

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
February 26, 2025
3:00 - 5:00 pm**

Discover Kalispell/Chamber, 2 South Main Street, 2nd floor board room

3:00 p.m. 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 – Montana High School Rodeo Finals, June 2025
3. Board Action Items
 - a) Approval of minutes from January 22, 2025
 - b) Acceptance of financials for January 2025
 - c) Approval of budgeted revenue for FY26
 - d) Scoring of event grant – MT High School Rodeo Finals
4. Board Discussion
 - a) Agency mid-year reports – The Abbi Agency and Lightning Bug Public Relations, guest speakers
 - b) Event grant post report – Griz Classic, FVHA
 - c) Mid-campaign progress report - hotel ski package
 - d) Quarterly segment report from TBID hotels
 - e) Staff reports

Enclosures: January 22, 2025 meeting minutes
TBID financial reports for January 2025
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

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**

January 22, 2025

3:00 – 5:00 pm

Location: Kalispell Grand Hotel, 100 S. Main St, Kalispell

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

Board Members Absent: Robert Hall

Staff Present: Diane Medler, Dawn Jackson, Natalie Wallon, Ben Gould, Lorraine Clarno

The meeting was called to order at 3:55 pm by Chair of the Board, Bryce Baker.

1. **Hear from the Public – none.**

2. **Board Action Items**

a. Approval of minutes from December 2024

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

b. Approval of financials for November and December 2024

Motion was made by Skyler to approve the financials. Motion was seconded by Haley.
Discussion: None. Board approves unanimously.

Business meeting adjourned at 4:00pm

4:00-5:00pm Discover Kalispell Annual Review Presentation

5:00-6:00pm Reception

Respectfully submitted: Diane Medler

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

**Kalispell Tourism Business Improvement District
Summary of January 2025 Financial Reports**

TBID Checking account balance as of 1/31/25	\$154,102.44
WFCU Reserve account balance as of 1/31/25	\$22,373.83
FIB CD balance as of 1/31/25 (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; annual meeting expenses; staff retirement party expenses.
- Education/outreach: registration for U.S. Travel Destination Capitol Hill
- Agency services: Abbi Agency
- Research: Blue Room Research (quarterly)
- Website: -
- Marketing: monthly online platform charges; social media administration; paid media
- Earned Media/Tourism Sales/Incentives: PR agency services; winter influencer expenses.
- Business Development/Events: Event banner for Griz Classis; hotel incentive campaign – Blacktail Mountain vouchers.

TBID Revenue *Q2 revenue incomplete

FY25 Gross Revenue		% Change vs projected	% Change YOY (Actual)	
Projected \$1,171,200	Actual			
Q1 JUL-SEP (\$2 & \$4)	\$350,440			
Q2 OCT-DEC (\$4)	\$204,076 *			
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 January 31, 2025

	Jan 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	152,934.24
1022 · Whitefish Credit Union	
1021 · Savings	22,373.83
Total 1022 · Whitefish Credit Union	22,373.83
Total Checking/Savings	175,308.07
Accounts Receivable	
1200 · Accounts Receivable	1,995.00
Total Accounts Receivable	1,995.00
Other Current Assets	
1300 · FIB-CD	71,153.50
Total Other Current Assets	71,153.50
Total Current Assets	248,456.57
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	297,306.65
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	46,331.08
Total Accounts Payable	46,331.08
Total Current Liabilities	46,331.08
Total Liabilities	46,331.08
Equity	
32000 · Unrestricted Net Assets	234,537.46
Net Income	16,438.11
Total Equity	250,975.57
TOTAL LIABILITIES & EQUITY	297,306.65

