

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – February 1, 2012
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

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

1. Hear from the Public

Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

2. Board Action

- a) Approval of minutes: December 7, 2011 board meeting
- b) TBID financial statement as of December 31, 2011
- c) Approval to begin process to increase TBID fee
- d) Approval on FY13 projected revenue amount for budgeting purposes

3. Board Discussion

- a) Recap of FY12 marketing plan and discussion on FY13 plan focus
- b) LaQuinta, possible interest in joining TBID
- c) MLHA Tourism PR Initiative update
- d) Visitor Guide update

4. KCVB Updates

5:00 pm Meeting Adjourns

Enclosures: December 7, 2011 minutes and presentation
 TBID financial statements
 2012 Board Meeting schedule/agenda
 STR Reports
 KCVB Updates

For Further Information, Please Contact:

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

TBID Board Meeting Schedule for 2012

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

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

Board Attendance

	Jan 5	Feb 2	Mar 2	Apr 6	May 4	Jun 1	Jul 6	Aug 3	Sep 7	Oct 5	Nov 2	Dec 7
Bissell, Gib	X	~	X	X	X	X	X	~	X	X	X	X
Brown, Lisa								X	X	X	X	X
Clark, Janet	X	X	X	X	X	X	X	X	X	X	X	X
Fisher, Lori	X	X	X	X	X	X	X	~	X	X	X	~
Moderie, Dan					X	X	X	X	X	X	~	X
Ginepra, David	X	X	X	~								
Scott, Bryan	~	X	X	X	X							
Walters, Chris	X	X	X	X	X	X	X	X	X	~	~	X
Wolfe, Arinna	X	X	X	X	~	X	X	X	X	X	~	~

[illegible]

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
December 7, 2011**

Minutes

Board Members Present: Gib Bissell, Janet Clark, Lisa Brown, Dan Moderie, Chris Walters

Board Members Absent: Lori Fisher, Arlinna Wolfe

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Rachel Starr - Outlaw Hotel, Alison Keene & Melissa Buck – Travelodge, Ken Marco – Motel 6, Karena Bemis – Hilton Garden Inn, CJ Getty – Red Lion, Joanne Schadewitz – Kalispell Grand, Jim Ness, Tom Lund, Mark Campbell, Kim Morisaki

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

1. Hear from the public - None
2. Board Action
 - a. Approve Minutes from the November 2, 2011 Meeting: Discussion: None
Action: Motion was made by Janet Clark to approve the minutes as written. Motion seconded by Dan Moderie. Board approved unanimously.
 - b. TBID financial statements: Discussion - None
Action: Motion was made by Lisa Brown to approve the financial statements. Motion seconded by Janet Clark. Board approved unanimously.
3. Board Discussion
 - a. Gib introduced an idea for a TBID notification network. In the past if a hotel encountered a guest that caused problems (counterfeit bills, didn't pay, vandalism, etc.) the hotels would fax a notification around to each other as a warning. He suggested the TBID hotels initiate an email notification network. Those interested signed up.
4. KCVB presentation
 - a. Diane and Rob presented a review of KCVB marketing initiatives from August 2010 through 2011 and scheduled projects in 2012. A copy of the presentation is available on the TBID website at www.kalispellchamber.com/kalispell-montana/tourism-business-improvement-district/

Meeting was adjourned by Gib Bissell at 5:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

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

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

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

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

2012 TBID Board of Directors Meeting Agenda

January	No meeting
February 1	Approval of projected revenue for next fiscal year budget planning
March 7	Approval of draft marketing plan and budget Nomination process initiated for upcoming board of director vacancies
April 4	Final approval of marketing plan and budget Board nomination approval Election of TBID board officers
May 2	New board members and officers in place
June 6	
July 11	
August 8	
September 5	
October 3	
November 7	
December 5	Annual KCVB review

2013 TBID Board of Directors Meeting Schedule

January	Board retreat
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Kalispell Tourism Business Improvement District
Summary of Expenditures
February 1, 2011

Profit and Loss Statement November & December 2011:

Staffing – December included Rob & Diane bonus plus Diane SAR/SEP payment from August - December

