

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
August 28, 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. Event grant application presentation – Nate Evans, NSC Montana/Glacier Surf Soccer Club. Third annual Glacier Surf Premier Cup Tournament, October 4-6, 2024. Requesting funding to assist with facility rental and referee costs.
3. Board Action Items
 - a) Approval of minutes from July 24, 2024
 - b) Acceptance of financials for July 2024
 - c) Acceptance of financials for year-end FY24
 - d) Scoring of grant application – Glacier Surf Premier Cup Tournament
4. Board Discussion
 - a) Staff reports

Enclosures: July 24, 2024 meeting minutes
TBID financial reports for July 2024 and FY24
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 October 23 | May 22 December 11 | June 26 |
|------------------------|--------------------------|--------------------------|------------------------|-----------------------|---------|

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
July 24, 2024
3:00 – 5:00 pm

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

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

Board Members Via Zoom: Britta Joy, Zac Ford

Staff Present: Diane Medler, Dawn Jackson, Natalie Wallon

Staff Present Via Zoom: N/A

Guests: N/A

The meeting was called to order at 3:02 pm by Chair of the Board, Bryce Baker.

1. Hear from the Public – none.

2. Board Action Items

a. Approval of minutes from June 26, 2024

Motion was made by Robert Hall to approve the minutes. Motion was seconded by Haley Wilson. Discussion: none. Board approves unanimously.

b. Approval of financials for June, 2024

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

c. Approval of TBID Reserve Account Policy

The policy for reserve account balance has been to maintain a balance equal to 10% of annual budget. Based on the increased TBID budget in FY25, the reserve account policy was discussed. Recommendation from the executive committee would be to grow the account balance to \$100,000 by the end of FY25, with an additional \$110,000 by the end of FY26, capping at \$210,000, which includes any funds held in a CD. This would provide approximately 6 months of operating expenses (based on necessary expenses) to maintain the organization, so that the TBID could continue in case of emergency without additional revenue. Motion was made by Skyler Rieke to approve the allocation. Motion was seconded by Robert Hall. Discussion: none. Board approves unanimously.

3. Board Discussion

a. Staff Reports

FY25 Strategies - The Discover Kalispell team provided a high-level review of FY25 priorities. The priorities covered topics within business development, destination marketing, visitor information center, and stewardship/resident sentiment.

- a. Business Development initiatives for FY25 include increasing our sports programming, starting with developing a conclusive list of facility offerings and building out a sports section on the Discover Kalispell website. Other initiatives included utilizing the information in EIC Reports to benchmark data, devise robust trade show campaign messaging, and crafting case studies to highlight past group experiences to gain earned media.
- b. Visitor Information Center initiatives for FY25 include maximizing the Wander Map feature, the annual visitor guide, enhancements of the VIC experience both 'inside and outside' of the physical VIC, Wander Map QR decals for local businesses and business takeovers. Additionally, to develop an interactive customer service training program to help frontline staff explore and become more educated on the community they live in.
- c. Destination Marketing initiatives for FY25 include scaling marketing efforts to touch all TBID properties in terms of visitor spending and financial scalability, encouraging more 2-way conversations, a greater utilization of weekly Kalispell Chamber of Commerce weekly e-newsletter to inform the community about DK's initiatives, an extensive SEO audit, and highlighting local businesses and their owners in video projects.
- d. Stewardship/Resident Sentiment initiatives for FY25 include encouraging more community project grant applications, identifying a mechanism to measure DK's impact on the community, identifying tourism ambassadors, and partnering with local organizations through community conversations, volunteering, presentations, and promoting voluntourism. Bryce challenged the Discover Kalispell team about what tangible outcomes would come from focusing on community efforts, with Diane responding that resident resentment to tourism can influence legislators and negatively influence funding.

Diane Medler gave a review of STR data in July. Discussion from the board about YoY fluctuation was attributed to potential festival dates from the previous year, the opening of Going-To-The-Sun Road (in July last year, in June this year), pricing strategies of the hotels, shorter booking windows, and rental car pricing. Diane also reviewed similar data in our comp set including cities in MT, SD, and ID.

