

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**August 27, 2025**  
**3:00 - 5:00 pm**

**Discover Kalispell/Chamber, 2 South Main Street, 2<sup>nd</sup> 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 - Glacier SURF. Application is for the Glacier Surf Premier Cup 2025. Anticipated attendance 2,000-2,600 (players and families) with ~2,000 anticipated room nights.
3. Event Grant Application – Flathead Valley Hockey Association. FVHA members will attend to present their grant application. Funds would support events and tournaments in the 2025-2026 season with a total of 520+ potential room nights.
4. Board Action Items
  - a) Approval of minutes from July 23, 2025
  - b) Approval of minutes from July 31, 2025 special meeting
  - c) Acceptance of financials for July 2025
  - d) Event grant scoring and approval
5. Board Discussion
  - a) MLHA - proposed TBID membership program
  - b) FY25 agency recap reports
  - c) Overview of FY26 initiatives and segment priorities
  - d) Staff reports

Enclosures: July 23, 2025 meeting minutes  
July 31, 2025 meeting minutes  
TBID financial reports for July 2025  
Discover Kalispell dashboard and reports

For Further Information Please Contact:

Bryce Baker, Board Chair [kalispell@myplacehotels.com](mailto:kalispell@myplacehotels.com) 406-752-4847

Diane Medler, Discover Kalispell Executive Director [diane@discoverkalispell.com](mailto: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	November 10	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**  
**July 23, 2025**  
**3:00 - 5:00 pm**

**Location: Discover Kalispell Chamber, 2 South Main St, 2<sup>nd</sup> floor boardroom**

**Board Members Present:** Bryce Baker, Britta Joy, Haley Wilson, Skyler Rieke, Robert Hall

**Board Members on Zoom:** Mitchell Bump, Zac Ford

**Staff Present:** Ben Gould, Annie Young, Lorraine Clarno, Diane Medler

**Guests Present:** N/A

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

1. **Hear from the Public** – No public present.

2. **Board Action Items**

a. **Approval of minutes from June 25, 2025**

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

Discussion: none. Board approves unanimously.

b. **Approval of financials for May 2025**

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

Discussion: none. Board approves unanimously.

c. **Approval of grant funding for High School National Invite (HSNI) ultimate frisbee tournament event, June 2026.**

Motion was made by Britta to provide a \$10/room night rebate, host a site visit for two event organizers (with agreed upon dates) up to \$2,000 in covered costs. No rate cap for ADR but will offer an ADR range of \$150-\$225. Motion seconded by Skyler. Board approves unanimously. *\*See below for board discussion.*

4. **Board Discussion**

a. **Approval of grand funding for the High School National Invite (HSNI) Ultimate Frisbee Tournament event.** The HSNI event would take place at Kidsport Complex June 12-13, 2026 bringing 800 youth ultimate frisbee players and 400-600 spectators. The 2025 event generated 821 room nights for Allentown, PA. Ben discussed the final details for the 2026 HSNI bid. The items to be decided are the requested rate cap of \$169, the \$10/room night rebate, and site visit for two. Ben mentioned that HSNI was open to negotiating on their requests such as the rate cap. A comfortable rate range would be a good point to start with along with historical

data from that weekend going back 2 years. The \$10/room night rebate is firm with that money going to organizers. The site visit for two is standard.

The board discussed the timing of the event, potential room night generation, as well as other hoteliers' participation interest/ability especially with the rebate. The board was not comfortable with an ADR cap (which was part of the request). They aligned on proposing a rate range and ultimately agreed upon the rebate and other items including the site visit in the motion for final approval. Total average score 84.14.

**b. Post-event report for Montana High School Rodeo Finals**

Event grant awarded for this event was \$5,000 paid directly to the venue. The grant award stipulated that the DK logo be included in instant replays and other event marketing. Diane shared images and marketing metrics from the event. DK was included in banners, on screen announcements at the event, social media leading up and during event, in the event program and the DK logo was included on the patches on the jackets the finalists wore at the National High School Rodeo Finals in Wyoming.

**c. Staff Reports**

Diane reviewed the TBID reserve account policy showing that the goal to be at \$100k by end of FY25 was met and exceeded. There are concerns about meeting the next threshold of an additional \$110k by the end of FY26. The board will revisit later in the fiscal year to decide if the policy should be amended.

