

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – December 5, 2012
3:00 pm – 6:30 pm**

Location: Red Lion Hotel Kalispell

AGENDA

3:00 pm Meeting Called to Order: Janet Clark, 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 November 7, 2012
- b) TBID financial statement for October, 2012
- c) Approval of initiative and draft terms of agreement to accept lodging properties outside the established district as members of the TBID

3. Board Discussion

- a) KCVB Updates
- b) NW Golf Association membership

4:00 pm Business meeting adjourns

4:00 pm Year In Review presentation

5:00 pm Holiday reception

Enclosures: November 7, 2012 minutes
TBID financial statements for October 2012
2013 TBID board meeting schedule
STR Report
Voice of Montana Tourism update

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-261-0027
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 13	July 11
September 5	October 10	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
November 7, 2012**

Minutes

Board Members Present: Janet Clark, Gib Bissell, Chris Walters, Dan Moderie, Angie Bowman

Board Members Absent: Lisa Brown, Lori Fisher

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Paul Bell - Travelodge, Stephen Lehmann and Scott Rieke - Best Western Flathead Lake, Charlie Harball - City of Kalispell

Meeting was called to order by Janet Clark, Chairman of the Board at 3:15 PM.

1. Hear from the public – Scott Rieke and Stephen Lehmann from the Best Western Flathead Lake briefed the board on the new property ownership and direction.
2. Charlie Harball, Attorney for the City of Kalispell discussed options for the TBID to pursue past due collections from Q3 and Q4 of fiscal year 2011. First option is to look to the current owner. The lien would not appear on a title search and has not been placed as judgment so the new owners would not necessarily have been aware of the lien during their due diligence. Second option is to pursue the previous owners. First step would be to file action, then get a judgment and execute against them. Whether the board chooses to pursue either of those options to collect they can also look at restructuring the collection process to possibly eliminate future problems. One option is to place the payments due as automatic assessments on the tax rolls. This would be based on prior year activity so would be a year behind where we are at today. And the TBID would receive two payments a year versus the currently quarterly payment schedule. The board will discuss further at the next meeting.
3. Board Action
 - a. Approve Minutes from the October 10, 2012 Meeting: Discussion: none
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dan Moderie. Board approved unanimously.
 - b. TBID financial statements: Discussion - None
Action: Motion was made by Dan Moderie to approve the financial statements. Motion seconded by Gib Bissell. Board approved unanimously.
4. Board Discussion
 - a. Dragon Boat: Rob reviewed the results of 2012 festival and economic impact study. The event generated over \$770,000 in economic impact to our Valley. Performance measures also included a 97% overall event satisfaction and return ratio and \$75,000 was raised or pledged to support local non-profits. The KCVB met with Flathead Lake Lodge and negotiated the venue fee for the 2013 festival. The fee is \$13,000 for three days. A grant application was submitted to the State requesting \$29,300 towards the 2013 event. We will be notified on the grant by mid-January. Based on whether the grant is awarded the event outline and expenditures may need to be reevaluated and adjusted.

- b. Spartan Race: Over 1,000 people have registered for the race thus far. Contract has been signed with Flathead Lake Lodge. The KCVB is working to get Spartan race designer out for a site visit. Spartan is subsidizing two marketing assistants to promote the festival at other races and events both across Montana and in Eastern Washington. Upcoming promotion is at the Eastern Washington University football game. Event logistics are in planning stage and the KCVB will be looking for financial and in-kind sponsorships to meet our host obligations.
- c. Other Events: KCVB submitted a second grant application for a Pond Hockey tournament which would take place February 2014. We would contract with Can Am, a promoter of pond hockey events across the country. It would be coined as a cross border showdown, attracting many teams and visitors from Canada as well as Pacific Northwest, ND and MN.
- d. KCVB has created an event grant request form. A group or individual requesting financial assistance from the KCVB will be asked to complete the grant request form which outlines the event, projected out of market attendance, expenses and revenue. The requests will be submitted for board input and approval.
- e. Diane summarized the recent state-wide TBID meeting which was held in conjunction with the MLHA conference in Missoula. The group discussed the structure of the various TBID's across the state, some functioning as stand-alone entities, most held as part of a CVB and/or Chamber. Also discussed the Voice of Montana Tourism initiative and how that has been effective over the last year to raise awareness of tourism and importance of tourism funding to our legislators and candidates. The TBID sponsored the initiative with \$2,500 last fiscal year. Mary Paoli will attend a TBID meeting to ask questions. Request for additional funding will be forthcoming. The group also discussed how each TBID was communicating with their stakeholders. Along with the KCVB, most TBID's use monthly meetings, correspondence and one on one conversations with all members and easily accessible TBID marketing plans, budgets and information on current initiatives. A poll indicated that all TBID's except Kalispell are currently charging \$1 per room night. Missoula TBID indicated that they are looking at raising their fee to \$2.
- f. Calgary Women's Show: Diane and CJ Getty manned the booth at the show October 27-28. The show included approximately 300 vendors and attracted over 10,000 attendees. The KCVB collected over 500 entries for the Kalispell shopping vacation give-away and distributed approx. 600 visitor guides and other collateral. The show continues to be beneficial for the KCVB and will plan to attend the fall show next year and possibly the spring show as well.
- g. Fall-winter consumer marketing campaign: Diane reviewed the campaign which includes online and print media as a coop with MTOT, other online campaigns targeted at promoting winter and early spring travel, SEO and SEM and an ad in the annual Glacier country guide. The campaign runs from October 2012 through June 2013. A handout was provided which outlined each of the campaigns and associated costs. (Attached)
- h. 2013 meeting schedule: the board finalized the meeting schedule for 2013. (Attached)
- i. Committee formation to evaluate compensation for KCVB staff: the board requested that a committee be formed to evaluate current compensation and report back to the full board. Volunteers are Chris, Lisa and Angie. They will provide a report at the January meeting.
- j. Inclusion of other lodging properties into the TBID: The LaQuinta and the Best Western Flathead Lake have expressed interest in joining the TBID. The board directed Diane to meet with the city attorney to map out the process needed to create this authority and report back to the board at the following meeting.

