

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
September 25, 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 August 28, 2024
 - b) Acceptance of financials for August 2024
4. Board Discussion
 - a) Staff reports

Enclosures: August 28, 2024 meeting minutes
TBID financial reports for August 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 | 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
August 28, 2024
3:00 – 5:00 pm

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

Board Members Present: Robert Hall, Zac Ford, Britta Joy, Brandon Brookshire, Skyler Rieke, Bryce Baker

Board Members Via Zoom: N/A

Board Members Absent: Haley Wilson

Staff Present: Diane Medler, Dawn Jackson, Natalie Wallon

Guests: N/A

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 July 24, 2024

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

b. Approval of financials for July, 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 YTD Financials for FY24

Motion was made by Robert Hall to approve the fiscal year-end financials for FY24. Motion was seconded by Skyler Rieke. Discussion: none. Board approves unanimously.

3. **Board Discussion**

a. Staff Reports

Diane reviewed the July STR: OCC 80.3 (-0.5%); ADR \$247.50 (+0.5%), RevPAR \$198.75 (0.0%). 4th quarter TBID Revenue came in at \$143,853, a 2% decrease YoY. Bed tax for April-June quarter increased 1% increase YoY.

She also reminded the board that Discover Kalispell's STR contract expires on September 30th. The contract renewal would increase by approximately \$1000 for this year's renewal but does include new additions to Costar data and dashboards.

Glacier Aero – gave \$2,500 in FY24, going after a SCASD grant for year-round service to Dallas through November. Will bring this item to the board at the October meeting to decide the annual sponsorship amount.

Diane reminded the board that Voices of Montana Tourism will be hosting the Business and Legislative Education Lunch on Wednesday, September 25th, 2024, and asked that the board members themselves attend as well as encouraging other local hoteliers to advocate for the travel sector.

Discover Kalispell reviewed the FY24 Annual Report from the Abbi Agency covering paid media, website, and out-of-home advertising. This included seasonal campaigns, ski pass incentives, Bandwango passes, print advertisements, and industry benchmarks on performance.

Natalie shared that a recent article by Discover Kalispell titled 'Visitors Can Enjoy Luxury and Budget-Friendly Travel in Kalispell Montana' had been picked up by a few news outlets, including Travel and Tour World. She also alerted the board of the LinkedIn strategy for Discover Kalispell's channel and asked them to follow if they don't already. The SEO audit has been completed by the Abbi Agency and next steps will be to decide what parts of the project can be completed in-house and where Discover Kalispell may seek external help. She let the board know that she will be attending the One West Tourism Alliance Education Summit in Eugene, Oregon in September and will share some of the findings with the board in their next meeting.

Dawn gave a review of all the RFP's that have gone out since May-July, including that the 2024 Glacier Galore & More FAM for October 2024, consisting of travel agents and tour operators, was awarded to Homewood Suites & Kalispell Grand. RFP's are pending for the 2025 Wisconsin Golf Group, 2025 Flying Rotarians, 2026 MPMA (Mountain Plains Museum Association, and the 2026 EIPBN (Electron, Ion and Photon Beam Technology and Nanofabrication). RFP's lost included the 2025 One West Tourism Alliance and the 2026 MTCPA (Montana Certified Public Accountants). She also updated the group that the 2024 State AA Golf tournament rate quote for spectators was sent to MHSA and the flyer is live on their website.

Dawn also had a discussion with the board on her work towards connecting with government travel agencies to learn how Kalispell hotels can meet the parameters

to book more government travel amidst mandated room rate. She also made note that she will be attending the Group Travel Conference in Branson as a vendor Oct. 8-30, 2024. Her upcoming initiatives include working on a sports facility guide that encompasses Kalispell's options for tournament directors.

Dawn also gave notice of her resignation as of January 31, 2025. The board expressed their gratitude and appreciation for her time at Discover Kalispell and she will be greatly missed by all!

Board Action: 2024 Glacier Surf Premier Cup Event Grant Application

Nate Evans, from Glacier Surf Soccer Club was scheduled to present the Event Grant Application for funding for the 2024 Glacier Surf Premier Cup to the board. Nate was not in attendance, so the board moved right into discussion around the grant. The grant application requested \$18,000 to be used towards venue rental and umpires. Bryce Baker discussed his personal experience with Glacier Surf Soccer Club and advocated for the event to receive funding. The board discussed the logistics of which hotels would likely see the most pickup from the event and acknowledged some of the hardships surrounding securing larger sports complexes for fields in Kalispell. They agreed that promoting sports tournaments was a priority.