Diane had conversations with Big Mountain Commercial Association (S.N.O.W bus) and they are interested in exploring the possibility of adding a Kalispell stop of the SNOW Bus during the winter ski season. The BMCA has discussed expansion of the system and Rocky Mountain Transportation who runs the buses is also open to an expanded route.

Diane shared national travel data that road trips for summer are up, with 62% of people cutting budgets at home to be able to travel. Women are driving 82% of summer travel decisions. Canadian credit card spending in Kalispell showed a slight improvement in June. June 35% decrease YoY; May 46% decrease.

Airline data shows an increase in seat capacity to Chicago from Kalispell over the fall months on UAL and AA. Avelo flights from Sonoma County to FCA have been cancelled, part of the Avelo's decrease in flights and moving out of Sonoma County airport as a hub.

DK will be working on a messaging plan for summer 2026 regarding the July airport closure in collaboration with Glacier Country and other partners. We want to keep potential visitors considering our area and using Missoula airport as an alternative

during GPIA's closure. Messaging about the airport closure and marketing campaigns directed at a road trip campaign will start in the fall.

Annie shared the Summer Campaign creative and components, including Meta static and video, the website landing page and Summer Adventure Kit components. She also shared highlights from the June 2025 Media Report from TAA, where the campaign finished relatively consistently and strongly overall. The end of year marketing and media report is coming soon, where learnings will be applied to FY26 appropriately.

The Huckleberry Treat Tail campaign is well underway, with a boosted social media post, lots of check-ins recorded and prizes redeemed. Annie handed out a new business card with a QR code for sharing with hotel guests, which was well received with more business cards requested.

Annie and Diane also shared that a Bandwango pass for Canadians will be developed with promotions to help encourage Canadian visitation and spending. The pass is planned to start in September.

Ben discussed how the 2026 HSNI bid will be submitted, and we will wait for feedback from Juan Acosta. Will update the board with any negotiations and requests for more funding if they come in. If the bid is considered for the next step, the site visit will be organized.

Ben gave updates on the potential military groups and gave updates to what stages they are in. Groups still in the information gathering phase: 26/27 USS Lyman K Swenson, 26 USS Anchorage, 26 Condor Reunion. New military group leads which are in early stages of the process include USS Power DD and Long Ranger Reunion.

Ben gave an update on the Glacier Park College Soccer Showcase. Confirmation that there will be drone photography at the game along with still images captured that DK will have rights to use. The teams dropped Far West Boat Tour from their itinerary and scheduled summer activities at WMR.

Board members mentioned that they had seen little to no contact with teams for the Tamarack Soccer Tournament. Ben will reach out to Damion from FVU for an update on the tournament.

**Meeting adjourned at 4:56 PM**

Respectfully submitted: Annie Young

For further information contact [annie@discoverkalispell.com](mailto:annie@discoverkalispell.com), 406-758-2809

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District**

**SPECIAL MEETING JULY 31, 2025  
1:00 pm  
Via Zoom**

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

**Board Members Absent:** Mitchell Bump

**Staff Present:** Ben Gould, Annie Young, Lorraine Clarno, Diane Medler

1:02 p.m. Meeting Called to Order: Bryce Baker, Chair of the Board

1. Hear from the Public - N/A no public in attendance
2. Board Discussion and Potential Action: Event solicitation and potential event funding to bring the Montana Spartan Race back to the Flathead Valley.

Spartan wants to move from the Montana race venue that was used in 2024 & 2025 due to venue restrictions and to shift the Montana event back to May versus June. The venue under consideration for the 2026 Montana Spartan Race is [Paladinconservancy](#), which is owned by Doug Averill. The other location under consideration for 2026 is Bridger Bowl. The Bigfork property would accommodate a Trifecta weekend (2 days of racing) and can accommodate event parking on site, eliminating the need for an off-site parking location and shuttles.

**Discussion:**

- a) 2nd weekend in May, 2026, would be ideal for TBID as it follows the LaCrosse tournament the first weekend in May.
- b) Diane reviewed past years obligations for DK as host organization for Spartan. Including contribution to venue cost, lodging for build crew, parking lot lease, free racer beers, volunteer meals and other misc costs, DK spent around \$35,000 per year. DK was also responsible for the beer garden and food vendors. Diane shared 2023 Post-Event Recap, including the out-of-area spend (\$1M+, with ~2-night stay)
- c) The TBID budget where this sponsorship would come from is within Destination Development – Event, Sports and Group Incentive. The budget for FY26 is \$180k. FY26 commitments for that budget account is \$10,000, the 2<sup>nd</sup> half of sponsorship for Griz vs Air Force Soccer.

