

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – January 14, 2015  
3:00 pm – 5:00 pm**

**Location: Hilton Garden Inn, Kalispell**

**AGENDA**

**3:00 pm** Meeting Called to Order: Chris Walters, Chair of the Board

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.

Business Meeting

Board Action Items

- a) Approval of minutes from November 5, 2014
- b) TBID financial statements for October and November, 2014
- c) Approval of board applications from Vanessa Nordahl, Hampton Inn (large property) and Dawn Hendrickson, Homewood Suites (medium property).
- d) Approval of sponsorship to Voice of Montana Tourism

**3:30 pm** 2014 Year In Review Presentation - Diane Medler and Vonnie Day

Reception

Enclosures: November 5, 2014 minutes  
TBID financial statements for October and November 2014  
Board applications, Vanessa Nordahl and Dawn Hendrickson  
2015 TBID Board meeting schedule  
STR Report

For Further Information, Please Contact:

Chris Walters, Board Chairman [chris.walters@hilton.com](mailto:chris.walters@hilton.com) or 406-758-2570  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

January 14	February 4	March 11	April 8	May 13	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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 5, 2014**

# Minutes

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

**Board Members Absent:** Dan Moderie

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

**Guests Present:** Scott Rieke, Best Western Flathead Lake Inn & Suites; Brandon Peterson, Holiday Inn Express; Jody Sander, Sterling Hospitality

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

1. Hear from the public – none
2. Board Action
  - a. Approve Minutes from the October 1, 2014 meeting:  
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Janet Clark.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for September, 2014:  
Action: Motion made by Janet Clark to approve the financials. Motion seconded by Gib Bissell  
Discussion: none. Board approved unanimously.
  - c. Approval of application for board seat vacated – Vanessa Nordahl:  
Discussion: Vanessa’s application reflecting her new position at the Hampton Inn has not been received.  
Action: Tabled until December meeting.
  - d. KCVB staff bonus program FY15:  
Action: Motion was made by Janet Clark to approve the program. Motion seconded by Chris Walters. Board approved unanimously.  
Discussion: Officers have reviewed and feel it is an excellent plan. Board approved unanimously.
  - e. Sponsorships: Kalispell Downtown Association  
Action: Motion was made by Janet, seconded by Gib to renew the KCVB membership in the Kalispell Downtown Association at the \$200 level and to donate \$500 for holiday decorations. Board approved unanimously.  
Discussion: Donation will be used to update and increase decorations, including greenery to wrap poles that have not been decorated in the past.
3. Board Discussion
  - a. Sponsorship for Voices of Montana Tourism and updates on proposed legislation:  
In deciding whether to renew sponsorship of Voice of Montana Tourism, the Board discussed various ways to provide support to the organization yet convey concerns about proposed legislation to return a portion of bed tax funds to CVB’s and other tourism groups. Concerns were expressed about Voice’s role in the creation and promotion of the proposed legislation which goes against the

premise of Voice which is for advocacy and PR particularly between sessions. The Board decided to put the issue on the December agenda, pending completion of the Governor's budget on November 15. There was discussion of efforts to develop conference centers/multi-purpose facilities in Bozeman, Great Falls, Billings, Missoula and Lewistown.

- b. Dragon Boat report: 73 teams participated with 34 teams (47%) coming from out-of-market. In the 3<sup>rd</sup> year, the event had increased venue costs and decreased sponsorship, largely due to the Airshow which took place 2 weeks before the Dragon Boat Festival and drew on the same sponsor pool. Team registrations dropped 20%, primarily due to a decrease in participation by local teams. The percentage of OOM teams rose from 42% to 47%. Parking revenue was down 40% from last year, attributable to the decrease in team participation and an increase in the number of free parking passes given to each team. The increased costs and decreased revenue created variances in the event P&L of \$17,500. The event created 1,600 room nights weighted toward the economy properties. The economic impact is estimated at \$2 million.

Montana Dragon Boat Festival dates have been set for September 12-13, 2015. A venue change to Lakeside is being evaluated. Advantages of a Lakeside location include greatly reduced venue and parking/transportation costs, increased parking availability, revenues from food and beverage sales and less turbulent water. More information is being gathered by a group of Lakeside promoters. A decision on the location will be made by the end of the year.

- c. Pond Hockey: 29 teams have registered from around the US and Canada including Connecticut, Vermont, Louisiana, Saskatchewan, Alberta and BC. 70 to 80 teams are projected to participate. Andy Hergesheimer, former rink manager at Stump Town Ice Den, has been hired to manage ice operations and site prep. A \$12,000 Special Event Grant has been applied for from the Montana Dept. of Tourism. Grant recipients will be announced in November.
- d. Other Events: Western B Basketball Tournament will take place February 25-28 at Flathead High School. Montana Spartan Race, May 9-10. This year Spartan is offering 2 events: The Beast (5/9) and The Sprint (5/10). The Beast is a more extreme race that brings in a higher travel demographic. The addition of a second day to the event along with the stronger draw of The Beast should result in the sale of more room nights. NBC Sports is considering filming the Montana Spartan Race. 8,000 – 8,500 participants are projected over the two days. High School Rodeo Finals will take place June 9-13 at Majestic Valley Arena.
- e. Meetings & Conventions Updates: Rob attended IMEX America, the largest meeting planner show in the US, in Las Vegas in October. KCVB partnered with Glacier Country and the Missoula and Whitefish CVB's to attend the event. KCVB offered \$10,000 credit to conference organizer's master account as a booking incentive. Two RFP's were received. Lack of property options in our market was a challenge. Most planners were looking for properties that are at least 4-star. TBID member sales directors will be updated on information gathered at IMEX America. Staff is developing a list of planners in the Pacific Northwest and conferences held in Montana on an annual basis. A CRM program will be launched using E-Blasts every two months to build rapport and showcase local properties.

