

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
February 28, 2024  
3:00 - 5:00 pm**

**Discover Kalispell/Chamber, 2 South Main Street, 2<sup>nd</sup> 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 January 17, 2024
  - b) Approval of financials for December 2023 and January 2024
  - c) Approval of projected revenue for FY25
6. Board Discussion
  - a) TBID nightly assessment increase update
  - b) Report from state-wide TBID meeting
  - c) Staff Reports

Enclosures: January 17, 2024 meeting minutes  
TBID financial reports for December 2023 and January 2024  
Discover Kalispell dashboard and reports (December and January)

For Further Information Please Contact:

Bryce Baker, Board Chair [kalispell@myplacehotels.com](mailto:kalispell@myplacehotels.com) 406-752-4847  
Diane Medler, Discover Kalispell Executive Director [diane@discoverkalispell.com](mailto: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**  
**January 17, 2024**  
**3:00 – 5:00 pm**

**Location: Discover Kalispell Chamber, 2 South Main St, 2<sup>nd</sup> floor board room**

**Board Members Present:** Zac Ford, Bryce Baker, Britta Joy, Skyler Rieke, Steve Blazer

**Board Members Absent:** Robert Hall

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

**Guests:** Joe Jimenez and Katie Jimenez (Switchback Suites)

The meeting was called to order at 3:06 pm by Chair of the Board, Bryce Baker.

**1. Hear from the Public – none.**

**2. Board Action Items**

**a. Approval of minutes from December 13, 2023**

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Britta Joy. Discussion: None. Board approves unanimously.

**b. Approval of financials for November 2023**

Motion was made by Britta Joy to approve the October financials. Motion was seconded by Steve Blazer. Discussion: None. Board approves unanimously.

**3. Board Discussion**

**a. TBID nightly assessment increase**

- Proposal and discussion to increase the TBID fee from \$2 to \$4 per night. The TBID fee has not been increased since 2012 when the fee went from \$1.25 to \$2. Based on the same projected revenue used for FY24, the \$2 increase would take the FY25 projected revenue from \$610,000 to \$1.22 million.
- The need for fee increase:
  - Net loss of 60 rooms since 2016. Although TBID has seen increase in occupancy and demand over the years, revenue can only grow incrementally without additional inventory since it is based on a flat nightly fee.
  - Diminished purchasing power of current revenue, especially for marketing. Marketing challenges include increased cost of paid media, up by 60% since 2022. We have negotiated 'discounts' and 'deals' for events and advertising, though this is not always the case and need broader budget to retain success. Transition of Brand Montana's role has redirected their focus from marketing Montana. Individual DMO's are now responsible to reach a broader regional and national audience

such as direct flight markets. With our current budget the media spend necessary to make an impact in those larger markets is not obtainable.

- Increased funding is needed to recruit and host impactful vacation-making events and sports tourism.
- Additional funding is needed to develop sales and marketing campaigns for sports tourism to enable Discover Kalispell to recruit events for the existing and new sports facilities that are coming online in 2024.
- Billings and West Yellowstone are in the process of increasing their TBID fee to \$4.
- Process and next steps: after board approval then TBID in-district members are contacted to obtain a signature of approval from ownership. 60% of the square footage of TBID properties is required for a majority. If majority approval is received, then it goes to City Council for adoption. Plan is to have the increase in place beginning July 1, 2024.

Motion was made by Zac Ford to increase the TBID assessment to \$4 per night and authorize staff to get approval of the TBID property ownership. Motion was seconded by Steve Blazer. Board approves unanimously.

**Meeting adjourned at 4:32 PM.**

Respectfully submitted: Diane Medler

For further information contact [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com), 406-758-2808

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

TBID Checking account balance as of 12/31/23	\$140,042.01
KCVB Checking account balance as of 12/31/23	\$ 17,886.11
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: rent; wages/insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel & mileage.
- Education/Outreach: DI Marketing & Comms Summit registration and hotel deposit; MT Gov Conf registration; MWED annual meeting; Skift Megatrends online conference.
- Agency services: LBPR monthly fees
- Marketing: online subscriptions; quarterly media buy; social media.
- Earned Media/Tourism Sales/Incentives: Travel & Words media event; Blacktail lift tickets for ski package campaign.
- Stewardship/Management: airport VIC

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

Income: aRes commission

Expenses: 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

01/15/24

Accrual Basis

As of December 31, 2023

	<u>Dec 31, 23</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	140,264.72
1022 · Whitefish Credit Union	
1021 · Savings	14,722.51
1025 · CD	<u>75,000.00</u>
<b>Total 1022 · Whitefish Credit Union</b>	<u>89,722.51</u>
<b>Total Checking/Savings</b>	229,987.23
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	<u>1,495.00</u>
<b>Total Accounts Receivable</b>	<u>1,495.00</u>
<b>Total Current Assets</b>	231,482.23
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	<u>91,230.44</u>
<b>Total Fixed Assets</b>	<u>95,198.08</u>
<b>TOTAL ASSETS</b>	<b><u><u>326,680.31</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	<u>3,894.47</u>
<b>Total Accounts Payable</b>	<u>3,894.47</u>
<b>Total Current Liabilities</b>	<u>3,894.47</u>
<b>Total Liabilities</b>	3,894.47
<b>Equity</b>	
32000 · Unrestricted Net Assets	290,136.11
Net Income	<u>32,649.73</u>
<b>Total Equity</b>	<u>322,785.84</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>326,680.31</u></u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY24

