

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – April 4, 2012
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Gib Bissell, Chairman 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

- a) Approval of minutes from March 7, 2012
- b) TBID financial statement as of February 29, 2012
- c) Approval of nominations for vacating board seats
- d) Election of board officers for May 1, 2012 – April 30, 2013 term
- e) Approval of FY'13 marketing plan and budget
- f) Expiration of \$1.25 exception for groups booked prior to July 1 fee increase

4. Board Discussion

- a) TBID annual financial audit

5. Board photo

6. KCVB Updates

5:00 pm Meeting Adjourns

Enclosures: March 7, 2012 minutes
TBID financial statements
STR Report
KCVB Updates

For Further Information, Please Contact:

Gib Bissell, Board Chairman gib@aeroinn.com or 406-755-3798
Diane Medler, KCVB Director dianem@kalispellchamber.com or 406-758-2808

TBID Board Meeting Schedule for 2012

February 1	March 7	April 4	May 2	June 6	July 11
August 8	September 5	October 3	November 7	December 5	

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
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
March 7, 2012**

Minutes

Board Members Present: Gib Bissell, Janet Clark, Lisa Brown, Chris Walters, Lori Fisher, Arlinna Wolfe, Dan Moderie
Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine
Guests Present: Rachel Starr, Alison Keene, Melissa Buck, Angie Bowman, Winnie Storli, Jon Fetveit, Theresa – intern from FVCC

Meeting was called to order by Gib Bissell, Chairman of the Board at 3:00 PM.

1. Hear from the public – None
2. City of Kalispell Planning Department gave a presentation on the update of the city's growth policy and requested comments and input from the TBID.
3. Board Action
 - a. Approve Minutes from the February 1, 2011 Meeting: Discussion: Arlinna felt there was not a vote made to approve the increase of the TBID fee. Other board members disagreed and confirmed that a motion was made in two parts: 1) to approve the fee increase and 2) to instruct staff to meet with all TBID members, get a signed ballot of support or non-support and report back at the March meeting. Action: Motion was made by Janet Clark to correct the minutes of the February 1, 2012 meeting to reflect Arlinna's nay vote on the motion to approve the TBID fee increase. Motion seconded by Lisa Brown. Board approved unanimously.
 - b. TBID financial statements: Discussion - None
Action: Motion was made by Chris Walters to approve the financial statements. Motion seconded by Lori Fisher. Board approved unanimously.
 - c. Approval to increase TBID fee: Discussion – Diane reported that staff met with all TBID members and 15 of the 16 ballots have been returned showing 13 in support and 2 non-support. Janet pointed out that it is redundant to ask for a vote on the fee increase as that motion was put forth and approved by the majority in the February meeting. Gib asked those present to express their thoughts and questions regarding the increase. Allison asked what was the rate currently charged around Yellowstone, why do we feel we need to be different? The rate that all TBID's are charging across the state is \$1. Chris explained that we charge a higher rate to raise our budget to more closely compare to our competitive markets. \$500,000 was the budget amount agreed upon when the TBID was being formed. This increase brings us close to that amount. Rachel stated that the larger the budget, ultimately the more revenue to all our properties. Winnie expressed concerns that this is being done in a hasty fashion. The tax is unfair because the lower end properties pay a higher percentage. We can't continue to gouge the public, we should proceed with more caution. Arlinna stated that her owner is against the increase. He wants to know how we get out of the TBID? Why can't we make more revenue? Lori: Rob is providing opportunities to each of the TBID hotels, you need to follow up on his information. To make money you have to spend money. The increase is a small amount to get more business into the area. Gib: this has

not been a hasty decision, we've been discussing for several months. The efforts of Diane and Rob are already paying off, going to Calgary has had an effect and I'm doing better this winter. Melissa: Comfort, Blue & White and Travelodge all feed from the same market, she agreed that you have to spend money to make money. Lori: when the larger properties sell out the smaller properties get overflow. Alison: why 75 cents, could it be split into 2 increases? Lisa: there will be a lag time in receiving the increased fee. Melissa: changing the fee will require lots of work, wouldn't want to do it twice in a short amount of time. Too many changes in one year will cost more than we gain. Dan: our original fee we wanted was \$2, then we cut it back to \$1.25. Every time there's an event I see more room nights. I've done better this year. Chris: it's about compression, we bring more room nights into the market everyone benefits. If we have more dollars, everyone gets more room nights. Jon: I'm in favor of economic development, the problem is that we can't charge a percentage, realize that isn't allowed by State statute. In winter we rely on weeklies, and many of those are locals. It is an unintended consequence that we are penalizing local residents. Can we look at changing it for certain situations? Can a local resident staying for 3 or more nights be exempt? Or look at a different rate during summer vs. winter? Melissa: too hard to do with 3rd party booking agencies. Arlinna: everyone's saying we don't have enough money is that because we didn't make our projected revenue? Diane: our projected revenue for FY'11 was \$275,000, we came in at \$275,500. Chris: we always felt we'd need to have \$500,000 to be effective and competitive. Rob: our competitive set has 4 to 5 times what we have to spend. We use our resources very efficiently. Our combined budget (bed tax and TBID) will be just over \$500,000. Billing's combined budget is over 1 million, Bozeman and Missoula are over \$500,000. Angie: should we set a cap on the amount of the fee? Melissa: we're still a young board, too soon to set a cap. Chris: this will be a sustainable increase, something we'll be able to work off for quite a few years.