- f. Marketing Updates: Diane attended travel media events in Portland and Seattle in October. She met with 34 travel writers in Seattle and 18 in Portland. She'll attend a similar event in San Francisco, November 6. Northwest Traveler will publish an article about the Montana Pond Hockey Classic in the next issue as a result of the Seattle media event. A TIP Grant of \$63,500 was applied for and received. A 2-to-1 match, grant funds will be used to complete the Kalispell way-finding project. Winter Travel Writers FAM - week of February 24, 2015. Focus is on extreme outdoor winter sports. Winter Promotion – online banner ad campaign in Chicago based on direct flight December – April. Diane attended Calgary Women's Show in October. Attendance was strong and KCVB is considering attending Women's Show in Edmonton.

KCVB is sponsoring a Social Media Workshop October 12. The workshop will be facilitated by Tia Troy, PR and Marketing Director for Glacier Country and is open to members of TBID, Kalispell Chamber, Kalispell Downtown Association and Glacier Country. Results of ITRR study showing what visitors see as desirable traits of downtown areas was shared: essentially local businesses and attractions that are clean, attractive, safe and inviting. An online booking system that would eliminate 3<sup>rd</sup> party fees was discussed. KCVB would pay annual fee that would be \$9,900, based on market size. More research will be done.

Meeting was adjourned at 4:45 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Chris Walters, Board Chairman, [chris.walters@hilton.com](mailto:chris.walters@hilton.com) or 406-758-2570

Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
January 14, 2015

TBID General Funds – Expense Summary October & November 2014

Admin:

Rent: rent increase beginning November  
Telephone: Monthly Verizon and C-Link , Rob cell reimbursement; office move charges  
Travel/Entertainment: Business Days at Capitol; media event expenses; mileage; social media workshop sponsorship  
Tech Support: email hosting

Organizational Memberships: second half Glacier AERO sponsorship

Consumer Marketing: emarketing survey & segmentation; enews campaigns; Calgary Women’s Show; TGO contest collateral; airport stocking; partial coverage of 2014 DB variance; media buy fall campaign;

Website: maintenance; domain renewals; SEM

Event Marketing: transfer of approved budget from TBID into Pond Hockey (\$25,000; TGO sponsorship; Cinch Bucking Horse venue fee; sponsorship for winter ice fishing shows to promote contest

M&C: IMEX America booth and travel expenses; partial coverage of 2014 DB variance; sponsorship of Trolley for MACO conference.

PR: Press trips; story pitches/press releases; 2015 press trip planning; partial coverage of 2014 DB variance

KCVB Event Funds - Summary January through November 2014

Dragon Boat:

Income - \$142,029.00 (\$42,500 TBID)  
Expenses - \$141,928.602  
Balance – \$100.40

Rodeo (2014):

Income - \$173,219.00 (\$30,000 TBID)  
Expenses - \$170,279.03  
Balance - \$2,939.97

Spartan (2014):

Income - \$36,251.75 (\$25,000 TBID)  
Expenses - \$36,975.11  
Balance – \$2,276.64

Pond (2014 & 2015):

Income – 124,375.64  
Expenses - \$89,164.52  
Balance - \$35,211.12

1:48 PM  
11/25/14  
Accrual Basis

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

	<u>Oct 31, 14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	123,933.67
Total Checking/Savings	123,933.67
Accounts Receivable	
1200 · Accounts Receivable	150.28
Total Accounts Receivable	150.28
Total Current Assets	124,083.95
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
<b>TOTAL ASSETS</b>	<b><u>153,269.23</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	74,082.68
Total Accounts Payable	74,082.68
Total Current Liabilities	74,082.68
Total Liabilities	74,082.68
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-105,828.55
Total Equity	79,186.55
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>153,269.23</u></b>

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

	Oct 14	Jul - Oct 14
<b>Income</b>		
4000 · TBID Revenue	0.00	132,058.00
4100 · Interest Income	6.97	29.06
<b>Total Income</b>	<b>6.97</b>	<b>132,087.06</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5010 · Director	6,656.60	38,261.54
5020 · Sales Manager	5,287.32	32,100.96
5030 · Admin Assistant	4,087.12	14,756.01
<b>Total 5000 · Staffing</b>	<b>16,031.04</b>	<b>85,118.51</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	3,301.45
5110 · Bank Fees	3.00	9.91
5125 · Bookkeeping	227.50	708.75
5140 · Office Supplies	62.09	1,873.92
5150 · Postage & Copies	47.56	124.36
5160 · Rent	565.00	2,260.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	366.15	1,201.41
5185 · Travel & Entertainment	287.25	399.06
5190 · Technology Support	0.00	244.00
<b>Total 5100 · Administrative</b>	<b>1,558.55</b>	<b>10,302.86</b>
<b>5200 · Research &amp; Education</b>		
5230 · Organizational Memberships	5,000.00	5,000.00
5210 · Smith Travel Reports	0.00	5,500.00
<b>Total 5200 · Research &amp; Education</b>	<b>5,000.00</b>	<b>10,500.00</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	1,284.03	2,244.74
5280 · SEO & SEM	2,415.75	2,415.75
<b>Total 5250 · Web Site</b>	<b>3,699.78</b>	<b>4,660.49</b>
<b>5400 · Consumer Marketing</b>		
5420 · E-Marketing	2,140.38	2,371.52
5430 · Social Media Admin & Adv	0.00	686.39
5440 · Creative Services	6,242.66	6,282.66
5450 · Media Buy Online	10,954.53	10,954.53
5460 · Travel Show Attendance	2,140.78	678.20
5470 · Trade Show Booth	26.44	26.44
5480 · Airport VIC Kiosk	50.00	250.00
5496 · Visitor Guide & Niche Brochures	0.00	1,879.90
5400 · Consumer Marketing - Other	2,550.00	2,550.00
<b>Total 5400 · Consumer Marketing</b>	<b>24,104.79</b>	<b>25,679.64</b>
<b>5500 · Event Marketing</b>		
5501 · Dragon Boat	0.00	25,000.00
5509 · Pond Hockey	25,000.00	25,000.00
5549 · Other Event Marketing	9,497.50	11,167.50
<b>Total 5500 · Event Marketing</b>	<b>34,497.50</b>	<b>61,167.50</b>
<b>5550 · Meetings &amp; Conventions</b>		
5565 · Trade Show, FAM Trips	2,453.23	2,725.23
5567 · Meeting Planner FAM	2,000.00	2,000.00
5570 · Incentive Program	1,530.00	1,548.34
5574 · M&C Guide	0.00	277.95
5583 · Customer Relationship Mgmt Syst	1,000.00	1,000.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>6,983.23</b>	<b>7,551.52</b>
<b>5650 · Publicity</b>		
5660 · Travel Media FAM	3,807.88	6,009.32
5665 · Press Releases	10,133.15	11,722.65
5680 · Kalispell Merchandise	40.00	103.00
5690 · Airline Subsidies	0.00	5,000.00

