

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – February 13, 2013
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

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. Mary Paoli, PR Manager, Voices of Montana Tourism will discuss the achievements seen since Voices was formed and outline of their plan for future industry advocacy and education.

3. Board Action

- a) Approval of minutes from January 9, 2013
- b) TBID financial statement for December, 2012
- c) Approval of FY'14 projected revenue for budget planning

4. Board Discussion

- a) Update on City Council approval TBID Associate Membership
- b) TBID board seat – Angie Bowman now manager of Homewood Suites
- d) Event updates
- e) KCVB updates
- f) Legislative session updates

5:00 pm Meeting Adjourns

Enclosures: January 9, 2013 minutes
TBID financial statements for December 2012
TBID Revenue Report
STR Report
KCVB Updates

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

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	October 2	November 6	December 4	

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
January 9, 2013

Minutes

Board Members Present: Janet Clark, Chris Walters, Lisa Brown, Angie Bowman

Board Members Absent: Gib Bissell, Dan Moderie, Lori Fisher

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Christine Mays, Manager Outlaw Inn, Angela Sutton, Front Desk Manager Outlaw Inn

Meeting was called to order by Janet Clark, Chairman of the Board at 3:06 PM.

1. Hear from the public – Rob Dewbre, with Frontier Cattle Company spoke to the board about the Winter Roping Series and Jackpot Roping Series events taking place during February, March and April at the Majestic Valley Arena. The team roping event anticipates attendance by several out of market cowboys as they compete at various levels with the opportunity to win cash, prizes and the grand prize of a new truck at the end of the series. Frontier Cattle is seeking financial assistance from the KCVB/TBID as a Gold sponsor which they would offer at a reduced rate for this year’s event with a commitment to next season’s event.
2. Board Action
 - a. Approve Minutes from the December 5, 2012 Meeting:
Action: Motion was made by Lisa Brown to approve the minutes. Motion seconded by Angie Bowman.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements:
Action: Motion was made by Lisa Brown to approve the financial statements. Motion seconded by Chris Walters. Discussion: none. Board approved unanimously.
 - c. Approval of TBID Associate Membership: At the December meeting Diane was instructed by the board to provide all TBID properties with information on the Associate Membership initiative and gather signatures on a ballot. Ballot results show 15 properties in support of the initiative and 1 property with no response.
Action: Motion was made by Chris to send the TBID Associate Membership draft agreement approved by the board at the December meeting to Charlie Harball to create the appropriate contracts and TBID bylaw language and schedule for review and approval by Council. Motion was seconded by Lisa.
Discussion: none. Board approved unanimously.
 - d. Event sponsorship requests: Rob provided an event sponsorship proposal summary document outlining three requests, Frontier Cattle Company Winter Roping Series, Gunderson Professional Bull Riding and Professional Rodeo Cowboys Association event, and the 2013 MT State 4-H Horse Show.
 - i. Frontier Cattle Co. Winter Roping Series: Rob recommended a TBID sponsorship of this event as the potential to grow out of market participants and spectators is strong, the event appears to have potential for longevity and is backed by ample funding. The event will not attract a large local spectator attendance but will attract traveling cowboys and their families. Rob recommended a Gold sponsorship provided at the Bronze sponsor level of \$1,000 for the 2013 series, which will be fulfilled with a combination of inkind event promotion and cash. The sponsorship provides inclusion of the KCVB logo and website in online and print event materials, mention of “sponsored by (list of TBID hotels)” by announcer during the event, and access to Frontier Cattle Co’s database of out of area participants. The board suggested that we request a list of cowboys within a 200 mile radius of Kalispell to gauge the potential for out of area

participants. The level of sponsorship by the TBID for future events will be determined after conclusion of the 2013 series.

- ii. Gunderson PBR and PRCA 2013 bull riding events: Rob recommended that we wait and see how this event does this year. Sanctioning by PBR and PRCA are new to the promoter this year. We have not been provided enough data and information to provide any financial commitment this year.
- iii. The State 4-H horse show: This will be the first year the event is held in Kalispell. Last year's show in Miles City had 1500 participants and spectators from across the state. Rob recommended that the TBID support this event but will request a summary of attendee and participant demographics from the organizers and bring back to the board at a later date for approval of sponsorship level.

