

Board of Directors Meeting
Kalispell Tourism Business Improvement District
April 24, 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 March 27, 2024
 - b) Approval of financials for March 2024
 - c) Approval of FY25 DMO plan

3. Board Discussion
 - a) Staff Reports

Enclosures: March 27, 2024 meeting minutes
TBID financial reports for March 2024
FY25 Discover Kalispell DMO Plan
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
March 27, 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, Brandon Brookshire

Board Members Via Zoom: Bryce Baker

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

Guests: Crystal Donovan, Rick Farnsworth, Jax Ziggler

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

1. **Hear from the Public – none.**
2. **Grant Applications Presentations**
 - a. **Grant Application – Northwest Shootout Tournament, Northwest Lacrosse Association, May 3 – 4, 2024**

Crystal Donovan presented on the grant application, highlighting plans for the Northwest Shootout Lacrosse Jamboree, which is set to host 52 teams, 16 players per teams for approximately 832 athletes over a two-day period May 4-5. Families average spending between \$1,600 to \$2,500 per weekend on game travel. It was suggested they want to introduce a second event or reduce costs to double the event's size in 2025, with a maximum capacity of two events supported by local referees. The event aims to draw families from Washington, Idaho, and Montana, with a requested grant amount of \$15,000 to cover various expenses such as official fees, waste disposal, youth registration, and field expenses. It's anticipated that the event will generate significant room nights in Kalispell hotels, estimating attendance between 1,100 to 1,300 individuals over the course of the weekend. With the pending opening of the indoor athletic complex by the airport, there is an opportunity to add a winter tournament. The group will look at hosting a second event in 2025, potentially the end of April, a one day/one night smaller tournament.

- b. **Grant Application – Kalispell Treasure State Mounted Shooting Competition and Exposition, August 7 – 11, 2024**

Rick Farnsworth and Jax Ziggler presented a grant application for the 2024 Kalispell Treasure State Mounted Shooting Competition and Exposition, hosted by the Treasure State Mounted Cowboy Shooting Association. This three-day event, scheduled for August 9th to 11th, aims to bring together 75 to 85 riders from across the country, including Canada and multiple states. The event features mounted shooting competitions, demonstrations, and a scholarship fund for college students, with support from local sponsors such as the Kalispell auto group. The grant request of \$10,000 would cover venue

rental, equipment costs, balloon setters, and non-projectile ammunition. 90% of the participants stay in their horse trailers on site at the majestic. Any room nights generated would be through family and visiting spectators. The organizers aim to draw attention through TV station ads and promote local businesses, emphasizing the economic benefits through spending by attendees to the Kalispell community.

3. Board Action Items

a. Approval of minutes from February 28, 2024

Motion was made by Zac Ford to approve the minutes. Motion was seconded by Skyler Rieke. Discussion: none. Board approves unanimously.

b. Approval of financials for February 2024

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

c. Approval of FY25 budget

Diane Medler gives an overview of the FY25 budget based on the approved projected revenue (\$1,175,200 - \$4/occupied room night). Motion was made by Zac Ford to approve the FY25 budget as presented. Motion was seconded by Skyler Rieke. Discussion: none. Board approves unanimously.

d. Approval of FY25 marketing plan strategy

The Discover Kalispell team presented their FY25 marketing plan strategy, focusing on three key areas: Destination Marketing, Destination Stewardship/Management, and Destination Development (Business Development/Sales). The strategic plan encompasses initiatives which leverage both bed tax and TBID funds in a cohesive manner, to maximize the impact of available resources towards achieving the organizational goals. Motion was made by Zac Ford to approve the FY25 marketing plan strategy. Motion was seconded by Britta Joy. Discussion: none. Board approves unanimously.

