

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, October 26, 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. Board Action Items
 - a) Approval of minutes from September 28, 2022
 - b) Approval of financials for September 2022
5. Board Discussion
 - a) Indoor Sports Facility study update
 - b) FY23 Group Sales Strategy
 - c) Staff reports

Enclosures: Meeting minutes from September 28, 2022
TBID financial reports for September 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, September 28, 2022
3:00 pm – 5:00 pm

Location: Kalispell Chamber or Zoom

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

Via Zoom: Zac Ford, Dawn Hendrickson

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

Guests: Fabiano Pereira – Hilton Garden Inn, Ty Whitaker & Abbi Whitaker – The Abbi Agency, Tia Troy – Lightning Bug PR,

Via Zoom: Julian Tallent, Henry Mershel, Caroline Sexton and Warren Phan – The Abbi Agency, Bo Wagner – NRA Finals

MINUTES

The meeting was called to order at 3:02 pm by Board Chair Bryce Baker.

1. **Hear from the Public** – None.

2. Event Grant Application

- a. Bo Wagner presented on the National Rodeo Association Finals events to be held at Majestic Valley Arena, October 27-29. The anticipated number nights, based on last year's numbers is 450 with over 1,500 spectators at the event. The event grant request is \$5,000 for the venue plus a hotel room rebate.

3. Agency Presentations – FY23 Media Plans

a. The Abbi Agency – Ty and Abbi Whitaker, Team

- i. The Abbi Agency team presented on the Media plans from FY22 into FY23. With the newest creative since the rebrand of Discover Kalispell last fall with digital and print ads for Venture Boldly, Recreate Responsibly, and promotional campaigns such as the Great American Road Trip package and the Winter in Kalispell Ski Package. The team presented the highlights and statistics of the paid media tactics through SEM, Display, YouTube, Facebook, Instagram, LinkedIn, Pinterest, and the Website Analytics. The newest design for the Discover Kalispell website is in the final stages for launch in the third week of November.

b. Lightning Bug Public Relations – Tia Troy

- i. Troy discusses Discover Kalispell by 'where we've been' and 'where we're going' through owned brand content, media coverages, social media highlights, PR and media. Troy will be focusing the next

editorial highlights around accessibility, Flathead Pride, economic impact of DK, meetings & events, and new seasonal pitches.

c. Board Discussion with Agencies:

- i. After analyzing the statistics from The Abbi Agency, we should be putting more money in for clicks and impressions, larger budget for photos/photoshoots for visual content, and continue to thoroughly observe and studying the visitor web experience and where visitors are looking.

4. Board Action Items

a. Approval of minutes from September 1, 2022

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

b. Approval of financials for August 2022

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

5. Board Discussion

a. Event Grant Scoring

- i. The board reviewed the NRA Finals event grant application and scored according to grant criteria. The board discussed how it is a recurring event, TBID has sponsored in the past. Britta Joy makes a motion to honor \$750 in-kind donation for the National Rodeo Association Finals. Dawn Hendrickson seconds the motion. Discussion none. Board approved unanimously.

b. Indoor Sports Facility Study Update

- i. Draft for review will be received in the next few weeks, as we will schedule a zoom with the Indoor Sports Facility staff to have a through reading of the study.

c. Staff Reports

- i. Diane updates the board on the Smith Travel Research annual renewal fee. Due to increased costs, it is recommended that we reduce the number comp sets subscribed to. The board agreed upon removing Bend, Boise, Butte, Lethbridge, and Spokane. Add Sandpoint if available, if not retain Helena.
- ii. Campaigns such as the Gas card, Fall Under the Spell, Towns & Trails, and Ski Package are all active or upcoming.
- iii. Dawn reported on the record number of RFPs she has received this month. Kalispell recently worked with Red Angus Association of America, Pathfinders, and National Guard conferences. Discover Kalispell had sent out a Meeting Planner and Group Tour surveys with over 103 responses. Dawn provided a summary of survey results.

- iv. Marisa reported on the Montana Reining Classic post event report, in which we had provide an event grant for.
- v. Diane and Marisa are going to California to meet with the staff and attend the first U.S. Highlander event. Diane is working with the county on Herron Park while Marisa works with Highlander Staff to brainstorm trail routes for next year while connecting them to Forest Service.

