

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – August 6, 2014  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**AGENDA**

3:00 pm Meeting Called to Order: Lori Fisher, 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 (includes action items from July agenda)

- a) Approval of minutes from June 11 and July 9, 2014
- b) TBID financial statements for May and June 2014
- c) Appointment of Vice-Chair
- d) Appointment of Chairman to replace Lori Fisher
- e) Operating Policy – Lead Distribution
- f) Operating Policy – Special Event Ancillary activities
- g) KCVB event grant requests
- h) Staff bonus program for FY'15

3. Board Discussion

- a) Dragon Boat Updates
- b) High School Rodeo Finals - final report
- c) Cultural Exhibit Discussion / Bodies Exhibition Proposal
- d) KCVB updates

5:00 pm Meeting Adjourns

Enclosures: June 11 and July 9, 2014 minutes  
TBID financial statements for May and June 2014  
TBID Operating Policies  
STR Report  
KCVB Updates

For Further Information, Please Contact:

Lori Fisher, Board Chairman [lori.fisher@hilton.com](mailto:lori.fisher@hilton.com) or 406-755-7900  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2014 TBID Board Meeting Schedule

<del>January 15</del>	<del>February 5</del>	<del>March 5</del>	<del>April 9</del>	<del>June 11</del>	
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.

Kalispell Tourism Business Improvement District  
Board Attendance

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep 25	Oct	Nov 13	Dec 4
Bissell, Gib	~	X	X	X	X	X	X	X	X		X	X
Bowman, Angie	X	X	X	X	X	X	X	~	~		~	X
Brown, Lisa	X	X	X	X	X	~	X	X	X		~	X
Clark, Janet	X	X	X	X	X	X	~	X	X		X	~
Fisher, Lori	~	~	~	~	~	X	X	X	X		X	X
Moderie, Dan	~	X	~	~	X	X	~	X	~		X	X
Walters, Chris	X	X	X	X	~	X	~	X	X		X	X

2014

	Jan 15	Feb 5	Mar 5	Apr 2	May 7	Jun 11	Jul 9	Aug 6	Sep 3	Oct 1	Nov 5	Dec 5
Bissell, Gib	X	X	X	X		X	~					
Bowman, Angie	X	~	X	X								
Brown, Lisa	X	X	X	X		X	~					
Clark, Janet	X	X	X	X		X	X					
Fisher, Lori	~	X	X	X		X	X					
Moderie, Dan	X	~	X	X		X	~					
Nordahl, Vanessa							~					
Walters, Chris	X	X	~	X		~	X					

~ = Absent      X = Present

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Holiday Inn Express**  
**June 11, 2014**

# Minutes

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

**Board Members Absent:** Chris Walters

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

**Guests Present:** Scott Rieke, Best Western Flathead Lake Inn & Suites; Brandon Peterson, Holiday Inn Express; Karena Bemis, Hilton Garden Inn

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Meeting was called to order by Janet Clark, Treasurer of the Board at 3:12 PM.

1. Hear from the public – none

2. Board Action

a. Approve Minutes from the April 9, 2014 Meeting:

Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dan Moderie.  
Discussion: none. Board approved unanimously.

b. TBID financial statements for March and April 2014:

Action: Motion was made by Gib Bissell to approve the financial statements. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.

c. Appointment of Vice-Chair: Vice Chair position has been vacated as Angie Bowman has left the Homewood Suites. Suggested nominations were Chris Walters or Gib Bissell. Chris is on vacation so this matter will be tabled until he can be reached. Action moved to the July board meeting.

Action: No action taken

d. Approval of nominations for board seat vacated by Angie Bowman: Vanessa Nordahl, Director of Sales & Marketing at the Homewood Suites, submitted an application to complete the term vacated by Angie Bowman. Resume and signature of approval by Hilton Regional VP Rick Gabrielsen were submitted.

Action: Motion was made by Gib Bissell to approve the slate of board officers. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.

e. Policy Review – Lead Distribution: The board reviewed the draft policy submitted by Rob. It was agreed that leads should be distributed to all TBID properties (qualified or not) unless the planner restricts. This allows all members to be aware of group & meeting activity and submit response if they feel they can adequately support the event. Those that participate in a monthly reporting of business mix will be eligible to receive quarterly reports summarizing the type of business the Kalispell hotels are receiving. Rob will send out sample reporting forms. Based on seeing sample reports the board will approve the policy.

Action: No action taken, revisited at July meeting.

- f. Policy Review – Special Event Ancillary Activities: The board reviewed the draft policy submitted by Rob. Main discussion points included who does the board feel is qualified to make decision on awarding ancillary activities? With some KCVB signature events there is a sub-committee, they have made the decision in the past. It was agreed that there needs to be a ranking/scoring system created for the RFP's so the criteria is clear to all parties. It was also discussed that for some events a local business hosts the evening event and in lieu provides a substantial sponsorship (Spartan Pre-Game/Sportsman). Also, for some events a hotel ballroom is not the correct venue to provide a good experience for the participants. It was suggested that in the case of Spartan Pre-Game (for example) the RFP stipulates that award of the event is based on a sponsorship of a certain value. That allows TBID properties to respond to RFP as well as a retail business. It was also discussed that in other cases the RFP should be sent first to TBID hotels then if no response then the RFP is allowed to be broadened to other local businesses. Third discussion point was regarding host hotels for signature events. It was agreed that we will not establish a host hotel procedure for KCVB signature events and instead continue to promote all TBID properties and feature packages as submitted by individual properties. For other events (non KCVB signature events) organizers may select a host hotel. Rob will draft ranking/scoring system for RFP and submit to board for discussion at July meeting.
- Action: No action taken, revisited at July meeting.

### 3. Board Discussion

- a. Spartan Race Recap: 5,500 racers registered, 600 kids, 80% out of market (increase from 64% in 2013). Estimated that it created 1300 room nights in Flathead Valley. Next year 2- days, May 9 & 10. Sprint held on Saturday and a Spartan Beast on Sunday. The higher level Spartan offerings will serve to attract an even greater number of traveling racers. Economic Impact data will be available in July.
- b. MHSRA Finals Recap: 235 competitors participated in 491 events. 98% OOM, 100+ Montana towns/cities were represented. Over 100 people camped at the Majestic. The TBID budget properties are reporting good pickup. Estimate 500 room nights generated to TBID.
- c. KCVB Updates: Glacier AERO: approximately \$20,000 left to reach goal. Will negotiate with United for weekly winter service from Chicago. TBID property owners are encouraged to consider an individual pledge as attracting additional air service is vital to increasing occupancy during the shoulder and winter seasons. Voice of Montana Tourism has put out a whitepaper on a conceptual framework for a legislative initiative for 2015. It is suggested that one half (1.5%) of the current Lodging Sales Tax (3%) be redirected from the state general fund to tourism marketing. This concept would generate approximately \$27,000 for the KCVB. Concerns are that it would raise awareness of TBID's which to this point have "flown under the radar" of the legislators. Questions have come up as to why tourism needs more funding when many communities are creating TBID's. Conflicting views of whether to take a more proactive aggressive approach to recoup the 3% as other entities will be looking at it, or remain proactive about tourism's impact on the state economy to protect the 4%. Reference materials available upon request. TBID 3<sup>rd</sup> quarter revenue shows a 7% increase in room nights over FY'13. Homewood Suites and Best Western were not part of the FY'13 Q3 collection. Those room nights were not included in the calculation. Kalispell VIC - Toni Moon has been hired as the VIC Coordinator. Vonnie

is transitioning into the role of Sales Assistant with the KCVB as approved in the FY'15 budget. The VIC will be open weekends beginning late June through Labor Day.

