

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – April 9, 2014  
3:00 pm – 5:00 pm**

**Location: Hampton Inn Kalispell**

**AGENDA**

3:00 pm Meeting Called to Order: Lisa Brown, 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 5, 2014
- b) TBID financial statements for February 2014
- c) Approval of nominations for vacating board seats
- d) Election of board officers for May 1, 2014 – April 30, 2015
- e) Approval of FY'15 marketing plan and budget

3. Board Discussion

- a) Pond Hockey financial report and 2015 plan
- b) Other event updates
- c) KCVB updates

5:00 pm Meeting Adjourns

Enclosures: March 5, 2014 minutes  
TBID financial statements for February 2014  
Pond Hockey Report  
STR Report  
KCVB Updates

For Further Information, Please Contact:

Lisa Brown, Board Chairman [lisa.brown@redlion.com](mailto:lisa.brown@redlion.com) or 406-751-5064  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2014 TBID Board Meeting Schedule

January 15	February 5	March 5	April 9	May 7	June 11
July 9	August 6	September 3	October 1	November 5	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 5, 2014**

# Minutes

**Board Members Present:** Lisa Brown, Lori Fisher, Gib Bissell, Janet Clark, Angie Bowman, Dan Moderie

**Board Members Absent:** Chris Walters

**Staff Present:** Diane Medler, Rob Brisendine

**Guests Present:** Scott Rieke and Debbie Rottier, Best Western Flathead Lake Inn & Suites, Pat McGlynn, Flathead County Extension Agent and Maartin Fischer

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Meeting was called to order by Lisa Brown, Chairman of the Board at 3:05 PM.

1. Hear from the public – Pat McGlynn and Maartin Fischer presented the Flathead Valley Agri-Tourism Promotion Initiative. Pat works with growers involved in grapes, hops, cherries. Maartin comes from the Netherlands where agri-tourism was a \$600M industry. They both see potential to build agri-tourism in the Flathead Valley to provide activities for our visitors and help support the farmers and growers during the off seasons. Example was the farm to table dinner they assisted with for the KCVB Fall travel media fam. They could like to create access to farms for activities such as trails, lakes, huckleberry picking, cherry picking – areas that aren't typically accessible to the public that would give a setting for a unique activity for the traveler. They will invite hotels on a Fam trip to do a test run on some of the activities they are able to put together. It will start small with the hopes of growing of the years.
2. Board Action
  - a. Approve Minutes from the February 5, 2014 Meeting:  
Action: Motion was made by Lori Fisher to approve the minutes. Motion seconded by Janet Clark.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for January 2014:  
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.
  - c. Approval of FY'15 marketing plan goals and objectives and budget. The board discussed the goals and objectives and did not offer any changes or additions. Board discussed the preliminary budget and decided to not take action to approve as some figures will change as more information is received over the next couple weeks. The final marketing plan and budget will be sent to the board prior to the April board meeting for review. Action to approve the marketing plan and budget will be completed at the April meeting.
  - d. Montana State Drill Team Competition request for sponsorship. Board reviewed the discussion from the February meeting. It is important to keep our equestrian niche growing and the TBID wants to continue to support the Majestic Valley Arena. The event is not a draw for out of market spectators but the organizers have selected a TBID hotel as host property. Possibility for larger sponsorship if the event moves later into the fall and grows the number of out of market teams.  
Action: Motion was made by Janet Clark to approve a \$1,000 sponsorship for the 2014 MT State Drill Team Competition. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.