Approval of 2024 Glacier Surf Premier Cup Event Grant Application

Motion was made by Skyler Rieke to grant \$10,000 from the Tourism Business Improvement District (TBID), with the following breakdown:

\$6,000 for referees for the event

\$4,000 for facility rental costs

- \$2,000 to go towards Smith Fields
- \$2,000 to go towards Glacier High School Fields

Motion was seconded by Britta Joy.

Discussion: The board expressed their interest to be listed as the premier sponsor of the event. The grant would also require the following marketing materials: Discover Kalispell lodging directory on the tournament website, Discover Kalispell signage at both fields, and the Discover Kalispell logo to appear on various programming, the website, and championship game materials.

Board approves unanimously.

Meeting adjourned at 4:21 PM

Respectfully submitted: Diane Medler

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

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

| | |
|---|--------------|
| TBID Checking account balance as of 08/31/24 | \$156,555.47 |
| KCVB Checking account balance as of 08/31/24 | \$15,450.69 |
| 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: Reimbursement for registration of sales conference by Glacier Country; One West Tourism Alliance Education Summit registration and airfare; annual membership to Group Travel Family.
- Agency services: LBPR and Abbi Agency
- Website: monthly hosting and maintenance; domain renewal
- Marketing: monthly subscriptions; social media admin; Wander Map annual renewal; fall media buy.
- Earned Media/Tourism Sales/Incentives: Travel expenses to Group Travel Con sales conference.
- Development/Events: Grant award to Mounted Cowboy Shooter (payment to MVA for venue).

KCVB Private Funds – Income and Expense Summary

Income: aRes commission

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 August 31, 2024

| | <u>Aug 31, 24</u> |
|--|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1010 · Checking | 117,242.87 |
| 1022 · Whitefish Credit Union | |
| 1021 · Savings | <u>22,373.83</u> |
| Total 1022 · Whitefish Credit Union | <u>22,373.83</u> |
| Total Checking/Savings | 139,616.70 |
| Accounts Receivable | |
| 1200 · Accounts Receivable | <u>1,995.00</u> |
| Total Accounts Receivable | 1,995.00 |
| Other Current Assets | |
| 1300 · FIB-CD | <u>70,000.00</u> |
| Total Other Current Assets | <u>70,000.00</u> |
| Total Current Assets | 211,611.70 |
| Fixed Assets | |
| 1710 · Office Equipment | 3,967.64 |
| 1820 · Web Site Development | 91,230.44 |
| 1910 · Accumulated Depreciation | <u>-46,348.00</u> |
| Total Fixed Assets | <u>48,850.08</u> |
| TOTAL ASSETS | <u>260,461.78</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · Accounts Payable | <u>18,503.67</u> |
| Total Accounts Payable | <u>18,503.67</u> |
| Total Current Liabilities | <u>18,503.67</u> |
| Total Liabilities | 18,503.67 |
| Equity | |
| 32000 · Unrestricted Net Assets | 234,537.46 |
| Net Income | <u>7,420.65</u> |
| Total Equity | <u>241,958.11</u> |
| TOTAL LIABILITIES & EQUITY | <u>260,461.78</u> |

