

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
January 22, 2025
3:00 - 5:00 pm**

Kalispell Grand Hotel, 100 S. Main St, Kalispell

4:00 p.m. TBID Board of Directors Business Meeting

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 December 11, 2024
 - b) Acceptance of financials for November and December 2024

4:15 p.m. Discover Kalispell Annual Review Presentation

5:00–6:00 p.m. Reception

Enclosures: December 11, 2024 meeting minutes
TBID financial reports for November and December 2024

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

2025 TBID Board Meeting Schedule (subject to change)

January 22	February 26	March 26	April 23	May 28	June 25
July 23	August 27	September 24	October 22	December 10	

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**

December 11, 2024

3:00 – 5:00 pm

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

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

Board Members Via Zoom: N/A

Board Members Absent: None

Staff Present: Diane Medler, Dawn Jackson, Natalie Wallon

Guests: Cara Ryan Lemire (Flathead Valley Hockey Association President), Brittany Rech (Kalispell Lakers Baseball Board Member)

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 October 2024

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

b. Approval of financials for November 2024

Motion was made by Britta to approve the financials. Motion was seconded by Brandon. Discussion: Diane reviewed the most recent collections numbers and the board discussed why there might be a fluctuation. Board approves unanimously.

3. **Board Discussion**

Scoring of event grant submissions:

Brittany Rech gave an overview of the Kalispell Lakers program and their event grant application for their upcoming Canadian Days Tournament (May 16-19, 2025). They are looking for additional funding in hopes of growing their tournament. Areas of support for the grant were requested to go towards competitive umpire fees, quick dirt for fields during unpredictable weather, and baseballs. A majority of the teams are from out of state. She also reviewed how competitive the umpire fees for this area are, with the standard sitting around \$7500.

Following, Cara gave a background of the Flathead Valley Hockey Association including their recent events that are their largest fundraisers, the Crafter Brewers Cup, and their upcoming 2nd Annual Griz Winter Classic. Their organization assists with the

maintenance of their rink and provides gear to the youth hockey players. She also talked about the potential of merging with a Whitefish organization.

a. Canadian Days Tournament Grant

Motion was made by Skyler to approve \$7,500 for umpire fees. Motion was seconded by Zac. Discussion: Britta mentioned how additional funding for quick dry dirt could be important to make the event successful. Board declines.

Remotion was made by Britta to approve \$10,000 under the following premise:

- 1. The initial allocation of grant funds will be designated for covering umpire expenses.
- 2. If any funds remain after the payment of umpire fees, the surplus will be utilized for purchasing quick dirt for use during the Canadian Days Tournament.
- Grant funds cannot be used for equipment costs.

Motion was seconded by Haley. Discussion: The board expressed their interest in adding marketing promotion requirements as part of the grant. Board approves unanimously.

b. Craft Brewers Cup Grant

Motion was made by Skyler to decline to provide grant money for the event. Motion was seconded by Robert. Discussion: The board expressed their concern with providing funding for an event that had already happened. They suggested that the Flathead Valley Hockey Association instead apply for a few of their event grants earlier next year. Board approves unanimously.

c. 2nd Annual Griz Winter Classic Grant

Motion was made by Robert to approve \$4,000 under the following premise*:

- The entirety of the grant funding must be used for operational expenses to run the 2nd Annual Griz Classic tournament.
- Grant funds cannot be used for special event insurance or structural costs.

Motion was seconded by Brandon. Discussion: The board expressed their concern with providing funds that would go towards special event insurance for liability issues. The board also discussed how much funding makes sense based on the timing of the event being a month out. They also expressed interest in promotional marketing materials. Board approves unanimously.

**This motion was amended from \$2,000 to \$4,000*

d. Staff Reports

Diane reviewed the STR data. She also alerted the group that Glacier Aero did not receive the most recent Small Community Air Service grant GPIA applied for, Missoula was awarded the grant. Glacier Aero has plans to apply again with special

potential funding through the Department of Commerce towards the match. Diane asked the board about their interest in a TBID annual sponsorship to Glacier Aero. The board discussed the remaining \$6,300 for their organization membership line item and decided they want to hold on giving money to Glacier Aero until there is a specific project or request from them.

Diane also reminded the group of the legislative session. Diane will be attending Business Days at the capital on Jan 8th or 9th. She and Bryce also encouraged the board to attend Travel Industry Rotunda Day on January 13th to advocate against specific bills that could negatively impact the tourism industry.

Dawn reviewed the status of the ski package incentive, and the process visitors take to book through larger hotel properties through ARES as well as individual boutique hotels. She also alerted the board members of promotional marketing opportunities that they can use to market their own properties as eligible for the ski package incentive.

Natalie introduced the Discover Kalispell intern, Alissa. She also walked through the creative and platforms for winter campaign ads. Lastly, she shared the final video project from the Re-Discovering Kalispell campaign.

