

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
October 23, 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 September 25, 2024
 - b) Acceptance of financials for September 2024
4. Board Discussion
 - a) Event grant post reports – USA Softball, Treasure State Mounted Shooting Assn. and Glacier Surf.
 - b) Discuss annual sponsorships to MTTA, Voice of Montana Tourism, MLHA, and Glacier AERO.
 - c) Staff reports

NOTE: Due to the Thanksgiving and Christmas holidays the next board meeting is December 11 followed by the annual meeting on January 22, 2025.

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

For Further Information Please Contact:

Bryce Baker, Board Chair kalispell@myplacehotels.com 406-752-4847

Diane Medler, Discover Kalispell Executive Director diane@discoverkalispell.com 406-758-2808

2024 TBID Board Meeting Schedule (subject to change)

January 17 -July 24	February 28 August 28	March 27 September 25	April 24 October 23	May 22 December 11	June 26
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Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.



Board of Directors Meeting
Kalispell Tourism Business Improvement District
September 25, 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, Britta Joy, Zac Ford, Skyler Rieke

Board Members Absent: Robert Hall

Staff Present: Dawn Jackson, Natalie Wallon

Staff Present on Zoom: Diane Medler

Guests: Dax Schieffer (Voices of Montana Tourism, Montana Lodging and Hospitality Association and Montana Travel Association), Melissa Shannon (Montana Lodging and Hospitality Association).

The meeting was called to order at 3:00 pm by Chair of the Board, Bryce Baker.

1. Hear from the Public – Voices of Montana Tourism and MLHA

- Dax Schieffer gave an overview of Voices of Montana Tourism which partners with Discover Kalispell and our TBID to provide education and outreach for the state travel industry, as well as supplements state-wide data when Discover Kalispell communicates with the community. He also overviewed the Montana Travel Association and the work they do, where Diane Medler sits on this board. Their work includes contracted lobbyist work to support the state travel industry including film, tourism roundtables. Dax expressed his interest in receiving a level of funding this year to match last year's donation of \$5,000.
- Britta Joy asked about any specific initiatives that the legislative will be focused on this year. This led to Melissa discussing how their approach is to defend and maintain the allocation of the state bed tax. She discussed some of the implications of different ways to approach tax issues and how each party might propose certain changes. She urged the board to reach out if they have any further questions and that she will be at the MLHA conference on October 14-16 if they are interested in her session on Legislative Advocacy 101.
- The board had internal discussions on the upcoming legislative session. Bryce made a recommendation to fund MTTA and MLHA for their lobbying work to protect TBID funds. The board discussed current lack of promotion from Destination MT (Dept of Commerce) for the Kalispell area, the importance of being fiscally responsible, and the effect of higher property taxes on property owners. Diane reminded the board of TBID's \$5,000 donation to the Montana Travel Association in FY24 and \$3,500 from Discover Kalispell's bed tax budget to Voices of Montana Tourism. The board plans to revisit this year's sponsorship levels at the next board meeting.

2. Board Action Items

a. Approval of minutes from August 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 August 2024

Motion was made by Britta Joy to approve the financials. Motion was seconded by Brandon Brookshire. Discussion: The TBID certificate of deposit matures in November. The board plans to discuss rolling over the CD at the next meeting due to CD rates dropping. Board approves unanimously.

3. Board Discussion

a. Staff Reports

Dawn Jackson gave updates of the following: RFP sent to Northwest Airline Executive Association for October 2026. Information has been sent to TBID hotels for the Wisconsin Golf Group. The RFP for Flying Rotarians has been awarded to the Hilton Garden Inn. The Montana Tavern Association has selected Fairmont Hot Springs for their 2026 events. Upcoming projects include potential work with the Montana Non-Profit Association for October 2025. Dawn also let the board know that she will be co-hosting Glacier Galore and More, a tour operator FAM trip in early October and will be attending the Group Travel Conference October 28-30. Dawn reminded the board that this month's board packet includes a list of upcoming sporting events and asked the board to notify her if there are any missing in the future. She reviewed some findings on government travel agency policies and laid out a few of the qualifications for their hotel to qualify for their travel.

Natalie Wallon updated the board on status of marketing materials for the upcoming Glacier Soccer Surf Premier Cup tournament sponsored by Discover Kalispell, including promotional emails, website updates, championship medal mockups, and social media promotion. Also provided updates on the upcoming winter promotional paid media ads and plans to solidify fall photo shoots, including strategy around new advertising platforms. Discover Kalispell also acquired a new Glacier High School intern, Alissa, who will be working to learn about the functionality of a DMO and to support the team in a variety of tasks over the next few months. Natalie made note of some of the presentations from her recent attendance at the One West Tourism Summit and will share findings from a few of her sessions in the next board meeting.

