

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**May 22, 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. Damion Blackburn, Flathead Valley United Soccer Club - conversation about FVU and potential future tournaments.
3. Board Action Items
  - a) Approval of minutes from April 24, 2024
  - b) Acceptance of financials for April 2024
5. Board Discussion
  - a) GNP snowshoe grant report
  - b) Staff reports

Enclosures: April 24, 2024 meeting minutes  
TBID financial reports for April 2024  
Discover Kalispell dashboard and reports

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**  
**April 24, 2024**  
**3:00 – 5:00 pm**

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

**Board Members Present:** Skyler Rieke, Brandon Brookshire, Haley Wilson, Bryce Baker

**Board Members Via Zoom:** Zac Ford, Robert Hall

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

**Staff Present Via Zoom:** Marisa Mikonis

**Guests:** Mitchell Bump, Hilton Garden Inn

The meeting was called to order at 3:01 pm by Chair of the Board, Bryce Baker.

**1. Hear from the Public – none.**

**2. Board Action Items**

**a. Approval of minutes from March 27, 2024**

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

**b. Approval of financials for March 2024**

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

**c. Approval of FY25 DMO plan**

Diane reviews the narrative with the board as this is required by state for bed tax. Motion was made by Zac Ford to approve the minutes. Motion was seconded by Brandon Brookshire. Discussion: none. Board approves unanimously.

**3. Board Discussion**

**a. Staff Reports**

Diane Medler reviewed the monthly dashboard and STR reports, highlighting an issue with STR data related to Motel 6's closure since winter. The property continues to report daily and monthly to STR at 0% occupancy which impacts the Kalispell data. Kalispell short-term inventory has increased, with booked listings and ADR (Average Daily Rate) down by 20%. DK is hosting five travel writers on a press trip May 16-19.

Marisa Mikonis provided updates on the marketing campaigns running which include paid ads on LinkedIn and through Meta promoting spring travel. Out of Home displays and print ads are running in Sonoma County to promote the new Avelo flight. We also partnered with local businesses to offer swag and discount coupons to passengers boarding the inaugural flight from Sonoma to Kalispell. A full-page print ad is running in the May/June issue of

Northwest Travel & Life Magazine highlighting Flathead Lake and Kalispell. Four photoshoots are scheduled for spring including coverage of Flathead Lake, Golfing, Parkline Trail, Herron Park, outdoor dining, and venues for groups and meetings. We have renewed our partnership with Bandwago for to continue the Towns and Trails Pass and Winter Wonderland Pass.

Dawn Jackson gave an overview of the current Requests for Proposals (RFPs). The April Military FAM was a success with five planners spending three days in Kalispell, along with the help from Debbie Piccard, Wester Montana's Glacier Country. The Montana's Governor's Conference provided great takeaways for the team with breakout sessions focusing on agritourism, accessible and sports tourism, which align with our initiatives.

Marisa Mikonis informed the board that she is relocating to Salt Lake City so has submitted her resignation to Discover Kalispell. She will continue to work remote until DK find a replacement, or she secures a new position. The board expressed their gratitude for her time at Discover Kalispell and wishes Marisa all the best in her future endeavors. She will be missed!

**b. Junior Olympic Softball State Tournament**

During the meeting, it was discussed that the July Junior Olympic softball girls' state tournament coincides with the Under the Big Sky weekend. Although occupancy and ADR are high that weekend the board agreed that it is important to support the event as the organizers are unable to move the event off that weekend due to the qualifying event schedules. The proposal from the event organizer requests financial support to bring in 18 umpires to accommodate the 50-60 teams expected to participate. This is necessary as there are only three certified umpires in Kalispell. Additionally, there is future potential to host the men's and co-ed adult tournaments as part of an annual competition. The board considered various sponsorship options including signage, emails and newsletters to demonstrate support from the TBID. A motion was made by Brandon Brookshire to allocate \$4,000 towards facility fee or umpire fees, with DK/TBID being recognized as a sponsor on all materials. And request that DK/TBID be listed as a sponsor for the KYSA Fastpitch Softball season. The motion was seconded by Haley Wilson. Discussion: Skyler expressing concern about the amount but acknowledging the potential benefits, including the prospect of hosting the men's and co-ed tournaments in 2025. Motion passed unanimously.