5. Social Media – Connie Cermak with Social Nectar gave a presentation outlining the focus and mission of the Discover Kalispell Facebook and Twitter accounts. Goals are to drive traffic to the website, promote our hotels, and create the awareness of Kalispell as a vibrant and active community. Connie also discussed opportunities for the TBID hotels to leverage the successes of Discover Kalispell’s social media campaigns by cross promoting photos and special lodging packages. Connie met briefly with a few of the individuals in attendance responsible for their property’s social media. It was suggested that a follow-up training session be scheduled and sponsored by the TBID.

Meeting was adjourned by Janet Clark at 5:00 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, jc@clarkmontana.com or 406-261-0027

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 13
July 11	August 8	September 5	October 10	November 7	December 5

Publication/Website	Issue/Run Dates	Ad Size	Cost	Impressions	CPM	Placement
MIJOT COOP						
Explore	10/15/12 - 1/31/13	banner ads: 728x90, 600x200, 300x250	\$5,000	825,000	\$6.06	Includes banner ads plus homepage billboard logo; coop enews ad and homepage advertorial
tripadvisor.com	3/1/13 - 6/30/13	banner ads: 300x250, 728x90, 160x600, 300x600	\$7,500	441,177	\$17.00	advertorial placement banners, quick links to advertorial, banner ads targeted to travelers who live in Key Feeder States
Backpacker magazine	Jun-13 1/4	page plus online	\$2,656	340,000	\$7.81	Advertorial placement about Glacier Country; includes social media components, MT microsite and Reader Service

ONLINE MARKETING

Madden Media	11/15/12 - 2/15/13 and 3/1-5/31/13	banner ads: 160x600, 728x90, 300x250	\$11,364	2,220,000	\$5.12	Google display ad network winter enthusiasts in the drive markets, including Canada - WA, Idaho, Oregon and/or easy flight markets (Seattle, Salt Lake City, Chicago) **spring campaign will be evaluated based on outcome of winter
Tube Modul	3/1 - 5/1/2013	banner ads	\$5,682	1,017,670	\$5.58	
tripadvisor.com	11/1/12 - 1/31/13	banner ads: 300x250, 728x90, 160x600,	\$3,000	176,471	\$17.00	part of Kallispell page sponsorship
MAGAZINES						
Glacier Country Guide	2013 1/2	page	\$2,375	975,000	\$2.44	
TOTALS			\$37,577	5,995,318	\$6.27	

FY13 TBID Consumer Marketing \$22,000
 FY13 BT Joint Venture \$12,000
 FY13 TBID Trip Advisor Sponsorship (SM) \$3,000
Total Funds Available \$37,000