3:05 PM  
11/26/14  
Accrual Basis

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

	<u>Oct 14</u>	<u>Jul - Oct 14</u>
Total 5650 · Publicity	13,981.03	22,834.97
6000 · Prior Fiscal Year Expense	0.00	10,100.12
<b>Total Expense</b>	<u>105,855.92</u>	<u>237,915.61</u>
<b>Net Income</b>	<u><b>-105,848.95</b></u>	<u><b>-105,828.55</b></u>



1:49 PM

11/25/14

Accrual Basis

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

	<u>Jul - Oct 14</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	132,058.00	550,000.00	-417,942.00	24.0%
4100 · Interest Income	29.06			
<b>Total Income</b>	<u>132,087.06</u>	<u>550,000.00</u>	<u>-417,912.94</u>	<u>24.0%</u>
<b>Expense</b>				
5000 · Staffing	85,118.51	190,400.00	-105,281.49	44.7%
5100 · Administrative	10,302.86	28,650.00	-18,347.14	36.0%
5200 · Research & Education	10,500.00	10,500.00	0.00	100.0%
5250 · Web Site	4,660.49	21,500.00	-16,839.51	21.7%
5400 · Consumer Marketing	25,679.64	91,950.00	-66,270.36	27.9%
5500 · Event Marketing	61,167.50	130,000.00	-68,832.50	47.1%
5550 · Meetings & Conventions	7,551.52	36,000.00	-28,448.48	21.0%
5650 · Publicity	22,834.97	41,000.00	-18,165.03	55.7%
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	<u>237,915.61</u>	<u>550,000.00</u>	<u>-312,084.39</u>	<u>43.3%</u>
<b>Net Income</b>	<u><b>-105,828.55</b></u>	<u><b>0.00</b></u>	<u><b>-105,828.55</b></u>	<u><b>100.0%</b></u>

10:21 AM  
01/06/15  
Accrual Basis

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

	<u>Nov 30, 14</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	268,673.53
Total Checking/Savings	<u>268,673.53</u>
Total Current Assets	268,673.53
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u>297,858.81</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	35,273.42
Total Accounts Payable	<u>35,273.42</u>
Total Current Liabilities	<u>35,273.42</u>
Total Liabilities	35,273.42
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	77,570.29
Total Equity	<u>262,585.39</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>297,858.81</u></b>

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

	Nov 14	Jul - Nov 14
<b>Income</b>		
4000 · TBID Revenue	223,424.00	355,482.00
4100 · Interest Income	5.12	34.18
<b>Total Income</b>	223,429.12	355,516.18
<b>Expense</b>		
5000 · Staffing		
5010 · Director	6,351.40	44,612.94
5020 · Sales Manager	4,982.13	37,083.09
5030 · Admin Assistant	3,876.02	18,632.03
<b>Total 5000 · Staffing</b>	15,209.55	100,328.06
5100 · Administrative		
5350 · City of Kalispell Admin Fee	1,698.55	5,000.00
5110 · Bank Fees	3.35	13.26
5125 · Bookkeeping	218.75	927.50
5140 · Office Supplies	66.82	1,940.74
5150 · Postage & Copies	0.00	124.36
5160 · Rent	835.00	3,095.00
5165 · Storage Unit	0.00	180.00
5180 · Telephone	215.24	1,416.65
5185 · Travel & Entertainment	110.05	509.11
5190 · Technology Support	80.00	324.00
<b>Total 5100 · Administrative</b>	3,227.76	13,530.62
5200 · Research & Education		
5230 · Organizational Memberships	0.00	5,000.00
5210 · Smith Travel Reports	0.00	5,500.00
<b>Total 5200 · Research &amp; Education</b>	0.00	10,500.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	2,244.74
5280 · SEO & SEM	0.00	2,415.75
<b>Total 5250 · Web Site</b>	0.00	4,660.49
5400 · Consumer Marketing		
5420 · E-Marketing	104.99	2,476.51
5430 · Social Media Admin & Adv	14,892.03	15,578.42
5440 · Creative Services	0.00	6,282.66
5450 · Media Buy Online	0.00	10,954.53
5460 · Travel Show Attendance	0.00	678.20
5470 · Trade Show Booth	0.00	26.44
5480 · Airport VIC Kiosk	50.00	300.00
5496 · Visitor Guide & Niche Brochures	0.00	1,879.90
5400 · Consumer Marketing - Other	0.00	2,550.00
<b>Total 5400 · Consumer Marketing</b>	15,047.02	40,726.66
5500 · Event Marketing		
5501 · Dragon Boat	0.00	25,000.00
5509 · Pond Hockey	0.00	25,000.00
5549 · Other Event Marketing	2,850.00	14,017.50
<b>Total 5500 · Event Marketing</b>	2,850.00	64,017.50
5550 · Meetings & Conventions		
5565 · Trade Show, FAM Trips	2,661.52	5,386.75
5567 · Meeting Planner FAM	0.00	2,000.00
5570 · Incentive Program	0.00	1,548.34
5574 · M&C Guide	0.00	277.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
<b>Total 5550 · Meetings &amp; Conventions</b>	2,661.52	10,213.04
5650 · Publicity		
5660 · Travel Media FAM	1,034.43	7,043.75
5665 · Press Releases	0.00	11,722.65
5680 · Kalispell Merchandise	0.00	103.00
5690 · Airline Subsidies	0.00	5,000.00