The board agreed to move forward with the fee increase which will take effect July 1, 2012. TBID properties should notify any third party booking agencies and make changes in their reservation systems immediately.

- d. Approval on FY13 projected revenue for budgeting purposes: Discussion – Lisa asked if the projected revenue will work considering the lag time with the fee increase? Melissa thought the increase shouldn't come in the middle of summer. It was explained that we work on a fiscal year that begins July 1st.

Action: Motion was made by Lisa Brown to approve the projected revenue and fund allocation. Janet Clark seconded the motion. Board approved unanimously.

4. Board Discussion

- a. FY'13 Draft Marketing Plan goals, objectives and strategies: Lisa, unique hits on website seem like a conservative amount. Gib asked for clarification on the CRM group marketing line item. Rob clarified that it is a database system so manage our inventory of customers effectively. Lisa asked for clarification on what is considered a group under the group marketing goals and objectives. Rob clarified that a group is considered 100+ room nights. Chris stated that he's like to see the M&C business tracked separately from events and leisure.
- b. Q2 TBID collections: Collections came in about \$2,000 over the same quarter last year, which equates to approximately 1,600 room nights.
- c. Board nominations: Diane will send a letter to all TBID members requesting nominations for a large and medium hotel category representative to fill the seats being vacated by Lori and Arlinna whose terms end April 30, 2012.

- d. TBID officer meetings: Diane asked for clarification from the board as to whether minutes need to be posted from the monthly officer meetings. The officers meet one week prior to the board meeting to review the proposed agenda. This has been helpful so that we use our board meeting time as effectively as possible. TBID members are always welcome to submit items for the agenda. No action is taken by the officers during that meeting. The group agreed that since no action was taken minutes do not need to be posted.

5. KCVB Updates

- a. Diane reported on the state office of tourism Get Lost campaign which since going regional has increased visitations to the website by 40%. Top markets are Calgary, Spokane and Denver. A Canadian Survey was emailed to all TBID members, please ask your Canadian guests to complete at check in. Rob reported that the Dragon Boat press release was picked up by a couple online publications in the bay area. Teams that register for the festival make their own reservations. He sends them to the lodging page on Discover Kalispell when they register. If they request an RFP he'll submit to TBID members. Individual hotels can access names of incoming teams on the dragon boat website. Also, Kalispell is one of seven communities being considered to host the 50th Anniversary of the Wilderness Act. The Huckleberry 100 is scheduled for September 15th, the weekend after Dragon Boat Festival.

Meeting was adjourned by Gib Bissell at 4:55 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Gib Bissell, Board Chairman, gib@aeroinn.com or 406-755-3798

Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

2012 Board Meeting Schedule - Kalispell Chamber Conference Room at 3:00 Pm

No January Meeting	February 1	March 7	April 4	May 2	June 6
July 11	August 8	September 5	October 3	November 7	December 5

Kalispell Tourism Business Improvement District
Summary of Expenditures
April 4, 2012

Profit and Loss Statement February 2012:

Website - \$4,008.50: Redesign of package section of website; SEO & SEM maintenance

Consumer Marketing - \$8,831.82: Facebook page administration; winter photo/video shoot; winter/spring drive market online banner ads; airport stocking

Event Marketing - \$7,625.41: Dragon Boat marketing collateral; promoter fee; trade show booth; sponsorship sales admin

