

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**April 22, 2026**  
**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. Board Action Items
  - a) Approval of minutes from March 25, 2026
  - b) Acceptance of financials for March 2026
  - c) Approval of FY27 DMO plan narrative
3. Board Discussion
  - a) Review of TBID payment policy
  - b) 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](mailto:kalispell@myplacehotels.com) 406-752-4847

Diane Medler, Discover Kalispell Executive Director [diane@discoverkalispell.com](mailto: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**  
**March 25, 2026**  
**3-5:00 p.m.**

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

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

**Board Members on Zoom:** N/A

**Board Member Absent:** Skyler Rieke

**Staff Present:** Diane Medler, Annie Young, Meche Ek

**Guests Present:** Liz Colley from HGI; Bethany from Hyatt Studios

**Meeting Called to Order** 3:02 p.m. Bryce Baker, Chair of the Board

1. **Hear from the Public** – N/A
2. **Kalispell Lakers presentation on fundraising campaign** rescheduled to later in 2026
3. **Board Action Items**
  - a) **Approval of minutes from February 25, 2026.** A motion was made by Zac to approve the February minutes. The motion was seconded by Britta. No discussion. The board approved unanimously.
  - b) **Acceptance of financials for February 2026.** Zac recommends approving as presented. A motion was made by Robert to accept the February financials as presented. The motion was seconded by Haley. No discussion. The board approved unanimously.
  - c) **Approval of FY27 budget and strategic priorities.** Diane presented FY27 Budget and Strategic Priorities documents. Discussed differences in FY27 Budget as compared to FY26 including adjustments in admin/operations, organizational memberships, online subscription services, and plans for trade shows and sales events. A FY27 Strategic Priorities documents was provided for review which outlines proposed goals and tactics for Marketing, Business Development, Stewardship/Management and Visitor Services. Motion was made by Britta to approve the FY27 TBID budget and strategic priorities. Seconded by Haley. The board approved unanimously.
4. **Board Discussion**
  - a) **TBID payment policy.** It has been identified that for some TBID quarterly payments properties are claiming exemption to the \$4 per occupied room night for OTA's. We will draft and send a letter to all members as a reminder of the payment policy.
  - b) **Staff reports**
    - a. Diane shared post-event highlights from **Beargrass Music Festival**. 520 spectators, 220 performers. The TBID grand funding was put towards venue fees. The group is planning to host again in 2028 and involve more schools from outside the area.

- b. Airline flight updates: Delta announced that in addition to direct to Austin in summer they plan to run the flight in winter as well. AERO and the airport are meeting with Alaska Airlines to discuss winter direct to San Diego.
- c. STR report for February: OCC decreased 6.7%, ADR increased 12%, REVPAR up 4.5%.
- d. Met with Spartan Race event planners this week. They are seeing an increase in last minute bookings at all of their races and feel that Montana is trending well. Although we should expect this year to be a smaller than previous years (~5,500 vs. ~7k) based on consumers concerns about the economy and travel costs.
- e. Annie shared marketing updates including monthly paid updates for evergreen, ski package, Rediscovering Kalispell. Discussed Kalispell Canadian Welcome Pass ending at the end of March and other Bandwango pass opportunities coming this spring and summer.

**Meeting adjourned at 4:08 p.m.**

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 March 2026 Financial Reports**

TBID Checking account balance as of 03/31/26	\$280,333.25
WFCU Reserve account balance as of 03/31/25	\$37,494.79
WFCU CD balance as of 03/31/26 (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; Chamber audit; job postings
- Agency services: Lightning Bug PR; Abbi Agency (Feb and Dec)
- Organizational Memberships: -
- Website: monthly hosting fee added from previous months that had been miscoded
- Research: CoStar payment towards annual subscription
- Marketing: Social media admin; deposit spring video series Rediscovering Kalispell
- Earned Media/Media events: Chicago media event; deposit for May press trip
- Workforce Development: -
- Business Development Incentives/Sales: CRM monthly fee

**TBID Revenue - UPDATED**

<b>FY26 Gross Revenue</b>		<b>% Change net rm nts</b>
<b>Projected</b> \$1,125,000	<b>Actual</b>	
Q1 JUL-SEP (\$4)	\$429,538 (net 107,322 rm nts; 114,450 gross)	-8% (YoY)
Q2 OCT-DEC (\$4)	\$230,552 (net 57,443 rm nts; 64,179 gross)	10.5%
Q3 JAN-MAR (\$4)		
Q4 APR-JUN (\$4)		
<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; 59,650 gross)	-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 Mar 31, 2026