- d) Bryce mentions that Bigfork is a big beneficiary, what are they willing to contribute? Even if they don't have dollars, maybe they do the beer garden, volunteer management, etc.
- e) Zac discussed that the commitment would be double what the TBID has done in the past for Spartan but is in line with what we assumed bringing a new major event to Kalispell would be. Bryce agreed, it was part of the rationale for going from \$2 to \$4.
- f) Ben shared that obstacle race events are growing in popularity. There may be other potential versions to look at such as Warrior Dash, but they would be much smaller (at 1/2 or 1/3 of the size). Other potential users of this TBID budget account during FY26 are the Ultimate Frisbee National Championship, the College Soccer Showcase which may come back for a second grant application with the inclusion of the spring Men's event, NW LaCrosse and Glacier Surf. He estimated around \$50k for those.
- g) Next steps: Spartan is looking for commitment/interest from DK. Once we show our willingness to support the event again a Spartan rep would come out to inspect the venue then the Averill's and Spartan would need to come to an agreement for venue usage.
- h) Diane recommended that TBID agrees on a total for sponsorship (such as \$50K) which would be inclusive of all of DK's obligations (except for in-kind promotion and helping to solicit volunteers) and ask for a three-year commitment. Bryce supported that idea and suggests to offer \$75k. That's in line with what the board assumed it would take to bring an event of this caliber to our area.

**Action:** Skyler made a motion to offer an event sponsorship of \$75k which includes all of DK's obligations (venue costs, beer garden, build crew rooms and volunteer meals. Spartan staff lodging (build crew rooms) must be at a Kalispell TBID hotel and the TBID is requesting a 3-year commitment (2026-28) for the event to remain in Bigfork. The motion was seconded by Britta. Discussion: none. Motion passed unanimously.

**Meeting adjourned at 1:41 PM**

Respectfully submitted: Annie Young

For further information contact [annie@discoverkalispell.com](mailto:annie@discoverkalispell.com), 406-758-2809

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

TBID Checking account balance as of 7/31/25	\$40,655.31
WFCU Reserve account balance as of 3/31/25	\$37,092.68
FIB CD balance as of 6/30/25 (matures 9/30/25)	\$72,806.20

**TBID Account – Expense Summary**

- Admin/Operations: wages and insurance; cell phone reimbursement; tech support/email accounts; accounting services – monthly; copies/postage; mileage reimbursement; TBID D&O insurance; employee business cards/name tags.
- Education/outreach: Annie Leadership Flathead; One West Destination Summit reservation.
- Website: Domain renewal
- Agency services: LBPR monthly fee
- Marketing: Rediscovering Kalispell video series (3 new videos) deposit; Crowdriff license payment; social media admin; video broll for StackAdapt CTV ads; Huck Trail prizes
- Earned Media/Tourism Sales/Incentives: -
- Business Development/Events: CRM monthly fee

**TBID Revenue**

<b>FY25 Gross Revenue</b>		<b>% Change</b>
<b>Projected</b> \$1,171,200	<b>Actual</b> \$1,027,260	-12% vs projected
Q1 JUL-SEP (\$2 & \$4)	\$350,440 (net 116,813 rm nts (\$3/rm))	3.9% (YoY)
Q2 OCT-DEC (\$4)	\$209,070 (net 52,205 rm nts)	-3.1% (YoY)
Q3 JAN-MAR (\$4)	\$170,104 (rm nts: 42,526 net; 50,545 gross)	-8.2% (YoY)
Q4 APR-JUN (\$4)	\$297,896 (rm nts: 74,474 net; 81,265 gross)	3.5% (YoY)
<b>FY24 Gross Revenue</b>		<b>% Change</b>
<b>Projected</b> \$610,000 (\$2/rm nt)	<b>Actual</b> \$570,554 (% of total)	-6.4%
Q1 JUL-SEP	\$224,830 (112,415 rm nts)	
Q2 OCT-DEC	\$107,774 (53,887 rm nts)	
Q3 JAN-MAR	\$92,646 (rm nts: 46,323 net; 46,672 gross)	
Q4 APR-JUN	\$143,852 (rm nts: 71,926 net; 78,248 gross)	