SEO/SEM

7/1 - 10/15/12 other dates as needed
 2/1 - 3/1/13

DiscoverKalispell.com	Sep-11	Sep-12	% of change
Unique visits	2,511	3,599	43.33%
Page views	9,164	12,745	39.08%
Pg/Visit	2.86	3.03	6.40%
New Visits	76.22%	81.74%	7.14%
Bounce Rate	49.21%	44.35%	-9.87%
Traffic sources			
Search engines	74.91%	77.19%	
Referral sites	9.08%	15.39%	
Campaigns	0.00%	0.57%	
Direct	16.01%	6.85%	
Referring sites	kalispellchamber, tripadvisor, kxly.com, facebook, glaciermt.com, Kal Ctr Mall, visitmt	MontanaDragonBoat, tripadvisor, google ads, kalispellchamber, facebook, Kal Ctr Mall, Huck 100	
Visits by Location	US = 2,629	US = 3,015	14.68%
	CANADA = 575	CANADA = 1,139	98.09%
Top States	MT, WA, CA, OR, TX, CO, FL, ID, NY, MN	MT, CA, CO, WA, TX, OR, FL, ID, NY, AZ	
Canada Cities	Calg, Okotoks, Airdrie, Red Deer	Calg, Edmon, Leth, Red Deer, Okotoks	
Content CTR	Shopping 14%	Lodging 17%	
	Outdoor 12%	Outdoor 16%	
	Wine/Dine 12%	Shopping 12%	
	Packages 11%	Wine/Dine 9.9%	
	Lodging 11%	Sig Events 7.6%	

Trip Advisor	Q3 2011	Q3 2012	% of change
Page views	6,761	8,247	22%
Total clicks to website	321	1098	242%
CTR by pageview	4.75%	13.31%	180%
Interaction rate	6.89%	16.37%	137%
Total Clicks/Interactions	466	1350	190%

Google Ad Words	7/1/12 - 9/30/12
visits	6,630
impressions	641,721
cost	\$2,290.81
CTR	1.00%
CPC	0.36%
% of total traffic	35%

VIC	Sep-12
Walk-in visitors	724
phone	90
e-requests	34
packets sent	104

walk-in visitor locations

AB, MT, BC, WA, OR, CA, CO, MN

Kalispell Tourism Business Improvement District
Summary of Expenditures
December 5, 2012

Expense Summary October 2012:

Website Maintenance/Enhancements - \$9,146.75: Signature events page, home page modifications, press room

Website SEO & SEM - \$2,639.36: July-October SEM campaign

Consumer Marketing – \$7,007.14: Trip Advisor administration; online advertising Madden Media campaign media buy and creative; Calgary Women’s Show expenses; deposit towards Bay Area Travel & Adventure Show; Canada Trade Mission expenses

Event Marketing – \$27,860.33: Dragon Boat 2012 festival expenses; Spartan promotion; Huck 100 Steve Hegg hotel & per diem; Pond Hockey grant writing and creative; World Class Bucking Horse venue fee

Group Marketing - \$1,073.11: MACo presentation; St. Paul show expenses (move to consumer travel show)

PR/Publicity - \$2,927.25: story pitches; press release Bucking Horse; building editorial calendar

(accrual basis)	TBID FY 2013												Actual	Budget	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
ASSETS															
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 201,052.22	\$ 188,604.22	\$ 175,323.22	\$ 262,875.22	\$ 250,427.22	\$ 337,979.22	\$ 325,531.22	\$ 471,421.02	\$ 465,300.00	
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 200,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ 25.98	\$ -	
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ -	\$ 4.32	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ -	\$ 200,000.00	\$ 201,052.22	\$ 188,604.22	\$ 175,323.22	\$ 262,875.22	\$ 250,427.22	\$ 337,979.22	\$ 325,531.22	\$ 471,447.00	\$ -	
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 216,200.22	\$ 201,052.22	\$ 188,604.22	\$ 175,323.22	\$ 262,875.22	\$ 250,427.22	\$ 337,979.22	\$ 325,531.22	\$ 471,447.00	\$ -	
LIABILITIES & EQUITY															
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,657.44	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 126,809.45	\$ 127,262.00	
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,512.00	\$ 6,780.00	
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,275.24	\$ 3,500.00	
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 970.88	\$ 1,100.00	
Postage & Copies	\$ 326.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,422.01	\$ 2,400.00	
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,461.25	\$ 2,800.00	
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	
City of Kalspell Admin Fee	\$ -	\$ 1,795.53	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,285.53	\$ 5,000.00	
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 1,935.80	\$ 2,500.00	
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 498.56	\$ 500.00	
Equipment & software	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 175.00	\$ 1,575.00	\$ 2,375.00	
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ -	\$ 833.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,633.00	\$ 6,133.00	
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ -	\$ 9,146.75	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 23,000.00	
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,639.36	\$ -	
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,000.00	
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,005.15	\$ 82,500.00	
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,860.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 36,150.11	\$ 85,000.00	
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,704.61	\$ 85,000.00	
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,839.68	\$ 17,250.00	
Prior Fiscal Year Expenses	\$ 785.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 785.54	\$ -	
Sub-total	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 15,148.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,423.00	\$ 225,671.39	\$ 475,300.00	
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 15,148.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,423.00	\$ 225,671.39	\$ 475,300.00	
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 201,052.22	\$ 188,604.22	\$ 175,323.22	\$ 262,875.22	\$ 250,427.22	\$ 337,979.22	\$ 325,531.22	\$ 313,108.22			