**Meeting adjourned at 4:47 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 April 2024 Financial Reports**

TBID Checking account balance as of 04/30/24	\$124,352.47
KCVB Checking account balance as of 04/30/24	\$ 15,107.95
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; table-top warm season displays
- Earned Media/Tourism Sales/Incentives: press trip expenses, military reunion FAM expenses.
- Development/Events: sponsorship to NW Lacrosse

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

Income: aRes commission

Expenses: accounting; postage-copies

**TBID Revenue**     \*preliminary due to missing payments

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	\$ 91,194 *		
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 April 30, 2024

	Apr 30, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	124,352.47
1022 · Whitefish Credit Union	
1021 · Savings	15,994.54
1025 · CD	75,000.00
<b>Total 1022 · Whitefish Credit Union</b>	90,994.54
<b>Total Checking/Savings</b>	215,347.01
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	5,000.00
<b>Total Accounts Receivable</b>	5,000.00
<b>Total Current Assets</b>	220,347.01
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
1910 · Accumulated Depreciation	-46,348.00
<b>Total Fixed Assets</b>	48,850.08
<b>TOTAL ASSETS</b>	<b>269,197.09</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	15,385.70
<b>Total Accounts Payable</b>	15,385.70
<b>Total Current Liabilities</b>	15,385.70
<b>Total Liabilities</b>	15,385.70
<b>Equity</b>	
32000 · Unrestricted Net Assets	243,788.11
Net Income	10,023.28
<b>Total Equity</b>	253,811.39
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>269,197.09</b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY24

April 2024

05/14/24

Accrual Basis

	Apr 24	Jul '23 - Apr 24
<b>Income</b>		
4000 · TBID Revenue	0.00	478,686.00
4100 · Interest Income	12.80	2,039.83
<b>Total Income</b>	12.80	480,725.83
<b>Expense</b>		
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	200.00	2,212.50
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	46.85	1,256.67
6150 · Postage & Copies	113.44	1,150.46
6160 · Rent	900.00	8,100.00
6180 · Telephone	120.00	1,674.37
6185 · Travel & Entertainment	241.15	1,780.74
6190 · Technology Support	197.60	3,311.08
6195 · Equipment (Software)	0.00	135.43
6199 · Other Admin	0.00	300.00
<b>Total 6100 · Administrative/Operations</b>	1,819.04	33,106.74
6200 · Personnel (wages)	19,335.82	214,635.94
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	0.00	2,210.92
6280 · Organizational Memberships	0.00	6,150.00
<b>Total 6250 · Education/Outreach</b>	0.00	8,360.92
6300 · Agency Services	8,500.00	56,825.00
6400 · Research	3,000.00	21,996.00
6500 · Website	600.00	4,580.02
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	311.88	12,167.53
6624 · Printed Collateral	0.00	50.00
6626 · Marketing Partnerships/Mbrships	0.00	200.00
<b>Total 6620 · Marketing Resources</b>	311.88	12,417.53
6640 · Paid Media		
6643 · Multimedia	2,038.75	69,450.00
6646 · Digital Asset Acquisition	0.00	3,883.80
6649 · Promotional Items	0.00	1,961.13
<b>Total 6640 · Paid Media</b>	2,038.75	75,294.93
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	2,724.05	13,756.31
6656 · FAM Trips/Sales Calls	0.00	-5,000.00
6659 · Meeting & Group Incentives	4,069.57	14,606.92
<b>Total 6650 · Earned Media/Tourism Sales</b>	6,793.62	23,363.23
6680 · Travel/Trade Shows	0.00	4,376.97
<b>Total 6600 · Destination Marketing</b>	9,144.25	115,452.66
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	0.00	600.00
<b>Total 6700 · Destination Stewardship/Mgmt</b>	0.00	600.00
6800 · Destination Development		
6830 · Event Grant	5,000.00	6,000.00
6860 · Comm-Visitor Asset Dev Grant	0.00	3,500.00
<b>Total 6800 · Destination Development</b>	5,000.00	9,500.00

# Tourism Business Improvement District

## Profit & Loss - FY24

April 2024

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	<u>Apr 24</u>	<u>Jul '23 - Apr 24</u>
Total Expense	47,399.11	465,057.28
Net Income	<u>-47,386.31</u>	<u>15,668.55</u>