Travel & Entertainment - \$166.45: TBID annual meeting; expense report

Website - \$2,874.75: Enhancement/maintenance to Packages and Glacier Park page; SEO & SEM

Consumer Marketing - \$8086.90: Facebook page administration; online advertising campaign; airport stocking

Event Marketing - \$4,346.10: Dragon Boat promoter payment; Dragon Boat logo design; event e-news template

Group Marketing - \$5,661.50: Denver ISE booth and travel expenses (partial); DMAI Emint; M&C online advertising

Publications - \$3,828.00: Visitor Guide overrun; postcard for information request responses

Publicity/Public Relations - \$3,531.25: PR campaign; MLHA Tourism PR Initiative

Prior Fiscal Year – (\$562.02): Trip Advisor sponsorship; credit for brand book not printed

9:52 AM

12/21/11

Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of November 30, 2011

	<u>Nov 30, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	172,529.52
Total Checking/Savings	<u>172,529.52</u>
Total Current Assets	172,529.52
Fixed Assets	
1710 · Office Equipment	1,099.90
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>26,330.34</u>
TOTAL ASSETS	<u>198,859.86</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	15,172.52
Total Accounts Payable	<u>15,172.52</u>
Total Current Liabilities	<u>15,172.52</u>
Total Liabilities	15,172.52
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	64,205.21
Total Equity	<u>183,687.34</u>
TOTAL LIABILITIES & EQUITY	<u>198,859.86</u>

9:52 AM
12/21/11
Accrual Basis

Tourism Business Improvement District

Profit & Loss

November 2011

	Nov 11	Jul - Nov 11
Income		
4000 · TBID Revenue	117,711.25	180,530.50
4100 · Interest Income	23.00	76.03
Total Income	117,734.25	180,606.53
Expense		
5000 · Staffing		
5010 · Wages	7,750.00	30,400.66
5020 · Benefits	1,431.38	6,222.03
Total 5000 · Staffing	9,181.38	36,622.69
5100 · Administrative		
5350 · City of Kalispell Admin Fee	2,942.78	4,494.56
5110 · Bank Fees	2.95	13.02
5120 · Audit	0.00	105.00
5125 · Bookkeeping	210.00	875.00
5140 · Office Supplies	0.00	326.19
5150 · Postage & Copies	128.58	552.64
5160 · Rent	498.00	2,490.00
5180 · Telephone	203.09	1,179.98
5185 · Travel Expenses	64.86	877.18
5190 · Technology Support	0.00	140.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
Total 5100 · Administrative	4,050.26	18,561.85
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	0.00	1,072.31
5280 · SEO & SEM	0.00	3,814.80
Total 5250 · Web Site	0.00	5,487.11
5400 · Consumer Marketing		
5430 · Social Media	549.90	1,724.90
5450 · Online Advertising	0.00	14,902.46
5460 · Travel Shows	0.00	1,645.00
5470 · Trade Show Booth	0.00	2,167.41
5490 · Stock Airport VIC	100.00	350.00
5400 · Consumer Marketing - Other	0.00	1,140.00
Total 5400 · Consumer Marketing	649.90	21,929.77
5500 · Event Marketing	1,221.10	4,954.34
5550 · Group Marketing		
5560 · Publications	0.00	500.00
5565 · Trade Show, FAM Trips	0.00	81.32
5585 · Sales Calls	1,295.80	1,453.05
5590 · Other	0.00	197.92
Total 5550 · Group Marketing	1,295.80	2,232.29
5650 · Public Relations		
5665 · Press Releases	0.00	3,957.75
5670 · Photography	0.00	2,954.00
5680 · Kalispell Merchandise	0.00	869.96
5650 · Public Relations - Other	2,500.00	3,185.50
Total 5650 · Public Relations	2,500.00	10,967.21
5700 · Publications		
5710 · Visitor Guide	3,344.00	3,344.00
Total 5700 · Publications	3,344.00	3,344.00
5750 · Research	50.00	5,075.00
5800 · Trade Show Booth	0.00	412.50
6000 · Prior Fiscal Year Expense	0.00	6,814.56
Total Expense	22,292.44	116,401.32

