

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**July 24, 2024**  
**3:00 - 5:00 pm**

**Discover Kalispell/Chamber, 2 South Main Street, 2<sup>nd</sup> floor board room**

3:00 pm 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 June 26, 2024
  - b) Acceptance of financials for June 2024
  - c) Policy for TBID reserve account
3. Board Discussion
  - a) Overview of DK team FY25 strategic priorities
  - b) Staff reports

Enclosures: June 26, 2024 meeting minutes  
TBID financial reports for June 2024  
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

2024 TBID Board Meeting Schedule (subject to change)

January 17	February 28	March 27	April 24	May 22	June 26
July 24	August 28	September 25	October 23	December 11	

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**  
**June 26, 2024**  
**3:00 – 5:00 pm**

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

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

**Board Members Absent:** none

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

**Guests:** Sadie Rison, NBC Montana

The meeting was called to order at 3:05 pm by Chair of the Board, Bryce Baker.

1. **Hear from the Public – none.**

2. **Board Action Items**

a. **Approval of minutes from May 22, 2024**

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

b. **Approval of financials for May, 2024**

Motion was made by Britta Joy to approve the financials. Motion was seconded by Robert Hall. Discussion: Zac reminded the board that a portion of the reserve account (WFCU) is in a 4-month CD which matures the end of June. Board agreed to roll over into another 4-month CD, Diane will shop rates. Board approves unanimously.

3. **Board Discussion**

a. **Staff Reports**

Tia Troy, from Discover Kalispell's public relations agency Lightning Bug Public Relations, shared with the board the successes, reporting, and challenges of the last fiscal year. Highlights included strong newsletter open rates, top-tier media placements, local and regional media coverage, and Instagram and Facebook engagement rates beating industry standards. Earned media coverage totaled a reach of 383M+, touting Kalispell as a great place to stay. Challenges identified were the high price of airline ticket prices to get media to Kalispell, negative commentary from social media followers, an ongoing effort to uplift resident sentiment, and encouraging the board to have their property social media channels engage with Discover Kalispell's social media channels.

Diane Medler gave a review of recent travel trends, including an increase in the average amount of money leisure travelers budgeted for travel in the next 12 months (\$4,826), restaurants and dining as a top activity, and an

increase in Americans traveling abroad. Monthly STR reports were reviewed, with June tracking to end at +9% OCC and +14% RevPAR. Kalispell's short-term rentals saw significant increases in most metrics in May 2024 (YoY). She also gave a review of marketing highlights, providing results from Evergreen Spring ads and May newsletters. A press trip on May 16-20 hosted 5 journalists to experience Spring in Kalispell. Referrals from Sonoma County Airport resulted in the 7<sup>th</sup> highest traffic source to DK.com. She also shared various photos from recent shoots around the valley.

Dawn Jackson updated the group on the progress of video reels highlighting Northwest Montana Museum, Snowline Acres, and the Hilton Garden Inn. Dawn also gave an overview of the current Requests for Proposals (RFPs) including 2026 events in the nanofabrication space and for the Airline Association of Montana, as well as a tech summit and a leadership summit. Sports initiatives included upcoming events with the Montana High School Association for golf and state track later this year, with the promotion of DK lodging on the MHSA website. Glacier Country organized a press trip for meeting magazines, including a stop in Kalispell for lunch at the Conrad Mansion, resulting in stronger relationships with the publications. 12 travel agents and tour operators will be touring in October in conjunction with Southwest Adventure Tours and Glacier Country. The Hilton and Red Lion hosted the P.E.O. (Philanthropic Educational Organization) 2024 Montana State Chapter Convention consisting of retired teachers and women resulting in 255 rooms, with a rebate of \$12 per room night given. Dawn also asked for suggestions on contacts at Columbia Falls and American Legion Fields, she's been trying to connect with organizers to see about a potential fast pitch softball event.

Natalie Wallon introduced herself as a new member of DK. The team is working toward finalizing the FY25 Paid Media plan with the Abbi Agency and an upcoming SEO audit. Visual updates are in progress for DK's digital properties.

Lorraine Clarno shared her upcoming initiatives on the community stewardship plan and the Grand Event on November 7<sup>th</sup> highlighting the Chamber's 120<sup>th</sup> anniversary.

**b. Glacier National Park**

With the recent opening of Going-to-the-Sun Road, the board discussed traveler confusion on getting into Glacier National Park and the vehicle registration system. DK shared that this is a top reason for callers to the

visitor center. DK continues to share information on social channels regarding day-before vehicle registrations.

