

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
January 17, 2024
3:00 - 5:00 pm**

Discover Kalispell/Chamber, 2 South Main Street, 2nd floor board room

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 December 13, 2023
 - b) Approval of financials for November 2023
6. Board Discussion
 - a) TBID nightly assessment increase

Please join us for the ANNUAL MEETING on January 24, 2024, 4:00pm at the ELKS LODGE, 139 1st Ave. West, Kalispell.

Enclosures: Meeting minutes from December 13, 2023
TBID financial reports for November 2023
Discover Kalispell dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair kalispell@myplacehotels.com 406-752-4847

Diane Medler, Discover Kalispell Executive Director diane@discoverkalispell.com 406-758-2808

2024 TBID Board Meeting Schedule (subject to change)

January 17	February 28	March 27	April 24	May 22	June 26
July 24	August 28	September 25	October 23	December 11	

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, December 13, 2023
3:00 – 5:00 pm**

Location: Discover Kalispell Chamber, 2 South Main St, 2nd floor board room

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

Staff Present: Diane Medler, Marisa Mikonis, Dawn Jackson

Guests: None

The meeting was called to order at 2:58 pm by Chair of the Board, Bryce Baker.

1. **Hear from the Public – none.**
2. **Board Action Items**
 - a. **Approval of minutes from October 23, 2023**

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Steve Blazer. Discussion: None. Board approves unanimously.
 - b. **Approval of financials for October 2023**

Motion was made by Robert Hall to approve the October financials. Motion was seconded by Steve Blazer. Discussion: None. Board approves unanimously.
3. **Board Discussion**
 - a. **Demonstration of Wander Map and the Winter Wonderland Pass**

Marisa introduced the board to Wander Map, a new mapping feature on the website. Also reviewed the Winter Wonderland Pass, that encourages visitors to explore Kalispell's local businesses, events and activities.
 - b. **Indoor Sports Facility Study – Proforma and site comparison reports**

Diane updated the board on the Proforma and site comparison reports. Even Eleff will present on the value of sports tourism and why Kalispell should pursue a tournament-quality facility at the January 16th Chamber luncheon.
 - c. **TBID nightly assessment increase**

Diane gives history overview of the TBID nightly fee, which began as \$1.25 in 2010 and increased to \$2 in 2012. TBID room inventory has actually decreased by 60 rooms since 2016 due to the closure of two properties. Kalispell room demand has increased 19% since 2013. Billings has already approved to increase their TBID fee to \$4 beginning July 2024. The board discussed the increase in the cost of doing business along with the cost of paid media – cost of acquisition, the ability to reach our target audience. Additionally, there has been a decrease in the amount of marketing that the state (Brand MT) does, it puts more demand on the individual DMO's to

market to a larger national audience. A special board meeting will be scheduled in January to continue the discussion.

d. Staff Updates

The Clark Farm Silos has joined the TBID as an associate member. Diane reflects on our \$5,000 sponsorship for Montana Travel as they will begin discussions in January 2024 to help with lobbying. The Board agreed that if we did not support and have this group, we would have lost a lot more funding during the previous legislative session.

Marisa updated the board on Highlander with the overview of the event in 2023. With a late approval notice from the Forest Service the event was still a success. Participants were from out of market, we worked with hotels to get rates, the after party was held in Kalispell along with registration at the Red Lion. We were able to track 81 hotel room nights out of the 170 participants. This year the organizers will have a better understanding of the Forest Service approval process and available routes. All agreed that the event had great PR, benefited the community, and highlighted our stewardship efforts. The board agrees to sponsor the event with \$10,000 with the request of better data, survey to all participants, substantial growth in event and hotel room numbers, promote of Kalispell to start earlier, a Kalispell host hotel that hosts event registration and we will strongly encourage Highlander staff to stay in a TBID member property.

Dawn has had 15 RFPs, 4 rate quotes, 6 contracted rooms, 452 room still pending 5 RFP with potential of 1,000+ rooms. With the National association of County Office employees, Dawn is working to secure conference that will generate 720 room nights with meeting space at the Wachholz. The Wachholz quote was \$34,000 to rent space. Inclusive of transportation, the board has agreed to offer an incentive up to \$15,000 to help offset costs. Marisa and Dawn have been working together to promote an upcoming Military Reunion FAM, re-introduce 'Bring Your Meeting Home', M&C and Tour operator survey.