Tourism Business Improvement District
Profit & Loss - FY25
August 2024

| | Aug 24 | Jul - Aug 24 |
|---|------------------|------------------|
| Income | | |
| 4000 · TBID Revenue | 143,852.00 | 143,852.00 |
| Total Income | 143,852.00 | 143,852.00 |
| Expense | | |
| 6100 · Administrative/Operations | | |
| 6125 · Accounting Services | 225.00 | 487.50 |
| 6130 · Directors & Officers Insurance | 0.00 | 1,298.00 |
| 6140 · Office Supplies | 16.10 | 296.40 |
| 6150 · Postage & Copies | 52.68 | 124.89 |
| 6160 · Rent | 1,800.00 | 3,600.00 |
| 6180 · Telephone | 170.00 | 315.00 |
| 6185 · Travel & Entertainment | 40.09 | 101.09 |
| 6190 · Technology Support | 197.60 | 395.20 |
| 6195 · Equipment (Software) | 98.49 | 135.07 |
| Total 6100 · Administrative/Operations | 2,599.96 | 6,753.15 |
| 6200 · Personnel (wages) | 18,909.28 | 38,274.23 |
| 6250 · Education/Outreach | | |
| 6260 · Staff Training, Prof Develop | 1,713.21 | 1,713.21 |
| 6280 · Organizational Memberships | 395.00 | 1,340.00 |
| Total 6250 · Education/Outreach | 2,108.21 | 3,053.21 |
| 6300 · Agency Services | 39,850.00 | 46,745.00 |
| 6400 · Research | 0.00 | 957.00 |
| 6500 · Website | 1,222.17 | 1,222.17 |
| 6600 · Destination Marketing | | |
| 6620 · Marketing Resources | | |
| 6622 · Online Platforms/Subscriptions | 150.00 | 150.00 |
| 6620 · Marketing Resources - Other | 139.99 | 2,909.99 |
| Total 6620 · Marketing Resources | 289.99 | 3,059.99 |
| 6640 · Paid Media | | |
| 6643 · Multimedia | 1,500.00 | 1,500.00 |
| 6640 · Paid Media - Other | 10,056.00 | 19,687.00 |
| Total 6640 · Paid Media | 11,556.00 | 21,187.00 |
| 6680 · Travel/Trade Shows | 633.88 | 633.88 |
| Total 6600 · Destination Marketing | 12,479.87 | 24,880.87 |
| 6800 · Destination Development | | |
| 6830 · Event, Sports & Group Incentive | 2,000.00 | 6,000.00 |
| Total 6800 · Destination Development | 2,000.00 | 6,000.00 |
| Total Expense | 79,169.49 | 127,885.63 |
| Net Income | 64,682.51 | 15,966.37 |

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

| | Jul - Aug 24 | Budget | \$ Over Budget | % of Budget |
|-------------------------------------|------------------|--------------|------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 143,852.00 | 1,171,200.00 | -1,027,348.00 | 12.3% |
| 4100 · Interest Income | 10.52 | | | |
| Total Income | 143,862.52 | 1,171,200.00 | -1,027,337.48 | 12.3% |
| Expense | | | | |
| 6100 · Administrative/Operations | 6,753.15 | 58,560.00 | -51,806.85 | 11.5% |
| 6200 · Personnel (wages) | 38,274.23 | 292,800.00 | -254,525.77 | 13.1% |
| 6250 · Education/Outreach | 3,053.21 | 23,424.00 | -20,370.79 | 13.0% |
| 6300 · Agency Services | 46,745.00 | 117,120.00 | -70,375.00 | 39.9% |
| 6400 · Research | 957.00 | 23,424.00 | -22,467.00 | 4.1% |
| 6500 · Website | 1,222.17 | 23,424.00 | -22,201.83 | 5.2% |
| 6600 · Destination Marketing | 24,880.87 | 386,496.00 | -361,615.13 | 6.4% |
| 6700 · Destination Stewardship/Mgmt | 0.00 | 11,712.00 | -11,712.00 | 0.0% |
| 6800 · Destination Development | 6,000.00 | 234,240.00 | -228,240.00 | 2.6% |
| Total Expense | 127,885.63 | 1,171,200.00 | -1,043,314.37 | 10.9% |
| Net Income | 15,976.89 | 0.00 | 15,976.89 | 100.0% |

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

| | Jul - Aug 24 | Budget | \$ Over Budget | % of Budget |
|-------------------------------------|------------------|--------------|------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 143,852.00 | 1,171,200.00 | -1,027,348.00 | 12.3% |
| 4100 · Interest Income | 10.52 | | | |
| Total Income | 143,862.52 | 1,171,200.00 | -1,027,337.48 | 12.3% |
| Expense | | | | |
| 6100 · Administrative/Operations | 6,753.15 | 58,560.00 | -51,806.85 | 11.5% |
| 6200 · Personnel (wages) | 38,274.23 | 292,800.00 | -254,525.77 | 13.1% |
| 6250 · Education/Outreach | 3,053.21 | 23,424.00 | -20,370.79 | 13.0% |
| 6300 · Agency Services | 46,745.00 | 117,120.00 | -70,375.00 | 39.9% |
| 6400 · Research | 957.00 | 23,424.00 | -22,467.00 | 4.1% |
| 6500 · Website | 1,222.17 | 23,424.00 | -22,201.83 | 5.2% |
| 6600 · Destination Marketing | 24,880.87 | 386,496.00 | -361,615.13 | 6.4% |
| 6700 · Destination Stewardship/Mgmt | 0.00 | 11,712.00 | -11,712.00 | 0.0% |
| 6800 · Destination Development | 6,000.00 | 234,240.00 | -228,240.00 | 2.6% |
| Total Expense | 127,885.63 | 1,171,200.00 | -1,043,314.37 | 10.9% |
| Net Income | 15,976.89 | 0.00 | 15,976.89 | 100.0% |