2:33 PM
11/23/12
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of October 31, 2012

	<u>Oct 31, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	45,145.32
Total Checking/Savings	<u>45,145.32</u>
Total Current Assets	45,145.32
Fixed Assets	
1710 · Office Equipment	2,829.63
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>28,060.07</u>
TOTAL ASSETS	<u>73,205.39</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	31,040.61
Total Accounts Payable	<u>31,040.61</u>
Total Current Liabilities	<u>31,040.61</u>
Total Liabilities	31,040.61
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	<u>-50,732.39</u>
Total Equity	<u>42,164.78</u>
TOTAL LIABILITIES & EQUITY	<u>73,205.39</u>

2:34 PM
 11/23/12
 Accrual Basis

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

	<u>Jul - Oct 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	71,421.02	475,300.00	-403,878.98	15.0%
4100 · Interest Income	25.98			
Total Income	<u>71,447.00</u>	<u>475,300.00</u>	<u>-403,853.00</u>	<u>15.0%</u>
Expense				
5000 · Staffing	41,769.45	127,262.00	-85,492.55	32.8%
5100 · Administrative	6,738.74	33,155.00	-26,416.26	20.3%
5200 · Research & Education	4,800.00	6,133.00	-1,333.00	78.3%
5250 · Web Site	11,786.11	23,000.00	-11,213.89	51.2%
5400 · Consumer Marketing	13,005.15	82,500.00	-69,494.85	15.8%
5500 · Event Marketing	35,750.11	85,000.00	-49,249.89	42.1%
5550 · Group Marketing	1,704.61	85,000.00	-83,295.39	2.0%
5650 · Public Relations	5,839.68	17,250.00	-11,410.32	33.9%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>122,179.39</u>	<u>475,300.00</u>	<u>-353,120.61</u>	<u>25.7%</u>
Net Income	<u>-50,732.39</u>	<u>0.00</u>	<u>-50,732.39</u>	<u>100.0%</u>

2:33 PM
 11/23/12
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 October 2012

	<u>Oct 12</u>	<u>Jul - Oct 12</u>
Income		
4000 · TBID Revenue	0.00	71,421.02
4100 · Interest Income	4.32	25.98
Total Income	<u>4.32</u>	<u>71,447.00</u>
Expense		
5000 · Staffing		
5010 · Director	5,299.26	24,628.30
5020 · Sales Manager	5,358.18	17,141.15
Total 5000 · Staffing	<u>10,657.44</u>	<u>41,769.45</u>
5100 · Administrative		
5350 · City of Kallispell Admin Fee	0.00	1,785.53
5110 · Bank Fees	8.15	21.47
5125 · Bookkeeping	175.00	621.25
5140 · Office Supplies	30.00	170.88
5150 · Postage & Copies	202.83	822.01
5160 · Rent	498.00	1,992.00
5180 · Telephone	160.34	875.24
5185 · Travel & Entertainment	95.97	271.80
5190 · Technology Support	0.00	178.56
Total 5100 · Administrative	<u>1,170.29</u>	<u>6,738.74</u>
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
Total 5200 · Research & Education	<u>0.00</u>	<u>4,800.00</u>
5250 · Web Site		
5270 · Maintenance	9,146.75	9,146.75
5280 · SEO & SEM	2,639.36	2,639.36
Total 5250 · Web Site	<u>11,786.11</u>	<u>11,786.11</u>
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	693.75	7,093.75
5440 · Other Media	0.00	500.00
5450 · Online Advertising	3,399.75	3,399.75
5460 · Travel Show Attendance	2,913.64	4,044.26
5470 · Trade Show Booth	0.00	-2,316.00
5480 · Airport VIC Klosk	0.00	158.44
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	<u>7,007.14</u>	<u>13,005.15</u>
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	15,367.37	12,797.64
5501.9 · Other Dragon Boat	5,030.41	8,286.24
Total 5501 · Dragon Boat	<u>20,397.78</u>	<u>21,083.88</u>
5502 · Spartan Event	3,292.76	7,769.50
5503 · Huckleberry 100	602.80	3,329.74
5504 · Winter Recruitment Campaig		
5504.2 · Pond Hockey	1,484.86	1,484.86
Total 5504 · Winter Recruitment Campaig	<u>1,484.86</u>	<u>1,484.86</u>
5505 · Event Pormoter Recruitment	1,650.00	1,650.00
5500 · Event Marketing - Other	432.13	432.13
Total 5500 · Event Marketing	<u>27,860.33</u>	<u>35,750.11</u>
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		
5565.7 · St. Paul	970.70	970.70
Total 5565 · Trade Show, FAM Trips	<u>970.70</u>	<u>970.70</u>
5570 · Incentive Program	102.41	361.41

