

Board of Directors Meeting
Kalispell Tourism Business Improvement District
February 25, 2026
3:00 - 5:00 pm

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

3:00 p.m. Meeting Called to Order: Bryce Baker, Chair of the Board

1. Hear from the Public - Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.
2. Event Grant Presentation: NW Shootout Lacrosse, May 1-3, 2026
3. Event Grant Presentation: Yay! Foundation Comedy Event, March 4-8, 2026
4. Event Grant Presentation: Montana High School Rodeo Finals, June 8-13, 2026 (present on Zoom)
5. Event Grant Presentation: Glacier Surf Rumble In The Rockies, April 24-26, 2026
6. Board Action Items
 - a) Approval of minutes from January 28, 2026
 - b) Acceptance of financials for January 2026
 - c) Approval of budgeted revenue for FY27
 - d) Approval of event grant applications:
 - a. NW Shootout Lacrosse
 - b. Yay! Foundation
 - c. Montana High School Rodeo Finals
 - d. Rumble In The Rockies
7. Board Discussion
 - a) Staff reports

Board Packet is available at: <https://discoverkalispell.com/tbid-documents-and-board-packets/>

For Further Information Contact:

Bryce Baker, Board Chair kalispell@myplacehotels.com 406-752-4847
Diane Medler, Discover Kalispell Executive Director diane@discoverkalispell.com 406-758-2808

2026 TBID Board Meeting Schedule (subject to change)

January 28	February 25	March 25	April 22	May 27	June 24
July 22	August 26	September 23	October 28	December 9	

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 Minutes
Kalispell Tourism Business Improvement District
January 28, 2026
4:00 – 5:00 pm
Location: Northwest Montana History Museum

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

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

4:00 p.m. The meeting was called to order by Bryce Baker, Chair of the Board.

1. **Hear from the Public** – none

2. **Board Action Items**

a. Approval of minutes from December 2025

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

b. Approval of financials for November and December 2025

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

Business meeting adjourned at 4:05pm

4:05-5:00pm Discover Kalispell Annual Review Presentation

Annual report: <https://discoverkalispell.com/wp-content/uploads/2026/01/2025-DK-Annual-Report.pdf>

5:00-6:00pm Reception

Respectfully submitted: Diane Medler
For further information contact diane@discoverkalispell.com, 406-758-2808



**Kalispell Tourism Business Improvement District
Summary of January 2026 Financial Reports**

TBID Checking account balance as of 01/30/26	\$271,220.95
WFCU Reserve account balance as of 12/31/25	\$37,494.79
WFCU CD balance as of 1/13/26 (matures 9/13/26)	\$114,696.37

TBID Account – Expense Summary

- Admin/Operations: wages and insurance; cell phone reimbursement; tech support/email accounts; accounting services; copies/postage; mileage reimbursement.
- Agency services: Lightning Bug PR
- Education/outreach: attendance at BBER economic outlook seminar
- Organizational Memberships: TBID membership to MLHA
- Research: CoStar payment towards annual subscription
- Marketing: December paid media; social media admin; photo shoot expenses; CrowdRiff payment towards annual subscription
- Earned Media/Media events: SF travel writer visit expenses
- Business Development Incentives/Sales: RIPE annual service fee 2/3; CRM monthly fee

TBID Revenue

* one property did not report
** three properties have not reported

FY26 Gross Revenue		% Change rm nts
Projected \$1,125,000	Actual	
Q1 JUL-SEP (\$4)	\$418,656 (net 104,664 rm nts; 110,367 gross) *	-10% (YoY)
Q2 OCT-DEC (\$4)	\$224,100 (net 56,025 rm nts: gross) **	7%
Q3 JAN-MAR (\$4)		
Q4 APR-JUN (\$4)		
FY25 Gross Revenue		% Change
Projected \$1,171,200	Actual \$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)