Action: Motion was made by Chris to approve a \$1,000 sponsorship to the 2013 Frontier Cattle Co Winter Roping Series executed as a combination of in-kind event promotion by the KCVB and cash. Sponsorship of future Frontier Cattle Co events will be determined after evaluating the 2013 series. Motion was seconded by Angie. Discussion: none. Board approved unanimously.

- e. Tourism Matters to Montana: TMMT is sponsored by the regions and CVB's who pull together as a voice in support of tourism and financially support a lobbyist, Drew Geiger in Helena during the session. TMMT works cooperatively with other partners such as MLHA, state parks, Anderson Baker, Swanson (contracted services for Kalispell Chamber). Drew Geiger monitors bills and testifies on behalf of our industry as needed. TMMT has a different mission/focus than Voice of Montana Tourism which is a PR outreach/education initiative that is not active during the legislative session. TMMT is requesting sponsorship from CVB's and TBID's to support Drew's services.

Action: Motion was made by Chris to approve a \$1,000 contribution to TMMT to support lobbying services during the 2013 legislative session. Motion seconded by Lisa. Discussion: none. Board approved unanimously.

3. Board Discussion

- a. FY'11 Q3 and Q4 past due collections: This discussion was a follow up from the November board meeting in which Charlie Harball provided his opinion on the board's options to collect the past due payments. In August the TBID board directed the City to not place a lien on the tax rolls for the two properties as it would have impacted the current owners who are current with payments. The group decided to not pursue any further action at this time.
- b. The group discussed the 2013 KCVB trade and travel show schedule. It was decided that Kalispell should be represented at the spring Calgary Outdoor & Adventure Show. Although Rob and Diane are unable to attend that show an invite will be put out to TBID members to get two people to commit to manning the booth.

Meeting was adjourned at 4:47 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

2013 Board Meeting Schedule - Kalispell Chamber Conference Room at 3:00 Pm

January 9	February 13	March 6	April 3	May 1	June 12	July 10
	August 7	October 2	November 6	December 4		

Kalispell Tourism Business Improvement District
Summary of Expenditures
February 6, 2013

Expense Summary December 2012:

Travel & Entertainment - \$327.68: TBID annual review meeting expenses; Christmas cards, meeting with Beacon re DB

Website Maintenance/Enhancements - \$1,236.25: Technology grant application; home page & site modifications (winter images, winter video)

Website SEO & SEM - \$1,933.58: November campaign

Consumer Marketing – \$11,481.26: Trip Advisor administration; social media administration; winter consumer marketing campaign creative and media buy; trade show furniture; travel to bay area show; shipping and give away for St. Paul show; airport stocking

Event Marketing – \$2,321.80: Dragon Boat 2012 rental car Penny Behling; Spartan promotion

Group Marketing - \$1,487.50: Meet West booth registration payment

PR/Publicity - \$2,393.75: Press room release and responses; M&C pitches; Jan blog pitches; earned media reports