December 2023

01/15/24

Accrual Basis

	Dec 23	Jul - Dec 23
<b>Income</b>		
4000 · TBID Revenue	422.00	371,162.00
4100 · Interest Income	690.17	727.88
<b>Total Income</b>	1,112.17	371,889.88
<b>Expense</b>		
6100 · Administrative/Operations		
6145 · Moving Expenses	0.00	2,967.51
6122 · Audit - Chamber	0.00	2,268.95
6125 · Accounting Services	450.00	1,350.00
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	31.06	680.74
6150 · Postage & Copies	44.37	713.82
6160 · Rent	900.00	5,400.00
6180 · Telephone	120.00	1,194.37
6185 · Travel & Entertainment	61.50	1,026.57
6190 · Technology Support	75.00	2,520.68
6195 · Equipment (Software)	0.00	135.43
<b>Total 6100 · Administrative/Operations</b>	1,681.93	24,556.07
6200 · Personnel (wages)	18,277.20	127,687.27
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	783.90	983.90
6280 · Organizational Memberships	0.00	1,150.00
<b>Total 6250 · Education/Outreach</b>	783.90	2,133.90
6300 · Agency Services	2,800.00	33,675.00
6400 · Research	0.00	23,996.00
6500 · Website	0.00	2,147.85
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	-2,622.46	16,560.15
6624 · Printed Collateral	50.00	50.00
<b>Total 6620 · Marketing Resources</b>	-2,572.46	16,610.15
6640 · Paid Media		
6643 · Multimedia	20,945.00	73,929.59
6646 · Digital Asset Acquisition	0.00	3,789.30
6649 · Promotional Items	0.00	1,961.13
<b>Total 6640 · Paid Media</b>	20,945.00	79,680.02
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	0.00	11,032.26
6659 · Meeting & Group Incentives	280.00	3,380.00
<b>Total 6650 · Earned Media/Tourism Sales</b>	280.00	14,412.26
6680 · Travel/Trade Shows	491.60	4,376.97
<b>Total 6600 · Destination Marketing</b>	19,144.14	115,079.40
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	75.00	600.00
<b>Total 6700 · Destination Stewardship/Mgmt</b>	75.00	600.00
6800 · Destination Development		
6830 · Event Grant	0.00	1,000.00
6860 · Comm-Visitor Asset Dev Grant	0.00	3,500.00
<b>Total 6800 · Destination Development</b>	0.00	4,500.00
<b>Total Expense</b>	42,762.17	334,375.49
<b>Net Income</b>	<b>-41,650.00</b>	<b>37,514.39</b>

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

01/15/24

Accrual Basis

	Jul - Dec 23	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	371,162.00	685,000.00	-313,838.00	54.2%
4100 · Interest Income	727.88			
<b>Total Income</b>	371,889.88	685,000.00	-313,110.12	54.3%
<b>Expense</b>				
6100 · Administrative/Operations	24,556.07	48,500.00	-23,943.93	50.6%
6200 · Personnel (wages)	127,687.27	260,000.00	-132,312.73	49.1%
6250 · Education/Outreach	2,133.90	13,000.00	-10,866.10	16.4%
6300 · Agency Services	33,675.00	75,000.00	-41,325.00	44.9%
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	115,079.40	175,000.00	-59,920.60	65.8%
6700 · Destination Stewardship/Mgmt	600.00	11,500.00	-10,900.00	5.2%
6800 · Destination Development	4,500.00	65,000.00	-60,500.00	6.9%
<b>Total Expense</b>	334,375.49	685,000.00	-350,624.51	48.8%
<b>Net Income</b>	<b>37,514.39</b>	<b>0.00</b>	<b>37,514.39</b>	<b>100.0%</b>

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	0.00	0.00	0.00	0.00	0.00	0.00	18.99	0.00	0.00	0.00	18.99
<b>EVENT BALANCES</b>	<b>17,737.31</b>	<b>1,201.90</b>	<b>1,414.40</b>	<b>624.32</b>	<b>275.00</b>	<b>0.00</b>	<b>1,685.83</b>	<b>(774.02)</b>	<b>157.69</b>	<b>(4,686.32)</b>	<b>17,636.11</b>



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	0.00	0.00	0.00	0.00	0.00
TBID Project BALANCES	(1,150.00)	(445.00)	610.18	210.80	0.00	(774.02)

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

	\-----TBID Projects-----\												
	Spartan	Highlander	VC Merch	aRes	Website Redesign	SFS	Campiagns	Comm Engage	Reserve	Total Projects	Travel Consult	Admin	TOTAL
<b>Income</b>													
4025.00 · Program Revenue	68.00	0.00	49.50	812.59	0.00	0.00	0.00	0.00	0.00	0.00	65.00	200.00	1,195.09
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
<b>Total Income</b>	<b>52,576.69</b>	<b>0.00</b>	<b>49.50</b>	<b>812.59</b>	<b>0.00</b>	<b>32,000.00</b>	<b>10,000.00</b>	<b>1,000.00</b>	<b>5,000.00</b>	<b>48,000.00</b>	<b>65.00</b>	<b>200.00</b>	<b>101,703.78</b>
<b>Expense</b>													
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	3,520.41	52,820.41
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	130.43	130.43
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
<b>Total Expense</b>	<b>43763.44</b>	<b>9771.75</b>	<b>0</b>	<b>0</b>	<b>18300</b>	<b>31000</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>49300</b>	<b>1.99</b>	<b>3679.29</b>	<b>106516.47</b>
<b>Net Income</b>	<b>8813.25</b>	<b>-9771.75</b>	<b>49.5</b>	<b>812.59</b>	<b>-18300</b>	<b>1000</b>	<b>10000</b>	<b>1000</b>	<b>5000</b>	<b>-1300</b>	<b>63.01</b>	<b>-3479.29</b>	<b>-4812.69</b>

**Kalispell Tourism Business Improvement District  
Summary of January 2024 Financial Reports**

TBID Checking account balance as of 01/31/24	\$119,725.06
KCVB Checking account balance as of 01/31/24	\$ 17,481.37
WFCU Reserve account balance as of 01/31/24	\$ 89,722.51

**TBID Account – Expense Summary**

- Admin/Operations: annual report/meeting; rent; wages/insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel & mileage.
- Education/Outreach: BBER Economic Outlook; MTTA sponsorship.
- Agency services: LBPR monthly fees
- Research: Blue Room Research; transfer of invoices from TBID to Bed Tax
- Website: monthly maintenance
- Marketing: online subscriptions; quarterly media buy; social media.
- Earned Media/Tourism Sales/Incentives: expenses related to group planner visits; ski lift tickets for hotel/ski package promotion.