2:33 PM
11/23/12
Accrual Basis

Tourism Business Improvement District
Profit & Loss
October 2012

	<u>Oct 12</u>	<u>Jul - Oct 12</u>
Total 5550 · Group Marketing	1,073.11	1,704.61
5650 · Public Relations		
5665 · Press Releases	2,927.25	5,814.75
5675 · Visitor Hospitality	0.00	24.93
Total 5650 · Public Relations	2,927.25	5,839.68
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	<u>62,481.67</u>	<u>122,179.39</u>
Net Income	<u><u>-62,477.35</u></u>	<u><u>-50,732.39</u></u>

2013 TBID Board of Directors Meeting Schedule

Meetings held at 3:00 at the Kalispell Chamber unless otherwise notified

January 9

February 13 Approval of projected revenue for next fiscal year budget planning

March 6 Approval of draft marketing plan and budget

Nomination process initiated for upcoming board of director vacancies

April 3 Final approval of marketing plan and budget

Board nomination approval

Election of TBID board officers

May 1 New board members and officers in place

June 12

July 10

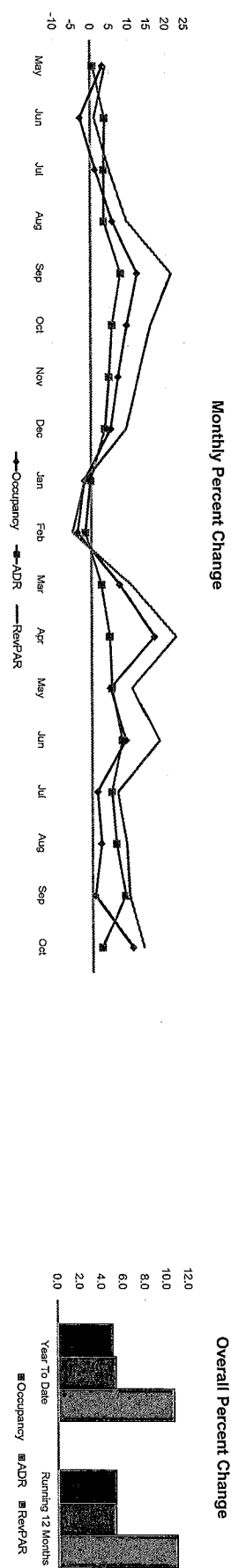
August 7

September No meeting

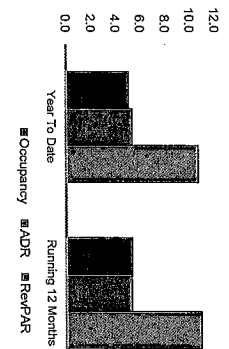
October 2

November 6

December 4 Annual KCVB review



Overall Percent Change



Occupancy (%)	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	44.9	60.9	87.6	87.5	73.2	45.3	58.9	29.8	30.7	37.8	40.1	42.4	47.1	66.4	89.9	89.7	73.8	50.3						
Last Year	43.4	62.8	88.5	82.6	65.1	41.3	34.4	28.3	31.2	39.2	37.3	38.3	44.9	60.9	87.6	87.6	72.8	45.3						
Percent Change	3.3	-2.7	-1.3	5.9	12.4	9.7	7.4	5.4	-1.8	-9.6	7.6	15.9	5.0	9.1	1.5	2.5	0.5	10.8						

ADR	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	75.63	90.54	112.00	111.14	89.16	75.87	73.21	70.74	71.80	72.98	72.83	74.46	75.73	97.56	117.94	118.38	97.15	77.88						
Last Year	75.14	87.21	108.13	107.25	82.48	69.79	69.79	68.13	71.90	73.98	70.90	71.00	76.63	90.54	112.00	111.14	88.16	75.87						
Percent Change	0.7	3.8	3.6	3.8	8.1	5.7	4.9	3.8	-0.1	-1.5	2.7	4.8	5.4	6.2	5.3	6.5	8.0	5.7						

RevPAR	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	33.83	55.13	86.14	97.22	65.26	34.40	27.03	21.11	22.01	27.53	29.22	31.58	37.57	65.07	104.55	106.15	71.69	39.15						
Last Year	32.82	54.99	83.49	88.83	53.71	28.67	23.99	19.30	22.41	28.99	28.43	25.77	33.93	56.13	98.14	97.22	65.26	34.40						
Percent Change	4.0	1.0	5.0	9.7	21.5	18.0	12.7	9.4	-1.8	-5.1	10.6	22.8	10.7	18.0	6.8	9.2	8.9	13.8						

Supply	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	50,313	46,710	48,287	48,287	48,287	48,287	46,710	48,287	48,287	43,586	46,287	46,710	48,287	46,710	48,287	48,287	46,980	48,287						
Last Year	50,313	46,710	48,287	48,287	48,287	48,287	46,710	48,287	48,287	45,444	46,287	46,710	48,287	46,710	48,287	48,287	46,980	48,287						
Percent Change	0.0	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1						