e. Grant application scoring and approval

i. Northwest Shootout Tournament, Northwest Lacrosse Association

The board members scored individually. The application received an average score of 82%. The tournament is scheduled for May 4-5, hosting 52 teams, approximately 832 participants. Dawn had sent out a rate quote request to all TBID properties previously, hotels that provided a rate are promoted on the event website. Organizers stated that the event could be extended in the future to attract more teams from markets such as western Washington and Utah and/or add a second event in the season which runs from April to mid-June. The board requested clarification as to how the grant funds would be used as it was stated that this year's event is already funded. Board is

supportive of Lacrosse events and want to work with the organizers to grow into two events in the spring and increase the number of teams. Motion was made by Skyler Rieke to give \$5,000 cash to off-set cost of referees for this year's event. The board strongly recommends for the event organizers to apply earlier next year so that grant funds (if awarded) can be used to reduce registration costs and secure more teams for the 2025 event. Also recommended to consider moving the event to April. The motion was seconded by Britta Joy. Board approves unanimously.

ii. Kalispell Treasure State Mounted Shooting Competition and Exposition

The board members scored individually. The application received an average score of 60.5%. Concerns were raised about the timing of the event in August and the lack of impact on hotel stays since 90% of participants and some accompanying family stay in horse trailers. It was suggested to move the event to the shoulder season in the future. While the event was praised, suggestions were made to explore additional revenue streams like parking fees. Additionally, there could be a focus on marketing to attract out of market spectators and participants to increase overnight stays in Kalispell. The board recognizes the appeal of his event to our market so do want to show support.

Motion was made by Zac Ford to grant \$2,000 in cash towards Majestic Valley Arena venue rental, and \$1,500 in-kind towards marketing. Motion was seconded by Skyler Rieke. Board approves unanimously.

4. Board Discussion

a. TBID nightly assessment increase update

The proposal for the TBID nightly assessment increase was provided to the city councilors by the city manager to gauge if a work session was warranted for discussion. Council opted to not have a work session but to have the TBID budget and work plan presented as part of the City's budget committee reports in May or June as typically done. It was noted by DK staff that the increase has been viewed positively by the majority of TBID members, although there were concerns from some economy properties. For economy properties with low ADR in the winter an additional \$2 assessment can make an impact to the guest. Outside of winter when ADR is up for everyone then it's not an issue. The owner of Montana Basecamp expressed overall concerns whether a RV park is even relevant to a TBID. The group discussed the potential of a tiered system, recognizing the complexity and potential for unfairness as all properties benefit equally from marketing initiatives. Billings

had implemented a tiered system in 2013 but revised one year later to be \$2 for all properties. They are increasing to \$4 July 1 for all properties. Board agreed to maintain previous board approval of \$4/occupied room night for all TBID properties beginning July 1, 2024.

b. Staff Reports

Diane highlighted that February had a 12.3% decrease in occupancy, partially due to the closure of Motel 6 because of burst pipes/boiler issues. Short term rentals also saw a drop in occupancy and rate, especially within city limits. GPIA passenger traffic was up 5.4%. Zartico data shows that the top markets for accommodations stays in Kalispell during February were Spokane, Missoula, Butte/Bozeman, Great Falls and Seattle. Kalispell was recognized in the top 30 places for cherry blossoms by Country Living magazine. DK will host 5 national travel writers in May highlighting spring activities of cherry blossoms, biking the Going-to-the-Sun Road, Flathead Lake, flower farms and downtown. Sonoma County Tourism and DK are partnering to provide vacation packages for each destination as part of the new flight promotion. Glacier AERO outlined their priorities for 2024 which include applying for a small community air service grant for winter service to Dallas and pursuing winter service to Portland or San Diego.

Dawn sent out request for rate quotes for MT High School Rodeo Finals and MT State Cup Soccer. A pending conference is MT Newspaper Association in June 2024. Dawn is hosting a military reunion FAM the first week of April with five meeting planners that book military reunion events. At the Chamber de-escalation class, it was shared that the 'do not rent' safety awareness list utilized in the past by Kalispell hotels was useful. Staff will explore further and potentially reinstate the process in the fall.

Marisa discussed spring campaigns underway which include a print and newsletter ad in the May/June issue of Northwest Travel Magazine promoting Kalispell and Flathead Lake, as well as digital video and carousel ads to select markets. The 2024-2025 Visitor Guide is complete, is available online and printed guides to be delivered in a week. DK is sourcing quotes from photographers for a spring photo shoot. The Discover Kalispell ski pass promotion will now be available for booking year-round. Marisa attended the Destinations International Marketing and Communications Summit which provided useful information on marketing trends.