### 3. Board Discussion

- a. Pond Hockey Update: Successful event. Weather cooperated, had 18 inches of ice. Received good feedback from participants - "we'll be back and I know 6 other teams who will come". TBID hotels have reported 462 rooms to date. The participants stayed in a variety of TBID properties: small, medium and large. Preliminary event summary sheet was distributed which outlined 3,200 spectators and participants over 3 days, 246 hockey games were played by 51 teams (40 out of market), 856 pucks used, zero injuries, 86 volunteers. Full event recap report will be provided at April meeting.
- b. MHSRA Finals Update: [www.MTRodeo.com](http://www.MTRodeo.com) is live, Facebook page is active with more than 600 followers. Asking TBID properties to create packages and rate incentive to push attendees and their families to stay in Kalispell. KCVB is soliciting sponsors for the event which includes presenting sponsors, buckle and saddle sponsors, chute sponsors and program ads.
- c. Spartan Race: over 3,800 registrations to date, anticipate being between 5,000-5,500 racers. Sportsman Ski Haus has committed to a \$7,500 sponsorship level again this year. Spartan ownership and key management are coming to the race this year. Finalizing contract with Flathead Lake Lodge and securing sponsors and other logistics. To be determined is the pre or post party. Spartan is not as interested in having registrations take place at pre-party this year.
- d. Nominations for 2014 board vacancies: Chris and Lisa's seats expire April 30<sup>th</sup>. Request for nominations will be sent to the full TBID soliciting applications from Guesthouse Inn & Suites, HGI, Red Lion, Motel 6 or Holiday Inn Express.
- e. Travel Shows: Diane and Rob are attending the Intl Sportsman Expo travel show in Salt Lake City March 13-16. Accompanying us is Glacier Anglers and Trout TV. Diane then goes to the Calgary Outdoor & Adventure Show March 22-23. Corrie Holloway with Glacier Guides Montana Raft is working the booth along with the KCVB at that show.
- f. Marketing Reports: Winter Banner Ad Campaign generated almost 9M impressions, 9,000 clicks to the website with a CTR of 0.11%. Winter video/photo shoot is complete. We'll create a 3 minute winter video then use some of the footage along with our warm season video to create a 4-season full length video.

Meeting was adjourned at 4:45 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman [lisa.brown@redlion.com](mailto:lisa.brown@redlion.com) or 406-751-5064  
Diane Medler, CVB Director, [dianem@kalispellchamber.com](mailto:dianem@kalispellchamber.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
April 9, 2014

TBID General Funds – Expense Summary February 2014

Admin:

Audit - \$1,500: Audit through the City of Kalispell auditors

Events - \$20,000: Transfer of approved budget amount for Pond Hockey into KCVB events account to pay related invoices

Publications - \$2,400: 50% payment towards graphic design of visitor guide

Prior Fiscal Year Expense - \$625.33: delayed receipt of invoice for birding brochure reprint

KCVB Event Funds - Summary February 2014

Dragon Boat:

Income - \$650.00: registrations

Expenses - \$106.90: bookkeeping; credit card fee

Pond: \*\*see Final Report for full details

Income - \$56,494.80: Registrations, sponsors, parking and beer sales, merchandise

Expenses - \$50,952.82

Rodeo:

Income - \$15,000: transfer from TBID

Expenses - \$965.00: website design, insurance

Spartan:

Income - \$0

Expenses - \$69.41: planning meetings

10:55 AM  
03/19/14  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of February 28, 2014

	<u>Feb 28, 14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	276,047.60
<b>Total Checking/Savings</b>	<u>276,047.60</u>
<b>Total Current Assets</b>	276,047.60
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u>305,232.88</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	3,834.93
<b>Total Accounts Payable</b>	<u>3,834.93</u>
<b>Total Current Liabilities</b>	3,834.93
<b>Total Liabilities</b>	3,834.93
Equity	
32000 · Unrestricted Net Assets	168,885.32
Net Income	132,512.63
<b>Total Equity</b>	<u>301,397.95</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>305,232.88</u></b>

10:55 AM  
 03/19/14  
 Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
 February 2014