Demand	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	22,670	28,440	42,293	42,224	34,187	21,889	17,246	14,404	14,798	16,485	19,984	19,810	22,743	31,024	42,911	40,287	34,448	24,245						
Last Year	21,848	30,479	43,904	41,800	31,702	20,804	16,742	14,251	15,691	17,808	18,753	17,859	22,570	28,440	42,293	40,287	34,187	21,889						
Percent Change	3.3	-9.7	-2.8	1.5	7.8	5.2	3.0	1.1	-5.6	-7.5	3.3	12.1	0.8	9.1	1.5	2.5	0.8	10.8						

Revenue	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
This Year	1,706,948	2,575,088	4,726,888	4,692,832	3,046,191	1,650,612	1,262,338	1,018,902	1,082,488	1,159,986	1,410,382	1,474,889	1,813,158	3,039,835	5,090,945	5,123,530	3,346,029	1,888,514						
Last Year	1,641,298	2,657,927	4,703,948	4,459,440	2,615,145	1,482,755	1,188,235	970,929	1,107,408	1,317,432	1,293,054	1,254,537	1,706,938	2,575,088	4,726,888	4,692,832	3,046,191	1,880,512						
Percent Change	4.0	-3.1	0.7	5.2	16.8	11.2	8.1	4.9	-5.8	-9.9	6.1	17.6	6.2	18.0	5.8	9.2	3.8	13.7						

Casualty %	2011												2012											
	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct						
Casualty Procs	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19						
Casualty Rooms	1623	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1567	1565						
% Rooms Participants	87.4	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	86.5						

Source 2012 SMITH TRAVEL RESEARCH, Inc.

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Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of October 2012

Currency: USD - US Dollar

	Current Month - October 2012 vs October 2011										Year to Date - October 2012 vs October 2011										Participation							
	Occ %		ADR		RevPAR		Percent Change from October 2011		Room Avail		Room Sold		Occ %		ADR		RevPAR		Percent Change from YTD 2011		Room Avail		Room Sold		Properties	Rooms		
	2012	2011	2012	2011	2012	2011	ADR	RevPAR	Rev	Room	Room	2012	2011	2012	2011	2012	2011	ADR	RevPAR	Rev	Room	Room	Census	Sample	Census	Sample		
Kalispell, MT+	50.3	45.3	77.88	75.87	39.35	34.40	10.8	2.7	13.8	13.7	-0.1	10.8	56.9	54.1	94.47	89.67	53.71	48.52	5.1	5.4	10.7	8.4	-2.1	2.9	19	14	1556	1346
Missoula, MT+	56.7	59.8	83.04	80.79	47.09	48.35	-5.3	2.8	-2.6	-2.6	0.0	-5.3	59.1	60.8	84.16	81.70	49.77	49.70	-2.8	3.0	0.1	1.2	1.1	-1.7	41	25	3107	2295
Butte, MT+	49.1	55.9	75.53	74.99	37.11	41.93	-12.1	0.7	-11.5	-11.8	-0.3	-12.4	56.0	57.5	81.73	82.48	45.78	47.43	-2.6	-0.9	-3.5	-3.8	-0.3	-2.9	13	9	1166	899
Bozeman, MT+	61.4	56.4	84.89	81.71	52.15	46.12	8.8	3.9	13.1	13.0	-0.0	8.8	66.5	63.5	91.52	86.02	60.86	54.66	4.7	6.4	11.3	11.2	-0.1	4.6	26	15	2009	1415
Whitefish, MT+	44.8	44.8	83.26	83.26	37.31	37.31																			14	3	762	264
Rapid City, MSA, SD	52.1	49.9	67.61	66.29	35.25	33.08	4.5	2.0	6.6	8.6	2.0	6.5	62.3	58.0	90.81	88.46	58.57	51.34	7.4	2.7	10.2	10.8	0.6	8.0	83	44	5928	4152
Park City, UT+	46.2	42.5	127.86	114.35	59.04	48.54	8.8	11.8	21.6	22.1	0.4	9.2	52.4	51.1	201.79	184.80	105.76	94.37	2.6	9.2	12.1	12.3	0.2	2.9	34	15	3790	2285
Helena/Great Falls	62.3	57.9	79.59	78.58	49.57	45.47	7.6	1.3	9.0	9.0	-0.0	7.6	62.2	62.9	81.86	79.12	50.94	49.75	-1.0	3.5	2.4	5.2	2.7	1.6	50	35	3865	3199
Coeur D'Alene, ID+	55.6	58.4	96.93	96.94	53.90	56.05	-4.8	1.0	-3.8	-3.8	0.0	-4.8	61.0	59.0	119.53	115.15	72.97	67.93	3.5	3.8	7.4	7.4	0.0	3.5	20	12	1644	1329
Sandpoint, ID+	43.4	43.4	81.99	80.58	35.59	34.98	0.0	1.8	1.8	1.8	0.0	0.0	53.8	50.4	98.68	96.37	53.06	48.55	6.7	2.4	9.3	9.2	-0.0	6.7	8	4	396	244
Bend, OR+	57.4	49.0	89.87	88.31	51.56	43.28	17.1	1.8	19.1	18.9	-0.2	16.9	59.7	54.8	97.99	95.91	58.54	52.52	9.1	2.2	11.5	11.3	-0.2	8.9	37	20	2729	1658
Spokane, WA+	63.9	58.4	91.12	88.07	58.19	51.40	9.4	3.5	13.2	13.2	-0.0	9.4	63.0	61.5	89.30	88.24	56.27	54.28	2.5	1.2	3.7	3.7	-0.0	2.4	57	36	5907	5035
Billings, MT+	71.7	63.7	81.92	79.67	58.74	50.78	12.5	2.8	15.7	15.6	-0.1	12.4	71.5	68.9	84.35	79.82	60.34	55.01	3.8	5.7	9.7	9.6	-0.1	3.7	45	27	3987	2991