Balance Sheet

Kalispell Chamber TBID

As of January 31, 2026

DISTRIBUTION ACCOUNT	TOTAL
Assets	
Current Assets	
Bank Accounts	
1010 Checking	250,943.95
1022 Whitefish Credit Union	\$206.77
1021 Savings	37,288.02
Total for 1022 Whitefish Credit Union	\$37,494.79
Total for Bank Accounts	\$288,438.74
Accounts Receivable	
1200 Accounts Receivable	0.00
Total for Accounts Receivable	\$0.00
Other Current Assets	
12000 Undeposited Funds	0.00
1300 FIB-CD	111,896.73
Total for Other Current Assets	\$111,896.73
Total for Current Assets	\$400,335.47
Fixed Assets	
1710 Office Equipment	0.00
1820 Web Site Development	67,150.44
1910 Accumulated Depreciation	-26,860.36
Total for Fixed Assets	\$40,290.08
Total for Assets	\$440,625.55
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	21,632.19
Total for Accounts Payable	\$21,632.19
Total for Current Liabilities	\$21,632.19
Total for Liabilities	\$21,632.19
Equity	
32000 Unrestricted Net Assets	528,024.21
Net Income	-109,030.85
Total for Equity	\$418,993.36
Total for Liabilities and Equity	\$440,625.55

Profit and Loss

Kalispell Chamber TBID

July 1, 2025-January 31, 2026

DISTRIBUTION ACCOUNT	TOTAL
Income	
4000 TBID Revenue	413,771.90
4100 Interest Income	1,071.15
Total for Income	\$414,843.05
Gross Profit	
\$414,843.05	
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	19.51
6115 Annual Report/Mtg	517.00
6125 Accounting Services	2,761.00
6130 Directors & Officers Insurance	1,394.00
6140 Office Supplies	436.15
6150 Postage & Copies	277.80
6160 Rent	10,800.00
6185 Travel & Entertainment	167.79
6190 Technology Support	1,229.88
6195 Equipment (Software)	2,622.50
6199 Other Admin	1,590.93
Total for 6100 Administrative/Operations	\$21,816.56
6200 Personnel (wages)	158,938.85
6250 Education/Outreach	
6260 Staff Training, Prof Develop	3,984.24
6280 Organizational Memberships	17,232.20
Total for 6250 Education/Outreach	\$21,216.44
6300 Agency Services	79,788.69
6400 Research	19,287.70
6500 Website	1,630.95
6600 Destination Marketing	
6620 Marketing Resources	
6621 Photos/Videos	30,634.61
6622 Online Platforms/Subscriptions	4,959.88
Total for 6620 Marketing Resources	\$35,594.49
6640 Paid Media	109,817.74
6650 Earned Media/Tourism Sales	3,432.48
Total for 6600 Destination Marketing	\$148,844.71
6800 Destination Development	
6830 Event, Sports & Group Incentive	56,500.00
6890 Sales-Trade Shows, RFP Platform	15,850.00
Total for 6800 Destination Development	\$72,350.00
Total for Expenses	\$523,873.90
Net Operating Income	-\$109,030.85
Net Other Income	
Net Income	-\$109,030.85

Kalispell Chamber TBID

P&L Budget vs. Actual FY26

July 2025 - January 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	413,771.90	1,125,000.00	-711,228.10	36.78 %
4100 Interest Income	1,071.15		1,071.15	
Total Income	\$414,843.05	\$1,125,000.00	\$ -710,156.95	36.87 %
GROSS PROFIT	\$414,843.05	\$1,125,000.00	\$ -710,156.95	36.87 %
Expenses				
6100 Administrative/Operations	19,388.77	54,000.00	-34,611.23	35.91 %
6200 Personnel (wages)	148,482.38	293,000.00	-144,517.62	50.68 %
6250 Education/Outreach	21,216.44	21,000.00	216.44	101.03 %
6300 Agency Services	73,288.69	118,000.00	-44,711.31	62.11 %
6400 Research	19,287.70	22,000.00	-2,712.30	87.67 %
6500 Website	1,630.95	10,000.00	-8,369.05	16.31 %
6600 Destination Marketing	144,212.03	375,000.00	-230,787.97	38.46 %
6700 Destination Stewardship/Mgmt		13,500.00	-13,500.00	
6800 Destination Development	73,350.00	218,500.00	-145,150.00	33.57 %
Total Expenses	\$500,856.96	\$1,125,000.00	\$ -624,143.04	44.52 %
NET OPERATING INCOME	\$ -86,013.91	\$0.00	\$ -86,013.91	0.00%
NET INCOME	\$ -86,013.91	\$0.00	\$ -86,013.91	0.00%