Dawn Jackson reviewed recent RFP wins, including the Landmark Tours to Hilton (September 2025), the Great Open City Management Conference to Red Lion (August 2025), and the Coach Family Reunion to Red Lion (August

2025). RFPs in the works are for One West Tourism Alliance Leadership Summit (June 2025), EIBPN Conference (May 2026), and Montana CPAs Conference (June 2026). Dawn also requested advice from the board on how to increase the responses received from TBID members to requests for rate quotes and RFP's. The consensus was to increase email reminder communications from Discover Kalispell. The group also discussed the best ways to present and communicate the group and spectator rates to the TBID members.

Natalie Wallon honored the members in the room who were given TripAdvisor Traveler's Choice Awards, and the group discussed the influence of TripAdvisor ratings. She also reported on the status of initiatives around the website navigation and sports marketing tourism initiatives. This was followed by a discussion around potential sports that would be a good fit for Kalispell tournaments based on facilities in the region and the best ways to communicate with tournament directors for rates most efficiently.

Meeting adjourned at 4:31 PM

Respectfully submitted: Diane Medler

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

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

| | |
|---|-------------|
| TBID Checking account balance as of 07/31/24 | \$56,436.78 |
| KCVB Checking account balance as of 07/31/24 | \$15,604.85 |
| WFCU Reserve account balance as of 7/26/24 | \$22,373.83 |
| FIB CD balance as of 7/26/24 (matures 11/26/24) | \$70,000.00 |

TBID Account – Expense Summary

- Admin/Operations: Directors & Officers insurance; wages and insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel and mileage.
- Education/outreach: membership One West Tourism Alliance
- Agency services: LBPR and Abbi Agency
- Website: none
- Marketing: annual Bandwango subscription; Hubspot, Wander cards, spring photo shoots, summer evergreen media buy.
- Earned Media/Tourism Sales/Incentives: none
- Development/Events: Grant award to USA Softball

KCVB Private Funds – Income and Expense Summary

Income: None

Expenses: Accounting; copies/postage

TBID Revenue

| FY24 Gross Revenue | Projected Revenue | Actual | % Change vs projected | % Change YOY (Actual) |
|----------------------------------|--------------------------|---------------|-------------------------------|------------------------------|
| | \$610,000 | \$570,554 | -6.4% | 1.95% |
| 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 | \$92,646 | -15.6 | -6.7% |
| Q4 APR-JUN (26% of total) | \$158,600 | \$143,852 | -9.3 | -2% |
| | | | | |
| 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 July 31, 2024

| | Jul 31, 24 |
|--|-------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1010 · Checking | 49,305.36 |
| 1022 · Whitefish Credit Union | |
| 1021 · Savings | 22,373.83 |
| Total 1022 · Whitefish Credit Union | 22,373.83 |
| Total Checking/Savings | 71,679.19 |
| Other Current Assets | |
| 1300 · FIB-CD | 70,000.00 |
| Total Other Current Assets | 70,000.00 |
| Total Current Assets | 141,679.19 |
| 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 | 190,529.27 |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · Accounts Payable | 13,161.34 |
| Total Accounts Payable | 13,161.34 |
| Total Current Liabilities | 13,161.34 |
| Total Liabilities | 13,161.34 |
| Equity | |
| 32000 · Unrestricted Net Assets | 234,537.46 |
| Net Income | -57,169.53 |
| Total Equity | 177,367.93 |
| TOTAL LIABILITIES & EQUITY | 190,529.27 |

Tourism Business Improvement District

Profit & Loss - FY25

July 2024

| | Jul 24 | Jul 24 |
|--|-------------------|-------------------|
| Income | 0.00 | 0.00 |
| Expense | | |
| 6100 · Administrative/Operations | | |
| 6125 · Accounting Services | 262.50 | 262.50 |
| 6130 · Directors & Officers Insurance | 1,298.00 | 1,298.00 |
| 6140 · Office Supplies | 280.30 | 280.30 |
| 6150 · Postage & Copies | 2.43 | 2.43 |
| 6180 · Telephone | 145.00 | 145.00 |
| 6185 · Travel & Entertainment | 61.00 | 61.00 |
| 6190 · Technology Support | 197.60 | 197.60 |
| 6195 · Equipment (Software) | 36.58 | 36.58 |
| Total 6100 · Administrative/Operations | 2,283.41 | 2,283.41 |
| 6200 · Personnel (wages) | 14,863.44 | 14,863.44 |
| 6250 · Education/Outreach | | |
| 6280 · Organizational Memberships | 945.00 | 945.00 |
| Total 6250 · Education/Outreach | 945.00 | 945.00 |
| 6300 · Agency Services | 6,895.00 | 6,895.00 |
| 6400 · Research | 957.00 | 957.00 |
| 6600 · Destination Marketing | | |
| 6620 · Marketing Resources | 2,770.00 | 2,770.00 |
| 6640 · Paid Media | 9,631.00 | 9,631.00 |
| Total 6600 · Destination Marketing | 12,401.00 | 12,401.00 |
| 6800 · Destination Development | | |
| 6830 · Event, Sports & Group Incentive | 4,000.00 | 4,000.00 |
| Total 6800 · Destination Development | 4,000.00 | 4,000.00 |
| Total Expense | 42,344.85 | 42,344.85 |
| Net Income | -42,344.85 | -42,344.85 |