(accrual basis)	TBID FY 2013												0	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	\$ 187,349.16	\$ 152,624.57	\$ 139,343.57	\$ 226,895.57	\$ 214,447.57	\$ 201,999.57	\$ 289,551.57	\$ 489,220.27	\$ 465,300.00		
TBID Quarterly Collections	-	\$ 71,421.02	-	-	-	\$ 197,799.25	-	\$ 100,000.00	-	-	\$ 100,000.00	-	\$ 53.09	-		
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ 4.32	\$ 9.18	\$ 17.93	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ 469,273.36	-		
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 197,808.43	\$ 17.93	\$ -	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ 469,273.36	-		
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,624.57	\$ 239,343.57	\$ 226,895.57	\$ 214,447.57	\$ 301,999.57	\$ 289,551.57				
LIABILITIES & EQUITY																
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,657.44	\$ 10,569.69	\$ 12,524.33	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 127,262.00	
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ -	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 6,378.00	\$ 6,780.00
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.33	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,024.18	\$ 3,500.00
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 830.88	\$ 1,100.00
Postage & Copies	\$ 328.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 66.05	\$ 201.44	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,289.50	\$ 2,400.00
Audit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	\$ 6,000.00
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 148.75	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,351.25	\$ 2,800.00
Tax Prep	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	\$ 200.00
City of KallsPELL Admin Fee	-	\$ 1,785.53	-	-	-	\$ 3,214.47	-	-	-	-	-	-	-	-	\$ 5,000.00	\$ 5,000.00
Employee Search/moving expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	\$ -
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ -	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 2,046.73	\$ 2,500.00
Technology support	-	\$ 90.00	\$ 88.56	-	-	-	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 418.56	\$ 500.00
Equipment & software	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ 1,175.00	\$ 1,750.00
Research and Education	-	-	\$ 4,800.00	-	-	-	\$ 833.00	-	-	-	-	-	-	-	\$ 5,633.00	\$ 6,133.00
Website - maint & enhancements	-	-	-	-	\$ 182.27	\$ 1,236.25	-	-	-	-	-	-	-	-	\$ 10,565.27	\$ 23,000.00
Website - SEO & SEM	-	-	-	-	\$ 2,639.36	\$ 793.20	-	-	-	-	-	-	-	-	\$ 5,366.14	\$ -
Publications	-	-	-	-	-	-	-	-	-	-	-	-	-	-	\$ -	\$ 16,000.00
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ 11,481.26	-	-	-	-	-	-	-	-	\$ 31,379.68	\$ 82,500.00
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,860.33	\$ 2,782.18	\$ 2,321.80	-	-	-	-	-	-	-	-	\$ 41,254.09	\$ 85,000.00
Group Marketing	-	-	\$ 631.50	\$ 1,073.11	-	\$ 1,487.50	-	-	-	-	-	-	-	-	\$ 3,192.11	\$ 85,000.00
Public Relations/Publicity	-	\$ 2,912.43	-	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	-	-	-	-	-	-	-	-	\$ 9,284.68	\$ 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	\$ 26,659.49	\$ 34,742.52	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 259,477.40	\$ 475,300.00
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 34,742.52	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 259,477.40	\$ 475,300.00
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 139,343.57	\$ 239,343.57	\$ 226,895.57	\$ 214,447.57	\$ 201,999.57	\$ 289,551.57	\$ 277,128.57				

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01/30/13
Accrual Basis

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

	<u>Dec 31, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	183,202.96
Total Checking/Savings	<u>183,202.96</u>
Total Current Assets	183,202.96
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>211,263.03</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	32,423.90
Total Accounts Payable	<u>32,423.90</u>
Total Current Liabilities	<u>32,423.90</u>
Total Liabilities	32,423.90
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	85,941.96
Total Equity	<u>178,839.13</u>
TOTAL LIABILITIES & EQUITY	<u>211,263.03</u>

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 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 December 2012

	Dec 12	Jul - Dec 12
Income		
4000 · TBID Revenue	0.00	269,220.27
4100 · Interest Income	17.93	53.09
Total Income	17.93	269,273.36
Expense		
5000 · Staffing		
5010 · Director	6,299.26	36,226.82
5020 · Sales Manager	6,225.07	28,636.65
Total 5000 · Staffing	12,524.33	64,863.47
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	2.85	29.32
5125 · Bookkeeping	148.75	971.25
5140 · Office Supplies	30.00	230.88
5150 · Postage & Copies	201.44	1,089.50
5160 · Rent	498.00	2,988.00
5180 · Telephone	155.33	1,224.18
5185 · Travel & Entertainment	327.68	798.73
5190 · Technology Support	0.00	178.56
Total 5100 · Administrative	1,364.05	12,510.42
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
Total 5200 · Research & Education	0.00	4,800.00
5250 · Web Site		
5260 · Development	430.00	430.00
5270 · Maintenance	806.25	10,135.27
5280 · SEO & SEM	1,933.58	5,366.14
Total 5250 · Web Site	3,169.83	15,931.41
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	1,526.74	10,045.49
5440 · Other Media	618.75	1,118.75
5450 · Online Advertising	7,782.82	12,782.32
5460 · Travel Show Attendance	1,104.18	8,924.14
5470 · Trade Show Booth	398.77	-953.71
5480 · Airport VIC Kiosk	50.00	308.44
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	11,481.26	32,350.38
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	0.00	12,827.64
5501.9 · Other Dragon Boat	306.87	9,463.11
Total 5501 · Dragon Boat	306.87	22,290.75
5502 · Spartan Event	2,014.93	11,316.71
5503 · Huckleberry 100	0.00	3,329.74
5504 · Winter Recruitment Campaig		
5504.2 · Pond Hockey	0.00	1,484.86
Total 5504 · Winter Recruitment Campaig	0.00	1,484.86
5505 · Event Pormoter Recruitment	0.00	1,650.00
5549 · Other Event Marketing	0.00	99.90
Total 5500 · Event Marketing	2,321.80	40,171.96
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		
5565.6 · MEET West	1,487.50	1,487.50
Total 5565 · Trade Show, FAM Trips	1,487.50	1,487.50