	Feb 14	Jul '13 - Feb 14
<b>Income</b>		
4000 · TBID Revenue	99,290.00	430,982.00
4100 · Interest Income	13.87	102.59
<b>Total Income</b>	<b>99,303.87</b>	<b>431,084.59</b>
<b>Expense</b>		
5000 · Staffing		
5010 · Director	5,528.12	43,168.05
5020 · Sales Manager	5,559.25	43,446.12
<b>Total 5000 · Staffing</b>	<b>11,087.37</b>	<b>86,614.17</b>
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.05	64.01
5120 · Audit	1,500.00	1,500.00
5125 · Bookkeeping	192.50	1,907.50
5140 · Office Supplies	0.00	2,350.40
5150 · Postage & Copies	452.82	1,787.98
5160 · Rent	565.00	3,955.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	155.02	1,768.52
5185 · Travel & Entertainment	0.00	1,474.45
5190 · Technology Support	0.00	305.95
5195 · Equipment (Software)	0.00	833.99
<b>Total 5100 · Administrative</b>	<b>2,867.39</b>	<b>21,307.80</b>
5200 · Research & Education		
5230 · Organizational Memberships	0.00	2,737.06
5210 · Smith Travel Reports	0.00	4,800.00
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>7,537.06</b>
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	11,901.85
5280 · SEO & SEM	0.00	3,542.74
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>15,444.59</b>
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	28,396.72
5430 · Social Media Administration	400.00	10,758.08
5440 · Creative Services	0.00	11,445.68
5450 · Media Buy	0.00	8,000.00
5460 · Travel Show Attendance	0.00	4,905.19
5480 · Airport VIC Kiosk	50.00	511.25
5495 · Wayfinding Signage	0.00	13.00
<b>Total 5400 · Consumer Marketing</b>	<b>450.00</b>	<b>64,029.92</b>
5500 · Event Marketing		
5501 · Dragon Boat	0.00	28,000.00
5502 · Spartan Event	0.00	634.00
5505 · Event Promoter Recruitment	0.00	13,688.95
5509 · Pond Hockey	20,000.00	20,800.00
5549 · Other Event Marketing	0.00	256.19
<b>Total 5500 · Event Marketing</b>	<b>20,000.00</b>	<b>63,379.14</b>
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.10 · Portland	0.00	4,681.37
5565.6 · MEET West	0.00	191.07
<b>Total 5565 · Trade Show, FAM Trips</b>	<b>0.00</b>	<b>4,872.44</b>
<b>Total 5550 · Group Marketing</b>	<b>0.00</b>	<b>4,872.44</b>
5650 · Public Relations		
5660 · Hosting Travel Media	101.99	13,198.15
5665 · Press Releases	0.00	8,043.75
5680 · Kalispell Merchandise	0.00	1,404.92

10:55 AM  
03/19/14  
Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
February 2014

	<u>Feb 14</u>	<u>Jul '13 - Feb 14</u>
Total 5650 · Public Relations	101.99	22,646.82
5700 · Publications		
5710 · Visitor Guide	2,400.00	2,400.00
5790 · Other Publications	0.00	2,067.40
Total 5700 · Publications	2,400.00	4,467.40
6000 · Prior Fiscal Year Expense	625.33	8,272.62
<b>Total Expense</b>	<u>37,532.08</u>	<u>298,571.96</u>
<b>Net Income</b>	<u><b>61,771.79</b></u>	<u><b>132,512.63</b></u>

10:56 AM  
 03/19/14  
 Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
 July 2013 through February 2014

	<u>Jul '13 - Feb 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 • TBID Revenue	430,982.00	495,000.00	-64,018.00	87.1%
4100 • Interest Income	102.59			
<b>Total Income</b>	<u>431,084.59</u>	<u>495,000.00</u>	<u>-63,915.41</u>	<u>87.1%</u>
<b>Expense</b>				
5000 • Staffing	86,614.17	146,918.00	-60,303.83	59.0%
5100 • Administrative	21,307.80	31,400.00	-10,092.20	67.9%
5200 • Research & Education	7,537.06	8,800.00	-1,262.94	85.6%
5250 • Web Site	15,444.59	25,000.00	-9,555.41	61.8%
5400 • Consumer Marketing	64,029.92	87,150.00	-23,120.08	73.5%
5500 • Event Marketing	63,379.14	85,000.00	-21,620.86	74.6%
5550 • Group Marketing	4,872.44	79,000.00	-74,127.56	6.2%
5650 • Public Relations	22,646.82	19,732.00	2,914.82	114.8%
5700 • Publications	4,467.40	12,000.00	-7,532.60	37.2%
6000 • Prior Fiscal Year Expense	8,272.62			
<b>Total Expense</b>	<u>298,571.96</u>	<u>495,000.00</u>	<u>-196,428.04</u>	<u>60.3%</u>
<b>Net Income</b>	<u><u>132,512.63</u></u>	<u><u>0.00</u></u>	<u><u>132,512.63</u></u>	<u><u>100.0%</u></u>



