

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**October 22, 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. The Abbi Agency team presentation – Haley Burgess, Abbi Whitaker, Ty Whitaker
3. Board Action Items
  - a) Approval of minutes from September 24, 2025
  - b) Acceptance of financials for September 2025
4. Board Discussion
  - a) Allocation of TBID organizational memberships budget: MLHA, MTTA, AERO
  - b) TBID Annual Meeting scheduled for January 28 – suggestions for location, speakers.
  - c) Staff reports
  - d) REMINDER – no meeting in November, next meeting is December 10, 2025.

Enclosures: September 24, 2025, meeting minutes  
TBID financial reports for September 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)

<del>January 22</del>	<del>February 26</del>	<del>March 26</del>	<del>April 23</del>	<del>May 28</del>	<del>June 25</del>
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**  
**September 24, 2025**  
**3:00 - 5:00 pm**

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

**Board Members Present:** Bryce Baker, Britta Joy, Haley Wilson, Mitchell Bump, Zac Ford

**Board Members on Zoom:** Skyler Rieke

**Board Member Absent:** Robert Hall

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

**Guests Present:** O'Brien Byrd, Rob Brisendine

**2:58 p.m.** Meeting Called to Order: Bryce Baker, Chair of the Board

1. **Hear from the Public**—none present

2. **Event Grant—Post Report Presentation**

Glacier Park Showcase Soccer Tournament, Griz vs Air Force, August 3, 2025. Started by sharing the new 3-min. promotional video. O'Brien spoke about the success of this year and why going for a second year plus adding second event. For future, will have package options (learning from these experiences). Air Force flew in, stayed at Spring Hill Suites and did the first clinic. Griz players stayed at the Hilton Garden Inn and ran the second clinic. Both were successful, with 100 youth in each clinic (overlap of 140 participants doing both clinics). Game day excitement was strong, lots of out of area friends and family traveled for the game. Due to the Sunday game delay and eventual cancellation due to lightning, organizers had to find additional hotel rooms for refs and unexpected event logistics. The game was rescheduled for Monday morning, which had more spectators returning than anticipated, a great turn out.

Plans for 2026: Working with D1 regulations, the men's pre-season game would be between the second week of April and the last week of April. Women's pre-season will take place in August again, as early as August 5. Aiming for 4 women's teams and 2 men's. Looking at adding a coach's clinic and potentially a referee clinic in addition to player clinics. For the spring men's game Carroll College men's team has committed and may be adding another. Future women's teams are TBD. Games at Legend Field and likely over the weekend (TBD or if both games would be played in one day).

Rob shared attendance and financials. 484 attendees from over 100 miles (54% from out of market); KC, Billings, Seattle, Phoenix, etc. Promotional video will be used as a tool to help attract teams for the 2026 games. Ended up a loss due to expenses around the game delay. To reduce expenses and add income next year, they are looking to increase clinic participation and may raise the cost of clinics. Some expenses will not be repeated such as videographer, promotional video, website development, signage, and Red Bus tour for Griz. New expenses would include multiple locations, teams hosting, more referees, etc. Will still leverage volunteers and look for sponsorships from more businesses.

It was recommended they attend the December 10 board meeting if they wish to present a grant application for the spring event.

### **3. Board Action Items**

#### **a) Approval of minutes from August 27, 2025**

A motion was made by Zac to approve the minutes. Motion was seconded by Haley. Discussion: none. The board approves unanimously.

#### **b) Acceptance of financials for August 2025**

Britta made a motion to approve August financials as presented. Motion was seconded by Haley. Discussion: none. The board approves unanimously.

#### **c) Acceptance of financials reports for year-end FY25**

Haley made a motion to approve the FY25 year-end financials as presented. Motion was seconded by Mitchell. Discussion: below. The board approves unanimously.

The summary report presented clarified that in the financial reports the total revenue reflects what was paid to TBID during the fiscal year. That includes Q4 of FY24 through Q3 of FY25 (\$873,651). Versus total FY25 revenue (Q1-Q4 FY25) which was \$1,027,260. The estimated FY25 rollover based on actual FY25 revenue is \$150,000.

The board reviewed the TBID policy which is to build reserves to \$200,000 by the end of FY26. Currently the total in reserves is \$110,000 (WFCU and FIB CD).

The TBID CD matures September 30. Bryce recommended moving \$40,000 from TBID checking account into the CD to bring the balance of total TBID reserves to approximately \$150,000. The board felt that due to a potential decline in occupancy in FY26 Discover Kalispell may need some additional operating funds so will choose to leave the remaining rollover funds in the checking account.

Britta made a motion to move \$40,000 from the checking account to the CD. The motion was seconded by Zac. No further discussion. The board approves unanimously.