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Accrual Basis

Tourism Business Improvement District
Profit & Loss
December 2012

	<u>Dec 12</u>	<u>Jul - Dec 12</u>
5570 · Incentive Program	0.00	361.41
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	1,487.50	2,653.54
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	1,350.00	1,350.00
5665 · Press Releases	843.75	7,689.75
5675 · Visitor Hospitality	0.00	24.93
5650 · Public Relations - Other	200.00	200.00
Total 5650 · Public Relations	2,393.75	9,264.68
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	34,742.52	183,331.40
Net Income	-34,724.59	85,941.96

8:49 AM

01/30/13

Accrual Basis

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

	<u>Jul - Dec 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	269,220.27	475,300.00	-206,079.73	56.6%
4100 · Interest Income	53.09			
Total Income	<u>269,273.36</u>	<u>475,300.00</u>	<u>-206,026.64</u>	<u>56.7%</u>
Expense				
5000 · Staffing	64,863.47	127,262.00	-62,398.53	51.0%
5100 · Administrative	12,510.42	33,155.00	-20,644.58	37.7%
5200 · Research & Education	4,800.00	6,133.00	-1,333.00	78.3%
5250 · Web Site	15,931.41	23,000.00	-7,068.59	69.3%
5400 · Consumer Marketing	32,350.38	82,500.00	-50,149.62	39.2%
5500 · Event Marketing	40,171.96	85,000.00	-44,828.04	47.3%
5550 · Group Marketing	2,653.54	85,000.00	-82,346.46	3.1%
5650 · Public Relations	9,264.68	17,250.00	-7,985.32	53.7%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>183,331.40</u>	<u>475,300.00</u>	<u>-291,968.60</u>	<u>38.6%</u>
Net Income	<u><u>85,941.96</u></u>	<u><u>0.00</u></u>	<u><u>85,941.96</u></u>	<u><u>100.0%</u></u>

TBID Revenue Report

FY 2011

Total Gross Revenue	Projected	Actual	% Change
	\$270,000	\$275,488	2%
<u>\$1.25/rm night</u>			
Q1 JUL-SEP	\$ 119,950.00		
Q2 OCT-DEC	\$ 49,144.00		
Q3 JAN-MAR	\$ 44,322.50		
Q4 APR-JUN	\$ 62,071.25		