Diane Medler shared with the board our strong international traveler presence in our visitor center this September totaling 205 international visitors verses 157 all of last year. Strong showing from Switzerland, New Zealand, UK, France, Germany, and Australia, and of course Canada. This data also is in line with the increase in international traveler data from Glacier Aero. The Avelo flights to Burbank and Sonoma have been extended to early January, Allegiant is adding winter to LAX, and West Jet is exploring the Calgary route from Bozeman first and then to Kalispell's GPIA. Glacier Aero has applied for the SCASD grant and the recipients will be announced in October. If awarded that grant and matching local funds would support expanding the existing American Airlines flight to DFW to year-round or at least winter. Diane also reviewed the STR report, showing strong numbers for September so far. She also noted the increase in airport activity, resulting in a shortage of visitor guides and the need to reprint. Our article on affordable luxury that was featured in national publications and websites totaled a reach of 1.2 million during August. Lastly, Diane alerted the board of a letter to the editor that she wrote in response to a discrimination issue experienced by an interracial couple recently visiting the area.

Meeting adjourned at 4:10 PM

Respectfully submitted: Diane Medler

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

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

TBID Checking account balance as of 09/30/24	\$76,459.03
KCVB Checking account balance as of 09/30/24	\$15,016.06
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: rent; wages and insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel and mileage.
- Education/outreach: --
- Agency services: LBPR monthly
- Research: annual renewal of Visa Destination Insights
- Website: domain renewals
- Marketing: monthly online platform charges; social media; ad in GNP annual guide; paid media Sept; deposit payment for Rediscover Kalispell media project.
- Earned Media/Tourism Sales/Incentives: lodging for hosted travel writer; swag items for Travel & Words conference.
- Development/Events: --

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	\$570,554	-6.4%	1.95%
	(% of projected)	(% of actual)		
Q1 JUL-SEP	\$213,500 (36%)	\$224,830 (39%)	+5.3	+11%
Q2 OCT-DEC	\$122,000 (20%)	\$107,774 (19%)	-11.6	-2.6%
Q3 JAN-MAR	\$109,800 (18%)	\$92,646 (16%)	-15.6	-6.7%
Q4 APR-JUN	\$158,600 (26%)	\$143,852 (26%)	-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 September 30, 2024

	Sep 30, 24
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	52,640.61
1022 · Whitefish Credit Union	
1021 · Savings	22,373.83
Total 1022 · Whitefish Credit Union	22,373.83
Total Checking/Savings	75,014.44
Accounts Receivable	
1200 · Accounts Receivable	1,995.00
Total Accounts Receivable	1,995.00
Other Current Assets	
1300 · FIB-CD	70,000.00
Total Other Current Assets	70,000.00
Total Current Assets	147,009.44
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	195,859.52
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	4,367.45
Total Accounts Payable	4,367.45
Total Current Liabilities	4,367.45
Total Liabilities	4,367.45
Equity	
32000 · Unrestricted Net Assets	234,537.46
Net Income	-43,045.39
Total Equity	191,492.07
TOTAL LIABILITIES & EQUITY	195,859.52

Tourism Business Improvement District
Profit & Loss - FY25
September 2024

10/10/24

Accrual Basis

	Sep 24	Jul - Sep 24
Income		
4000 · TBID Revenue	0.00	143,852.00
4100 · Interest Income	0.00	10.52
Total Income	0.00	143,862.52
Expense		
6100 · Administrative/Operations		
6125 · Accounting Services	275.00	762.50
6130 · Directors & Officers Insurance	0.00	1,298.00
6140 · Office Supplies	16.10	312.50
6150 · Postage & Copies	65.82	190.71
6160 · Rent	1,800.00	5,400.00
6180 · Telephone	170.00	485.00
6185 · Travel & Entertainment	75.14	176.23
6190 · Technology Support	197.60	592.80
6195 · Equipment (Software)	39.00	174.07
Total 6100 · Administrative/Operations	2,638.66	9,391.81
6200 · Personnel (wages)	18,984.28	57,258.51
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	0.00	1,713.21
6280 · Organizational Memberships	0.00	1,340.00
Total 6250 · Education/Outreach	0.00	3,053.21
6300 · Agency Services	3,000.00	49,745.00
6400 · Research	8,000.00	8,957.00
6500 · Website	83.51	1,305.68
6600 · Destination Marketing		
6620 · Marketing Resources	270.00	3,329.99
6640 · Paid Media	16,989.00	38,176.00
6650 · Earned Media/Tourism Sales	506.74	506.74
Total 6600 · Destination Marketing	17,765.74	42,012.73
6800 · Destination Development		
6830 · Event, Sports & Group Incentive	0.00	6,000.00
6890 · Sales-Trade Shows, RFP Platform	0.00	633.88
Total 6800 · Destination Development	0.00	6,633.88
Total Expense	50,472.19	178,357.82
Net Income	-50,472.19	-34,495.30