Meeting adjourned at 4:50 PM

Respectfully submitted: Diane Medler

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

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

TBID Checking account balance as of 11/30/24	\$334,357.85
KCVB Checking account balance as of 11/30/24	\$15,416.06
WFCU Reserve account balance as of 9/30/24	\$22,373.83
FIB CD balance as of 11/26/24 (matures 6/26/25)	\$71,153.50

TBID Account – Expense Summary

- Admin/Operations: rent; wages and insurance; cell phone reimbursement; tech support/Outlook accounts; accounting services; copies/postage; travel/entertainment; software; job posting.
- Education/outreach: Registration Business Days at Capitol
- Agency services: Abbi Agency
- Research: AirDNA
- Website: hosting fee; domain renewal
- Marketing: monthly online platform charges; social media administration; paid media; rediscovering Kalispell campaign expenses.
- Earned Media/Tourism Sales/Incentives: PR agency services; Travel & Words conference expenses.
- Business Development/Events: Grant funding – Glacier Surf soccer tournament; Glacier Galore & More FAM expenses; reimbursement from Glacier Country for trade show registration.

KCVB Private Funds – Income and Expense Summary

Income: airport rack subscription

Expenses: none

TBID Revenue

FY25 Gross Revenue		% Change vs projected	% Change YOY (Actual)	
Projected	Actual			
\$1,171,200				
Q1 JUL-SEP (\$2 & \$4)	\$350,440			
Q2 OCT-DEC				
Q3 JAN-MAR				
Q4 APR-JUN				
FY24 Gross Revenue		% Change vs projected	% Change YOY (Actual)	
Projected	Actual			
\$610,000	\$570,554 (% of total)	-6.4%	1.95%	
Q1 JUL-SEP	\$224,830 (39%)		+11%	
Q2 OCT-DEC	\$107,774 (19%)		-2.6%	
Q3 JAN-MAR	\$92,646 (16%)		-6.7%	
Q4 APR-JUN	\$143,852 (26%)		-2%	

Tourism Business Improvement District

Balance Sheet

As of November 30, 2024

	<u>Nov 30, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	272,055.13
1022 · Whitefish Credit Union	
1021 · Savings	<u>22,373.83</u>
Total 1022 · Whitefish Credit Union	<u>22,373.83</u>
Total Checking/Savings	294,428.96
Accounts Receivable	
1200 · Accounts Receivable	<u>3,990.00</u>
Total Accounts Receivable	3,990.00
Other Current Assets	
1300 · FIB-CD	<u>71,153.50</u>
Total Other Current Assets	<u>71,153.50</u>
Total Current Assets	369,572.46
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>418,422.54</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>8,850.51</u>
Total Accounts Payable	<u>8,850.51</u>
Total Current Liabilities	<u>8,850.51</u>
Total Liabilities	8,850.51
Equity	
32000 · Unrestricted Net Assets	234,537.46
Net Income	<u>175,034.57</u>
Total Equity	<u>409,572.03</u>
TOTAL LIABILITIES & EQUITY	<u>418,422.54</u>

Tourism Business Improvement District
Profit & Loss - FY25
July through November 2024

	Jul - Nov 24	Jul - Nov 24
Income		
4000 · TBID Revenue	485,158.00	485,158.00
4100 · Interest Income	1,186.67	1,186.67
Total Income	486,344.67	486,344.67
Expense		
6100 · Administrative/Operations		
6125 · Accounting Services	1,687.50	1,687.50
6130 · Directors & Officers Insurance	1,298.00	1,298.00
6140 · Office Supplies	344.70	344.70
6150 · Postage & Copies	347.31	347.31
6160 · Rent	7,200.00	7,200.00
6180 · Telephone	825.00	825.00
6185 · Travel & Entertainment	185.63	185.63
6190 · Technology Support	1,003.61	1,003.61
6195 · Equipment (Software)	229.74	229.74
6199 · Other Admin	280.01	280.01
Total 6100 · Administrative/Operations	13,401.50	13,401.50
6200 · Personnel (wages)	94,212.26	94,212.26
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	1,188.21	1,188.21
6280 · Organizational Memberships	6,340.00	6,340.00
Total 6250 · Education/Outreach	7,528.21	7,528.21
6300 · Agency Services	67,545.00	67,545.00
6400 · Research	28,849.30	28,849.30
6500 · Website	2,527.85	2,527.85
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	2,750.00	2,750.00
6620 · Marketing Resources - Other	3,759.98	3,759.98
Total 6620 · Marketing Resources	6,509.98	6,509.98
6640 · Paid Media	56,233.31	56,233.31
6650 · Earned Media/Tourism Sales	5,479.35	5,479.35
Total 6600 · Destination Marketing	68,222.64	68,222.64
6800 · Destination Development		
6830 · Event, Sports & Group Incentive	16,000.00	16,000.00
6890 · Sales-Trade Shows, RFP Platform	6,462.10	6,462.10
Total 6800 · Destination Development	22,462.10	22,462.10
5200 · Marketing Support		
5230 · Organizational Memberships	-1,995.00	-1,995.00
Total 5200 · Marketing Support	-1,995.00	-1,995.00
Total Expense	302,753.86	302,753.86
Net Income	183,590.81	183,590.81