9:52 AM
12/21/11
Accrual Basis

Tourism Business Improvement District
Profit & Loss
November 2011

	Nov 11	Jul - Nov 11
Net Income	95,441.81	64,205.21

Tourism Business Improvement District
Balance Sheet
As of December 31, 2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	148,972.10
Total Checking/Savings	148,972.10
Accounts Receivable	
1200 · Accounts Receivable	1,458.50
Total Accounts Receivable	1,458.50
Total Current Assets	150,430.60
Fixed Assets	
1710 · Office Equipment	1,099.90
1820 · Web Site Development	25,230.44
Total Fixed Assets	26,330.34
TOTAL ASSETS	<u>176,760.94</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	25,144.36
Total Accounts Payable	25,144.36
Total Current Liabilities	25,144.36
Total Liabilities	25,144.36
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	32,134.45
Total Equity	151,616.58
TOTAL LIABILITIES & EQUITY	<u>176,760.94</u>

11:07 AM
01/30/12
Accrual Basis

Tourism Business Improvement District

Profit & Loss

December 2011

	Dec 11	Jul - Dec 11
Income		
4000 · TBID Revenue	0.00	180,530.50
4100 · Interest Income	22.91	98.94
Total Income	22.91	180,629.44
Expense		
5000 · Staffing		
5010 · Wages	9,250.00	39,650.66
5020 · Benefits	2,306.24	8,528.27
Total 5000 · Staffing	11,556.24	48,178.93
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	4,494.56
5110 · Bank Fees	1.80	14.82
5120 · Audit	0.00	105.00
5125 · Bookkeeping	183.75	1,058.75
5140 · Office Supplies	59.43	385.62
5150 · Postage & Copies	251.75	804.39
5160 · Rent	498.00	2,988.00
5180 · Telephone	163.76	1,343.74
5185 · Travel Expenses	166.45	1,043.63
5190 · Technology Support	0.00	140.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
Total 5100 · Administrative	1,324.94	19,886.79
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	275.00
Total 5200 · Research & Education	0.00	5,075.00
5250 · Web Site		
5260 · Development	0.00	600.00
5270 · Maintenance	1,042.00	2,114.31
5280 · SEO & SEM	1,832.75	5,647.55
Total 5250 · Web Site	2,874.75	8,361.86
5400 · Consumer Marketing		
5430 · Social Media	0.00	1,724.90
5440 · Other Media	0.00	1,140.00
5450 · Online Advertising	7,387.00	22,289.46
5460 · Travel Shows	0.00	1,645.00
5470 · Trade Show Booth	0.00	2,579.91
5490 · Stock Airport VIC	50.00	400.00
Total 5400 · Consumer Marketing	7,437.00	29,779.27
5500 · Event Marketing	3,325.00	8,279.34
5550 · Group Marketing		
5560 · Publications	0.00	500.00
5565 · Trade Show, FAM Trips		
5565.1 · FAM Trips	0.00	20.65
5565.2 · Denver Show	1,716.15	2,275.90
Total 5565 · Trade Show, FAM Trips	1,716.15	2,296.55
5575 · Online Advertising	918.75	918.75
5580 · Meeting Planner	1,458.50	1,458.50
5585 · Sales Calls	775.00	1,728.97
5590 · Other	0.00	197.92
Total 5550 · Group Marketing	4,868.40	7,100.69
5650 · Public Relations		
5665 · Press Releases	1,031.25	4,989.00
5670 · Photography	0.00	2,954.00
5680 · Kalispell Merchandise	68.97	938.93
5650 · Public Relations - Other	0.00	3,185.50

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Accrual Basis

Tourism Business Improvement District
Profit & Loss
December 2011

	Dec 11	Jul - Dec 11
Total 5650 · Public Relations	1,100.22	12,067.43
5700 · Publications		
5710 · Visitor Guide	0.00	3,344.00
5790 · Other Publications	484.00	484.00
Total 5700 · Publications	484.00	3,828.00
6000 · Prior Fiscal Year Expense	-562.02	6,723.34
Total Expense	32,408.53	149,280.65
Net Income	-32,385.62	31,348.79

