

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday, February 22, 2023  
3:00- 5:00 pm**

**Discover Kalispell Chamber**

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 January 25, 2023
  - b) Approval of financials for January, 2023
  - c) Approval of projected revenue for FY24
3. Board Discussion
  - a) Indoor Sports Facility – next steps
  - b) Discuss FY24 strategy based on input received from community study
  - c) Staff reports
  - d) Montana Travel Association updates and bill tracking

Enclosures: Meeting minutes from January 25, 2023  
TBID financial reports for January 2023  
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, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2023 TBID Board Meeting Schedule (subject to change)

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

January 25	February 22	March 22	April 26	May 24	June 28
July 28	August 23	September 27	October 25	November 19	December 13

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 – January 25, 2023  
4:00 pm**

**RED LION HOTEL KALISPELL  
BUSINESS MEETING AND ANNUAL MEETING**

**Board Members Present:** Robert Hall, Bryce Baker, Britta Joy, Dawn Hendrickson, Zac Ford, Skyler Rieke

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

**Guests:** present for the annual meeting presentation following the business meeting

**MINUTES**

The meeting was called to order at 4:00 pm by Chair Bryce Baker.

1. Hear from the Public – none
2. Board Action Items
  - a) **Approval of minutes from December 14, 2022**

Motion was made by Britta Joy to approve the minutes. Motion was seconded by Zac Ford. Discussion: none. Board approved unanimously.
  - b) **TBID financial statements for November and December 2022**

Motion was made by Zac Ford to approve the financials. Motion was seconded by Britta Joy. Discussion: none. Board approved unanimously.
  - c) **Event grant applications – approval of financial award**
    - > Britta Joy make a motion to award Montana Alpine Race School \$5,000 cash. Motion was seconded by Skylar Rieke. Discussion: none. Board approved unanimously.
    - > Dawn Hendrickson make a motion to award the Western AA Divisional Basketball Tournament in March, \$4,500 cash. Motion was seconded by Skylar Rieke. Discussion: We want more event like these. Hospitality Room is not a cost needed directly from us. Board approved unanimously.

**Business Meeting adjourned at 4:07 pm and was followed by 2022 Discover Kalispell Annual Meeting.**

**4:15 p.m. Discover Kalispell-TBID Annual Meeting**  
**[View the Annual Report](#)**

**5:15 p.m. Reception**

Enclosures: December 14, 2022 minutes  
TBID financial statements for November and December 2022  
KCVB Reports

For Further Information Please Contact:

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Action may be taken on any item listed on the agenda. Public comment is welcome on all items.



**Kalispell Tourism Business Improvement District  
Summary of January 2023 Financial Reports**

TBID Checking account balance as of 1/31/23	\$168,277.66
KCVB Checking account balance as of 1/31/23	\$22,443.35
WFCU Reserve Account balance as of 1/31/23	\$160,431.16

**TBID Account – Expense Summary**

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; agency services; staff education.
- Website: monthly maintenance
- Marketing: quarterly media buy through agency; online subscriptions (Constant Contact, HubSpot); VG tear out field guide design deposit; social media
- Earned Media/Tourism Sales/Incentives: press trip expenses; ski package campaign lift tickets; group activity video expenses.
- Stewardship/Management: airport display
- Development:

**KCVB Private Funds – Income and Expense Summary**

Income: aRes commission

Expenses: bookkeeping, copies

**TBID Revenue**

<b>FY23 Gross Revenue</b>	<b>Projected Revenue</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
	\$625,000	\$	%	%
Q1 JUL-SEP		\$201,782	%	-13%
Q2 OCT-DEC		\$110,702	%	-5%
Q3 JAN-MAR		\$	%	%
Q4 APR-JUN		\$	%	%
<b>FY22 Gross Revenue</b>	<b>Projected Revenue</b>	<b>Actual</b>	<b>% Change vs. projected</b>	<b>% Change YOY (Actual)</b>
	\$625,000	\$605,079	-3.4%	-1%
Q1 JUL-SEP (38.5% of actual total)	\$287,500	\$232,312	-19%	3%
Q2 OCT-DEC (19.25% of actual)	\$128,125	\$116,205	-10%	14%
Q3 JAN-MAR (16.75% of actual)	\$106,250	\$101,676	-4%	-6%
Q4 APR-JUN (25.5% of actual)	\$103,125	\$154,886	33%	-12%