Meeting was adjourned at 4:43 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lori Fisher, Board Chairman, [lori.fisher@hilton.com](mailto:lori.fisher@hilton.com) or 406-755-7900  
Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

**Board of Directors Meeting**  
**Kalispell Tourism Business Improvement District**  
**Holiday Inn Express**  
**July 9, 2014**

# Minutes

**Board Members Present:** Lori Fisher, Chris Walters, Janet Clark

**Board Members Absent:** Vanessa Nordahl, Dan Moderie, Lisa Brown, Gib Bissell

**Staff Present:** Diane Medler, Rob Brisendine, Joe Unterreiner, Vonnie Day

**Guests Present:** Scott Rieke, Best Western Flathead Lake Inn & Suites; Pearl Galbraith Red Lion Hotel; Karena Bemis, Hilton Garden Inn

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Meeting was called to order by Janet Clark, Treasurer of the Board at 3:10 PM.

1. Hear from the public – none
2. Board Action **\*\* there was not a quorum so no action was taken**
  - a. Approve Minutes from the June 11, 2014 Meeting:  
Action: No action taken – moved to August agenda
  - b. TBID financial statements for May 2014:  
Action: No action taken – moved to August agenda
  - c. Appointment of Vice-Chair: Vice Chair position has been vacated as Angie Bowman has left the Homewood Suites. Chris Walters has agreed to the nomination.  
Action: No action taken – moved to August agenda
  - d. Policy Review – Lead Distribution: The board reviewed the updated policy which included input received at the June meeting. No further changes were suggested.  
Action: No action taken – moved to August agenda
  - e. Policy Review – Special Event Ancillary Activities: Board reviewed updated policy which included input received at the June meeting. No further changes were suggested.  
Action: No action taken – moved to August agenda
3. Board Discussion
  - a. Dragon Boat update: 60 teams have registered to date, anticipate ending up between 70-75 teams. Decrease in total teams as compared to last year is anticipated as many local teams are only interested in participating 1-2 years, aren't in the sport for the long haul. We continue to have great out of market participation with a higher number of Canadian teams than last year.
  - b. Spartan Race Economic Impact: Conducted survey through ITRR measuring satisfaction and economic data. \$1,709,180 in economic impact was generated by the event. An average of \$251 per person was spent. 6,800 non-residents were in attendance. 1,360 room nights reported.
  - c. KCVB Updates: Glacier AERO is in negotiations with United for weekly winter service from Chicago that would run between December 2014 and April 2015. Voice of Montana Tourism is suggesting legislation to redirect one half (1.5%) of the current Lodging Sales Tax (3%) from the state general fund to tourism

marketing. This concept would generate approximately \$27,000 for the KCVB. The board felt that the risk to the existing 4% isn't worth the trouble considering what Kalispell's share of the increase would be. Additionally we have heard repeatedly from legislators that they have other priorities, and the state needs to find funds to offset the impacts of increased tourism such as wear on roads and other infrastructure. Voices and Tourism Matters to Montana is asking for increased sponsorship to cover the costs of a lobbyist to begin working on the bill, find sponsor and promote prior to the start of the next legislative session. Diane will draft letter to send to Voices of Montana Tourism on behalf of the TBID. Online Updates: website and social media report was distributed. Stats show a 9.41% increase in unique visitors, 3% increase in new visits. The ad words budget is not spent consistently month over month so that contributes to some months seeing decreases in visits. Time on site is staying consistent but page views are down – content is organized better so users find what they are looking for in fewer pages. We will continue to look at ways to increase engagement. Closely study how site interacts with mobile viewers as bounce rate has increased and pages/visit down. But % of mobile uses now versus before site was redesigned is significantly higher. Trip Advisor has redesigned the pages so outbound links (KCVB links) are much less prominent. All page sponsors are seeing a decrease in interactivity and click thrus. Working with sales reps to make good and redesign solution or will reevaluate our sponsorship. Delta Sky: The KCVB partnered with MWED and WCVB to produce an ad in the Montana section appearing in the August Delta Sky magazine. Readership is 5.2 million. The Montana section highlighted the business climate and cultural environment of the state and called out Glacier Park and other amenities in our region.

- d. M&C Updates: Created database of planners in Pacific North West including all of Montana Planners. We are scrubbing the database to ensure contact info is up to date and all are active planners looking for conference placement over next three years. We are partnering with Glacier Country Tourism to Attend IMEX America Las Vegas in October. Missoula, Whitefish and Kalispell will be the destinations represented in the Glacier Country Booth. We will share 30 one on one appointments and are creating an incentive package and collateral piece to distribute at show.

Meeting was adjourned at 4:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lori Fisher, Board Chairman, [lori.fisher@hilton.com](mailto:lori.fisher@hilton.com) or 406-755-7900  
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Kalispell Tourism Business Improvement District  
Summary of Expenditures  
July 9, 2014

TBID General Funds – Expense Summary May 2014

Admin:

Telephone: monthly payments; Mar-May reimbursement to Rob  
Travel/Entertainment: misc mileage & fuel, entertainment, meeting with Partners

Consumer Marketing - \$2,686.80: Facebook ads; Glacier Park Go Ranger brochure ad; airport stocking

Events - \$9,386: Transfer to KCVB events account for High School Rodeo; sponsorship of KATS Swim Team promo

Group - \$6,132.75: Transfer to KCVB events account for High School Rodeo; RMI Fam gifts

KCVB Event Funds - Summary Jan through May 2014

Dragon Boat:

Income - \$38,258.50: registrations and sponsors  
Expenses - \$7,496.21: bookkeeping; bank/credit card fees; team materials; marketing; traing

Pond:

Income - \$81,537.98  
Expenses - \$78,549.17

Rodeo:

Income - \$102,850.00: sponsors; registration; vendors  
Expenses - \$63,130.06: awards; venue lease; professional services; insurance; supplies; volunteer/VIP

Spartan:

Income - \$16,451.75: beverage sales; sponsors  
Expenses - \$31,500.38: staff meals; venue lease; pre-game; VIP/volunteer expenses; insurance



**Tourism Business Improvement District**  
**Balance Sheet**  
As of May 31, 2014

	<u>May 31, 14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	134,322.03
1010 - Checking	134,322.03
Total Checking/Savings	<u>134,322.03</u>
Total Current Assets	134,322.03
Fixed Assets	
1710 - Office Equipment	3,954.84
1820 - Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u>163,507.31</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	16,436.33
2000 - Accounts Payable	16,436.33
Total Accounts Payable	<u>16,436.33</u>
Total Current Liabilities	16,436.33
Total Liabilities	16,436.33
Equity	
32000 - Unrestricted Net Assets	168,885.32
Net Income	-21,814.34
Total Equity	<u>147,070.98</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>163,507.31</u></b>

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

	Jul '13 - May 14	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
4000 · TBID Revenue	430,982.00	495,000.00	-64,018.00	87.1%
4100 · Interest Income	143.58			
<b>Total Income</b>	<b>431,125.58</b>	<b>495,000.00</b>	<b>-63,874.42</b>	<b>87.1%</b>
<b>Expense</b>				
5000 · Staffing	121,059.10	146,918.00	-25,858.90	82.4%
5100 · Administrative	27,356.95	31,400.00	-4,043.05	87.1%
5200 · Research & Education	12,785.14	8,800.00	3,985.14	145.3%
5250 · Web Site	21,639.02	25,000.00	-3,360.98	86.6%
5400 · Consumer Marketing	91,570.52	87,150.00	4,420.52	105.1%
5500 · Event Marketing	110,290.14	85,000.00	25,290.14	129.8%
5550 · Group Marketing	26,005.19	79,000.00	-52,994.81	32.9%
5650 · Public Relations	25,793.84	19,732.00	6,061.84	130.7%
5700 · Publications	8,167.40	12,000.00	-3,832.60	68.1%
6000 · Prior Fiscal Year Expense	8,272.62			
<b>Total Expense</b>	<b>452,939.92</b>	<b>495,000.00</b>	<b>-42,060.08</b>	<b>91.5%</b>
<b>Net Income</b>	<b>-21,814.34</b>	<b>0.00</b>	<b>-21,814.34</b>	<b>100.0%</b>

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

	May 14	Jul '13 - May 14
5495 · Wayfinding Signage	0.00	13.00
<b>Total 5400 · Consumer Marketing</b>	<b>2,686.80</b>	<b>91,570.52</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	0.00	58,325.00
5549 · Other Event Marketing	9,386.00	9,642.19
<b>Total 5500 · Event Marketing</b>	<b>9,386.00</b>	<b>110,290.14</b>
5550 · Group Marketing		
5565 · Trade Show, FAM Trips	0.00	4,681.37
5565.10 · Portland	0.00	191.07
5565.6 · MEET West	0.00	4,872.44
<b>Total 5565 · Trade Show, FAM Trips</b>	<b>0.00</b>	<b>4,872.44</b>
5570 · Incentive Program	132.75	132.75
5584 · Sports Tournament Recruitment	6,000.00	21,000.00
<b>Total 5550 · Group Marketing</b>	<b>6,132.75</b>	<b>26,005.19</b>
5650 · Public Relations		
5660 · Hosting Travel Media	0.00	13,198.15
5665 · Press Releases	0.00	11,090.77
5675 · Visitor Hospitality	100.00	100.00
5680 · Kalispell Merchandise	0.00	1,404.92
<b>Total 5650 · Public Relations</b>	<b>100.00</b>	<b>25,793.84</b>
5700 · Publications		
5710 · Visitor Guide	0.00	6,100.00
5790 · Other Publications	0.00	2,067.40
<b>Total 5700 · Publications</b>	<b>0.00</b>	<b>8,167.40</b>
6000 · Prior Fiscal Year Expense	0.00	8,272.62
<b>Total Expense</b>	<b>30,730.17</b>	<b>452,939.92</b>
<b>Net Income</b>	<b>-30,719.59</b>	<b>-21,814.34</b>

## Tourism Business Improvement District Profit & Loss May 2014

	May 14	Jul '13 - May 14
<b>Income</b>		
4000 · TBID Revenue	0.00	430,982.00
4100 · Interest Income	10.58	143.58
<b>Total Income</b>	<b>10.58</b>	<b>431,125.58</b>
<b>Expense</b>		
5000 · Staffing	5,522.87	60,412.78
5010 · Director	5,566.66	60,646.32
5020 · Sales Manager		
<b>Total 5000 · Staffing</b>	<b>11,089.53</b>	<b>121,059.10</b>
5100 · Administrative		
5350 · City of Kallispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	1.05	110.73
5120 · Audit	0.00	1,500.00
5125 · Bookkeeping	140.00	2,528.75
5140 · Office Supplies	0.00	2,362.30
5150 · Postage & Copies	163.11	3,104.48
5160 · Rent	565.00	6,215.00
5165 · Storage Unit	0.00	540.00
5180 · Telephone	339.20	2,642.75
5185 · Travel & Entertainment	102.85	2,189.12
5190 · Technology Support	0.00	305.95
5195 · Equipment (Software)	23.88	857.87
<b>Total 5100 · Administrative</b>	<b>1,335.09</b>	<b>27,356.95</b>
5200 · Research & Education		
5230 · Organizational Memberships	0.00	7,737.06
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	248.08
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>12,785.14</b>
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	13,626.70
5280 · SEO & SEM	0.00	8,012.32
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>21,639.02</b>
5400 · Consumer Marketing		
5485 · Airline Enhancement	0.00	3,000.00
5405 · Build Photo and Video Library	0.00	28,396.72
5410 · Kallispell Promotional Video	0.00	245.69
5430 · Social Media Administration	156.80	16,199.88
5440 · Creative Services	0.00	17,991.71
5450 · Media Buy	2,450.00	12,895.00
5460 · Travel Show Attendance	30.00	11,807.46
5470 · Trade Show Booth	0.00	309.81
5480 · Airport VIC Kiosk	50.00	711.25