2:10 PM  
01/07/15  
Accrual Basis

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

	<u>Nov 14</u>	<u>Jul - Nov 14</u>
Total 5650 · Publicity	1,034.43	23,869.40
6000 · Prior Fiscal Year Expense	0.00	10,100.12
<b>Total Expense</b>	<u>40,030.28</u>	<u>277,945.89</u>
<b>Net Income</b>	<u><u>183,398.84</u></u>	<u><u>77,570.29</u></u>

10:22 AM  
 01/06/15  
 Accrual Basis

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

	<u>Jul - Nov 14</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	355,482.00	550,000.00	-194,518.00	64.6%
4100 · Interest Income	34.18			
<b>Total Income</b>	<u>355,516.18</u>	<u>550,000.00</u>	<u>-194,483.82</u>	<u>64.6%</u>
<b>Expense</b>				
5000 · Staffing	100,328.06	190,400.00	-90,071.94	52.7%
5100 · Administrative	13,530.62	28,650.00	-15,119.38	47.2%
5200 · Research & Education	10,500.00	10,500.00	0.00	100.0%
5250 · Web Site	4,660.49	21,500.00	-16,839.51	21.7%
5400 · Consumer Marketing	40,726.66	91,950.00	-51,223.34	44.3%
5500 · Event Marketing	64,017.50	130,000.00	-65,982.50	49.2%
5550 · Meetings & Conventions	10,213.04	36,000.00	-25,786.96	28.4%
5650 · Publicity	23,869.40	41,000.00	-17,130.60	58.2%
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	<u>277,945.89</u>	<u>550,000.00</u>	<u>-272,054.11</u>	<u>50.5%</u>
<b>Net Income</b>	<u><u>77,570.29</u></u>	<u><u>0.00</u></u>	<u><u>77,570.29</u></u>	<u><u>100.0%</u></u>

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

	4.5.1 Dragon Boat (4.5 KCVB)	4.5.2 Pond Hockey (4.5 KCVB)	4.5.3 Spartan (4.5 KCVB)	4.5.4 HS Rodeo (4.5 KCVB)	Total 4.5 KCVB	TOTAL
<b>Ordinary Income/Expense</b>						
<b>Income</b>						
4050.00 · Advertising	1,100.00	0.00	0.00	0.00	1,100.00	1,100.00
4225.00 · Beverage Sales	0.00	6,124.00	10,521.00	0.00	16,645.00	16,645.00
4250.00 · Donations	0.00	40.00	0.00	0.00	40.00	40.00
4550.00 · Merchandise	231.00	368.00	0.00	80.00	679.00	679.00
4600.00 · Other Income	1,300.00	155.30	0.00	0.00	1,455.30	1,455.30
4650.00 · Parking/Camping	8,885.00	1,840.00	0.00	51,796.00	62,521.00	62,521.00
4700.00 · Registrations	48,758.50	23,500.00	0.00	48,800.00	126,058.50	126,058.50
4850.00 · Sponsors	70,424.00	85,467.50	28,730.75	59,918.00	244,540.25	244,540.25
4900.00 · Ticket Sales	8,296.50	2,043.18	0.00	12,625.00	22,954.68	22,954.68
4925.00 · Vendor Fee	3,044.00	0.00	0.00	0.00	3,044.00	3,044.00
4950.00 · Wage & Benefit Reimburse	0.00	-162.34	0.00	0.00	-162.34	-162.34
<b>Total Income</b>	<b>142,029.00</b>	<b>124,375.64</b>	<b>39,251.75</b>	<b>173,219.00</b>	<b>478,875.39</b>	<b>478,875.39</b>
<b>Expense</b>						
5000.00 · Purchases	1,080.00	1,040.00	0.00	9,264.50	11,384.50	11,384.50
5010.00 · Advertising & Marketing	10,721.99	5,065.80	2,087.48	6,335.93	24,211.20	24,211.20
5020.00 · Apparel	100.00	900.00	0.00	1,115.96	2,115.96	2,115.96
5040.00 · Awards & Recognition	6,029.99	25.30	0.00	27,304.10	33,359.39	33,359.39
5060.00 · Bank & Credit Card Fees	384.75	100.21	15.95	1,231.85	1,732.76	1,732.76
5120.00 · Communications	0.00	0.00	0.00	164.74	164.74	164.74
5140.00 · Contract Labor	24.57	2,458.63	130.35	0.00	2,613.55	2,613.55
5160.00 · Contributions	2,500.00	5,350.00	3,000.00	2,750.00	13,600.00	13,600.00
5180.00 · Catering	14,361.41	4,158.96	5,299.85	225.00	24,045.22	24,045.22
5200.00 · Dues & Subscriptions	895.00	0.00	0.00	0.00	895.00	895.00
5240.00 · Hospitality	0.00	0.00	818.65	250.00	1,068.65	1,068.65
5260.00 · Insurance	230.00	2,759.00	568.00	840.00	4,397.00	4,397.00
5320.00 · Leased Equipment/Space	24,739.96	15,934.00	12,089.44	27,058.14	79,821.54	79,821.54
5360.00 · Meetings	24.50	62.88	72.60	211.36	371.34	371.34
5380.00 · Meals (Staff/Volunteers)	885.24	341.55	3,066.00	1,711.67	6,004.46	6,004.46
5400.00 · Miscellaneous	1,700.00	175.00	0.00	0.00	1,875.00	1,875.00
5420.00 · Office	3,687.34	5,217.04	457.97	1,890.57	11,252.92	11,252.92
5440.00 · Participant's Materials/Exp	837.52	2,185.00	0.00	0.00	3,022.52	3,022.52
5460.00 · Permits & Fees	0.00	30.00	20.00	0.00	50.00	50.00
5480.00 · Event Performers	0.00	150.00	1,000.00	3,500.00	4,650.00	4,650.00
5500.00 · Printing & Publications	200.00	0.00	0.00	0.00	200.00	200.00
5520.00 · Professional Services	16,373.05	13,054.96	3,900.00	67,438.06	105,766.07	105,766.07
5540.00 · Promotor Fee	31,500.00	23,282.57	1,955.00	9,485.85	66,223.42	66,223.42
5560.00 · Repairs & Maintenance	0.00	195.00	325.00	360.00	880.00	880.00
5580.00 · Research & Surveys	350.00	0.00	63.00	796.00	1,209.00	1,209.00
5600.00 · Salary & Wages	0.00	0.00	601.29	812.50	1,413.79	1,413.79
5610.00 · Employer Taxes	0.00	0.00	0.00	84.65	84.65	84.65
5620.00 · Employee Benefits	0.00	0.00	0.00	32.50	32.50	32.50
5670.00 · Supplies	1,293.43	1,482.27	867.87	4,161.79	7,805.36	7,805.36
5700.00 · Training & Prof Development	4,925.04	0.00	0.00	0.00	4,925.04	4,925.04
5720.00 · Transportation	18,376.25	0.00	0.00	0.00	18,376.25	18,376.25
5740.00 · Travel/Mileage	708.56	90.09	636.66	219.94	1,655.25	1,655.25
5760.00 · Utilities	0.00	106.26	0.00	3,033.92	3,140.18	3,140.18
<b>Total Expense</b>	<b>141,928.60</b>	<b>89,164.52</b>	<b>36,975.11</b>	<b>170,279.03</b>	<b>438,347.26</b>	<b>438,347.26</b>
<b>Net Ordinary Income</b>	<b>100.40</b>	<b>35,211.12</b>	<b>2,276.64</b>	<b>2,939.97</b>	<b>40,528.13</b>	<b>40,528.13</b>
<b>Net Income</b>	<b>100.40</b>	<b>35,211.12</b>	<b>2,276.64</b>	<b>2,939.97</b>	<b>40,528.13</b>	<b>40,528.13</b>

