

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
June 24, 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 – Rumble In The Rockies, Nate Evans
3. Board Action Items
 - a) Approval of minutes from May 27, 2026
 - b) Acceptance of financials for May 2026
4. Board Discussion
 - a) FY27 media plan
 - 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 406-752-4847

Diane Medler, 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
May 27, 2026
3-5:00 pm

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

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

Board Members on Zoom: Robert Hall

Board Member Absent: N/A

Staff Present: Diane Medler, Annie Young, Meche Ek

Guests Present: O'Brien Byrd and Rob Brisendine, Glacier Park College Showcase

Meeting Called to Order 3:04 p.m. Zac Ford, Board Treasurer, opened the meeting.

1. **Hear from the Public** – N/A

2. **Event grant post report – April Glacier Park College Soccer Showcase event**

O'Brien (OB) presented information and a two-minute video. It was a new event so took some time to get commitments from teams. They realized the need to inform local clubs earlier, before their schedules were set as most were out of town, which reduced the number of spectators and clinic participants. Legends Stadium was challenging to book, but it is a nice facility. Carroll College is committed for future event, so other teams should also commit. Success from the perspective of college-level refs, clinic (hosted by Carroll College), room stays at Kalispell hotels by two teams (Spokane drove back that night). Great media exposure for the event, local and statewide. Attendance 650 (for all three teams), lots of traveling friends and family. Social media - hoping for more collaboration with DK for future events.

UM, Gonzaga, Mount Royale committed for August 2026 in Columbia Falls. For the August 2027 event, they want to consider a Kalispell game at Legends Stadium.

3. **Board Action Items**

- a) **Approval of minutes from April 22, 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 April 2026**—Zac presented financials and shared current balances, recommending approving as-is. A motion was made by Britta to approve the financials as presented. The motion was seconded by Skyler. No discussion. The board approved unanimously.

4. **Board Discussion**

- a) Updates on recruitment for Group Sales and Executive Director positions
Group Sales--Diane updated that a Group Sales candidate is going through a second interview on Monday, June 1.
Executive Director-- Per the board's request the position was posted and boosted on Indeed and LinkedIn. Received ~83 resumes, none that met qualifications. For out-of-state applicants, the salary and cost of living are an apparent barrier. The board discussed the

use of a recruiting firm, expressing concerns about the cost. Currently the board is not comfortable moving forward with a recruiting firm. The Board did request that Lorraine and Diane speak with the firm again tomorrow to clarify a couple of questions. That information will be reported back to the board via email.

b) Preliminary Spartan event recap

Diane shared race registration data. For 2026 there were 4,651 registered racers, 3,741 actual. The board also reviewed registration numbers for previous years as a comparison. The course and venue were well received as Spartan leveraged interesting features. Next year it will be important that Spartan promotes the venue and the features more upfront. The festival area was compressed, maxed out at seven food vendors. Beer sales were not as high as expected. Two factors being reduced registrations, and the racers finished the course quicker than they did at the previous venue which didn't give spectators as long to hang around, and racers weren't as tired and left quicker after their race. Spartan was slow to update the Montana race page with the correct venue description and map location (update from Bozeman). Kalispell daily STR report indicates increased occupancy over the weekend (+32% Friday, +44% Saturday, +47% Sunday). Britta shared there was a large number of same-day reservations that weekend which presented a staffing challenge. Diane recommends a follow-up meeting with Bigfork Chamber to discuss their continued sponsorship. And a follow up meeting with Spartan to ensure transition of POC (with Diane's retirement).

c) Staff reports

- a. Diane shared that Discover Kalispell (led by Tia) hosted five journalists on a May press trip which included a journalist from Lonely Planet. The group loved the itinerary and had many positive impressions of Kalispell and the experiences they had.
- b. Diane shared monthly research updates that indicate how gas and airfare prices and economy in general are impacting travel decisions. High income consumers are leading travel spending. To reach Kalispell's audience, we'll continue to show the value of a trip to Kalispell and continue to promote the road trip campaign.
- c. Annie shared marketing updates and April KPI's including the warm season paid media campaigns currently running.
- d. Meche shared new informational resources for hotels and local businesses. She will be making deliveries to all TBID hotels next week.

Meeting adjourned at 4:07 p.m.

