

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
March 27, 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. Grant application presentation – Northwest Shootout Tournament, Northwest Lacrosse Association. Event dates: May 3-4, 2024
3. Grant application presentation – Kalispell Treasure State Mounted Shooting Competition and Exposition, Rick Farnsworth with Treasure State Cowboy Shooting Association. Event dates: August 7-11, 2024.
3. Board Action Items
 - a) Approval of minutes from February 28, 2024
 - b) Approval of financials for February 2024
 - c) Approval of FY25 budget and marketing plan strategy
 - d) Grant applications scoring and approval
4. Board Discussion
 - a) TBID nightly assessment increase update
 - b) Staff Reports

Enclosures: February 28, 2024 meeting minutes
TBID financial reports for February 2024
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 July 24	February 28 August 28	March 27 September 25	April 24	May 22 October 23	June 26 December 11
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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
February 28, 2024
3:00 – 5:00 pm**

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

Board Members Present: Zac Ford, Britta Joy, Skyler Rieke, Robert Hall

Board Members Absent: Bryce Baker

Staff Present: Diane Medler, Dawn Jackson, Lorraine Clarno

Guests: Brandon Brookshire (HGI), Mitchell Bump (HGI), Haley Wilson (Super 8)

The meeting was called to order at 3:05 pm by Vice Chair of the Board, Robert Hall.

1. Hear from the Public – none.

2. Board Action Items

a. Approval of minutes from January 17, 2024

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

b. Acceptance of financials for December 2023 and January 2024

Motion was made by Britta Joy to accept the December and January financials. Motion was seconded by Skyler Rieke. Discussion: None. Board approves unanimously.

c. Approval of FY25 TBID revenue

Since the TBID is in the approval process of a nightly assessment increase, staff will prepare two budgets (based on \$2 and \$4 nightly assessments). Once approval by City Council is complete then the approved budget will be submitted for FY25. Board discussed taking a conservative approach to projected revenue, trends are indicating a slowing in travel which will create a reduction in room nights during FY25. Discussed a range of 3% - 5% reduction, the group decided on a 4% decrease in room nights compared to FY24. Motion was made by Zac Ford to set the \$2 assessment projected revenue at \$585,600; \$4 assessment projected revenue at \$1,171,200. Motion seconded by Skyler Rieke. Discussion: none. Board approved unanimously.

d. Approval of group incentive grant request

Montana Camp conference, May 15-17, 2024. Meetings will be held at Wachholz College Center, room blocks are set at three Kalispell TBID properties. Grant request is \$14,200 to offset cost of meeting venue. The board discussed the potential room nights that could be generated through the event considering 60% of attendees are local.

Motion was made by Britta Joy to award \$2,500 towards venue fee to be paid directly to Wachholz College Center. Additional requirements of grant funding include minimizing the promotion of short-term rentals currently on the event's Facebook page. Motion was seconded by Zac Ford. Discussion: Skyler felt the award amount is too much considering the potential room nights and that the event will not be in this area again for several years. He would recommend \$500. Britta, Robert and Zac approved original motion. Skyler Rieke dissented.

3. Board Discussion

a. TBID nightly assessment increase

Diane provided an update on conversations had to date with property owners. No resistance, we are awaiting receipt of the signed petitions. Goal would be to collect all ballots to have the item on the March 18th City Council agenda. Next available date would be April 1st.

b. Report from state-wide TBID conference

The first annual TBID state-wide conference was held in Helena on February 21st with approximately 10 Montana TBID's represented. Conference included panel discussion, breakout conversations, and presentation by attorney Jeff Hunnes, Felt Martin, PC, who was instrumental in the creation of the first Montana TBID (Billings) and addition of Tourism to the Business Improvement District statute (2007). The attendees discussed interpretation of the statute, collection mechanisms, organization assessment levels and structure and a legislative outlook.