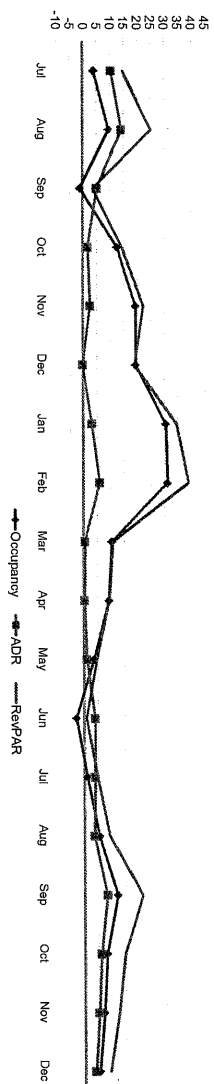
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Accrual Basis

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

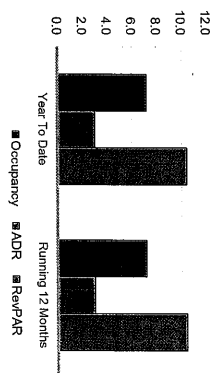
	<u>Jul - Dec 11</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	180,530.50	337,000.00	-156,469.50	53.6%
4100 · Interest Income	98.94			
Total Income	<u>180,629.44</u>	<u>337,000.00</u>	<u>-156,370.56</u>	<u>53.6%</u>
Expense				
5000 · Staffing	48,178.93	123,200.00	-75,021.07	39.1%
5100 · Administrative	19,886.79	26,750.00	-6,863.21	74.3%
5200 · Research & Education	5,075.00	5,050.00	25.00	100.5%
5250 · Web Site	8,361.86	12,000.00	-3,638.14	69.7%
5400 · Consumer Marketing	29,779.27	50,000.00	-20,220.73	59.6%
5500 · Event Marketing	8,279.34	45,000.00	-36,720.66	18.4%
5550 · Group Marketing	7,100.69	48,000.00	-40,899.31	14.8%
5650 · Public Relations	12,067.43	13,000.00	-932.57	92.8%
5700 · Publications	3,828.00	14,000.00	-10,172.00	27.3%
6000 · Prior Fiscal Year Expense	6,723.34			
Total Expense	<u>149,280.65</u>	<u>337,000.00</u>	<u>-187,719.35</u>	<u>44.3%</u>
Net Income	<u><u>31,348.79</u></u>	<u><u>0.00</u></u>	<u><u>31,348.79</u></u>	<u><u>100.0%</u></u>

