

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – June 11, 2014
3:00 pm – 5:00 pm**

Location: Holiday Inn Express

AGENDA

3:00 pm Meeting Called to Order: Lori Fisher, Chairman of the Board

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from April 9, 2014
- b) TBID financial statements for March and April 2014
- c) Appointment of Vice-Chair
- d) Approval of nominations for board seat vacated by Angie Bowman
- e) Policy review – Lead Distribution
- f) Policy review – Special Event Ancillary activities

3. Board Discussion

- a) Spartan Race Recap
- b) High School Rodeo Finals Recap
- c) KCVB updates

5:00 pm Meeting Adjourns

Enclosures: April 9, 2014 minutes
TBID financial statements for March and April 2014
STR Report
Voices of Montana Tourism Q1 Update
KCVB Updates

For Further Information, Please Contact:

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

2014 TBID Board Meeting Schedule

| | | | | | |
|------------|------------|-------------|-----------|------------|------------|
| January 15 | February 5 | March 5 | April 9 | June 11 | |
| July 9 | August 6 | September 3 | October 1 | November 5 | December 5 |

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

Kalispell Tourism Business Improvement District
Board Attendance

2013

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

2014

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

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Hampton Inn Kalispell
April 9, 2014**

Minutes

Board Members Present: Lisa Brown, Lori Fisher, Gib Bissell, Janet Clark, Angie Bowman, Dan Moderie, Chris Walters

Board Members Absent: none

Staff Present: Diane Medler, Rob Brisendine

Guests Present: Scott Rieke, Best Western Flathead Lake Inn & Suites, Karen Whitman, Guesthouse Inn & Suites

Meeting was called to order by Lisa Brown, Chairman of the Board at 3:05 PM.

1. Hear from the public – none

2. Board Action

a. Approve Minutes from the March 5, 2014 Meeting:

Action: Motion was made by Lori Fisher to approve the minutes. Motion seconded by Gib Bissell.

Discussion: none. Board approved unanimously.

b. TBID financial statements for February 2014:

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

c. Approval of nominations for vacating board seats. Applications were received from Lisa Brown and Chris Walters to remain seated for another 4-year term. No other applications were received.

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

d. Election of board officers for May 1, 2014 – April 30, 2015. Lori Fisher will move from vice-chair to Chairman. Angie Bowman will move into the vice-chair role and Janet offered to be treasurer.

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

e. FY'15 Marketing Plan and Budget: The marketing plan is supported by TBID and bed tax funds. Plan outlines marketing segments, key strategies and methods and identifies funding source per method.

Action: Motion was made by Chris Walters to approve the FY'15 marketing plan and TBID budget as presented. Motion was seconded by Dan Moderie. Discussion: none. Board approved unanimously.

3. Board Discussion

a. Pond Hockey Financial Report: 600 room nights created from the event. 90% out of market of participants. That will continue to remain very high for this event as the valley does not have a large hockey population. Event ended at a net loss of \$37,000. Factors included unanticipated costs for site prep due to weather, sponsorship levels under projection, Saturday night Stanley Cup event losses due to no-show of the Cup, beer sales under projection. If winter is a focus then we have to be prepared for extra costs associated with putting on an outside event during that time of year. Board officers approved the transfer of \$37,000 from TBID budget (in addition to \$20,000 in original budget) to cover expenses. The board discussed the mitigating factors and KCVB's plans to offset as

many variables as possible next year. Based on projected increase in team registrations and increased registration fees that will provide increased revenue along with event logistic changes, the board approved continuation of the event. The goal continues to be to pass on the event, including majority of risks, to the promoter after year two. TBID would continue to provide funding for event promotion to assure out of market participation.

- b. MHSRA Finals Update: www.MTRodeo.com Sponsor sales are taking place. Suppliers are secured. Will see 4,000 people over the 5 days of the event.
- c. Spartan Race: Tracking to have over 5,000 racers, 70% out of market, 3,000 spectators. Sportsman Ski Haus committed to a \$7,500 sponsorship for Pre-Game event Friday night, 5-8pm at the Sportsman parking lot. Joe DeSena, founder of Spartan, attending and designing the course which gives our event a lot of extra press through the Spartan promotional channels.
- d. KCVB Updates: Travel Shows: KCVB attended two shows in March: Intl. Sportsman Expo in Salt Lake area. 4-day show attendance of over 30,000 and Calgary Outdoor & Adventure. 2-day show, 14,800 attendees. Glacier AERO: group has raised \$109,000 so far towards revenue guarantee fund, \$41,000 left to raise. TBID property owners are encouraged to consider an individual pledge as attracting additional air service is vital to increasing occupancy during the shoulder and winter seasons. Website: since site was retrofitted to better accommodate mobile devices we are seeing significant visits from mobile and tablets, 230%.