KALISPELL CHAMBER OF COMMERCE  
PROGRAM CASH FLOW  
2014

KCVB EVENTS

	DRAGON BOAT	POND HOCKEY	RODEO	SPARTAN	EVENTS TOTAL
Beginning Balance	5,945.69	15,918.15	0.00	-20.00	21,843.84
January Activity	139.03	-5,527.81			-5,388.78
January Balance	6,084.72	10,390.34	0.00	-20.00	16,455.06
February Activity	370.60	-2,681.28	-1,850.91	-69.41	-4,231.00
February Balance	6,455.32	7,709.06	-1,850.91	-89.41	12,224.06

**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
January through February 2014

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>Spartan</u>	<u>HS Rodeo</u>	<u>TOTAL</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4225.00 · Beverage Sales	0.00	6,124.00	0.00	0.00	6,124.00
4250.00 · Donations	0.00	40.00	0.00	0.00	40.00
4550.00 · Merchandise	0.00	368.00	0.00	0.00	368.00
4600.00 · Other Income	0.00	155.30	0.00	0.00	155.30
4650.00 · Parking	0.00	1,840.00	0.00	0.00	1,840.00
4700.00 · Registrations	21,608.50	10,500.00	0.00	0.00	32,108.50
4850.00 · Sponsors	0.00	43,467.50	0.00	15,000.00	58,467.50
<b>Total Income</b>	<u>21,608.50</u>	<u>62,494.80</u>	<u>0.00</u>	<u>15,000.00</u>	<u>99,103.30</u>
<b>Cost of Goods Sold</b>					
5000.00 · Purchases	0.00	1,040.00	0.00	0.00	1,040.00
<b>Total COGS</b>	<u>0.00</u>	<u>1,040.00</u>	<u>0.00</u>	<u>0.00</u>	<u>1,040.00</u>
<b>Gross Profit</b>	21,608.50	61,454.80	0.00	15,000.00	98,063.30
<b>Expense</b>					
5010.00 · Advertising & Marketing	0.00	3,827.58	0.00	0.00	3,827.58
5060.00 · Bank & Credit Card Fees	62.82	0.00	0.00	0.00	62.82
5160.00 · Contributions	0.00	5,350.00	0.00	0.00	5,350.00
5180.00 · Concessions/Catering	0.00	4,158.96	0.00	0.00	4,158.96
5260.00 · Insurance	0.00	2,759.00	0.00	840.00	3,599.00
5320.00 · Leased Equipment/Space	0.00	15,934.00	0.00	0.00	15,934.00
5360.00 · Meetings	0.00	62.88	0.00	75.91	138.79
5400.00 · Miscellaneous	0.00	175.00	0.00	0.00	175.00
5420.00 · Office	0.00	2,192.54	0.00	0.00	2,192.54
5460.00 · Permits & Fees	0.00	30.00	0.00	0.00	30.00
5480.00 · Event Performers	0.00	150.00	0.00	0.00	150.00
5520.00 · Professional Services	255.00	15,897.25	0.00	1,755.00	17,907.25
5540.00 · Promotor Expenses	0.00	6,056.49	0.00	0.00	6,056.49
5560.00 · Repairs & Maintenance	0.00	95.00	0.00	0.00	95.00
5670.00 · Supplies	0.00	557.39	0.00	0.00	557.39
5740.00 · Travel	0.00	74.49	69.41	0.00	143.90
5760.00 · Utilities	0.00	51.23	0.00	0.00	51.23
5780.00 · VIP/Sponsor/Staff	0.00	1,373.43	0.00	0.00	1,373.43
<b>Total Expense</b>	<u>317.82</u>	<u>58,746.24</u>	<u>69.41</u>	<u>2,670.91</u>	<u>61,803.38</u>
<b>Net Ordinary Income</b>	<u>21,290.68</u>	<u>2,709.56</u>	<u>-69.41</u>	<u>12,329.09</u>	<u>36,259.92</u>
<b>Net Income</b>	<u><u>21,290.68</u></u>	<u><u>2,709.56</u></u>	<u><u>-69.41</u></u>	<u><u>12,329.09</u></u>	<u><u>36,259.92</u></u>