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

| August 2024 | /-----TBID Projects-----/ | | | | | | | | | | | | | | TOTAL |
|-----------------------------|---------------------------|----------------|------------------|--------------|----------------|---------------|---------------------|--------------------|----------------|-------------------|-------------------|-------------------|-----------------|------------------|-------|
| | Spartan | Highlander | Mtgs/ Conv | VC Merch | Brochure | aRes | Website Redesign | Sports Facility | Campaigns | Commyty Engage | Total Projects | Travel Consult | Admin | | |
| Income | | | | | | | | | | | | | | | |
| 4025.00 · Program Revenue | -6,403.38 | 0.00 | -1,414.40 | 27.00 | -275.00 | 268.62 | 1,150.00 | 1,921.45 | -610.18 | -210.80 | 2,250.47 | -157.69 | 6,800.00 | 1,095.62 | |
| Total Income | -6,403.38 | 0.00 | -1,414.40 | 27.00 | -275.00 | 268.62 | 1,150.00 | 1,921.45 | -610.18 | -210.80 | 2,250.47 | -157.69 | 6,800.00 | 1,095.62 | |
| 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 | 1,562.50 | 1,562.50 | |
| 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 | 84.28 | 84.28 | |
| 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 | 1,656.98 | 3,496.43 | |
| Net Income | -6,403.38 | -363.00 | -1,414.40 | 27.00 | -275.00 | 268.62 | 1,150.00 | 445.00 | -610.18 | -210.80 | 774.02 | -157.69 | 5,143.02 | -2,400.81 | |

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 | 27.00 | 0.00 | 0.00 | 28.95 | 0.00 | 0.00 | 453.45 | 509.40 |
| June | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | (12.50) | (12.50) |
| July | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | (200.00) | (200.00) |
| August | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 45.84 | 0.00 | 0.00 | 0.00 | 45.84 |
| 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 | 1,954.45 | 0.00 | 0.00 | 422.09 | 15,200.69 |



Visitation & Brand Engagement Key Performance Indicators (KPI's)

Data for AUGUST 2024

Report Date: 9/25/2024

WEBSITE

Top Cities

- | | |
|--------------|-------------|
| 1. (not set) | 6. Calgary |
| 2. Seattle | 7. Chicago |
| 3. Denver | 8. San Jose |
| 4. Kalispell | 9. Dallas |
| 5. Phoenix | 10. SLC |

Top Pages by Total Users

1. Home
2. TTD
3. Don't have vehicle reservation
4. Flathead Lake
5. Events

Top Landing Pages

1. Home page
2. TTD
3. Don't have vehicle resv
4. Events
5. Get The Guide

| FY25 | Jul | Aug | Sept | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|----------|--------|--------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|---------|
| Views | 69,458 | 64,046 | | | | | | | | | | | 133,504 |
| Sessions | 25,290 | 23,761 | | | | | | | | | | | 49,051 |

BUSINESS DEVELOPMENT

| | Month | YTD (fiscal) |
|----------------------|-------|--------------|
| Group Bookings | 2 | 4 |
| Room Nights | 284 | 366 |
| Event/Sport Bookings | 0 | 0 |
| Rate Quotes | 0 | 0 |
| Pending Bookings | 3 | 0 |
| Rm potential | 590 | 680 |

MARKETING CONVERSIONS - BRAND ENGAGEMENT

| | Month | YTD (fiscal) |
|------------------------------------|--------|--------------|
| VG Requests (web & VIC) | 280 | 1,088 |
| Newsletter subscribers | 359 | 1,121 |
| Social media impressions (organic) | | |
| Facebook | 73,007 | 118,978 |
| Instagram | 94,860 | 213,482 |
| Pinterest | 21,730 | 46,730 |
| aRes reservations booked | | 0 |
| aRes room nights booked | | 0 |
| Hotel package redemptions | n/a | 0 |