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

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>Spartan</u>	<u>MHSR</u>	<u>TOTAL</u>
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
4225.00 · Beverage Sales	0.00	6,124.00	10,521.00	0.00	16,645.00
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/Camping	0.00	1,840.00	0.00	45,930.00	47,770.00
4700.00 · Registrations	30,458.50	10,500.00	0.00	0.00	40,958.50
4850.00 · Sponsors	7,800.00	60,467.50	5,930.75	56,920.00	131,118.25
4900.00 · Ticket Sales	0.00	2,043.18	0.00	0.00	2,043.18
<b>Total Income</b>	<u>38,258.50</u>	<u>81,537.98</u>	<u>16,451.75</u>	<u>102,850.00</u>	<u>239,098.23</u>
<b>Expense</b>					
5000.00 · Purchases	0.00	1,040.00	0.00	1,591.50	2,631.50
5010.00 · Advertising & Marketing	0.00	4,427.58	0.00	160.00	4,587.58
5040.00 · Awards & Recognition	0.00	25.30	0.00	25,934.10	25,959.40
5060.00 · Bank & Credit Card Fees	254.90	0.00	15.95	-0.08	270.77
5160.00 · Contributions	0.00	5,350.00	0.00	0.00	5,350.00
5180.00 · Concessions/Catering	0.00	4,158.96	5,299.85	0.00	9,458.81
5200.00 · Dues & Subscriptions	895.00	0.00	0.00	0.00	895.00
5240.00 · Hospitality	0.00	0.00	818.65	0.00	818.65
5260.00 · Insurance	0.00	2,759.00	568.00	840.00	4,167.00
5320.00 · Leased Equipment/Space	250.00	15,934.00	12,089.44	0.00	28,273.44
5360.00 · Meetings	24.50	62.88	72.60	158.12	318.10
5400.00 · Miscellaneous	0.00	175.00	0.00	0.00	175.00
5420.00 · Office	0.00	5,107.21	437.97	61.41	5,606.59
5440.00 · Participant's Exp	837.52	2,185.00	0.00	0.00	3,022.52
5460.00 · Permits & Fees	0.00	30.00	20.00	0.00	50.00
5480.00 · Event Performers	0.00	150.00	1,000.00	0.00	1,150.00
5520.00 · Professional Services	517.50	20,527.18	4,030.35	5,014.75	30,089.78
5540.00 · Promotor Expenses	0.00	13,517.49	1,955.00	4,500.00	19,972.49
5560.00 · Repairs & Maintenance	0.00	195.00	325.00	0.00	520.00
5580.00 · Research & Surveys	0.00	0.00	63.00	96.00	159.00
5670.00 · Supplies	0.00	1,350.39	867.87	290.22	2,508.48
5700.00 · Training & Prof Development	4,716.79	0.00	0.00	0.00	4,716.79
5720.00 · Transportation	0.00	0.00	200.00	0.00	200.00
5740.00 · Travel	0.00	74.49	69.41	0.00	143.90
5760.00 · Utilities	0.00	106.26	0.00	0.00	106.26
5780.00 · VIP/Sponsor/Staff	0.00	1,373.43	3,667.29	1,073.92	6,114.64
<b>Total Expense</b>	<u>7,496.21</u>	<u>78,549.17</u>	<u>31,500.38</u>	<u>39,719.94</u>	<u>157,265.70</u>
<b>Net Ordinary Income</b>	<u>30,762.29</u>	<u>2,988.81</u>	<u>-15,048.63</u>	<u>63,130.06</u>	<u>81,832.53</u>
<b>Net Income</b>	<u><u>30,762.29</u></u>	<u><u>2,988.81</u></u>	<u><u>-15,048.63</u></u>	<u><u>63,130.06</u></u>	<u><u>81,832.53</u></u>

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
August 6, 2014

TBID General Funds – Expense Summary June 2014

Admin:

Travel/Entertainment: misc mileage & fuel, entertainment, sponsorship of legislator breakfast

Website - \$4,105.56: enhancements, maintenance and ad words

Consumer Marketing - \$6,784.93: spring ad campaign; event PR; travel writer; Fam trip planning; Delta ad creative; airport stocking

Events - \$20,000: Transfer to KCVB events account for Spartan

Group - \$4,850: Cvent advertising; brochure cost (should be under consumer)

PR - \$1,715: reactive requests; press room calendar updates

KCVB Event Funds - Summary Jan through June 2014

Dragon Boat:

Income - \$51,632.50: registrations, sponsors, vendors

Expenses - \$8,216.94: bookkeeping; bank/credit card fees; Lethbridge festival; marketing; coaching clinics

Rodeo:

Income - \$173,141.00: sponsors; camping/registration; vendors; ticket sales

Expenses - \$157,758.59: promoter expenses; advertising; Civil Air Patrol; venue lease and charges; performers; supplies; utilities; volunteer/staff expenses; event operating expenses

Spartan:

Income - \$36,451.75: beverage sales; sponsors

Expenses - \$35,455.11

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07/31/14  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of June 30, 2014

	<u>Jun 30, 14</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1010 · Checking	182,036.60
<b>Total Checking/Savings</b>	<u>182,036.60</u>
<b>Total Current Assets</b>	182,036.60
<b>Fixed Assets</b>	
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>	<u><b>211,221.88</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
2000 · Accounts Payable	28,706.78
<b>Total Accounts Payable</b>	<u>28,706.78</u>
<b>Total Current Liabilities</b>	<u>28,706.78</u>
<b>Total Liabilities</b>	28,706.78
<b>Equity</b>	
32000 · Unrestricted Net Assets	168,885.32
Net Income	13,629.78
<b>Total Equity</b>	<u>182,515.10</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><b>211,221.88</b></u>

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 Accrual Basis

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

	<u>Jul '13 - Jun 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	517,482.00	495,000.00	22,482.00	104.5%
4100 · Interest Income	157.56			
<b>Total Income</b>	<u>517,639.56</u>	<u>495,000.00</u>	<u>22,639.56</u>	<u>104.6%</u>
<b>Expense</b>				
5000 · Staffing	132,161.60	146,918.00	-14,756.40	90.0%
5100 · Administrative	29,493.82	31,400.00	-1,906.18	93.9%
5200 · Research & Education	12,885.14	8,800.00	4,085.14	146.4%
5250 · Web Site	25,744.58	25,000.00	744.58	103.0%
5400 · Consumer Marketing	98,355.45	87,150.00	11,205.45	112.9%
5500 · Event Marketing	130,290.14	85,000.00	45,290.14	153.3%
5550 · Group Marketing	30,855.19	79,000.00	-48,144.81	39.1%
5650 · Public Relations	27,408.84	19,732.00	7,676.84	138.9%
5700 · Publications	8,167.40	12,000.00	-3,832.60	68.1%
6000 · Prior Fiscal Year Expense	8,647.62			
<b>Total Expense</b>	<u>504,009.78</u>	<u>495,000.00</u>	<u>9,009.78</u>	<u>101.8%</u>
<b>Net Income</b>	<u><u>13,629.78</u></u>	<u><u>0.00</u></u>	<u><u>13,629.78</u></u>	<u><u>100.0%</u></u>