c. Staff reports

Dawn provided updates on pending proposals from NW Motorcoach Association and MT Newspaper Association, indicating that decisions are expected soon. Efforts are underway to finalize the contract for Group TravelCon Tradeshow scheduled for October of 2025. This show will bring buyers/planners for tours, reunions, bank business, retreats, getaways and more. Continuing to promote "Bring Your Meeting Home" campaign to local businesses by delivering flyers. Reminded the board to get their frequent guest federal government employees to submit per diem letters to General Services Administration (GSA), deadline for submission is March 29. The aim is to request an increased per diem rate for June and September. DK is hosting the Military Planner FAM April 4-7 for 5 qualified planners.

Diane updated the board on current and upcoming marketing campaigns on Linked In as well as the spring consumer campaign launching early March. Kalispell was recently featured in Country Living magazine – Kalispell as one

of *The 30 Best Places to See Cherry Blossoms in the United States*. Reach of publication is over 12 million. Discover Kalispell is planning a five-person press trip in May, including journalists from major national publications.

Marisa is currently attending Destinations International's Marketing & Communications Summit. She will report on learnings from the conference at next month's meeting. DK is working with Abbi Agency to develop creative strategy for FY25. The 2024-2025 visitor guide is in production, delivery scheduled for March 29.

Meeting adjourned at 4:30 PM.

Respectfully submitted: Diane Medler

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

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

TBID Checking account balance as of 02/29/24	\$110,018.15
KCVB Checking account balance as of 02/29/24	\$ 16,872.37
WFCU Reserve account balance as of 02/29/24	\$ 90,994.54
	(\$75,000 in a 4-mth CD)

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; legal services for liability waiver (hosted groups).
- Education/Outreach: BBER Economic Outlook; DI Marketing/Comms Summit travel expenses; TBID Conference travel expenses.
- Agency services: LBPR and TAA agency fees
- Website: monthly maintenance
- Marketing: online subscriptions; quarterly media buy; social media; winter photo shoot.
- Earned Media/Tourism Sales/Incentives: M&C incentive, NW Motorcoach; military reunion FAM expenses; subscription to Sports ETA (RFP platform); 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; copies; travel expenses 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
As of February 29, 2024

	Feb 29, 24
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	92,826.33
1022 · Whitefish Credit Union	
1021 · Savings	15,994.54
1025 · CD	75,000.00
Total 1022 · Whitefish Credit Union	90,994.54
Total Checking/Savings	183,820.87
Accounts Receivable	
1200 · Accounts Receivable	152,781.00
Total Accounts Receivable	152,781.00
Total Current Assets	336,601.87
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
1910 · Accumulated Depreciation	-46,348.00
Total Fixed Assets	48,850.08
TOTAL ASSETS	385,451.95
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	6,215.22
Total Accounts Payable	6,215.22
Total Current Liabilities	6,215.22
Total Liabilities	6,215.22
Equity	
32000 · Unrestricted Net Assets	390,074.11
Net Income	-10,837.38
Total Equity	379,236.73
TOTAL LIABILITIES & EQUITY	385,451.95