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

Income: none

Expenses: expenses related to prize winner from Highlander event; accounting; postage; lodging for Evan Eleff

**TBID Revenue**      \*Q2 FY24 is estimated

FY24 Gross Revenue	Projected Revenue	Actual	% Change vs projected	% Change YOY (Actual)
	\$610,000			
Q1 JUL-SEP (36% of total budget)	\$213,500	\$224,830	+5.3	+11%
Q2 OCT-DEC (20% of total)	\$122,000	\$107,774 *	-11.6	-2.6
Q3 JAN-MAR (18% of total)	\$109,800			
Q4 APR-JUN (26% of total)	\$158,600			
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

02/15/24

As of January 31, 2024

Accrual Basis

	<u>Jan 31, 24</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	127,820.73
1022 · Whitefish Credit Union	
1021 · Savings	14,722.51
1025 · CD	75,000.00
	<u>89,722.51</u>
<b>Total 1022 · Whitefish Credit Union</b>	89,722.51
<b>Total Checking/Savings</b>	217,543.24
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	6,495.00
	<u>6,495.00</u>
<b>Total Accounts Receivable</b>	6,495.00
<b>Total Current Assets</b>	224,038.24
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
	<u>95,198.08</u>
<b>Total Fixed Assets</b>	95,198.08
<b>TOTAL ASSETS</b>	<b><u>319,236.32</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	5,414.39
	<u>5,414.39</u>
<b>Total Accounts Payable</b>	5,414.39
<b>Total Current Liabilities</b>	5,414.39
<b>Total Liabilities</b>	5,414.39
<b>Equity</b>	
32000 · Unrestricted Net Assets	290,136.11
Net Income	23,685.82
	<u>313,821.93</u>
<b>Total Equity</b>	313,821.93
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>319,236.32</u></b>

**Tourism Business Improvement District**  
**Profit & Loss - FY24**  
**January 2024**

02/15/24

Accrual Basis

	Jan 24	Jul '23 - Jan 24
<b>Income</b>		
4000 · TBID Revenue	0.00	371,162.00
4100 · Interest Income	12.42	740.30
<b>Total Income</b>	12.42	371,902.30
<b>Expense</b>		
<b>6100 · Administrative/Operations</b>		
6145 · Moving Expenses	0.00	2,967.51
6115 · Annual Report/Mtg	901.03	901.03
6122 · Audit - Chamber	0.00	2,268.95
6125 · Accounting Services	200.00	1,550.00
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	169.28	850.02
6150 · Postage & Copies	134.30	848.12
6160 · Rent	900.00	6,300.00
6180 · Telephone	120.00	1,314.37
6185 · Travel & Entertainment	54.34	1,080.91
6190 · Technology Support	197.60	2,718.28
6195 · Equipment (Software)	0.00	135.43
<b>Total 6100 · Administrative/Operations</b>	2,676.55	27,232.62
<b>6200 · Personnel (wages)</b>	18,729.58	146,416.85
<b>6250 · Education/Outreach</b>		
6260 · Staff Training, Prof Develop	355.12	1,339.02
6280 · Organizational Memberships	5,000.00	6,150.00
<b>Total 6250 · Education/Outreach</b>	5,355.12	7,489.02
<b>6300 · Agency Services</b>	2,800.00	36,475.00
6400 · Research	-10,000.00	13,996.00
6500 · Website	600.00	2,747.85
<b>6600 · Destination Marketing</b>		
<b>6620 · Marketing Resources</b>		
6622 · Online Platforms/Subscriptions	170.00	16,730.15
6624 · Printed Collateral	0.00	50.00
<b>Total 6620 · Marketing Resources</b>	170.00	16,780.15
<b>6640 · Paid Media</b>		
6643 · Multimedia	-7,613.34	66,316.25
6646 · Digital Asset Acquisition	0.00	3,789.30
6649 · Promotional Items	0.00	1,961.13
<b>Total 6640 · Paid Media</b>	-7,613.34	72,066.68
<b>6650 · Earned Media/Tourism Sales</b>		
6653 · Media & Influencer Hosted Trips	0.00	11,032.26
6656 · FAM Trips/Sales Calls	-5,000.00	-5,000.00
6659 · Meeting & Group Incentives	958.42	4,338.42
<b>Total 6650 · Earned Media/Tourism Sales</b>	-4,041.58	10,370.68
<b>6680 · Travel/Trade Shows</b>	0.00	4,376.97
<b>Total 6600 · Destination Marketing</b>	-11,484.92	103,594.48
<b>6700 · Destination Stewardship/Mgmt</b>		
6720 · VIC Funding	0.00	600.00
<b>Total 6700 · Destination Stewardship/Mgmt</b>	0.00	600.00
<b>6800 · Destination Development</b>		
6830 · Event Grant	0.00	1,000.00
6860 · Comm-Visitor Asset Dev Grant	0.00	3,500.00
<b>Total 6800 · Destination Development</b>	0.00	4,500.00
<b>Total Expense</b>	8,676.33	343,051.82

**Tourism Business Improvement District**  
**Profit & Loss - FY24**  
January 2024

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	Jan 24	Jul '23 - Jan 24
Net Income	<u>-8,663.91</u>	<u>28,850.48</u>