PUBLICITY/EARNED MEDIA

| | Month | YTD (fiscal) |
|----------|-----------|--------------|
| Articles | 1 | 4 |
| Reach | 1,235,330 | 1,447,508 |

PAID MEDIA

| Campaign | Clicks | CTR | IMP | Benchmark CTR |
|----------------------|--------|-------|---------|---------------|
| Search evergreen | 5,072 | 9.05% | 57,434 | 4.68% |
| Display evergreen | 241 | 0.04% | 653,074 | 0.47% |
| Meta evergreen | 4,182 | 1.61% | 259,688 | 2.06% |
| Kalispell Bound META | 260 | | | |
| Fan Acquisition | 255 | 0.3 | n/a | |

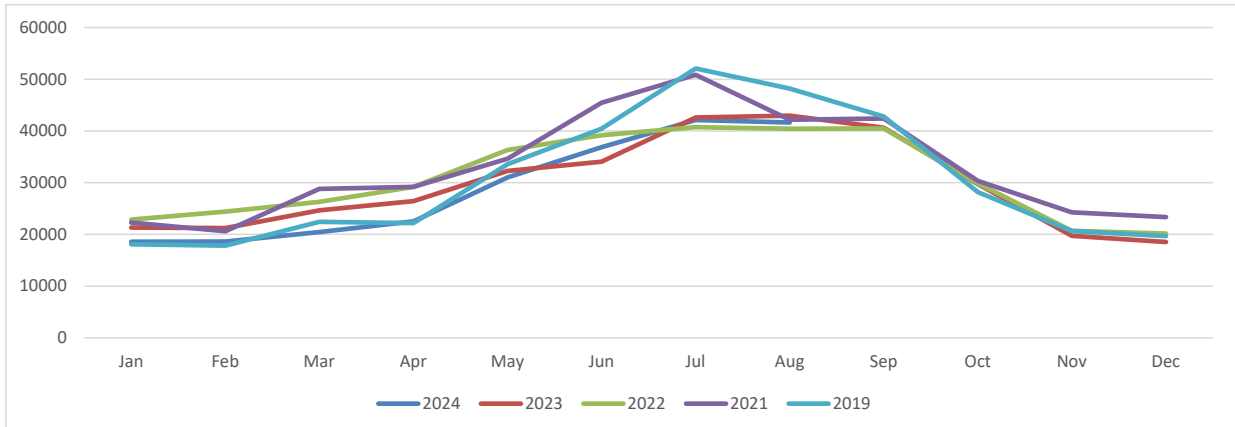
PARTNERS

| | Month | YTD (2024) |
|----------------------------|---------|------------|
| Airport Enplanements - AUG | 78,001 | 354,308 |
| | 15.4% | 9.4% |
| GNP Rec Visits - JULY | 791,717 | 1,650,261 |
| | 9.6% | 6.8% |

KALISPELL LODGING

| Smith Travel Report | AUGUST | YOY | YTD 2024 | Running 12 Mths | FY25 Avg | Comp Set Mthly Avg |
|----------------------|----------|-------|----------|-----------------|----------|--------------------|
| OCC | 82.5% | 1.3% | 56.4% | 55.0% | 81.3% | 79.7% |
| Kalispell econ class | 75.3% | 8.2% | 45.3% | | | |
| Kalispell mid/upper | 86.1% | -1.0% | 61.8% | | | |
| ADR | \$224.38 | 0.3% | \$5.00 | \$5.30 | \$236.24 | \$191.00 |
| Kalispell econ class | \$69.60 | -1.8% | \$118.42 | | | |
| Kalispell mid/upper | \$249.70 | 1.9% | \$182.05 | | | |
| RevPAR | \$185.06 | 1.7% | \$94.88 | \$86.89 | \$191.91 | \$154.50 |