**Meeting adjourned at 4:10 PM**

Respectfully submitted: Diane Medler

For further information contact [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com), 406-758-2808

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

TBID Checking account balance as of 06/30/24	\$116,517.15
KCVB Checking account balance as of 06/30/24	\$15,604.85
WFCU Reserve account balance	\$92,373.83

**TBID Account – Expense Summary**

- Admin/Operations: share of cost for exterior building signs; Indeed job candidate search; wages and insurance; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; travel and mileage.
- Education/outreach: One West Tourism Leadership Summit expenses.
- Agency services: TAA for May and June
- Website: monthly hosting fee, SEO audit report
- Marketing: social media admin; photo shoots – consumer and M&C; downtown gift certificates for prize package.
- Earned Media/Tourism Sales/Incentives: Spring press trip expenses; FAM trip welcome bag items; incentive funding for PEO conference.
- Development/Events:

**KCVB Private Funds – Income and Expense Summary**

Income: Airport warm season subscriptions

Expenses: Accounting; copies

**TBID Revenue**

FY24 Gross Revenue	Projected Revenue	Actual	% Change vs projected	% Change YOY (Actual)
	\$610,000			
Q1 JUL-SEP (36% of total budget)	\$213,500	\$224,830	+5.3	+11%
Q2 OCT-DEC (20% of total)	\$122,000	\$107,774	-11.6	-2.6
Q3 JAN-MAR (18% of total)	\$109,800	\$94,098	-14	-6.7
Q4 APR-JUN (26% of total)	\$158,600			
FY23 Gross Revenue	Projected Revenue	Actual	% Change vs. projected	% Change YOY (Actual)
	\$625,000	\$559,644	-10%	-7%
Q1 JUL-SEP (36% of actual)		\$201,782		-13%
Q2 OCT-DEC (20% of actual)		\$110,702		-5%
Q3 JAN-MAR (18% of actual)		\$100,874		-1%
Q4 APR-JUN (26% of actual)		\$146,286		-6%

## Tourism Business Improvement District

**Balance Sheet**

As of June 30, 2024

	<u>Jun 30, 24</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	112,908.05
1022 · Whitefish Credit Union	
1021 · Savings	<u>92,373.83</u>
<b>Total 1022 · Whitefish Credit Union</b>	<u>92,373.83</u>
<b>Total Checking/Savings</b>	<u>205,281.88</u>
<b>Total Current Assets</b>	205,281.88
<b>Fixed Assets</b>	
1710 · Office Equipment	3,967.64
1820 · Web Site Development	91,230.44
1910 · Accumulated Depreciation	<u>-46,348.00</u>
<b>Total Fixed Assets</b>	<u>48,850.08</u>
<b>TOTAL ASSETS</b>	<b><u><u>254,131.96</u></u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	19,594.50
<b>Total Accounts Payable</b>	<u>19,594.50</u>
<b>Total Current Liabilities</b>	<u>19,594.50</u>
<b>Total Liabilities</b>	19,594.50
<b>Equity</b>	
32000 · Unrestricted Net Assets	243,788.11
Net Income	<u>-9,250.65</u>
<b>Total Equity</b>	<u>234,537.46</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u><u>254,131.96</u></u></b>