FY 2012

Total Gross Revenue	Projected	Actual	% Change
	\$267,000	\$287,813	4%

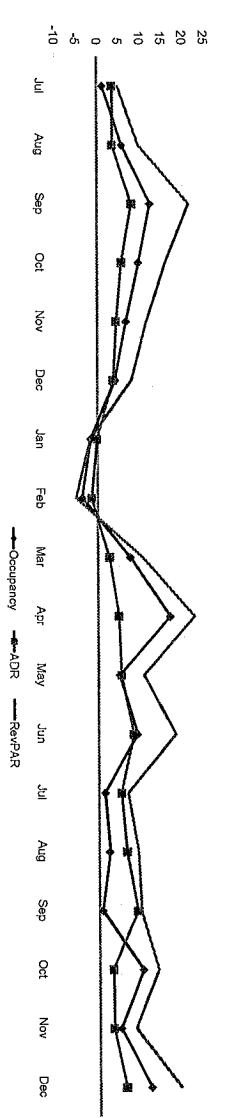
<u>\$1.25/rm night</u>	FY12 vs FY 11	
	FY 2012	% Change
Q1 JUL-SEP	\$ 117,711.25	-2%
Q2 OCT-DEC	\$ 50,736.25	3%
Q3 JAN-MAR	\$ 47,944.75	8%
Q4 APR-JUN	\$ 71,421.02	15%

FY 2013

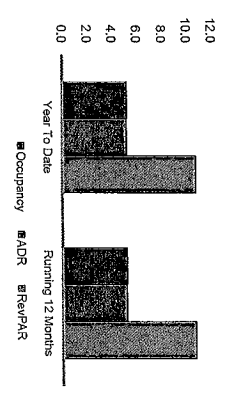
Total Gross Revenue	Projected	Actual	% Change
	\$465,000		

<u>\$2 / rm night</u>	FY13 vs FY 12		
	FY 2013	rm nights	% Change
Q1 JUL-SEP	\$ 197,799.00	98,900	5%
Q2 OCT-DEC	\$ 90,171.00	45,086	11%
Q3 JAN-MAR			
Q4 APR-JUN			

Monthly Percent Change



Overall Percent Change



Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue		Genus %	
Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month
2011	Jul	2011	Jul	2011	Jul	2011	Jul	2011	Jul	2011	Jul	2011	Jul
2012	Jul	2012	Jul	2012	Jul	2012	Jul	2012	Jul	2012	Jul	2012	Jul
2010	Jul	2010	Jul	2010	Jul	2010	Jul	2010	Jul	2010	Jul	2010	Jul

Year To Date		Year To Date		Year To Date		Year To Date		Year To Date		Year To Date		Year To Date	
2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011
2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011

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A blank row indicates insufficient data.

Source: 2013 SMITH TRAVEL RESEARCH, Inc.