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual FY24**  
 July 2023 through January 2024

02/15/24

Accrual Basis

	Jul '23 - Jan 24	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	371,162.00	685,000.00	-313,838.00	54.2%
4100 · Interest Income	740.30			
<b>Total Income</b>	371,902.30	685,000.00	-313,097.70	54.3%
<b>Expense</b>				
6100 · Administrative/Operations	27,232.62	48,500.00	-21,267.38	56.1%
6200 · Personnel (wages)	146,416.85	260,000.00	-113,583.15	56.3%
6250 · Education/Outreach	7,489.02	13,000.00	-5,510.98	57.6%
6300 · Agency Services	36,475.00	75,000.00	-38,525.00	48.6%
6400 · Research	13,996.00	20,000.00	-6,004.00	70.0%
6500 · Website	2,747.85	17,000.00	-14,252.15	16.2%
6600 · Destination Marketing	103,594.48	175,000.00	-71,405.52	59.2%
6700 · Destination Stewardship/Mgmt	600.00	11,500.00	-10,900.00	5.2%
6800 · Destination Development	4,500.00	65,000.00	-60,500.00	6.9%
<b>Total Expense</b>	343,051.82	685,000.00	-341,948.18	50.1%
<b>Net Income</b>	<b>28,850.48</b>	<b>0.00</b>	<b>28,850.48</b>	<b>100.0%</b>

## Kalispell Chamber of Commerce KCVB P&L by Class

January 2024	/-----TBID Projects-----/								
	Spartan	Highlander	aRes	Website Redesign	Sports Facility	Total Projects	Travel Consult	Admin	TOTAL
<b>Income</b>									
4025.00 · Program Revenue	-6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>-6,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>6,000.00</b>	<b>0.00</b>
<b>Expense</b>									
5000.00 · Direct Program	0.00	243.00	0.00	0.00	0.00	0.00	0.00	3.40	246.40
5060.00 · Bank Fees & Svc Chgs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5520.00 · Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	200.00	200.00
5700.00 · Travel & Training	0.00	0.00	0.00	0.00	166.00	166.00	0.00	0.00	166.00
5360.00 · Meetings & Staff Meals	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5500.00 · Printing & Publications	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06
5740.00 · Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>0.00</b>	<b>243.00</b>	<b>0.00</b>	<b>0.00</b>	<b>166.00</b>	<b>166.00</b>	<b>0.00</b>	<b>203.46</b>	<b>612.46</b>
<b>Net Income</b>	<b>-6,000.00</b>	<b>-243.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-166.00</b>	<b>-166.00</b>	<b>0.00</b>	<b>5,796.54</b>	<b>-612.46</b>



**Kalispell Chamber of Commerce**  
**KCVB Events P & L Detail**  
 January 2024

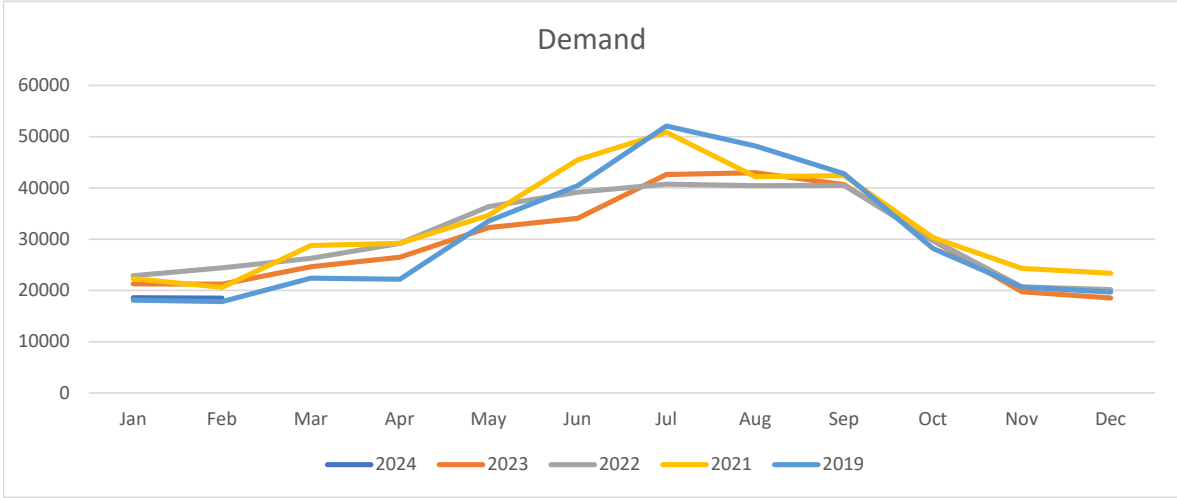
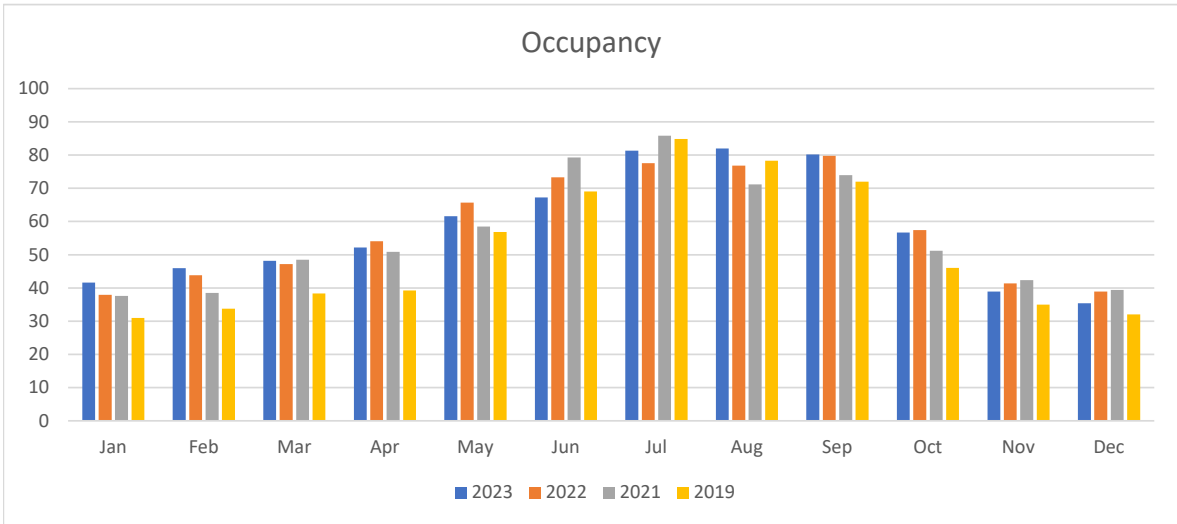
Date	Num	Name	Memo	Class	Amount
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4025.00 · Program Revenue					
4600.00 · Other Income					
01/01/2024	AJE 1...		Transfer to Admin	400 Econ Dev:450 KCVB:453.1 Spartan	-6,000.00
01/01/2024	AJE 1...		Transfer to Admin	400 Econ Dev:450 KCVB:469.1 Admin	6,000.00
Total 4600.00 · Other Income					0.00
Total 4025.00 · Program Revenue					0.00
Total Income					0.00
Gross Profit					0.00
<b>Expense</b>					
5000.00 · Direct Program					
5180.00 · Catering					
01/26/2024	26164	KCoC - Visa Diane	Switchback Suites	400 Econ Dev:450 KCVB:453.2 Highlander	243.00
Total 5180.00 · Catering					243.00
5320.00 · Leased Equipment/Space					
01/02/2024	26149	KCoC - Quadient Le...		400 Econ Dev:450 KCVB:469.1 Admin	3.40
Total 5320.00 · Leased Equipment/Space					3.40
Total 5000.00 · Direct Program					246.40
5520.00 · Professional Fees					
5520.10 · Professional Services					
01/31/2024	3623	JK Associates		400 Econ Dev:450 KCVB:469.1 Admin	200.00
Total 5520.10 · Professional Services					200.00
Total 5520.00 · Professional Fees					200.00
5700.00 · Travel & Training					
01/17/2024	42481...	Hilton Garden Inn Ka...	Sports Facility Study	400 Econ Dev:450 KCVB:461.0 TBID Projects:461.2 Sports Facility S...	166.00
Total 5700.00 · Travel & Training					166.00
5420.00 · Office					
5420.40 · Postage					
01/31/2024	26158	KCoC - Copies	January	400 Econ Dev:450 KCVB:469.1 Admin	0.06
Total 5420.40 · Postage					0.06
Total 5420.00 · Office					0.06
Total Expense					612.46
Net Ordinary Income					-612.46
<b>Net Income</b>					<b>-612.46</b>