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY25
July 2024

08/15/24

Accrual Basis

| | Jul 24 | Budget | \$ Over Budget | % of Budget |
|--|-------------------|--------------|-------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 0.00 | 1,171,200.00 | -1,171,200.00 | 0.0% |
| Total Income | 0.00 | 1,171,200.00 | -1,171,200.00 | 0.0% |
| Expense | | | | |
| 6100 · Administrative/Operations | 2,283.41 | 58,560.00 | -56,276.59 | 3.9% |
| 6200 · Personnel (wages) | 14,863.44 | 292,800.00 | -277,936.56 | 5.1% |
| 6250 · Education/Outreach | 945.00 | 23,424.00 | -22,479.00 | 4.0% |
| 6300 · Agency Services | 6,895.00 | 117,120.00 | -110,225.00 | 5.9% |
| 6400 · Research | 957.00 | 23,424.00 | -22,467.00 | 4.1% |
| 6500 · Website | 0.00 | 23,424.00 | -23,424.00 | 0.0% |
| 6600 · Destination Marketing | 12,401.00 | 386,496.00 | -374,095.00 | 3.2% |
| 6700 · Destination Stewardship/Mgmt | 0.00 | 11,712.00 | -11,712.00 | 0.0% |
| 6800 · Destination Development | 4,000.00 | 234,240.00 | -230,240.00 | 1.7% |
| Total Expense | 42,344.85 | 1,171,200.00 | -1,128,855.15 | 3.6% |
| Net Income | -42,344.85 | 0.00 | -42,344.85 | 100.0% |

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

| July 2024 | /-----TBID Projects-----/ | | | | | | | | | | | | | |
|-----------------------------|---------------------------|----------------|------------------|--------------|----------------|---------------|---------------------|--------------------|----------------|-------------------|-------------------|-------------------|-----------------|------------------|
| | Spartan | Highlander | Mtgs/ Conv | VC Merch | Brochure | aRes | Website Redesign | Sports Facility | Campaigns | Commity Engage | Total Projects | Travel Consult | Admin | TOTAL |
| Income | | | | | | | | | | | | | | |
| 4025.00 · Program Revenue | -6,403.38 | 0.00 | -1,414.40 | 27.00 | -275.00 | 222.78 | 1,150.00 | 1,921.45 | -610.18 | -210.80 | 2,250.47 | -157.69 | 6,800.00 | 1,049.78 |
| Total Income | -6,403.38 | 0.00 | -1,414.40 | 27.00 | -275.00 | 222.78 | 1,150.00 | 1,921.45 | -610.18 | -210.80 | 2,250.47 | -157.69 | 6,800.00 | 1,049.78 |
| 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 | 0.00 | 10.20 | 373.20 |
| 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 | 0.00 | 1,350.00 | 1,350.00 |
| 5700.00 · Travel & Training | 0.00 | 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 | 0.00 | 83.59 | 83.59 |
| Total Expense | 0.00 | 363.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,476.45 | 0.00 | 0.00 | 1,476.45 | 0.00 | 1,443.79 | 3,283.24 |
| Net Income | -6,403.38 | -363.00 | -1,414.40 | 27.00 | -275.00 | 222.78 | 1,150.00 | 445.00 | -610.18 | -210.80 | 774.02 | -157.69 | 5,356.21 | -2,233.46 |