# Balance Sheet

## Kalispell Chamber TBID

As of July 31, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 Checking	28,645.11
1022 Whitefish Credit Union	0
1021 Savings	37,092.68
<b>Total for 1022 Whitefish Credit Union</b>	<b>\$37,092.68</b>
<b>Total for Bank Accounts</b>	<b>\$65,737.79</b>
Accounts Receivable	
1200 Accounts Receivable	
<b>Total for Accounts Receivable</b>	<b>0</b>
Other Current Assets	
12000 Undeposited Funds	
1300 FIB-CD	71,153.50
<b>Total for Other Current Assets</b>	<b>\$71,153.50</b>
<b>Total for Current Assets</b>	<b>\$136,891.29</b>
Fixed Assets	
1710 Office Equipment	3,967.64
1820 Web Site Development	91,230.44
1910 Accumulated Depreciation	-46,348.00
<b>Total for Fixed Assets</b>	<b>\$48,850.08</b>
Other Assets	
<b>Total for Assets</b>	<b>\$185,741.37</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	6,386.18
<b>Total for Accounts Payable</b>	<b>\$6,386.18</b>
Credit Cards	
Other Current Liabilities	
<b>Total for Current Liabilities</b>	<b>\$6,386.18</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$6,386.18</b>
Equity	
32000 Unrestricted Net Assets	237,401.67
Net Income	-58,046.48
<b>Total for Equity</b>	<b>\$179,355.19</b>
<b>Total for Liabilities and Equity</b>	<b>\$185,741.37</b>

# Kalispell Chamber TBID

## P&L Budget vs. Actual FY26

July 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income	\$2.71	\$1,125,000.00	\$ -1,124,997.29	0.00 %
GROSS PROFIT	\$2.71	\$1,125,000.00	\$ -1,124,997.29	0.00 %
Expenses				
6100 Administrative/Operations	4,043.45	54,000.00	-49,956.55	7.49 %
6200 Personnel (wages)	9,386.25	293,000.00	-283,613.75	3.20 %
6250 Education/Outreach	1,708.98	21,000.00	-19,291.02	8.14 %
6300 Agency Services	3,450.00	118,000.00	-114,550.00	2.92 %
6400 Research		22,000.00	-22,000.00	
6500 Website	22.19	10,000.00	-9,977.81	0.22 %
6600 Destination Marketing	16,871.38	375,000.00	-358,128.62	4.50 %
6700 Destination Stewardship/Mgmt		13,500.00	-13,500.00	
6800 Destination Development	350.00	218,500.00	-218,150.00	0.16 %
<b>Total Expenses</b>	<b>\$35,832.25</b>	<b>\$1,125,000.00</b>	<b>\$ -1,089,167.75</b>	<b>3.19 %</b>
NET OPERATING INCOME	\$ -35,829.54	\$0.00	\$ -35,829.54	0.00%
NET INCOME	\$ -35,829.54	\$0.00	\$ -35,829.54	0.00%