The annual TBID meeting will be held at the Elks Lodge on January 24th and the Kalispell Chamber Luncheon on Sport Facility Study will be January 16th.

Meeting adjourned at 4:54 PM.

Respectfully submitted: Diane Medler

For further information contact diane@discoverkalispell.com, 406-758-2808

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

TBID Checking account balance as of 11/31/23	\$206,143.06
KCVB Checking account balance as of 11/31/23	\$ 17,867.12
WFCU Reserve account balance as of 10/03/23	\$114,046.60 (\$75,000 in 4-mth CD, matures Feb 2024)

TBID Account – Expense Summary

- Admin/Operations: moving expenses; Chamber audit; City admin fee; rent; wages/insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel & mileage.
- Education/Outreach: MLHA annual membership; registration for Business Days at Capitol
- Agency services: TAA and LBPR monthly fees
- Website: monthly maintenance 2 months
- Marketing: online subscriptions (NOTE: Constant Contact double billed, a \$2,800 credit will be issued); social media; photo acquisition; paid media buy.
- Earned Media/Tourism Sales/Incentives: fall press trip lodging; branded promo items for Travel & Words media event.
- Stewardship/Management: airport VIC
- Development/Grants: GNP winter snowshoe grant

KCVB Private Funds – Income and Expense Summary

Income: airport visitor display subscription

Expenses: Chamber audit; final payment website redesign; copies; accounting

TBID Revenue

FY24 Gross Revenue	Projected Revenue	Actual	% Change vs projected	% Change YOY (Actual)
	\$610,000			
Q1 JUL-SEP (% of actual)		\$224,830		+11%
Q2 OCT-DEC (% of actual)				
Q3 JAN-MAR (% of actual)				
Q4 APR-JUN (% of actual)				
FY23 Gross Revenue	Projected Revenue	Actual	% Change vs. projected	% Change YOY (Actual)
	\$625,000	\$559,644	-10%	-7%
Q1 JUL-SEP (36% of actual)		\$201,782		-13%
Q2 OCT-DEC (20% of actual)		\$110,702		-5%
Q3 JAN-MAR (18% of actual)		\$100,874		-1%
Q4 APR-JUN (26% of actual)		\$146,286		-6%

Tourism Business Improvement District

Balance Sheet

12/14/23

Accrual Basis

As of November 30, 2023

	<u>Nov 30, 23</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	196,189.94
1020 · Whitefish Credit Union	89,046.60
Total Checking/Savings	<u>285,236.54</u>
Total Current Assets	285,236.54
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
Total Fixed Assets	<u>95,198.08</u>
TOTAL ASSETS	<u><u>380,434.62</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	15,724.33
Total Accounts Payable	<u>15,724.33</u>
Total Current Liabilities	<u>15,724.33</u>
Total Liabilities	15,724.33
Equity	
32000 · Unrestricted Net Assets	290,136.11
Net Income	74,574.18
Total Equity	<u>364,710.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>380,434.62</u></u>

Tourism Business Improvement District

Profit & Loss - FY24

November 2023

12/14/23

Accrual Basis

	Nov 23	Jul - Nov 23
Income		
4000 · TBID Revenue	224,408.00	370,740.00
4100 · Interest Income	9.21	37.71
Total Income	224,417.21	370,777.71
Expense		
6100 · Administrative/Operations		
6145 · Moving Expenses	2,647.51	2,967.51
6122 · Audit - Chamber	2,268.95	2,268.95
6125 · Accounting Services	0.00	900.00
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	1,342.85	5,000.00
6140 · Office Supplies	348.28	649.68
6150 · Postage & Copies	231.18	669.45
6160 · Rent	900.00	4,500.00
6180 · Telephone	120.00	1,014.44
6185 · Travel & Entertainment	206.52	965.07
6190 · Technology Support	955.48	2,445.68
6195 · Equipment (Software)	0.00	135.43
Total 6100 · Administrative/Operations	9,020.77	22,814.21
6200 · Personnel (wages)	17,978.92	109,410.07
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	200.00	200.00
6280 · Organizational Memberships	250.00	1,150.00
Total 6250 · Education/Outreach	450.00	1,350.00
6300 · Agency Services	10,900.00	30,875.00
6400 · Research	0.00	23,996.00
6500 · Website	1,200.00	2,147.85
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	6,241.54	19,182.61
Total 6620 · Marketing Resources	6,241.54	19,182.61
6640 · Paid Media		
6643 · Multimedia	1,095.00	52,984.59
6646 · Digital Asset Acquisition	95.00	3,789.30
6649 · Promotional Items	0.00	1,961.13
Total 6640 · Paid Media	1,190.00	58,735.02
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	3,924.27	11,032.26
6659 · Meeting & Group Incentives	20.00	3,100.00
Total 6650 · Earned Media/Tourism Sales	3,944.27	14,132.26
6680 · Travel/Trade Shows	881.25	3,885.37
Total 6600 · Destination Marketing	12,257.06	95,935.26
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	75.00	525.00
Total 6700 · Destination Stewardship/Mgmt	75.00	525.00
6800 · Destination Development		
6830 · Event Grant	0.00	1,000.00
6860 · Comm-Visitor Asset Dev Grant	1,000.00	3,500.00
Total 6800 · Destination Development	1,000.00	4,500.00
Total Expense	52,881.75	291,553.39
Net Income	171,535.46	79,224.32