**TBID - FY25 Revenue Projections Worksheet**

FY 2024	Projected	Actual	% Change
<b>Gross Revenue</b>	\$610,000		B vs A YOY
	FY 2024	rm nights	% OF ACTUAL
Q1 JUL-SEP	\$224,830	112,415	
Q2 OCT-DEC	\$107,774	53,887	
Q3 JAN-MAR			
Q4 APR-JUN			

FY 2023	Projected	Actual	% Change
<b>Gross Revenue</b>	\$625,000	\$ 559,644	-10.0% B vs A -7% YOY
	FY 2023	rm nights	% OF ACTUAL
Q1 JUL-SEP	\$ 201,782.00	100,891	36%
Q2 OCT-DEC	\$ 110,702.00	55,351	20%
Q3 JAN-MAR	\$ 100,874.00	50,437	18%
Q4 APR-JUN	\$ 146,286.00	73,143	26%

FY 2022	Projected	Actual	% Change
<b>Gross Revenue</b>	\$625,000	\$ 605,079	-3.4% B vs A -1% YOY
	FY 2022	rm nights	% OF ACTUAL
Q1 JUL-SEP	\$ 232,312.00	116,156	39%
Q2 OCT-DEC	\$ 116,205.00	58,103	19%
Q3 JAN-MAR	\$ 101,676.00	50,838	17%
Q4 APR-JUN	\$ 154,886.00	77,443	25%



**Events, Sports, Groups - JAN through JUNE 2024**

- February: State archery tournament 24-25
- April: Military Reunion FAM
- May: Press Trip 16-19
- Lacrosse - NW Shootout 4-5
- Canadian Days (baseball) 17-19
- MT State Cup Soccer - 18-19
- Divisional AA track 16-17
- MCAA soccer 22-25
- State A tennis 23-24
- Three Blind Refs May 31-June 2
- Kalispell PBR 31
- June: MT High school rodeo finals 3-8
- Emeralds Smash 7-8
- ABS park tournament 7-8
- Flathead Lake B invitational (baseball) 20-23
- MT Newspaper Association dates TBD

# Montana Camp

Dates: May 15-17, 2024

Location: Wachholz College Center

No of ppl expecting: 180

Organizer: Justin Meccia

Event Description: Annual real estate entrepreneur conference that involves bringing top-talent trainers and speakers from across the nation to Montana for three days of networking, workshops, and inspiration.

Review of the agenda: <https://www.montanacamp.org/2023-mtc-event-details>

Attendees: Real estate professionals, affiliates, 40% of attendees are out of town.

