

Board of Directors Meeting
Kalispell Tourism Business Improvement District
May 27, 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 post report – April Glacier Park College Soccer Showcase event
3. Board Action Items
 - a) Approval of minutes from April 22, 2026
 - b) Acceptance of financials for April 2026
4. Board Discussion
 - a) Updates on recruitment for Group Sales and Executive Director positions
 - b) Preliminary Spartan event recap
 - c) Warm season paid media campaigns
 - d) 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
April 22, 2026
3-5:00 p.m.

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

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

Board Members on Zoom: None

Board Member Absent: Haley Wilson

Staff Present: Diane Medler, Annie Young, Meche Ek

Guests Present: None

Meeting Called to Order 3:05 p.m. 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

No questions or discussion. Skyler first; Nathan second

b. Acceptance of financials for March 2026

Zac recommended approving financials. Diane shared back payments and late fees from a property's outstanding quarterly TBID payments were received. Britta moved to approve financials as presented; Skyler seconded. No discussion. Motion passes.

c. Approval of FY27 DMO plan narrative

Reviewed the plan, including Section IV goals and objectives. Nathan made a motion to approve, Britta seconded. No discussion. Motion passes.

3. Board Discussion

a. Review letter from Diane on behalf of TBID BOD for of the Small Community Air

Service Development Program grant that GPIA and Glacier AERO is applying for. All approve and support sending letter on behalf of the TBID Board of Directors.

b. Review of TBID payment policy and letter from Bryce

Issues of payment lead to misunderstanding of the policy, so taking opportunity to clarify the existing policy. Specifically related to sections IV and V on the payment plan. See the importance of clarifying proper collection and reporting of TBID assessment especially as it relates to what qualifies as an exemption. Enforce the fact that the policy is mandated (by the city). Documentation from the city comes via the approved budget and the \$4 per night TBID assessment as a resolution each fiscal year. Properties have access to that document to show to guests or OTA's as needed. Only approved exemptions are listed on the payment form: comp rooms, 30+ day stays and federal tax-empty stays. TBID properties are responsible for ensuring that the assessment is collected on all applicable room nights. Was suggested to include Failure to properly collect the room night fee/assessment from a guest does not obviate the property from having to pay the assessment to the TBID. Properties may need to look at their internal accounting

adjustments processes. With these changes, board agrees to email a letter from Bryce (Board Chair) to TBID members.

c. Spartan

Reservations at hotels are not coming through as they did in the past. Registrations 4,709 as of this week, which is a drop of ~2,000 compared to 2023. Spartan states they are seeing reduced registrations across the board and attribute to the economy. DK has emphasized to Spartan the need to promote this new course more effectively, it's more interesting than it looks on Google maps. DK will analyze registrations in previous years including Bozeman in 2024-2025 if available.

d. Staff reports

- i. Annie with marketing updates: KCWP final overview; Ski Pass overview; Evergreen and Summer Road Trip campaign; social media
- ii. Diane Under the Big Sky/Rebecca Farm weekend – poll TBID members to find availability for partner referrals; Event grant budget \$35,500 remaining for this fiscal; Montana Dance and Arts Association Workshop and Kalispell Lakers may submit application in July; Peewee Montana State Tournament will be in Kalispell, dates TBD.
- iii. DK team is covering Group Sales with Meche tracking communications via HubSpot; job posted on LinkedIn

Meeting adjourned at 4:45 p.m.

Respectfully submitted: Annie Young

For further information contact annie@discoverkalispell.com, 406-758-2809



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

TBID Checking account balance as of 04/30/26	\$234,038.96
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; rent; job postings
- Agency services: Lightning Bug PR; Abbi Agency
- Organizational Memberships: -
- Website: -
- Research: -
- Marketing/Platforms: Paid media March, visitor guide design; social media admin; Constant Contact annual fee
- Earned Media/Media events: Chicago media event; deposit for May press trip
- Workforce Development: -
- Business Development Incentives/Sales: CRM monthly fee; Bear Grass 2nd grant payment; parking venue Spartan; conference incentive – CMM tour

TBID Revenue

FY26 Gross Revenue		% Change net rm nts
Projected \$1,125,000	Actual	
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)	\$212,617 (net 53,089 rm nts: _____ gross)	25%
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; 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)