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY24
 July through November 2023

	Jul - Nov 23	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	370,740.00	685,000.00	-314,260.00	54.1%
4100 · Interest Income	37.71			
Total Income	370,777.71	685,000.00	-314,222.29	54.1%
Expense				
6100 · Administrative/Operations	22,814.21	48,500.00	-25,685.79	47.0%
6200 · Personnel (wages)	109,410.07	260,000.00	-150,589.93	42.1%
6250 · Education/Outreach	1,350.00	13,000.00	-11,650.00	10.4%
6300 · Agency Services	30,875.00	75,000.00	-44,125.00	41.2%
6400 · Research	23,996.00	20,000.00	3,996.00	120.0%
6500 · Website	2,147.85	17,000.00	-14,852.15	12.6%
6600 · Destination Marketing	95,935.26	175,000.00	-79,064.74	54.8%
6700 · Destination Stewardship/Mgmt	525.00	11,500.00	-10,975.00	4.6%
6800 · Destination Development	4,500.00	65,000.00	-60,500.00	6.9%
Total Expense	291,553.39	685,000.00	-393,446.61	42.6%
Net Income	79,224.32	0.00	79,224.32	100.0%

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

	VC				TBID Projects					Total Projects	Travel		TOTAL
	Spartan	Highlander	Merch	aRes	Website Redesign	SFS	Campiagns	Comm Engage	Reserve		Consult	Admin	
Income													
4025.00 · Program Revenue	68.00	0.00	49.50	793.60	0.00	0.00	0.00	0.00	0.00	0.00	65.00	200.00	1,176.10
4400.00 · Grants & Contributions	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
4410.00 · TBID Revenue	30,000.00	0.00	0.00	0.00	0.00	32,000.00	10,000.00	1,000.00	5,000.00	48,000.00	0.00	0.00	78,000.00
4700.00 · Special Events	17,508.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,508.69
Total Income	52,576.69	0.00	49.50	793.60	0.00	32,000.00	10,000.00	1,000.00	5,000.00	48,000.00	65.00	200.00	101,684.79
Expense													
5000.00 · Direct Program	39,669.03	6,820.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.30	46,501.33
5060.00 · Bank Fees & Svc Chgs	59.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.99	0.00	61.73
5260.00 · Insurance	899.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	915.15
5520.00 · Professional Fees	0.00	0.00	0.00	0.00	18,300.00	31,000.00	0.00	0.00	0.00	49,300.00	0.00	3,320.41	52,620.41
5700.00 · Travel & Training	178.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	178.61
5360.00 · Meetings & Staff Meals	157.06	1,657.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,814.06
5500.00 · Printing & Publications	0.00	44.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	44.75
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	44.87	44.87
5740.00 · Travel	0.00	1,250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00
5160.00 · Contrib & Scholarships	2,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,800.00
Total Expense	43763.44	9771.75	0	0	18300	31000	0	0	0	49300	1.99	3393.73	106230.91
Net Income	8813.25	-9771.75	49.5	793.6	-18300	1000	10000	1000	5000	-1300	63.01	-3193.73	-4546.12