# Tourism Business Improvement District

## Profit Loss - FY26

July 2025

	TOTAL	
	JUL 2025	JUL 2025 (YTD)
Income		
4100 Interest Income	2.71	2.71
<b>Total Income</b>	<b>\$2.71</b>	<b>\$2.71</b>
GROSS PROFIT	<b>\$2.71</b>	<b>\$2.71</b>
Expenses		
6100 Administrative/Operations	0.00	0.00
6110 Bank Fees	2.00	2.00
6130 Directors & Officers Insurance	1,394.00	1,394.00
6140 Office Supplies	341.50	341.50
6150 Postage & Copies	86.82	86.82
6160 Rent	1,800.00	1,800.00
6190 Technology Support	161.98	161.98
6195 Equipment (Software)	99.00	99.00
6199 Other Admin	158.15	158.15
<b>Total 6100 Administrative/Operations</b>	<b>4,043.45</b>	<b>4,043.45</b>
6200 Personnel (wages)	9,386.25	9,386.25
6250 Education/Outreach	0.00	0.00
6260 Staff Training, Prof Develop	1,708.98	1,708.98
<b>Total 6250 Education/Outreach</b>	<b>1,708.98</b>	<b>1,708.98</b>
6300 Agency Services	3,450.00	3,450.00
6500 Website	22.19	22.19
6600 Destination Marketing	0.00	0.00
6620 Marketing Resources	0.00	0.00
6621 Photos/Videos	12,000.00	12,000.00
6622 Online Platforms/Subscriptions	1,750.00	1,750.00
<b>Total 6620 Marketing Resources</b>	<b>13,750.00</b>	<b>13,750.00</b>
6640 Paid Media	3,121.38	3,121.38
<b>Total 6600 Destination Marketing</b>	<b>16,871.38</b>	<b>16,871.38</b>
6800 Destination Development	0.00	0.00
6890 Sales-Trade Shows, RFP Platform	350.00	350.00
<b>Total 6800 Destination Development</b>	<b>350.00</b>	<b>350.00</b>
<b>Total Expenses</b>	<b>\$35,832.25</b>	<b>\$35,832.25</b>
NET OPERATING INCOME	<b>\$ -35,829.54</b>	<b>\$ -35,829.54</b>
NET INCOME	<b>\$ -35,829.54</b>	<b>\$ -35,829.54</b>

# Tourism Business Improvement District

## Profit Loss Detail-FY26

July 2025

DATE	NUM	NAME	CLASS	MEMO/DESCRIPTION	AMOUNT	BALANCE
Ordinary Income/Expenses						
Income						
4100 Interest Income						
07/31/2025		First Interstate Bank.	FY26	INTEREST	2.71	2.71
<b>Total for 4100 Interest Income</b>					<b>\$2.71</b>	
<b>Total for Income</b>					<b>\$2.71</b>	
Expenses						
6100 Administrative/Operations						
6110 Bank Fees						
07/30/2025		First Interstate Bank	FY26	PAPER STATEMENT FEE	2.00	2.00
<b>Total for 6110 Bank Fees</b>					<b>\$2.00</b>	
6125 Accounting Services						
07/11/2025		Elevated Accounting & Advisory	FY25	ELEVATED ACCOUNT SALE	375.00	375.00
<b>Total for 6125 Accounting Services</b>					<b>\$375.00</b>	
6130 Directors & Officers Insurance						
07/30/2025	5933B4220	Travelers	FY26	TBID Liability Insurance Annual Premium	1,394.00	1,394.00
<b>Total for 6130 Directors &amp; Officers Insurance</b>					<b>\$1,394.00</b>	
6140 Office Supplies						
07/11/2025	264383	Insty Prints	FY26	Ben and Annie Business Cards	257.00	257.00
07/16/2025	14937	SnowGhost Design Inc	FY26	Annie Young - Nametags	68.00	325.00
07/28/2025	26455	Visa - Diane	FY26	The Daily Interlake	16.50	341.50
<b>Total for 6140 Office Supplies</b>					<b>\$341.50</b>	
6150 Postage & Copies						
07/31/2025	26453	Kalispell Chamber of Commerce	FY26	Copies/Postage	86.82	86.82
<b>Total for 6150 Postage &amp; Copies</b>					<b>\$86.82</b>	
6160 Rent						
07/31/2025		Kalispell Chamber of Commerce	FY26	Rent - August	1,800.00	1,800.00
<b>Total for 6160 Rent</b>					<b>\$1,800.00</b>	
6190 Technology Support						
07/01/2025	26444	Endpoint Utility LP	FY26	KCOC-0029	161.98	161.98
<b>Total for 6190 Technology Support</b>					<b>\$161.98</b>	
6195 Equipment (Software)						
07/28/2025		Intuit	FY26	INTUIT * QBOOKS ONL 2510948	99.00	99.00
<b>Total for 6195 Equipment (Software)</b>					<b>\$99.00</b>	
6199 Other Admin						
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Telephone - Ben	25.00	25.00
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Telephone-Ann	25.00	50.00
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Telephone-Diane	35.00	85.00
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Telephone-Diane	35.00	120.00
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Telephone - Ben	25.00	145.00
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Telephone-Ann	25.00	170.00
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY25	Mileage - Diane	42.21	212.21
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY25	Mileage - Ben	108.50	320.71
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY25	Mileage - Meche	17.08	337.79
07/28/2025	26455	Visa - Diane	FY26	Sable Coffee	16.65	354.44
07/28/2025	26455	Visa - Diane	FY26	Atomic Taco	56.50	410.94
<b>Total for 6199 Other Admin</b>					<b>\$410.94</b>	
<b>Total for 6100 Administrative/Operations</b>					<b>\$4,671.24</b>	