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 | BALANCE | CHECKING BALANCE | VARIANCE |
|-----------------------|------------------|---------------|----------------|---------------|-----------------|-------------|-----------------|------------------|-------------------|---------------|------------------|-----------|---------------------|-----------------|
| 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 | | 17,636.11 | 0.00 |
| 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) | 17,231.37 | 17,231.37 | 0.00 |
| February | 0.00 | (243.00) | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | (166.00) | 0.00 | (200.00) | (609.00) | 16,622.37 | 16,622.37 | 0.00 |
| 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) | 14,897.40 | 14,897.40 | 0.00 |
| April | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 160.55 | 0.00 | 0.00 | (200.00) | (39.45) | 14,857.95 | 14,857.95 | 0.00 |
| May | 0.00 | 0.00 | 0.00 | 27.00 | 0.00 | 0.00 | 28.95 | 0.00 | 0.00 | 453.45 | 509.40 | 15,367.35 | 15,367.35 | 0.00 |
| June | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | (12.50) | (12.50) | 15,354.85 | 15,354.85 | 0.00 |
| July | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | (200.00) | (200.00) | 15,154.85 | 10,154.85 | (5,000.00) |
| August | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | | Loan to Bed Tax |
| 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 | 651.32 | 0.00 | 0.00 | 1,908.61 | 0.00 | 0.00 | 422.09 | 15,154.85 | | | |

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

| | Jul '23 - Aug 24 | Budget | \$ Over Budget | % of Budget |
|-------------------------------------|-------------------|-------------|-------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 571,582.00 | 685,000.00 | -113,418.00 | 83.4% |
| 4100 · Interest Income | 3,288.74 | | | |
| Total Income | 574,870.74 | 685,000.00 | -110,129.26 | 83.9% |
| Expense | | | | |
| 6100 · Administrative/Operations | 45,062.25 | 48,500.00 | -3,437.75 | 92.9% |
| 6200 · Personnel (wages) | 262,434.75 | 260,000.00 | 2,434.75 | 100.9% |
| 6250 · Education/Outreach | 9,862.26 | 13,000.00 | -3,137.74 | 75.9% |
| 6300 · Agency Services | 68,720.32 | 75,000.00 | -6,279.68 | 91.6% |
| 6400 · Research | 26,996.00 | 20,000.00 | 6,996.00 | 135.0% |
| 6500 · Website | 10,280.02 | 17,000.00 | -6,719.98 | 60.5% |
| 6600 · Destination Marketing | 162,977.33 | 175,000.00 | -12,022.67 | 93.1% |
| 6700 · Destination Stewardship/Mgmt | 875.00 | 11,500.00 | -10,625.00 | 7.6% |
| 6800 · Destination Development | 9,605.00 | 65,000.00 | -55,395.00 | 14.8% |
| Total Expense | 596,812.93 | 685,000.00 | -88,187.07 | 87.1% |
| Net Income | -21,942.19 | 0.00 | -21,942.19 | 100.0% |

Tourism Business Improvement District
Profit & Loss - FY24 FINAL YEAR END
 July 2023 through August 2024

| | Jul '23 - Aug 24 |
|---|------------------|
| Income | |
| 4000 · TBID Revenue | 571,582.00 |
| 4100 · Interest Income | 3,288.74 |
| Total Income | 574,870.74 |
| Expense | |
| 6100 · Administrative/Operations | |
| 6145 · Signage, Displays | 4,879.19 |
| 6115 · Annual Report/Mtg | 2,285.39 |
| 6122 · Audit - Chamber | 2,268.95 |
| 6125 · Accounting Services | 2,637.50 |
| 6130 · Directors & Officers Insurance | 1,298.00 |
| 6135 · City of Kalispell Admin Fee | 5,000.00 |
| 6140 · Office Supplies | 1,516.26 |
| 6150 · Postage & Copies | 1,357.94 |
| 6160 · Rent | 15,000.00 |
| 6180 · Telephone | 1,914.37 |
| 6185 · Travel & Entertainment | 2,022.74 |
| 6190 · Technology Support | 3,706.28 |
| 6195 · Equipment (Software) | 514.33 |
| 6199 · Other Admin | 661.30 |
| Total 6100 · Administrative/Operations | 45,062.25 |
| 6200 · Personnel (wages) | 262,434.75 |
| 6250 · Education/Outreach | |
| 6260 · Staff Training, Prof Develop | 3,712.26 |
| 6280 · Organizational Memberships | 6,150.00 |
| Total 6250 · Education/Outreach | 9,862.26 |
| 6300 · Agency Services | 68,720.32 |
| 6400 · Research | 26,996.00 |
| 6500 · Website | 10,280.02 |
| 6600 · Destination Marketing | |
| 6620 · Marketing Resources | |
| 6622 · Online Platforms/Subscriptions | 12,423.08 |
| 6624 · Printed Collateral | 375.00 |
| 6626 · Marketing Partnerships/Mbrships | 200.00 |
| Total 6620 · Marketing Resources | 12,998.08 |
| 6640 · Paid Media | |
| 6643 · Multimedia | 88,940.00 |
| 6646 · Digital Asset Acquisition | 15,128.48 |
| 6649 · Promotional Items | 2,621.13 |
| Total 6640 · Paid Media | 106,689.61 |
| 6650 · Earned Media/Tourism Sales | |