KALISPELL CONVENTION & VISITOR'S BUREAU
 2023 EVENT BALANCES
 Cash Basis

	SPARTAN RACE	INDOOR SOCCER/ HIGHLANDER	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	0.00	0.00	0.00	49.50	0.00	0.00	57.57	0.00	0.00	(389.00)	(281.93)
March	(3,053.40)	0.00	0.00	0.00	0.00	0.00	177.67	0.00	0.00	(150.00)	(3,025.73)
April	26,936.26	0.00	0.00	0.00	0.00	0.00	47.81	(15,500.00)	0.00	(228.65)	11,255.42
May	(26,897.98)	0.00	0.00	0.00	0.00	0.00	46.01	48,000.00	0.00	(212.50)	20,935.53
June	(3,171.63)	0.00	0.00	0.00	0.00	0.00	57.54	(9,300.00)	0.00	(250.00)	(12,664.09)
July	15,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	63.01	(243.05)	14,819.96
August	0.00	(3,000.00)	0.00	0.00	0.00	0.00	40.66	0.00	0.00	(200.00)	(3,159.34)
September	0.00	(1,020.00)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(200.00)	(1,220.00)
October	0.00	(5,751.75)	0.00	0.00	0.00	0.00	318.39	(6,200.00)	0.00	(244.78)	(11,878.14)
November	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(18,300.00)	0.00	(1,057.91)	(19,357.91)
December											
EVENT BALANCES	17,737.31	1,201.90	1,414.40	624.32	275.00	0.00	1,666.84	(774.02)	157.69	(4,686.32)	17,617.12

TBID Projects:	Website Redesign	Sports Facility Study	Campaigns	Community Engagement	Reserve Acct	Total TBID Projects
2022 Balance Forward	17,150.00	(1,445.00)	(9,389.82)	(789.20)	(5,000.00)	525.98
January	0.00	0.00	0.00	0.00	0.00	525.98
February	0.00	0.00	0.00	0.00	0.00	525.98
March	0.00	0.00	0.00	0.00	0.00	525.98
April	0.00	(15,500.00)	0.00	0.00	0.00	(15,500.00)
May	0.00	32,000.00	10,000.00	1,000.00	5,000.00	48,000.00
June	0.00	(9,300.00)	0.00	0.00	0.00	(9,300.00)
July	0.00	0.00	0.00	0.00	0.00	0.00
August	0.00	0.00	0.00	0.00	0.00	0.00
September	0.00	0.00	0.00	0.00	0.00	0.00
October	0.00	(6200.00)	0.00	0.00	0.00	(6,200.00)
November	(18,300.00)	0.00	0.00	0.00	0.00	(18,300.00)
December						0.00
TBID Project BALANCES	(1,150.00)	(445.00)	610.18	210.80	0.00	(774.02)

WEBSITE (M/M Comparison)

Views 24,015 -37.8%	Top Page Engagement Time 1. Winter Beyond Slopes 2. How Kalispell Does Winter 4. Get The Guide 5. Events	Active Users 13,269 -41.3%	Sessions 15,664 -46.9%
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Top Cities 1. (not set) 2. Seattle 3. Kalispell 4. Los Angeles 5. Denver 6. Phoenix 7. Calgary 8. SLC Bounce Rate 48.48% (+39.6%)	Top Pages 1. Winter in Kalispell 2. TTD 3. Get The Guide 4. 1st Timers Guide to Winter 5. Events	Top Landing Pages 1. Winter in Kalispell 2. 1st Timers Guide Winter 3. Meetings-Groups 4. TTD 5. Events	User Acquisition - engaged sessions Organic - 67% engage rate Display - 50% engage rate Direct - 35% engage rate Lodging Page - Find Best Sleep page views 292 views (-10%)
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CONVERSIONS

	Month	YTD (fiscal)
VG Requests (web-online/postal)	203	1,366
Newsletter subscribers	645	1,909
aRes reservations booked	4	9
aRes room nights booked	8	24
Future grp rm/nts contracted	0	332

GROUP SALES

RFP's Sent to Hotels	7
Proposals to Clients	6
Groups Assisted	3
Future group rooms won	0

SOCIAL MEDIA



	Month	YTD (fiscal)	YTD (calendar)
Followers/Audience	51,474	21,321	47,590
Impressions (organic)	66,088	85,352	7,040
Reach/profile visits	39,000	51,000	115,990
Reach/stories		4,700	
Link Clicks		49	

PAID AND EARNED MEDIA

PAID: OVERALL EVERGREEN/RETARGETING - 847,057 imp; 4,275 clicks; 0.50% CTR, \$3,485 spend. Most clicks = Meta, highest impressions Display. SKI PASS PROMOTION - 221,233 imp; 2,177 clicks; \$3,158 spend; 1.07% avg CTR. SMITHSONIAN - 99,551 imp; 345 clicks; 0.36% CTR.