Respectfully submitted: Annie Young

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



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

TBID Checking account balance as of 05/31/26	\$157,360.87
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; ED and Sales recruitment and postings; legal fees; staff meals at Spartan
- Agency services: Lightning Bug PR; Abbi Agency
- Organizational Memberships: -
- Website: Hosting/maintenance
- Research: Blue Room Research quarterly
- Marketing: Paid media; social media admin; tabletop display
- Earned Media/Media events: Chicago media event; May press trip expenses
- Workforce Development/VIC: VIC enhancement design
- Business Development Incentives/Sales: CRM monthly fee; conference historic downtown tour; Spartan expenses (deducted from final payment)
- Community projects: recycling at Spartan (Rotary donation)

TBID Revenue * Actual Q3 revenue = \$206,880. Payment from City was \$212,617. \$5,477 of that payment was repayment of unapproved exemptions from previous quarters and \$260 was a late payment fee. \$206,880 net revenue is a 21.6% increase YoY

FY26 Gross Revenue		% Change net rm nts
Projected	Actual	
\$1,125,000		
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 51,720 rm nts: 52,103 gross) *	21.6%
Q4 APR-JUN (\$4)		
FY25 Gross Revenue		% Change
Projected	Actual	
\$1,171,200	\$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 May 31, 2026

	TOTAL			
	AS OF MAY 31, 2026	AS OF MAY 31, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1010 Checking	133,957.93	177,286.32	-43,328.39	-24.44 %
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	\$171,452.72	\$214,379.00	-\$42,926.28	-20.02 %
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	\$286,149.09	\$285,532.50	\$616.59	0.22 %
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	\$326,439.17	\$339,252.58	-\$12,813.41	-3.78 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	27,989.73	4,930.25	23,059.48	467.71 %
Total for Accounts Payable	\$27,989.73	\$4,930.25	\$23,059.48	467.71 %
Total for Current Liabilities	\$27,989.73	\$4,930.25	\$23,059.48	467.71 %
Total for Liabilities	\$27,989.73	\$4,930.25	\$23,059.48	467.71 %
Equity				
32000 Unrestricted Net Assets	528,024.21	397,753.28	130,270.93	32.75 %
Net Income	-229,574.77	-63,430.95	-166,143.82	-261.93 %
Total for Equity	\$298,449.44	\$334,322.33	-\$35,872.89	-10.73 %
Total for Liabilities and Equity	\$326,439.17	\$339,252.58	-\$12,813.41	-3.78 %

Kalispell Chamber TBID

Profit and Loss

May 2026

	TOTAL
Income	
4100 Interest Income	15.01
Total for Income	\$15.01
Gross Profit	\$15.01
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	2.00
6125 Accounting Services	894.00
6140 Office Supplies	11.99
6150 Postage & Copies	41.82
6190 Technology Support	187.50
6199 Other Admin	2,628.08
Total for 6100 Administrative/Operations	\$3,765.39
6200 Personnel (wages)	14,988.08
6300 Agency Services	9,000.00
6400 Research	2,500.00
6500 Website	600.00
6600 Destination Marketing	
6620 Marketing Resources	
6622 Online Platforms/Subscriptions	80.50
Total for 6620 Marketing Resources	\$80.50
6640 Paid Media	23,210.32
6650 Earned Media/Tourism Sales	4,856.37
Total for 6600 Destination Marketing	\$28,147.19
6700 Destination Stewardship/Mgmt	
6720 VIC Funding	2,500.00
Total for 6700 Destination Stewardship/Mgmt	\$2,500.00
6800 Destination Development	
6830 Event, Sports & Group Incentive	22,335.49
6890 Sales-Trade Shows, RFP Platform	397.48
6895 Community Projects and Grants	1,000.00
Total for 6800 Destination Development	\$23,732.97
Total for Expenses	\$85,233.63
Net Operating Income	-\$85,218.62
Net Income	-\$85,218.62

Kalispell Chamber TBID

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

July 2025 - May 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income	\$663,961.63	\$1,125,000.00	\$ -461,038.37	59.02 %
GROSS PROFIT	\$663,961.63	\$1,125,000.00	\$ -461,038.37	59.02 %
Expenses				
6100 Administrative/Operations	40,132.69	54,000.00	-13,867.31	74.32 %
6200 Personnel (wages)	257,096.50	293,000.00	-35,903.50	87.75 %
6250 Education/Outreach	21,287.94	21,000.00	287.94	101.37 %
6300 Agency Services	119,538.69	118,000.00	1,538.69	101.30 %
6400 Research	24,287.70	22,000.00	2,287.70	110.40 %
6500 Website	5,871.14	10,000.00	-4,128.86	58.71 %
6600 Destination Marketing	280,611.81	375,000.00	-94,388.19	74.83 %
6700 Destination Stewardship/Mgmt	5,500.00	13,500.00	-8,000.00	40.74 %
6800 Destination Development	139,209.93	218,500.00	-79,290.07	63.71 %
Total Expenses	\$893,536.40	\$1,125,000.00	\$ -231,463.60	79.43 %
NET OPERATING INCOME	\$ -229,574.77	\$0.00	\$ -229,574.77	0.00%
NET INCOME	\$ -229,574.77	\$0.00	\$ -229,574.77	0.00%