758.2805

### Kalispell Tourism Business Improvement District Board Application

To fill board trustee position vacated by Lori Fisher. Term expires April 30, 2016

Large Category Hotel Owner or Designated Representative

Attn: Diane Medley

Name Vanessa Nordahl Phone 406-755-7960

Address 1140 Hwy 2 West E-Mail Vanessa.nordahl@chilton.com

Relevant Experience and/or Employment (attach a resume if relevant)

Currently GM at the Hampton Inn.  
past experience on TBID board  
for Homewood Suites, Kalispell

Why are you interested in our organization?

I want to be a part of  
improving & growing tourism  
in the Flathead Valley!

Area(s) of expertise/Contribution you feel you can make

14 years hospitality experience

Other volunteer commitments

Authorization by owner(s) of property if nominee is designated representative

Ralph Morgan  
Printed Name

[Signature]  
Signature

11/25/14  
Date

RETURN TO KALISPELL CVB BY AUGUST 15, 2014

# Kalispell Tourism Business Improvement District Board Application

To fill board trustee position effective December 16, 2014 expiring April 30, 2016

## Medium Category Hotel Owner or Designated Representative

Name Dawn Hendrickson Phone 406-755-8080  
Address 195 Hutton Ranch Rd. Kalispell E-Mail Dawn.Hendrickson@hilton.com

Relevant Experience and/or Employment (attach a resume if relevant)

15 years in business development  
5 years in hospitality industry  
(please see attached resume)

Why are you interested in our organization? Would like to become  
more involved in the community and bringing growth  
through tourism.

Area(s) of expertise/Contribution you feel you can make

I have held a variety of positions in different areas  
and believe I can be a creative and resourceful  
asset through new ideas for business.

Other volunteer commitments Flathead Valley Young Professionals

Authorization by owner(s) of property if nominee is designated representative

PICK GABRIELSEN

Printed Name

[Signature]

Signature

12/2/14

Date



# DAWN M. Hendrickson

## Homewood Suites By Hilton

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### QUALIFICATIONS

A successful professional with experience in the Sales and Financial Industry. Have understating and familiarity in various capacities including management, human resources, underwriting, internal audits, credit decisions, sales, and collections. Creative, innovative and resourceful with the ability to increase resources, profitability and implement new procedures. Skilled at recruiting and retaining talented individuals and building effective teams. Excellent analytical and problem solving skills. Outstanding interpersonal and communication skills. Consistently provide outstanding service to all customers.