Group Marketing - \$4,578.00: M&C online advertising

Publications - \$6,239.00: 2012-2013 visitor guide

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Total	Budget
ASSETS														
Cash on Hand	\$ 94,251.69	\$ 78,659.67	\$ 125,634.84	\$ 106,660.02	\$ 73,053.70	\$ 168,495.51	\$ 136,895.55	\$ 117,164.19	\$ 125,375.73	\$ 94,556.73	\$ 61,837.73	\$ 77,118.73	\$ 280,266.75	\$ 287,000.00
IBID Quarterly Collections	\$ -	\$ 62,819.25	\$ -	\$ -	\$ 117,711.25	\$ -	\$ -	\$ 50,736.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fixed Asset	\$ 7.13	\$ 12.08	\$ 21.45	\$ 12.37	\$ 23.00	\$ 22.91	\$ 18.59	\$ 14.26	\$ -	\$ -	\$ -	\$ -	\$ 131.79	\$ -
Interest Income	\$ 7.13	\$ 62,831.33	\$ 21.45	\$ 12.37	\$ 117,734.25	\$ 22.91	\$ 18.59	\$ 50,750.51	\$ -	\$ -	\$ 49,000.00	\$ -	\$ 280,398.54	\$ -
Total Cash Receipts	\$ 7.13	\$ 62,831.33	\$ 21.45	\$ 12.37	\$ 117,734.25	\$ 22.91	\$ 18.59	\$ 50,750.51	\$ -	\$ -	\$ 49,000.00	\$ -	\$ 280,398.54	\$ -
Total Cash Available	\$ 94,258.82	\$ 141,491.00	\$ 125,656.29	\$ 106,672.39	\$ 190,787.95	\$ 168,518.42	\$ 136,914.14	\$ 167,914.70	\$ 125,375.73	\$ 94,556.73	\$ 110,837.73	\$ 77,118.73	\$ 280,266.75	\$ 287,000.00
LIABILITIES & EQUITY														
Staffing - Program Mgr & Sales Mgr	\$ 4,314.56	\$ 4,741.13	\$ 9,188.40	\$ 9,197.22	\$ 9,181.38	\$ 11,556.24	\$ 9,352.26	\$ 9,330.46	\$ 10,075.00	\$ 10,075.00	\$ 10,075.00	\$ 10,075.00	\$ 107,161.65	\$ 123,200.00
Bank Fees	\$ 2.25	\$ 2.57	\$ 2.55	\$ 2.70	\$ 2.95	\$ 1.80	\$ 3.07	\$ 3.10	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 5,976.00	\$ 5,000.00
Rent	\$ 496.00	\$ 496.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,523.96	\$ 2,400.00
Telephone	\$ 162.88	\$ 420.35	\$ 213.08	\$ 180.58	\$ 203.09	\$ 163.76	\$ 159.77	\$ 220.45	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 643.77	\$ 600.00
Office Supplies	\$ 192.96	\$ 61.29	\$ 42.94	\$ 29.00	\$ 50.00	\$ 45.44	\$ 22.14	\$ -	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 2,185.58	\$ 2,400.00
Postage & Copies	\$ 43.03	\$ 71.55	\$ 198.73	\$ 308.67	\$ 128.58	\$ 251.75	\$ 282.48	\$ 120.79	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 1,050.00	\$ 6,000.00
Audit	\$ -	\$ -	\$ -	\$ 105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Bookkeeping	\$ 192.50	\$ 140.00	\$ 157.50	\$ 175.00	\$ 210.00	\$ 183.75	\$ 210.00	\$ 218.75	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,287.50	\$ 2,400.00
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00
City of Kalispell Admin Fee	\$ -	\$ 1,551.78	\$ -	\$ -	\$ 2,942.78	\$ -	\$ -	\$ 505.44	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00
Employee Search/moving expenses	\$ -	\$ 7,333.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 7,333.33	\$ -
Travel and entertainment	\$ 128.79	\$ 49.53	\$ 565.80	\$ 68.20	\$ 64.86	\$ 166.45	\$ 248.35	\$ 153.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,844.98	\$ 1,500.00
Technology support	\$ 80.00	\$ -	\$ 60.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41.00	\$ 41.00	\$ 41.00	\$ 41.00	\$ 304.00	\$ 500.00
Equipment & software	\$ 45.00	\$ 129.95	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 55.00	\$ 55.00	\$ 55.00	\$ 55.00	\$ 394.95	\$ 750.00
Research and Education	\$ -	\$ 225.00	\$ 5,300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,525.00	\$ 5,050.00
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 12,000.00
Maintenance & enhancements	\$ 1,237.50	\$ -	\$ 78.56	\$ -	\$ -	\$ 1,042.00	\$ -	\$ 2,007.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ 5,365.06	\$ -
SEO & SEM	\$ 750.00	\$ -	\$ -	\$ 1,580.69	\$ -	\$ 1,832.75	\$ -	\$ 2,001.50	\$ -	\$ -	\$ -	\$ -	\$ 6,164.94	\$ -
Publications	\$ -	\$ -	\$ -	\$ -	\$ 3,344.00	\$ 484.00	\$ 30.00	\$ 6,239.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ -	\$ 14,097.94	\$ 14,000.00
Consumer Marketing	\$ 1,707.75	\$ 820.74	\$ 974.19	\$ 14,981.19	\$ 649.80	\$ 7,437.00	\$ 1,314.30	\$ 8,831.82	\$ 3,400.00	\$ 3,300.00	\$ 3,300.00	\$ 3,300.00	\$ 50,016.88	\$ 50,000.00
Event Sponsorship/Marketing	\$ -	\$ -	\$ 73.00	\$ 3,658.24	\$ 1,221.10	\$ 3,125.00	\$ 2,889.48	\$ 7,625.41	\$ 6,000.00	\$ 6,000.00	\$ 7,000.00	\$ 7,500.00	\$ 45,104.23	\$ 45,000.00
Group Marketing	\$ -	\$ 38.95	\$ 199.62	\$ -	\$ 1,295.80	\$ 4,365.70	\$ 4,725.10	\$ 4,578.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00	\$ 47,203.17	\$ 48,000.00
Public Relations/Publicity	\$ -	\$ 197.00	\$ 312.96	\$ 2,967.50	\$ 2,500.00	\$ 1,031.25	\$ 25.00	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00	\$ 13,033.71	\$ 13,000.00
Prior Fiscal Year Expenses	\$ 6,243.93	\$ (425.01)	\$ 1,128.94	\$ (133.30)	\$ -	\$ (562.02)	\$ -	\$ 206.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sub-total	\$ 15,599.15	\$ 15,856.16	\$ 18,996.27	\$ 33,618.69	\$ 22,292.44	\$ 31,622.87	\$ 19,749.95	\$ 42,538.97	\$ 30,819.00	\$ 32,719.00	\$ 33,719.00	\$ 31,219.00	\$ 328,750.50	\$ -
Total Cash Paid Out	\$ 15,599.15	\$ 15,856.16	\$ 18,996.27	\$ 33,618.69	\$ 22,292.44	\$ 31,622.87	\$ 19,749.95	\$ 42,538.97	\$ 30,819.00	\$ 32,719.00	\$ 33,719.00	\$ 31,219.00	\$ 328,750.50	\$ -
Current Assets	\$ 78,659.67	\$ 125,634.84	\$ 106,660.02	\$ 73,053.70	\$ 168,495.51	\$ 136,895.55	\$ 117,164.19	\$ 125,375.73	\$ 94,556.73	\$ 61,837.73	\$ 77,118.73	\$ 45,899.73	\$ -	\$ -