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

	Jul - Sep 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	9,391.81	58,560.00	-49,168.19	16.0%
6200 · Personnel (wages)	57,258.51	292,800.00	-235,541.49	19.6%
6250 · Education/Outreach	3,053.21	23,424.00	-20,370.79	13.0%
6300 · Agency Services	49,745.00	117,120.00	-67,375.00	42.5%
6400 · Research	8,957.00	23,424.00	-14,467.00	38.2%
6500 · Website	1,305.68	23,424.00	-22,118.32	5.6%
6600 · Destination Marketing	42,012.73	386,496.00	-344,483.27	10.9%
6700 · Destination Stewardship/Mgmt	0.00	11,712.00	-11,712.00	0.0%
6800 · Destination Development	6,633.88	234,240.00	-227,606.12	2.8%
Total Expense	178,357.82	1,171,200.00	-992,842.18	15.2%
Net Income	-34,495.30	0.00	-34,495.30	100.0%

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

September 2024	/-----TBID Projects-----/													
	<u>Spartan</u>	<u>Highlander</u>	<u>Mtgs/ Conv</u>	<u>VC Merch</u>	<u>Brochure</u>	<u>aRes</u>	<u>Website Redesign</u>	<u>Sports Facility</u>	<u>Campaigns</u>	<u>Commyty Engage</u>	<u>Total Projects</u>	<u>Travel Consult</u>	<u>Admin</u>	<u>TOTAL</u>
Income														
4025.00 · Program Revenue	-6,403.38	0.00	-1,414.40	27.00	-275.00	289.68	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,800.00	1,116.68
Total Income	<u>-6,403.38</u>	<u>0.00</u>	<u>-1,414.40</u>	<u>27.00</u>	<u>-275.00</u>	<u>289.68</u>	<u>1,150.00</u>	<u>1,921.45</u>	<u>-610.18</u>	<u>-210.80</u>	<u>2,250.47</u>	<u>-157.69</u>	<u>6,800.00</u>	<u>1,116.68</u>
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	1,762.50	1,762.50
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	<u>0.00</u>	<u>363.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,476.45</u>	<u>0.00</u>	<u>0.00</u>	<u>1,476.45</u>	<u>0.00</u>	<u>1,856.98</u>	<u>3,696.43</u>
Net Income	<u><u>-6,403.38</u></u>	<u><u>-363.00</u></u>	<u><u>-1,414.40</u></u>	<u><u>27.00</u></u>	<u><u>-275.00</u></u>	<u><u>289.68</u></u>	<u><u>1,150.00</u></u>	<u><u>445.00</u></u>	<u><u>-610.18</u></u>	<u><u>-210.80</u></u>	<u><u>774.02</u></u>	<u><u>-157.69</u></u>	<u><u>4,943.02</u></u>	<u><u>-2,579.75</u></u>

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	21.06	0.00	0.00	(455.69)	(434.63)
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	1,975.51	0.00	0.00	(33.60)	14,766.06



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

Report Date: 10/23/2024

WEBSITE

Top Cities 1. Seattle 2. (not set) 3. Kalispell 4. Denver 5. Salt Lake City 6. Phoenix 7. Chicago 8. Calgary 9. San Jose 10. Portland		Key Highlights (YoY) 7.7% increase in total views 24.2% increase in new users 28% increase in active users 11.2% increase in engaged sessions 7-day active users grew by 31.5%		Top Landing Pages 1. Home page 2. TTD 3. Events 4. Meetings-groups 5. Get the Guide									
FY25	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	69,458	64,046	47,278										180,782
Sessions	25,290	23,761	16,305										65,356

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	2	6	
Room Nights	170	536	
Event/Sport Bookings	0	0	
Rate Quotes	0	0	
Pending Bookings	1	3	
Rm potential	425	915	