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 Accrual Basis

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

	Jun 14	Jul '13 - Jun 14
<b>Income</b>		
4000 · TBID Revenue	86,500.00	517,482.00
4100 · Interest Income	13.98	157.56
<b>Total Income</b>	<b>86,513.98</b>	<b>517,639.56</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5010 · Director	5,522.62	65,935.40
5020 · Sales Manager	5,579.88	66,226.20
<b>Total 5000 · Staffing</b>	<b>11,102.50</b>	<b>132,161.60</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	80.50	191.23
5120 · Audit	0.00	1,500.00
5125 · Bookkeeping	183.75	2,712.50
5140 · Office Supplies	14.75	2,377.05
5150 · Postage & Copies	421.00	3,525.48
5160 · Rent	565.00	6,780.00
5165 · Storage Unit	180.00	720.00
5180 · Telephone	153.19	2,795.94
5185 · Travel & Entertainment	538.68	2,727.80
5190 · Technology Support	0.00	305.95
5195 · Equipment (Software)	0.00	857.87
<b>Total 5100 · Administrative</b>	<b>2,136.87</b>	<b>29,493.82</b>
<b>5200 · Research &amp; Education</b>		
5230 · Organizational Memberships	0.00	7,837.06
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	248.08
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>12,885.14</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	2,865.00	16,491.70
5280 · SEO & SEM	1,240.56	9,252.88
<b>Total 5250 · Web Site</b>	<b>4,105.56</b>	<b>25,744.58</b>
<b>5400 · Consumer Marketing</b>		
5485 · Airline Enhancement	20.80	3,020.80
5405 · Build Photo and Video Library	0.00	28,396.72
5410 · Kalispell Promotional Video	0.00	245.69
5430 · Social Media Administration	183.75	16,383.63
5440 · Creative Services	0.00	17,991.71
5450 · Media Buy	6,265.75	19,160.75
5460 · Travel Show Attendance	264.63	12,072.09
5470 · Trade Show Booth	0.00	309.81
5480 · Airport VIC Kiosk	50.00	761.25
5495 · Wayfinding Signage	0.00	13.00
<b>Total 5400 · Consumer Marketing</b>	<b>6,784.93</b>	<b>98,355.45</b>
<b>5500 · Event Marketing</b>		
5501 · Dragon Boat	0.00	28,000.00
5502 · Spartan Event	20,000.00	20,634.00
5505 · Event Promoter Recruitment	0.00	13,688.95
5509 · Pond Hockey	0.00	58,325.00
5549 · Other Event Marketing	0.00	9,642.19
<b>Total 5500 · Event Marketing</b>	<b>20,000.00</b>	<b>130,290.14</b>
<b>5550 · Group Marketing</b>		
<b>5565 · Trade Show, FAM Trips</b>		
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>
5570 · Incentive Program	0.00	132.75
5575 · Online Advertising	2,900.00	2,900.00

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07/31/14  
Accrual Basis

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

	<u>Jun 14</u>	<u>Jul '13 - Jun 14</u>
5580 · Print Advertising	1,950.00	1,950.00
5584 · Sports Tournament Recruitment	0.00	21,000.00
<b>Total 5550 · Group Marketing</b>	<b>4,850.00</b>	<b>30,855.19</b>
5650 · Public Relations		
5660 · Hosting Travel Media	0.00	13,198.15
5665 · Press Releases	1,715.00	12,805.77
5680 · Kalispell Merchandise	0.00	1,404.92
<b>Total 5650 · Public Relations</b>	<b>1,715.00</b>	<b>27,408.84</b>
5700 · Publications		
5710 · Visitor Guide	0.00	6,100.00
5790 · Other Publications	0.00	2,067.40
<b>Total 5700 · Publications</b>	<b>0.00</b>	<b>8,167.40</b>
6000 · Prior Fiscal Year Expense	375.00	8,647.62
<b>Total Expense</b>	<b>51,069.86</b>	<b>504,009.78</b>
<b>Net Income</b>	<b><u>35,444.12</u></b>	<b><u>13,629.78</u></b>

**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
June 2014

	Dragon Boat	Pond Hockey	Spartan	MHSR	TOTAL
Ordinary Income/Expense					
Income					
4650.00 · Parking/Camping	0.00	0.00	0.00	2,406.00	2,406.00
4700.00 · Registrations	5,800.00	0.00	0.00	48,800.00	54,600.00
4850.00 · Sponsors	7,274.00	0.00	20,000.00	3,000.00	30,274.00
4900.00 · Ticket Sales	0.00	0.00	0.00	12,625.00	12,625.00
4925.00 · Vender Fee	300.00	0.00	0.00	0.00	300.00
<b>Total Income</b>	<b>13,374.00</b>	<b>0.00</b>	<b>20,000.00</b>	<b>66,831.00</b>	<b>100,205.00</b>
Expense					
5000.00 · Purchases	0.00	0.00	0.00	7,269.00	7,269.00
5010.00 · Advertising & Marketing	87.48	0.00	2,087.48	6,175.93	8,350.89
5040.00 · Awards & Recognition	425.00	0.00	0.00	1,370.00	1,795.00
5060.00 · Bank & Credit Card Fees	0.00	0.00	0.00	75.04	75.04
5160.00 · Contributions	0.00	0.00	1,500.00	1,250.00	2,750.00
5180.00 · Concessions/Catering	0.00	0.00	0.00	225.00	225.00
5320.00 · Leased Equipment/Space	0.00	0.00	0.00	25,409.35	25,409.35
5360.00 · Meetings	0.00	0.00	0.00	23.74	23.74
5420.00 · Office	0.00	0.00	0.00	1,777.16	1,777.16
5480.00 · Event Performers	0.00	0.00	0.00	2,500.00	2,500.00
5520.00 · Professional Services	0.00	0.00	0.00	57,692.00	57,692.00
5540.00 · Promotor Expenses	0.00	0.00	0.00	4,985.85	4,985.85
5580.00 · Research & Surveys	0.00	0.00	0.00	350.00	350.00
5600.00 · Salary & Wages	0.00	0.00	0.00	812.50	812.50
5610.00 · Employer Taxes	0.00	0.00	0.00	84.65	84.65
5620.00 · Employee Benefits	0.00	0.00	0.00	32.50	32.50
5670.00 · Supplies	0.00	0.00	0.00	3,539.22	3,539.22
5700.00 · Training & Prof Development	208.25	0.00	0.00	0.00	208.25
5720.00 · Transportation	0.00	15.60	0.00	97.72	113.32
5740.00 · Travel	0.00	0.00	367.25	119.53	486.78
5760.00 · Utilities	0.00	0.00	0.00	2,600.00	2,600.00
5780.00 · VIP/Sponsor/Staff	0.00	0.00	0.00	1,649.46	1,649.46
<b>Total Expense</b>	<b>720.73</b>	<b>15.60</b>	<b>3,954.73</b>	<b>118,038.65</b>	<b>122,729.71</b>
Net Ordinary Income	12,653.27	-15.60	16,045.27	-51,207.65	-22,524.71
Net Income	<b>12,653.27</b>	<b>-15.60</b>	<b>16,045.27</b>	<b>-51,207.65</b>	<b>-22,524.71</b>