2:04 PM

08/19/24

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY24 FINAL YEAR END
July 2023 through August 2024

| | <u>Jul '23 - Aug 24</u> |
|--|-------------------------|
| 6653 · Media & Influencer Hosted Trips | 24,595.55 |
| 6656 · FAM Trips/Sales Calls | -4,935.00 |
| 6659 · Meeting & Group Incentives | 19,252.12 |
| Total 6650 · Earned Media/Tourism Sales | 38,912.67 |
| 6680 · Travel/Trade Shows | 4,376.97 |
| Total 6600 · Destination Marketing | 162,977.33 |
| 6700 · Destination Stewardship/Mgmt | |
| 6720 · VIC Funding | 875.00 |
| Total 6700 · Destination Stewardship/Mgmt | 875.00 |
| 6800 · Destination Development | |
| 6830 · Event, Sports & Group Incentive | 6,105.00 |
| 6860 · Comm-Visitor Asset Dev Grant | 3,500.00 |
| Total 6800 · Destination Development | 9,605.00 |
| Total Expense | 596,812.93 |
| Net Income | -21,942.19 |



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

Report Date: 8/28/2024

| WEBSITE | | | | | | | | | | | | | |
|-------------------|--------|----------------|------|---|-----|-----|-----|-----|-----|----------------------------|-----|-----|--------|
| Top Cities | | | | Top Pages per Users | | | | | | Top Landing Pages | | | |
| 1. (not set) | | 6. Chicago | | 1. Travel Tips Latest on Wildland Fires and Air Quality | | | | | | 1. Home page | | | |
| 2. Denver | | 7. Calgary | | 2. Events - Brash rodeo | | | | | | 2. TTD | | | |
| 3. Seattle | | 8. Dallas | | 3. Visiting GNP, here's what you need to know | | | | | | 3. Don't have vehicle resv | | | |
| 4. Kalispell | | 9. Los Angeles | | 4. Plan - packing list | | | | | | 4. Events | | | |
| 5. Phoenix | | 10. New York | | 5. First timers guide to winter in Montana | | | | | | 5. Get The Guide | | | |
| FY25 | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
| Views | 69,458 | | | | | | | | | | | | 69,458 |
| Sessions | 25,290 | | | | | | | | | | | | 25,290 |

| BUSINESS DEVELOPMENT | | | |
|----------------------|-------|--------------|--|
| | Month | YTD (fiscal) | |
| Group Bookings | 2 | 2 | |
| Room Nights | 82 | 82 | |
| Event/Sport Bookings | 0 | 0 | |
| Rate Quotes | 0 | 0 | |
| Pending Bookings | 0 | 0 | |
| Rm potential | 0 | 0 | |