Kalispell Chamber TBID

Balance Sheet

As of Apr 30, 2026

	TOTAL			
	AS OF APR 30, 2026	AS OF APR 30, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1010 Checking	197,136.10	86,211.51	110,924.59	128.67 %
1022 Whitefish Credit Union	\$206.77	\$14,493.85	-\$14,287.08	-98.57 %
1021 Savings	37,288.02	22,598.83	14,689.19	65.0 %
Total for 1022 Whitefish Credit Union	\$37,494.79	\$37,092.68	\$402.11	1.08 %
Total for Bank Accounts	\$234,630.89	\$123,304.19	\$111,326.70	90.29 %
Accounts Receivable				
1200 Accounts Receivable	0.00	0.00	0.00	
Total for Accounts Receivable	\$0.00	\$0.00	\$0.00	
Other Current Assets				
1023 WCU CD	114,696.37		114,696.37	
12000 Undeposited Funds	0.00	0.00	0.00	
1300 FIB-CD	0.00	71,153.50	-71,153.50	-100.0 %
Total for Other Current Assets	\$114,696.37	\$71,153.50	\$43,542.87	61.2 %
Total for Current Assets	\$349,327.26	\$194,457.69	\$154,869.57	79.64 %
Fixed Assets				
1710 Office Equipment	0.00	0.00	0.00	
1820 Web Site Development	67,150.44	67,150.44	0.00	0.0 %
1910 Accumulated Depreciation	-26,860.36	-13,430.36	-13,430.00	-100.0 %
Total for Fixed Assets	\$40,290.08	\$53,720.08	-\$13,430.00	-25.0 %
Total for Assets	\$389,617.34	\$248,177.77	\$141,439.57	56.99 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	6,358.58	7,426.16	-1,067.58	-14.38 %
Total for Accounts Payable	\$6,358.58	\$7,426.16	-\$1,067.58	-14.38 %
Total for Current Liabilities	\$6,358.58	\$7,426.16	-\$1,067.58	-14.38 %
Total for Liabilities	\$6,358.58	\$7,426.16	-\$1,067.58	-14.38 %
Equity				
32000 Unrestricted Net Assets	528,024.21	397,753.28	130,270.93	32.75 %
Net Income	-144,765.45	-157,001.67	12,236.22	7.79 %
Total for Equity	\$383,258.76	\$240,751.61	\$142,507.15	59.19 %
Total for Liabilities and Equity	\$389,617.34	\$248,177.77	\$141,439.57	56.99 %

Kalispell Chamber TBID

Profit and Loss

April 2026

	TOTAL
Income	
4000 TBID Revenue	16,244.00
4100 Interest Income	21.10
Total for Income	\$16,265.10
Gross Profit	\$16,265.10
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	2.00
6125 Accounting Services	555.00
6160 Rent	1,800.00
6190 Technology Support	187.50
6199 Other Admin	763.41
Total for 6100 Administrative/Operations	\$3,307.91
6200 Personnel (wages)	19,803.16
6300 Agency Services	9,450.00
6600 Destination Marketing	
6620 Marketing Resources	
6622 Online Platforms/Subscriptions	5,231.00
Total for 6620 Marketing Resources	\$5,231.00
6640 Paid Media	60,113.72
6650 Earned Media/Tourism Sales	1,342.95
Total for 6600 Destination Marketing	\$66,687.67
6800 Destination Development	
6830 Event, Sports & Group Incentive	4,092.00
6890 Sales-Trade Shows, RFP Platform	367.48
Total for 6800 Destination Development	\$4,459.48
Total for Expenses	\$103,708.22
Net Operating Income	-\$87,443.12
Net Income	-\$87,443.12

Kalispell Chamber TBID

Budget vs. Actuals: Budget_FY26_P&L - FY26 P&L Classes

July 2025 - April 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income	\$663,946.62	\$1,125,000.00	\$ -461,053.38	59.02 %
GROSS PROFIT	\$663,946.62	\$1,125,000.00	\$ -461,053.38	59.02 %
Expenses				
6100 Administrative/Operations	36,696.10	54,000.00	-17,303.90	67.96 %
6200 Personnel (wages)	242,108.42	293,000.00	-50,891.58	82.63 %
6250 Education/Outreach	21,287.94	21,000.00	287.94	101.37 %
6300 Agency Services	110,538.69	118,000.00	-7,461.31	93.68 %
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	252,545.12	375,000.00	-122,454.88	67.35 %
6700 Destination Stewardship/Mgmt	3,000.00	13,500.00	-10,500.00	22.22 %
6800 Destination Development	115,476.96	218,500.00	-103,023.04	52.85 %
Total Expenses	\$808,712.07	\$1,125,000.00	\$ -316,287.93	71.89 %
NET OPERATING INCOME	\$ -144,765.45	\$0.00	\$ -144,765.45	0.00%
NET INCOME	\$ -144,765.45	\$0.00	\$ -144,765.45	0.00%