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

	Dragon Boat	Pond Hockey	Spartan	MHSR	TOTAL
<b>Income</b>					
4225.00 · Beverage Sales	0.00	6,124.00	10,521.00	0.00	16,645.00
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/Camping	0.00	1,840.00	0.00	51,796.00	53,636.00
4700.00 · Registrations	36,258.50	10,500.00	0.00	48,800.00	95,558.50
4850.00 · Sponsors	15,074.00	60,467.50	25,930.75	59,920.00	161,392.25
4900.00 · Ticket Sales	0.00	2,043.18	0.00	12,625.00	14,668.18
4925.00 · Vender Fee	300.00	0.00	0.00	0.00	300.00
<b>Total Income</b>	<b>51,632.50</b>	<b>81,537.98</b>	<b>36,451.75</b>	<b>173,141.00</b>	<b>342,763.23</b>
<b>Expense</b>					
5000.00 · Purchases	0.00	1,040.00	0.00	8,860.50	9,900.50
5010.00 · Advertising & Marketing	87.48	4,427.58	2,087.48	6,335.93	12,938.47
5040.00 · Awards & Recognition	425.00	25.30	0.00	27,304.10	27,754.40
5060.00 · Bank & Credit Card Fees	254.90	0.00	15.95	74.96	345.81
5160.00 · Contributions	0.00	5,350.00	1,500.00	1,250.00	8,100.00
5180.00 · Concessions/Catering	0.00	4,158.96	5,299.85	225.00	9,683.81
5200.00 · Dues & Subscriptions	895.00	0.00	0.00	0.00	895.00
5240.00 · Hospitality	0.00	0.00	818.65	0.00	818.65
5260.00 · Insurance	0.00	2,759.00	568.00	840.00	4,167.00
5320.00 · Leased Equipment/Space	250.00	15,934.00	12,089.44	25,409.35	53,682.79
5360.00 · Meetings	24.50	62.88	72.60	181.86	341.84
5400.00 · Miscellaneous	0.00	175.00	0.00	0.00	175.00
5420.00 · Office	0.00	5,107.21	437.97	1,838.57	7,383.75
5440.00 · Participant's Exp	837.52	2,185.00	0.00	0.00	3,022.52
5460.00 · Permits & Fees	0.00	30.00	20.00	0.00	50.00
5480.00 · Event Performers	0.00	150.00	1,000.00	2,500.00	3,650.00
5520.00 · Professional Services	517.50	20,527.18	4,030.35	62,706.75	87,781.78
5540.00 · Promotor Expenses	0.00	13,517.49	1,955.00	9,485.85	24,958.34
5560.00 · Repairs & Maintenance	0.00	195.00	325.00	0.00	520.00
5580.00 · Research & Surveys	0.00	0.00	63.00	446.00	509.00
5600.00 · Salary & Wages	0.00	0.00	0.00	812.50	812.50
5610.00 · Employer Taxes	0.00	0.00	0.00	84.65	84.65
5620.00 · Employee Benefits	0.00	0.00	0.00	32.50	32.50
5670.00 · Supplies	0.00	1,350.39	867.87	3,829.44	6,047.70
5700.00 · Training & Prof Development	4,925.04	0.00	0.00	0.00	4,925.04
5720.00 · Transportation	0.00	15.60	200.00	97.72	313.32
5740.00 · Travel	0.00	74.49	436.66	119.53	630.68
5760.00 · Utilities	0.00	106.26	0.00	2,600.00	2,706.26
5780.00 · VIP/Sponsor/Staff	0.00	1,373.43	3,667.29	2,723.38	7,764.10
<b>Total Expense</b>	<b>8,216.94</b>	<b>78,564.77</b>	<b>35,455.11</b>	<b>157,758.59</b>	<b>279,995.41</b>
<b>Net Income</b>	<b>43,415.56</b>	<b>2,973.21</b>	<b>996.64</b>	<b>15,382.41</b>	<b>62,767.82</b>



## Kalispell Tourism Business Improvement District (TBID) Operating Policies

### **Distribution of Leads**

Leads are distributed by TBID staff to all properties within the TBID and based on requirements and expectations outlined by the client through an RFP process to which qualifying properties will respond. Staff will compile and distribute a monthly lead report to all TBID properties which identifies all leads distributed within that month, recipients of leads and any awards from previous efforts.

TBID hotels will provide a monthly update on hotel business type and number of room nights generated that will be placed into a quarterly summary report that segments business and geographic locations to be shared with all properties that participate in the reporting system.

TBID created events and activities will promote all hotels within the TBID equally and not establish a host hotel.

### **Ancillary Revenue Opportunities**

All TBID properties will have the opportunity to bid and provide services for ancillary revenues that are directly created by TBID events that are considered customary operations to lodging, food and beverage and hospitality organizations.

An appointed committee will review and make recommendations to award each opportunity on a case by case basis through a voting and ranking system established by each committee. The event committees or an alternative committee can be assigned to award all or each individual event as identified by the TBID Board of Directors.

Event committees are empowered to make recommendations to TBID Board of Directors based on specific set of goals and criteria established for each event.

RFP will be sent to all TBID hotels first and then to other business entities that could support the requirement.

In the event that no committee is established the event promoter or designee will work with staff to make recommendation to the TBID Board of Directors.

P.O. Box 1272  
Helena, MT 59624



Ph (406) 449-8408  
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www.mtlha.com

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

**Month to Month**

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	71.7	69.7	2.9
Mountain	69.7	67.1	3.8
Montana	77.1	73.4	5.0
Billings	87.0	72.0	20.8
Bozeman/Yellowstone Area	86.9	85.5	1.7
Missoula	73.0	71.6	2.1
Helena/Great Falls	68.2	66.2	2.9

**Year to Date**

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	63.7	61.7	3.3
Mountain	63.4	60.1	5.4
Montana	54.3	53.5	1.5
Billings	64.6	62.7	3.0
Bozeman/Yellowstone Area	55.7	53.2	4.6
Missoula	52.7	51.5	2.2
Helena/Great Falls	55.1	55.4	-0.7

**Average Room Rate**

Segment	Average Room Rate		
	2014	2013	% Chg
United States	116.20	111.46	4.3
Mountain	100.85	95.82	5.2
Montana	103.87	99.30	4.6
Billings	99.34	94.48	5.1
Bozeman/Yellowstone Area	130.15	120.47	8.0
Missoula	92.25	87.19	5.8
Helena/Great Falls	87.15	86.20	1.1