	TOTAL
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Assets	
Current Assets	
Bank Accounts	
1010 Checking	279,385.88
1022 Whitefish Credit Union	\$206.77
1021 Savings	37,288.02
<b>Total for 1022 Whitefish Credit Union</b>	<b>\$37,494.79</b>
<b>Total for Bank Accounts</b>	<b>\$316,880.67</b>
Accounts Receivable	
1200 Accounts Receivable	0.00
<b>Total for Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
1023 WCU CD	114,696.37
12000 Undeposited Funds	0.00
1300 FIB-CD	0.00
<b>Total for Other Current Assets</b>	<b>\$114,696.37</b>
<b>Total for Current Assets</b>	<b>\$431,577.04</b>
Fixed Assets	
1710 Office Equipment	0.00
1820 Web Site Development	67,150.44
1910 Accumulated Depreciation	-26,860.36
<b>Total for Fixed Assets</b>	<b>\$40,290.08</b>
<b>Total for Assets</b>	<b>\$471,867.12</b>
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Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	1,165.24
<b>Total for Accounts Payable</b>	<b>\$1,165.24</b>
<b>Total for Current Liabilities</b>	<b>\$1,165.24</b>
<b>Total for Liabilities</b>	<b>\$1,165.24</b>
Equity	
32000 Unrestricted Net Assets	528,024.21
Net Income	-57,322.33
<b>Total for Equity</b>	<b>\$470,701.88</b>
<b>Total for Liabilities and Equity</b>	<b>\$471,867.12</b>
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# Kalispell Chamber TBID

## P&L Budget vs. Actual FY26

July 2025 - March 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
<b>Income</b>				
4000 TBID Revenue	643,763.82	1,125,000.00	-481,236.18	57.22 %
4100 Interest Income	3,917.70		3,917.70	
<b>Total Income</b>	<b>\$647,681.52</b>	<b>\$1,125,000.00</b>	<b>\$ -477,318.48</b>	<b>57.57 %</b>
<b>GROSS PROFIT</b>	<b>\$647,681.52</b>	<b>\$1,125,000.00</b>	<b>\$ -477,318.48</b>	<b>57.57 %</b>
<b>Expenses</b>				
6100 Administrative/Operations	30,960.40	54,000.00	-23,039.60	57.33 %
6200 Personnel (wages)	211,848.79	293,000.00	-81,151.21	72.30 %
6250 Education/Outreach	21,287.94	21,000.00	287.94	101.37 %
6300 Agency Services	94,588.69	118,000.00	-23,411.31	80.16 %
6400 Research	21,787.70	22,000.00	-212.30	99.04 %
6500 Website	5,271.14	10,000.00	-4,728.86	52.71 %
6600 Destination Marketing	181,224.77	375,000.00	-193,775.23	48.33 %
6700 Destination Stewardship/Mgmt	3,000.00	13,500.00	-10,500.00	22.22 %
6800 Destination Development	112,017.48	218,500.00	-106,482.52	51.27 %
<b>Total Expenses</b>	<b>\$681,986.91</b>	<b>\$1,125,000.00</b>	<b>\$ -443,013.09</b>	<b>60.62 %</b>
<b>NET OPERATING INCOME</b>	<b>\$ -34,305.39</b>	<b>\$0.00</b>	<b>\$ -34,305.39</b>	<b>0.00%</b>
<b>NET INCOME</b>	<b>\$ -34,305.39</b>	<b>\$0.00</b>	<b>\$ -34,305.39</b>	<b>0.00%</b>

# Profit and Loss

## Kalispell Chamber TBID

July 1, 2025-March 31, 2026

	TOTAL
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Income	
4000 TBID Revenue	643,763.82
4100 Interest Income	3,917.70
<b>Total for Income</b>	<b>\$647,681.52</b>
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<b>Gross Profit</b>	<b>\$647,681.52</b>
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Expenses	
6100 Administrative/Operations	
6110 Bank Fees	23.51
6115 Annual Report/Mtg	1,129.52
6122 Audit - Chamber	3,000.00
6125 Accounting Services	3,555.00
6130 Directors & Officers Insurance	1,394.00
6135 City of Kalispell Admin Fee	5,000.00
6140 Office Supplies	464.65
6150 Postage & Copies	440.99
6160 Rent	10,800.00
6185 Travel & Entertainment	167.79
6190 Technology Support	1,540.26
6195 Equipment (Software)	2,688.61
6199 Other Admin	3,183.86
<b>Total for 6100 Administrative/Operations</b>	<b>\$33,388.19</b>
6200 Personnel (wages)	222,305.26
6250 Education/Outreach	
6260 Staff Training, Prof Develop	3,984.24
6280 Organizational Memberships	17,303.70
<b>Total for 6250 Education/Outreach</b>	<b>\$21,287.94</b>
6300 Agency Services	101,088.69
6400 Research	21,787.70
6500 Website	5,271.14
6600 Destination Marketing	
6620 Marketing Resources	
6621 Photos/Videos	42,634.61
6622 Online Platforms/Subscriptions	4,959.88
<b>Total for 6620 Marketing Resources</b>	<b>\$47,594.49</b>
6640 Paid Media	128,470.79
6650 Earned Media/Tourism Sales	9,792.17
<b>Total for 6600 Destination Marketing</b>	<b>\$185,857.45</b>
6700 Destination Stewardship/Mgmt	
6710 Workforce Develop & Training	3,000.00
<b>Total for 6700 Destination Stewardship/Mgmt</b>	<b>\$3,000.00</b>