## Hotels:

SpringHill Suites: 135 rooms blocked (45 each night)

My Place: 90 rooms blocked (30 each night)

Hilton Garden Inn: 45 rooms blocked (15 each night)

Total rooms: 270

## History:

2023 Bozeman: 133 attendees – No response from hotels.

2022 Missoula: 168 attendees – 174 total room nights at Hilton Garden Inn

2021 Helena: 133 attendees – I didn't reach out

## Event Information:

Registration fee: \$299.00

Estimated Amount of the Event: \$50,000

**Incentive Funding requested:** \$14,200 to pay for Wachholz

**WEBSITE (M/M Comparison)**

<b>Views</b> 25,270 +7.1%	<b>Top Pages per Engagement Time</b> 1. TTD Tours Sightseeing 2. Don't have vehicle resv 4. TTD Places to Go 5. These MT Views make you..	<b>Active Users</b> 13,633 +2.7%	<b>Sessions</b> 15,731 +0.4%
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**Top Cities**

1. (not set)	6. Phoenix
2. Kalispell	7. Chicago
3. Seattle	8. Calgary
4. Denver	<b>Bounce Rate</b>
5. Los Angeles	46.32% (-4.5%)

**Top Pages**

1. Home
2. Winter Wonderland
3. Winter In Kalispell
4. TTD
5. 1st timers guide to winter

**Top Landing Pages**

1. Winter Wonderland Pass
2. Winter in Kalispell
3. First timers guide winter
4. TTD
5. 10 things need to know

**User Acquisition - engaged sessions**

Organic - 70% engage rate  
Paid - 32% engage rate  
Display - 56% engage rate

**Lodging Page - Find Best Sleep**  
page views 232 views (+8.4%)

**CONVERSIONS**

	Month	YTD (fiscal)
VG Requests (web-online/postal)	280	1,646
Newsletter subscribers	286	2,195
aRes reservations booked	9	18
aRes room nights booked	18	43
Future grp rm/nts contracted	293	625

**GROUP SALES**

RFP's Sent to Hotels	1
Proposals to Clients	0
Groups Assisted	4
Future group rooms won	293

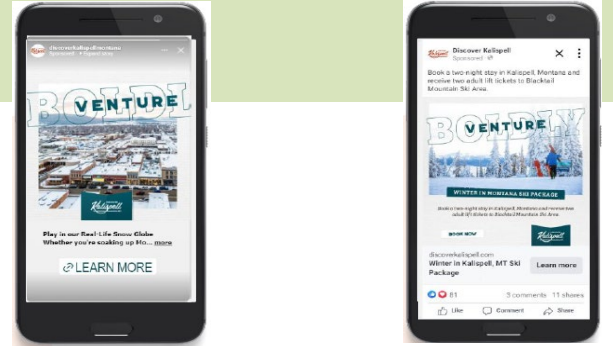
**SOCIAL MEDIA**



	Facebook	Instagram	Pinterest	Twitter
Followers/Audience	51,470	21,407	41,110	4,180
Impressions (organic)	255,617	98,865	5,380	1,525
Reach/profile visits	37,000	43,000	76,700	
Reach/stories		12,000		
Link Clicks		126		

**PAID AND EARNED MEDIA**

**PAID:** TOTAL - 3,556 clicks; 575,454 imp; 0.62% CTR; \$3,041.08. SKI PASS - 645 clicks; 90,476 imp; 0.71% CTR; \$1,181.22 spend. WINTER WONDERLAND PASS - 4,911 clicks; 308,106 imp; 1.59% CTR; \$1,143.74 spend.



**VISITOR INFORMATION CENTER**

	Month	YTD (fiscal)	YTD (calendar)
Calls	32	413	961
Walk-ins	20	761	1,424
Intercom (web chat)	24	228	575
VG's requested	144	1,167	3,144
<b>TOTAL</b>		2,569	6,104

**PARTNERS**

	Month (Y/Y)	YTD
Airport Enplanements - DEC	25,633 (+10.2%)	455,827 (+8.4%)
GNP Recreational Visits - DEC	19,768 (+38%)	2,938,538 (+1.03%)

**LODGING**

**Running 12**

Annual Averages	YTD 2023	Mths	FY24 Avg
<b>Kalispell</b>			
OCC	57.8%	57.8%	62.4%
econ class	50.3%		
mid/upper	60.4%		
ADR	\$157.27	\$157.27	\$166.17
econ class	\$105.66		
mid/upper	\$168.09		
RevPAR	\$90.82	\$90.82	\$115.43

	DECEMBER	YOY	vs 2019
<b>Kalispell</b>			
OCC	35.4%	-10.3%	9.9%
econ class	25.1%	-23.2%	
mid/upper	39.3%	-6.7%	
ADR	\$98.52	7.1%	37.3%
econ class	\$58.02	-2.2%	
mid/upper	\$103.97	1.8%	
Comp Set OCC	42.9%	-5.5%	-3.2%
Demand	18,535	-8.10	-5.8%

**Weekly STR**

OCC	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	
Dec	19	20	21	22	23	24	25	26	27	28	29	30	31	Jan	1	2	3	4
2023	34.3	31.1	28.7	30.9	27.7	25.4	24.9	31.7	38.3	42.2	38.8	38.3	32.1	22.2	28.7	32.1	32.5	
2022	40.7	37.6	34.5	35.9	31.0	31.3	37.0	42.7	42.8	42.0	40.2	44.6	31.5	33.8	41.8	38.9	37.5	
% chg	-15.7	-17.2	-16.9	-14.1	-10.6	-18.8	-32.8	-25.8	-10.5	0.6	-3.5	-14.2	2.1	-34.4	-31.4	-17.4	-13.4	
ADR 2023	97.28	92.31	97.21	95.72	92.59	90.47	93.93	96.20	96.52	100.35	96.50	98.65	100.06	91.72	94.63	95.16	93.81	

**Short Term Rental Data - AirDNA**

**Kalispell City Limits - December 2022 vs December 2023**

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2022	2023	% Chg	2022	2023	% Chg	2022	2023	% Chg
Entire Place	106	141	33.0%	40%	36%	-9.7%	\$268	\$225	-16.2%
	Booked Listings			RevPAR					
	2022	2023	% Chg	2022	2023	% Chg			
	77	92	19.5%	108	82	-24.4%			