# Tourism Business Improvement District

## Profit Loss Detail-FY26

July 2025

DATE	NUM	NAME	CLASS	MEMO/DESCRIPTION	AMOUNT	BALANCE
6200 Personnel (wages)						
07/02/2025	26436	Kalispell Chamber of Commerce-Medical	FY25	Insurance-Ben	554.64	554.64
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Wages-Diane	3,363.45	3,918.09
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Payroll Taxes-Diane	322.11	4,240.20
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Sar/Sep-Diane	154.54	4,394.74
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Wages-Ann	1,100.91	5,495.65
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Payroll Taxes-Ann	148.56	5,644.21
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Wages - Ben	2,510.00	8,154.21
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	Payroll Taxes - Ben	262.12	8,416.33
07/02/2025	26435	Kalispell Chamber of Commerce-Reimb	FY25	HSA-Ben	75.00	8,491.33
07/02/2025	26436	Kalispell Chamber of Commerce-Medical	FY25	Insurance-Diane	65.50	8,556.83
07/02/2025	26436	Kalispell Chamber of Commerce-Medical	FY25	Insurance-Natalie	514.64	9,071.47
07/16/2025		Diane Medler	FY25	Feb 2025 - June 2025 WMI	645.00	9,716.47
07/16/2025		Diane Medler	FY25	March 2025 - June 2025 Medicare Reimbursement	740.00	10,456.47
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Wages - Ben	2,510.00	12,966.47
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Payroll Taxes-Ann	272.34	13,238.81
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Wages-Ann	2,426.67	15,665.48
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Sar/Sep-Diane	154.54	15,820.02
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	HSA-Ben	75.00	15,895.02
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Payroll Taxes - Ben	262.13	16,157.15
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Payroll Taxes-Diane	322.12	16,479.27
07/17/2025	26446	Kalispell Chamber of Commerce-Reimb	FY26	Wages-Diane	3,363.45	19,842.72
<b>Total for 6200 Personnel (wages)</b>					<b>\$19,842.72</b>	
6250 Education/Outreach						
6260 Staff Training, Prof Develop						
07/28/2025	26455	Visa - Diane	FY26	Great Wolf Lodge	208.98	208.98
07/31/2025	26457	Kalispell Chamber of Commerce	FY26	Annie Young - Leadership Flathead Tuition	1,500.00	1,708.98
<b>Total for 6260 Staff Training, Prof Develop</b>					<b>\$1,708.98</b>	
<b>Total for 6250 Education/Outreach</b>					<b>\$1,708.98</b>	
6300 Agency Services						
07/01/2025	897	Lightning Bug Public Relations LLC	FY26	Kalispell PR Agency Services	3,300.00	3,300.00
07/01/2025	3996	The Abbi Agency	FY25	June Management and Services Fees	6,500.00	9,800.00
<b>Total for 6300 Agency Services</b>					<b>\$9,800.00</b>	
6500 Website						
07/28/2025	26455	Visa - Diane	FY26	GoDaddy	22.19	22.19
<b>Total for 6500 Website</b>					<b>\$22.19</b>	
6600 Destination Marketing						
6620 Marketing Resources						
6621 Photos/Videos						
07/17/2025		Tinker Street LLC	FY26	July/August Shoot Dates	12,000.00	12,000.00
<b>Total for 6621 Photos/Videos</b>					<b>\$12,000.00</b>	
6622 Online Platforms/Subscriptions						
07/20/2025	INV11142	CrowdRiff	FY26	Platform License 2024-10-22- 2025-10-21	1,750.00	1,750.00
<b>Total for 6622 Online Platforms/Subscriptions</b>					<b>\$1,750.00</b>	
6623 Marketing Resources - Other (deleted)						
07/01/2025	897	Lightning Bug Public Relations LLC	FY26	Media Database	150.00	150.00
<b>Total for 6623 Marketing Resources - Other (deleted)</b>					<b>\$150.00</b>	
<b>Total for 6620 Marketing Resources</b>					<b>\$13,900.00</b>	
6640 Paid Media						
07/01/2025	897	Lightning Bug Public Relations LLC	FY26	Social Media - Kalispell	1,500.00	1,500.00
07/09/2025	4070	The Abbi Agency	FY25	META-EVG	4,632.68	6,132.68
07/17/2025		Tinker Street LLC	FY26	Video Clips for Stack Adapt CTV August to October	1,500.00	7,632.68
07/28/2025	26455	Visa - Diane	FY26	Norm's News	37.38	7,670.06
07/28/2025	26455	Visa - Diane	FY26	Sage & Cedar	84.00	7,754.06
<b>Total for 6640 Paid Media</b>					<b>\$7,754.06</b>	
<b>Total for 6600 Destination Marketing</b>					<b>\$21,654.06</b>	