11:24 AM
03/20/12
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of February 29, 2012

	<u>Feb 29, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	<u>141,493.91</u>
Total Checking/Savings	<u>141,493.91</u>
Total Current Assets	141,493.91
Fixed Assets	
1710 · Office Equipment	1,099.90
1820 · Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>26,330.34</u>
TOTAL ASSETS	<u>167,824.25</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>28,513.15</u>
Total Accounts Payable	<u>28,513.15</u>
Total Current Liabilities	<u>28,513.15</u>
Total Liabilities	28,513.15
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	<u>19,828.97</u>
Total Equity	<u>139,311.10</u>
TOTAL LIABILITIES & EQUITY	<u>167,824.25</u>

11:24 AM
 03/20/12
 Accrual Basis

Tourism Business Improvement District Profit & Loss Budget vs. Actual July 2011 through February 2012

	<u>Jul '11 - Feb 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	231,266.75	337,000.00	-105,733.25	68.6%
4100 · Interest Income	131.79			
Total Income	<u>231,398.54</u>	<u>337,000.00</u>	<u>-105,601.46</u>	<u>68.7%</u>
Expense				
5000 · Staffing	66,861.65	123,200.00	-56,338.35	54.3%
5100 · Administrative	23,010.13	26,750.00	-3,739.87	86.0%
5200 · Research & Education	5,075.00	5,050.00	25.00	100.5%
5250 · Web Site	12,370.36	12,000.00	370.36	103.1%
5400 · Consumer Marketing	39,925.39	50,000.00	-10,074.61	79.9%
5500 · Event Marketing	18,804.23	45,000.00	-26,195.77	41.8%
5550 · Group Marketing	16,403.79	48,000.00	-31,596.21	34.2%
5650 · Public Relations	12,092.43	13,000.00	-907.57	93.0%
5700 · Publications	10,097.00	14,000.00	-3,903.00	72.1%
6000 · Prior Fiscal Year Expense	6,929.59			
Total Expense	<u>211,569.57</u>	<u>337,000.00</u>	<u>-125,430.43</u>	<u>62.8%</u>
Net Income	<u><u>19,828.97</u></u>	<u><u>0.00</u></u>	<u><u>19,828.97</u></u>	<u><u>100.0%</u></u>