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: December 2012

Currency: USD - US Dollar

Properties	Current Month - December 2012 vs December 2011										Year to Date - December 2012 vs December 2011										Participation								
	Occ %		ADR		RevPAR		Percent Change from December 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	Room	Room	2012	2011	2012	2011	2012	2011	2012	2011	ADR	RevPAR	Room	Room	Census	Sample	Census	Sample			
Kalispell, MT+	32.9	29.3	75.15	70.76	24.71	20.77	12.0	6.2	19.0	18.9	-0.1	12.0	53.2	50.6	92.37	87.79	49.19	44.41	5.3	5.2	10.7	8.8	-1.7	3.4	19	14	1556	1346	
Missoula, MT+	33.6	36.3	71.48	68.65	23.99	24.99	-7.4	4.1	-3.6	-3.6	0.0	-7.4	55.7	57.2	83.14	80.51	48.32	46.02	-2.5	3.3	0.7	1.5	0.9	-1.7	41	25	3107	2295	
Butte, MT+	31.3	32.4	73.38	71.75	22.88	23.22	-3.3	2.3	-1.1	-1.2	-0.2	-3.4	52.4	54.1	80.86	81.25	42.35	43.98	-3.2	-0.5	-3.7	-4.0	-0.3	-3.5	13	9	1166	889	
Bozeman, MT+	42.5	34.6	76.64	74.00	32.58	25.60	22.9	3.6	27.3	27.3	0.0	22.9	62.6	59.6	89.92	85.13	56.30	50.72	5.1	5.6	11.0	10.9	-0.1	5.0	26	15	2009	1415	
Whitefish, MT+																										14	2	762	119
Rapid City, SD	36.5	37.3	67.54	66.32	24.67	24.74	-2.1	1.8	-0.3	2.0	2.3	0.1	58.3	54.7	88.14	85.83	51.39	46.91	6.7	2.7	9.6	10.5	0.8	7.6	68	38	5116	3791	
Park City, UT+	41.4	44.2	354.16	362.21	146.98	160.11	-6.1	-2.2	-8.2	-4.5	4.0	-2.3	49.8	48.8	208.46	194.39	103.75	94.93	1.9	7.2	9.3	10.3	0.9	2.8	35	15	9844	2406	
Helena/Great Falls	41.4	39.5	78.40	75.34	32.49	29.77	4.9	4.1	9.2	9.1	-0.0	4.9	59.4	59.8	81.29	78.82	48.31	47.17	-0.7	3.1	2.4	4.7	2.2	1.5	50	36	3865	3271	
Coeur D Alene, ID+	38.5	36.4	93.76	91.28	36.07	33.21	5.7	2.7	8.6	8.6	0.0	5.7	57.7	55.9	116.20	112.12	67.01	62.64	3.2	3.6	7.0	7.0	0.0	3.2	8	12	1644	1329	
Sandpoint, ID+	29.5	31.2	80.26	76.94	23.71	23.88	-5.2	4.3	-1.1	-1.1	0.0	-5.2	50.0	47.3	96.59	94.05	48.29	44.48	5.7	2.7	8.6	8.5	-0.0	5.7	8	4	396	244	
Bend, OR+	44.3	38.7	88.32	86.60	39.10	33.51	14.4	2.0	16.7	16.5	-0.2	14.2	57.1	52.0	96.63	94.68	55.15	49.25	9.7	2.1	12.0	11.8	-0.2	9.5	37	19	2729	1558	
Spokane, WA+	44.0	41.2	84.23	81.26	37.10	33.52	6.8	3.7	10.7	10.7	-0.0	6.8	60.5	58.8	88.68	87.38	53.67	51.41	2.9	1.5	4.4	4.4	-0.0	2.9	57	36	5907	5035	
Billings, MT+	47.4	47.6	80.04	74.20	37.92	35.29	-0.4	7.9	7.5	7.3	-0.1	-0.5	68.1	65.9	83.81	79.34	57.11	52.24	3.5	5.6	9.3	9.2	-0.1	3.4	45	28	3987	3078	

A blank row indicates insufficient data.

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

Month to Month

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	49.1	47.5	3.2
Mountain	45.3	45.4	-0.1
Montana	37.8	36.5	3.6
Billings	47.1	47.6	-1.0
Bozeman/Yellowstone Area	34.8	29.3	18.6
Missoula	33.2	35.7	-7.0
Helena/Great Falls	41.4	39.5	4.9

Year to Date

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	61.4	59.9	2
Mountain	59.2	59.1	0.
Montana	59.3	58.0	2.
Billings	67.7	65.3	3.6
Bozeman/Yellowstone Area	58.2	55.3	5.3
Missoula	55.2	56.8	-2.8
Helena/Great Falls	59.4	59.8	-0.7

Average Room Rate

Segment	Average Room Rate		
	2012	2011	% Chg
United States	104.43	100.10	4.3
Mountain	94.03	94.90	-0.9
Montana	78.05	72.97	7.0
Billings	80.41	74.66	7.7
Bozeman/Yellowstone Area	74.44	72.25	3.0
Missoula	71.23	68.53	3.9
Helena/Great Falls	78.40	75.34	4.1

Average Room Rate

Segment	Average Room Rate		
	2012	2011	% Chg
United States	106.10	101.85	4.2
Mountain	96.57	93.39	3.4
Montana	88.24	84.04	5.0
Billings	84.30	79.86	5.6
Bozeman/Yellowstone Area	99.51	95.25	4.5
Missoula	82.98	80.36	3.3
Helena/Great Falls	81.29	78.82	3.1

RevPAR

Segment	RevPAR		
	2012	2011	% Chg
United States	51.22	47.56	7.7
Mountain	42.59	43.05	-1.1
Montana	29.51	26.62	10.8
Billings	37.88	35.53	6.6
Bozeman/Yellowstone Area	25.89	21.19	22.2
Missoula	23.66	24.48	-3.3
Helena/Great Falls	32.49	29.77	9.2