Meeting adjourned at 4:58 PM.

Respectfully submitted: Diane Medler

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

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

TBID Checking account balance as of 03/31/24	\$165,110.32
KCVB Checking account balance as of 03/31/24	\$ 15,147.40
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; wages/insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel & mileage.
- Agency services: LBPR and TAA agency fees
- Website: monthly maintenance
- Marketing: online subscriptions; social media.
- Earned Media/Tourism Sales/Incentives: Military Reunion FAM expenses.

KCVB Private Funds – Income and Expense Summary

Income: aRes commission

Expenses: accounting

TBID Revenue

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 March 31, 2024

	<u>Mar 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	159,907.63
1022 · Whitefish Credit Union	
1021 · Savings	15,994.54
1025 · CD	75,000.00
Total 1022 · Whitefish Credit Union	<u>90,994.54</u>
Total Checking/Savings	250,902.17
Accounts Receivable	
1200 · Accounts Receivable	5,000.00
Total Accounts Receivable	<u>5,000.00</u>
Total Current Assets	255,902.17
Fixed Assets	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
1910 · Accumulated Depreciation	-46,348.00
Total Fixed Assets	<u>48,850.08</u>
TOTAL ASSETS	<u><u>304,752.25</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	3,554.55
Total Accounts Payable	<u>3,554.55</u>
Total Current Liabilities	<u>3,554.55</u>
Total Liabilities	3,554.55
Equity	
32000 · Unrestricted Net Assets	243,788.11
Net Income	57,409.59
Total Equity	<u>301,197.70</u>
TOTAL LIABILITIES & EQUITY	<u><u>304,752.25</u></u>

Tourism Business Improvement District

Profit & Loss - FY24

March 2024

04/12/24

Accrual Basis

	Mar 24	Jul '23 - Mar 24
Income		
4000 · TBID Revenue	107,524.00	478,686.00
4100 · Interest Income	4.73	2,027.03
Total Income	107,528.73	480,713.03
Expense		
6100 · Administrative/Operations		
6145 · Moving Expenses	0.00	2,967.51
6115 · Annual Report/Mtg	0.00	1,651.03
6122 · Audit - Chamber	0.00	2,268.95
6125 · Accounting Services	237.50	2,012.50
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	16.10	1,209.82
6150 · Postage & Copies	91.58	1,037.02
6160 · Rent	0.00	7,200.00
6180 · Telephone	120.00	1,554.37
6185 · Travel & Entertainment	114.31	1,539.59
6190 · Technology Support	197.60	3,113.48
6195 · Equipment (Software)	0.00	135.43
6199 · Other Admin	0.00	300.00
Total 6100 · Administrative/Operations	777.09	31,287.70
6200 · Personnel (wages)	29,888.21	195,300.12
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	0.00	2,210.92
6280 · Organizational Memberships	0.00	6,150.00
Total 6250 · Education/Outreach	0.00	8,360.92
6300 · Agency Services	6,000.00	48,325.00
6400 · Research	0.00	18,996.00
6500 · Website	600.00	3,980.02
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	105.51	11,855.65
6624 · Printed Collateral	0.00	50.00
6626 · Marketing Partnerships/Mbrships	0.00	200.00
Total 6620 · Marketing Resources	105.51	12,105.65
6640 · Paid Media		
6643 · Multimedia	1,095.00	67,411.25
6646 · Digital Asset Acquisition	0.00	3,883.80
6649 · Promotional Items	0.00	1,961.13
Total 6640 · Paid Media	1,095.00	73,256.18
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	815.95	10,537.35
Total 6650 · Earned Media/Tourism Sales	815.95	16,569.61
6680 · Travel/Trade Shows	0.00	4,376.97
Total 6600 · Destination Marketing	2,016.46	106,308.41
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

10:50 AM

Tourism Business Improvement District

04/12/24

Profit & Loss - FY24

Accrual Basis

March 2024

	<u>Mar 24</u>	<u>Jul '23 - Mar 24</u>
Total Expense	39,281.76	417,658.17
Net Income	<u>68,246.97</u>	<u>63,054.86</u>