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

	Jul - Nov 24	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	485,158.00	1,171,200.00	-686,042.00	41.4%
4100 · Interest Income	1,186.67			
Total Income	486,344.67	1,171,200.00	-684,855.33	41.5%
Expense				
6100 · Administrative/Operations	13,401.50	58,560.00	-45,158.50	22.9%
6200 · Personnel (wages)	94,212.26	292,800.00	-198,587.74	32.2%
6250 · Education/Outreach	7,528.21	23,424.00	-15,895.79	32.1%
6300 · Agency Services	67,545.00	117,120.00	-49,575.00	57.7%
6400 · Research	28,849.30	23,424.00	5,425.30	123.2%
6500 · Website	2,527.85	23,424.00	-20,896.15	10.8%
6600 · Destination Marketing	68,222.64	386,496.00	-318,273.36	17.7%
6700 · Destination Stewardship/Mgmt	0.00	11,712.00	-11,712.00	0.0%
6800 · Destination Development	22,462.10	234,240.00	-211,777.90	9.6%
5200 · Marketing Support	-1,995.00			
Total Expense	302,753.86	1,171,200.00	-868,446.14	25.8%
Net Income	183,590.81	0.00	183,590.81	100.0%

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

TBID Checking account balance as of 12/31/24	\$223,251.55
KCVB Checking account balance as of 12/31/24	\$14,497.22
WFCU Reserve account balance as of 9/30/24	\$22,373.83
FIB CD balance as of 11/26/24 (matures 6/26/25)	\$71,153.50

TBID Account – Expense Summary

- Admin/Operations: rent; wages and insurance; cell phone reimbursement; tech support/Outlook accounts; audit-Chamber; accounting services; copies/postage; travel/entertainment; computer for new employee.
- Education/outreach:
- Agency services: Abbi Agency
- Research: Blue Room Research (quarterly); Co-Star/STR Reports (annual)
- Website:
- Marketing: monthly online platform charges; social media administration; paid media; visitor guide reprint (shared with BT); airport VIC stocking services.
- Earned Media/Tourism Sales/Incentives: PR agency services; spring press trip lodging deposit; winter influencer deposit.
- Business Development/Events: Event grant (50%) to Flathead Valley Hockey Association; Galore & More trade show expenses; deposit for Cvent Connect show in June.

KCVB Private Funds – Income and Expense Summary

Income:

Expenses: accounting charges; postage/copies.

TBID Revenue

FY25 Gross Revenue		% Change vs projected	% Change YOY (Actual)	
Projected \$1,171,200	Actual			
Q1 JUL-SEP (\$2 & \$4)	\$350,440			
Q2 OCT-DEC				
Q3 JAN-MAR				
Q4 APR-JUN				
FY24 Gross Revenue		% Change vs projected	% Change YOY (Actual)	
Projected \$610,000	Actual \$570,554 (% of total)	-6.4%	1.95%	
Q1 JUL-SEP	\$224,830 (39%)		+11%	
Q2 OCT-DEC	\$107,774 (19%)		-2.6%	
Q3 JAN-MAR	\$92,646 (16%)		-6.7%	
Q4 APR-JUN	\$143,852 (26%)		-2%	

Tourism Business Improvement District

Balance Sheet

As of December 31, 2024

	<u>Dec 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	213,147.53
1022 · Whitefish Credit Union	
1021 · Savings	<u>22,373.83</u>
Total 1022 · Whitefish Credit Union	<u>22,373.83</u>
Total Checking/Savings	235,521.36
Accounts Receivable	
1200 · Accounts Receivable	<u>1,995.00</u>
Total Accounts Receivable	1,995.00
Other Current Assets	
1300 · FIB-CD	<u>71,153.50</u>
Total Other Current Assets	<u>71,153.50</u>
Total Current Assets	308,669.86
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>357,519.94</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>32,168.98</u>
Total Accounts Payable	<u>32,168.98</u>
Total Current Liabilities	<u>32,168.98</u>
Total Liabilities	32,168.98
Equity	
32000 · Unrestricted Net Assets	234,537.46
Net Income	<u>90,813.50</u>
Total Equity	<u>325,350.96</u>
TOTAL LIABILITIES & EQUITY	<u>357,519.94</u>