EARNED MEDIA: 5 North American Ski Towns for an Affordable Stay - AARP, 16,771,688 reach. 5 Affordable Ski Towns to Plan A Vacation Around - TripAdvisor, 114,947,297 reach. Celebrate the Holidays in Kalispell, Montana - NW Travel Magazine, 120,500 reach. Savoring Kalispell, Montana - NW Travel Magazine, 120,500 reach.

VISITOR INFORMATION CENTER

	Month	YTD (fiscal)	YTD (calendar)
Calls	81	381	929
Walk-ins	8	741	1,404
Intercom (web chat)	0	184	531
VG's requested	140	1,167	3,080
TOTAL	229	2,473	5,944

PARTNERS

	Month (Y/Y)	YTD
Airport Enplanements - NOV	24,075 (+6.8%)	429,426 (+8.1%)
GNP Recreational Visits - NOV	22,683 (+8.4%)	2,918,770 (+0.85%)

LODGING

Annual Averages	Running 12		
	YTD 2023	Mths	FY24 Avg
Kalispell			
OCC	59.8%	58.1%	67.8%
econ class	52.6%		
mid/upper	62.4%		
ADR	\$160.51	\$156.63	\$179.70
econ class	\$107.77		
mid/upper	\$171.84		
RevPAR	\$96.05	\$91.05	\$131.54

Kalispell	NOVEMBER	YOY	vs 2019
	OCC	38.9%	-7.0%
econ class	28.0%	-25.7%	
mid/upper	43.3%	-0.5%	
ADR	\$99.49	5.3%	36.8%
econ class	\$63.72	4.6%	
mid/upper	\$104.34	-1.6%	
Comp Set OCC	47.0%	-4.4%	-2.9%
Demand	19,732	-4.70	-4.1%

Weekly STR

OCC	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
	Nov 28	29	30	Dec 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	MTD
2023	41.5	37.6	37.2	40.0	37.5	25.0	35.1	39.2	37.7	37.4	55.7	38.2	29.8	39.5	40.1	40.4	37.9	42.5	41.9	38.6
2022	43.1	42.1	39.9	41.2	39.7	31.2	39.5	42.7	43.3	44.9	52.3	41.2	32.1	40.2	43.4	42.7	41.6	45.8	42.2	41.4
% chng	-3.7	-10.7	-6.8	-2.8	-5.6	-19.8	-10.9	-8.2	-12.9	-16.7	6.6	-7.4	-7.0	-1.8	-7.7	-5.4	-8.9	-7.2	-0.8	-6.6
ADR 2023	106.34	95.81	95.84	97.33	97.37	89.66	96.41	97.39	95.05	94.02	100.89	96.49	91.06	92.90	97.00	96.00	96.23	102.58	103.73	96.94

Short Term Rental Data - AirDNA Kalispell City Limits - November 2022 vs November 2023

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	104	137	31.7%	41%	44%	7.7%	\$253	\$190	-24.6%

Booked Listings			RevPAR		
2022	2023	% Chg	2022	2023	% Chg
69	85	23.2%	103	83	-18.8%

Future Conferences & Large Events

2023

November

December

- FVHA – Craft Brewer’s Cup – December 1-2 – Woodland Ice Rink/Stumptown
- Beauties and the Beasts – December 2 – Majestic Valley Arena
- Girls Wrestling Tournament – December 9 - Flathead High School
- FVHA – Winter Classic Tournament – 10 U – December 8-10 - Woodland Ice Rink/Stumptown
- FVHA – Winter Classic Tournament – 12U – December 15-17 - Woodland Ice Rink/Stumptown

Future Conferences & Large Events

2024

January

- Griz Hockey Winter Classic (Flathead Valley Hockey Association) – January 6 – Woodlawn Ice Center
- Glacier Challenge Gymnastics Meet – January 12-14 – Fairgrounds