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Monthly Percent Change



Overall Percent Change



Currency: USD - US Dollar

Occupancy (%)		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
87.0	83.5	65.9	42.3	34.4	28.3	31.6	39.8	37.6	36.7	45.5	61.1	87.9	88.1	88.1	88.1	88.1	88.1	88.1	46.1	47.7	51.1	46.1	47.7	51.1			
87.0	83.5	65.9	42.3	34.4	28.3	31.6	39.8	37.6	36.7	45.5	61.1	87.9	88.1	88.1	88.1	88.1	88.1	88.1	46.1	47.7	51.1	46.1	47.7	51.1			
Percent Change		4.0	9.6	-1.2	12.6	19.5	19.5	30.6	31.1	10.4	9.2	3.7	3.0	1.1	5.5	12.2	8.4	7.2	-5.5	3.3	1.2	-4.5	3.3	1.2			
ADR		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
107.92	107.12	82.31	71.61	69.78	68.13	71.18	72.76	70.12	70.39	75.46	90.31	112.63	111.01	107.12	82.31	88.17	75.62	73.30	70.73	78.70	84.83	87.50	78.70	84.83	87.50		
107.92	107.12	82.31	71.61	69.78	68.13	71.18	72.76	70.12	70.39	75.46	90.31	112.63	111.01	107.12	82.31	88.17	75.62	73.30	70.73	78.70	84.83	87.50	78.70	84.83	87.50		
Percent Change		10.4	14.2	5.1	1.6	2.5	-0.3	3.1	5.8	0.4	0.2	1.0	3.8	3.8	3.6	8.3	6.0	5.1	3.8	-4.6	7.9	3.0	-4.6	7.9	3.0		
RevPAR		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
93.90	89.47	54.23	30.27	23.59	19.30	22.48	28.97	26.38	25.86	34.36	55.19	98.53	97.82	88.47	65.93	34.78	27.01	21.12	36.31	40.48	44.71	36.31	40.48	44.71			
93.90	89.47	54.23	30.27	23.59	19.30	22.48	28.97	26.38	25.86	34.36	55.19	98.53	97.82	88.47	65.93	34.78	27.01	21.12	36.31	40.48	44.71	36.31	40.48	44.71			
Percent Change		14.8	25.2	3.8	14.4	22.4	19.1	34.6	38.8	10.8	9.4	4.7	0.8	4.9	9.3	21.6	14.9	12.8	9.4	-10.7	11.5	10.5	-10.7	11.5	10.5		
Supply		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
50.313	50.313	48.690	50.313	48.690	50.313	48.690	50.313	50.313	45.444	50.313	48.690	50.313	48.690	48.267	46.710	48.267	46.710	48.267	592.395	592.395	592.395	592.395	592.395	592.395			
50.313	50.313	48.690	50.313	48.690	50.313	48.690	50.313	50.313	45.444	50.313	48.690	50.313	48.690	48.267	46.710	48.267	46.710	48.267	592.395	592.395	592.395	592.395	592.395	592.395			
Percent Change		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	-4.1	-4.1	-4.1	-4.1	-4.1	0.0	0.0	-2.4	0.0	0.0	-2.4			
Demand		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
42.776	42.024	32.080	21.289	16.742	14.251	15.880	18.084	18.927	17.892	22.905	28.546	42.450	42.832	42.832	34.534	22.110	17.214	14.409	273.314	282.384	285.503	273.314	282.384	285.503			
42.776	42.024	32.080	21.289	16.742	14.251	15.880	18.084	18.927	17.892	22.905	28.546	42.450	42.832	42.832	34.534	22.110	17.214	14.409	273.314	282.384	285.503	273.314	282.384	285.503			
Percent Change		4.0	9.6	-1.2	12.6	19.5	19.5	30.6	31.1	10.4	9.2	3.7	3.0	1.1	5.5	12.2	8.4	7.2	-5.5	3.3	1.2	-4.5	3.3	1.2			
Revenue		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
4,724,387	4,591,738	2,640,423	1,523,882	1,168,236	970,971	1,131,121	1,316,598	1,327,230	1,256,364	1,728,871	2,578,131	4,785,713	4,721,291	4,721,291	3,079,510	1,678,625	1,261,832	1,019,175	21,509,019	23,881,910	25,867,371	21,509,019	23,881,910	25,867,371			
4,724,387	4,591,738	2,640,423	1,523,882	1,168,236	970,971	1,131,121	1,316,598	1,327,230	1,256,364	1,728,871	2,578,131	4,785,713	4,721,291	4,721,291	3,079,510	1,678,625	1,261,832	1,019,175	21,509,019	23,881,910	25,867,371	21,509,019	23,881,910	25,867,371			
Percent Change		14.8	25.2	3.8	14.4	22.4	19.1	34.6	38.8	10.8	9.4	4.7	0.8	4.9	9.3	21.6	14.9	12.8	9.4	-10.7	11.5	10.5	-10.7	11.5	10.5		
Census %		2010												2011												Running 12 Months	
This Year	Last Year	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2009	2010	2011	2009	2010	2011		
19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19			
19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19			
Percent Change		8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	8.74	-10.7	11.5	10.5	-10.7	11.5	10.5		

Source 2012 SMITH TRAVEL RESEARCH, INC.

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Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: December 2011