## Tourism Business Improvement District

02/08/23

**Balance Sheet**

Accrual Basis

As of January 31, 2023

	<u>Jan 31, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 - Checking	156,898.26
1020 - Whitefish Credit Union	160,431.16
<b>Total Checking/Savings</b>	<u>317,329.42</u>
<b>Total Current Assets</b>	317,329.42
<b>Fixed Assets</b>	
1710 - Office Equipment	3,967.64
1820 - Web Site Development	91,230.44
<b>Total Fixed Assets</b>	<u>95,198.08</u>
<b>TOTAL ASSETS</b>	<b><u>412,527.50</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 - Accounts Payable	17,314.00
<b>Total Accounts Payable</b>	<u>17,314.00</u>
<b>Total Current Liabilities</b>	<u>17,314.00</u>
<b>Total Liabilities</b>	17,314.00
<b>Equity</b>	
32000 - Unrestricted Net Assets	428,648.11
Net Income	-33,434.61
<b>Total Equity</b>	<u>395,213.50</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>412,527.50</u></b>

## Tourism Business Improvement District

02/08/23

## Profit &amp; Loss - FY23

Accrual Basis

January 2023

	Jan 23	Jul '22 - Jan 23
<b>Income</b>		
4000 · TBID Revenue	0.00	356,668.00
4100 · Interest Income	19.71	82.19
<b>Total Income</b>	19.71	356,750.19
<b>Expense</b>		
<b>6100 · Administrative/Operations</b>		
6115 · Annual Report/Mtg	392.40	392.40
6122 · Audit - Chamber	0.00	1,656.01
6125 · Accounting Services	425.00	1,482.50
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	349.14	579.31
6150 · Postage & Copies	201.43	800.56
6160 · Rent	900.00	6,300.00
6180 · Telephone	233.09	1,484.54
6185 · Travel & Entertainment	243.15	878.86
6190 · Technology Support	75.00	570.00
6195 · Equipment (Software)	15.55	77.75
<b>Total 6100 · Administrative/Operations</b>	2,834.76	20,519.93
<b>6200 · Personnel (wages)</b>	18,868.68	146,078.30
<b>6250 · Education/Outreach</b>		
6260 · Staff Training, Prof Develop	429.00	1,844.00
6280 · Organizational Memberships	0.00	1,095.00
<b>Total 6250 · Education/Outreach</b>	429.00	2,939.00
<b>6300 · Agency Services</b>	9,650.00	36,895.00
<b>6400 · Research</b>	0.00	8,915.00
<b>6500 · Website</b>	600.00	4,431.03
<b>6600 · Destination Marketing</b>		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	2,570.50	10,100.46
6624 · Printed Collateral	400.00	400.00
<b>Total 6620 · Marketing Resources</b>	2,970.50	10,500.46
<b>6640 · Paid Media</b>		
6643 · Multimedia	45,110.34	59,533.09
6646 · Digital Asset Acquisition	0.00	6,763.00
6649 · Promotional Items	0.00	1,478.13
<b>Total 6640 · Paid Media</b>	45,110.34	67,774.22
<b>6650 · Earned Media/Tourism Sales</b>		
6653 · Media & Influencer Hosted Trips	6,030.49	10,945.17
6659 · Meeting & Group Incentives	2,963.20	8,838.54
<b>Total 6650 · Earned Media/Tourism Sales</b>	8,993.69	19,783.71
<b>6680 · Travel/Trade Shows</b>	0.00	3,345.61
<b>Total 6600 · Destination Marketing</b>	57,074.53	101,404.00
<b>6700 · Destination Stewardship/Mgmt</b>		
6710 · Tourism & Hospitality Training	0.00	16.56
6720 · VIC Funding	75.00	600.00
6730 · Community Outreach	0.00	25.39
<b>Total 6700 · Destination Stewardship/Mgmt</b>	75.00	641.95
<b>6800 · Destination Development</b>		
6830 · Event Grant	0.00	3,000.00
6890 · DK Events	0.00	953.87
<b>Total 6800 · Destination Development</b>	0.00	3,953.87

4:21 PM

Tourism Business Improvement District

Profit & Loss - FY23

02/08/23

January 2023

Accrual Basis

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	Jan 23	Jul '22 - Jan 23
Total Expense	89,531.97	325,778.08
Net Income	-89,512.26	30,972.11