# Tab 4 - Multi-Segment

Kaispell Area CVB

For the month of: February 2014

Currency: USD - US Dollar

	Current Month - February 2014 vs February 2013												Year to Date - February 2014 vs February 2013												Participation			
	Occ %		ADR		RevPAR		Percent Change from February 2013		Room Rev		Room Avail		Room Sold		Occ %		ADR		RevPAR		Percent Change from YTD 2013		Properties	Rooms				
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Count	Count		
Kaispell, MT+	39.0	41.8	76.84	75.61	29.97	31.57	-6.6	1.6	-5.1	1.1	6.5	-0.5	34.4	35.0	76.30	75.17	26.28	26.34	-1.7	1.5	-0.2	6.3	6.5	4.7	20	15	1657	1447
Missoula, MT+	42.9	39.9	75.37	75.35	32.32	30.07	7.5	0.0	7.5	7.5	0.0	7.5	38.4	38.0	74.05	74.66	28.44	28.39	1.0	-0.8	0.2	0.2	0.0	1.0	41	24	3107	2194
Butte, MT+	40.0	40.7	80.35	78.25	32.13	31.81	-1.7	2.7	1.0	8.3	7.2	5.4	34.7	34.7	78.56	76.04	27.28	26.39	0.0	3.3	3.4	10.8	7.2	7.2	14	10	1250	978
Bozeman, MT+	50.8	53.9	78.87	77.80	40.05	41.92	-5.8	1.4	-4.5	2.3	7.1	0.9	48.2	48.2	77.45	76.87	37.32	37.03	0.0	0.8	0.8	7.9	7.1	7.1	28	16	2151	1495
Whitefish, MT+	48.5	38.1	69.21	66.61	33.58	25.41	27.2	3.9	32.2	36.1	2.9	31.0	39.7	36.3	66.19	64.06	26.30	23.24	9.5	3.3	13.2	16.5	2.9	12.8	13	2	5167	3763
Rapid City, SD	57.7	56.1	411.98	392.14	237.63	220.17	2.7	5.1	7.9	7.5	-0.4	2.3	54.6	53.6	421.60	401.38	230.15	215.00	1.9	5.0	7.0	6.6	-0.5	1.4	35	15	3880	2322
Park City, UT+	48.2	52.5	83.23	81.97	40.09	43.07	-8.3	1.5	-6.9	-7.0	-0.1	-8.4	45.2	48.5	82.49	80.35	37.26	38.93	-6.8	2.7	-4.3	-4.4	-0.1	-6.9	50	36	3854	3280
Helena/Great Falls, MT	39.9	40.7	97.80	89.32	39.01	36.56	-2.1	9.5	7.2	14.9	7.2	5.0	34.6	35.5	94.28	88.18	32.58	31.27	-2.5	6.9	4.2	11.7	7.2	4.5	21	13	1782	1447
Coeur D Alene, ID+	40.9	39.6	80.37	77.89	32.86	30.84	3.3	3.2	6.6	6.6	0.0	3.3	37.6	34.5	78.25	76.39	29.41	26.34	9.0	2.4	11.7	11.7	0.0	9.0	8	4	386	244
Sandpoint, ID+	50.2	49.0	97.43	90.99	48.95	44.56	2.6	7.1	9.9	9.8	-0.0	2.6	46.6	45.3	95.90	89.54	44.70	40.59	2.8	7.1	10.1	10.1	-0.0	2.8	37	19	2728	1557
Bend, OR+	51.2	50.7	85.83	85.14	43.93	43.15	1.0	0.8	1.8	1.9	0.1	1.0	46.0	44.6	83.80	83.48	38.58	37.26	3.2	0.4	3.6	3.6	0.1	3.2	57	37	5911	5078
Spokane, WA+	59.9	57.6	82.94	82.58	49.69	47.56	4.0	0.4	4.5	8.7	4.0	8.2	52.0	50.7	81.07	81.45	42.19	41.26	2.7	-0.5	2.3	6.4	4.0	6.9	46	28	4147	3078

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www.mtla.com

Smith Travel Research Report for Montana Lodging & Hospitality Association -- Feb. 2014 vs Feb. 2013

Month to Month			
Segment	Occupancy Percent		
	2014	2013	% Chg
United States	60.3	58.4	3.3
Mountain	60.9	57.4	6.1
Montana	46.2	46.9	-1.4
Billings	59.6	57.1	4.2
Bozeman/Yellowstone Area	45.5	46.3	-1.6
Missoula	42.2	39.3	7.4
Helena/Great Falls	48.2	52.5	-8.3

