

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
June 25, 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. Board Action Items
 - a) Approval of minutes from May 28, 2025
 - b) Acceptance of financials for May 2025
 - c) AJGA event proposal – TBID potential sponsorship
3. Board Discussion
 - a) Meet Annie Young, Discover Kalispell's Marketing and Communications Manager
 - b) RIPE, Discover Kalispell's new booking engine
 - c) Cvent Training Session for hotels
 - d) Staff reports

Enclosures: May 28, 2025 meeting minutes
TBID financial reports for May 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
May 28, 2025
3:00 – 5:00 pm

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

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

Staff Present: Ben Gould, Natalie Wallon, Lorraine Clarno, Ty Schmidt (GHS Intern), Diane Medler

Guests Present: City of Kalispell Staff Members:

- P.J. Sorensen, Assistant Director of Development Services
- Donnie McBath, Planner II
- Jarod Nygren, Development Services Director

The meeting was called to order at 3:01 pm by Vice Chair of the Board, Robert Hall.

1. **Hear from the Public** – P.J., Donnie, and Jarod presented the 2025 Kalispell Land Use Plan, focusing on key areas such as growth policy, water facility planning, transportation, and housing criteria. Another portion of their discussion centered around the Montana Land Use Planning Act (SB 382). They engaged the board in a conversation about potential challenges and opportunities within the tourism sector, which yielded valuable insights, including the need for more sporting fields—both indoor and outdoor—and the importance of affordable housing for hotel staff.

2. **Board Action Items**

a. Approval of minutes from April 23, 2025

Motion was made by Zac to approve the minutes. Motion was seconded by Britta.

Discussion: none. Board approves unanimously.

b. Approval of financials for April 2025

Motion was made by Robert to approve the financials. Motion was seconded by Skyler.

Discussion: none. Board approves unanimously.

c. Approval of new event grant criteria effective July 1, 2025 (FY26)

Motion was made by Britta to approve the new event grant criteria. Haley seconds.

Discussion: None. Board approves unanimously. *see below for board discussion.

e. Approval of grant funding to support bus transportation for State A and AA Track Meet

Motion was made by Britta to approve the full cost of bus transportation of \$2153.29. Skyler seconds. Discussion: None. Board approves unanimously. **see below for board discussion.*

3. Board Discussion

a. Approval of new event grant criteria

Due to the rise in event grant submissions, the Discover Kalispell team recommended revising the event grant criteria to enhance the scoring process and safeguard TBID funds. The board had few questions, primarily seeking clarification on the clause concerning event cancellations.

b. Approval of grant funding to support bus transportation for State A and AA Track Meet

Ben presented to the board a request from Mark Dennehy, who organized the recent State A and AA Track Meet in Kalispell. The request sought funding to cover the bus transportation costs for several local and visiting participants to and from the event. Diane pointed out that in previous years, the board has provided financial support for related expenses, such as security and traffic control. Britta inquired for clarification on who specifically utilized the bus service. In response, Bryce shared his viewpoint, suggesting that this donation would be a sensible decision for the board as MHSA events generate measurable room nights in Kalispell.

c. Staff Reports

Lorraine invited the TBID members to participate in a secondary meeting with other key community stakeholders. The purpose was to brainstorm an action plan for downtown. She emphasized the challenges the downtown area is facing and how these meetings could help gain traction on issues that need to be addressed. The board agreed that their involvement would be beneficial.

Diane provided an update on the TBID Q3 revenue (Jan-Mar 2025). While there was an increase in occupancy rates (STR report) and increase in gross room nights for the quarter (YoY), the total net room nights decreased. This was due to a 43% increase in 30+ day stays and comp/exempt room nights.

Diane highlighted the success of the recent spring press trip, during which Discover Kalispell hosted four journalists for immersive experiences in classic Kalispell

activities, including biking and touring Glacier National Park. She provided a brief summary of the Lakers Canadian Days Tournament post-event grant report which showed appreciation for the grant funding as the Lakers were able to treat the fields due to the large amount of rain received prior to the event. Additionally, she mentioned that the Discover Kalispell team will present the FY26 plan and TBID budget to the city on June 16th for approval. The board discussed the July 2026 GPIA airport runway resurfacing. The board expressed concerns about the proposed airport closures impacting inbound travel as well as resident travel and the corresponding rising airline ticket prices.

Ben carefully reviewed the post-event report from the NW Shootout, which featured a total of 60 teams. Out of these, data was collected for 51 teams, and the event attracted approximately 2,600 attendees. He also highlighted the promotional marketing materials in which Discover Kalispell was showcased, both digitally and in physical formats at the event venue.