### PROFESSIONAL EXPERIENCE

Homewood Suites By Hilton, Kalispell MT

Aug 2014-Cur

#### *Director of Sales*

- Responsible for generating top line revenue
- Ongoing direct selling and key account management
- Analyzes and adjusts marketing plan on a continual basis to reflect market trends
- Develops and ensures implementation of marketing and advertising activities for hotel
- Identify major revenue opportunities through lead generation activities
- Manage all areas of sales. Qualify leads and prospects gained from all sales activities

Kalispell Red Lion Hotel, Helena/Kalispell MT

2010-2014

#### *Sales Manager*

- Managed the preferred corporate, team, and golf markets to exceed all sales goals
- Maximized and managed yield, occupancy, and ADR of hotel business
- Orchestrated and implemented promotional programs
- Marketed the hotel by attending local, state, and regional trade shows
- Lead generations and bookings by phone solicitations and outside sales calls

BANK OF AMERICA, Helena Mt

2006~2010

#### *Home Loan Consultant*

- Managed relationship with customer from time of application through out loan process until loan closing.
- Pulled credit bureau and analyzed customers financial capabilities
- Recommended appropriate loan products to meet customers needs
- Maintained customer information and records in compliance with company, state and federal laws

CITIGROUP, Spokane, WA

2000 – 2006

#### *District Manager (2004 – 2006)*

- Managed district operations for 25 employees in 6 branches with a receivable base of \$84 million.
- Developed new business to increase revenue, provide a high level of customer service and meet established objectives. Five of six branches achieved 100% of profit goals.
- Directed human resources including recruiting, training and development, scheduling, performance management and employee relations.
- Handled all aspects of loans including customer contact, underwriting, communicating approval/turndown decisions and closing. Reviewed credit applications and utilized the five C's of credit to make underwriting decisions.
- Conducted an internal audit review program to ensure quality standards were met, as well as compliance with state, federal and company guidelines.

- Led the district in business development activities such as generating new sources of business, researching the local market and coordinating special promotion activities.
- Increased the receivable base 15% and achieved the most growth in a 10 state division.
- Placed 6th out of 79 districts in the Chairman's Forum Rankings (top 10% of managers).
- Consistently achieved 100% passing rate on internal and external audits.
- Selected as a mentor for "impact branches".

***Branch Manager (2000 – 2004)***

- Oversaw branch production and profitability.
- Sold various products including personal loans, home equity loans, real estate loans and optional insurance products.
- Ensured underwriting decisions met all company, state and federal regulations.
- Increased profits by successfully collecting on delinquent accounts.
- Started as a Customer Service Representative and was continually promoted to positions of increasing responsibility.

**EDUCATION AND TRAINING**

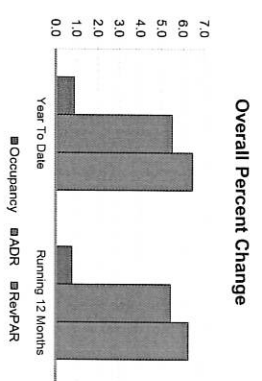
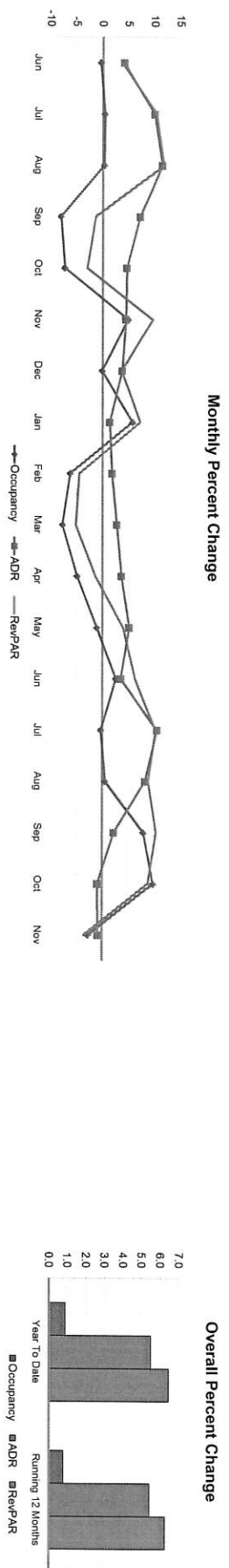
UNIVERSITY OF MONTANA, 2001, 2010 Office Technology, Legal Support Specialist, Computer Skills Specialist

MONTANA STATE INSURANCE PRODUCER LICENSE, 2001

## **2015 Kalispell TBID Board of Directors Meeting Schedule**

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

January 14	Business meeting and Year In Review Annual Meeting – Hilton Garden Inn
February 4	Approval of projected revenue for next fiscal year budget planning
March 11	Approval of draft marketing plan and budget  Nomination process initiated for upcoming board of director vacancies
April 8	Final approval of marketing plan and budget  Board nomination approval  Election of TBID board officers
May 13	New board members and officers in place
June 3	
July 1	
August 5	
September 2	
October 7	
November 4	
December 2	