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

	Jul '23 - Mar 24	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	478,686.00	685,000.00	-206,314.00	69.9%
4100 · Interest Income	2,027.03			
Total Income	480,713.03	685,000.00	-204,286.97	70.2%
Expense				
6100 · Administrative/Operations	31,287.70	48,500.00	-17,212.30	64.5%
6200 · Personnel (wages)	195,300.12	260,000.00	-64,699.88	75.1%
6250 · Education/Outreach	8,360.92	13,000.00	-4,639.08	64.3%
6300 · Agency Services	48,325.00	75,000.00	-26,675.00	64.4%
6400 · Research	18,996.00	20,000.00	-1,004.00	95.0%
6500 · Website	3,980.02	17,000.00	-13,019.98	23.4%
6600 · Destination Marketing	106,308.41	175,000.00	-68,691.59	60.7%
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	417,658.17	685,000.00	-267,341.83	61.0%
Net Income	63,054.86	0.00	63,054.86	100.0%

Kalispell Chamber of Commerce
KCVB P&L by Class
 January through March 2024

March 2024	/-----TBID Projects-----/											TOTAL	
	Spartan	Highlander	Mtgs/ Conv	Brochure	aRes	Website Redesign	Sports Facility	Campaigns	Commy Engage	Total Projects	Travel Consult		Admin
Income													
4025.00 · Program Revenue	-6,403.38	0.00	-1,414.40	-275.00	33.28	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,000.00	33.28
Total Income	-6,403.38	0.00	-1,414.40	-275.00	33.28	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,000.00	33.28
Expense													
5000.00 · Direct Program	0.00	363.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.40	366.40
5520.00 · Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	637.50	637.50
5700.00 · Travel & Training	0.00	0.00	0.00	0.00	0.00	0.00	1,476.45	0.00	0.00	1,476.45	0.00	0.00	1,476.45
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	1.34	1.34
Total Expense	0.00	363.00	0.00	0.00	0.00	0.00	1,476.45	0.00	0.00	1,476.45	0.00	642.24	2,481.69
Net Income	-6,403.38	-363.00	-1,414.40	-275.00	33.28	1,150.00	445.00	-610.18	-210.80	774.02	-157.69	5,357.76	-2,448.41

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	(403.38)	(120.00)	(1,414.40)	0.00	(275.00)	0.00	33.28	940.02	(157.69)	(327.80)	(1,724.97)
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	11,333.93	838.90	0.00	624.32	0.00	0.00	1,719.11	0.00	0.00	381.14	14,897.40



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

Report Date: 4/24/2024

WEBSITE													
Top Cities					Top Pages per Engagement Time					Top Pages per views			
1. (not set) 2. Seattle 3. Kalispell 4. Calgary 5. Chicago 6. Los Angeles 7. Denver 8. Phoenix 9. Edmonton 10. Missoula					1. Grant application 2. Event grant info 3. Press release - DK expands grant program 4. 10 reasons to visit Kalispell right now 5. Best Western Plus Flathead Lake Inn & Suites					1. Home page 2. TTD 3. Get The Guide 4. Meetings & Groups 5. Don't have vehicle resv			
	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	40,784				338,384
Sessions	32,744	28,390	26,364	79,475	15,664	15,731	19,784	10,560	12,096				240,808

BUSINESS DEVELOPMENT		
	Month	YTD (fiscal)
Group Bookings	2	10
Room Nights	273	868
Event/Sport Bookings	0	0
Rate Quotes	2	8
Pending Bookings	1	2
Rm potential	35	245