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

Data for MAY 2026

Report Date: 6/24/2026

WEBSITE													
Top Cities 1. Chicago 2. Seattle 3. Dallas 4. (not set) 5. Denver 6. Phoenix 7. Minneapolis 8. Kalispell 9. Los Angeles 10. Englewood					Key Highlights (YoY) Paid media drove site traffic with Google CPC generating over 23,000 sessions and Meta static saw a growth of 439% (MoM). Travel planning pages did well: Get the Guide (36,000)					Top Landing Pages 1. Home page 2. Get The Guide 3. Summer adventure 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	77,079	78,092		749,274
Active Users	47,273	46,444	37,261	30,479	26,800	24,868	34,443	33,421	29,449	38,701	42,105		391,244

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)	725	5,190	
Newsletter subscribers	473	5,641	
Social media impressions (organic)			
Facebook	162,432	2,534,619	
Instagram	152,000	1,543,811	
Pinterest	9,360	85,800	
RIPE reservations booked	2	33	
RIPE room nights booked	3	68	
Ski package reservations	n/a	24	
Canadian Pass redemptions	n/a	249	
Huck Trail Pass Redemptions	0	383	

PUBLICITY/EARNED MEDIA		
	Month	YTD (fiscal)
Articles	2	155
Reach	68,354	2,545,119,096

PAID MEDIA				
Campaign	Clicks	CTR	IMP	Benchmark CTR
Search evergreen	4,629	12.53%	57,056	4.68%
Display evgr aware	17,040	1.79%	953,445	0.47%
Display evgr retarget	3,370	3.83%	87,900	n/a
Meta evergreen	9,747	2.05%	475,085	2.76%
Road Trip Campaign	8,542	2.51%	339,255	n/a
Visitor Guide GDN/META	8,713	0.20%	4,162,587	n/a
Sports Dest Mgmt	424	0.79%	63,936	n/a

PARTNERS		
	Month	YTD (2025)
Airport Enplanements - MAY	36,069	163,445
	7.9%	0.6%
GNP Rec Visits - MAY	not available	
	%	%

KALISPELL LODGING							
Smith Travel Report	MAY	YOY	YTD 2026	Running 12			
				Mths	FY26 Avg	Comp Set Avg	
OCC	62.8%	14.7%	46.0%	56.0%	54.5%	64.9%	
Kalispell econ class	46.5%	4.9%	30.9%				
Kalispell mid/upper	68.7%	14.5%	51.5%				
ADR	\$123.63	-9.8%	\$108.60	\$159.93	\$141.11	\$145.90	
Kalispell econ class	\$85.71	-6.6%	\$70.70				
Kalispell mid/upper	\$132.97	-11.3%	\$116.90				
RevPAR	\$77.63	3.4%	\$49.93	\$89.53	\$85.48	\$94.90	
Supply	54,684	4.4%	10.0%	7.3%	7.7%		
Demand	34,339	19.8%	15.4%	7.5%	9.7%		

Weekly STR

	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Run
OCC	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	MTD
2026	65.0	63.7	51.2	69.0	74.2	72.4	66.9	80.8	82.8	55.0	65.9	72.3	75.5	76.2	79.1	77.9	72.9
2025	75.1	80.7	43.9	61.9	66.5	66.8	56.9	66.9	66.5	50.2	64.7	68.1	76.5	67.7	62.2	63.6	63.0
% chg	-13.5	-21.0	16.7	11.5	11.5	8.3	17.6	20.7	24.5	9.5	1.9	6.2	-1.3	12.5	27.2	22.4	15.8
ADR 2026	133.79	135.87	120.94	162.76	154.09	163.60	168.63	216.39	218.63	164.83	168.99	174.52	180.51	185.66	204.96	201.14	183.39

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
	100	-25.4%	63%	0.8%	\$181	3.7%	98	-25.2%

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.