**Average Room Rate**

Segment	Average Room Rate		
	2014	2013	% Chg
United States	114.06	109.53	4.1
Mountain	106.44	101.23	5.1
Montana	88.28	85.63	3.1
Billings	89.60	84.97	5.5
Bozeman/Yellowstone Area	96.26	92.79	3.7
Missoula	83.37	80.79	3.2
Helena/Great Falls	84.43	82.47	2.4

**RevPAR**

Segment	RevPAR		
	2014	2013	% Chg
United States	83.27	77.65	7.2
Mountain	70.25	64.32	9.2
Montana	80.03	72.87	9.8
Billings	86.47	68.06	27.1
Bozeman/Yellowstone Area	113.15	103.03	9.8
Missoula	67.38	62.41	8.0
Helena/Great Falls	59.41	57.09	4.1

**RevPAR**

Segment	RevPAR		
	2014	2013	% Chg
United States	72.64	67.55	7.5
Mountain	67.46	60.85	10.9
Montana	47.90	45.79	4.6
Billings	57.86	53.26	8.6
Bozeman/Yellowstone Area	53.60	49.41	8.5
Missoula	43.90	41.61	5.5
Helena/Great Falls	46.48	45.72	1.7

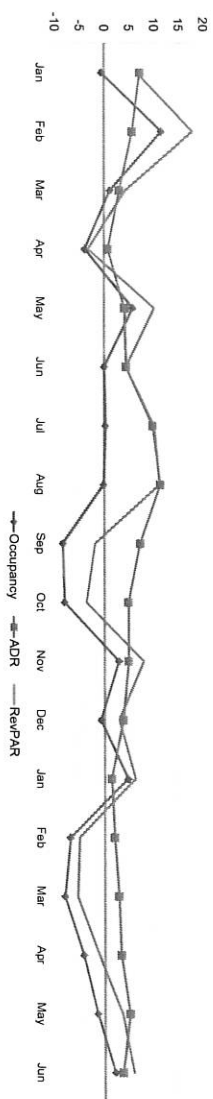
**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.2	0.9	3.7
Mountain	10.1	0.8	4.6
Montana	12.7	2.6	7.8
Billings	27.1	0.0	20.8
Bozeman/Yellowstone Area	13.8	3.6	5.4
Missoula	8.0	0.0	2.1
Helena/Great Falls	4.0	0.0	2.9

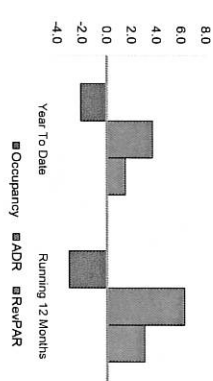
**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.4	0.8	4.1
Mountain	11.6	0.7	6.2
Montana	7.4	2.6	4.1
Billings	9.9	1.2	4.2
Bozeman/Yellowstone Area	13.1	4.2	9.0
Missoula	5.5	0.0	2.2
Helena/Great Falls	1.5	-0.1	-0.8

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	29.0	41.8	43.7	44.6	43.7	51.9
Feb	29.1	37.4	30.0	41.8	40.5	48.5
Mar	40.3	38.8	37.0	40.3	38.8	51.9
Apr	40.5	42.2	38.8	43.3	40.5	51.9
May	49.9	5.8	46.2	1.4	46.2	51.9
Jun	66.7	0.0	66.7	2.1	66.7	51.9
Jul	68.0	0.2	68.0	-1.1	68.0	51.9
Aug	89.0	-0.1	89.0	-0.1	89.0	51.9
Sep	67.7	-0.4	67.7	-0.4	67.7	51.9
Oct	40.1	-1.1	40.1	-1.1	40.1	51.9
Nov	38.8	2.9	38.8	2.9	38.8	51.9
Dec	32.5	-0.7	32.5	-0.7	32.5	51.9
2013 Total	47.2	0.0	47.2	0.0	47.2	51.9
2014 Total	44.6	-1.1	44.6	-1.1	44.6	51.9

ADR	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	74.00	75.61	75.61	75.61	75.61	87.93
Feb	68.81	71.56	71.56	71.56	71.56	85.43
Mar	73.75	71.57	71.57	71.57	71.57	87.93
Apr	73.96	73.31	73.31	73.31	73.31	87.93
May	81.89	78.88	81.89	81.89	81.89	87.93
Jun	100.28	98.00	100.28	100.28	100.28	87.93
Jul	128.12	118.73	128.12	128.12	128.12	87.93
Aug	130.41	117.20	130.41	130.41	130.41	87.93
Sep	102.27	95.43	102.27	102.27	102.27	87.93
Oct	81.03	77.31	81.03	81.03	81.03	87.93
Nov	77.76	74.18	77.76	77.76	77.76	87.93
Dec	70.79	74.02	70.79	70.79	70.79	87.93
2013 Total	79.87	77.10	79.87	79.87	79.87	87.93
2014 Total	75.61	75.61	75.61	75.61	75.61	87.93

RevPAR	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	21.91	31.57	29.91	31.57	29.91	45.83
Feb	20.28	28.79	28.79	28.79	28.79	41.46
Mar	29.70	28.43	28.43	28.43	28.43	45.83
Apr	29.91	29.31	29.31	29.31	29.31	45.83
May	40.84	37.10	40.84	40.84	40.84	45.83
Jun	64.84	64.84	64.84	64.84	64.84	45.83
Jul	103.65	103.65	103.65	103.65	103.65	45.83
Aug	116.87	105.19	116.87	116.87	116.87	45.83
Sep	69.28	69.28	69.28	69.28	69.28	45.83
Oct	37.37	38.78	37.37	37.37	37.37	45.83
Nov	30.16	27.99	30.16	30.16	30.16	45.83
Dec	24.94	24.21	24.94	24.94	24.94	45.83
2013 Total	44.34	44.34	44.34	44.34	44.34	45.83
2014 Total	45.83	45.83	45.83	45.83	45.83	45.83

Supply	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	48,236	43,508	48,236	48,236	48,236	586,502
Feb	43,508	43,508	43,508	43,508	43,508	586,502
Mar	48,236	48,236	48,236	48,236	48,236	586,502
Apr	40,000	40,710	40,000	40,000	40,000	586,502
May	48,236	48,236	48,236	48,236	48,236	586,502
Jun	48,236	48,236	48,236	48,236	48,236	586,502
Jul	48,236	48,236	48,236	48,236	48,236	586,502
Aug	48,236	48,236	48,236	48,236	48,236	586,502
Sep	48,236	48,236	48,236	48,236	48,236	586,502
Oct	48,236	48,236	48,236	48,236	48,236	586,502
Nov	48,236	48,236	48,236	48,236	48,236	586,502
Dec	48,236	48,236	48,236	48,236	48,236	586,502
2013 Total	48,236	48,236	48,236	48,236	48,236	586,502
2014 Total	48,236	48,236	48,236	48,236	48,236	586,502