Tourism Business Improvement District Profit & Loss - FY24 February 2024

	Feb 24	Jul '23 - Feb 24
Income		
4000 · TBID Revenue	0.00	371,162.00
4100 · Interest Income	1,282.00	2,022.30
Total Income	1,282.00	373,184.30
Expense		
6100 · Administrative/Operations		
6145 · Moving Expenses	0.00	2,967.51
6115 · Annual Report/Mtg	750.00	1,651.03
6122 · Audit - Chamber	0.00	2,268.95
6125 · Accounting Services	225.00	1,775.00
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	343.70	1,193.72
6150 · Postage & Copies	97.32	945.44
6160 · Rent	900.00	7,200.00
6180 · Telephone	120.00	1,434.37
6185 · Travel & Entertainment	344.37	1,425.28
6190 · Technology Support	197.60	2,915.88
6195 · Equipment (Software)	0.00	135.43
6199 · Other Admin	300.00	300.00
Total 6100 · Administrative/Operations	3,277.99	30,510.61
6200 · Personnel (wages)	18,995.06	165,411.91
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	871.90	2,210.92
6280 · Organizational Memberships	0.00	6,150.00
Total 6250 · Education/Outreach	871.90	8,360.92
6300 · Agency Services	5,850.00	42,325.00
6400 · Research	0.00	13,996.00
6500 · Website	632.17	3,380.02
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	19.99	16,750.14
6624 · Printed Collateral	0.00	50.00
6626 · Marketing Partnerships/Mbrships	200.00	200.00
Total 6620 · Marketing Resources	219.99	17,000.14
6640 · Paid Media		
6643 · Multimedia	0.00	66,316.25
6646 · Digital Asset Acquisition	94.50	3,883.80
6649 · Promotional Items	0.00	1,961.13
Total 6640 · Paid Media	94.50	72,161.18
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	0.00	11,032.26
6656 · FAM Trips/Sales Calls	0.00	-5,000.00
6659 · Meeting & Group Incentives	5,382.98	9,721.40
Total 6650 · Earned Media/Tourism Sales	5,382.98	15,753.66
6680 · Travel/Trade Shows	0.00	4,376.97
Total 6600 · Destination Marketing	5,697.47	109,291.95
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	0.00	600.00
Total 6700 · Destination Stewardship/Mgmt	0.00	600.00
6800 · Destination Development		
6830 · Event Grant	0.00	1,000.00
6860 · Comm-Visitor Asset Dev Grant	0.00	3,500.00
Total 6800 · Destination Development	0.00	4,500.00

11:57 AM

03/14/24

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY24
February 2024

	<u>Feb 24</u>	<u>Jul '23 - Feb 24</u>
Total Expense	35,324.59	378,376.41
Net Income	<u>-34,042.59</u>	<u>-5,192.11</u>

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

	Jul '23 - Feb 24	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	371,162.00	685,000.00	-313,838.00	54.2%
4100 · Interest Income	2,022.30			
Total Income	373,184.30	685,000.00	-311,815.70	54.5%
Expense				
6100 · Administrative/Operations	30,510.61	48,500.00	-17,989.39	62.9%
6200 · Personnel (wages)	165,411.91	260,000.00	-94,588.09	63.6%
6250 · Education/Outreach	8,360.92	13,000.00	-4,639.08	64.3%
6300 · Agency Services	42,325.00	75,000.00	-32,675.00	56.4%
6400 · Research	13,996.00	20,000.00	-6,004.00	70.0%
6500 · Website	3,380.02	17,000.00	-13,619.98	19.9%
6600 · Destination Marketing	109,291.95	175,000.00	-65,708.05	62.5%
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%
Total Expense	378,376.41	685,000.00	-306,623.59	55.2%
Net Income	-5,192.11	0.00	-5,192.11	100.0%

Kalispell Chamber of Commerce KCVB P&L by Class

February 2024	/-----TBID Projects-----/								
	Spartan	Highlander	aRes	Website Redesign	Sports Facility	Total Projects	Travel Consult	Admin	TOTAL
Income									
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
Total Income	-6,000.00	0.00	0.00	0.00	0.00	0.00	0.00	6,000.00	0.00
Expense									
5000.00 · Direct Program	0.00	363.00	0.00	0.00	0.00	0.00	0.00	3.40	366.40
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	437.50	437.50
5700.00 · Travel & Training	0.00	0.00	0.00	0.00	1,476.45	1,476.45	0.00	0.00	1,476.45
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	1.34	1.34
5740.00 · Travel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	0.00	363.00	0.00	0.00	1,476.45	1,476.45	0.00	442.24	2,281.69
Net Income	-6,000.00	-363.00	0.00	0.00	-1,476.45	-1,476.45	0.00	5,557.76	-2,281.69