11:24 AM
 03/20/12
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 February 2012

	Feb 12	Jul '11 - Feb 12
Income		
4000 · TBID Revenue	50,736.25	231,266.75
4100 · Interest Income	14.26	131.79
Total Income	50,750.51	231,398.54
Expense		
5000 · Staffing		
5010 · Wages	7,750.00	55,150.66
5020 · Benefits	1,580.46	11,710.99
Total 5000 · Staffing	9,330.46	66,861.65
5100 · Administrative		
5350 · City of Kalispell Admin Fee	505.44	5,000.00
5110 · Bank Fees	3.10	20.99
5120 · Audit	0.00	105.00
5125 · Bookkeeping	218.75	1,487.50
5140 · Office Supplies	0.00	407.76
5150 · Postage & Copies	120.79	1,187.66
5160 · Rent	498.00	3,984.00
5180 · Telephone	220.45	1,723.96
5185 · Travel Expenses	153.00	1,444.98
5190 · Technology Support	0.00	140.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
Total 5100 · Administrative	1,719.53	23,010.13
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	275.00
Total 5200 · Research & Education	0.00	5,075.00
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	2,007.00	4,121.31
5280 · SEO & SEM	2,001.50	7,649.05
Total 5250 · Web Site	4,008.50	12,370.36
5400 · Consumer Marketing		
5410 · Kalispell Promotional Video	2,381.00	2,381.00
5430 · Social Media	500.00	2,474.90
5440 · Other Media	2,512.50	3,652.50
5450 · Online Advertising	3,388.32	25,677.78
5460 · Travel Shows	0.00	2,659.30
5470 · Trade Show Booth	0.00	2,579.91
5490 · Stock Airport VIC	50.00	500.00
Total 5400 · Consumer Marketing	8,831.82	39,925.39
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	4,289.95	4,289.95
5501.9 · Other Dragon Boat	3,335.46	12,854.27
Total 5501 · Dragon Boat	7,625.41	17,144.22
5549 · Other Event Marketing	0.00	1,660.01
Total 5500 · Event Marketing	7,625.41	18,804.23
5550 · Group Marketing		
5560 · Publications	0.00	500.00
5565 · Trade Show, FAM Trips		
5565.1 · FAM Trips	0.00	20.65
5565.2 · Denver Show	-483.00	6,390.55
Total 5565 · Trade Show, FAM Trips	-483.00	6,411.20
5575 · Online Advertising	5,061.00	5,979.75
5580 · Meeting Planner	0.00	1,458.50
5585 · Sales Calls	0.00	1,856.42

11:24 AM
 03/20/12
 Accrual Basis

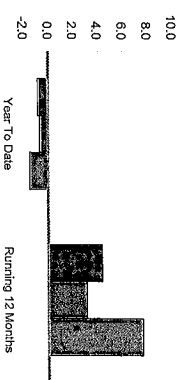
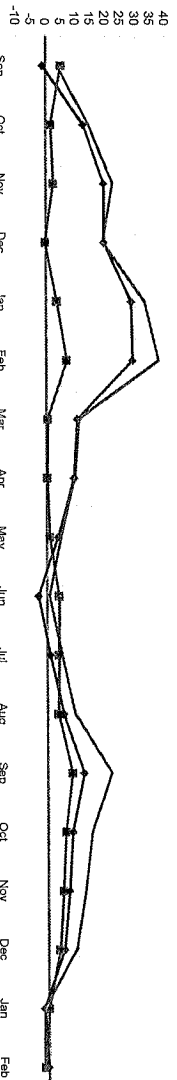
Tourism Business Improvement District
Profit & Loss
 February 2012

	Feb 12	Jul '11 - Feb 12
5590 · Other	0.00	197.92
Total 5550 · Group Marketing	4,578.00	16,403.79
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	25.00
5665 · Press Releases	0.00	4,989.00
5670 · Photography	0.00	2,954.00
5680 · Kalispell Merchandise	0.00	938.93
5650 · Public Relations - Other	0.00	3,185.50
Total 5650 · Public Relations	0.00	12,092.43
5700 · Publications		
5710 · Visitor Guide	6,239.00	9,613.00
5790 · Other Publications	0.00	484.00
Total 5700 · Publications	6,239.00	10,097.00
6000 · Prior Fiscal Year Expense	206.25	6,929.59
Total Expense	42,538.97	211,569.57
Net Income	8,211.54	19,828.97