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
- 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
- *ECBAC Conference – U.S. Chamber Foundation – April 27-29 – Springhill Suites, Kalispell Grand

May

- *Northwest Shootout Lacrosse Tournament – May 2-3 – Kidsport
- *Montana Spartan Trifecta Weekend – May 9-10 – Bigfork
- Bigfork Whitewater Festival – May 22-24 – Bigfork

- Brash Rodeo Series – May 27-28 – Majestic Valley Arena
- State AA Tennis – May 28-29 – FVCC (hosted by Glacier HS)
- Kalispell PBR - May 29 -30 – Majestic Valley Arena

June

- Brash Rodeo - June 4, 11, 18, 25 - Blue Moon Arena
- 3 Blind Refs Tournament – June 5-7 – Kidsport
- Tab Benoit w/ Ghalia Volt: Soul of the Swamp Tour – June 5 – Wachholz College Center
- *Montana High School Rodeo Finals – June 8-13 – Majestic Valley Arena
- Tig Notaro: Out of Nowhere – June 11 – Wachholz College Center
- Cord Lund – June 19 – Majestic Valley Arena Saloon
- The Big Shindig – June 20 – Downtown Kalispell
- Watchhouse – June 25 - Wachholz College Center
- Shane Smith and The Saints – June 27 – Majestic Valley Arena

July

- Brash Rodeo – July 2, 9, 16, 23, 24, 30 – Blue Moon Arena
- Glacier Symphony at Rebecca Farm – July 3 – Kalispell
- Houndmouth & Timmy Skelly – July 7 – Majestic Valley Arena
- Arts In The Park – July 10-12 – Depot Park
- Sierra Hull – July 14 – Wachholz College Center
- Rebecca Farm - July 15-20 – Kalispell
- Waylon Wyatt & Cole Chaney – July 16 – Majestic Valley Arena
- Marcus King Band & Miller Campbell – July 17 – Majestic Valley Arena
- Charles Wesley Godwin & Coleman Jennings – July 18 – Majestic Valley Arena
- Under The Big Sky – July 17-19 – Whitefish
- Killer Queen: A Tribute to Queen – July 24 – Wachholz College Center
- Sara Evans – July 25 – Wachholz College Center
- Marty Stuart & His Fabulous Superlatives – July 26 – Wachholz College Center
- Old 97's – July 28 – Wachholz College Center

August

- *Glacier Park College Soccer Showcase Summer Event – Women's Soccer: UM Griz, Mount Royal College, Carroll College – Columbia Falls
- Great Bear Festival – Aug 8 – Wachholz College Center
- NW Montana Fair & Rodeo concert: Walker Hayes – Aug 12 – Flathead County Fairgrounds

September

- Rob Schneider– Sep 18 – Wachholz College Center

- The Phil Collins Story – Sep 19 – Wachholz College Center

October

- *Montana Dance Arts Association Fall Workshop – October 16-18 – Hosted by Northwest Ballet
- Shovels & Rope – Oct 7 – Wachholz College Center
- Glacier Symphony: American Rhapsody – Oct 17 – Wachholz College Center
- Herb Alpert & The Tijuana Brass – Oct 19 – Wachholz College Center
- Glacier Symphony: Peter and the Wolf – Oct 31 – Wachholz College Center

November

- Glacier Symphony: Symphony Brass Street Songs – Nov 15 – Wachholz College Center
- Glacier Symphony: Dvořák's Cello and New World Symphony – Nov 21 – Wachholz College Center
- Straight No Chaser - Nov 22 – Wachholz College Center

December

- Glacier Symphony: Handel's Messiah 2026 – Dec 5 – Wachholz College Center
- Glacier Symphony: The Nutcracker with San Diego Ballet 2026 – Dec 12-13 – Wachholz College Center
- Glacier Symphony: The Snowman Christmas Festival – Dec 19 – Wachholz College Center

2027

May

- State AA-C Track & Field – May 28-29 – Legends Field

April

- *2027 MTRPA Annual Conference – April 5-8 – Kalispell

June

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

October

- State Cross Country – Oct 23 – Rebecca Farm

2028

May

- State AA Softball – May 25-27 – Glacier High School

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