KALISPELL CONVENTION & VISITOR'S BUREAU
 2024 EVENT BALANCES
 Cash Basis

	SPARTAN RACE	HIGHLANDER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	aRES	TBID PROJECTS	TRAVEL CONSULT	ADMIN	TOTAL
2022 Balance Forward	17,737.31	1,201.90	1,414.40	624.32	275.00	0.00	1,685.83	(774.02)	157.69	(4,686.32)	17,636.11
January	(6,000.00)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,595.26	(404.74)
February	0.00	(243.00)	0.00	0.00	0.00	0.00	0.00	(166.00)	0.00	(200.00)	(609.00)
March	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
April	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
May	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
June	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
July	0.00	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.00
September	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	11,737.31	958.90	1,414.40	624.32	275.00	0.00	1,685.83	(940.02)	157.69	708.94	16,622.37

TBID Projects:	Website Redesign	Sports Facility Study	Campaigns	Community Engagement	Reserve Acct	Total TBID Projects
2022 Balance Forward	(1,150.00)	(445.00)	610.18	210.80	0.00	(774.02)
January	0.00	0.00	0.00	0.00	0.00	(774.02)
February	0.00	(166.00)	0.00	0.00	0.00	(940.02)
March	0.00	0.00	0.00	0.00	0.00	(940.02)
April	0.00	0.00	0.00	0.00	0.00	(940.02)
May	0.00	0.00	0.00	0.00	0.00	(940.02)
June	0.00	0.00	0.00	0.00	0.00	(940.02)
July	0.00	0.00	0.00	0.00	0.00	(940.02)
August	0.00	0.00	0.00	0.00	0.00	(940.02)
September	0.00	0.00	0.00	0.00	0.00	(940.02)
October	0.00	0.00	0.00	0.00	0.00	(940.02)
November	0.00	0.00	0.00	0.00	0.00	(940.02)
December	0.00	0.00	0.00	0.00	0.00	(940.02)
TBID Project BALANCES	(1,150.00)	(611.00)	610.18	210.80	0.00	(940.02)

FY25 DRAFT TBID BUDGET	TBID \$4	% of budget
Operations/Admin	58,560	5%
Rent		
Accounting services		
Equip, software and furniture		
Office Supplies		
Postage/Copies		
Tech Support		
Audit - Chamber		
Audit - City		
Annual report/meeting		
Director & officer insurance		
City of Kalispell admin fee		
Miscellaneous		
Personnel	292,800	25%
Wages, benefits, taxes, COL, bonuses - ED, Sales, Mktg/Comms		
Expanded sales/event staff services		
Education/Outreach	23,424	2%
staff training, professional development		
organizational memberships (AERO, MTTA, Voices, DI, DMA West)		
Agency Services	117,120	10%
Creative, media buy, PR, social media, brand content		
Research	23,424	2%
STR, Airdna, Visa, monthly industry reports		
Website - maintenance, enhancements	23,424	2%
Destination Marketing	386,496	33%
Marketing Resources		
online platforms/subscriptions		
photo/video acquisition		
marketing partnerships/memberships		
trade/travel show displays, printed and online collateral		
Paid Media		
consumer, TO, M&C, events, and sports marketing		
digital, print, OOH, streaming platforms, social, video, AI, etc.		
Earned Media		
media and influencer events, partnerships and hosted trips		
Destination Stewardship/Management	11,712	1%
Workforce development and training		
Visitor services and management		
Community outreach, projects and grants		
Destination Development	234,240	20%
Event, sports and group incentives and grants		
Sales - trade shows, RFP platforms		
Approved Projected Revenue	1,171,200	100%