**Tourism Business Improvement District
Profit & Loss - FY25
July through December 2024**

	Jul - Dec 24	Jul - Dec 24
Income		
4000 · TBID Revenue	489,292.00	489,292.00
4100 · Interest Income	1,210.26	1,210.26
Total Income	490,502.26	490,502.26
Expense		
6100 · Administrative/Operations		
6122 · Audit - Chamber	2,284.01	2,284.01
6125 · Accounting Services	2,162.50	2,162.50
6130 · Directors & Officers Insurance	1,298.00	1,298.00
6140 · Office Supplies	344.70	344.70
6150 · Postage & Copies	408.93	408.93
6160 · Rent	9,000.00	9,000.00
6180 · Telephone	995.00	995.00
6185 · Travel & Entertainment	221.28	221.28
6190 · Technology Support	1,216.81	1,216.81
6195 · Equipment (Software)	1,388.74	1,388.74
6199 · Other Admin	280.01	280.01
Total 6100 · Administrative/Operations	19,599.98	19,599.98
6200 · Personnel (wages)	127,913.72	127,913.72
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	1,188.21	1,188.21
6280 · Organizational Memberships	6,340.00	6,340.00
Total 6250 · Education/Outreach	7,528.21	7,528.21
6300 · Agency Services	73,445.00	73,445.00
6400 · Research	28,849.30	28,849.30
6500 · Website	3,127.85	3,127.85
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	2,750.00	2,750.00
6620 · Marketing Resources - Other	3,909.98	3,909.98
Total 6620 · Marketing Resources	6,659.98	6,659.98
6640 · Paid Media	78,367.29	78,367.29
6650 · Earned Media/Tourism Sales	11,475.35	11,475.35
6600 · Destination Marketing - Other	2,500.00	2,500.00
Total 6600 · Destination Marketing	99,002.62	99,002.62
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	375.00	375.00
Total 6700 · Destination Stewardship/Mgmt	375.00	375.00
6800 · Destination Development		
6830 · Event, Sports & Group Incentive	18,000.00	18,000.00
6890 · Sales-Trade Shows, RFP Platform	10,821.30	10,821.30
Total 6800 · Destination Development	28,821.30	28,821.30
5200 · Marketing Support		
5230 · Organizational Memberships	-1,995.00	-1,995.00
Total 5200 · Marketing Support	-1,995.00	-1,995.00
Total Expense	386,667.98	386,667.98
Net Income	103,834.28	103,834.28

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

	Jul - Dec 24	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	489,292.00	1,171,200.00	-681,908.00	41.8%
4100 · Interest Income	1,210.26			
Total Income	490,502.26	1,171,200.00	-680,697.74	41.9%
Expense				
6100 · Administrative/Operations	19,599.98	58,560.00	-38,960.02	33.5%
6200 · Personnel (wages)	127,913.72	292,800.00	-164,886.28	43.7%
6250 · Education/Outreach	7,528.21	23,424.00	-15,895.79	32.1%
6300 · Agency Services	73,445.00	117,120.00	-43,675.00	62.7%
6400 · Research	28,849.30	23,424.00	5,425.30	123.2%
6500 · Website	3,127.85	23,424.00	-20,296.15	13.4%
6600 · Destination Marketing	99,002.62	386,496.00	-287,493.38	25.6%
6700 · Destination Stewardship/Mgmt	375.00	11,712.00	-11,337.00	3.2%
6800 · Destination Development	28,821.30	234,240.00	-205,418.70	12.3%
5200 · Marketing Support	-1,995.00			
Total Expense	386,667.98	1,171,200.00	-784,532.02	33.0%
Net Income	103,834.28	0.00	103,834.28	100.0%

Kalispell Chamber of Commerce
Profit & Loss by Class
January through December 2024

	/-----TBID Projects-----/														
	Spartan	Highlander	Mtgs / Conv	VC Merch	Brochure	aRes	Website Design	Sports Facility	Campaigns	Comm Engage	Total TBID Projects	Travel Consult	Admin	Other	TOTAL
Ordinary Income/Expense															
Income															
4990.00 · Uncategorized Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00
4025.00 · Program Revenue															
4050.00 · Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00	0.00	800.00
4600.00 · Other Income	-6,403.38	0.00	-1,414.40	0.00	-275.00	289.68	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,100.00	0.00	389.68
Total 4025.00 · Program Revenue	-6,403.38	0.00	-1,414.40	0.00	-275.00	289.68	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,900.00	0.00	1,189.68
4700.00 · Special Events															
4550.00 · Merchandise	0.00	0.00	0.00	27.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.00
Total 4700.00 · Special Events	0.00	0.00	0.00	27.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27.00
Total Income	-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	6,900.00	100.00	1,316.68
Gross Profit	-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	6,900.00	100.00	1,316.68
Expense															
5000.00 · Direct Program															
5040.00 · Awards & Recognition	0.00	120.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
5180.00 · Catering	0.00	243.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	243.00
5320.00 · Leased Equipment/Space	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.20	0.00	10.20
Total 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	0.00	373.20
5520.00 · Professional Fees															
5520.10 · Professional Services	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,681.34	0.00	2,681.34
Total 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	2,681.34	0.00	2,681.34
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	0.00	1,476.45
5420.00 · Office															
5420.40 · Postage	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	0.00	84.28
Total 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	0.00	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	2,775.82	0.00	4,615.27
Net Income	-6,403.38	-363.00	-1,414.40	27.00	-275.00	289.68	1,150.00	445.00	-610.18	-210.80	774.02	-157.69	4,124.18	100.00	-3,298.59