Year to Date			
Segment	Occupancy Percent		
	2014	2013	% Chg
United States	56.0	54.4	3.0
Mountain	57.2	53.9	6.1
Montana	42.1	42.3	-0.3
Billings	51.8	50.2	3.1
Bozeman/Yellowstone Area	42.3	41.0	3.1
Missoula	37.8	37.4	0.9
Helena/Great Falls	45.2	48.5	-6.8

Average Room Rate			
Segment	2014	2013	% Chg
	United States	111.94	107.77
Mountain	111.08	106.59	4.2
Montana	80.14	79.80	0.4
Billings	83.52	82.83	0.8
Bozeman/Yellowstone Area	77.93	76.25	2.2
Missoula	75.16	75.20	-0.1
Helena/Great Falls	83.23	81.97	1.5

Average Room Rate			
Segment	2014	2013	% Chg
	United States	110.67	106.90
Mountain	111.80	108.36	3.2
Montana	79.20	79.01	0.2
Billings	81.68	81.68	0.0
Bozeman/Yellowstone Area	76.43	75.29	1.5
Missoula	73.88	74.49	-0.8
Helena/Great Falls	82.49	80.35	2.7

RevPAR			
Segment	2014	2013	% Chg
	United States	67.49	62.89
Mountain	67.66	61.20	10.6
Montana	37.06	37.45	-1.0
Billings	49.74	47.32	5.1
Bozeman/Yellowstone Area	35.48	35.29	0.5
Missoula	31.75	29.57	7.3
Helena/Great Falls	40.09	43.07	-6.9

RevPAR			
Segment	2014	2013	% Chg
	United States	61.99	58.16
Mountain	63.98	58.44	9.5
Montana	33.38	33.39	-0.1
Billings	42.29	41.01	3.1
Bozeman/Yellowstone Area	32.32	30.89	4.6
Missoula	27.92	27.89	0.1
Helena/Great Falls	37.26	38.93	-4.3

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.2	0.8	4.2
Mountain	11.2	0.6	6.7
Montana	2.1	3.2	1.7
Billings	8.9	3.6	8.0
Bozeman/Yellowstone Area	6.7	6.2	4.4
Missoula	7.3	0.0	7.4
Helena/Great Falls	-7.0	-0.1	-8.4

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.5	0.9	3.9
Mountain	10.1	0.6	6.8
Montana	3.1	3.2	2.9
Billings	6.9	3.6	6.9
Bozeman/Yellowstone Area	10.3	5.5	8.7
Missoula	0.1	0.0	0.9
Helena/Great Falls	-4.4	-0.1	-6.9

**CITY OF KALISPELL**  
Gross Lodging Tax Revenue

Date of this Run: 3/27/2014

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

	1987	1988	1989	1990	1991
1/1 - 3/31	\$35,217	\$42,297	\$46,944	\$54,204	\$54,204
4/1 - 6/30	\$61,640	\$69,010	\$77,715	\$93,787	\$93,787
7/1 - 9/30	\$97,491	\$120,400	\$130,618	\$149,650	\$173,250
10/1 - 12/31	\$32,311	\$41,454	\$47,384	\$52,839	\$57,425
<b>Total</b>	<b>\$129,802</b>	<b>\$256,714</b>	<b>\$289,309</b>	<b>\$327,148</b>	<b>\$378,666</b>

	1992	1993	1994	1995	1996
1/1 - 3/31	\$54,695	\$50,216	\$50,401	\$51,255	\$44,384
4/1 - 6/30	\$99,907	\$96,014	\$99,876	\$90,131	\$95,136
7/1 - 9/30	\$184,217	\$190,909	\$194,166	\$187,445	\$184,498
10/1 - 12/31	\$51,009	\$56,433	\$56,053	\$57,228	\$53,237
<b>Total</b>	<b>\$389,828</b>	<b>\$393,573</b>	<b>\$400,496</b>	<b>\$386,059</b>	<b>\$377,255</b>

	1997	1998	1999	2000	2001
1/1 - 3/31	\$41,202	\$41,087	\$40,666	\$43,004	\$48,554
4/1 - 6/30	\$80,577	\$87,740	\$86,585	\$92,810	\$86,232
7/1 - 9/30	\$188,075	\$177,009	\$184,739	\$189,668	\$195,691
10/1 - 12/31	\$48,342	\$42,550	\$49,769	\$47,495	\$46,999
<b>Total</b>	<b>\$358,196</b>	<b>\$348,386</b>	<b>\$361,759</b>	<b>\$372,976</b>	<b>\$377,476</b>