Metric	2013												2014												Year To Date		Running 12 Months	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	2012	2013	2012	2013	
Occupancy (%)	6.4	8.8	9.0	8.0	8.8	3.0	2.1	3.0	3.7	3.5	3.2	3.0	3.0	3.7	3.5	3.2	4.8	6.1	6.8	5.0	7.5	5.3	3.7	5.4	5.4	5.0	5.2	
	Change	-0.4	0.4	0.3	-0.3	-8.0	-7.3	5.0	-0.1	5.0	-7.7	-0.1	5.0	5.0	-6.2	-7.7	-4.9	-1.1	2.6	-0.3	8.0	9.8	-2.7	0.0	7.7	5.3	0.8	
ADR	100.05	128.37	130.67	101.76	80.70	77.33	74.85	75.44	76.82	75.68	73.64	76.24	75.44	76.82	73.64	73.64	81.82	103.67	128.37	141.52	104.04	79.96	76.66	92.00	98.23	92.00	102.25	
	Change	4.1	10.0	11.5	-7.2	-4.6	4.5	3.8	1.4	1.8	2.8	3.7	3.7	1.4	1.8	2.8	3.7	5.2	3.6	10.6	8.3	-0.9	-0.9	4.6	6.8	4.6	5.4	
RevPAR	66.43	114.43	117.61	69.26	38.94	30.00	24.58	27.72	29.74	27.64	27.64	29.09	27.72	29.74	29.13	29.49	41.90	70.64	126.19	128.01	76.47	40.19	28.53	50.43	53.37	45.80	50.89	
	Change	3.8	10.4	11.6	-1.4	-1.0	9.7	3.7	7.3	-1.5	-9.1	-1.4	4.0	7.3	-1.5	-9.1	-1.4	4.0	6.3	10.3	8.8	-3.6	-3.6	10.1	5.8	10.1	6.3	
Demand	46,880	48,236	48,236	49,680	51,336	49,710	51,367	51,367	46,386	51,367	48,236	49,710	51,367	46,386	48,236	48,236	48,236	46,880	51,367	51,367	51,367	51,367	49,710	519,047	528,834	519,047	550,501	
	Change	-0.1	-0.1	-0.1	6.4	6.4	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.6	6.6	6.6	0.1	-1.9	1.7	50.004	4.7	
Supply	48,880	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	48,236	519,047	528,834	519,047	550,501	
	Change	-0.1	-0.1	-0.1	6.4	6.4	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.5	6.6	6.6	6.6	0.1	-1.9	1.7	50.004	4.7	
Revenue	3,100,032	5,519,689	5,672,880	3,441,644	1,896,481	1,481,454	1,292,547	1,167,235	1,379,829	1,419,879	1,440,282	2,152,231	1,167,235	1,379,829	1,405,290	1,376,729	1,942,884	3,100,032	6,480,856	6,579,578	3,803,487	2,005,654	1,439,053	26,278,610	28,225,324	26,278,610	31,450,804	
	Change	3.7	10.3	11.7	5.0	3.2	10.4	14.3	14.3	1.7	1.0	5.1	10.8	14.3	1.7	1.0	5.1	10.8	13.2	17.5	16.0	10.5	8.9	-3.5	0.0	7.7	0.0	11.4
Census %	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	89.9	89.9	89.9	89.9	
	Change	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9

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Source: 2014 STR, Inc.

# Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: October 2014

Currency: USD - US Dollar

ADR	Current Month - October 2014 vs October 2013										Year to Date - October 2014 vs October 2013										Participation							
	Occ %		ADR		RevPAR		Percent Change from October 2013		Room		Room		Room		Room		Room		Rooms		Rooms							
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Avail	Sold	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample		
Kalispell, MT+	50.3	45.8	79.96	80.70	40.19	36.94	9.8	-0.9	8.8	8.9	0.1	9.9	56.5	55.9	105.42	99.74	59.56	55.80	1.0	5.7	6.8	12.3	5.2	6.2	20	16	1658	1501
Missoula, MT+	61.9	59.4	87.56	86.67	54.18	51.50	4.1	1.0	5.2	5.2	0.0	4.1	62.6	61.2	91.27	87.18	57.14	53.32	2.4	4.7	7.2	7.2	0.0	2.4	41	24	3107	2194
Bulle, MT+	51.4	44.1	80.96	78.76	41.61	34.76	16.5	2.8	19.7	19.7	0.0	16.5	54.8	53.4	88.31	85.72	48.40	45.78	2.6	3.0	5.7	10.1	4.2	6.9	14	10	1250	973
Bozeman, MT+	63.8	60.5	90.09	89.48	57.51	54.09	5.6	0.7	6.3	10.2	3.6	9.4	69.2	68.3	101.33	97.30	70.15	66.44	1.4	4.1	5.6	9.8	4.0	5.4	29	17	2229	1573
Whitefish, MT+																												
Rapid City, SD	51.9	50.4	72.09	68.55	37.42	34.52	3.1	5.2	8.4	8.4	0.0	3.1	62.2	60.9	96.15	93.56	59.78	56.99	2.1	2.8	4.9	6.9	1.9	4.0	14	1	760	79
Park City, UT+	45.6	44.1	137.73	129.08	62.79	56.88	3.5	6.7	10.4	10.4	-0.0	3.4	54.3	53.3	231.51	222.26	125.75	118.41	1.9	4.2	6.2	6.0	-0.2	1.8	85	45	6119	4269
Helena/Great Falls, MT	62.2	55.7	82.87	81.79	51.54	45.58	11.6	1.3	13.1	13.0	-0.1	11.5	60.7	59.8	85.65	84.06	52.00	50.30	1.5	1.9	3.4	3.3	-0.1	1.4	50	35	3852	3191
Coeur D'Alene, ID+	61.8	56.2	105.51	104.28	65.21	58.64	9.9	1.2	11.2	11.2	0.0	9.9	61.5	62.4	130.44	126.33	80.23	78.88	-1.5	3.3	1.7	6.7	4.9	3.3	21	13	1762	1496
Sandpoint, ID+	44.9	43.5	89.36	86.87	40.11	37.75	3.3	2.9	6.2	6.2	0.0	3.3	54.5	53.4	105.08	102.44	57.24	54.74	1.9	2.6	4.6	4.6	0.0	1.9	8	4	396	244
Bend, OR+	65.3	64.7	105.28	99.75	88.74	64.50	1.0	5.5	6.6	11.0	4.1	5.2	88.6	85.9	113.66	106.14	78.00	69.96	4.1	7.1	11.5	12.4	0.8	5.0	38	20	2842	1671
Spokane, WA+	63.7	68.6	95.21	93.93	60.69	64.48	-7.1	1.4	-5.9	-5.9	0.0	-7.1	66.3	66.6	97.09	94.82	64.36	63.13	-0.4	2.4	1.9	2.0	0.1	-0.4	55	37	5688	4999
Billings, MT+	62.9	59.4	91.75	85.64	57.71	50.86	5.9	7.1	13.5	20.5	6.2	12.5	68.7	65.6	93.34	87.79	64.10	57.57	4.7	6.3	11.3	14.5	2.8	7.7	49	31	4405	3277
Economy Class+	39.0	34.0	56.09	55.12	21.87	18.75	14.6	1.7	16.6	16.9	0.3	14.9	48.7	47.0	75.42	72.89	36.76	34.24	3.8	3.5	7.4	7.6	0.2	4.0	10	7	774	623
Mid/Upper Upscale Class+	62.0	54.7	92.51	92.08	57.34	50.39	13.3	0.5	13.8	13.8	0.0	13.3	64.2	64.2	124.25	79.81	79.81								5	4	491	485