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	296.60	296.60
November	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(818.84)	(818.84)
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	(555.84)	14,243.82



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

Data for **NOVEMBER** 2024

Report Date: 1/22/2024

WEBSITE													
Top Cities					Key Highlights (YoY)					Top Landing Pages			
1. Seattle 2. Kalispell 3. (not set) 4. Salt Lake City 5. Portland 6. Phoenix 7. Denver 8. Chicago 9. Calgary 10. New York					Google SEM is top driver to the site New users up 63% YoY Total users up 70% YoY					1. Home page 2. Events 3. Meetings-Groups 4. Get The Guide 5. Things To Do			
FY25	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	69,458	64,046	47,278	40,595	38,403								259,780
Sessions	25,290	23,761	16,305	14,371	12,994								92,721

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	7	
Room Nights	0	656	
Event/Sport Bookings	0	0	
Rate Quotes	3	5	
Pending Bookings	0	1	
Rm potential	0	400	

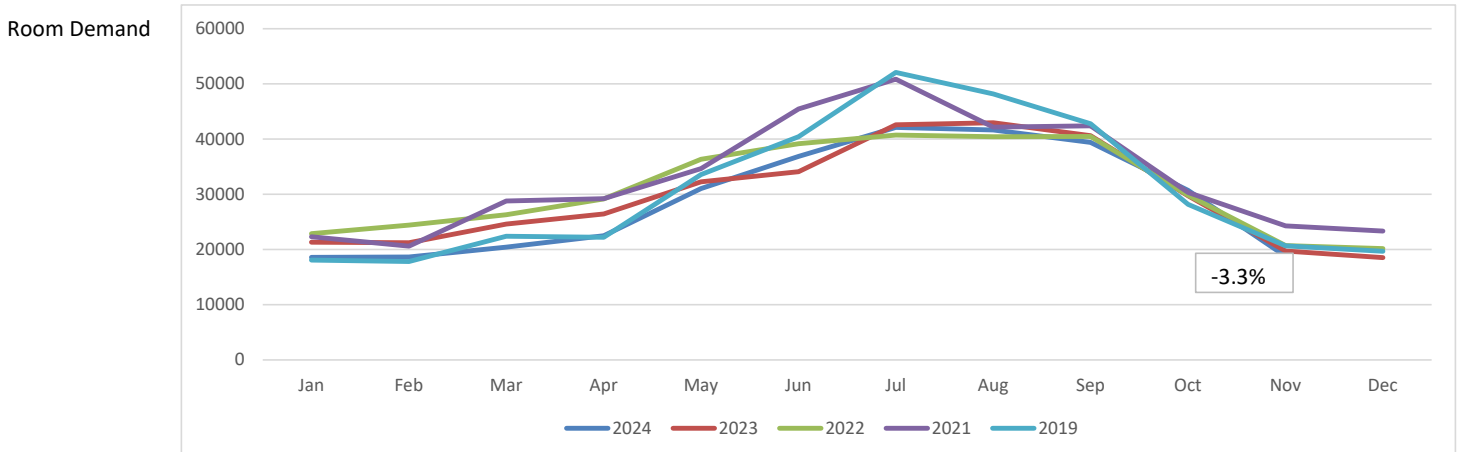
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	255	2,086	
Newsletter subscribers	166	1,760	
Social media impressions (organic)			
Facebook	34,061	198,506	
Instagram	82,118	493,757	
Pinterest	4,690	79,470	
aRes reservations booked	2	4	
aRes room nights booked	4	8	
Hotel package bookings	1	1	

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	0	12	
Reach	0	103,280,630	

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	5,760	8.73%	85,943	4.68%
Display evergreen	6,194	0.44%	1,423,092	0.47%
Meta evergreen	3,771	1.54%	244,848	2.06%
META retargeting	1,350	0.76%	178,177	n/a
Spell-Bound Winter	441			

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - NOV	24,946	471,108
	0.4%	9.5%
GNP Rec Visits - NOV	not available	3,166,614
		9.5%

KALISPELL LODGING							
Smith Travel Report	NOVEMBER	YOY	YTD 2024	Running 12 Mths	FY25 Avg	Comp Set Mthly Avg	
OCC	38.4%	0.3%	57.4%	55.4%	68.5%	46.4%	
Kalispell econ class	27.7%	-1.2%	45.8%				
Kalispell mid/upper	43.8%	1.0%	62.9%				
ADR	\$100.31	4.4%	\$162.37	\$158.70	\$176.86	\$118.19	
Kalispell econ class	\$66.70	4.7%	\$114.71				
Kalispell mid/upper	\$108.98	4.4%	\$175.66				
RevPAR	\$38.53	4.8%	\$93.16	\$87.93	\$129.95	\$55.23	