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

Data for JANUARY 2026

Report Date: 2/25/2026

WEBSITE													
Top Cities					Key Highlights (YoY)					Top Landing Pages			
1. Chicago 2. Dallas 3. Phoenix 4. (not set) 5. Denver 6. Seattle 7. Minneapolis 8. Kalispell 9. Ft Worth 10. Englewood					YoY declines are visible in acquisition metrics, largely attributable to the privacy consent implementation, which now limits tracking for users who do not opt in to cookies, . Engagement performance remained stable, with an engagement rate of 42.03% (-4.0%) and avg session duration of 1:32, indicating consistent user behavior.					1. Home page 2. Winter in Kalispell 3. Rediscovering Kalispell 4. Get The Guide 5. Events			
FY26	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Views	93,711	88,639	64,450	54,802	58,087	50,435	65,756						475,880
Active Users	47,273	46,444	37,261	30,479	26,800	24,868	34,443						247,568

BUSINESS DEVELOPMENT			
	Month	YTD (fiscal)	
Group Bookings	2	2	
Room Nights	44	44	
Event/Sport Bookings		0	
Rate Quotes	1	3	
Pending Bookings	3	31	
Rm potential	75	4209	

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	371	2,910	
Newsletter subscribers	333	3,811	
Social media impressions (organic)			
Facebook	227,980	1,815,529	
Instagram	76,996	1,002,426	
Pinterest	8,000	65,970	
RIPE reservations booked	7	26	
RIPE room nights booked	14	56	
Ski package reservations	3	15	
Canadian Pass redemptions	28	221	
Huck Trail Pass Redemptions	0	383	

PUBLICITY/EARNED MEDIA			
	Month	YTD (fiscal)	
Articles	14	146	
Reach	807,048,381	2,434,439,302	

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	4,639	14.47%	33,847	4 - 6%
Display evgr aware	16,379	13.50%	121,327	0.57%
Display evgr retarget	1,734	4.83%	35,929	0.7 - 1.2%
Meta evergreen	5,908	2.52%	234,068	0.60%
Rediscover Kalispell	6,041	1.25%	481,533	n/a
Ski Pass (Meta & GDN)	11,846	0.50%	2,330,888	n/a
	Opens	Open rate	Delivery	
Open Snow - email	121,596	51.0%	237,814	

PARTNERS			
	Month	YTD (2025)	
Airport Enplanements - JAN	34,342	34,342	
	-0.1%	-0.1%	
GNP Rec Visits - JAN	not available		
	%	%	

KALISPELL LODGING							
	JANUARY	YOY	YTD 2025	Running 12 Mths	FY26 Avg	Comp Set Avg + YoY	
Smith Travel Report							
OCC	38.0%	7.5%	38.0%	55.5%	58.3%	42.7% / 3.14%	
Kalispell econ class	23.6%	-4.3%	23.6%				
Kalispell mid/upper	43.6%	6.2%	43.6%				
ADR	\$105.96	5.5%	\$105.96	\$162.17	\$159.06	\$115.20 / 2.03%	
Kalispell econ class	\$60.22	0.2%	\$60.22				
Kalispell mid/upper	\$111.58	0.6%	\$111.58				
RevPAR	\$40.31	13.5%	\$40.31	\$89.99	\$103.92	\$49.70 / 4.85%	
Supply	55,924	14.0%	14.0%	3.0%	6.9%		
Demand	21,275	22.6%	22.6%	2.8%	7.6%		