Demand	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	13,971	18,183	18,183	18,183	18,183	294,894
Feb	14,080	16,200	16,200	16,200	16,200	294,894
Mar	19,422	18,201	18,201	18,201	18,201	294,894
Apr	18,905	19,895	18,905	18,905	18,905	294,894
May	24,056	22,782	22,782	22,782	22,782	294,894
Jun	31,114	31,133	31,114	31,114	31,114	294,894
Jul	42,835	42,835	42,835	42,835	42,835	294,894
Aug	43,228	43,228	43,228	43,228	43,228	294,894
Sep	33,034	34,038	33,034	33,034	33,034	294,894
Oct	24,184	24,184	24,184	24,184	24,184	294,894
Nov	19,283	17,997	19,283	19,283	19,283	294,894
Dec	16,888	15,779	16,888	16,888	16,888	294,894
2013 Total	18,905	18,905	18,905	18,905	18,905	294,894
2014 Total	18,905	18,905	18,905	18,905	18,905	294,894

Revenue	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	1,042,273	1,375,300	1,432,469	1,396,284	1,396,284	25,929,578
Feb	978,086	1,187,827	1,374,189	1,443,749	1,443,749	25,929,578
Mar	1,432,469	1,374,189	1,374,189	1,374,189	1,374,189	25,929,578
Apr	1,396,284	1,443,749	1,443,749	1,443,749	1,443,749	25,929,578
May	1,969,906	1,790,844	1,790,844	1,790,844	1,790,844	25,929,578
Jun	3,120,179	5,500,807	5,500,807	5,500,807	5,500,807	25,929,578
Jul	48,236	48,236	48,236	48,236	48,236	25,929,578
Aug	48,236	48,236	48,236	48,236	48,236	25,929,578
Sep	48,236	48,236	48,236	48,236	48,236	25,929,578
Oct	48,236	48,236	48,236	48,236	48,236	25,929,578
Nov	48,236	48,236	48,236	48,236	48,236	25,929,578
Dec	48,236	48,236	48,236	48,236	48,236	25,929,578
2013 Total	1,396,284	1,396,284	1,396,284	1,396,284	1,396,284	25,929,578
2014 Total	1,396,284	1,396,284	1,396,284	1,396,284	1,396,284	25,929,578

Growth %	2013		2014		Year To Date	Running 12 Months
	This Year	Last Year	This Year	Last Year		
Jan	19	156	19	156	19	25,929,578
Feb	19	156	19	156	19	25,929,578
Mar	19	156	19	156	19	25,929,578
Apr	19	156	19	156	19	25,929,578
May	19	156	19	156	19	25,929,578
Jun	19	156	19	156	19	25,929,578
Jul	19	156	19	156	19	25,929,578
Aug	19	156	19	156	19	25,929,578
Sep	19	156	19	156	19	25,929,578
Oct	19	156	19	156	19	25,929,578
Nov	19	156	19	156	19	25,929,578
Dec	19	156	19	156	19	25,929,578
2013 Total	19	156	19	156	19	25,929,578
2014 Total	19	156	19	156	19	25,929,578

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# Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: June 2014

Currency: USD - US Dollar

Properties	Current Month - June 2014 vs June 2013												Year to Date - June 2014 vs June 2013												Participation			
	Occ %		ADR		RevPAR		Percent Change from June 2013				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	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
Kalispell, MT+	68.1	66.7	103.95	100.28	70.76	66.84	2.1	3.7	5.9	12.7	6.5	8.8	43.7	44.6	85.28	82.26	37.25	36.70	-2.1	3.7	1.5	8.1	6.5	4.2	20	15	1657	1447
Missoula, MT+	73.4	72.0	92.48	87.36	67.88	62.94	1.9	5.9	7.8	7.8	0.0	1.9	53.3	52.1	83.55	80.98	44.53	42.19	2.3	3.2	5.6	5.6	0.0	2.3	42	24	3136	2194
Butte, MT+	66.4	68.1	91.01	87.21	60.39	59.40	-2.6	4.4	1.7	9.0	7.2	4.4	45.5	46.2	83.72	80.70	38.13	37.29	-1.4	3.7	2.2	9.6	7.2	5.6	14	10	1250	973
Bozeman, MT+	85.5	85.7	110.27	103.78	94.29	88.96	-0.2	6.3	6.0	10.0	3.8	3.6	60.5	59.2	88.96	86.82	53.82	51.42	2.1	2.5	4.7	9.8	4.9	7.1	28	16	2150	1494
Whitefish, MT+	86.2	83.6	111.43	107.16	96.05	89.59	3.1	4.0	7.2	8.9	1.5	4.7	51.6	49.9	81.96	79.74	42.28	39.77	3.4	2.8	6.3	9.6	3.1	6.6	14	1	762	79
Rapid City, SD	61.8	58.4	154.94	142.12	95.70	82.93	5.8	9.0	15.4	14.9	-0.4	5.4	51.8	49.8	287.94	277.78	149.16	138.44	3.9	3.7	7.7	7.3	-0.4	3.5	86	48	6149	4488
Park City, UT+	68.2	66.2	87.15	86.20	59.41	57.09	2.9	1.1	4.1	4.0	-0.0	2.9	55.1	55.4	84.43	82.47	46.48	45.72	-0.7	2.4	1.7	1.5	-0.1	-0.8	34	15	3827	2322
Helena/Great Falls, MT	71.7	78.7	144.00	146.41	103.32	115.18	-8.8	-1.6	-10.3	-3.9	7.2	-2.2	50.4	53.0	111.01	107.60	55.91	57.07	-5.0	3.2	-2.0	5.0	7.2	1.8	21	14	1762	1565
Coeur D Alene, ID+	61.9	65.3	107.62	103.65	66.60	67.70	-5.3	3.8	-1.6	-1.6	0.0	-5.3	46.5	44.6	87.31	86.43	40.59	38.51	4.3	1.0	5.4	5.4	0.0	4.3	8	4	396	244
Sandpoint, ID+	79.5	77.2	119.94	110.85	95.37	85.38	3.1	8.4	11.7	11.7	-0.0	3.0	61.4	58.2	104.10	97.52	63.92	56.72	5.6	6.7	12.7	12.7	-0.0	5.5	37	19	2728	1557
Bend, OR+	73.7	73.3	102.46	102.81	75.50	75.34	0.6	-0.3	0.2	0.3	0.1	0.6	62.1	60.3	96.11	94.98	59.69	57.26	3.0	1.2	4.2	4.3	0.1	3.1	57	35	5836	4798
Spookane, WA+	87.0	71.5	98.80	93.86	85.98	67.09	21.7	5.3	28.2	28.2	0.0	21.7	64.7	62.8	89.13	84.51	57.66	53.10	2.9	5.5	8.6	10.0	1.3	4.3	46	30	4147	3318
Billings, MT+																												

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