4:20 PM

02/08/23

Accrual Basis

**Tourism Business Improvement District  
Profit & Loss Budget vs. Actual FY23  
July 2022 through January 2023**

	Jul '22 - Jan 23	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	356,668.00	700,000.00	-343,332.00	51.0%
4100 · Interest Income	82.19			
<b>Total Income</b>	356,750.19	700,000.00	-343,249.81	51.0%
<b>Expense</b>				
6100 · Administrative/Operations	20,519.93	37,000.00	-16,480.07	55.5%
6200 · Personnel (wages)	146,078.30	260,000.00	-113,921.70	56.2%
6250 · Education/Outreach	2,939.00	19,000.00	-16,061.00	15.5%
6300 · Agency Services	36,895.00	74,000.00	-37,105.00	49.9%
6400 · Research	8,915.00	15,000.00	-6,085.00	59.4%
6500 · Website	4,431.03	35,000.00	-30,568.97	12.7%
6600 · Destination Marketing	101,404.00	182,000.00	-80,596.00	55.7%
6700 · Destination Stewardship/Mgmt	641.95	15,000.00	-14,358.05	4.3%
6800 · Destination Development	3,953.87	63,000.00	-59,046.13	6.3%
<b>Total Expense</b>	325,778.08	700,000.00	-374,221.92	46.5%
<b>Net Income</b>	<b>30,972.11</b>	<b>0.00</b>	<b>30,972.11</b>	<b>100.0%</b>



Kalispell Chamber of Commerce  
**KCVB P&L by Class**  
January 2023

	<u>aRes</u>	<u>Admin</u>	<u>TOTAL</u>
<b>Income</b>			
4025.00 · Program Revenue	47.95	0.00	47.95
<b>Total Income</b>	<u>47.95</u>	<u>0.00</u>	<u>47.95</u>
<b>Expense</b>			
5000.00 · Direct Program	0.00	2.10	2.10
5520.00 · Professional Fees	0.00	200.00	200.00
5420.00 · Office	0.00	2.40	2.40
<b>Total Expense</b>	<u>0.00</u>	<u>204.50</u>	<u>204.50</u>
<b>Net Income</b>	<u>47.95</u>	<u>-204.50</u>	<u>-156.55</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

2023 EVENT BALANCES

Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	TBID PROJECTS	TRAVEL CONSULT	ADMIN	TOTAL
2022 Balance Forward	8,924.06	10,973.65	1,414.40	574.82	275.00	0.00	873.24	525.98	94.68	(1,510.43)	22,145.40
January	0.00	0.00	0.00	0.00	0.00	0.00	47.95	0.00	0.00	0.00	47.95
February											
March											
April											
May											
June											
July											
August											
September											
October											
November											
December											
EVENT BALANCES	8,924.06	10,973.65	1,414.40	574.82	275.00	0.00	921.19	525.98	94.68	(1,510.43)	22,193.35

WEBSITE (Y/Y Comparison) JANUARY			
<b>Users *</b> 12,604 -40.53% YOY, -78% MOM	<b>Pgs/Session</b> 3.15 +16.17% YOY, +10.5% MOM	<b>Session Duration</b> 01:15 +18.12% YOY, +44% MOM	<b>Page Views</b> 50,736 -36.02% YOY, +8.74% MOM
<b>Top Cities</b>		<b>Top Pages</b>	
1. (not set)      6. Calgary 2. Seattle      7. Denver 3. Kalispell      8. Phoenix 4. Los Angeles      9. Portland 5. Edmonton      10. Chicago		1. Get The Guide      6. Events 2. Winter In Kalispell      7. Visiting GNP in 2023 3. TTD      8. Find Best Sleep 4. Town & Trails Pass      9. Winter Beyond Slopes 5. Downtown      10. TTD GNP	
<b>aRes (Google Analytics)</b>			
list views		4,753	
list clicks		111	
list CTR		2.34%	
<b>Lodging Page - Find Best Sleep</b>			
page views		796 * (new page)	

CONVERSIONS (digital) - JANUARY		
	Month	YTD (fiscal)
VG Requests (web-online/postal)	445	1,777
Newsletter subscribers	343	6,541
aRes reservations booked	16	100
aRes room nights booked	27	177
Future grp rm/nts contracted	107	569

GROUP SALES - JANUARY	
RFP's Sent to Hotels	4
Proposals to Clients	2
Groups Assisted	5
Future group rooms won	107

SOCIAL MEDIA - JANUARY				
Followers/Audience	39,717	20,090	268,260	4,134
Impressions (organic)	197,810	115,953	28,000	4,630
Reach/profile visits	196,190	105,170		
Reach/stories		38,308		
Link Clicks		56		

**PAID:** SEM - 9,424 imp; 698 clicks; 7.41% CTR. DISPLAY - 480,125 imp; 954 clicks; 0.20% CTR (decreased spend). SOCIAL - 1.3M imp; 6,048 clicks; 0.43% avg CTR. TOWN & TRAILS PASS - 1.4M imp; 9,794 clicks; 0.69% CTR. Seeing drop in CTR on FB so re-evaluating creative rotation and shifting strategy to Venture Boldly creative and more carousel ads as they perform well.