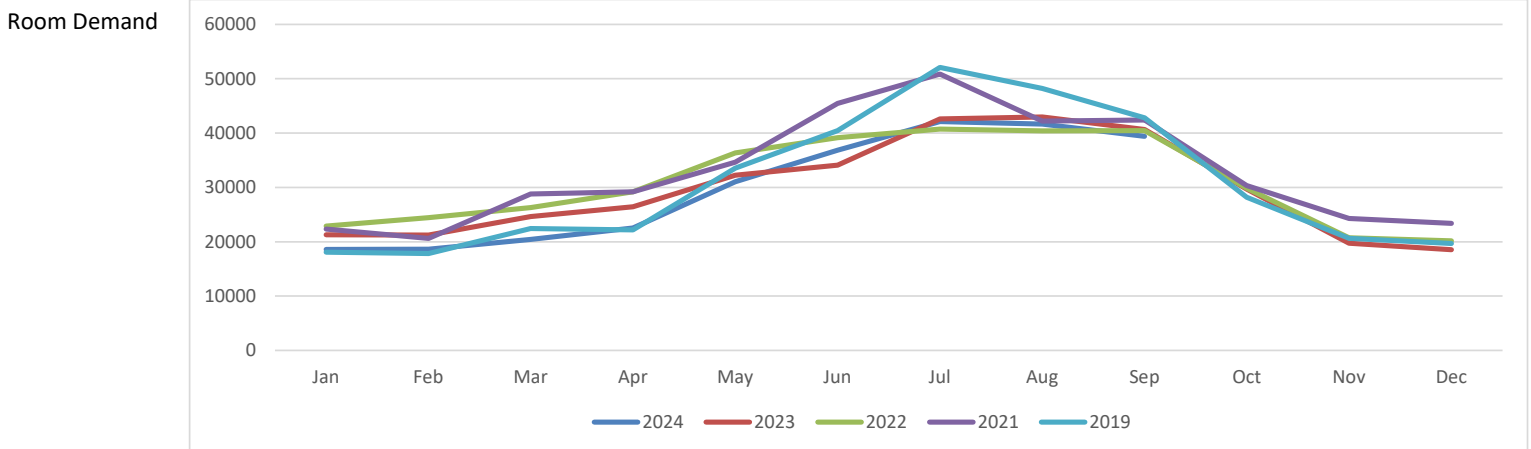
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	471	1,559	
Newsletter subscribers	203	1,324	
Social media impressions (organic)			
Facebook	42,203	161,181	
Instagram	94,701	308,183	
Pinterest	15,510	62,240	
aRes reservations booked	2	2	
aRes room nights booked	4	4	
Hotel package redemptions	n/a	0	

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	6	10	
Reach	101,355,142	102,802,650	

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	7,075	10.00%	75,738	4.68%
Display evergreen	273	0.04%	723,608	0.47%
Meta evergreen	4,230	1.86%	226,598	2.06%
META regtargeting	1,323	74.00%	178,751	
Fan Acquisition	178	0.18		

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - SEP	55,386	409,692
	9.7%	9.5%
GNP Rec Visits - SEP	602,339	3,001,596
	8.8%	9.0%

KALISPELL LODGING							
Smith Travel Report	SEPTEMBER	YOY	YTD 2024	Running 12 Mths	FY25 Avg	Comp Set	Mthly Avg
OCC	80.6%	1.0%	59.0%	55.0%	81.1%	73.9%	
Kalispell econ class	72.2%	6.3%	48.2%				
Kalispell mid/upper	84.7%	-0.1%	64.2%				
ADR	\$191.30	0.9%	\$171.59	\$158.19	\$221.26	\$170.00	
Kalispell econ class	\$136.82	-1.2%	\$121.44				
Kalispell mid/upper	\$177.53	2.1%	\$185.95				
RevPAR	\$154.20	1.9%	\$101.29	\$86.93	\$179.34	\$127.60	



Weekly STR

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
OCC	Sep 27	28	29	30	Oct 1	2	3	4	5	6	7	8	9	10	11	12	Run MTD
2024	73.6	72.5	55.7	66.2	71.0	73.6	72.1	83.5	82.4	52.1	62.4	67.0	62.2	60.7	75.9	79.6	70.2
2023	74.8	74.4	51.2	59.6	69.8	70.2	71.4	82.4	87.2	64.5	58.5	62.7	56.2	57.1	59.3	59.2	65.9
% change	-1.6	-2.5	8.8	10.9	1.6	4.8	1.1	1.4	-5.4	-19.3	6.7	6.9	10.6	6.2	28.1	34.3	6.5
ADR 2024	171.18	169.85	146.05	148.99	143.22	134.04	141.80	154.14	148.92	109.80	115.49	119.97	117.26	117.44	127.64	122.68	130.85