Visitation & Brand Engagement Key Performance Indicators (KPI's)  
Data for JANUARY 2024

Report Date: 2/28/2024

WEBSITE													
<b>Top Cities</b>				<b>Top Pages per Engagement Time</b>						<b>Top Pages per views</b>			
1. (not set)                      6. Phoenix 2. Seattle                        7. Chicago 3. Kalispell                      8. Denver 4. Los Angeles                9. Dallas 5. Ashburn VA                10. Salt Lake City				1. 10 Things Need To Know Before Visiting 2. 1st Timers Guide To Winter 3. Get The Guide 4. TTD 5. Downtown Kalispell						1. Home 2. Winter Wonderland 3. TTD 4. Ski package 5. Get The Guide			
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	53,450	46,876	43,916	38,621	24,015	25,270	32,505						264,653
Sessions	32,744	28,390	26,364	79,475	15,664	15,731	19,784						218,152

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	8
Room Nights	0	0	585
Event/Sport Bookings	0	0	0
Rate Quotes	0	0	5
Pending Bookings	1	1	3
Rm potential	328	328	633

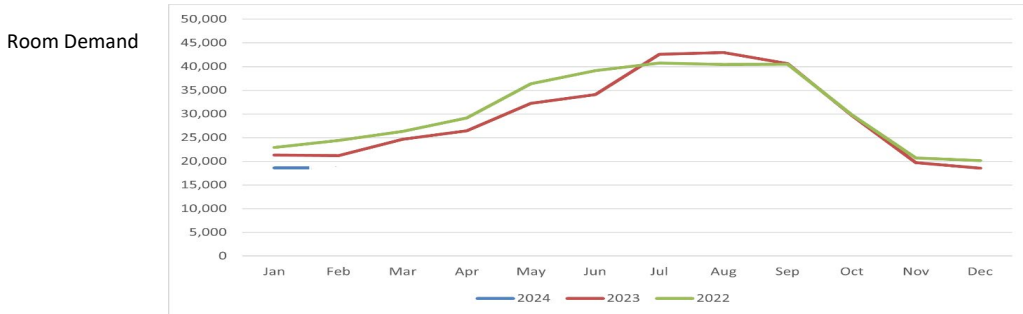
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	434	434	2,570
Newsletter subscribers	322	322	2,517
Social media impressions (organic)			
Facebook	101,987	101,987	776,531
Instagram	191,039	191,039	946,583
Pinterest	8,580	8,580	66,060
aRes reservations booked	9	9	18
aRes room nights booked	18	18	43
Hotel package redemptions	2	2	10
Winter Wonderland pass check-ins			33

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	2	2	30
Reach	9,565	9,565	139,417,253

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	622	8.6%	7,232	4.68%
Display	833	0.3%	287,317	0.29%
Social	2,553	72.0%	384,459	0.72%
Ski pass promotion	1,311	0.6%	220,095	0.60%
Winter Wonderland	9,572	2.8%	346,895	2.76%

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - JAN	28,157	28,157
	-8.7%	-8.7%
GNP Rec Visits - JAN	13,130	13,130
	-24%	-24%

KALISPELL LODGING							
	Running 12						
Smith Travel Report	JANUARY	YOY	YTD 2024	Mths	FY24 Avg	Comp Set Avg	
OCC	35.5%	14.8%	35.5%	57.2%	58.6%	42.6%	
Kalispell econ class	23.8%	-31.8%	23.8%				
Kalispell mid/upper	41.0%	-7.5%	41.0%				
ADR	\$97.84	4.9%	\$97.84	\$158.01	\$156.41	113.60	
Kalispell econ class	\$58.42	0.3%	\$58.42				
Kalispell mid/upper	\$107.16	2.8%	\$107.16				
RevPAR	34.7%	-10.6%	\$34.71	\$90.37	\$103.90	49.0%	



Weekly STR																
							Current Week									
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa			
21	22	23	24	25	26	27	28	29	30	31	<b>Feb</b>			Current Week	Run 28	Run MTD
28.6	37.2	43.6	43.7	46.2	42.4	39.5	25.8	35.0	42.4	39.6	38.6	45.5	46.5	39.1	38.3	36.4
		45.8	42.4	42.3	43.3	42.6	31.8	40.0	49.1	48.4	47.9	53.9	45.9	45.3	44.1	42.1
-8.1	-11.1	-4.8	3.1	9.2	-2.1	-7.2	-18.8	-12.4	-13.7	-18.1	-19.4	-15.6	1.2	-13.8	-13.1	-13.7
21	22	23	24	25	26	27	28	29	30	31	<b>Feb</b>			Current Week	Run 28	Run MTD
98.45	99.74	102.45	102.69	103.41	104.51	103.87	95.79	99.93	102.70	98.97	98.57	102.60	102.11	100.45	100.25	99.39
		100.93	92.21	93.89	104.32	99.29	89.47	95.28	98.56	94.37	95.51	97.17	93.83	95.21	96.32	95.39
9.4	1.7	1.5	11.4	10.1	0.2	4.6	7.1	4.9	4.2	4.9	3.2	5.6	8.8	5.5	4.1	4.2

Short Term Rentals - Kalispell City Limits (AirDNA)								
	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	128	21.9%	32%	-33.3%	\$178	-28.3%	85	25.0%

# 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 Sportsman's Expo – February 23-25 - Fairgrounds
- Montana State Archery Tournament – February 24-25 - Fairgrounds

