

Board of Directors Meeting
Kalispell Tourism Business Improvement District
July 22, 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

3:05 p.m. 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.

3:10 p.m. Event grant post report – NW Lacrosse Shootout, May 2026. Sarah Taylor, operations manager

3:20 p.m. Event grant application – Big Sky Reining Classic, August 2026. Laura Baker (Zoom)

3:30 p.m. Board Action Items

- a) Approval of minutes from June 24, 2026
- b) Acceptance of financials for June 2026
- c) Election of Officers Fiscal Year 2027
- d) Add Marisa Mikonis as a signer to KCVB accounts at FIB and WCU

3:50 p.m. Board Discussion

- a) Presentation of FY27 paid media plan
- b) RIPE commission and contract
- c) Staff reports

5:00 p.m. Adjournment

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

Lorraine Clarno, l.clarno@kalispellchamber.com 406-758-2804

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
June 24, 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, Robert Hall

Board Member Absent: N/A

Staff Present: Diane Medler, Lorraine Clarno

Meeting Called to Order 3:01 p.m. Bryce Baker, Chair of the Board

1. Hear from the Public – N/A

2. Event grant post report – Rumble in the Rockies, Nate Evans

Nate was not able to attend but provided a written post report plus additional comments outlining the highlights and obstacles encountered at the April 25-26 event. The event took place at Smith Fields, over 100 games played with teams from Idaho, Washington, Lethbridge and western Montana. Estimated 750-900 total participants and 750-1800 spectators. Of which ~335 participants from out of market. They had quality referees, mostly from WA although cost of refs was more than anticipated. They would prefer to use Kidsports fields but their club does not have access to schedule events at that location.

3. Board Action Items

- a) **Approval of minutes from May 27, 2026**— A motion was made by Zac to approve the May minutes. The motion was seconded by Britta. No discussion. The board approved unanimously.
- b) **Acceptance of financials for May 2026**—Zac presented financials and recommended to accept as presented. A motion was made by Skyler to accept the financials as presented. The motion was seconded by Robert. No discussion. The board approved unanimously.
- c) **Approval of group grant for MTRPA 2027 Conference** – Diane reviewed the application for an group incentive grant to help with expenses related to the Montana Recreation and Park Association Annual Conference, April 5-8, 2027. The organizing committee and grant applicant is Kalispell Parks and Recreation. Decision on which Kalispell hotel will host the conference has not been finalized. Estimated number of room nights is 450-600, average 200 attendees for this four-day conference which includes education sessions, continuing ed certifications and opportunities for extended learning through various activities in the area. The grant funds would be used to assist with facility rental, event logistics and attendee experience enhancements. The application is requesting an award of \$7,000. Britta made a motion to award \$7,000 in grant funds to Kalispell Parks & Recreation who serves as the organizing committee for the MTRPA 2027 Conference. Motion was seconded by Nathan. No further discussion. Board approved unanimously.

4. Board Discussion

- a) The board reviewed the Spartan event expenses and next steps in discussing the 2027 event with Spartan and continued participation from the Bigfork Chamber.
- b) Staff reports
Diane shared monthly and weekly STR reports and status of FY26 event grants.

Meeting adjourned at 3:48 p.m.

Respectfully submitted: Diane Medler

For further information contact diane@discoverkalispell.com, 406-758-2808



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

TBID Checking account balance as of 06/30/26	\$204,371.08
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 \$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 51,720 rm nts: 52,103 gross) *	21.6%
Q4 APR-JUN (\$4)	Due July 31, 2026	
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 Jun 30, 2026