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 Source 2014 STR, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Kalispell Area CVB  
For the month of November 2014

Economy Class+ Mid/Upper Up/Upescale Class+	Current Month - November 2014 vs November 2013														Year to Date - November 2014 vs November 2013														Participation			
	Occ %		ADR		RevPAR		RevPAR		Percent Change from November 2013				Occ %		ADR		RevPAR		Percent Change from YTD 2013				Properties		Rooms							
	2014	2013	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Room Avail	Room Sold	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Room Avail	Room Sold	Census	Sample	Census	Sample				
Kalispell MT+	37.7	38.8	76.66	77.33	28.93	30.00	28.93	30.00	-2.7	-0.9	-3.6	-3.5	0.1	-2.7	54.8	54.3	103.64	98.23	56.81	53.37	0.9	5.5	6.4	11.4	4.7	5.6	20	16	1658	1501		
Missoula MT+	50.3	41.8	84.07	75.92	42.30	31.77	42.30	31.77	20.3	10.7	33.2	33.2	0.0	20.3	61.5	59.4	90.74	86.47	55.81	51.39	3.5	4.9	8.6	8.6	0.0	3.5	41	24	3107	2194		
Butte, MT+	37.9	33.0	78.77	76.73	29.88	25.29	29.88	25.29	15.1	2.7	18.2	18.2	0.0	15.1	53.3	51.5	87.70	85.19	48.73	43.87	3.5	3.0	6.5	10.6	3.8	7.4	14	10	1250	973		
Bozeman, MT+	49.4	47.0	84.71	87.21	41.84	40.99	41.84	40.99	5.1	-2.9	2.1	5.8	3.6	8.9	67.4	66.3	100.22	96.64	67.54	64.10	1.6	3.7	5.4	9.5	3.9	5.6	29	17	2229	1573		
Whitefish, MT+	32.5	36.4	61.67	63.23	20.05	23.03	20.05	23.03	-10.8	-2.5	-13.0	-13.6	-0.7	-11.4	59.5	58.8	94.24	91.98	56.10	54.12	1.2	2.5	3.7	5.5	1.8	2.9	14	1	760	79		
Rapid City, SD	32.9	32.7	129.73	121.59	42.62	39.80	42.62	39.80	0.4	6.7	7.1	7.1	-0.0	0.4	52.4	51.4	225.78	216.51	118.28	111.36	1.9	4.3	6.2	6.0	-0.2	1.7	34	15	3845	2322		
Helena/Great Falls, MT	48.9	48.9	81.98	80.54	40.05	39.42	40.05	39.42	-0.2	1.8	1.6	1.6	-0.1	-0.2	59.6	58.9	85.99	83.80	50.92	49.32	1.3	1.9	3.2	3.2	-0.1	1.2	50	35	3852	3191		
Coeur D Alene, ID+	44.2	43.5	100.89	97.39	44.56	42.36	44.56	42.36	1.5	3.6	5.2	5.2	0.0	1.5	59.9	60.7	128.49	124.38	77.02	75.46	-1.2	3.3	2.1	6.6	4.4	3.2	21	13	1762	1496		
Sandpoint, ID+	39.4	31.9	73.23	81.97	28.88	26.18	28.88	26.18	23.5	-10.7	10.3	10.3	0.0	23.5	53.1	51.5	102.95	101.30	54.69	52.17	3.1	1.6	4.8	4.8	0.0	3.1	8	4	396	244		
Bend, OR+	47.7	46.0	96.77	94.33	46.20	43.42	46.20	43.42	3.7	2.6	6.4	10.8	4.1	8.0	66.7	64.1	112.54	105.58	75.05	67.57	4.0	6.8	11.1	12.3	1.1	5.2	38	20	2842	1671		
Spookane WA+	54.2	58.4	87.83	89.28	47.64	52.15	47.64	52.15	-7.1	-1.6	-8.6	-8.6	0.0	-7.1	65.2	65.8	96.40	94.38	62.85	62.14	-1.0	2.1	1.1	1.2	0.1	-0.9	55	37	5688	4999		
Billings, MT+	48.4	49.8	87.58	82.89	42.43	41.16	42.43	41.16	-2.7	5.9	3.1	9.5	6.2	3.4	66.8	64.1	92.96	87.43	62.09	56.08	4.1	6.3	10.7	14.2	3.1	7.4	49	32	4405	3512		
Economy Class+ Mid/Upper Up/Upescale Class+	29.2	29.8	53.43	52.25	15.62	15.56	15.62	15.56	-1.8	2.3	0.4	0.5	0.1	-1.7	47.0	45.4	74.19	71.67	34.86	32.56	3.4	3.5	7.1	7.3	0.2	3.6	10	7	774	623		
	46.6	48.4	89.29	87.63	41.65	42.39	41.65	42.39	-3.6	1.9	-1.8	-1.8	0.0	-3.6	62.7	62.7	121.92	76.38	76.38							5	4	491	485			

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