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

Report Date: 3/27/2024

WEBSITE													
Top Cities					Top Pages per Engagement Time					Top Pages per views			
1. Kalispell 2. Seattle 3. Los Angeles 4. Calgary 5. Denver 6. Phoenix 7. Chicago 8. Ashburn 9. Salt Lake City 10. New York					1. 7 ways to play in park without vehicle reservation 2. TTD Tours-Sightseeing 3. GNP here's what you need to know in 2024 4. TTD Food & Drink 5. Bucket list autumn adventures					1. Home page 2. TTD 3. Winter Wonderland Pass 4. Winter in Kalispell 5. Meetings & Groups			
	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	32,947					297,600
Sessions	32,744	28,390	26,364	79,475	15,664	15,731	19,784	10,560					228,712

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	8
Room Nights	10	10	595
Event/Sport Bookings	0	0	0
Rate Quotes	1	1	6
Pending Bookings	1	1	2
Rm potential	328	328	210

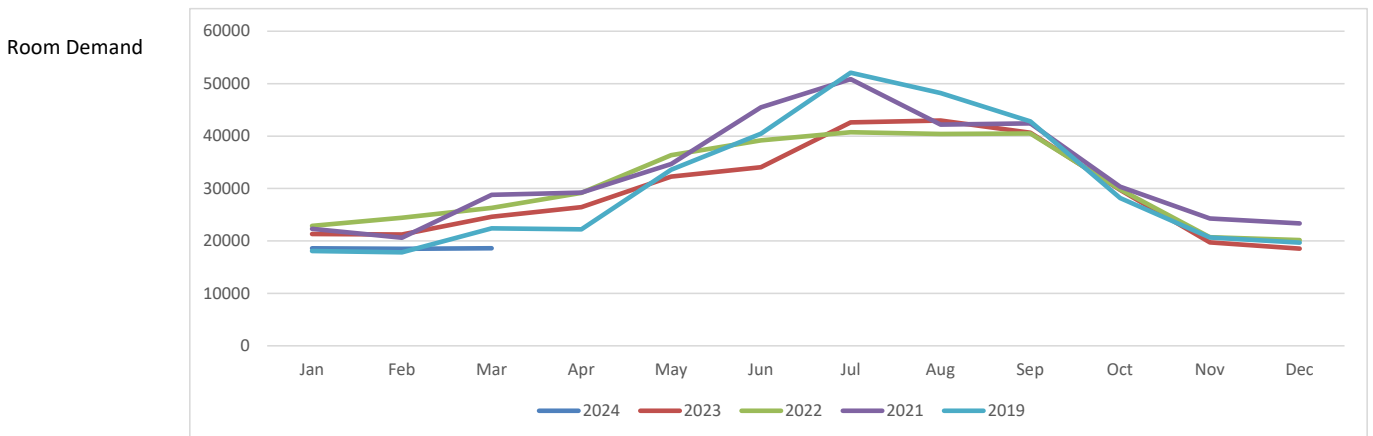
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	303	303	2,873
Newsletter subscribers	265	265	2,782
Social media impressions (organic)			
Facebook	46,634	46,634	823,165
Instagram	131,642	131,642	1,078,225
Pinterest	7,430	7,430	73,490
aRes reservations booked	6	6	18
aRes room nights booked	9	9	43
Hotel package redemptions	2	2	12
Winter Wonderland pass check-	7	7	40

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	0	0	30
Reach	0	0	139,417,253

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	2,084	15.17%	12,021	4.68%
Display	667	0.15%	458,581	0.47%
Social	2,511	0.63%	438,315	2.06%
Ski pass promotion	1,351	0.35%	384,698	n/a
Winter Wonderland	8,696	2.90%	299,428	n/a

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - FEB	29,524	53,314
	4.8%	-1.4%
GNP Rec Visits - FEB	15,881	29,011
	-6.8%	-15.8%