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

	Jul '23 - Apr 24	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
<b>4000 · TBID Revenue</b>	478,686.00	685,000.00	-206,314.00	69.9%
<b>4100 · Interest Income</b>	2,039.83			
<b>Total Income</b>	480,725.83	685,000.00	-204,274.17	70.2%
<b>Expense</b>				
<b>6100 · Administrative/Operations</b>	33,106.74	48,500.00	-15,393.26	68.3%
<b>6200 · Personnel (wages)</b>	214,635.94	260,000.00	-45,364.06	82.6%
<b>6250 · Education/Outreach</b>	8,360.92	13,000.00	-4,639.08	64.3%
<b>6300 · Agency Services</b>	56,825.00	75,000.00	-18,175.00	75.8%
<b>6400 · Research</b>	21,996.00	20,000.00	1,996.00	110.0%
<b>6500 · Website</b>	4,580.02	17,000.00	-12,419.98	26.9%
<b>6600 · Destination Marketing</b>	115,452.66	175,000.00	-59,547.34	66.0%
<b>6700 · Destination Stewardship/Mgmt</b>	600.00	11,500.00	-10,900.00	5.2%
<b>6800 · Destination Development</b>	9,500.00	65,000.00	-55,500.00	14.6%
<b>Total Expense</b>	465,057.28	685,000.00	-219,942.72	67.9%
<b>Net Income</b>	<b>15,668.55</b>	<b>0.00</b>	<b>15,668.55</b>	<b>100.0%</b>



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
2023 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	160.55	0.00	0.00	(200.00)	(39.45)
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
<b>EVENT BALANCES</b>	<b>11,333.93</b>	<b>838.90</b>	<b>0.00</b>	<b>624.32</b>	<b>0.00</b>	<b>0.00</b>	<b>1,879.66</b>	<b>0.00</b>	<b>0.00</b>	<b>181.14</b>	<b>14,857.95</b>





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

Report Date: 5/22/2024

WEBSITE													
<b>Top Cities</b>				<b>Top Pages per Engagement Time</b>					<b>Top Pages per views</b>				
1. (not set) 2. Seattle 3. Kalispell 4. Chicago 5. Calgary 6. Denver 7. Dallas 8. Los Angeles 9. New York 10. Atlanta				1. Firepits and Fireplaces at Kalispell hotels 2. Travel planning 3. Submit your RFP form 4. Venues Purple Mountain Lavender 5. Visitor development grant info					1. Home page 2. TTD 3. Get The Guide 4. Don't have vehicle resv 5. Events				
	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	46,238			384,622
Sessions	32,744	28,390	26,364	79,475	15,664	15,731	19,784	10,560	12,096	13,627			254,435

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	10
Room Nights	0	0	868
Event/Sport Bookings	0	0	0
Rate Quotes	1	1	9
Pending Bookings	2	2	4
Rm potential	54	54	299

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	865	865	4,071
Newsletter subscribers	411	411	3,659
Social media impressions (organic)			
Facebook	89,542	89,542	1,005,988
Instagram	95,000	95,000	1,290,967
Pinterest	7,370	7,370	88,830
aRes reservations booked	0	0	18
aRes room nights booked	0	0	43
Hotel package redemptions	n/a	n/a	12

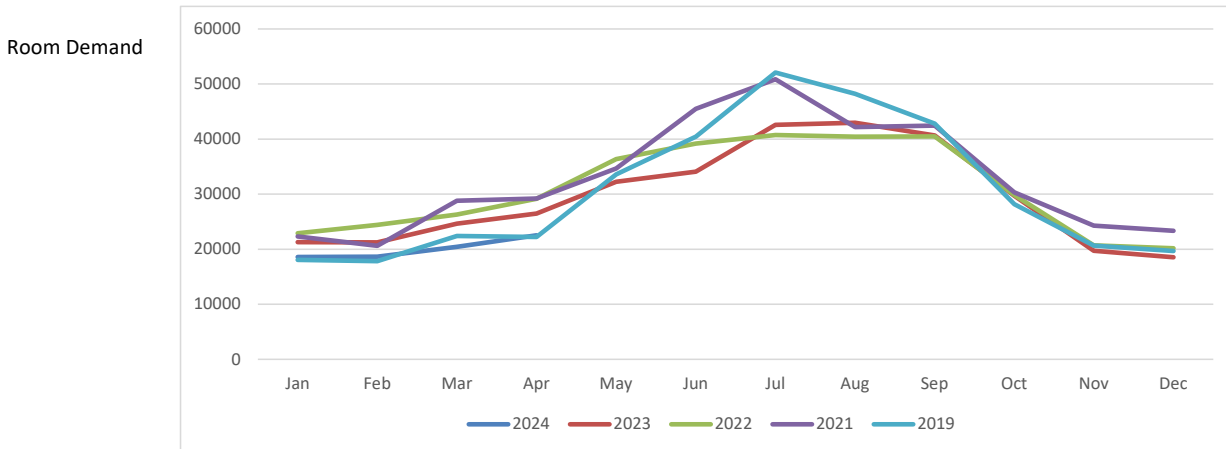
PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	3 - 122 outlets	3	35
Reach	83,807,059	83,807,059	985,266,482