## Tourism Business Improvement District

## Profit &amp; Loss - FY24

June 2024

07/12/24

Accrual Basis

	Jun 24	Jul '23 - Jun 24
<b>Income</b>		
4000 · TBID Revenue	1,702.00	571,582.00
4100 · Interest Income	1,234.05	3,282.89
<b>Total Income</b>	2,936.05	574,864.89
<b>Expense</b>		
6100 · Administrative/Operations		
6145 · Moving Expenses	1,911.68	4,879.19
6115 · Annual Report/Mtg	0.00	2,285.39
6122 · Audit - Chamber	0.00	2,268.95
6125 · Accounting Services	200.00	2,637.50
6130 · Directors & Officers Insurance	0.00	1,298.00
6135 · City of Kalispell Admin Fee	0.00	5,000.00
6140 · Office Supplies	243.49	1,516.26
6150 · Postage & Copies	59.90	1,288.16
6160 · Rent	4,200.00	13,200.00
6180 · Telephone	120.00	1,914.37
6185 · Travel & Entertainment	208.40	2,022.74
6190 · Technology Support	197.60	3,706.28
6195 · Equipment (Software)	19.99	475.41
6199 · Other Admin	229.74	661.30
<b>Total 6100 · Administrative/Operations</b>	7,390.80	43,153.55
6200 · Personnel (wages)	17,655.25	251,626.98
6250 · Education/Outreach		
6260 · Staff Training, Prof Develop	492.38	3,712.26
6280 · Organizational Memberships	0.00	6,150.00
<b>Total 6250 · Education/Outreach</b>	492.38	9,862.26
6300 · Agency Services	6,100.00	68,525.00
6400 · Research	0.00	21,996.00
6500 · Website	5,700.00	10,280.02
6600 · Destination Marketing		
6620 · Marketing Resources		
6622 · Online Platforms/Subscriptions	135.55	12,423.08
6624 · Printed Collateral	0.00	375.00
6626 · Marketing Partnerships/Mbrships	0.00	200.00
<b>Total 6620 · Marketing Resources</b>	135.55	12,998.08
6640 · Paid Media		
6643 · Multimedia	1,000.00	88,940.00
6646 · Digital Asset Acquisition	2,491.95	15,128.48
6649 · Promotional Items	250.00	2,621.13
<b>Total 6640 · Paid Media</b>	3,741.95	106,689.61
6650 · Earned Media/Tourism Sales		
6653 · Media & Influencer Hosted Trips	1,087.50	24,595.55
6656 · FAM Trips/Sales Calls	65.00	-4,935.00
6659 · Meeting & Group Incentives	3,060.00	19,252.12
<b>Total 6650 · Earned Media/Tourism Sales</b>	4,212.50	38,912.67
6680 · Travel/Trade Shows	0.00	4,376.97
<b>Total 6600 · Destination Marketing</b>	8,090.00	162,977.33
6700 · Destination Stewardship/Mgmt		
6720 · VIC Funding	0.00	600.00
<b>Total 6700 · Destination Stewardship/Mgmt</b>	0.00	600.00
6800 · Destination Development		
6830 · Event Grant	0.00	6,105.00
6860 · Comm-Visitor Asset Dev Grant	0.00	3,500.00
<b>Total 6800 · Destination Development</b>	0.00	9,605.00

**Tourism Business Improvement District**  
**Profit & Loss - FY24**  
June 2024

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	<u>Jun 24</u>	<u>Jul '23 - Jun 24</u>
<b>Total Expense</b>	45,428.43	578,626.14
<b>Net Income</b>	<u><u>-42,492.38</u></u>	<u><u>-3,761.25</u></u>

## Tourism Business Improvement District Profit & Loss Budget vs. Actual FY24 July 2023 through June 2024

	Jul '23 - Jun 24	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	571,582.00	685,000.00	-113,418.00	83.4%
4100 · Interest Income	3,282.89			
<b>Total Income</b>	574,864.89	685,000.00	-110,135.11	83.9%
<b>Expense</b>				
6100 · Administrative/Operations	43,153.55	48,500.00	-5,346.45	89.0%
6200 · Personnel (wages)	251,626.98	260,000.00	-8,373.02	96.8%
6250 · Education/Outreach	9,862.26	13,000.00	-3,137.74	75.9%
6300 · Agency Services	68,525.00	75,000.00	-6,475.00	91.4%
6400 · Research	21,996.00	20,000.00	1,996.00	110.0%
6500 · Website	10,280.02	17,000.00	-6,719.98	60.5%
6600 · Destination Marketing	162,977.33	175,000.00	-12,022.67	93.1%
6700 · Destination Stewardship/Mgmt	600.00	11,500.00	-10,900.00	5.2%
6800 · Destination Development	9,605.00	65,000.00	-55,395.00	14.8%
<b>Total Expense</b>	578,626.14	685,000.00	-106,373.86	84.5%
<b>Net Income</b>	<b>-3,761.25</b>	<b>0.00</b>	<b>-3,761.25</b>	<b>100.0%</b>