**EARNED MEDIA:** Calgary Herald, *Discovering A Culinary Wonderland in Wintery Kalispell, Montana* - 642,789 reach. Skift, *Pandemic Tourism Boost to Less-Crowded Locations Is Slowing Down* - 330,651 reach. **PRESS TRIP:** Hosted four travel writers on a Culinary Winter Wonderland press trip highlighting local food, arts & culture and winter outdoor activities.

VISITOR INFORMATION CENTER - JANUARY			
	Month	YTD (fiscal)	YTD (calendar)
Calls	75	577	75
Walk-ins	59	1,661	59
Intercom (web chat)	34	338	34
VG's requested	206	1,439	206
<b>TOTAL</b>		<b>4,015</b>	<b>374</b>

PARTNERS		
	Month (Y/Y)	YTD
Airport Enplanements - JAN	30,846 (+19.9%)	30,846 (+19.9%)
GNP Recreational Visits - DEC	14,312 (-18.7%)	2,908,458 (-5.6%)

LODGING - JANUARY			
Annual Averages	Running 12		
	YTD 2023	Mths	FY23 YTD Avg
<b>Kalispell</b>			
OCC	41.9%	58.4%	59.1%
econ class			
mid/upper			
ADR	\$101.21	\$143.50	\$147.06
econ class			
mid/upper			
RevPAR	\$42.46	\$83.83	\$95.97

LODGING - JANUARY			
	JANUARY	YOY	vs 2019
<b>Kalispell</b>			
OCC	41.9%	8.6%	30.9%
econ class	35.0%	3.5%	
mid/upper	44.6%	10.1%	
ADR	\$101.21	20.1%	74.1%
econ class	\$58.26	1.4%	
mid/upper	\$114.22	22.6%	
Comp Set OCC	47.8%	0.0%	44.8%

Weekly STR																		
OCC	Jan	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	11	MTD
2023	43.0	42.4	32.4	40.5	49.6	48.9	48.2	54.4	46.7	33.0	44.0	49.5	48.8	41.8	45.0	37.5	45.3	
2022	40.1	40.8	31.9	42.4	46.1	45.0	41.6	47.0	42.4	31.7	43.7	47.1	47.0	39.7	51.8	48.1	43.9	
% chg	7.2	3.7	1.8	-4.6	7.6	8.7	16.0	15.9	10.3	4.0	0.8	5.1	3.8	5.2	-13.1	-22.1	3.1	
ADR 2023	106.89	102.55	100.48	106.37	107.81	105.09	107.12	111.26	110.72	96.99	102.48	108.29	107.21	107.38	110.69	112.40	107.50	

Short Term Rental Data - AirDNA			Kalispell City Limits - January 2022 vs January 2023						
Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	86	152	76.7%	51%	39%	-23.2%	\$217	\$255	17.8%
Booked Listings			RevPAR						
2022	2023	% Chg	2022	2023	% Chg				
65	103	58.5%	109	99	-9.5%				

# FY23 – January 2023 Monthly Report

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent:

- 2023 – March - Western AA Divisional Basketball Tournament – Officials
- 2023 – March – Western AA Divisional Basketball Tournament – Spectators
- 2023 – June – Montana Flour Company Outing
- 2023 – June – Montana Showcase Tournament

## Proposals Sent:

- 2023 – June – Montana Flour Company Outing
- 2023 – June – Montana Showcase Tournament