### **Board Discussion**

#### **a) RIPE activation overview**

Discussion around order of hotels (how they showed up); could have some opportunity to sort/filter by rating, for instance. Rates pulled from GDS Saber connection (Expedia, etc.). Supplier webinar pole request reminder from Ben. October 6-7 dates are available. Ben to schedule soon. Ripe support team for questions or issues for suppliers. The Kalispell Canadian Welcome Pass coming up, so will need to confirm participation, including rates that you manage. Other event-specific links, too, with no commission (Spartan, etc.).

- b) S.N.O.W Bus – potential to add a Kalispell stop  
Diane shared updates on discussions with Big Mountain Commercial Association. The quote provided was \$37k for 2 am runs, 2 end of day runs, Friday-Sunday (54 days) with one stop in Kalispell (site TBD). Based on that the DK team is asking if we should pursue discussions with BMCA. It was agreed that other sponsorships, in addition to TBID would need to be identified to cover the cost of the route. The board agreed to continue exploring a Kalispell route. DK team will report back at the next meeting.
- c) MLHA Sponsorship: Come prepared to discuss in October.

#### 4. Staff reports

- a) Diane
  - a. Winter flight increases – United Airlines is increasing seat and flight capacity to Chicago, San Francisco and Los Angeles.
  - b. There is still uncertainty whether Under the Big Sky is moving the date or location due to the July 2026 airport runway project closures.
- b) Annie
  - a. Shared paid media updates, new photo and video assets from August and September photoshoots at Somers Beach State Park, Rocky Mountain Glass Kayaks on Peterson Lake, Lawrence Park, Brash Rodeo, Depot Park and Downtown.
  - b. Discussed the airport closure messaging and marketing plans for FIFA World Cup and spring road trip campaigns.
- c) Ben
  - a. Military reunions updates – ‘26 USS Hopewell, ‘26 USS JFK/USS Belknap Collision Remembrance Reunion, ‘27 USS Anchorage
  - b. 2026 Hands Across the Border – Event planning team should give word soon where the event will be held
  - c. 2026 MDAA all workshop in Kalispell; dance studios from across the state, mid-to late October, event space and lodging logistics planning will begin soon
  - d. 2026 MWWDA – Montana Well Water Drillers Association inquiring about space and lodging blocks
  - e. MTRPA - end of March 2027, state-wide parks and rec employees gathering for an annual conference, upwards of 200 attendees
  - f. Ben meeting with a planner from the Northwest Public Power Association (NWPPA) this Friday for site visits, NWPPA holds 200+ events/year

**Meeting adjourned at 4:47 PM**

Respectfully submitted: Annie Young

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



# Balance Sheet

Kalispell Chamber TBID

As of September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1010 Checking	145,811.36
1022 Whitefish Credit Union	-\$225.00
1021 Savings	37,317.68
<b>Total for 1022 Whitefish Credit Union</b>	<b>\$37,092.68</b>
<b>Total for Bank Accounts</b>	<b>\$182,904.04</b>
Accounts Receivable	
1200 Accounts Receivable	0.00
<b>Total for Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
12000 Undeposited Funds	0.00
1300 FIB-CD	111,896.73
<b>Total for Other Current Assets</b>	<b>\$111,896.73</b>
<b>Total for Current Assets</b>	<b>\$294,800.77</b>
Fixed Assets	
1710 Office Equipment	0.00
1820 Web Site Development	67,150.44
1910 Accumulated Depreciation	-13,430.36
<b>Total for Fixed Assets</b>	<b>\$53,720.08</b>
Other Assets	
<b>Total for Assets</b>	<b>\$348,520.85</b>
<b>Liabilities and Equity</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	5,186.84
<b>Total for Accounts Payable</b>	<b>\$5,186.84</b>
Credit Cards	
Other Current Liabilities	
<b>Total for Current Liabilities</b>	<b>\$5,186.84</b>
Long-term Liabilities	
<b>Total for Liabilities</b>	<b>\$5,186.84</b>
Equity	
32000 Unrestricted Net Assets	242,271.67
Net Income	101,062.34
<b>Total for Equity</b>	<b>\$343,334.01</b>
<b>Total for Liabilities and Equity</b>	<b>\$348,520.85</b>

# Profit and Loss

## Kalispell Chamber TBID

July 1-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
<b>Income</b>	
4000 TBID Revenue	298,011.90
4100 Interest Income	782.53
<b>Total for Income</b>	<b>\$298,794.43</b>
<b>Cost of Goods Sold</b>	
<b>Gross Profit</b>	<b>\$298,794.43</b>
<b>Expenses</b>	
6100 Administrative/Operations	
6110 Bank Fees	6.00
6125 Accounting Services	1,125.00
6130 Directors & Officers Insurance	1,394.00
6140 Office Supplies	385.00
6150 Postage & Copies	142.06
6160 Rent	5,400.00
6180 Telephone	425.00
6185 Travel & Entertainment	167.79
6190 Technology Support	485.94
6195 Equipment (Software)	2,109.61
6199 Other Admin	265.65
<b>Total for 6100 Administrative/Operations</b>	<b>\$11,906.05</b>
6200 Personnel (wages)	61,558.00
6250 Education/Outreach	
6260 Staff Training, Prof Develop	3,746.24
<b>Total for 6250 Education/Outreach</b>	<b>\$3,746.24</b>
6300 Agency Services	37,451.19
6400 Research	2,500.00
6500 Website	108.76
6600 Destination Marketing	
6620 Marketing Resources	
6621 Photos/Videos	24,210.00
6622 Online Platforms/Subscriptions	1,959.88
<b>Total for 6620 Marketing Resources</b>	<b>\$26,169.88</b>
6640 Paid Media	36,241.97
<b>Total for 6600 Destination Marketing</b>	<b>\$62,411.85</b>