**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
 January through May 2024

June 2024	/-----TBID Projects-----/													
	<u>Spartan</u>	<u>Highlander</u>	<u>Mtgs/ Conv</u>	<u>VC Merch</u>	<u>Brochure</u>	<u>aRes</u>	<u>Website Redesign</u>	<u>Sports Facility</u>	<u>Campaigns</u>	<u>Commyty Engage</u>	<u>Total Projects</u>	<u>Travel Consult</u>	<u>Admin</u>	<u>TOTAL</u>
<b>Income</b>														
4025.00 · Program Revenue	-6,403.38	0.00	-1,414.40	27.00	-275.00	222.78	1,150.00	1,921.45	-610.18	-210.80	2,250.47	-157.69	6,800.00	1,049.78
<b>Total Income</b>	<u>-6,403.38</u>	<u>0.00</u>	<u>-1,414.40</u>	<u>27.00</u>	<u>-275.00</u>	<u>222.78</u>	<u>1,150.00</u>	<u>1,921.45</u>	<u>-610.18</u>	<u>-210.80</u>	<u>2,250.47</u>	<u>-157.69</u>	<u>6,800.00</u>	<u>1,049.78</u>
<b>Expense</b>														
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	6.80	369.80
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	1,150.00	1,150.00
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	1,476.45
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	83.59	83.59
<b>Total Expense</b>	<u>0.00</u>	<u>363.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,476.45</u>	<u>0.00</u>	<u>0.00</u>	<u>1,476.45</u>	<u>0.00</u>	<u>1,240.39</u>	<u>3,079.84</u>
<b>Net Income</b>	<u><u>-6,403.38</u></u>	<u><u>-363.00</u></u>	<u><u>-1,414.40</u></u>	<u><u>27.00</u></u>	<u><u>-275.00</u></u>	<u><u>222.78</u></u>	<u><u>1,150.00</u></u>	<u><u>445.00</u></u>	<u><u>-610.18</u></u>	<u><u>-210.80</u></u>	<u><u>774.02</u></u>	<u><u>-157.69</u></u>	<u><u>5,559.61</u></u>	<u><u>-2,030.06</u></u>

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	0.00	0.00
August	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
September	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
October	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
November	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
December	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>EVENT BALANCES</b>	<b>11,333.93</b>	<b>838.90</b>	<b>0.00</b>	<b>651.32</b>	<b>0.00</b>	<b>0.00</b>	<b>1,908.61</b>	<b>0.00</b>	<b>0.00</b>	<b>622.09</b>	<b>15,354.85</b>





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

Data for JUNE 2024

Report Date: 7/24/2024

WEBSITE													
<b>Top Cities</b>					<b>Top Pages per Engagement Time</b>					<b>Top Pages per views</b>			
1. (not set)                      6. Phoenix 2. Seattle                        7. Dallas 3. Kalispell                      8. Los Angeles 4. Denver                        9. Calgary 5. Chicago                       10. New York					1. Action Track Chair at Lone Pine 2. Hey LA We've Got Your Weekend in Kalispell 3. Event Grant 4. Activities - Glacier Symphony and Chorale 5. TTD - Sightseeing					1. Home page 2. TTD 3. Don't have vehicle resv 4. Events 5. Get The Guide			
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	53,450	46,876	43,916	38,621	24,015	25,270	32,505	32,947	40,784	46,238	37,000	39,569	461,191
Sessions	32,744	28,390	26,364	79,475	15,664	15,731	19,784	10,560	12,096	13,627	23,714	14,069	292,218

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	1	13	
Room Nights	35	1083	
Event/Sport Bookings	0	0	
Rate Quotes	1	10	
Pending Bookings	0	2	
Rm potential	0	54	

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	872	5,915	
Newsletter subscribers	398	5,077	
Social media impressions (organic)			
Facebook	47,641	1,147,357	
Instagram	108,685	1,554,826	
Pinterest	21,420	121,970	
aRes reservations booked	1	19	
aRes room nights booked	2	45	
Hotel package redemptions	n/a	12	