Short Term Rentals - Kalispell City Limits (AirDNA)

September	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	226	3.2%	64%	4.9%	\$265	14.0%	218	4.3%

Short Term Rentals - Comp sets

September 2024	ADR	RevPAR	Available Listings	Booked Listings	Occupancy	Length of Stay
Kalispell city limits	264.61	169.76	226	218	64%	3.31
Kalispell all 59901	307.86	195.63	712	659	64%	3.31
Flathead Co less 59901	403.38	241.53	3057	2821	60%	3.63
Glacier Country	340.35	197.31	6087	5601	58%	3.40
Whitefish	467.84	263.44	1404	1296	56%	3.81
Yellowstone Country	341.31	235.41	3205	3070	69%	3.19
Bozeman	317.52	224.59	876	838	71%	3.35
Missoula	228.67	145.69	753	708	64%	2.88
Coeur D Alene	314.32	164.65	885	784	52%	3.32

Future Conferences & Large Events

2024

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
- Brash Winter Series Rodeo – January 3-4 – Majestic Valley Arena
- Brash Winter Series Rodeo – January 17-18 – Majestic Valley Arena
- Brash Winter Series Rodeo – January 31-February 1 – Majestic Valley Arena

February

- Winter Classic - Flathead Valley Hockey Assn (FVHA) (8U WC) – February 14-16 – Woodlawn Ice Center
- Brash Winter Series Rodeo – February 14-15 – Majestic Valley Arena
- Brash Winter Series Rodeo – February 28 -March 1 – Majestic Valley Arena

March

- Brash Winter Series Rodeo – March 14-15 – Majestic Valley Arena
- Brash Winter Series Rodeo – March 28-29 – Majestic Valley Arena

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
- *International Flying Rotarians – Dates TBD - Hilton
- *2025 Canadian Rockies Tour – July 14 – Red Lion
- Event at Rebecca Farm - July 16-20 – Rebecca Farm
- *Wisconsin Golf Group – July 19-26– SpringHill by Marriott
- 2025 The Gathering (Lacrosse) – July 25-27 – Smith Fields Whitefish

August

- NW Montana Fair & Rodeo – August 14-17 – Fairgrounds
- *Great Open Spaces – August 5-8 – Red Lion

September

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

October

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

November

December

10/11/24

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

FY25 September Sales Activities

Dawn Jackson, Group Sales Manager

RFP's/RFQ/RFI's Sent

- 2026 Northwest Chapter American Association of Airport Executives – NWAAAE – 425 potential rooms - Sept/Oct
- 2024 Glacier Surf Premier Cup – RFQ - October

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. Despite several attempts to reach the organizer he has not returned any calls or emails.
- 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 Mountain Plains Museum Association – October – 400 potential rooms

LEADS Lost

- 2025 MT Tavern Association – September – The Board decided to use Fairmont Hot Springs

RFP's Won

- 2025 Wisconsin Golf Group – July – 120 rooms – SpringHills Marriott
- 2025 International Fellowship of Flying Rotarians – July – 50 rooms – Hilton

Group Assist

- Nicky Dun – Southwestern Adventure Tours – questions about Swift Current hotel in GNP
- Provided Laverne McIntyre - Delta Theta Chi Sorority welcome material RL conference
- April Davidson – putting together a small family group and wanted information on Western BBQ experiences
- Phillip Joachim – Globus Tours – information on the Red Lion
- Christy Eisenger – Venue suggestions for a Fly Fishing Festival
- Kimberly Moyna – Mid Atlantic Receptive Services – informing me her new change in companies and letting DK know that she plans to bring and suggest groups to our area
- Amy Shike – MT Non-Profit Association – wanted hotel ideas and will talk with her after their 2024 conference at the end of October regarding a potential conference in 2025 or 2026
- Alex Doyle – 21st Century Group, Inc – Northwest Energy Efficiency Alliance & Bonneville Power Administration Efficiency Exchange Conference – discussed venues and wanted a convention center located close to hotels – too big for Kalispell

Miscellaneous Tasks

- Worked on Glacier Galore and More FAM trip details
- Spoke with Kim Birrell from MT Dept. of Commerce regarding DK's travel segments updates and what MT could do to help
- Attended Kalispell Chamber Luncheon
- Attended Voices of MT Tourism
- Set up RIPE Booking Solution Webinar (similar to aRes)