Currency: USD - US Dollar

	Current Month - December 2011 vs December 2010															Year to Date - December 2011 vs December 2010															Participation			
	Occ %		ADR		RevPAR		Percent Change from December 2010						Occ %		ADR		RevPAR		Percent Change from YTD 2010															
	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2011	2010	2011	2010	2011	2010	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample						
Kalispell, MT	29.9	28.3	70.73	68.13	21.12	19.30	5.4	3.8	9.4	5.0	-4.1	1.1	51.1	47.7	87.50	84.93	44.71	40.48	7.2	3.0	10.5	7.8	-2.4	4.6	19	13	1557	1288						
Missoula, MT	36.1	32.0	68.87	68.74	24.87	22.02	12.7	0.2	12.9	16.0	2.7	15.8	57.1	54.5	81.10	81.39	46.32	44.37	4.8	-0.4	4.4	6.3	1.8	6.7	41	24	3107	2214						
Butte, MT	33.4	31.5	67.09	67.47	22.40	21.29	5.8	-0.6	5.2	5.1	-0.2	5.6	54.2	48.9	79.21	80.97	42.92	39.59	10.8	-2.2	8.4	11.9	3.2	14.4	13	8	1168	826						
Bozeman, MT	34.9	34.4	73.62	71.47	25.68	24.59	1.4	3.0	4.4	4.3	-0.1	1.2	60.0	57.2	84.76	83.19	50.89	47.60	4.9	1.9	6.9	7.5	0.5	5.5	26	15	2008	1414						
Whitefish, MT	31.8	31.8	82.41	82.41	26.21	26.21							49.1	49.1	97.88	97.88	48.04	48.04							14	2	762	119						
Rapid City MSA, SD	37.3	36.6	66.18	64.98	24.68	23.78	1.9	1.8	3.8	4.1	0.3	2.2	54.7	56.7	85.61	85.65	46.84	48.56	-3.5	-0.0	-3.5	-3.2	0.3	-3.2	68	37	5051	3678						
Park City, UT	46.2	47.1	394.86	319.44	182.52	150.35	-1.8	23.6	21.4	21.7	0.3	-1.5	46.3	44.0	230.53	205.23	106.67	90.25	5.2	12.3	18.2	25.8	6.4	12.0	35	15	3823	2288						
Helena/Great Falls	39.6	41.1	75.05	71.70	29.74	29.46	-3.6	4.7	0.9	8.0	7.0	3.2	60.2	60.9	78.91	74.93	47.53	45.66	-1.2	5.3	4.1	11.3	6.9	5.6	50	35	3866	3200						
Coeur D Alene, ID	36.4	33.5	91.22	91.26	33.21	30.59	8.6	-0.0	8.5	8.5	0.0	8.6	55.9	55.7	112.20	110.96	62.70	61.80	0.3	1.1	1.5	1.2	-0.2	0.1	20	12	1644	1329						
Sandpoint, ID	31.2	27.8	76.91	78.69	23.98	21.89	12.1	-2.3	9.6	9.3	-0.3	11.8	47.4	48.7	94.03	91.67	44.59	44.68	-2.7	2.6	-0.2	-0.4	-0.2	-2.9	8	4	396	244						
Bend, OR	38.7	39.1	86.60	85.17	33.51	33.29	-1.0	1.7	0.7	0.7	0.0	-1.0	52.3	51.5	94.46	90.01	49.41	46.40	1.5	4.9	6.5	6.5	0.0	1.5	37	18	2734	1500						
Spokane, WA	41.2	43.0	80.97	80.22	33.38	34.48	-4.1	0.9	-3.2	-3.2	-0.0	-4.1	58.8	59.5	87.25	86.71	51.29	51.59	-1.2	0.6	-0.6	-0.6	-0.0	-1.2	58	37	6013	5141						
Billings, MT	47.3	41.2	74.10	69.74	35.08	28.73	14.9	6.3	22.1	22.1	0.0	14.9	65.8	59.2	79.25	74.47	52.17	44.08	11.2	6.4	18.4	18.4	0.0	11.2	45	27	3991	2973						

A blank row indicates insufficient data.

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Smith Travel Research Report for Montana Lodging & Hospitality Association -- Nov 2011 vs Nov 2010

Month to Month

Segment	Occupancy Percent		
	2011	2010	% Chg
United States	55.7	53.2	4.7
Mountain	51.2	51.2	0.1
Montana	45.8	42.9	6.8
Billings	52.1	47.7	9.2
Bozeman/Yellowstone Area	36.4	34.7	4.9
Missoula/Butte	42.9	41.2	4.2
Helena/Great Falls	51.0	49.3	3.5