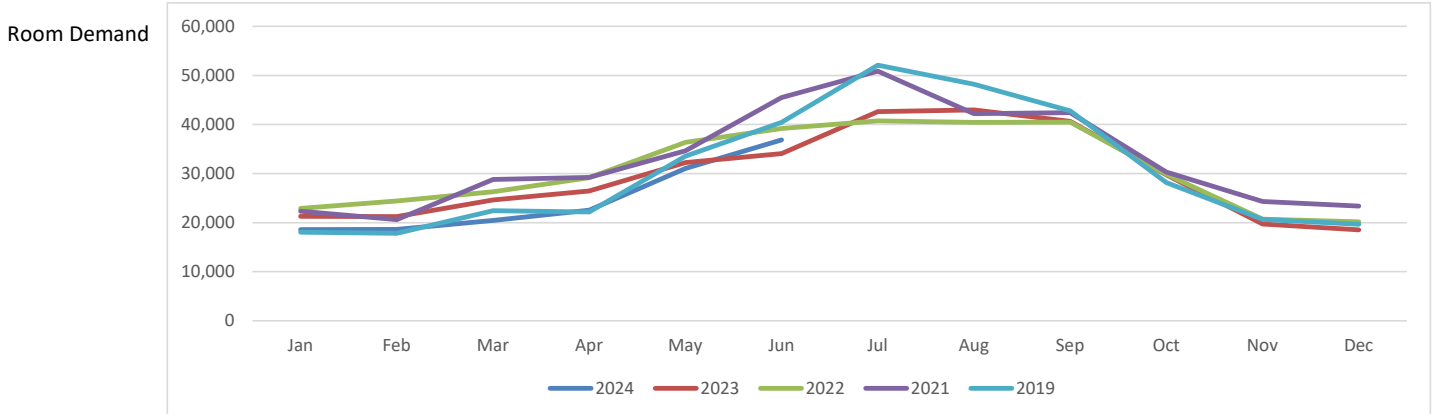
\*\*web traffic analytics were impacted by consent banner and analytics tracking. This was resolved in early June.

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	2	37	
Reach	513,575	985,880,125	

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	1,573	8.33%	18,260	4.68%
Display	608	0.20%	303,579	0.47%
Social	12,238	9.73%	125,819	2.06%
You Tube	4	0.01%	64,552	0.78%

PARTNERS		
	Month	YTD (2024)
Airport Enplanements - JUN	54,879	198,439
	17.4%	6.5%
GNP Rec Visits - MAY	209,556	308,953
	0.01%	0.08%

KALISPELL LODGING							
Smith Travel Report	JUNE	YOY	YTD 2024	Running 12 Mths	FY24 Avg	Comp Set Mthly Avg	
OCC	72.6%	9.0%	48.2%	55.1%	55.0%	76.3%	
Kalispell econ class	65.0%	-1.5%					
Kalispell mid/upper	76.2%	13.3%					
ADR	\$188.42	1.9%	\$130.33	\$158.50	\$141.43	\$179.40	
Kalispell econ class	\$130.28	1.1%					
Kalispell mid/upper	\$207.40	0.3%					
RevPAR	\$136.83	11.0%	\$62.78	\$87.29	\$86.97	\$138.18	

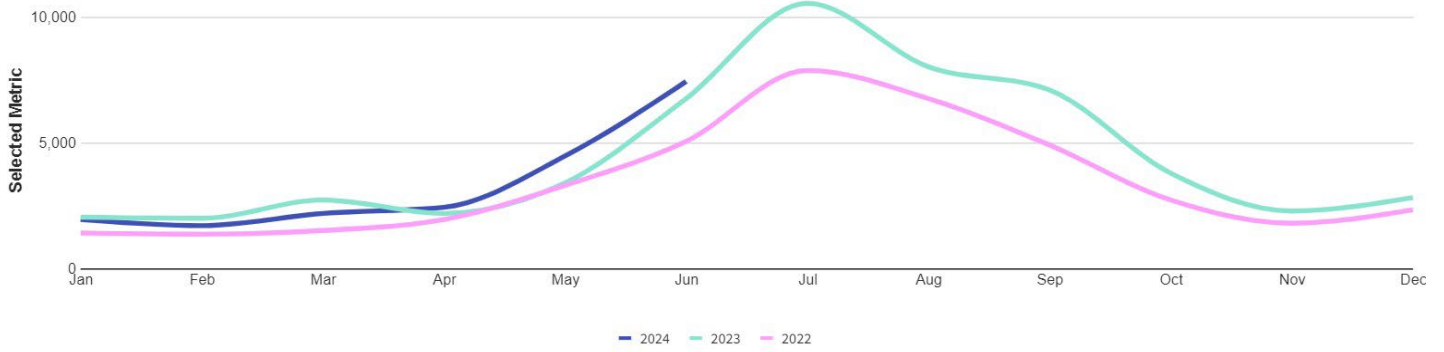


Weekly STR																	
OCC	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
2024	85.8	81.8	67.3	78.5	84.9	85.2	81.4	80.1	87.2	78.4	70.4	70.2	66.5	81.7	85.8	83.6	73.4
2023	74.4	76.8	60.5	71.8	75.1	73.7	70.8	76.8	82.4	72.1	60.4	55.4	69.9	72.4	79.2	79.4	66.8
% chg	15.3	6.5	11.1	9.3	13.0	15.7	15.1	4.3	5.9	8.7	16.6	26.7	-4.9	12.9	8.2	5.3	9.9
ADR 2024	206.01	203.40	188.92	201.97	212.84	213.16	203.85	227.09	215.38	199.70	213.70	220.95	216.44	238.77	252.47	245.51	195.08