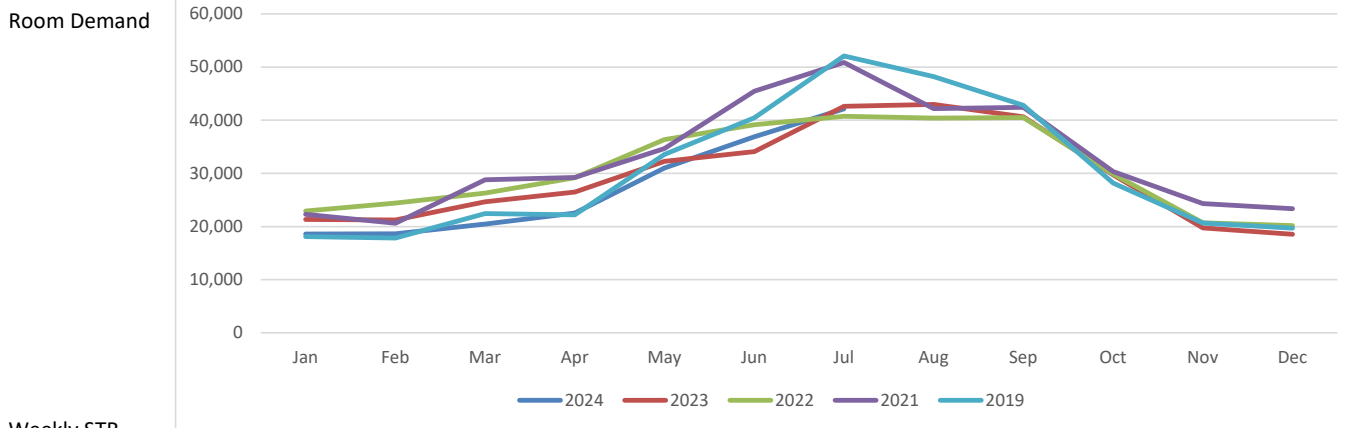
| MARKETING CONVERSIONS - BRAND ENGAGEMENT | | | |
|--|---------|--------------|--|
| | Month | YTD (fiscal) | |
| VG Requests (web & VIC) | 808 | 808 | |
| Newsletter subscribers | 762 | 762 | |
| Social media impressions (organic) | | | |
| Facebook | 45,971 | 45,971 | |
| Instagram | 118,622 | 118,622 | |
| Pinterest | 25,000 | 25,000 | |
| aRes reservations booked | 0 | 0 | |
| aRes room nights booked | 0 | 0 | |
| Hotel package redemptions | n/a | 0 | |
| **web traffic analytics were impacted by consent banner and analytics tracking. This was resolved in early June. | | | |

| PUBLICITY/EARNED MEDIA | | | |
|------------------------|---------|--------------|--|
| | Month | YTD (fiscal) | |
| Articles | 3 | 3 | |
| Reach | 212,178 | 212,178 | |

| PAID MEDIA | | | | |
|----------------------|---------------|---------|-----------|---------------|
| Campaign | Clicks | CTR | IMP | Benchmark CTR |
| Search evergreen | 1,913 | 5.87% | 28,763 | 4.68% |
| Display evergreen | 48 | 0.09% | 52,345 | 0.47% |
| Meta evergreen | 11,758 | 3.21% | 366,196 | 2.06% |
| KaliSPELL Bound META | 193 reactions | 9 saves | 20 shares | |

| PARTNERS | | | |
|-----------------------------|---------|------------|--|
| | Month | YTD (2024) | |
| Airport Enplanements - JULY | 77,864 | 276,301 | |
| | 11.6% | 7.9% | |
| GNP Rec Visits - JUNE | 549,591 | 858,544 | |
| | 6.80% | 4.30% | |

| KALISPELL LODGING | | | | | | | |
|----------------------|----------|-------|----------|-----------------|----------|--------------------|--|
| | JULY | YOY | YTD 2024 | Running 12 Mths | FY25 Avg | Comp Set Mthly Avg | |
| Smith Travel Report | | | | | | | |
| OCC | 80.3% | -0.5% | 52.9% | 55.0% | 80.3% | 79.3% | |
| Kalispell econ class | 71.8% | -6.7% | 40.9% | | | | |
| Kalispell mid/upper | 84.1% | 1.6% | 58.4% | | | | |
| ADR | \$247.50 | 0.5% | \$156.36 | \$158.60 | \$247.50 | \$190.93 | |
| Kalispell econ class | \$168.63 | -3.4% | \$109.22 | | | | |
| Kalispell mid/upper | \$273.27 | 0.2% | \$168.60 | | | | |
| RevPAR | \$198.75 | 0.0% | \$82.67 | \$87.29 | \$198.75 | \$153.33 | |