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	1,967	10.48%	16,302	4.68%
Display	562	0.14%	397,571	0.47%
Social	12,214	3.38%	334,365	2.06%
Linked In	323	0.59%	46,847	n/a

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - APR	24,196	114,378
	8.9%	1.9%
GNP Rec Visits - MAR	24,073	54,341
	0.3%	-7.6%

KALISPELL LODGING							
	APRIL	YOY	YTD 2024	Running 12 Mths	FY24 Avg	Comp Set Mthly Avg	
Smith Travel Report	OCC	44.4%	-13.6%	39.5%	54.8%	52.9%	57.6%
	Kalispell econ class	29.1%	-41.1%	25.9%			
	Kalispell mid/upper	51.5%	-3.2%	45.8%			
	ADR	\$103.37	3.5%	\$101.54	\$156.47	\$137.28	\$119.23
	Kalispell econ class	\$66.65	4.6%	\$62.00			
	Kalispell mid/upper	\$111.58	-1.5%	\$110.38			
	RevPAR	45.9%	-10.6%	\$40.12	\$85.72	\$82.80	

\*Note: Motel 6 was temporarily closed for remodeling Jan-Apr but is included in this data set.



Weekly STR																		
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	Apr 25	26	27	28	29	30	May 1	2	3	4	5	6	7	8	9	10	11	
2024	47.1	54.0	51.9	36.5	46.5	52.2	56.9	51.3	70.8	72.6	37.9	47.8	54.6	55.6	51.9	53.8	50.7	54.9
2023	55.2	64.4	59.8	41.3	56.7	61.2	64.6	61.1	75.1	81.8	57.4	57.9	63.1	64.2	62.5	59.7	55.3	64.2
% chg	-14.7	-16.2	-13.3	-11.6	-17.9	-14.6	-12.0	-16.0	-5.8	-11.2	-34.0	-17.5	-13.6	-13.5	-17.0	-9.9	-8.5	-14.4
ADR 2024	105.71	109.93	107.05	99.96	113.53	113.22	130.25	127.85	143.92	141.45	115.86	119.99	123.79	126.38	126.11	130.74	126.05	129.68

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	120	6.2%	41%	10.2%	\$182	-14.2%	114	15.2%

# Future Conferences & Large Events

## 2024

### 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
- Divisional AA Track – May 16-17 – Location TBD
- \*Montana State Cup – May 18-19 – Kidsport
- Shrine Circus – May 18 – Majestic Valley Arena
- 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 – Fairgrounds
- 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
- Absolute Fight Factory – October 26 - Fairgrounds

## **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

5/13/24

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

# FY24 April Sales Activities

Dawn Jackson, Group Sales Manager

## RFP's/RFI's Sent

- 2025 Great Open Spaces City Management Conference – August - preliminary
- 2025 Landmark Tours – Glacier and Yellowstone – September – 54 potential rooms
- 2024 SBG Montana Summit – June – rate quote

## Working Leads

- American Junior Golf Association – AJGA - Had a call with the organizer to get more details on the possibility of hosting one of their events.
- Northwest Chapter American Association of Airport Executives – NWAAGE - Compiling information for the organizer of the association for a potential 2026 Annual Conference in Montana
- ISPS – continuing conversation with organizers to bring a state or regional tournament here and looking for the right fields.
- 2024 Western Montana Conservation Commission Meeting – June – 35 potential rooms – in the process of determining a Kalispell hotel
- 2024 The Foundation for Montana History – Antique Annual Roadshow – October – Hosting this roadshow – will need some rooms and is checking out the history and number of rooms needed with the 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 RFPs
- 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 RFPs
- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025 will contact in July
- 2024 MT Newspaper Association – June – has decided to go with the Red Lion and they are waiting on the signed contract

## Group Assist

- PEO – visited with organizers to determine what is needed for welcome bags and review upcoming June conference
- USA Softball - worked with the coordinator on funding for upcoming tournament
- Montana Camp – canceled in 2024 and rescheduled in 2025 – assisted him with new room blocks

## Miscellaneous Tasks

- Hosted Military Reunion Planner FAM for 3 days
- Site visit to Lonesome Dove
- Attended MT Governors Conference on Tourism in Missoula
- Began conversation with Glacier Country and Southwest Tours to create a FAM for Travel Agents and Tour Operators for October 2024
- Prepare venue filter ideas to make the venue page more user-friendly
- Preparation for video venues and timelines