Additionally, Ben noted that we are having conversations with Purpose Driven Training Academy who is interested in putting on a 3v3 basketball tournament downtown this August. The first-year event would drive visitations, and the organizers have an impressive plan to grow the event in future years.

Lastly, Ben went over the current and ongoing deals he is managing. This includes organizing the Express Employment International Owners Meeting scheduled for late September, planning for the 2028 statewide meeting of Alpine Spinners and Weavers, and discussions concerning a 2026 Condor military reunion.

Natalie gave a review of the warm season, visitor guide, and retargeting creative that is currently running as part of the paid media program. She also shared the new imagery that came out of photoshoots as part of the recent launch of the Huckleberry Treat Trail. She also reviewed two media hits in both Yahoo and Forbes as a result of the previous year's spring press trip. Lastly, she gave her final notice of resignation and expressed how much she will miss the entire Discover Kalispell team and board!

The board congratulated Haley Wilson and the Super 8 Kalispell team for winning the Performance of the Year award for achieving the highest RevPar index in the United States for all Super 8 hotels!

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 May 2025 Financial Reports**

TBID Checking account balance as of 5/30/25	\$219,965.95
WFCU Reserve account balance as of 3/31/25	\$37,092.68
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 – monthly; copies/postage; travel/entertainment.
- Education/outreach: MT Governor’s Conference on Tourism expenses; eTourism Summit conference expenses.
- Agency services: Lightning Bug PR
- Marketing: social media admin; paid media buy; photo shoot and items for Huckleberry Treat Trail.
- Earned Media/Tourism Sales/Incentives: spring press trip expenses.
- Business Development/Events: monthly fee CRM; Grant funds for Kalispell Lakers and KPS for State Track and Field shuttles.

TBID Revenue

FY25 Gross Revenue		% Change vs projected	% Change YOY (Actual)
Projected \$1,171,200	Actual		
Q1 JUL-SEP (\$2 & \$4)	\$350,440 (net 116,813 rm nts (\$3/rm))		
Q2 OCT-DEC (\$4)	\$209,070 (net 52,205 rm nts)		
Q3 JAN-MAR (\$4)	\$170,104 (rm nts: net 42,526; 50,545 gross)		
Q4 APR-JUN (\$4)			
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 (112,415 rm nts) 39%		+11%
Q2 OCT-DEC	\$107,774 (53,887 rm nts) 19%		-2.6%
Q3 JAN-MAR	\$92,646 (rm nts: net 46,323; 46,672 gross) 16%		-6.7%
Q4 APR-JUN	\$143,852 (71,926 rm nts) 26%		-2%

Kalispell Chamber TBID

Balance Sheet

As of May 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 Checking	177,286.32
1022 Whitefish Credit Union	14,718.85
1021 Savings	22,373.83
Total 1022 Whitefish Credit Union	37,092.68
Total Bank Accounts	\$214,379.00
Accounts Receivable	
1200 Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
12000 Undeposited Funds	0.00
1300 FIB-CD	71,153.50
Total Other Current Assets	\$71,153.50
Total Current Assets	\$285,532.50
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	\$334,382.58
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	5,079.91
Total Accounts Payable	\$5,079.91
Total Current Liabilities	\$5,079.91
Total Liabilities	\$5,079.91
Equity	
32000 Unrestricted Net Assets	249,031.28
Net Income	80,271.39
Total Equity	\$329,302.67
TOTAL LIABILITIES AND EQUITY	\$334,382.58

Kalispell Chamber TBID

Profit and Loss

July 2024 - May 2025

	TOTAL
Income	
4000 TBID Revenue	873,651.32
4100 Interest Income	1,509.18
Total Income	\$875,160.50
GROSS PROFIT	\$875,160.50
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	4.00
6115 Annual Report/Mtg	2,063.00
6122 Audit - Chamber	2,284.01
6125 Accounting Services	4,741.07
6130 Directors & Officers Insurance	1,298.00
6135 City of Kalispell Admin Fee	5,000.00
6140 Office Supplies	628.60
6150 Postage & Copies	742.01
6160 Rent	18,000.00
6180 Telephone	1,870.00
6185 Travel & Entertainment	1,545.77
6190 Technology Support	1,806.51
6195 Equipment (Software)	2,227.37
6199 Other Admin	431.96
Total 6100 Administrative/Operations	42,642.30
6200 Personnel (wages)	252,914.90
6250 Education/Outreach	
6260 Staff Training, Prof Develop	8,350.60
6280 Organizational Memberships	6,340.00
Total 6250 Education/Outreach	14,690.60
6300 Agency Services	116,940.32
6400 Research	31,849.30
6500 Website	4,362.02
6600 Destination Marketing	
6620 Marketing Resources	-365.15
6621 Photos/Videos	29,789.48
6622 Online Platforms/Subscriptions	10,003.08
6623 Marketing Resources - Other	300.00
Total 6620 Marketing Resources	39,727.41
6640 Paid Media	202,572.42
6650 Earned Media/Tourism Sales	33,271.59
Total 6600 Destination Marketing	275,571.42