Meeting was adjourned at 5:08 pm.

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

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

TBID Checking account balance as of 9/30/22	\$175,279.84
KCVB Checking account balance as of 9/30/22	\$75,606.63
WFCU Reserve Account balance as of 10/12/22	\$158,589.67

TBID Account – Expense Summary

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support.
- Education/Outreach: Marisa – Leadership Flathead and InDesign class.
- Agency services: LBPR and Abbi Agency
- Website: maintenance; hosting credit; domain renewals
- Marketing: social media admin, photos, branded promotional items; IDSS quarterly payment
- Earned Media/Tourism Sales: hosted media (RoadRUNNER), group tour video, prize for M&C survey; MLCT transportation costs.
- Stewardship/Management: airport display
- Development: Highlander Adventure event expenses (staff)

KCVB Event Account – Income and Expense Summary

Income: aRes commission

Expenses: Honeybook mthly fee; Gas Card campaign; community engagement project; accounting services; Sports Facility Companies travel expenses.

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 September 30, 2022

	<u>Sep 30, 22</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	148,725.57
1020 - Whitefish Credit Union	225,489.67
Total Checking/Savings	<u>374,215.24</u>
Accounts Receivable	
1200 - Accounts Receivable	
Chamber A/R	2,500.00
Total 1200 - Accounts Receivable	<u>2,500.00</u>
Total Accounts Receivable	<u>2,500.00</u>
Total Current Assets	376,715.24
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>471,993.88</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	12,282.54
Total Accounts Payable	<u>12,282.54</u>
Total Current Liabilities	<u>12,282.54</u>
Total Liabilities	12,282.54
Equity	
32000 - Unrestricted Net Assets	428,964.92
Net Income	30,746.42
Total Equity	<u>459,711.34</u>
TOTAL LIABILITIES & EQUITY	<u><u>471,993.88</u></u>

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

	Sep 22	Jul - Sep 22
Income		
4000 · TBID Revenue	0.00	154,886.00
4100 · Interest Income	0.00	0.97
Total Income	0.00	154,886.97
Expense		
6100 · Administrative/Operations		
6125 · Accounting Services	236.25	675.00
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	3,872.15
6140 · Office Supplies	27.40	179.29
6150 · Postage & Copies	131.64	294.63
6160 · Rent	900.00	2,700.00
6180 · Telephone	157.51	549.79
6185 · Travel & Entertainment	30.63	232.24
6190 · Technology Support	90.00	270.00
6195 · Equipment (Software)	0.00	15.55
Total 6100 · Administrative/Operations	1,573.43	10,086.65
6200 · Personnel (wages)		
6250 · Education/Outreach	36,881.68	72,229.39
6260 · Staff Training, Prof Develop	1,415.00	1,415.00
Total 6250 · Education/Outreach	1,415.00	1,415.00
6300 · Agency Services		
6500 · Website	8,250.00	16,245.00
6600 · Destination Marketing	700.37	3,190.69
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	7,150.00	7,164.99
Total 6620 · Marketing Resources	7,150.00	7,164.99
6640 · Paid Media		
6643 · Multimedia	1,115.00	12,585.00
6646 · Digital Asset Acquisition	763.00	763.00
6649 · Promotional Items	1,478.13	2,978.13
Total 6640 · Paid Media	3,356.13	16,326.13
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	871.30	871.30
6659 · Meeting & Group Incentives	-1,190.64	-1,190.64
Total 6650 · Earned Media/Tourism Sales	-319.34	-319.34
6680 · Travel/Trade Shows		
	0.00	1,200.00
Total 6600 · Destination Marketing	10,186.79	24,371.78
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	250.00	375.00
6730 · Community Outreach	0.00	25.39
Total 6700 · Destination Stewardship/Mgmt	250.00	400.39
6800 · Destination Development		
6830 · Event Grant	0.00	1,000.00
6890 · DK Events	66.75	66.75
Total 6800 · Destination Development	66.75	1,066.75
Total Expense	59,324.02	129,005.65
Net Income	-59,324.02	25,881.32

