%)	302,890 (+3.4%)
GNP Recreational Visits - JULY	722,076 (-9.4%)	1,537,224 (- 8.9%)

**LODGING - AUGUST**

Annual Averages	Running 12		
	YTD 2022	Mths	FY23 YTD Avg
<b>Kalispell</b>			
OCC	59.1%	56.4%	77.0%
econ class	54.4%		
mid/upper	61.1%		
ADR	\$149.38	\$138.37	\$228.03
econ class	\$94.87		
mid/upper	\$169.74		
RevPAR	\$88.27	\$78.02	\$175.58

Kalispell	August	YOY	vs 2019
	OCC	76.8%	7.9%
econ class	68.2%	-0.7%	
mid/upper	80.1%	10.9%	
ADR	\$213.38	2.3%	38.6%
econ class	\$135.96	-7.0%	
mid/upper	\$238.84	3.0%	
Comp Set OCC	78.5%	5.5%	-2.0%

**Weekly STR**

OCC	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
	Sep 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
2022	73.6	77.9	86.9	73.0	62.8	74.6	84.0	84.9	88.8	83.8	76.3	89.1	90.1	91.5	90.3	88.7	79.1	82.1
2021	65.2	74.3	85.4	77.5	67.4	79.1	80.9	83.8	84.8	80.0	67.7	77.8	84.0	85.1	77.8	80.8	73.1	77.3
% change	12.9	4.8	1.7	-5.7	-6.7	-5.8	3.9	1.2	4.7	4.7	12.8	14.5	7.2	7.6	16.1	9.8	8.3	6.2
ADR 2022	186.78	203.72	205.96	187.21	176.98	183.95	188.55	191.17	188.52	187.06	174.36	182.17	181.36	177.84	177.15	179.53	179.05	185.42

**Short Term Rental Data - AirDNA**

**Kalispell City Limits - August 2022 vs August 2021**

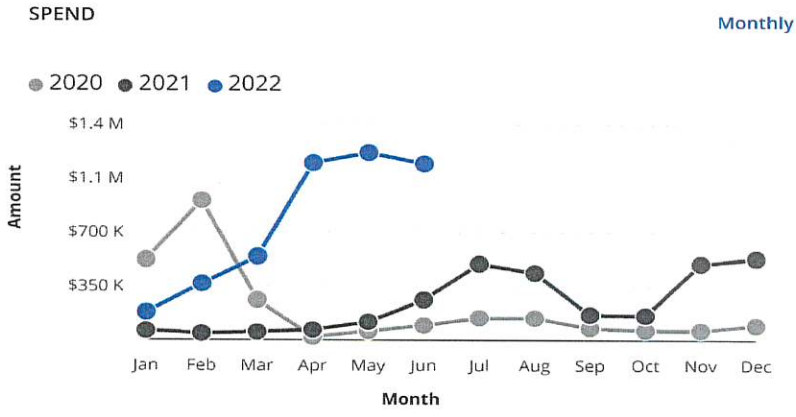
Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	114	154	35.0%	85%	77%	-9.5%	\$298	\$343	15.2%

Booked Listings			RevPAR		
2021	2022	% Chg	2021	2022	% Chg
110	149	35.5%	252	263	4.2%

**Credit Card Spending**

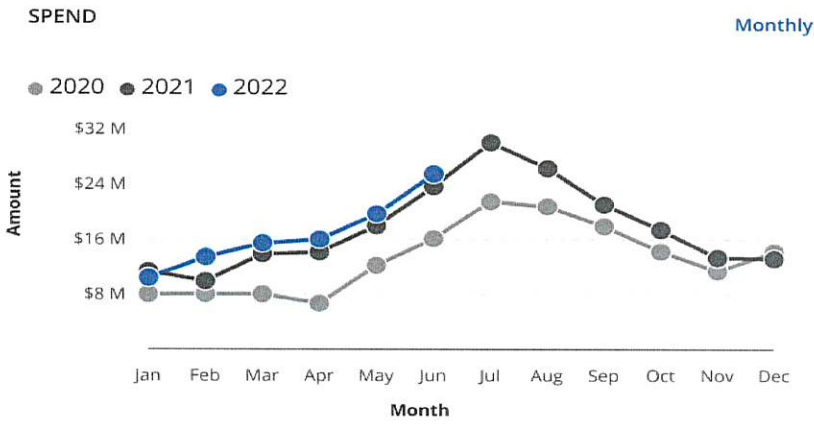
**International**



**Spend**

Canada	\$4.3 M
Germany	\$50 K
China	\$42 K
UK	\$35 K
Australia	\$14 K

**Non Resident Domestic**



**Spend**

County (less Kalispell)	\$35.5 M
Missoula	\$3.3 M
New York	\$3 M
Seattle	\$2.3 M
Salt Lake City	\$2.1 M
Phoenix	\$1.3 M
Los Angeles	\$1.2 M

**Card Count**

Salt Lake City	40 K
Missoula	13 K
Seattle	6 K
Bozeman	4 K
Helena	4 K
New York	4 K



### GSA Releases Federal Room Rates & Per Diems

New: The federal General Services Agency (GSA) just announced new federal lodging per diem rates for Fiscal Year 2023 (FY 2023) for cities across the nation, **effective October 1, 2022**.

MLHA supported efforts by our national affiliate, AHLA, who worked with key members of Congress and GSA to limit the negative effects the pandemic could have imposed on room and meal per diem rates. As a result, in Montana, for FY 2023, the CONUS or general per diem rate is **\$98 for lodging and this rate is adjusted higher for some Montana locations**. Below is a chart showing Montana federal room rates effective October 1, 2022, to September 30, 2023.

Primary Destination	County	2022			2023										
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
Big Sky / West Yellowstone/Gardiner	Gallatin/Park	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$151	\$279	\$279	\$279	\$279
Helena	Lewis and Clark	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107	\$107
Kalispell/Whitefish	Flathead	\$118	\$118	\$118	\$118	\$118	\$118	\$118	\$118	\$118	\$118	\$118	\$243	\$243	\$118
Missoula	Missoula	\$106	\$106	\$106	\$106	\$106	\$106	\$106	\$106	\$106	\$106	\$106	\$167	\$167	\$167
Standard Rate	Applies for all locations without specified rates	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98	\$98

The FY23 CONUS per diem rate is \$157, which includes \$98 for lodging (increased from \$96) and \$59 for meals (unchanged). The FY23 rates are currently available on the [GSA website](https://www.gsa.gov).