TOTAL				
	AS OF JUN 30, 2026	AS OF JUN 30, 2025 (PY)	\$ CHANGE (PY)	% CHANGE (PY)
Assets				
Current Assets				
Bank Accounts				
1010 Checking	204,371.08	76,990.09	127,380.99	165.45 %
1022 Whitefish Credit Union	\$206.77	-\$29.66	\$236.43	797.13 %
1021 Savings	37,288.02	37,317.68	-29.66	-0.08 %
Total for 1022 Whitefish Credit Union	\$37,494.79	\$37,288.02	\$206.77	0.55 %
Total for Bank Accounts	\$241,865.87	\$114,278.11	\$127,587.76	111.65 %
Accounts Receivable				
1200 Accounts Receivable	1,800.00	305,896.00	-304,096.00	-99.41 %
Total for Accounts Receivable	\$1,800.00	\$305,896.00	-\$304,096.00	-99.41 %
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	\$358,362.24	\$491,327.61	-\$132,965.37	-27.06 %
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	-26,860.36	0.00	0.0 %
Total for Fixed Assets	\$40,290.08	\$40,290.08	\$0.00	0.0 %
Total for Assets	\$398,652.32	\$531,617.69	-\$132,965.37	-25.01 %
Liabilities and Equity				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 Accounts Payable	3,054.18	3,593.48	-539.30	-15.01 %
Total for Accounts Payable	\$3,054.18	\$3,593.48	-\$539.30	-15.01 %
Total for Current Liabilities	\$3,054.18	\$3,593.48	-\$539.30	-15.01 %
Total for Liabilities	\$3,054.18	\$3,593.48	-\$539.30	-15.01 %
Equity				
32000 Unrestricted Net Assets	528,024.21	397,753.28	130,270.93	32.75 %
Net Income	-132,426.07	130,270.93	-262,697.00	-201.65 %
Total for Equity	\$395,598.14	\$528,024.21	-\$132,426.07	-25.08 %
Total for Liabilities and Equity	\$398,652.32	\$531,617.69	-\$132,965.37	-25.01 %

Kalispell Chamber TBID

Profit and Loss

June 2026

	TOTAL
Income	
4000 TBID Revenue	219,131.03
4100 Interest Income	25.26
Total for Income	\$219,156.29
Gross Profit	\$219,156.29
Expenses	
6100 Administrative/Operations	
6110 Bank Fees	2.00
6150 Postage & Copies	55.48
6160 Rent	-1,800.00
6190 Technology Support	187.50
6199 Other Admin	3,237.22
Total for 6100 Administrative/Operations	\$1,682.20
6200 Personnel (wages)	50,481.94
6600 Destination Marketing	
6620 Marketing Resources	
6621 Photos/Videos	2,000.00
Total for 6620 Marketing Resources	\$2,000.00
6640 Paid Media	15,546.16
6650 Earned Media/Tourism Sales	6,983.07
Total for 6600 Destination Marketing	\$24,529.23
6700 Destination Stewardship/Mgmt	
6710 Workforce Develop & Training	500.00
Total for 6700 Destination Stewardship/Mgmt	\$500.00
6800 Destination Development	
6830 Event, Sports & Group Incentive	44,358.72
Total for 6800 Destination Development	\$44,358.72
Total for Expenses	\$121,552.09
Net Operating Income	\$97,604.20
Net Income	\$97,604.20

Kalispell Chamber TBID

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

July 2025 - June 2026

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4000 TBID Revenue	879,138.85	1,125,000.00	-245,861.15	78.15 %
4100 Interest Income	3,979.07		3,979.07	
Total Income	\$883,117.92	\$1,125,000.00	\$ -241,882.08	78.50 %
GROSS PROFIT	\$883,117.92	\$1,125,000.00	\$ -241,882.08	78.50 %
Expenses				
6100 Administrative/Operations	42,270.39	54,000.00	-11,729.61	78.28 %
6200 Personnel (wages)	307,578.44	293,000.00	14,578.44	104.98 %
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	305,141.04	375,000.00	-69,858.96	81.37 %
6700 Destination Stewardship/Mgmt	6,000.00	13,500.00	-7,500.00	44.44 %
6800 Destination Development	183,568.65	218,500.00	-34,931.35	84.01 %
Total Expenses	\$1,015,543.99	\$1,125,000.00	\$ -109,456.01	90.27 %
NET OPERATING INCOME	\$ -132,426.07	\$0.00	\$ -132,426.07	0.00%
NET INCOME	\$ -132,426.07	\$0.00	\$ -132,426.07	0.00%



Discover Kalispell Event Grant
Post Event Evaluation Report

To receive the balance of your approved grant funds and determine future sponsorships for your event, please complete and submit the following form within 30 days following the event. The Post Event Evaluation is reviewed by the Discover Kalispell staff, as well as the TBID Board of Directors to provide a comprehensive understanding of the actualized increase in non-resident visitation to Kalispell.