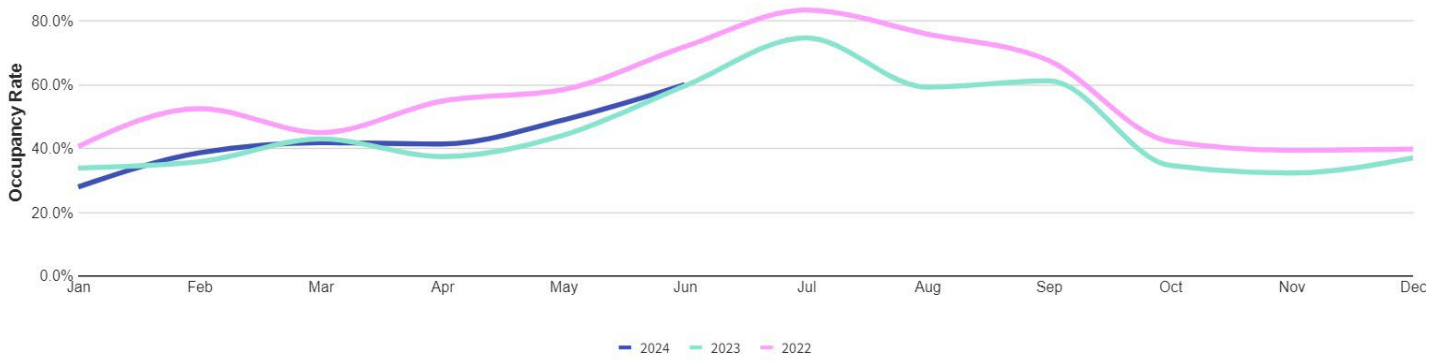
Short Term Rentals - Kalispell City Limits (AirDNA)

	Available Listings		Occupancy Rate		Average Daily Rate		Booked Listings	
	Month	YOY	Month	YOY	Month	YOY	Month	YOY
Entire Place	229	9.6%	60%	1.0%	\$239	-12.0%	227	14.1%

How many short-term rental room nights booked are in your destination?



What percentage of the month was occupied?



# Future Conferences & Large Events

## 2024

### July

- Top Dawg Arena Cross – July 5-6 – Fairgrounds
- Mounted Shooting – July 9-11 – Majestic Valley Arena
- MT State Softball Tournament - July 12-14 – Kidsport
- John R. Harp Memorial Tournament (A) – July 12-14 – Kalispell Lakers
- Under the Big Sky Festival – July 12-14 – Big Mountain Ranch
- Event at Rebecca Farms – July 17-21, 2022 – Rebecca Farms
- Montana Reining Horse Association – July 21-26 – Majestic Valley Arena

### August

- Golden Ticket Festival – August 2-4 – Majestic Valley Arena
- \*Little Rock Tours – August 3-4 – Red Lion
- Treasure State Mounted Cowboy Shooting Association – August 9-11 – Majestic Valley Arena
- NW Montana Fair & Rodeo – August 14-18 Fairgrounds
- \*2024 City of Kearney – August 22-24 – Red Lion

### September

- Foy's to Blacktail Trail Marathon – September 8 – Foy's to Blacktail Trail
- \*AASHTOWare Safety User Experience Committee Meeting – September 9-12 - Hilton
- Flathead Celtic Festival – September 13-14 – Centennial Farm
- \*Vicki's Tours – September 13-14– Holiday Inn Express
- \*New England Tours – September 14-15 – Red Lion
- Tamarack Fall Tournament – September 21-22 – Kidsport

### October

- State AA Golf – October 3 & 4 – Location not listed
- Glacier Surf Premier Cup – October 4-6 – Whitefish
- Battle of the States Bull Riding – October 12 – Majestic Valley Arena
- NRA-Northern Rodeo Association – October 24-26 – Majestic Valley Arena
- Absolute Fight Factory – October 26 - Fairgrounds