KALISPELL LODGING							
Running 12							
Smith Travel Report	FEBRUARY	YOY	YTD 2024	Mths	FY24 Avg	Comp Set Avg	
OCC	39.3%	-14.4%	37.3%	56.7%	56.2%	49.9%	
Kalispell econ class	23.6%	-41.0%	23.7%				
Kalispell mid/upper	46.4%	-4.1%	43.5%				
ADR	\$101.69	6.2%	\$99.77	\$158.79	\$149.57	\$119.10	
Kalispell econ class	\$61.64	6.5%	\$59.94				
Kalispell mid/upper	\$109.67	1.2%	\$108.43				
RevPAR	40.0%	-9.1%	\$37.22	\$89.97	\$95.91		



Weekly STR																	
	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
	Mar																MTD
OCC 2024	40.4	40.5	28.1	41.2	43.6	41.6	36.4	42.2	45.9	27.7	37.2	41.0	43.5	39.3	43.7	45.0	39.8
2023	63.6	50.6	36.3	45.2	45.8	46.6	43.0	44.4	47.5	34.5	48.1	50.9	50.2	45.4	52.9	51.6	48.3
	-36.5	-20.0	-22.6	-8.9	-4.7	-10.7	-15.2	-4.9	-3.2	-19.7	-22.8	-19.5	-13.4	-13.3	-17.5	-12.7	-17.4
ADR 2024	102.46	102.70	96.61	106.72	107.33	105.33	101.62	104.30	103.46	96.45	103.00	105.75	105.31	104.32	108.25	109.40	104.34

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	185	17.1%	41%	7.3%	\$167	-32.1%	94	6.8%

FY24 February Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent

2025 Group TravelCon – October – 328 room potential

2024 NW Shootout – May – 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 – has decided to go with the Red Lion and wanted another board member to do site visit this month before signing contract
- 2024 Northwest Motorcoach Association – October – 65 room night potential – they submitted an incentive funding application and the board declined due to the low number of rooms - decision will be made in the March NW Motorcoach board meeting

RFP's Turned Down or Leads Lost

- 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). This was lost to Branson, MS. Good chance of getting it for 2025.

Group Assist

- 2024 Montana Camp – being held in Kalispell – hotels have been secured by the organizer–Incentive funding, the board awarded them \$2,500 to help with venue fee
- ISPS-International Slow Pitch Softball – he holds tournament all over the world and looking to host something in Kalispell with specific requirements. I am compiling information on our local fields such as Conrad Complex, Lakers Field and Flathead Field
- NWPPA-Susan Mitchelltree sent out a proposal with CVENT and already copied our Kalispell hotels – let her know about the remodel at the Hilton as she had a group there
- MT Governors Cup Golf – DK will provide a flyer of Kalispell activities for their annual July event
- Forest Legacy National Convention -coming in June helping with resources

Miscellaneous Tasks

- Worked on airfare and agenda details for the Military Planners FAM in April
- Upgraded our CRM Hubspot to the Professional tier to get better reporting
- Met with Sam Nunnally, discussed continual partnership with the Fairgrounds and he had a few ideas for potential groups
- Met with Travis Vaughan with Tourbase – third party vendor for activities -discussed getting Kalispell museums and other activity vendors to be included with their other options
- Met with DECA members who are qualifying for nationals looking for resources to help their project related to hotel marketing
- Appointed as a board member for the NW Motorcoach Association
- Attended BBER
- Assisted with preparation of the Spring M&C and Tour Operator newsletter

Future Conferences & Large Events

2024

March

April

- HorsePower 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 - Herron Park
- 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 – Red Lion

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
- Treasure State Mounted Cowboy Shooting Association – August 9-11 – Majestic Valley Arena
- 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
- Battle of the States Bull Riding – October 12 – Majestic Valley Arena
- NRA-Northern Rodeo Association – October 24-26 – Majestic Valley Arena

November

December

- Beauty & The Beast – December 7 – Majestic Valley Arena
- Brash Winter Series Rodeo – December 20-21 – Majestic Valley Arena

2025

May

- State A Softball – May 22-24 – Columbia Falls
- State AA-A Track & Field Meet – May 23-24 – Legends Stadium

3/14/24

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