Please email or mail Post Event Evaluation to:

Discover Kalispell
2 South Main Street, Suite 205
Kalispell Montana 59901
diane@discoverkalispell.com

1. Contact Information

Business/Organization: NorthWest Lacrosse Association

Designated Event Contact: Sarah Taylor

245 Moonlight Trail

Address: _____

City: Kalispell State: MT Zip: 59901

Telephone: 4063020430 Fax: _____

Email: admin@nortwestlax.com Website: www.northwestlax.com

2. Event Information

NorthWest Shootout

Event Name: _____

May 2-3, KidSports

Event Dates and Location: _____

Event Description - include the event schedule and outline of participants:

Youth Tournament, Saturday Pool play, Sunday Bracket play to determine Championships.

Games ran on a central horn, every hour on the hour from 9am-6pm on 12 fields.

Provide specific information on how the event was promoted (provide samples of advertising materials):
We promoted the event through direct email with outside clubs, which included hotels
provided by Discover Kalispell.

Parents received the same information through their club communications.

List all sponsors and provide description of sponsorship information:

Old Goats hard Goods - Donated Enclosed trailer (est. \$10k), MacKenzie River - donated \$500, Valley Bank \$500, Rocky Mtn Contractors \$250, Flathead Electric \$500, Glacier Bank \$500, Trailwest Bank \$1500, Aply Body Shop \$1500, Intermountain Biomedical Services \$500, The Party Store-central tent (est\$1.1k), Grizzly Security \$500, Mtn Physical Therapy \$500, Edward Jones \$750, Hammer Nutrition \$500, Northern Heritage Builders \$750

How were Kalispell hotels promoted? Where was the link to the Kalispell lodging directory displayed?
We emailed direct to clubs the hotel flyer provided to us, complete with links.

This was also displayed on our website on our information page to the tournament

4.Post Report Data

Actual Attendance (total): Participants: 495 Spectators: 1495

Flathead County Residents: Participants: 168 Spectators: 672 Total: 840

Other Montana Counties: Participants: 158 Spectators: 316 Total: 474

Out of State: Participants: 169 Spectators: 338 Total: 507

Out of U.S.: Participants: 0 Spectators: 0 Total: 0

Provide detailed information on the process for identifying actual attendance data. Attach all applicable reports.

Compiled data from rosters sent to us from attending clubs. Estimated spectators we accounted for 2 parents for each participant, Flathead residents we accounted for 4 spectators per participant, to account for siblings, grandparents, extended family.

Provide the event's registration list to Discover Kalispell. Discover Kalispell may conduct a post survey report to gather specific information to help determine economic impact of the event. Data should be provided in an Excel document listing name of registrant and email address.

Proceeds of the event and who retained them

All proceeds of the event went towards paying for Officials wages and hotels, and CODB.

Provide detailed information on how the Discover Kalispell Event Grant funds were used:
We use these the funds to run tournaments and cover costs of doing business.

Including our next planned tournament in October.

If planning to request assistance for this same event to be held next year, provide details on how the event will grow/change and whether the number of room nights will increase.

We still plan to run the same spring tournament next year, in addition to our fall tournament as well this year (Oct 17th 2026) and next.

We do not expect an increase in room nights, but we do plan on running a camp in conjunction with the tournaments prior to the event.

Provide information on the decision process to bring this event to Kalispell next year. If a bidding process is involved, provide the date of that presentation:

We hope to have finalized spring scheduling completed before February. We collectively decide and finalize scheduling with Montana Youth Lacrosse Association.

Thank you for bringing an event to Kalispell and contributing to the economic vitality of our community.