# Tourism Business Improvement District

## Profit Loss Detail-FY26

July 2025

DATE	NUM	NAME	CLASS	MEMO/DESCRIPTION	AMOUNT	BALANCE
6800 Destination Development						
6890 Sales-Trade Shows, RFP Platform						
07/28/2025	26454	Visa - Ben	FY26	Hubspot	350.00	350.00
<b>Total for 6890 Sales-Trade Shows, RFP Platform</b>					<b>\$350.00</b>	
<b>Total for 6800 Destination Development</b>					<b>\$350.00</b>	
<b>Total for Expenses</b>					<b>\$58,049.19</b>	
<b>Net Income</b>					<b>\$ -58,046.48</b>	



Visitation & Brand Engagement Key Performance Indicators (KPI's)  
Data for JULY 2025

Report Date: 8/27/2025

WEBSITE													
<b>Top Cities</b> 1. Seattle 2. (not set) 3. Denver 4. Kalispell 5. Chicago 6. Los Angeles 7. Phoenix 8. Dallas 9. Whitefish 10. Minneapolis					<b>Key Highlights (YoY)</b> Page views increased 34.9% Active users increased 22.8% Engaged sessions increased 28.8% Session duration decreased 9% to 2:03 75.3% of users are on mobile; 20.6% on desktop					<b>Top Landing Pages</b> 1. Home page 2. Things To Do 3. Get The Guide 4. Events 5. Summer Adventures			
FY26	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	93,711												
Sessions	32,581												

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	0	0	0
Room Nights	0	0	0
Event/Sport Bookings	0	0	0
Rate Quotes	0	0	0
Pending Bookings	3	3	3
Rm potential	410	410	410

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	791	791	791
Newsletter subscribers	508	508	508
Social media impressions (organic)			
Facebook	117,812	117,812	117,812
Instagram	115,467	115,467	115,467
Pinterest	17,870	17,870	17,870
aRes reservations booked	0	0	0
aRes room nights booked	0	0	0
Ski package reservations	0	0	0
Bandwango - Huck Trail Pass	48 check ins		

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	5	5	5
Reach	67,691,751	67,691,751	67,691,751

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	6,675	13.30%	59,484	4.68%
Display evergreen	2,466	0.86%	288,396	0.47%
Meta evergreen	7,330	2.12%	345,222	2.06%
Summer Road Trip	6,057	1.62%	372,936	n/a

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - JULY	86,954	310,788
	11.7%	12.5%
GNP Rec Visits - JUNE	576,577	923,014
	4.9%	7.5%

KALISPELL LODGING							
Smith Travel Report	JULY	YOY	YTD 2025	Running 12 Mths	FY26 Avg	Comp Set	Mthly Avg
OCC	79.8%	-1.4%	53.6%	46.0%	79.8%	78.1%	
Kalispell econ class	71.6%	-0.3%	43.3%				
Kalispell mid/upper	83.0%	-0.6%	57.8%				
ADR	\$266.61	7.5%	\$162.19	\$163.29	\$266.61	\$187.82	
Kalispell econ class	\$180.79	7.2%	\$107.25				
Kalispell mid/upper	\$295.26	7.0%	\$178.93				
RevPAR	\$212.83	7.1%	\$86.92	\$91.52	\$212.83	\$148.51	

Room Demand

2024						2025						
Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
40,456	41,651	38,309	29,763	18,015	17,218	17,352	17,843	20,319	21,986	28,660	37,064	41,798
42,280	42,644	40,477	29,377	19,411	18,187	18,543	18,602	20,435	23,367	29,135	35,335	40,456
-4.3	-2.3	-5.4	1.3	-7.2	-5.3	-6.4	-4.1	-0.6	-5.9	-1.6	4.9	3.3