Tab 2 - Trend Kalspell, MT
Kalspell Area CTR

For the Month of February 2012

Currency: USD - US Dollar



Category	Year	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
Occupancy (%)	This Year	65.9	42.3	34.4	23.3	31.2	38.2	37.6	38.7	45.5	61.1	87.9	88.1	61.1	87.9	88.1	88.1	73.9	42.8
	Last Year	66.7	37.5	28.8	20.7	29.4	30.2	34.1	34.5	42.9	63.0	87.0	86.5	63.0	87.0	86.5	86.5	72.2	38.2
	Percent Change	-1.2	12.6	19.5	19.5	-28.8	28.8	29.1	29.1	10.4	-9.2	-3.0	-1.1	-1.1	-1.1	-1.1	-1.1	8.8	10.4
ADR	This Year	82.31	71.61	69.78	66.13	71.90	73.98	70.12	70.35	75.48	90.31	112.03	111.01	107.12	111.01	107.12	107.12	86.17	75.97
	Last Year	78.33	70.47	69.78	68.35	69.25	68.48	69.47	69.47	74.75	86.90	107.12	107.12	107.12	107.12	107.12	107.12	82.31	71.61
	Percent Change	5.1	1.6	2.8	-3.3	3.5	6.8	0.4	0.2	1.0	-3.9	3.8	3.8	3.8	3.8	3.8	3.8	5.1	6.8
RevPAR	This Year	54.23	30.27	23.99	15.30	22.41	28.99	26.38	25.86	34.36	55.19	98.53	97.82	89.47	97.82	89.47	89.47	64.53	54.78
	Last Year	62.47	26.45	19.80	15.20	18.83	21.03	23.80	22.84	32.81	64.73	98.90	97.82	89.47	97.82	97.82	97.82	82.31	71.61
	Percent Change	3.9	14.4	22.4	19.1	38.1	37.8	10.8	-9.2	4.7	-0.8	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	18.8	18.8
Supply	This Year	48,680	50,313	48,690	50,313	50,313	45,444	50,313	48,690	50,313	48,690	48,690	48,690	48,690	48,690	48,690	48,690	48,690	48,690
	Last Year	48,690	50,313	48,690	50,313	50,313	45,444	50,313	48,690	50,313	48,690	48,690	48,690	48,690	48,690	48,690	48,690	48,690	48,690
	Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	
Demand	This Year	32,080	21,289	16,742	14,281	15,891	17,908	18,827	17,892	22,905	28,546	42,600	42,582	42,024	42,582	42,024	42,024	34,534	21,289
	Last Year	32,454	18,888	14,013	11,928	12,900	13,199	17,141	16,330	22,083	28,546	42,600	42,024	42,024	42,024	42,024	42,024	34,534	21,289
	Percent Change	-1.2	12.6	19.5	19.5	-28.8	28.8	29.1	29.1	10.4	-9.2	-3.0	-1.1	-1.1	-1.1	-1.1	-1.1	8.8	10.4
Revenue	This Year	2,645,523	1,822,082	1,488,228	970,971	1,127,408	1,317,432	1,297,230	1,259,554	1,728,971	2,578,191	4,755,713	4,212,281	4,212,281	4,212,281	4,212,281	4,212,281	3,079,510	1,822,082
	Last Year	2,550,294	1,350,988	984,150	816,231	1,127,408	965,777	1,197,557	1,151,145	2,064,911	2,864,911	4,725,387	4,212,281	4,212,281	4,212,281	4,212,281	4,212,281	3,079,510	1,350,988
	Percent Change	3.9	14.4	22.4	19.1	38.1	37.8	10.8	-9.2	4.7	-0.8	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	8.8	10.4
Census %	This Year	18.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23
	Last Year	18.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23	16.23
	Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	-1.1	

A bank non-includes transient data.
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Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: February 2012