For Office Use Only

Date report received:

From: [Discover Kalispell no-replay](#)
To: [Diane Medler](#); sales@discoverkalispell.com
Subject: New submission from Grant Application
Date: Wednesday, June 10, 2026 12:25:45 PM

Business / Organization

Montana Reining Horse Association

First Name

Jane

Last Name

Corwin

Phone number

(703) 507-6374

Email Address

corwinjane@gmail.com

Website

<https://www.montanareining.com/big-sky-reining-classic>

Street Address

2756 Indian Creek Road

City

Eureka

State / Province / Region

Montana

Zip / Postal code

59,917

Event Name

Big Sky Reining Classic

Event Description

The Big Sky Reining Classic hosted by the Montana Reining Horse Association Is the largest reining horse show in the northwest. This horse show provides a rare opportunity to witness world class horsemanship and competition in the ever growing popularity of reining due to the show "Yellowstone." In 2022, Discover Kalispell helped support the BSRC due to the significant shortfall in the financial reserves of the non-profit MRHA brought about by the covid pandemic. It is becoming more and more difficult to put on this 5 day event without the financial support of corporate sponsors and destination event sponsors. Importantly, this is the only horse event in the valley which is FREE to attend and appropriate for all ages! The Majestic Valley Arena is now under new ownership and has raised all of their fees which is also proving to be challenging.

Event Type

Existing Event

Grant Amount Requested
\$5,000.00
If grant is awarded, describe how the Discover Kalispell lodging link will be distributed.
This year, we have partnered with the new Hyatt Studios hotel and they have offered reduced rates for the competition judges as well as competitors and spectators. Their sponsorship is and will be prominently included in all marketing and social media platforms.
Provide detailed Description of how Discover Kalispell Event Grant funds would be used
All Funds received will be used to promote and produce the show. This is a FREE SHOW and is a great opportunity for visitors who are seeking new activities beyond visiting the Park or going up to Whitefish.
How will this event create room nights in Kalispell hotels from out of area visitors
Many competitors who come need hotel rooms during the week of Aug 17-23. Not everyone can stay in their horse trailers as the number of hookups is limited at the Majestic. In addition to the Hyatt Studios the new Home2 Hilton has offered reduced rates. Now we need assistance with promotion of the show.
Anticipated number of room nights?
50-100
How will spectators and participants be tracked - number and where they are from.
Since no tickets are issued this is difficult but we can track number of competitors and the hotels will let us know the number of rooms reserved under their special rates offered. gchal but the hotels will be able to tell us following the show. Regarding the participants we will be able to determine numbers by the reauiree but the particul
If this is a reoccurring event, what data can you provide from previous events.
we submitted a report to Discover Kalispell after the 2022 show and can provide more info upon request from last year.
Will assistance be needed in arranging hotel blocks?
No
Start date
08/17/2026
End date
08/23/2026
Load-In Start Time
12:00 pm
Load-In END Time
12:01 pm
Street Address
3630 U.S.-93, Kalispell, MT 59901
City
Kalispell!

State / Province / Region
Montana
Event Start Time
08:00 am
Event END Time
06:00 pm
Estimated Number of Attendance
150-200
Description of Audience
All ages, young and old alike. Spectators LOVE to watch this amazing sport! Family friendly.
Is the Event
Free to the Public
How will you provide your Marketing Plan
Attach a Separate File
Name Of Sponsor We have many corporate sponsors. Western Outdoor, C and R Trailors, Wild Rye Financial, Murdoch's, Home2 Hilton, Hyatt Studios, Montana Machine Gun, GlacierBank, LaSalle Equine, sto Description of Sponsor Sponsors include direct financial support as well as products for auction to raise monies for the show.
Will there be Proceeds from the Event?
No
Will there be food / beverage(s) distributed at the Event?
No
Name
Meaghan Shea
Title
President
Phone number
(409) 260-6951
Email Address
mes6504@gmail.com
Address

2756 Indian Creek Road
City
Eureka
State / Province / Region
Montana
Country
United States
Zip / Postal code
59,917
Name
Jan Anderson
Title
Yellowstone Reining Horse Association
Phone number
(406) 578-2122
Email Address
janwilsall@gmail.com
Address
39 Hereim Lane
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State / Province / Region
Montana
Country
Unites States
Zip / Postal code
59,089
Name
Dennis Spain
Title
Competitor
Phone number
(804) 306-8507
Email Address

dspain2008@gmail.com

Address

P.O. Box 426

City

Somers

State / Province / Region

Montana

Country

Unites States

Zip / Postal code

59,932

How many years has this event been conducted?

20

Consent



I agree to the privacy policy.

Name / Signature

Jane Corwin