### November

### December

- Craft Brewer Cup – Flathead Valley Hockey Assn (FVHA) – December 6-8 – Woodlawn Ice Center
- Flathead High Wrestling Tournament (TBD) – December 6-7 – Flathead High School
- Beauty & The Beast – December 7 – Majestic Valley Arena
- Winter Classic - Flathead Valley Hockey Assn (FVHA) (10U WC) – December 13-15 – Woodlawn Ice Center
- Brash Winter Series Rodeo – December 20-21 – Majestic Valley Arena

# FY24 June Sales Activities

Dawn Jackson, Group Sales Manager

## RFP's/RFQ/RFI's Sent

- 2025 State AA Golf – October 3-4 – RFQ

## Working Leads

- 2024 Galore & More Glacier National Park FAM – October 7-11, 2024 – FAM that DK is partnering with Southwest Adventure Tours and Discover Kalispell – RFP's in July
- 2025 Great Open Spaces City Management Conference – August – 35 ppl – Chose Red Lion waiting for contract
- 2025 Koch Family Reunion – Summer 2025 - Still in the process of choosing a hotel. Kalispell has been chosen over Helena
- 2025 Landmark Tours – Glacier and Yellowstone – September – 54 potential rooms – Chose Hilton. I am waiting for signed contract
- 2025/2026 Montana Senior Olympics – September – Potential 400 rooms - Gathering information to determine if this is a good event for Discover Kalispell.
- 2026 Northwest Chapter American Association of Airport Executives – NWAAAE - Compiling information for the organizer of the association for a potential 2026 Annual Conference in Montana – due in September
- ISPS – continuing conversation with organizers to bring a state or regional tournament here and looking for the right fields. Continuing to try to connect with baseball fields in CF and WF for an interest in hosting outside tournaments.
- 2024 The Foundation for Montana History – October – Similar to a Antique Annual Roadshow Hosting this roadshow – will need some rooms and is checking out the history and number of rooms needed with the previous organizer.
- 2025 MT Tavern Association – September - 2024 is in Havre and planning to host in Kalispell in 2025 will contact in July

## RFP's Won

- 2024 Western Montana Conservation Commission Meeting – June – 35 rooms – Hilton Garden Inn

## RFP's Turned Down or Leads Lost

- American Junior Golf Association – AJGA – Between June-September – Buffalo Hills could not accommodate for 2025 and could not confirm with Northern Pines. Bid was due in June

## Group Assist

- Western Pleasure Tours – restaurant suggestions for September group
- BI Worldwide – Contact from the past needed local information on an event they are considering for the area

## Miscellaneous Tasks

- Edited video's and photos from May shoot
- Continued FAM conversation with Glacier Country and Southwest Tours with Travel Agents and Tour Operators – Dates will be October 7-11, 2024

- Visited The Cabins at Blacktail for event site suggestions
- Welcomed Natalie Wallon to the Discover Kalispell team
- Welcomed Amanda Hewit and Kirk Fritz - new chamber staff
- Attended Fatt Boys Ribbon Cutting
- Attended Strategy meeting with Lightening Bug PR
- Attended Discover Kalispell all-staff meeting
- Provided Welcome Bags for MT Newspaper Association
- Provided Welcome Bags for Forest Legacy Conference
- Provided Welcome Bags for SBG MT Summit
- Provided Welcome Bags for PEO
- Attended Western Montana's Glacier Country Meeting Press FAM at Conrad Mansion
  - Publication journalists from Smart Meetings, Connect Meetings, Prevue, Meetings Today, Meeting + Events
- Provided Flyer for Brittany with Kalispell Lakers for their tournament
- Assisted Chamber with Lemonade Contest at Red Lion
- Managed USA Softball Incentive Agreement

# 2025

## January

- Winter Classic - Flathead Valley Hockey Assn (FVHA) (12U/14U Non-Checking) – January 17-19 – Woodlawn Ice Center

## February

- Winter Classic - Flathead Valley Hockey Assn (FVHA) (8U WC) – February 14-16 – Woodlawn Ice Center

## May

- State A Softball – May 22-24 – Columbia Falls
- State AA-A Track & Field Meet – May 23-24 – Legends Stadium

## July

- \*2025 Canadian Rockies Tour – July 14 – Red Lion

## September

- \*2025 Landmark Tours – September 21-13 – Hilton Garden Inn

7/15/24

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