RevPAR

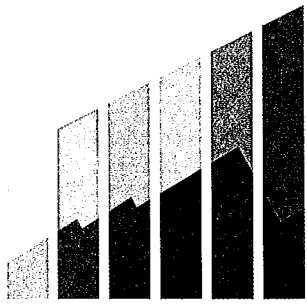
Segment	RevPAR		
	2012	2011	% Chg
United States	65.17	61.02	6.8
Mountain	57.20	55.20	3.6
Montana	52.32	48.78	7.2
Billings	57.05	52.17	9.4
Bozeman/Yellowstone Area	57.91	52.64	10.0
Missoula	45.84	45.64	0.4
Helena/Great Falls	48.31	47.17	2.4

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.4	0.7	4.0
Mountain	-0.5	0.6	0.5
Montana	12.7	1.7	5.4
Billings	6.5	-0.1	-1.1
Bozeman/Yellowstone Area	22.2	0.0	18.6
Missoula	-3.3	0.0	-7.0
Helena/Great Falls	9.1	0.0	4.9

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.3	0.5	3.0
Mountain	4.3	0.6	0.8
Montana	8.6	1.3	3.4
Billings	9.3	-0.1	3.5
Bozeman/Yellowstone Area	10.0	0.0	5.3
Missoula	1.3	0.8	-1.9
Helena/Great Falls	4.7	2.2	1.5



MONTANA
DEPARTMENT OF COMMERCE

DIRECTOR'S OFFICE

February 5, 2013

Ms. Diane Medler
Kalispell Convention and Visitors Bureau
15 Depot Park
Kalispell, MT 59901

Dear Ms. Medler:

Congratulations! On behalf of the Montana Department of Commerce and our Office of Tourism, it is my pleasure to inform you that your e-marketing project has been awarded a grant from our Tourism e-Marketing Technology Grant

The Kalispell Convention and Visitors Bureau was awarded \$6,700 for retrofitting websites to mobile sites.

As you know, the Tourism e-Marketing Grant Program was developed to assist Montana businesses improve their competitive e-marketing position within the tourism industry.

This year, we received 32 applications totaling over \$753,000 in funding requests. We were able to fund only nine events for a total of \$150,000. Your application was chosen due to the thoughtful planning of your e-marketing plan.

For your information, we have attached a listing of the 2013 Tech Grant project applicants and their final scores.

Again, congratulations from the Department of Commerce. We wish you the best of luck with your e-marketing project.

Sincerely,

Meg O'Leary, Director
Department of Commerce

STEVE BULLOCK, GOVERNOR

MEG O'LEARY, DIRECTOR

**Montana Office of Tourism
2013 Tourism e-Marketing Technology Grants**

Applicant	Project	City	TOTAL 400 Possible
Gardiner Chamber of Commerce	Northern Range Promotional Cooperative	Gardiner	321
Pralrie County Chamber of Commerce	Visit Terry Website	Terry	319
Deer Lodge Development Group	Smartphone self guided tour	Deer Lodge	315
International Choral Festival of Missoula	Guidebook	Missoula	315
Kalispell CVB	Discovery on Every Device	Kalispell	303
A Carousel for Missoula Foundation	Social Media & Social Networking Campaign	Missoula	303
Whitefish CVB	Responsive Web Design & Trip Planner	Whitefish	301
Friends of Big Sky Education	E-launch of Warren Miller Performing Arts Center	Big Sky	297
Montana Preservation Alliance	Southwest Montana E-Tourism Project	Helena	297
The Nature Conservancy	E-Marketing Pine Butte Guest Ranch	Bozeman	291
Gallatin Art Crossing	Gallatin Art Crossing	Bozeman	290
Austin-Lehman Adventures	Paid Search Campaign	Billings	289
Mainstreet Uptown Butte	Mobile Apps for Butte	Butte	289
TroutChasers Lodge & Fly Fishing Outfitters	TroutChasers Website & Social Media Project	Bozeman	286
Elk Camp Art Gallery & Showroom	e-Marketing Enhancement	Eureka	286
El Western Cabins & Lodges	Marketing the Madison Valley - US 287 Corridor	Ennis	285
Big Sky Development Enterprises	Montana Meralds Go Mobile	Great Falls	278
Travelers for Open Land	Interactive Business Presentation	Helena	278
Montana Historical Society	Web Integration	Helena	274
Valley Events Center	Valley Events Center Web Development	Glasgow	273
Sanders County Arts Council	E-marketing Initiative	Plains	268
Whitefish CVB	Crowning Achievements - Social Media Campaign	Whitefish	265
Glacier Gateway Outfitters	Glacier Gateway Outfitters E-Marketing	East Glacier	264
Whistling Andy Inc	Montana Distillery & Craft Beverage Promo	Bigfork	263
Feathered Pipe Foundation	E-marketing project	Helena	259
Top 50 Ranches	Booking & Social Konnectors	Roundup	255
Next Seven Group	Montana's Best	Pablo	249
Foothills Community Christian School	Scan the Trail	Great Falls	244
Days at Dunrovin	Days at Dunrovin	Lolo	232
Bear Spirit Lodge B&B	Mobile Website	St Ignatius	229
Sunshine Health Mine	Implementation of e-marketing	Boulder	199
A1 Powersports	Let's Work Together	Billings	170