Weekly STR																		
	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD	
OCC	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
2026	45.6	31.3	23.8	31.0	39.5	39.9	35.5	39.5	36.8	22.9	33.8	42.0	42.5	35.9	45.2	55.2	37.4	
2025	38.3	36.4	26.4	36.9	42.9	40.2	38.6	47.0	32.6	25.4	35.8	40.6	40.3	40.5	60.9	57.5	38.9	
% chg	19.1	-14.0	-10.0	-15.8	-7.8	-0.7	-7.8	-16.0	13.1	-9.9	-5.6	3.5	5.5	-11.3	-25.8	-4.0	-3.8	
ADR 2026	105.76	104.94	97.22	102.95	104.94	104.62	100.99	104.77	105.94	111.11	114.11	112.68	115.48	109.65	123.55	126.53	110.78	

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
	82	-13.7%	45%	-11.0%	\$170	9.1%	73	-7.6%

Future Conferences & Large Events

2026

January

- Choir of Man Concert – January 2 – Wachholz Center
- Griz Hockey Winter Classic – January 17 – Woodland Park
- Dirty Dancing in Concert – January 23 – Wachholz Center
- Frosty the Brewfest – January 24 – Downtown Kalispell
- Brash Rodeo Series – January 30-31 – Majestic Valley Arena
- State AA Speech – January 30-31 – Hosted by Glacier HS

February

- WCC Changemaker Speaker: Anand Varma – February 3 – Wachholz Center
- Sweethearts Ball – February 13 – Red Lion Hotel
- Brash Rodeo Series – February 13-14 – Majestic Valley Arena
- Cabin Fever Days – February 13-15 – Martin City, Coram, Hungry Horse
- Flathead Valley Boat Show – February 13-15 – Flathead County Fairgrounds
- Whitefish Skijoring – February 14-15 – Springcreek Road, Kalispell
- Brash Rodeo Series – February 27-28 – Majestic Valley Arena

March

- Montana Sportsman's Expo – March 1 – Flathead County Fairgrounds
- Northwest Montana Volleyball Club Tournament – March 7-8 – Kalispell
- Lucky Hare Half Marathon & 9K – March 14 – Kila to Kalispell
- Brash Rodeo Series – March 13-14 – Majestic Valley Arena
- Rising Appalachia Concert – March 15 – Wachholz Center
- Brash Rodeo Series – March 27-28 – Majestic Valley Arena

April

- *Glacier Park College Soccer Showcase Spring Event – April 11-12 – Legends Field/Flathead Valley
- Paul Cauthen Concert – April 18 – Majestic Valley Arena
- *Kalispell Regional Civics Bee – April 25 – FVCC
- Northwest Montana Volleyball Club Tournament – April 25-26 – Kalispell
- *Rumble in the Rockies Soccer Tournament – April 25-26 – Kalispell, Whitefish, Columbia Falls

May

- *Northwest Shootout Lacrosse Tournament – May 2-3 – Kidsport
- *Montana Spartan Trifecta Weekend – May 9-10 – Bigfork
- Brash Rodeo Series – May 27-28 – Majestic Valley Arena
- State AA Tennis – May 28-29 – FVCC (hosted by Glacier HS)

June

- 3 Blind Refs Tournament – June 5-7 – Kidsport
- *Montana High School Rodeo Finals – June 8-13 – Majestic Valley Arena

July

- Under The Big Sky – July 17-19, 2026
- Rebecca Farm - July 15-20, 2026

August

- *Glacier Park College Soccer Showcase Summer Event – TBD – Flathead Valley

October

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

2027

April

- *2027 MTRPA Annual Conference – exact dates TBD – Kalispell

June

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

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