Currency: USD - US Dollar

Properties	Rooms	Current Month - February 2012 vs February 2011												Year to Date - February 2012 vs February 2011												Participation	
		Occ %		ADR		RevPAR		Percent Change from February 2011				Percent Change from YTD 2011				Census	Sample	Census	Sample								
		2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2012	2011					Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold		
Kalispell, MT	19	39.1	39.2	73.04	73.98	28.55	28.99	-0.2	-1.3	-1.5	-5.5	-4.1	-4.3	34.7	35.0	72.52	73.00	25.16	25.53	-0.3	-0.7	-1.5	-5.5	-4.1	-4.8	1557	1307
Missoula, MT	41	39.4	42.8	70.31	72.19	27.69	30.90	-8.0	-2.6	-10.4	-8.0	2.7	-5.5	35.7	37.9	69.22	71.34	24.74	27.03	-5.7	-3.0	-8.5	-6.0	2.7	-3.1	3107	2214
Butte, MT	13	49.3	38.7	75.46	78.73	37.22	30.48	27.4	-4.1	22.1	21.9	-0.2	27.2	41.8	34.0	73.20	75.68	30.61	25.74	23.0	-3.3	19.0	18.7	-0.2	22.8	1168	826
Bozeman, MT	26	51.6	45.9	77.05	74.79	39.76	34.36	12.3	3.0	15.7	15.5	-0.1	12.2	43.5	41.7	75.79	73.79	32.96	30.75	4.4	2.7	7.0	-0.1	4.2	2008	1353	
Whitefish, MT	13	45.7	40.1	66.27	64.21	30.29	25.72	14.1	3.2	17.8	18.1	0.3	14.4	39.2	35.9	62.95	61.94	24.70	22.23	9.3	1.6	11.1	11.4	0.3	9.6	5005	3585
Rapid City MSA, SD	35	56.2	58.5	362.97	310.38	204.01	181.42	-3.8	16.9	12.5	12.5	0.0	-3.8	53.0	53.1	384.82	316.91	193.23	168.18	-0.2	15.1	14.9	14.9	0.0	-0.2	3823	2286
Park City, UT	50	52.7	55.5	78.11	75.06	41.18	41.66	-5.0	4.1	-1.1	3.4	4.6	-0.6	47.1	51.9	77.28	74.21	36.40	38.52	-9.3	4.1	-5.5	-1.2	4.6	-5.1	3866	3200
Helena/Great Falls	20	39.6	36.6	86.57	89.25	33.84	32.68	8.0	-4.1	3.5	3.5	0.0	8.0	34.3	31.6	84.62	85.56	29.01	27.05	8.4	-1.1	7.2	7.2	0.0	8.4	1644	1329
Coeur D Alene, ID	8	40.1	34.0	75.39	75.30	30.19	25.56	18.0	0.1	18.1	17.8	-0.3	17.7	35.9	31.0	73.63	72.78	26.45	22.58	15.8	1.2	17.1	16.8	-0.3	15.5	396	244
Sandpoint, ID	44.1	41.0	84.99	84.54	37.47	34.69	7.4	0.5	8.0	8.0	0.0	7.4	39.2	36.3	84.15	83.53	32.99	30.30	8.1	0.7	8.9	8.9	0.0	8.1	2734	1502	
Bend, OR	51.9	47.1	83.44	81.45	43.33	38.36	10.3	2.4	13.0	12.9	-0.1	10.2	45.7	42.5	82.48	79.62	37.71	33.81	7.7	3.6	11.5	11.4	-0.1	7.6	6010	5138	
Spokane, WA	58	51.9	47.1	83.44	81.45	43.33	38.36	10.3	2.4	13.0	12.9	-0.1	10.2	45.7	42.5	82.48	79.62	37.71	33.81	7.7	3.6	11.5	11.4	-0.1	7.6	6010	5138
Billings, MT	45	61.6	53.2	79.19	71.98	48.76	38.29	15.8	10.0	27.4	27.3	-0.1	15.7	52.2	46.5	76.97	70.99	40.18	33.04	12.1	8.4	21.6	21.6	-0.0	12.1	3991	2973

A blank row indicates insufficient data.
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**Kalispell Convention & Visitor Bureau
Monthly Update – April 4, 2012**