3:39 PM

10/13/22

Accrual Basis

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

	<u>Jul - Sep 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	154,886.00	700,000.00	-545,114.00	22.1%
4100 · Interest Income	0.97			
Total Income	<u>154,886.97</u>	<u>700,000.00</u>	<u>-545,113.03</u>	<u>22.1%</u>
Expense				
6100 · Administrative/Operations	10,086.65	37,000.00	-26,913.35	27.3%
6200 · Personnel (wages)	72,229.39	260,000.00	-187,770.61	27.8%
6250 · Education/Outreach	1,415.00	19,000.00	-17,585.00	7.4%
6300 · Agency Services	16,245.00	74,000.00	-57,755.00	22.0%
6400 · Research	0.00	15,000.00	-15,000.00	0.0%
6500 · Website	3,190.69	35,000.00	-31,809.31	9.1%
6600 · Destination Marketing	24,371.78	182,000.00	-157,628.22	13.4%
6700 · Destination Stewardship/Mgmt	400.39	15,000.00	-14,599.61	2.7%
6800 · Destination Development	1,066.75	63,000.00	-61,933.25	1.7%
Total Expense	<u>129,005.65</u>	<u>700,000.00</u>	<u>-570,994.35</u>	<u>18.4%</u>
Net Income	<u><u>25,881.32</u></u>	<u><u>0.00</u></u>	<u><u>25,881.32</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	77.11	0.00	0.00	0.00	77.11
September	0.00	0.00	0.00	0.00	0.00	0.00	24.31	(17,412.67)	0.00	(371.25)	(17,759.61)
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	651.68	37,914.83	130.68	84.84	60,943.96

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

/-----TBID Projects-----/

	Spartan	aRes	Sports Study	Campaigns	Community	TCP	Admin	TOTAL
Income								
4025.00 · Program Revenue	0.00	225.82	0.00	0.00	0.00	0.00	2,601.44	2,827.26
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00
4410.00 · TBID Revenue	35,000.00	0.00	32,000.00	0.00	0.00	0.00	0.00	67,000.00
4700.00 · Special Events	10,486.21	142.76	0.00	0.00	0.00	65.00	0.00	10,692.97
Total Income	45,486.21	368.58	32,000.00	0.00	0.00	75.00	2,601.44	80,530.23
Expense								
5000.00 · Direct Program	34,272.19	0.00	0.00	0.00	0.00	81.00	6.30	34,359.49
5060.00 · Bank Fees & Svc Charges	75.72	0.00	0.00	0.00	0.00	2.25	98.00	175.97
5260.00 · Insurance	979.00	0.00	0.00	0.00	0.00	0.00	16.15	995.15
5520.00 · Professional Fees	0.00	0.00	15,222.50	14,412.67	2,150.00	0.00	1,563.75	33,348.92
5700.00 · Travel & Training	125.60	0.00	3,000.00	0.00	0.00	0.00	0.00	3,125.60
5360.00 · Meetings & Staff Meals	226.50	0.00	0.00	0.00	0.00	0.00	0.00	226.50
5420.00 · Office	0.00	0.00	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	0.00	0.00	73.71
5160.00 · Contrib. & Scholarships	3,400.00	0.00	0.00	0.00	0.00	0.00	0.00	3,400.00
Total Expense	39,152.72	0.00	18,222.50	14,412.67	2,150.00	83.25	1,796.56	75,817.70
Net Income	6,332.49	368.58	13,777.50	-14,412.67	-2,150.00	-8.25	804.88	4,712.53

WEBSITE (Y/Y Comparison) SEPTEMBER

Users 27,075 +16.0% YOY, +17.7% MOM	Pgs/Session 2.88 -6.8% YOY, -6.7% MOM	Session Duration 00:58 -11.8% YOY, -21.4% MOM	Page Views 90,686 +4.03% YOY, +3.3% MOM
Top Cities 1. (not set) 6. Edmonton 2. Seattle 7. Phoenix 3. Calgary 8. Dallas 4. Kalispell 9. Los Angeles 5. Denver 10. Portland		Top Pages 1. Fall Under The Spell 6. TTD Flathead Lake 2. Gas card 7. Lodging 3. Home page 8. Dpn't have entry ticket 4. TTD downtown 9. TTD where eat & drink 5. TTD 10. TTD GNP	
aRes (Google Analytics) list views 9,694 (+43.4%) list clicks 274 (+23.4%) list CTR 3.76% (-13.9%) Lodging Page page views 1,424 (+4.48%)			