# Profit and Loss

Kalispell Chamber TBID

July 1, 2025-March 31, 2026

	TOTAL
6800 Destination Development	
6830 Event, Sports & Group Incentive	92,750.00
6890 Sales-Trade Shows, RFP Platform	18,267.48
<b>Total for 6800 Destination Development</b>	<b>\$111,017.48</b>
<b>Total for Expenses</b>	<b>\$705,003.85</b>
<b>Net Operating Income</b>	<b>-\$57,322.33</b>
<b>Net Other Income</b>	
<b>Net Income</b>	<b>-\$57,322.33</b>



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

Data for MARCH 2026

Report Date: 4/22/2026

WEBSITE													
<b>Top Cities</b> 1. Chicago 2. Dallas 3. Phoenix 4. (not set) 5. Seattle 6. Denver 7. Kalispell 8. Minneapolis 9. Los Angeles 10. Fort Worth					<b>Key Highlights (YoY)</b> Views remained steady (0.7% YoY), declines in new users (-34.4%) and active users (-8.8%) are consistent with implementation of Cookiebot. Engagement remains strong (+4%) and sessions duration at 1:45 (+5.9%). Mobile					<b>Top Landing Pages</b> 1. Home page 2. Summer-adventure 3. Get The Guide 4. Events 5. Things to do			
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	61,629	56,594				594,103
Active Users	47,273	46,444	37,261	30,479	26,800	24,868	34,443	33,421	29,449				310,438

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

MARKETING CONVERSIONS - BRAND ENGAGEMENT			
	Month	YTD (fiscal)	
VG Requests (web & VIC)	507	3,740	
Newsletter subscribers	347	4,471	
Social media impressions (organic)			
Facebook	156,172	2,229,375	
Instagram	155,629	1,258,811	
Pinterest	57,970	73,940	
RIPE reservations booked	3	29	
RIPE room nights booked	6	62	
Ski package reservations	0	24	
Canadian Pass redemptions	20	249	
Huck Trail Pass Redemptions	0	383	

PUBLICITY/EARNED MEDIA		
	Month	YTD (fiscal)
Articles	0	149
Reach	0	2,435,342,555

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	4,807	11.55%	48,190	4.68%
Display evgr aware	10,840	8.83%	122,701	0.47%
Display evgr retarget	2,276	2.98%	76,338	n/a
Meta evergreen	7,373	1.79%	410,996	2.76%
Road Trip Campaign	4,904	1.82%	268,281	n/a
Sports Dest Mgmt	300	0.79%	66,792	n/a
NW Travel & Life Newslet	717	11.52%	13,800	n/a

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - MAR	33,518	99,381
	-7.8%	-2.8%
GNP Rec Visits - MAR	not available	
	%	%

KALISPELL LODGING							
Running 12							
Smith Travel Report	MARCH	YOY	YTD 2026	Mths	FY26 Avg	Comp Set Avg	
OCC	41.5%	0.3%	39.2%	55.1%	54.2%	55.6%	
Kalispell econ class	26.9%	-20.2%	24.7%				
Kalispell mid/upper	46.9%	1.9%	44.4%				
ADR	\$100.09	0.2%	\$101.67	\$162.08	\$147.03	\$123.80	
Kalispell econ class	\$64.78	11.8%	\$62.15				
Kalispell mid/upper	\$107.47	-5.0%	\$109.68				
RevPAR	\$41.58	0.5%	\$39.83	\$89.36	\$90.12	\$69.10	
Supply	54,684	11.5%	11.5%	5.7%			
Demand	22,719	11.8%	12.1%	4.0%			

### Weekly STR

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run MTD
OCC	Mar 27	28	29	30	31	Apr 1	2	3	4	5	6	7	8	9	10	11	
2026	53.3	47.8	30.8	45.2	47.9	47.8	44.3	44.3	36.1	30.4	49.3	58.0	60.7	57.2	48.2	39.6	46.9
2025	39.2	37.8	29.8	39.4	44.8	43.9	42.0	45.4	46.8	33.2	45.1	48.4	48.1	51.5	46.1	40.1	45.0
% chg	36.0	26.4	3.2	14.7	6.9	8.8	5.5	-2.6	-22.8	-8.4	9.3	20.0	26.1	11.0	4.6	-1.4	4.1
ADR 2026	104.73	98.04	88.27	98.01	100.58	99.24	97.35	103.05	101.79	89.83	99.70	105.65	106.15	101.61	99.03	102.91	101.13

### 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	64	-13.5%	49%	7.2%	\$156	7.9%	58	-15.9%