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Smith Travel Research Report for Montana Lodging & Hospitality Association -- Oct 2012 vs Oct 2011

Month to Month

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	64.4	62.9	2.4
Mountain	62.5	60.7	3.0
Montana	58.4	56.1	4.1
Billings	71.2	63.1	12.9
Bozeman/Yellowstone Area	54.2	49.1	10.3
Missoula	56.1	59.2	-5.2
Helena/Great Falls	62.3	57.9	7.6

Year to Date

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	63.2	61.6	2.6
Mountain	61.5	61.3	0.3
Montana	62.8	61.5	2.2
Billings	71.1	68.3	4.1
Bozeman/Yellowstone Area	62.6	59.6	4.9
Missoula	58.7	60.5	-3.0
Helena/Great Falls	62.2	62.9	-1.0

Average Room Rate

Segment	Average Room Rate		
	2012	2011	% Chg
United States	109.67	105.21	4.2
Mountain	95.23	91.85	3.7
Montana	81.92	78.40	4.5
Billings	82.42	79.83	3.2
Bozeman/Yellowstone Area	85.34	81.61	4.6
Missoula	82.77	80.56	2.7
Helena/Great Falls	79.59	78.58	1.3

Average Room Rate

Segment	Average Room Rate		
	2012	2011	% Chg
United States	106.34	102.04	4.2
Mountain	97.48	93.79	3.9
Montana	89.54	85.31	5.0
Billings	84.93	80.28	5.7
Bozeman/Yellowstone Area	102.14	97.35	4.9
Missoula	84.02	81.54	3.0
Helena/Great Falls	81.86	79.12	3.5

RevPAR

Segment	RevPAR		
	2012	2011	% Chg
United States	70.62	66.17	6.7
Mountain	59.55	55.75	6.8
Montana	47.86	44.00	8.8
Billings	58.69	50.34	16.6
Bozeman/Yellowstone Area	46.25	40.10	15.3
Missoula	46.45	47.71	-2.6
Helena/Great Falls	49.57	45.47	9.0

RevPAR

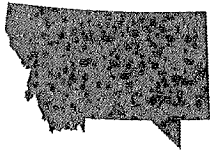
Segment	RevPAR		
	2012	2011	% Chg
United States	67.18	62.86	6.9
Mountain	59.97	57.52	4.3
Montana	56.26	52.43	7.3
Billings	60.41	54.93	10.0
Bozeman/Yellowstone Area	63.91	58.06	10.1
Missoula	49.28	49.33	-0.1
Helena/Great Falls	50.94	49.75	2.4

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.4	0.7	3.1
Mountain	7.4	0.5	3.6
Montana	10.6	1.7	5.8
Billings	16.5	-0.1	12.8
Bozeman/Yellowstone Area	15.3	0.0	10.3
Missoula	-2.6	0.0	-5.2
Helena/Great Falls	9.0	0.0	7.6

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.3	0.4	3.0
Mountain	4.9	0.6	0.9
Montana	8.6	1.2	3.5
Billings	9.9	0.0	4.0
Bozeman/Yellowstone Area	10.2	0.1	5.1
Missoula	0.9	1.0	-2.1
Helena/Great Falls	5.2	2.7	1.6



**VOICES OF
MONTANA TOURISM**
JOBS. COMMUNITY. ECONOMY.

July, August and September 2012 Update

Executive Summary

For the past several months Voices of Montana Tourism's major focus has been planning and hosting a series of events bringing tourism industry members together with lawmakers and political candidates. More than 30 legislators and legislative candidates attended roundtable events in Helena, Gallatin County and the Flathead Valley this September where they heard from local tourism businesses and representatives from other industries positively impacted by tourism. All three events were covered by local news media which helped spread the message of tourism's value.