Shaded area indicates funded projects.

THE BEST MEDICINE

How Can Montanans Take Charge of Changes In Health Care

[Click here to Register](#)

PROGRAM:

Imagine a world where you carry your medical history and prescriptions with you on a credit card. Where your doctor calls you to make an appointment to get your high blood pressure checked. Or where you can pull up a website and learn what surgical procedures will actually cost and which hospitals have the lowest error rates. This is where health care is going and we're getting there faster than you think. Changes in health care are all around us – will Montana households, businesses, and governments be ready for them?

Larry White, director of the Western Montana Area Health Education Center at the University of Montana, will discuss the latest developments in health care at the 38th Annual Economic Outlook Seminar.

This half-day seminar and luncheon will highlight the latest economic trends for local state, and national economies. Bureau economist Patrick Barkey will present economic forecasts for each seminar city, and industry experts will provide the outlook for Montana's important sectors: nonresident travel, health care, agriculture, real estate, manufacturing, and forest products. New in 2013, the seminar will also feature coverage of Montana's energy industry.

SCHEDULE:

7:45 – 8:00	Coffee and Registration
8:00 – 8:15	Introductions and Overview
8:15 – 8:45	U.S. and Montana Outlooks – Patrick Barkey
8:45 – 9:05	Local Outlook – Paul Polzin
9:05 – 9:25	Health Care – Gregg Davis
9:25 – 9:35	Coffee Break
9:35 – 9:55	Nonresident Travel – Norma Nickerson
9:55 – 10:15	Agriculture – George Haynes
10:15 – 10:35	Manufacturing and Forest Products – Todd Morgan
10:35 – 10:45	Coffee Break
10:45 – 11:05	Real Estate – Scott Rickard
11:05 – 11:25	Energy – Terry Johnson
11:25 – 11:40	Local Expert Report – Dr. Craig Eddy
11:40 – 11:50	Wrap-up and Summary – Patrick Barkey
11:50 – 12:00	Break
Noon - 12:50	Luncheon Keynote – Larry White
12:50	Closing Remarks

For additional information, contact [Christina Henderson](#). •



Kalispell Chosen for New Visitor Information Center Partnership Program

Kalispell is among twenty Montana Communities chosen to participate in the Montana Office of Tourism's (MTOT) 2013 visitor information center (VIC) partnership program. Research was conducted in 2011 to identify opportunities to enhance information dissemination to visitors once they enter Montana. Based on research, MTOT developed an educational program to assist Montana's many visitor centers in understanding and navigating new technologies that will complement and enhance traditional methods of accessing visitor information. In order to qualify for the program VIC staff will attend an annual training workshop hosted by MTOT. The workshop will be held in Great Falls, May 9, 2013. As a participant in the program, the Kalispell VIC will receive assistance with staff funding, signage and technology products to provide an improved visitor experience at the Kalispell VIC.



Kalispell

MONTANA