Weekly STR																	
OCC	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
	Nov 22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	
2024	31.6	36.0	24.7	31.0	27.6	23.9	32.4	36.5	28.7	24.7	35.9	40.9	43.7	38.9	39.7	39.0	37.6
2023	37.5	32.3	22.6	34.2	40.8	36.9	36.4	39.5	36.4	24.8	34.7	38.5	37.0	36.9	55.4	37.6	35.4
% chg	-15.8	11.3	9.2	-9.4	-32.5	-35.2	-11.2	-7.7	-21.2	-0.2	3.6	6.1	18.0	5.4	-28.4	3.7	6.0
ADR 2024	97.21	99.60	94.04	94.94	90.70	92.36	95.70	96.07	95.69	91.08	99.05	100.66	102.41	97.76	97.94	100.73	99.00

Short Term Rentals - Kalispell City Limits (AirDNA)								
NOVEMBER	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	129	-20.9%	30%	-3.8%	\$171	-5.4%	107	5.3%



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

Data for DECEMBER 2024

Report Date: 1/22/2024

WEBSITE													
Top Cities					Key Highlights					Top Landing Pages			
1. Chicago 2. Seattle 3. Calgary 4. Kalispell 5. (not set)					Total views surged by 119% year over year. New users increased by 125.7%. Engaged sessions, which reflect a deeper user interaction increased by 117.3%.					1. Home page 2. Winter in Kalispell 3. Events 4. Get The Guide 5. Things To Do			
FY25	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	69,458	64,046	47,278	40,595	38,403	56,564							316,344
Sessions	25,290	23,761	16,305	14,371	12,994	18,559							111,280

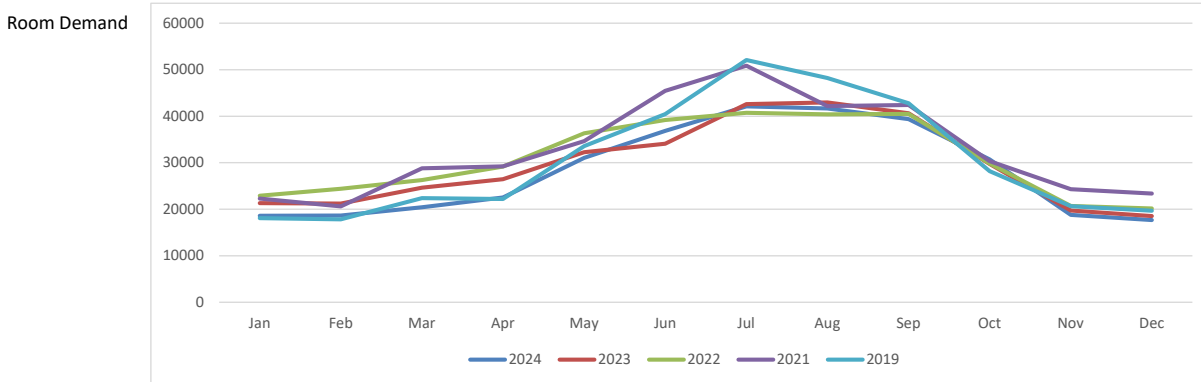
BUSINESS DEVELOPMENT		
	Month	YTD (fiscal)
Group Bookings	0	7
Room Nights	0	656
Event/Sport Bookings	0	0
Rate Quotes	0	5
Pending Bookings	0	1
Rm potential	0	400

MARKETING CONVERSIONS - BRAND ENGAGEMENT		
	Month	YTD (fiscal)
VG Requests (web & VIC)	325	2,411
Newsletter subscribers	247	2,007
Social media impressions (organic)		
Facebook	54,908	287,475
Instagram	329,249	823,006
Pinterest	9,410	88,880
aRes reservations booked	42	4
aRes room nights booked	73	8
Ski package bookings	42	1

PUBLICITY/EARNED MEDIA		
	Month	YTD (fiscal)
Articles	2	14
Reach	22,466	103,303,096

PAID MEDIA					PARTNERS		
Campaign	Clicks	CTR	IMP	Benchmark CTR		Month	YTD (2024)
Search evergreen	5,559	5.00%	164,692	4.68%	Airport Enplanements - DEC	30,345	501,692
Display evergreen	6,505	0.41%	1,580,807	0.47%		18.3%	10.0%
Meta evergreen	3,757	1.54%	243,294	2.06%	GNP Rec Visits - NOV	22,164	3,188,778
META retargeting	1,496	0.73%	203,823	n/a		-2.2%	9.4%
Ski Pass Promotion	9,229	0.91%	1,018,744	n/a			