	2002	2003	2004	2005	2006
1/1 - 3/31	\$43,386	\$45,697	\$45,223	\$51,655	\$54,203
4/1 - 6/30	\$83,904	\$93,313	\$90,627	\$105,064	\$109,785
7/1 - 9/30	\$194,615	\$199,712	\$206,058	\$223,791	\$252,491
10/1 - 12/31	\$42,640	\$51,313	\$60,798	\$65,129	\$75,188
<b>Total</b>	<b>\$364,545</b>	<b>\$390,036</b>	<b>\$402,705</b>	<b>\$445,639</b>	<b>\$491,668</b>

	2007	2008	2009	2010	2011
1/1 - 3/31	\$67,314	\$99,707	\$86,438	\$90,607	\$98,540
4/1 - 6/30	\$135,517	\$181,802	\$161,548	\$171,944	\$167,899
7/1 - 9/30	\$321,914	\$349,355	\$319,082	\$386,430	\$392,991
10/1 - 12/31	\$101,837	\$101,222	\$94,862	\$109,247	\$118,338
<b>Total</b>	<b>\$626,582</b>	<b>\$732,085</b>	<b>\$661,930</b>	<b>\$758,227</b>	<b>\$777,769</b>

	2012	2013	2014	2015	2016
1/1 - 3/31	\$110,644	\$128,031	\$0	\$0	\$0
4/1 - 6/30	\$195,204	\$218,418	\$0	\$0	\$0
7/1 - 9/30	\$448,692	\$492,603	\$0	\$0	\$0
10/1 - 12/31	\$144,063	\$141,073	\$0	\$0	\$0
<b>Total</b>	<b>\$898,603</b>	<b>\$980,125</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

State - 2%  
 Clavier - 2%  
 Country - 2%  
 Buildings - 3%  
 Bozeman + 5%  
 Butte - 5%  
 Great Falls - 8%  
 Helena - 4%  
 Msia - 17%  
 Whitefish + 16%

DiscoverKalispell.com	Q1 (Jan-Mar)	% of change vs. Q1 2013
Unique Visits	25,551	102.54%
Page Views	67,342	52.10%
Pg/Visit	2.22	-23.22%
New Visits	82.23%	1.59%
Bounce Rate	57.40%	11.25%
<b>Devices</b>		
desktop	visits = 17,563	54.5%
	pages/visit = 2.52	-18.88%
	avg duration = 2:18	-5.01%
	bounce rate = 49.62%	4.87%
mobile	visits = 7,400	230.80%
	pages/visit = 1.54	-8.22%
	avg duration = 0:52	-6.31%
	bounce rate = 76.39%	1.18%
tablet	visits = 5,304	216.66%
	pages/visit = 2.25	-28.66%
	avg duration = 2:09	-15.14%
	bounce rate = 56.66%	16.30%
Referring Sites	City of Kalispell; banner ads; trip advisor; facebook; pondhockeyclassic; Kalispell Chamber	
Visits by Location	US = 22,885	119.54%
	CANADA = 6,174	82.82%
Canadian Provinces	Alberta = 4,072	69.88%
	British Columbia = 1,332	103%
	Saskatchewan = 335	68.34%
Google Ad Words	Organic: kalispell montana; kalispell mt; kalispell; kalispell shopping; things to do in kalispell mt; pebble shore lake montana	
	Paid: kalispell montana; things to do in kalispell; glacier national park map; glacier national park; shopping kalispell; kalispell tourism; lodging kalispell; kalispell restaurants	
<b>Social Media</b>		
Discover Kalispell	Total Likes 28,760	7,580 new likes since Jan 1
	Avg total reach = 16,563 (organic)	
<b>Trip Advisor</b>		
	Feb-14	% of change vs Feb 2013
Page views	1,979	-10.17%
Total clicks to website	267	5.95%
CTR by pageview	13.49%	17.94%
Interaction rate	23.7%	-0.77%
Total Clicks/Interactions	468	-10.86%