The events continue in October with gatherings in Red Lodge and Baker, as well as the Governor Candidates Forum taking place October 23 during the Montana Lodging and Hospitality Association Fall Tourism Conference in Missoula. All industry members are encouraged to attend the free forum; details are available on the [Voices of Montana Tourism website](#) and the [Montana Lodging and Hospitality Association website](#).

We are grateful to many industry members who have given their time to help organize, attend and speak at the events. The strong showing from tourism professionals makes a statement about our industry's dedication to ensuring that tourism continues to thrive.

Additionally we are pleased to welcome Delaware North Parks & Resorts at Yellowstone as the 21st Voices of Montana Tourism sponsor.

Key Activities: July, August and Sept. 2012

Legislator and candidate outreach:

- Planned and hosted tourism roundtable breakfast events in Helena, Bozeman and the Flathead Valley.
- Collaborated with the Red Lodge Chamber of Commerce to plan a tourism update on 10/19 for industry members, elected leaders and political candidates in the Red Lodge area.
- Collaborated with the Southeast Montana tourism region to provide a presentation at their Oct. 25 board meeting in Baker. Legislators from districts in the tourism region are invited to attend, and industry members will receive information they can share with elected representatives in their towns.

Industry Outreach:

- Led a media relations workshop with Sarah Lawlor of the Montana Office of Tourism at the Oct. 1-3 Tourism Advisory Council meetings in Hamilton. Also participated in a panel discussion about the upcoming legislative session.



Media Relations, Social Networking and Web:

- Coordinated and participated in a Bozeman Daily Chronicle editorial board meeting on 8/22 with committee members Stuart Doggett, Robin Hoover, Mike Scholz and Jeff Welch.
- Wrote and distributed a press release about the preliminary summer tourism numbers the day after Labor Day. The press release resulted in 17 articles:
 - ["Montana has a strong summer for tourism"](#) Beartooth NBC - Helena/Great Falls
 - ["Montana has successful summer tourism season"](#) KFBB - Helena/Great Falls
 - ["Summer tourism up for Montana, and for Helena"](#) KXLH - Helena
 - ["Strong summer' for Montana tourism"](#) KRTV - Great Falls
 - [Montana Public Radio - Missoula](#)
 - ["MT tourism businesses wrap up successful summer season"](#) mtbusiness.com
 - ["Numbers adding up to strong tourism economy"](#) Billings Gazette
 - ["Numbers show strong summer tourism"](#) Lone Peak Lookout
 - ["Year-to-date Yellowstone visitation up slightly through August"](#) YellowstoneGate.com
 - ["Flathead lodging industry reports solid summer season"](#) Daily Inter Lake
 - ["Tourism numbers climbing: Montana's leading industry shows renewed strength"](#) Montana Standard
 - ["Montana's summer travel season ends again on high note"](#) Missoulian
 - ["No Vacancy"](#) Flathead Beacon
 - ["Inn Business"](#) Billings Gazette
 - KGVO radio - Missoula (no link available)
 - "State reports strong summer tourism season" Business Journal for Southwest Montana
 - "Upturn in Montana Travel" Business Journal for Southwest Montana
- A media pitch distributed earlier this summer about Larry McRae's role in creating the 1987 lodging tax resulted in his inclusion in the fall 2012 Montana Quarterly magazine article "The 10 Most Influential Montanans You've Probably Never Heard Of"
- Managed media relations for September's tourism roundtables. Efforts resulted in eight articles:
 - ["State lawmakers meet with tourism industry members"](#) Beartooth NBC - Helena
 - ["Tourism backers lobby to keep tax"](#) Helena Independent Record
 - ["Tourism discussed at roundtable"](#) KFBB - Helena/Great Falls
 - ["Industry leaders talk tourism with state lawmakers"](#) KTVM - Bozeman
 - ["Tourism's role in Montana economy discussed in Bozeman"](#) KBZK - Bozeman
 - ["Conference says tourism brings billions to Montana"](#) KAJ - Kalispell
 - ["Candidates hear from leaders in travel industry"](#) Daily Inter Lake
 - ["Candidates take part in tourism roundtable"](#) Whitefish Pilot

Upcoming Activities: October 2012

- Travel to Red Lodge on 10/19 to present at a tourism industry update.
- Travel to Missoula 10/22-24 for the Montana Lodging and Hospitality Association fall tourism conference and the Governor Candidates Forum.
- Travel to Baker on 10/25 to present at the Southeast Montana tourism region board meeting.
- Participate in the 10/30 Montana Office of Tourism strategic plan input session in Bozeman.