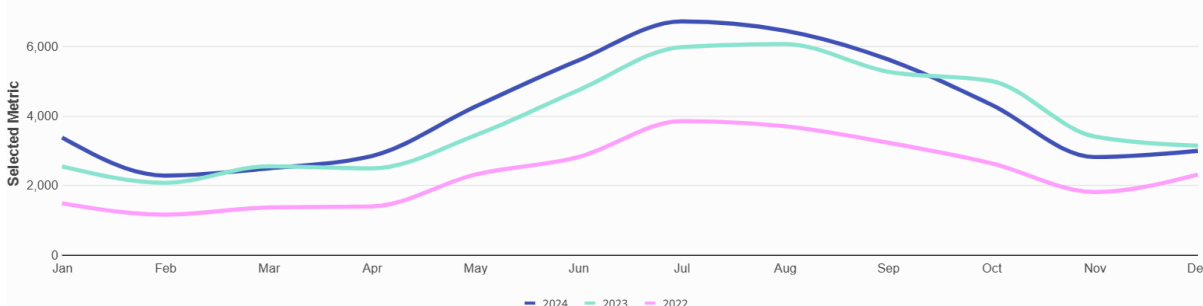
KALISPELL LODGING							
Smith Travel Report	DECEMBER	YOY	YTD 2024	Running 12 Mths	FY25 Avg	Comp Set Mthly Avg	
OCC	35.7%	2.8%	55.6%	55.6%	63.0%	41.2%	
Kalispell econ class	23.7%	-5.4%	44.0%				
Kalispell mid/upper	41.6%	5.9%	61.1%				
ADR	\$99.47	5.0%	\$158.98	\$158.98	\$163.97	\$115.89	
Kalispell econ class	\$61.38	5.8%	\$112.26				
Kalispell mid/upper	\$108.42	4.3%	\$171.85				
RevPAR	\$35.48	7.9%	\$88.32	\$88.32	\$114.20	\$48.18	



Weekly STR																		
	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	Dec 19	20	21	22	23	24	25	26	27	28	29	30	31	Jan 1	2	3	4	
2024	36.2	37.2	30.2	24.7	23.6	23.1	25.8	34.5	38.2	37.8	31.6	34.2	32.7	25.5	31.7	32.2	28.6	35.8
2023	27.8	29.8	26.7	24.5	24.0	30.7	37.4	41.1	37.6	37.1	31.5	21.5	28.2	31.5	31.9	37.3	32.4	34.8
% chg	30.0	24.7	13.2	0.7	-1.4	-24.7	-30.9	-16.0	1.8	1.8	0.4	58.8	16.2	-19.1	-0.5	-13.8	-11.6	3.0
ADR 2024	100.86	100.00	100.38	93.75	94.13	95.72	94.31	106.59	98.63	97.01	92.91	95.99	98.41	95.27	95.15	98.58	96.91	99.25

Short Term Rentals - Kalispell City Limits (AirDNA)								
DECEMBER	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	130	0.0%	37%	1.5%	\$194	-9.3%	116	0.9%

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



Future Conferences & Large Events

2025

January

- *2nd Annual Griz Winter Classic – Flathead Valley Hockey Assn – January 4 – Woodlawn Ice Center
- My Montana Wedding Expo – January 4 – Flathead County Fairgrounds
- *Winter Classic - Flathead Valley Hockey Assn (FVHA) (12U/14U Non-Checking) – January 17-19 – Woodlawn Ice Center
- Glacier Challenge Gymnastics – January 17-19 – Flathead County Fairgrounds
- 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

- Battle of the States Bull Riding – February 8 – Majestic Valley Arena
- 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
- Whitefish Skijoring – February 22-23 – Kalispell (1530 W.Springcreek Road)
- Brash Winter Series Rodeo – February 28 -March 1 – Majestic Valley Arena

March

- Little Guy Wrestling Tournament - March 1 – Flathead County Fairgrounds
- Brash Winter Series Rodeo – March 14-15 – Majestic Valley Arena
- Brash Winter Series Rodeo – March 28-29 – Majestic Valley Arena

April

- Horse Power Collides – April 11-12 – Majestic Valley Arena

May

- Northwest Shootout Jamboree (Lacrosse) - Date TBD - Kidsport
- Mounted Shooting – May 9-11 – Majestic Valley Arena
- *Canadian Days Tournament MT Legion AA & A – May 16-18 – Kalispell Lakers Field
- 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
- *Flathead Lake “B” Invitational – June 19-22 – Kalispell Lakers Field
- Glacier Classic Llama Show – June 21-22 – Majestic Valley Arena
- Emeralds Smash Tournament – Date TBD – Kidsport

July

- *John R. Harp Memorial Tournament MT Legion A - July 11-13 – Kalispell Lakers
- *2025 Canadian Rockies Tour – July 14 – Red Lion
- Event at Rebecca Farm - July 16-20 – Rebecca Farm
- 2025 Under the Big Sky Fest – July 18-20 - Big Mountain Ranch in Whitefish