### March

### April

- Horse Power Collides – April 19-20 – Majestic Valley Arena

### May

- Northwest Shootout Jamboree (Lacrosse) – May 4-5 – Kidsport – changed from previous April dates
- Canadian Days Tournament (MT Legion AA & A) – May 17-19 – Kalispell Lakers Field
- \*Montana State Cup – May 18-19 – Kidsport
- Shrine Circus – May 18 – Majestic Valley Arena
- Divisional AA Track – May 16-17 – Location TBD
- 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)
- Three Blind Refs Soccer Tournament – May 31- June 2 – Kidsports
- Kalispell PBR – May 31 - Fairgrounds

### June

- Montana High School Rodeo State Finals – June 3-8 – Majestic Valley Arena
- Emeralds Smash Tournament – June 7-8 - Kidsport
- \*2024 ABS Park Tournament – June 7-8 – ABS Park
- Herron Half Marathon – June 9 -
- Glacier Barrel Bash – June 14-16 – Majestic Valley Arena
- Flathead Lake B Invitational – June 20-23 – Kalispell Lakers Field
- Glacier Country Llama Show – June 22-23 – Majestic Valley Arena
- \*2024 MT Newspaper Association – June - TBD

### July

- Mounted Shooting – July 9-11 – Majestic Valley Arena
- MT State Softball Tournament - July 12-14 – Kidsport
- John R. Harp Memorial Tournament (A) – July 12-14 – Kalispell Lakers
- Under the Big Sky Festival – July 12-14 – Big Mountain Ranch
- Event at Rebecca Farms – July 17-21, 2022 – Rebecca Farms
- 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

- Foy's to Blacktail Trail Marathon – September 8 – Foy's to Blacktail Trail
- Flathead Celtic Festival – September 13-14 – Centennial Farm
- \*Vicki's Tours – September 13-14– Holiday Inn Express
- \*New England Tours – September 14-15 – Red Lion
- Tamarack Fall Tournament – September 21-22 – Kidsport

## 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

## 2025

## May

- State AA-A Track & Field Meet – May 23-24 – Legends Stadium

2/15/24

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

## Miscellaneous Tasks

- Qualified Military Planners for the April FAM
- Site tour with NASCOE planners
- Video for Discover Kalispell Weekly E-News to promote Bring it Home
- Attended the Discover Kalispell Chamber Luncheon
- Attended 2 Biz to Biz meetings as a substitute for Pilar – promoted the Bring it Home promotion
- Prepared for presented at the DK Annual Meeting
- Attended All-Staff monthly meeting
- Assisted with membership promotion for DK related businesses to join in order to get into the directory



# FY24 December Sales Activities

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent

- 2024 Highlander Kalispell – September 2024 – Rate Quote

## Working Leads

- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025
- 2024 MT Newspaper Association – June – will be making hotel determination in January 2024
- 2025 NASCOE (National Association of the County Office Employees) – July or August – 720 Room night potential
- 2024 Northwest Motorcoach Association – October – 65 room night potential
- 2024 ABS Ball Park Tournament – June – Rate Quote

## Proposals Won

- 2024 AASHTO (American Association of State Highway & Transportation Officials) – September – 243 rooms – Hilton Garden Inn
- 2024 City of Kearney – August – 50 rooms – Red Lion

## RFP's Turned Down or Leads Lost

- 2025 PCG (Philadelphia Church of God) Feast of Tabernacles Northwest Regional Convention – They wanted 2 years in a row and it wasn't available.
- 2024 High School LaCrosse Tournament– May – Rate Quote – Lost to Helena they wanted a central location

## Group Assist

- Suzanne Brown – Making Memories Tours – Wanting to add Kalispell to an itinerary, wanted activity information
- Followed up with Military Planner information for those that reached out
- Guy Veni – MP/Brian Forrester MP
- Dillon Tabbish – transportation/catering requests for upcoming June meeting Forest Legacy National Conference
- Damon Anderson – Take a Fun Trip – western activities
- Samantha KinKaid – Women's Winter Wellness Retreat – venue suggestions

## Miscellaneous Tasks

- Site visit to Clark Farm Silos
- Introduction to Clark Farm Family Silo's and Justin from aRes
- Missoula Sales Calls
- Met with Matt Laughlin at Wachholz to talk about strategy in working for more meetings
- Virtual walk through Red Lion for AASHTO
- Attended MWED Annual Membership Meeting

\*Holiday Vacation December 25-January 2, 2024

# FY24 January Sales Activities

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent

- 2024 Boomers In Groups Conference – October – show that brings in tour operators, group travel planners and travel agents that work with growing Boomers travel markets (age 46-64). They also have educational seminars, tours of our destination, networking events. 328 room night potential

## Working Leads

- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025
- 2024 MT Newspaper Association – June – will be making hotel determination in February 2024
- 2024 Northwest Motorcoach Association – October – 65 room night potential – decision will be made end of February
- 2024 Montana Camp – being held in Kalispell – hotels have been secured by the organizer – helping with incentive funding

## RFP's Turned Down or Leads Lost

- 2024 Highlander Kalispell – September 2024 – Rate Quote – They will not return for 2024 to Kalispell
- 2025 NASCOE (National Association of the County Office Employees) – July or August – 720 Room night potential – Lost to Grouse Mountain in Whitefish

## Group Assist

- Beth Cramer – bringing her large family to Kalispell in 2024 – looking for activities and lodging suggestions.
- Brian Plunkett – he is organizing the Lacrosse Tournament in May and wanting to see what we can do to assist.
- Parrott Tours – Angie Ulfig – looking for catering and group activity suggestions for a group she is bringing in August.
- MARS Tours – Looking for alternate options other than the Red Buses to get his small group into Glacier National Park for August.
- 2024 MT State Chapter of PEO – revised incentive agreement to clarify method of payment and upcoming conference needs.
- Kellie Byerley – teaching Travel and Tourism class asking for a representative to come and talk to her class in March.