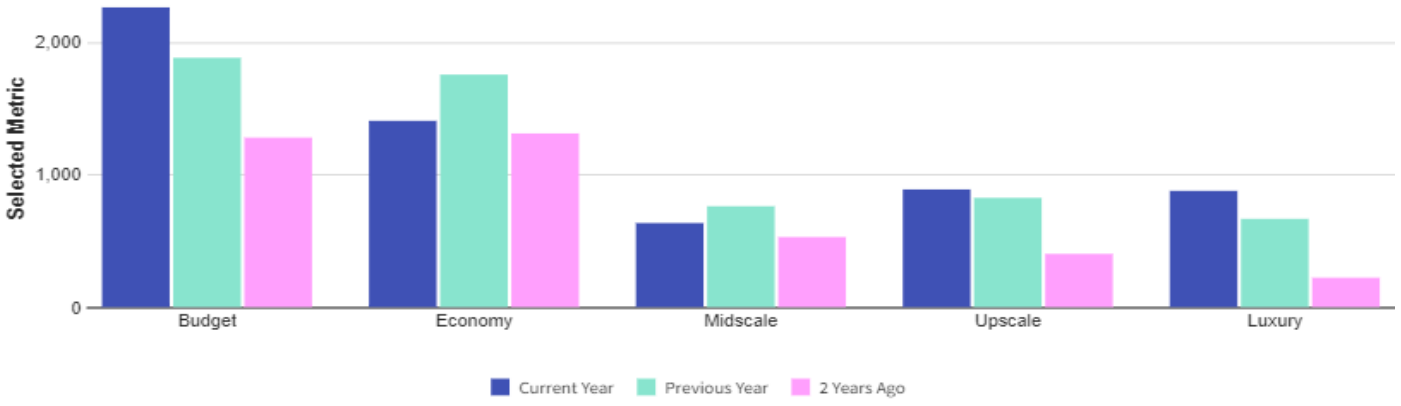


| Weekly STR | | | | | | | | | | | | | | | | | |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|--------|--------|
| OCC | Jul | | | | | | | Aug | | | | | | | Run MTD | | |
| | 26 | 27 | 28 | 29 | 30 | 31 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 2024 | 92.0 | 85.9 | 68.9 | 80.0 | 79.8 | 81.5 | 83.5 | 83.3 | 89.8 | 89.7 | 84.3 | 86.5 | 88.7 | 85.2 | 81.8 | 81.3 | 85.4 |
| 2023 | 90.7 | 82.1 | 71.0 | 73.0 | 79.8 | 82.8 | 84.3 | 86.8 | 88.2 | 76.2 | 82.1 | 84.6 | 85.3 | 83.4 | 79.0 | 76.5 | 83.4 |
| % chg | 1.4 | 4.6 | -2.9 | 9.7 | 0.0 | -1.6 | -1.0 | -4.1 | 1.8 | 17.7 | 2.6 | 2.3 | 3.9 | 2.2 | 3.5 | 6.3 | 2.4 |
| ADR 2024 | 269.55 | 251.50 | 224.15 | 240.08 | 239.27 | 223.28 | 232.35 | 234.06 | 243.24 | 230.38 | 233.65 | 231.09 | 233.56 | 232.07 | 231.94 | 224.87 | 232.80 |

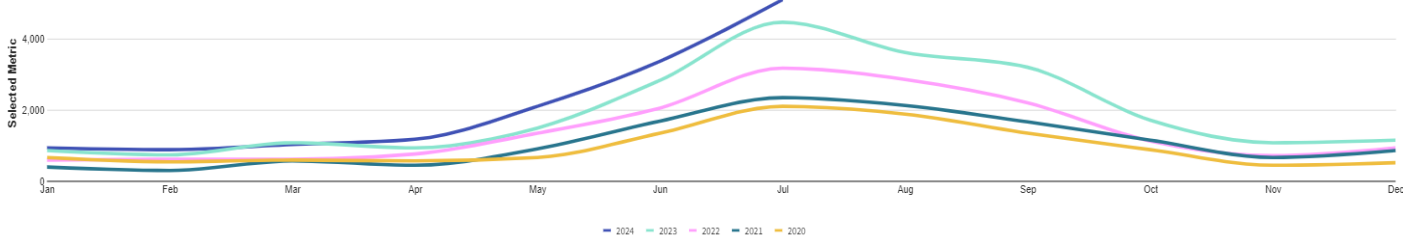
Short Term Rentals - Kalispell City Limits (AirDNA)

| | Available Listings | | Occupancy Rate | | Average Daily Rate | | Booked Listings | |
|--------------|--------------------|------|----------------|------|--------------------|--------|-----------------|------|
| | Month | YOY | Month | YOY | Month | YOY | Month | YOY |
| Entire Place | 252 | 5.0% | 76% | 1.9% | \$268 | -20.5% | 252 | 5.9% |

How are listing nights available trending by price tier? ⓘ



How many short-term rental listing nights booked are in your destination?