Priorities	Projects	Status
<p>Online Marketing</p>	<ol style="list-style-type: none"> 1. DiscoverKalispell.com 2. Facebook 3. Trip Advisor 	<ol style="list-style-type: none"> 1. Website: February, 2012 1,705 unique visits; 6,036 pg views; 2.97 pg/visit; 81% new visits (80% of US visitors new, 90% of CAN visitors new); Traffic sources: 22% search traffic; 35% direct traffic; 38% referring sites Top referring sites: Google (organic), Youtube (banner ads), kalispellchamber, newsletters, Bing (organic), smartmeetings, Yahoo (organic), Tubemogul (banner ads) Top states: MT, WA, OR, ID, CA, CO, FL, GA, TX, MN Canada: Calgary, Lethbridge, Edmonton, Cranbrook, Vancouver Top pages: Packages, home page, lodging, outdoor-activities, wine-dine, meetings Top keyword searches: kalispell montana, flathead lake montana clear water, kalispell, kalispell mt 2. Facebook: total Likes = 831; Montana Dragon Boat and Montana Spartan Race page updates 3. Trip Advisor: (site standard/avg CTR is 5%; avg interaction is 6-7%) February: 1,273 pg views, 71 clicks to DK; 5.58% CTR by pg view; 11.39% interaction rate Compared to Jan saw increase in page views & CTR, significant increase in interaction rate due to new banner ads
<p>Marketing/Advertising Projects</p>	<ol style="list-style-type: none"> 1. Calgary Outdoor Show 2. Wayfinding 3. Specialty Brochures 4. Visitor Guide 	<ol style="list-style-type: none"> 1. Calgary Outdoor & Adventure Show: March 24-25; 11,000 attendees, 250 booths, distributed 750 guides, gathered 250 entries for drawing which equaled 195 email addresses for database. Attendees showed strong interest in kayaking, bicycling, hiking, and travel. 2. Wayfinding: Worked with consultant, Katharine and Pam to present preliminary designs at two public open house sessions April 3 & 4. 3. Creating Wineries/Breweries/Distilleries brochure in cooperation with industry reps from Valley; also creating Flathead Birding Brochure in cooperation with Flathead Audubon, WCVB and Glacier Country 4. Visitor guide distributed to AAA offices in key drive markets
<p>Visitor Information Center</p>	<ol style="list-style-type: none"> 1. VIC Stats 2. Demographics 3. Other information 	<ol style="list-style-type: none"> 1. January-February Walk-in visitors: 294, Calls: 223, e-requests: 60, vacation packets sent: 255 2. Top walk-in visitor locations: Alberta, MT, ID, AL, CA, MI, UT, BC 3. Created Kalispell visitor page on Crown of the Continent map guide website

Group		
	<ol style="list-style-type: none"> 1. Meetings 2. RFPs 3. Sports 4. Events 	<ol style="list-style-type: none"> 1. Meetings Resource Development <ul style="list-style-type: none"> • EmpowerMint RFP (150,000 qualified meeting planners): 2 Qualified Leads March • Live with banner ads on meeting planner sites and Facebook • Ad In Smart Meeting June Issue Montana feature • Meeting and Convention planning guide development, online campaign • M&C web page development • Meet West Conference Los Angeles – May Confirmed • Destination Showcase Chicago – June Confirmed 2. RFPs <ul style="list-style-type: none"> • Idaho Harley Davidson Group Ride July 2012 • Western Weights and Measures Annual Conference October 2013 • Project CRISS Annual Conference July 2012 • University of Lethbridge September 2012 • 50th Anniversary of Wilderness Act Conference October 2014 – Went to Albuquerque, New Mexico • National Association of State Facility Administrators June 2013 • Rocky Mountain Monument Builders Association 2013 • Quarter Horse Assoc. July 2012 • Big Sky Aged Events August 2012 • NY Blood Center June 2014 • Brynn's Wedding June 2013 3. Sports Tournaments / Rodeo <ul style="list-style-type: none"> • Western B Boys and Girls Basketball Tournament February 20-23, 2013 – Flathead High School • Clinton Anderson Down Under Horsemanship September 7-9, 2012 – Majestic Valley Arena • Regional and State Wrestling Tournaments March 23-24 & April 28-29, 2012 - MVA - FCFG • Northern Rodeo Association Finals 2014 – Went to Butte • Bob Pecora Bucking Horse Futurity May 3-4, 2012 - MVA • Northern Rockies Quarter Horse Show July 3-7, 2012 - MVA • Laser Sailboat District 22 Championship – Aug 20- 22, 2012 – Yacht Club • Huckleberry 100 Bike Ride – September 15, 2012 – DT Kalispell • World Class Bucking Horse Finals – October 27, 2012 - MVA 4. Events <ul style="list-style-type: none"> • Dragon Boat Grant / Website / Logistics / Committee / Ancillary Event Development September 2012 • Spartan Race Development / Campaign / Announcement / May 2013 • USA/Canada Pond Hockey Cup 2013 – Development and Feasibility

<p>Infrastructure</p>	<ol style="list-style-type: none"> 1. Bed Tax 2. TBID 3. CVB 	<ol style="list-style-type: none"> 1. Bed Tax <ul style="list-style-type: none"> • Glacier Country board meeting • Quarterly compliance report • Region/CVB meeting in Helena March 28 2. TBID <ul style="list-style-type: none"> • Monthly board and officer meeting preparation and minutes • Marketing plan and budget 3. CVB <ul style="list-style-type: none"> • Attendance at KBID and KDA board meetings • Meeting with Partners Creative to discuss FY'13 projects • Attended MWED Marketing Task Force meeting • Leadership Flathhead
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