Kalispell Chamber TBID

Profit and Loss

July 2024 - May 2025

	TOTAL
6700 Destination Stewardship/Mgmt	
6720 VIC Funding	650.00
Total 6700 Destination Stewardship/Mgmt	650.00
6800 Destination Development	
6830 Event, Sports & Group Incentive	42,570.79
6890 Sales-Trade Shows, RFP Platform	12,697.46
Total 6800 Destination Development	55,268.25
Total Expenses	\$794,889.11
NET OPERATING INCOME	\$80,271.39
NET INCOME	\$80,271.39

Kalispell Chamber TBID

Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L Classes

July 2024 - May 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	873,651.32	1,171,200.00	-297,548.68	74.59 %
4100 Interest Income	1,509.18		1,509.18	
Total Income	\$875,160.50	\$1,171,200.00	\$ -296,039.50	74.72 %
GROSS PROFIT	\$875,160.50	\$1,171,200.00	\$ -296,039.50	74.72 %
Expenses				
6100 Administrative/Operations	42,642.30	58,560.00	-15,917.70	72.82 %
6200 Personnel (wages)	252,914.90	292,800.00	-39,885.10	86.38 %
6250 Education/Outreach	14,690.60	23,424.00	-8,733.40	62.72 %
6300 Agency Services	116,940.32	117,120.00	-179.68	99.85 %
6400 Research	31,849.30	23,424.00	8,425.30	135.97 %
6500 Website	4,362.02	23,424.00	-19,061.98	18.62 %
6600 Destination Marketing	275,571.42	386,496.00	-110,924.58	71.30 %
6700 Destination Stewardship/Mgmt	650.00	11,712.00	-11,062.00	5.55 %
6800 Destination Development	55,268.25	234,240.00	-178,971.75	23.59 %
Total Expenses	\$794,889.11	\$1,171,200.00	\$ -376,310.89	67.87 %
NET OPERATING INCOME	\$80,271.39	\$0.00	\$80,271.39	0.00%
NET INCOME	\$80,271.39	\$0.00	\$80,271.39	0.00%



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

Data for MAY 2025

Report Date: 6/25/2025

WEBSITE													
Top Cities						Key Highlights					Top Landing Pages		
1. (not set) 2. Chicago 3. Seattle 4. Los Angeles 5. Denver 6. Phoenix 7. Kalispell 8. Dallas 9. Minneapolis 10. New York						Page views increased 5.1% (MoM) Engaged sessions increased 26.5% (MoM) Engagement rate increased 16.6% (MoM) Bounce rate decreased 10% Top search queries: kalispell; things to do in kalispell mt;					1. Home page 2. Things To Do 4. Events 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	72,239	57,005	82,924	92,979		694,981
Sessions	25,290	23,761	16,305	14,371	12,994	18,559	22,995	50,419	19,226	23,047	29,145		256,112

BUSINESS DEVELOPMENT			
		Month	YTD (fiscal)
Group Bookings		0	9
Room Nights		0	1096
Event/Sport Bookings		0	2
Rate Quotes		0	8
Pending Bookings		3	19
Rm potential		210	4982