Future Conferences & Large Events

2024

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
- *2024 City of Kearney – August 22-24 – Red Lion

September

- Foy's to Blacktail Trail Marathon – September 8 – Foy's to Blacktail Trail
- *AASHTO Ware 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
- Montana Reining Cow Horse Association – September 17-22 – Majestic Valley Arena
- Tamarack Fall Tournament – September 21-22 – Kidsport

October

- State AA Golf – October 3 & 4 – Location not listed
- Glacier Surf Premier Cup – October 4-6 – Whitefish
- Battle of the States Bull Riding – October 5 – Majestic Valley Arena
- Galore & More FAM – October 7-11 – Kalispell Grand & Homewood Suites
- NRA-Northern Rodeo Association – October 24-26 – Majestic Valley Arena
- Absolute Fight Factory – October 26 - Fairgrounds

November

December

- Craft Brewer Cup – Flathead Valley Hockey Assn (FVHA) – December 6-8 – Woodlawn Ice Center
- Flathead High Wrestling Tournament (TBD) – December 6-7 – Flathead High School
- Beauties & The Beasts – December 7 – Majestic Valley Arena
- Winter Classic - Flathead Valley Hockey Assn (FVHA) (10U WC) – December 13-15 – Woodlawn Ice Center
- Brash Winter Series Rodeo – December 20-21 – Majestic Valley Arena

2025

January

- Winter Classic - Flathead Valley Hockey Assn (FVHA) (12U/14U Non-Checking) – January 17-19 – Woodlawn Ice Center

February

- Winter Classic - Flathead Valley Hockey Assn (FVHA) (8U WC) – February 14-16 – Woodlawn Ice Center

May

- State A Softball – May 22-24 – Columbia Falls
- State AA-A Track & Field Meet – May 23-24 – Legends Stadium
- Three Blind Refs Tournament – May 30-June 1 - Kidsport

July

- *2025 Canadian Rockies Tour – July 14 – Red Lion
- 2025 The Gathering – July 25-27 – Smith Fields Whitefish

September

- *2025 Landmark Tours – September 21-13 – Hilton Garden Inn

8/16/24

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

FY25 July Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFQ/RFI's Sent

- 2025 One West Tourism Alliance – 164 potential room nights
- 2026 MTCPA – June – 100 potential room nights
- 2025 Christian Series Tour – June through August – 224 potential room nights
- 2026 EIPBN – May – 1040 potential room nights
- 2024 Galore & More FAM – 20 potential room nights

Working Leads

- 2025 Great Open Spaces City Management Conference – August – 35 ppl – Chose Red Lion waiting for signed contract
- 2025 Koch Family Reunion – Summer 2025 – Choose Red Lion – waiting for signed contract
- 2025/2026 Montana Senior Olympics – September – Potential 400 rooms – This would require planning assistance from our Parks & Recreation – meeting with them in August
- 2026 Northwest Chapter American Association of Airport Executives – NWAAAE - Compiling information for the organizer of the association for a potential 2026 Annual Conference in Montana – due in September
- ISPS – Continue conversation with organizers to bring a state or regional tournament here, and look for the right fields. Continuing to try to connect with baseball fields in CF and WF for an interest in hosting outside tournaments.
- 2024 The Foundation for Montana History – October – Similar to an Antique Annual Roadshow Hosting this roadshow – will not need a room block at this time
- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025. I will contact in August

RFP's Won

- 2024 Galore & More Glacier National Park FAM – October 7 & 9, 2024 – 28 rooms - Homewood Suites (14 rooms) & Kalispell Grand (14 rooms)
- 2025 Landmark Tours – Glacier and Yellowstone – September – 54 rooms – Hilton

Group Assist

- City of Kearney – booked for August, needed assistance with group restaurants
- Kalispell Lakers – assisted with a tournament flyer
- Met with Rick Rhoades, Koch Family Reunion regarding activities
- Western Art Patrons of Tucson Museum of Art – Coni Trecartin - Coming up August to visit galleries and wanted visitor material for a group of 15

Miscellaneous Tasks

- DK Planning Retreat
- Finalized video's and photos for M&C reels
- Worked on Galore & More FAM trip details for Kalispell activities