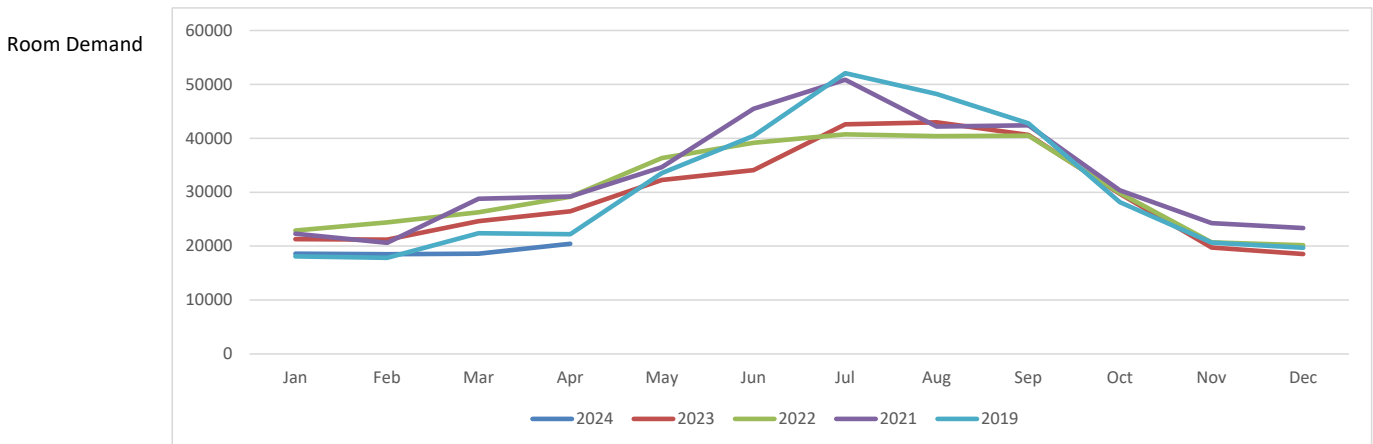
MARKETING CONVERSIONS - BRAND ENGAGEMENT		
	Month	YTD (fiscal)
VG Requests (web & VIC)	333	3,206
Newsletter subscribers	466	3,248
Social media impressions (organic)		
Facebook	93,281	916,446
Instagram	117,742	1,195,967
Pinterest	7,970	81,460
aRes reservations booked	0	18
aRes room nights booked	0	43
Hotel package redemptions	0	12

PUBLICITY/EARNED MEDIA		
	Month	YTD (fiscal)
Articles	2	32
Reach	160,525,180	299,942,433

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	2,094	15.51%	10,591	4.68%
Display	501	0.20%	253,916	0.47%
Social	6,168	1.69%	367,430	2.06%
Ski pass promotion	727	0.26%	281,289	n/a
Winter Wonderland	10,353	3.24%	319,192	n/a

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - MAR	31,868	90,182
	3.3%	0.2%
GNP Rec Visits - MAR	not available	
	%	%

KALISPELL LODGING							
Smith Travel Report	MARCH	YOY	YTD 2024	Running 12		Comp Set	
				Mths	FY24 Avg	Mthly Avg	
OCC	39.0%	-19.1%	37.9%	55.4%	53.9%	55.3%	
Kalispell econ class	26.9%	-42.0%	24.9%				
Kalispell mid/upper	44.5%	-8.8%	43.9%				
ADR	\$102.76	8.2%	\$100.82	\$155.66	\$141.05	\$121.89	
Kalispell econ class	\$60.61	1.7%	\$60.19				
Kalispell mid/upper	\$112.67	-8.8%	\$109.92				
RevPAR	40.0%	-12.5%	\$38.20	\$86.17	\$86.91		



Weekly STR																		
OCC	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
	Mar 28	29	30	31	Apr 1	2	3	4	5	6	7	8	9	10	11	12	13	MTD
2024	42.6	50.1	40.2	27.1	37.4	46.2	48.9	45.0	45.2	43.4	28.7	41.5	47.0	47.5	49.8	50.8	46.9	44.5
2023	46.1	46.4	45.7	36.3	45.3	50.7	50.3	47.9	47.1	43.1	33.7	49.1	56.2	58.3	55.4	53.1	51.8	47.6
% chg	-7.6	8.1	-12.0	-25.4	-17.5	-8.8	-2.8	-6.0	-4.1	0.7	-15.0	-15.5	-16.4	-18.5	-10.1	-4.3	-9.5	-6.6
ADR 2024	97.54	112.24	100.24	90.00	99.76	106.71	103.77	101.06	102.46	102.63	94.15	101.08	106.14	99.70	102.89	102.58	103.34	102.32

Entire Place	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
		138	9.5%	38%	-14.0%	\$193	-20.0%	118

Future Conferences & Large Events

2024

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

- Top Dawg ArenaCross – July 5-6 – Majestic Valley Arena
- 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