February

- Frosty the Brewfest – February 3 – Downtown Kalispell
- Whitefish Winter Carnival – February 3-4 – Whitefish
- Montana State Archery Tournament – February 24-25 - Fairgrounds

March

- MT Indoor Soccer Tournament – **DATES NOT LISTED** - Fairgrounds

April

May

- Youth Lacrosse (NW Sharpshooters) – May 4-5 – Kidsport – this has taken place the third weekend in April the date changed for 2024
- *Montana State Cup – May 18-19 – Kidsport
- Divisional AA Track – May 16-17 – Location UNKNOWN
- 2024 MCAA (MT Christian School Association) Soccer – May 22-25 – Stillwater Christian School *played at their school soccer fields*
- State A Tennis – May 23-24 – FVCC Courts (Hosted by Whitefish HS)
- State AA-A Track & Field Meet – May 23-24 – Legends Field
- Three Blind Refs Soccer Tournament – May 31- June 2 – Kidsports
- Kalispell PBR – May 31 - Fairgrounds

June

- *2024 ABS Park Tournament – June 7-8 – ABS Park
- *2024 MT Newspaper Association -

July

- Under the Big Sky Festival – July 12-14 – Big Mountain Ranch
- Event at Rebecca Farms – July 17-21, 2022 – Rebecca Farms
- Montana Renaissance Faire – DATES NOT LISTED – Majestic Valley Arena
- Montana Reining Horse Association – July 21-26 – Majestic Valley Arena

August

- *Little Rock Tours – August 3-4 – Red Lion
- NW Montana Fair & Rodeo – August 14-18 Fairgrounds

September

- *Vicki's Tours – September 13-14– Holiday Inn Express
- Foy's to Blacktail Trail Marathon – DATES NOT LISTED – Foy's to Blacktail Trail
- Tamarack Fall Tournament – September 21-22 – Kidsport
- *Highlander Kalispell– September 10-14 - Kalispell

October

- State AA Golf – October 3 & 4 – Location not listed
- NRA-Northern Rodeo Association – October 24-26 – Majestic Valley Arena
- Battle of the States Bull Riding – October 12 – Majestic Valley Arena

November

December

- Beauty & The Beast – December 7 – Majestic Valley Arena

1/9/24

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

FY24 November Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent

- 2025 NASCOE (National Association of the County Office Employees) – July or August – 720 Room night potential
- 2024 AASHTO (American Association of State Highway & Transportation Officials) – September – 243 room night potential
- 2024 City of Kearney – August – 50 room night potential
- 2024 High School LaCrosse – May – Rate Quote
- 2024 ABS Ball Park Tournament – June – Rate Quote
- 2024 Northwest Avalanche High School LaCrosse – May
- 2024 Northwest Motorcoach Association – October – 65 room night potential

Working Leads

- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025
- 2025 PCG (Philadelphia Church of God) Feast of Tabernacles Northwest Regional Convention – They want the Hilton Garden Inn and there wasn't space available for 2024, working for 2025
- 2024 MT Newspaper Association – June – will be making hotel determination in January 2024

RFP's Turned Down or Leads Lost

- 2024 NABCA (National Alcohol Beverage Control Association) Conference – September – Never responded to offer of a site visit
- 2024 Alabama Farmers Federation – August – Organizer wanting to confirm Red Bus tours before booking any lodging in Kalispell – never responded, red buses couldn't be booked until January and they needed that confirmed
- 2025 PSA (Photographic Society of America) International Photo Festival – needed PODS transportation to be in Montana

Group Assist

- 2025 Montana Education Group – Cheryl McDonald looking for venue information, did not give out the conference name

- Amy Shike with MT Nonprofit looking for venue information
- Bryon Steinwand with Pro Tours coming in August 2024 and looking for group restaurants

Miscellaneous Tasks

- Moved office from Depot Park to Main Street
- Worked with Kari at Blacktail to set up ticket process
- Sent out Military Reunion Planner Fam information
- Introduction to aRes with Switchback Suites and Justin from aRes
- Helped and attended the Discover Kalispell Chamber Grand Event
- Prepared for Missoula Sales Calls
- Attended First Interstate UNWIND and Discover Kalispell Open House
- Virtual site tours of Red Lion and Hilton Garden Inn