# Profit and Loss

Kalispell Chamber TBID

July 1-September 30, 2025

DISTRIBUTION ACCOUNT	TOTAL
6800 Destination Development	
6830 Event, Sports & Group Incentive	10,000.00
6890 Sales-Trade Shows, RFP Platform	8,050.00
<b>Total for 6800 Destination Development</b>	<b>\$18,050.00</b>
<b>Total for Expenses</b>	<b>\$197,732.09</b>
<b>Net Operating Income</b>	<b>\$101,062.34</b>
Other Income	
Other Expenses	
<b>Net Other Income</b>	
<b>Net Income</b>	<b>\$101,062.34</b>

# Kalispell Chamber TBID

## P&L Budget vs. Actual FY26

July - September, 2025

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income	<b>\$298,794.43</b>	<b>\$1,125,000.00</b>	<b>\$ -826,205.57</b>	<b>26.56 %</b>
GROSS PROFIT	<b>\$298,794.43</b>	<b>\$1,125,000.00</b>	<b>\$ -826,205.57</b>	<b>26.56 %</b>
Expenses				
6100 Administrative/Operations	<b>7,678.26</b>	<b>54,000.00</b>	<b>-46,321.74</b>	<b>14.22 %</b>
6200 Personnel (wages)	51,101.53	293,000.00	-241,898.47	17.44 %
6250 Education/Outreach	<b>3,746.24</b>	<b>21,000.00</b>	<b>-17,253.76</b>	<b>17.84 %</b>
6300 Agency Services	30,951.19	118,000.00	-87,048.81	26.23 %
6400 Research	2,500.00	22,000.00	-19,500.00	11.36 %
6500 Website	108.76	10,000.00	-9,891.24	1.09 %
6600 Destination Marketing	<b>57,779.17</b>	<b>375,000.00</b>	<b>-317,220.83</b>	<b>15.41 %</b>
6700 Destination Stewardship/Mgmt		<b>13,500.00</b>	<b>-13,500.00</b>	
6800 Destination Development	<b>18,050.00</b>	<b>218,500.00</b>	<b>-200,450.00</b>	<b>8.26 %</b>
<b>Total Expenses</b>	<b>\$171,915.15</b>	<b>\$1,125,000.00</b>	<b>\$ -953,084.85</b>	<b>15.28 %</b>
NET OPERATING INCOME	<b>\$126,879.28</b>	<b>\$0.00</b>	<b>\$126,879.28</b>	<b>0.00%</b>
NET INCOME	<b>\$126,879.28</b>	<b>\$0.00</b>	<b>\$126,879.28</b>	<b>0.00%</b>

# 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
- \*2025 Glacier Surf Premier Cup – October 3-5 – Smith Fields and Glacier HS
- Old Crow Medicine Show – October 9 – Wachholz Center
- Great Northwest Oktoberfest – October 9-11 – Depot Park, Whitefish
- Le Grizz Ultramarathon & Relay – October 11 – Polebridge Mercantile
- \*Human Bear Conflict – October 5-10 – Red Lion
- The St. Olaf Orchestra – October 23 – Wachholz Center
- NRA – Northern Rodeo Association – October 23-25 – Majestic Valley Arena
- The Tallest Man on Earth (concert) – October 25 – Wachholz Center
- Absolute Fight Factory – October 25 – Flathead County Fairgrounds
- 2025 NRA Finals and Junior Finals – October 30-November 1 – Majestic Valley Arena

## **November**

- 2025 NRA Finals and Junior Finals – October 30-November 1 – Majestic Valley Arena
- An Evening with David Sedaris – November 12 – Wachholz Center
- Holiday Extravaganza – November 14-16 – Majestic Valley Arena
- Mark Synnott, speaker – November 18 – Wachholz Center

## **December**

- Mannheim Steamroller Christmas – December 1 – Wachholz Center
- Banff Mountain Film Festival World Tour – December 2-3 – Wachholz Center
- Beauties and the Beasts – December 6 – Majestic Valley Arena
- Pinky and the Floyd – December 18 – Wachholz Center

## **2026**

### **January**

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

### **March**

- Rising Appalachia – March 15 – Wachholz Center

### **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.