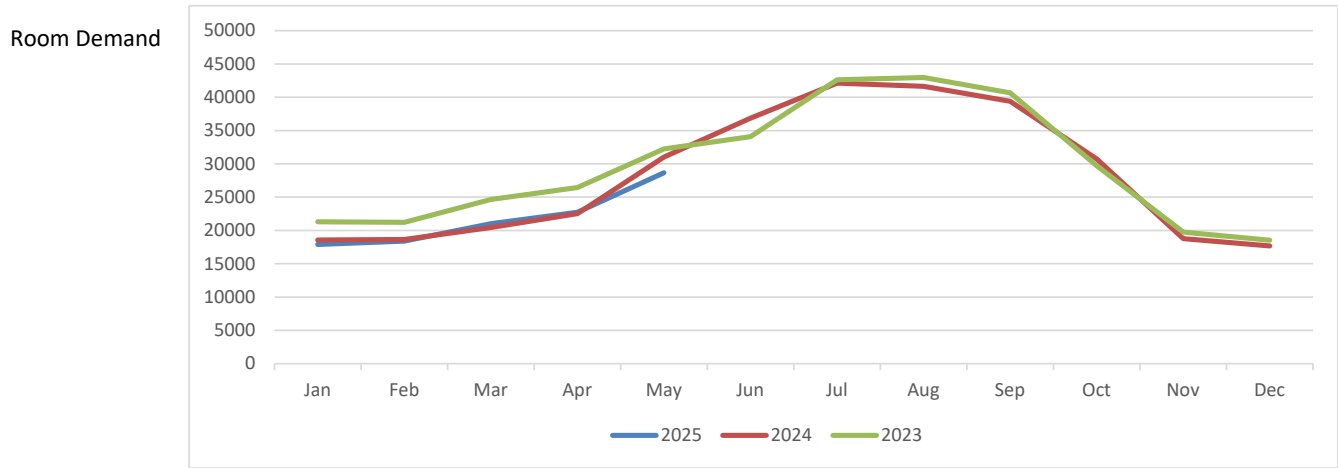
MARKETING CONVERSIONS - BRAND ENGAGEMENT			
		Month	YTD (fiscal)
VG Requests (web & VIC)		936	5,780
Newsletter subscribers		591	5,951
Social media impressions (organic)			
Facebook		172,069	1,213,320
Instagram		157,343	1,786,810
Pinterest		12,830	140,980
aRes reservations booked		2	190
aRes room nights booked		3	316
Ski package reservations		n/a	168

PUBLICITY/EARNED MEDIA			
		Month	YTD (fiscal)
Articles		3	27
Reach		79,503,868	236,299,182

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	8,620	12.75%	72,183	4.68%
Display evergreen	6,023	0.39%	1,552,938	0.47%
Meta evergreen	11,511	2.27%	506,143	2.06%
META regtargeting	2,964	0.86%	344,578	n/a
Visitor Guide promo	13,486	0.76%	1,756,353	n/a
Rediscover Kalispell	6,391	0.54%	1,183,194	n/a

PARTNERS		
		Month YTD (2025)
Airport Enplanements - MAY		33,414 162,457
		14.5% 13.2%
GNP Rec Visits - MAY		
		7.8% 8.3%

KALISPELL LODGING							
		Running 12			Comp Set		
Smith Travel Report	MAY	YOY	YTD 2025	Mths	FY25 Avg	Mthly Avg	
OCC	54.7%	-5.1%	43.8%	55.9%	54.1%	62.5%	
Kailspell econ class	44.3%	-0.7%	33.5%				
Kalispell mid/upper	58.8%	-6.7%	48.1%				
ADR	\$137.13	0.5%	\$110.78	\$160.15	\$138.87	\$139.39	
Kalispell econ class	\$91.80	1.9%	\$68.91				
Kalispell mid/upper	\$150.33	0.3%	\$122.87				
RevPAR	\$75.06	-4.7%	\$48.56	\$69.49	\$84.23	\$87.86	



Weekly STR																		
	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa		
OCC	May 23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	Run MTD	
2025	82.8	53.1	46.8	39.0	49.1	51.9	52.2	75.1	80.7	43.9	61.9	66.5	66.8	56.9	66.9	66.5	61.4	
2024	58.6	62.9	46.8	40.8	56.5	59.0	57.6	86.6	88.6	45.6	60.6	64.6	67.0	66.1	67.8	67.5	65.7	
% chg	41.4	-15.6	0.1	-4.6	-13.1	-12.1	-9.4	-13.2	-8.9	-3.7	2.1	3.0	-0.2	-13.9	-1.4	-1.4	-6.7	
ADR 2025	168.82	144.94	122.79	117.28	118.70	122.62	123.52	198.45	196.03	156.23	153.73	156.56	156.61	154.60	171.25	172.48	160.62	

Short Term Rentals - Kalispell City Limits (AirDNA)

Entire Place	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
	146	-3.3%	57%	1.0%	\$206	7.7%	146	-1.4%

1 BDRM Listings	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
	53	10.4%	58%	-2.7%	\$141	11.1%	53	12.8%