Year to Date

Segment	Occupancy Percent		
	2011	2010	% Chg
United States	61.2	58.6	4.4
Mountain	60.7	57.7	5.2
Montana	60.6	57.7	5.1
Billings	66.2	60.1	10.3
Bozeman/Yellowstone Area	58.1	56.9	2.1
Missoula/Butte	57.0	53.7	6.1
Helena/Great Falls	62.2	62.8	-1.0

Average Daily Rate

Segment	2011	2010	% Chg
United States	100.85	96.66	4.3
Mountain	86.56	83.87	3.2
Montana	75.13	71.56	5.0
Billings	76.99	71.52	7.6
Bozeman/Yellowstone Area	78.39	73.53	6.6
Missoula/Butte	71.66	76.98	-6.9
Helena/Great Falls	77.86	73.74	5.6

Average Daily Rate

Segment	2011	2010	% Chg
United States	101.76	98.17	3.7
Mountain	92.31	89.61	3.0
Montana	84.34	81.43	3.6
Billings	79.91	75.29	6.1
Bozeman/Yellowstone Area	95.71	92.14	3.9
Missoula/Butte	81.42	82.01	-0.7
Helena/Great Falls	79.14	75.13	5.3

RevPAR

Segment	2011	2010	% Chg
United States	56.17	51.42	9.2
Mountain	44.36	42.93	3.3
Montana	34.44	30.72	12.1
Billings	40.08	34.09	17.6
Bozeman/Yellowstone Area	28.55	25.54	11.8
Missoula/Butte	30.76	31.71	-3.0
Helena/Great Falls	39.68	36.33	9.2

RevPAR

Segment	2011	2010	% Chg
United States	62.32	57.57	8.2
Mountain	56.07	51.72	8.4
Montana	51.12	46.98	8.8
Billings	52.91	45.21	17.0
Bozeman/Yellowstone Area	55.60	52.42	6.1
Missoula/Butte	46.42	44.05	5.4
Helena/Great Falls	49.22	47.20	4.3

Rev Avail Sold

Segment	% Chg	% Chg	% Chg
United States	9.9	0.6	5.3
Mountain	4.7	1.4	1.5
Montana	13.2	1.0	7.9
Billings	17.6	0.0	9.2
Bozeman/Yellowstone Area	11.7	0.0	4.8
Missoula/Butte	-1.4	1.7	6.0
Helena/Great Falls	16.9	7.0	10.7

Rev Avail Sold

Segment	% Chg	% Chg	% Chg
United States	8.9	0.6	5.1
Mountain	9.3	0.8	6.1
Montana	9.9	1.0	6.1
Billings	17.1	0.0	10.3
Bozeman/Yellowstone Area	6.3	0.2	2.3
Missoula/Butte	7.4	1.9	8.2
Helena/Great Falls	11.4	6.9	5.8