Weekly STR

OCC	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9		
2025	93.8	91.2	66.3	75.4	73.1	77.6	86.7	88.0	83.7	73.3	77.1	81.7	76.9	78.3	69.9	73.2	78.0
2024	91.8	85.8	68.5	79.7	79.3	81.1	83.3	83.0	89.7	89.5	83.8	86.3	88.5	85.1	81.0	81.0	85.6
% chg	2.3	6.4	-3.3	-5.4	-7.8	-4.4	4.1	6.1	-6.8	-18.1	-7.9	-5.3	-13.1	-8.0	-13.7	-9.6	-8.8
ADR 2025	287.95	278.45	234.10	245.74	238.77	245.62	254.28	247.95	241.76	231.18	242.95	231.95	223.72	217.25	244.48	214.97	233.19

Short Term Rentals - Kalispell City Limits (AirDNA)

	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	242	16.3%	83%	-3.5%	\$301	9.8%	241	15.9%

# Future Conferences & Large Events

## 2025

### January

- \*2<sup>nd</sup> 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

- Free the Seeds 10<sup>th</sup> 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
- Alton Brown Concert – March 25 – Wachholz Center
- Brash Winter Series Rodeo – March 28-29 – Majestic Valley Arena

### April

- Horse Power Collides – April 11-12 – Majestic Valley Arena
- Dawes Concert – April 25 – Wachholz Center
- Jim Messina Concert – April 30 – Wachholz Center

### 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
- Spring Spectacular Horse Sale – May 17 – Majestic Valley Arena
- State A Softball – May 22-24 – Columbia Falls
- \*State AA-A Track & Field Meet – May 23-24 – Legends Stadium
- Bigfork Whitewater Festival – May 23-25 – Swan River, Bigfork
- Kalispell PBR Rodeo – May 29-30 – Majestic Valley Arena
- 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
- The Big Shindig – June 21 – Desoto Grill
- Glacier Classic Llama Show – June 21-22 – Majestic Valley Arena

## July

- Postmodern Jukebox Concert – July 8 – Wachholz Center
- Tyler Rich Concert – July 11 – Glacier Bank Park
- \*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
- \*UM Griz vs Air Force Women's Soccer Game – August 3-5 – Kalispell/Columbia Falls
- \*Great Open Spaces – August 5-8 – Red Lion
- Taj Mahal Concert – August 7 – Wachholz Center
- Mounted Shooting – August 8-10 – Majestic Valley Arena
- Joan Jett & The Blackhearts Concert – August 12 – Fairgrounds
- NW Montana Fair & Rodeo – August 12-17 – Fairgrounds
- Whitefish Trail Hootenany – August 22 – Depot Park, Whitefish
- Blue Jam – August 24<sup>th</sup> – Snowline Acres

## September

- Swap Meet and Car Show – September 6 – Majestic Valley Arena
- Top of the Swan Bluegrass Camp – September 12 – Bigfork
- America's Diamond, Neil Diamond Tribute – September 12 – Wachholz Center
- \*BLD Connection Lumber Tour – September 14-18 – Homewood Suites
- Montana Reined Cowhorse Futurity – September 17-21 – Majestic Valley Arena
- Flathead Celtic Festival – September 12-13 – Centennial Farm
- Whitefish Songwriter Festival – September 19-21 – O'Shaughnessy Center
- Tamarack Fall Classic – September 21-22 - Kidsport
- \*2025 Landmark Tours – September 21-23 – Hilton Garden Inn
- Pinky and the Floyd – September 25 – Wachholz Center

## October

- Great Northwest Oktoberfest – October 2-4 – Depot Park, Whitefish
- Old Crow Medicine Show – October 9 – Wachholz Center
- Great Northwest Oktoberfest – October 9-11 – Depot Park, Whitefish
- \*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

- Holiday Extravaganza – November 14-16 – Majestic Valley Arena

## 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)

### **June**

- 3 Blind Refs Tournament – June 5-7 – Kidsport

### **October**

- Montana Dance Arts Association Fall Workshop – October 16-18 – Hosted by Northwest Ballet

## **2027**

### **June**

- 3 Blind Refs Tournament – June 4-6 – Kidsport

1/13/25

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