**Tourism Business Improvement District
Profit & Loss Prev Year Comparison
July 2024 through January 2025**

	<u>Jul '24 - Jan 25</u>	<u>Jul '23 - Jan 24</u>
Income		
4000 · TBID Revenue	489,292.00	371,162.00
4100 · Interest Income	1,226.57	740.30
Total Income	<u>490,518.57</u>	<u>371,902.30</u>
Expense		
6100 · Administrative/Operations	23,384.58	27,800.27
6200 · Personnel (wages)	157,325.15	146,416.85
6250 · Education/Outreach	7,728.21	7,489.02
6300 · Agency Services	80,140.32	39,725.00
6400 · Research	38,849.30	18,996.00
6500 · Website	3,127.85	3,347.85
6600 · Destination Marketing	128,754.75	98,841.49
6700 · Destination Stewardship/Mgmt	650.00	600.00
6800 · Destination Development	36,115.30	5,000.00
5200 · Marketing Support	-1,995.00	0.00
Total Expense	<u>474,080.46</u>	<u>348,216.48</u>
Net Income	<u><u>16,438.11</u></u>	<u><u>23,685.82</u></u>

5:00 PM

02/14/25

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY25
July 2024 through January 2025

	Jul '24 - Jan 25	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	489,292.00	1,171,200.00	-681,908.00	41.8%
4100 · Interest Income	1,202.98			
Total Income	490,494.98	1,171,200.00	-680,705.02	41.9%
Expense				
6100 · Administrative/Operations	23,345.66	58,560.00	-35,214.34	39.9%
6200 · Personnel (wages)	154,278.15	292,800.00	-138,521.85	52.7%
6250 · Education/Outreach	7,728.21	23,424.00	-15,695.79	33.0%
6300 · Agency Services	79,945.00	117,120.00	-37,175.00	68.3%
6400 · Research	33,849.30	23,424.00	10,425.30	144.5%
6500 · Website	3,127.85	23,424.00	-20,296.15	13.4%
6600 · Destination Marketing	128,754.75	386,496.00	-257,741.25	33.3%
6700 · Destination Stewardship/Mgmt	375.00	11,712.00	-11,337.00	3.2%
6800 · Destination Development	36,115.30	234,240.00	-198,124.70	15.4%
5200 · Marketing Support	-1,995.00			
Total Expense	465,524.22	1,171,200.00	-705,675.78	39.7%
Net Income	24,970.76	0.00	24,970.76	100.0%



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

Data for JANUARY 2025

Report Date: 2/26/2025

WEBSITE																	
Top Cities					Key Highlights					Top Landing Pages							
1. Chicago 2. Seattle 3. Calgary 4. Los Angeles 5. (not set)					6. Dallas 7. Kalispell 8. Phoenix 9. Denver 10. Minneapolis					Winter In Kalispell landing page received 15,522 visits 15.72% rise in direct traffic to website. 45.96% increase in referrals - top sites: Sonomacountyairport, Pinterest, META, aRes.				1. Home page 2. Winter in Kalispell 3. Get The Guide 4. Things To Do 5. Meetings-Groups			
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	73,490						389,834				
Sessions	25,290	23,761	16,305	14,371	12,994	18,559	22,995						134,275				

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	8
Room Nights	0	0	1056
Event/Sport Bookings	1	1	0
Rate Quotes	1	1	6
Pending Bookings	2	2	5
Rm potential	462	462	832