CONVERSIONS (digital) - AUGUST

	Month	YTD (fiscal)
VG Requests (web-online/postal)	286	910
Newsletter subscribers	6,126	8,399
aRes reservations booked	20	28
aRes room nights booked	33	48
Future grp rm/nts contracted	0	252

GROUP SALES - AUGUST

RFP's Sent to Hotels	2
Proposals to Clients	2
Groups Assisted	10
Future group rooms won	0

SOCIAL MEDIA - AUGUST

Followers	38,620	19,434	115,370	4,134
Impressions (organic)	46,113	126,963	15,720	2,025
Reach/profile visits	45,198	112,468	278,500	
Reach/stories		36,543		
Link Clicks		199		

MARKETING CAMPAIGNS - AUGUST

PAID: TARGET MARKETS - Seattle, LA, Tacoma, Portland, Spokane, SLC, Boise, Billings, Jackson. EVERGREEN (SEM, Display, FB) - 1.6M imp; 12,395 clicks; 0.75% CTR. Bandwango - 159,829 imp; 85 clicks; 0.05% CTR. GAS CARD - 1.06M imp, 9,714 clicks; 0.96% CTR.

EARNED MEDIA: Experience the Best of Fall on This Three-State Road Trip , multiple outlets, total reach 81,559,581. Epic Trips Await in Montana and Montana Spotlight , The Group Travel Leaser, 14,000 reach.

VISITOR INFORMATION CENTER - SEPTEMBER

	Month	YTD (fiscal)	YTD (calendar)
Calls	105	359	941
Walk-ins	407	1,325	2,183
Intercom (web chat)	55	206	548
VG's requested	283	793	2,514
TOTAL		2,683	6,186

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements - SEP	43,583 (-6.8%)	346,765 (+2.1%)
GNP Recreational Visits - AUG	649,687 (-3.1%)	2,178,801 (- 7.4%)

LODGING - SEPTEMBER

Annual Averages	Running 12		
	YTD 2022	Mths	FY23 YTD Avg
Kalispell			
OCC	61.3%	56.7%	77.9%
econ class	56.1%		
mid/upper	63.4%		
ADR	\$153.10	\$140.41	\$210.90
econ class	\$98.11		
mid/upper	\$173.32		
RevPAR	\$93.80	\$79.54	\$164.03

Kalispell	September	YOY	vs 2019
	OCC	79.8%	8.1%
econ class	71.2%	6.3%	
mid/upper	83.1%	8.6%	
ADR	\$176.65	12.2%	146.9%
econ class	\$120.48	9.2%	
mid/upper	\$195.27	12.3%	
Comp Set OCC	76.6%	5.5%	2.4%

Weekly STR

	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
2022	78.3	52.4	65.1	76.4	78.9	72.6	74.1	74.5	54.8	54.1	60.9	61.1	56.9	63.0	58.6	65.4
2021	68.1	51.0	61.7	62.0	62.6	58.3	62.1	60.7	41.1	51.0	51.9	54.1	52.1	52.7	51.8	56.8
% change	14.9	2.8	5.5	23.2	26.1	24.6	19.3	22.7	33.5	6.1	17.4	12.9	9.1	19.5	13.1	15.3
ADR 2022	137.83	112.81	119.34	114.53	121.39	118.19	123.97	121.84	112.05	112.31	117.50	112.59	111.41	113.21	114.37	118.23

Short Term Rental Data - AirDNA

Kalispell City Limits - September 2022 vs September 2021

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
Entire Place	99	156	57.6%	81%	71%	-12.5%	\$234	\$277	18.6%
Booked Listings									
2021	2022	% Chg							
88	142	61.4%							
RevPAR									
2021	2022	% Chg							
189	197	3.8%							

FY23 – September 2022 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2023 – October - Montana's Credit Union Fall Conference
- 2023 – September – American Cruise Lines, Inc – 2023 National Parks Legendary Rivers

Proposals Sent:

- 2023 – October - Montana's Credit Union Fall Conference
- 2023 – September – American Cruise Lines, Inc

Working leads:

- 2024 – July – Florida's Natural Customer Appreciation – wanted 5 star resort property
- 2023 – September – Correctional Education Association – Received through Chamber request for information on meeting space – this is an 8 region area conference will be out for a visit in September with another supervisor, offered assistance, said he would call in October.
- 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 in October 2022
- 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:

RFP's Won:

Group Assist:

- US Dry Bean Convention Board Meeting – received CVENT RFP, followed up with planner and they had to cancel but will resend when they have new dates
- Multi Family Mindset requesting information for meeting spaces for 75 ppl – Send her hotel information with properties that could accommodate
- New Destinations – Sam needed restaurants that would take groups for a stay in Kalispell
- Julie James with National Forest Service out of Missoula – provided hotel contacts for banquet space, caterers, and restaurants to accommodate for groups
- Getting details for the 40th Annual Big Sky Handbell Festival for 2023
- Helped coordinate transportation for Red Angus of America Association
- Continued planning for MLCT
- Visited with Pathfinders at the Fairgrounds – arranged for photographer to take photos of service projects
- Met with Ron Forester for 2023 MNCB58 Association in May 2023

- Delivered 150 Welcome Bags for RAAA – helped with coordination of transportation
- Montana Farmers Union – Event and meeting space requests
- IMN Solutions-Jack Sammis received the survey participation results and is interested in a FAM

September Highlights:

- Worked on details for International Travel Rebound Workshop
- Video with Action Rentals for newsletter
- Attended the Voices luncheon
- Attended Kalispell Chamber luncheon
- Met with Heather to see the Flathead Valley Field-home of the Glacier Range Riders to seek group opportunities
- Site visit with Matt Laughlin of Wachholz College Center
- Video and creation of MLCT Welcome
- Set up NRA reservation link
- Provided what's new information to Tia for a Mountain Meeting Magazine article
- Set up details for October outing for hotels with Glacier Institute

Future Conferences & Large Events

2022

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 19-20 – Red Lion
- *NRA-Northern Rodeo Association – October 28-30 – Majestic Valley Arena

November

- The Market Beautiful Christmas Show – November 11-12 – Fairgrounds
- Artists & Craftsmen of the Flathead Christmas Show – November 25-27 - Fairgrounds

2023

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

10/20/2022

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

Discover Kalispell FY23 Group Strategy

50% Domestic Tours- included would be international tour operators and FIT (Foreign Individual Traveler).

- 2022 summer occupancy wasn't as high in 2022 as seen in years prior
- Group sales can provide support to all TBID hotels
- Continue to maintain international travel relationships and educate TBID hotels because the international traveler has long stays, like western states and national parks

Actions:

- Newsletters
- Keep group information available and up-to-date on food options, activities
- Shows – NW Spotlight, International Roundup
- Paid media – TAA recommendations
- FAM's
- Educate hotels on working with international operators
- Provide support materials for hotels
- Sales calls

30% Military & Sports

- Sports (both youth and adults) has been the most sustainable segment, as COVID proved, and provides occupancy in all Kalispell hotels. Establishing relationships and working closer with clubs, high schools, is good reason to dial in deeper to the sports community to get Kalispell on the map for the future that we aren't currently seeing.

Actions:

- Work with MHSAA to establish an easy reservation process for spectators
- Create sports facility guide
- Join Scout – Sports Tourism Index
- Military reunion requests have been increasing not only from Discover Kalispell, but TBID hotels as well. The most important goal of many of the reunions is the networking with near-by accessible group activities and Kalispell offers all of that. There is a growing number of Veteran organizations in Kalispell and surrounding area that can assist with groups such as The Elks Lodge.

Actions:

- Military Reunion Network benefits that include a virtual FAM, podcast, newsletters and social media posting
- Sales calls

20% Meetings & Conventions

- Continue to respond to the RFP requests coming in
- Continue to focus on Montana, regional and national associations
- Continue to assist with large city-wide groups

Actions:

- Newsletters
- Paid media – TAA recommendations
- FAMS – virtual
- Shows – Cascadia
- Conference landing pages
- Sales calls