- Golden Ticket Festival – August 2-4 – Majestic Valley Arena
- *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
- *AASHTOWare Safety User Experience Committee Meeting – September 9-12 - Hilton
- 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

July

- Canadian Rockies Tour – July 14 – Red Lion

4/12/24

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

FY24 March Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent

- 2024 MYSA State Cup – May – Rate Quote
- 2024 Western Montana Conservation Commission Meeting – June – 35 potential rooms
- 2024 Montana High School Rodeo Finals – June – Rate Quote
- 2025 Group TravelCon – October – 328 potential rooms
- 2025 Canadian Rockies Tour – July – 30 potential rooms

Working Leads

- 2024 The Foundation for Montana History – Antique Annual Roadshow – October – Hosting this roadshow – will need some rooms and is checking out history and number of rooms needed with previous organizer
- 2025 Creative Tours – February – 30 rooms – Michael was here last April and is scouting potential for two tours he wants to bring to Kalispell – once I get more details I will send out RFP's
- 2025 Creative Tours – September – 80 rooms – this is the second group Michael wants to bring to Kalispell – once I get more details I will send out RFP's
- 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 a site visit this month before signing the contract

RFP's Won

- 2025 Canadian Rockies Tour – July – 30 rooms – Red Lion
- 2024 AASHTOWare Safety User Experience Committee Meeting – September – 243 rooms - Hilton

RFP's Turned Down or Leads Lost

- 2025 Group TravelCon – October – 328 potential rooms – lost due to the financial responsibility that Discover Kalispell would have had to provide to host this tradeshow for the tour and group planners
- 2024 Northwest Motorcoach Association – October – 65 room night potential – they decided to be closer to the Seattle area where most of the members are from.

Group Assist

- 2024 Montana Camp – Organizer decided to cancel – updated hotels that had room blocks
- ISPS-International Slow Pitch Softball – he holds tournament all over the world and is looking to host something in Kalispell with specific requirements. Still working with Manuel to get a state or regional tournament to Kalispell
- Forest Legacy National Convention -coming in June continuing to help organizer with resources
- Love Family Reunion – provided details for potential activities in the Kalispell area for an upcoming reunion. They are staying at a camp in Hungry Horse

Miscellaneous Tasks

- Worked on itinerary confirmations and planning for the Military Planners FAM in April
- Worked on Government Per Diem letter to GSA
- Met with Longview Lavender owners to get group information
- Attended the USS Montana presentation
- Met with Chad Campbell to get more information on the right person at GSA to send the request for per diem increase
- Met with Crystal, owner of Two Kays Flowers to discuss what they could do with group tours
- Attended Coffee Connect at the Chamber
- Attended UNWIND at The Silos
- Attended Chamber Luncheon – Education focus
- Attended DeEscalation Train

Kalispell Tourism Business Improvement District
BOARD OF DIRECTORS
TERM: May 1, 2024 – April 30, 2025

Board officers:

Bryce Baker, Chair of the Board

Robert Hall, Vice-Chair

Zac Ford, Treasurer

Board Member	Term Expires
Skyler Rieke Manager, Best Western Flathead Lake (small)	04/30/2025
Haley Wilson Manager, Super 8 (small)	04/30/2025
Britta Joy AGM, Marriott Springhill Suites (medium)	04/30/2026
Zac Ford Manager, Hampton Inn (large)	04/30/2026
Robert Hall General Manager, Holiday Inn Express (large)	04/30/2027
Brandon Brookshire AGM, Hilton Garden Inn (large)	04/30/2027
Bryce Baker Manager, My Place (medium)	04/30/2028

Property Categories:

Large: Hampton Inn; Hilton Garden Inn; Holiday Inn Express; Motel 6; Red Lion.

Medium: Aero Inn; Best Western Plus Kalispell/Glacier Park West; Econo Lodge; Homewood Suites; Marriott Springhill Suites; My Place; Quality Inn; Super 8; Travelodge; Six40 Lofts.

Small: America's Best Value Inn, Best Western Plus Flathead Lake; Switchback Suites; Kalispell Grand Hotel; Montana Basecamp RV Park; Sherman Lodge, Clark Farm Silos.