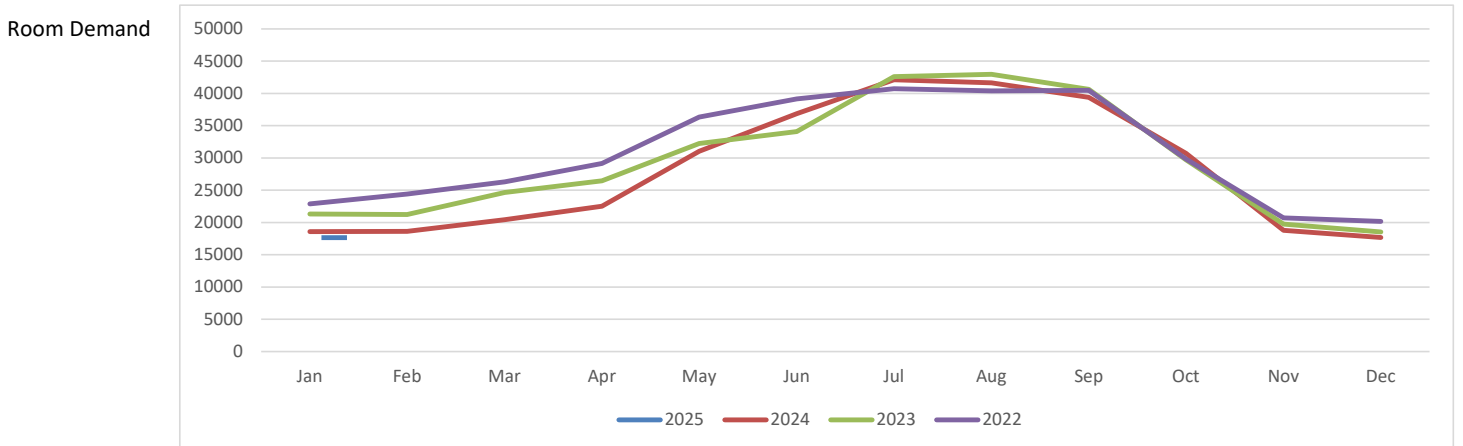
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	492	492	2,903
Newsletter subscribers	346	346	2,353
Social media impressions (organic)			
Facebook	304,918	304,918	592,393
Instagram	349,525	349,525	1,181,531
Pinterest	10,740	10,740	99,620
aRes reservations booked	107	107	153
aRes room nights booked	172	172	253
Ski package bookings	107	107	133

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	4	4	18
Reach	51,998,912	51,998,912	155,302,008

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	5,944	5.86%	163,920	4.68%
Display evergreen	9,552	0.71%	1,346,485	0.47%
Meta evergreen	5,787	1.37%	423,128	2.06%
META regtargeting	2,121	0.66%	323,752	n/a
Ski Pass Promotion	15,926	1.42%	1,107,229	n/a

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - JAN	34,539	34,539
	20.0%	20.0%
GNP Rec Visits - DEC	19,977	3,208,755
	1.0%	9.4%

KALISPELL LODGING							
Smith Travel Report	JANUARY	YOY	YTD 2025	Running 12 Mths	FY25 Avg	Comp Set Mthly Avg	
OCC	35.4%	0.1%	55.6%	55.6%	59.1%	41.4%	
Kalispell econ class	24.6%	3.2%	24.6%				
Kalispell mid/upper	39.9%	0.0%	39.9%				
ADR	\$100.11	2.1%	\$100.11	\$159.20	\$154.84	\$112.94	
Kalispell econ class	\$60.09	2.9%	\$60.09				
Kalispell mid/upper	\$110.16	2.7%	\$110.16				
RevPAR	\$35.48	2.2%	\$35.48	\$88.56	\$102.96	\$47.34	



Weekly STR																
OCC	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
2025	36.5	26.6	36.9	42.7	40.3	38.6	47.1	32.8	25.6	35.9	40.6	40.3	40.7	60.7	57.2	40.2
2024	45.9	27.0	37.8	40.7	38.1	30.9	40.3	29.5	23.1	34.9	39.7	38.9	39.3	53.0	58.3	36.6
% chg	-20.5	-1.5	-2.3	5.0	5.8	24.8	17.0	11.0	10.9	2.7	2.2	3.7	3.4	14.4	-1.8	9.9
ADR 2025	98.82	92.98	101.32	101.28	101.61	101.73	105.94	96.47	88.90	99.09	99.72	100.50	99.89	112.93	115.99	102.58

Short Term Rentals - Kalispell City Limits (AirDNA)

JANUARY	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	131	-6.4%	29%	2.2%	\$204	15.0%	112	-10.4%

Future Conferences & Large Events

2025

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

- Free the Seeds 10th Annual Fair – March 1 – Flathead Valley Community College
- 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) – May 3-4 - 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
- Emeralds Smash Tournament – June 6-8 – Kidsport
- *Flathead Lake “B” Invitational – June 19-22 – Kalispell Lakers Field
- Glacier Classic Llama Show – June 21-22 – Majestic Valley Arena

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

- Sons and Daughters of Montana Pioneers – August 1-2 – Red Lion
- *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)

2/18/25

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