Room Demand



Weekly STR

| OCC | Aug | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Su | Mo | Tu | We | Th | Fr | Sa | Run MTD |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| 2024 | 80.3 | 90.5 | 80.5 | 66.6 | 82.0 | 87.3 | 88.0 | 86.8 | 84.7 | 83.7 | 93.4 | 93.2 | 93.4 | 86.2 | 86.3 | 75.1 | 84.8 | 84.8 |
| 2023 | 75.9 | 86.4 | 72.6 | 68.9 | 85.1 | 87.3 | 84.8 | 84.2 | 79.5 | 82.2 | 93.6 | 95.6 | 94.2 | 87.7 | 87.4 | 78.3 | 84.2 | 84.2 |
| % chg | 5.8 | 4.7 | 10.9 | -3.4 | -3.7 | 0.0 | 3.7 | 3.1 | 6.5 | 1.7 | -0.2 | -2.5 | -0.9 | -1.6 | -1.2 | -4.0 | 0.8 | 0.8 |
| ADR 2024 | 208.95 | 220.75 | 199.15 | 181.96 | 188.62 | 193.54 | 185.52 | 198.92 | 200.73 | 188.53 | 191.67 | 197.34 | 207.81 | 205.50 | 209.79 | 204.03 | 196.88 | 196.88 |

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 | 254 | 5.4% | 66% | 11.6% | \$281 | 6.6% | 235 | 4.9% |

Future Conferences & Large Events

2024

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
- 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 – Kalispell & 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

- Beauties & The Beasts – November 16 – Majestic Valley Arena

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
- 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

March

April

May

- Northwest Shootout Jamboree (Lacrosse) - Date TBD - Kidsport
- Mounted Shooting – May 9-11 – Majestic Valley Arena
- 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

June

- Montana High School Rodeo Association Finals – June 2-8 – Majestic Valley Arena
- Emeralds Smash Tournament – Date TBD - Kidsport

July

- 2025 Under the Big Sky Fest – Dates TBD - Big Mountain Ranch in Whitefish
- *2025 Canadian Rockies Tour – July 14 – Red Lion
- Event at Rebecca Farm - July 16-20 – Rebecca Farm
- 2025 The Gathering (Lacrosse) – July 25-27 – Smith Fields Whitefish

August

- NW Montana Fair & Rodeo – August 14-17 - Fairgrounds

September

- *2025 Landmark Tours – September 21-23 – Hilton Garden Inn

October

- NRA – Northern Rodeo Association – October 23-25 – Majestic Valley Arena

November

December

9/17/24

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

FY25 August Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFQ/RFI's Sent

- 2025 Wisconsin Golf Group – June – 140 potential rooms
- 2025 International Fellowship of Flying Rotarians – July – 50 potential rooms
- 2026 Mountain Plains Museum Association – October – 400 potential rooms

Working Leads

- 2026 EIPBN – May – 1040 potential room nights – working to coordinate a site visit with the organizer. He is a professor at Montana Tech in Butte.
- 2025 Great Open Spaces City Management Conference – August – 35 ppl – Chose Red Lion waiting for signed contract
- 2025/2026 Montana Senior Olympics – September – Potential 400 rooms – Met with Parks & Recreation and they would consider 2026. Will reach back out in October.
- 2026 Northwest Chapter American Association of Airport Executives – NWAAAE – Will send out RFP and compile 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. After completion of sports facility guides will send that to the organizer.
- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025. Waiting to connect with the planner.

RFP's Won

- 2025 Koch Family Reunion – August – 60 room nights - Red Lion
- 2025 Christian Series Tour – June through August – 224 -room nights – Holiday Inn Express

RFP's Lost

- 2025 One West Tourism Alliance – June - 164 potential room nights – lost to Park City, UT
- 2026 MTCPA – June – 100 potential room nights – lost to Grouse Mountain

Group Assist

- Liam Grant – World Cubing Association – needed venue suggestions
- Melissa Bracamonte – transportation options
- Luis Sanchez – Maritz – conference hotel recommendations
- Nadine Nagamatsu – Ironstar Construction - recommendations on what downtown businesses should their business get gift cards for
- Aaron Ells – Piton Wealth Financial – looking for meeting space for their group to meet monthly. They are starting Montana Estate Planning organization
- Beth Cramer – Aero Northwest – wanting help with Red Bus reservations

Miscellaneous Tasks

- Met with Scott Flanagan with Smart Meetings
- Worked on Glacier Galore and More FAM trip details
- Costar Webinar for STR
- Met with Chad and Stephanie with Parks & Recreation regarding MT Senior Olympics
- Met with new Event Sales & Operations Manager at Wachholz College Center
- Created outline of talking points for an article with Northwest Meetings + Events Magazine