## Working leads:

- 2023 – Air National Guard Yellow Ribbon Event – received lead through CVENT and working with hotels and organizer
- 2023 – True World Foods – Yasu Tanai – provided activity information for a May meeting and discussed hotels that would work – he will reach out directly to hotels as he is not sure exact needs at this time – I provided him with contact information
- 2023 – June – High School National Invite – Ultimate Frisbee Tournament – working with organizer and FSC on potentially securing fields for their tournament-waiting to hear back the status-will leave a few more messages and if I don't hear back will trace for their 2024 event-have not heard back will retrace for February
- 2023 – September – American Cruise Lines, Inc – 2023 National Parks Legendary Rivers – they originally contacted SpringHills and have chosen them
- 2022 October - Northwest Rental Association – Confirmed for October and sent proposals to Heather. Board is doing a walk through on September 22, 2022. Chose Red Lion and Hampton Inn-contract to be signed in February.
- 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 – looking at Kalispell for 2025
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference – I have spoken with the planners, and they are following up with me in November-will leave a few more messages then trace for October 2023
- 2023 – May – Spartan Staff Rooms – will make definite when contract is received
- 2023 – TBD – ISPS – working with Manuel to set up a site-visit in fall of 2023

## Working Leads Lost or Turned Down:

- 2023 – September – Strategic Incentive Solutions – CVENT RFP – wanted luxury property – turned down
- 2024 – HPN (Health Professions Network) Wanted to incorporate a meeting and FAM for 40 people – turned down because their ask far exceeded what our criteria could meet

## RFP's Won:

- 2023 – April – MT Association of Chamber Executives – 80 rooms – Hampton Inn
- 2023 – March - Western AA Divisional Basketball Tournament – Officials – 27 rooms – Red Lion

**Group Assist:**

- 2023 Flathead Valley Tech Series – Silver Anniversary at Blacktail – set up aRes link
- 2023 Annual Reunion of NMCB Fifty-Eight Association – coordinating downtown museum tour
- 2023 MACE – helped chamber staff coordinate details
- 2023 Spartan – set up aRes link
- 2023 True World Foods – provided group activity suggestions for May 2023

**January Highlights:**

- Worked on Hubspot Tutorials – new CRM system
- Coordinated Craft Beverage video for tour activity series
- Worked on Annual Review details and presentation
- Delivered ski tickets to various hotels
- Tia did an interview with Lindsey Hyde for the March edition of Small Market Meetings
- Helped Glacier Country with What's New information for ABA
- Met with The Abby Agency to discuss plan for Group Travel Leader strategy

# Future Conferences & Large Events

## 2023

### February

- Flathead Valley Fight Night – February 11 – Majestic Valley Arena
- \*Flathead Valley Tech Series – February 23-24 – Blacktail
- Montana Sportsman's Expo – February 24-26 - Fairgrounds
- Maverick Memorial Wrestling Tournament – February 25 – Fairgrounds

### March

- \*Western AA Divisional Basketball Tournament – March 2-4 - Flathead High School
- Home & Garden Showcase – March 4-5 - Fairgrounds
- MT Indoor Soccer Tournament – March 17-19 - Fairgrounds

### April

- \*Northwest USA Spotlight Pre-FAM – April 15 – Hampton Inn
- \*MT Association of Chamber Executives (MACE) – April 26-28 – Hampton
- \*40<sup>th</sup> Annual Big Sky Handbell Festival – April 28-30 – Various hotels

### May

- \*Spartan – May 6-7 – Bigfork
- \*2023 Annual Reunion of NMCB Fifty-Eight Association – May 9-12 – Red Lion
- Team Penning Johnnie Wisnewski Benefit – May 13-15 – Majestic Valley Arena
- \*2023 National Commanders Testimonial Disabled American Veterans Conference – May 26-27 - Hilton
- \*State AA Tennis – May 25-26 – FVCC Courts hosted by Glacier HS

### June

- Kalispell PBR – June 2 – Fairgrounds
- Three Blind Refs Soccer Tournament – June 3-4 - Kidsports
- Top Dawg Arena Cross – June 16-17 – Fairgrounds
- \*MT Showcase Soccer Tournament – June 17-18 - Kidsports
- \*Yellowstone TV Series Tours (booked through US Tours) – June 15-16 – Red Lion

### July

- \*Rupier Tours – July 12-13, 2023 – Red Lion
- \*Yellowstone TV Series Tours (booked through US Tours) – July 18-19 – Red Lion

### August

- NW Montana Fair & Rodeo – August 16-20 - Fairgrounds
- \*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 28-30 – Red Lion, Hampton Inn & Fairgrounds
- Tamarack Fall Tournament – September 23-24 - Kidsport

## October

- \*MT Credit Union Fall Conference – October 17-19 - Hilton
- \*State Cross Country – October 21 – Rebecca Farm

2/10/2023

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