Kalispell Convention & Visitor Bureau

Monthly Update – February 1, 2012

Priorities	Projects	Status
Online Marketing	<ol style="list-style-type: none"> 1. DiscoverKalispell.com 2. SEO 3. SEM 4. Facebook 5. Trip Advisor 6. Banner ads 	<ol style="list-style-type: none"> 1. Website: Nov & Dec, 2011 NOV: 3,334 unique visit; 8,084 pg views; 2.42 pg/visit; 83% new visits (78% US, 89% CAN); 47% search traffic; 22% direct traffic; 31% referring sites DEC: 2,312 unique visits; 7,238 pg views; 3.13 pg/visit; 82% new visits (81% US, 84% CAN); 74% search traffic; 8.78% direct traffic; 18% referring sites Top states: MT, CA, WA, TX, CO, IL, OR, FL, MN, ID Canada: Calgary, Edmonton, Lethbridge, Kelowna, Kamloops, Red Deer, Medicine Hat, Okotoks, Airdrie Top pages: home, banner ad landing pages, lodging, all packages Top referring sites: Trip Advisor, kalispellchamber.com, enews, youtube, ipetitions 2. SEO: Keyword placements ranked 1-3 = 13; 1st pg = 56; 2nd pg = 32 Top keywords: Kalispell tourism, Kalispell Montana, Kalispell restaurants, shopping Kalispell, things to do in Kalispell 3. SEM: Click Through Rate (CTR) 1.08%, avg Cost Per Click (CPC) \$0.43; delivered 60% of visitors or 1,365 visits 4. Facebook: total Likes = 766; Top Countries: US 675, Canada 16; Top cities: Kalispell, Whitefish, Missoula, Seattle 5. Trip Advisor: (site standard/avg CTR is 5%; avg interaction is 6-7%) Q3 '11: 6,761 pg views, 321 clicks to DK; 4.75% CTR by pg view; 6.89% interaction rate Q4 '11: 1,948 pg views; 217 clicks to DK; 11.14% CTR by pg view; 16.63% interaction 6. Banner advertising campaign November: Canadian online media = 1,414 leads and Vacationfun.com = 1,403 leads
Marketing/Advertising Projects	<ol style="list-style-type: none"> 1. Wayfinding 2. PR/Publicity 3. E-News Campaigns 	<ol style="list-style-type: none"> 1. Wayfinding RFP posted, currently negotiating contract with top scoring offeror 2. Press campaign: pitch to blogs, websites and papers – Calgary Sun, We Heart Canada, Sun Media, Spokane/Coeur d'Alene Living, DeltaSkyMagazine.com: worked with publisher to create a Kalispell destination page (other destinations include Amsterdam, Atlanta, Grand Cayman, Las Vegas, London, New York, Seattle, Seoul, etc.) 3. E-news campaigns: Fall/Winter - 1476 sent; avg open rate 29.72%; avg CTR 19.21%; avg unsubscribe 1.08% Winter – 1,805 sent; open rate 32.76%; CTR 13.97%; unsubscribe 0.95%
Visitor Information Center	<ol style="list-style-type: none"> 1. VIC Stats 2. Demographics 3. Other information 	<ol style="list-style-type: none"> 1. November & December Walk-in visitors: 254, Calls: 159 Vacation packets mailed: 119 2. Demographics: MT, WA, AB, BC, OR, ID, OH, TX, CA, CO 3. Delivery of visitor information to TBID hotels and other key visitor points in Kalispell

Group	<ol style="list-style-type: none"> 1. Meetings 2. RFPs 3. Sports 4. Events 	<ol style="list-style-type: none"> 1. Meeting Resource Development <ul style="list-style-type: none"> • Live with EmpowerMint RFP (150,000 qualified meeting planners) • Region updates on meeting planner websites • Meeting and Convention planning guide development, online campaign • M&C web page development 2. RFPs <ul style="list-style-type: none"> • Idaho Harley Davidson Group Ride July 2012 • Western Weights and Measures Annual Conference October 2013 • Montana Crime Prevention Conference N/A • Project CRIS Annual Conference July 2012 • University of Lethbridge September 2012 • 50th Anniversary of Wilderness Act Conference October 2014 • National Association of State Facility Administrators June 2013 3. Sports Tournaments / Rodeo <ul style="list-style-type: none"> • Western B Boys and Girls Basketball Tournament February 2013 • Clinton Anderson Down Under Horsemanship September 2012 • Regional and State Wrestling Tournaments March & April 2012 • Northern Rodeo Association Finals 2014 • Bob Pecora Bucking Horse Futurity May 2012 • Northern Rockies Quarter Horse Show July 2012 • Pond Hockey Cup 2013 4. Events <ul style="list-style-type: none"> • Dragon Boat Grant / Website / Logistics / Committee Development September 2012 • Spartan Race Development / Campaign May 2013
Infrastructure	<ol style="list-style-type: none"> 1. Bed Tax 2. TBID 3. CVB 	<ol style="list-style-type: none"> 1. Bed Tax <ul style="list-style-type: none"> • Audit • FY'11 completion reports • Research committee online meetings • Regions/CVB conference call s • Glacier Country annual board meeting • Project approvals 2. TBID <ul style="list-style-type: none"> • Monthly board and officer meeting preparation and minutes • Follow up on Failure to Pay and Report process on two properties • Denver ISE show planning • M&C and Dragon Boat project planning with Partners Creative • TBID year-end presentation

		<div>3. CVB</div> <div><ul style="list-style-type: none">• Wayfinding RFP• Visitor guide prep and meetings• Attendance at KBID and KDA board meetings• Attend city council meeting• Chamber Government Affairs committee• Leadership Flathead</div>
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