- *Wisconsin Golf Group – July 19-26– SpringHill by Marriott
- Big Sky Reining Classic – July 22-27 – Majestic Valley Arena
- 2025 The Gathering (Lacrosse) – July 25-27 – Smith Fields Whitefish

August

- *Great Open Spaces – August 5-8 – Red Lion
- Mounted Shooting – August 8-10 – Majestic Valley Arena
- NW Montana Fair & Rodeo – August 14-17 – Fairgrounds

September

- Tamarack Fall Classic – September 21-22 - Kidsport
- *2025 Landmark Tours – September 21-23 – Hilton Garden Inn

October

- *Human Bear Conflict – October 5-10 – Red Lion
- NRA – Northern Rodeo Association – October 23-25 – Majestic Valley Arena
- Absolute Fight Factory – October 25 – Flathead County Fairgrounds

November

December

- Beauties and the Beasts – December 6 – Majestic Valley Arena

2026

January

- State AA Speech – January 30-31 – Hosted by Glacier HS

May

- State AA Tennis – May 28-29 – FVCC (hosted by Glacier HS)

1/13/25

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

FY25 November Sales Activities

Dawn Jackson, Group Sales Manager

November 2024

RFP's/RFQ/RFI's Sent

- 2025 Flathead Lakers - Canadian Days Tournament – May – Rate Quote
- 2025 Flathead Lakers – Flathead Lake “B” Invitational – June - Rate Quote
- 2025 Flathead Lakers – John R. Harp Memorial Tournament – July – Rate Quote

Working Leads

- 2025 Human Bear Conflict – October – Hosting Conference at the Red Lion – will reach out to other hotels to secure additional rooms
- 2025 Lumber Industry Tour – September – Organizer waiting to confirm dates and will reach out to me to send an RFP
- 2025/2026 Montana Senior Olympics – September – Potential 400 rooms – Met with Parks & Recreation and they would consider 2026. Talked with Stephanie and suggested following up in the first part of 2025
- 2026 Mountain Plains Museum Association – October – 400 potential rooms – f/u still on hold

Group Assist

- Lori Roberts – Discussed the Human Bear Conflict conference coming in 2025
- Lani McKnight – needed Western suggestions for activities for a family reunion
- Louis Prilukwer – assisted with suggestions for a potential Karate Association Warriors Cup competition – F/U and haven't heard back
- Richard Sharon – Glacier RC Club – looking for venue information for their indoor racing course
- Avi Weisz – has 42 students and does retreats that include volunteering. He will reach back out in November when he has more information.
- Pinnacle Events – Sayeed Nasser – looking to do an executive retreat in December for 30-40 people and wanted accommodation and hotel suggestions. Talked with him, then f/u, and never heard back.
- Cathy Sarkissian Golf Group – Jason Kauflin – Jason was looking for specific golf contact information
- Jodie Fleck – BLD Connection – Provided group activity information for a lumber tour in 2025 – she will reach out when she is certain about her dates for me to send out an RFP

Miscellaneous Tasks

- Wrap up session for Galore and More FAM trip
- Attended the Kalispell Chamber Grand Event
- Attended the Glacier National Park briefing on the 2025 reservation system
- Met with Jaimie of the Kalispell Downtown Association to discuss ways to work together
- Worked on Ski Ticket promotion for the properties not able to book through aRes
- Attended the November Chamber luncheon
- Webinar for Costar data
- Monthly call with aRes – leveraging more useful ways to use aRes

FY25 December Sales Activities

Dawn Jackson, Group Sales Manager

December 2024

RFP's/RFQ/RFI's Sent

Working Leads

- 2025 Human Bear Conflict – October – Hosting Conference at the Red Lion – will reach out to other hotels to secure additional rooms.
- 2025 Lumber Industry Tour – September – Organizer waiting to confirm dates and will reach out to me to send an RFP.
- 2025/2026 Montana Senior Olympics – September – Potential 400 rooms – Met with Parks & Recreation and they would consider 2026. Talked with Stephanie and suggested following up in the first part of 2025.
- 2026 Mountain Plains Museum Association – October – 400 potential rooms – f/u still on hold

Group Assist

- Marcia Sidwell – Met with her at Group Travel Conference – she called asked about Glacier Park Information – sent her the links and talked about what they could do in the park.
- Will Israel – Executive Director of Outfitters & Guides and also has a foundation called Big Hearts under the Big Sky for Veterans, wanted to make sure he was on the list if we have another FAM for Military Planners.
- Heidi Escalante – working with Montana Camp and got her up to speed with what hotels I was working on and the previous arrangement.

Miscellaneous Tasks

- Set up hotel visits for myself and the new Group Sales Manager
- Prepared and organized information and succession plan for the New Group Sales Manager
- Reviewed and revised the Quarterly Segment Report and sent out to hotels.
- Attended First Interstate Unwind
- Had a call with Tony Hickok with Mission Ridge and Blacktail Marketing Manager to discuss ski ticket promotion.
- Monthly call with aRes – leveraging more useful ways to use aRes.