Meeting was adjourned at 4:25 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
June 11, 2014

TBID General Funds – Expense Summary March & April 2014

Admin:

Storage Unit: Quarterly payment for event storage

Travel/Entertainment: misc mileage & fuel, entertainment, meeting with Partners

Research & Education - \$5,248.08: Glacier AERO \$5,000 (half); Rob Governor's Conference

Website - \$6,194.43: maintenance and enhancement; SEM

Consumer Marketing - \$24,700.79: Small Community Air Grant (\$3,000); promo items for SLC show; SLC show expenses; Calgary Outdoor show expenses; social media admin; media and creative winter banner ads; Glacier Country travel guide ad; airport stocking

Events - \$37,525: Transfer of approved additional amount for Pond Hockey into KCVB events

Group - \$15,000: Transfer to KCVB events for High School Rodeo expenses

Publications - \$3,400: online visitor guide display; printed guide graphic design

KCVB Event Funds - Summary Jan - April 2014

Dragon Boat:

Income - \$27,858.50: registrations

Expenses - \$1,941.90: bookkeeping; credit card fee; parking lot lease; annual subscription Ngin

Pond:

Income - \$82,350.32: Registrations, sponsors, parking and beer sales, merchandise

Expenses - \$76,798.05: event expenses

Rodeo:

Income - \$19,500.07: sponsors

Expenses - \$11,918.08: promoter fee; sponsorship package; filming; award buckles

Spartan:

Income - \$5,000: vendors

Expenses - \$6,377.87: staff housing; insurance; gifts; meetings; trailer move

Tourism Business Improvement District
Balance Sheet
As of March 31, 2014

| | <u>Mar 31, 14</u> |
|---------------------------------------|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | 209,864.36 |
| 1010 - Checking | 209,864.36 |
| Total Checking/Savings | <u>209,864.36</u> |
| Total Current Assets | 209,864.36 |
| Fixed Assets | |
| 1710 - Office Equipment | 3,954.84 |
| 1820 - Web Site Development | 25,230.44 |
| Total Fixed Assets | <u>29,185.28</u> |
| TOTAL ASSETS | <u>239,049.64</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | 21,255.46 |
| 2000 - Accounts Payable | 21,255.46 |
| Total Accounts Payable | <u>21,255.46</u> |
| Total Current Liabilities | <u>21,255.46</u> |
| Total Liabilities | 21,255.46 |
| Equity | |
| 32000 - Unrestricted Net Assets | 168,885.32 |
| Net Income | 48,908.86 |
| Total Equity | <u>217,794.18</u> |
| TOTAL LIABILITIES & EQUITY | <u>239,049.64</u> |

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

| | Mar 14 | Jul '13 - Mar 14 |
|--|-----------|------------------|
| Income | | |
| 4000 · TBID Revenue | 0.00 | 430,982.00 |
| 4100 · Interest Income | 17.42 | 120.01 |
| Total Income | 17.42 | 431,102.01 |
| Expense | | |
| 5000 · Staffing | | |
| 5010 · Director | 6,193.74 | 49,361.79 |
| 5020 · Sales Manager | 6,027.60 | 49,473.72 |
| Total 5000 · Staffing | 12,221.34 | 98,835.51 |
| 5100 · Administrative | | |
| 5350 · City of Kalispell Admin Fee | 0.00 | 5,000.00 |
| 5110 · Bank Fees | 42.30 | 106.31 |
| 5120 · Audit | 0.00 | 1,500.00 |
| 5125 · Bookkeeping | 236.25 | 2,143.75 |
| 5140 · Office Supplies | 11.90 | 2,362.30 |
| 5150 · Postage & Copies | 421.07 | 2,209.05 |
| 5160 · Rent | 1,130.00 | 5,085.00 |
| 5165 · Storage Unit | 180.00 | 540.00 |
| 5180 · Telephone | 240.05 | 2,008.57 |
| 5185 · Travel & Entertainment | 611.82 | 2,086.27 |
| 5190 · Technology Support | 0.00 | 305.95 |
| 5195 · Equipment (Software) | 0.00 | 833.99 |
| Total 5100 · Administrative | 2,873.39 | 24,181.19 |
| 5200 · Research & Education | | |
| 5230 · Organizational Memberships | 0.00 | 2,737.06 |
| 5210 · Smith Travel Reports | 0.00 | 4,800.00 |
| Total 5200 · Research & Education | 0.00 | 7,537.06 |
| 5250 · Web Site | | |
| 5270 · Maintenance & Enhancements | 80.85 | 11,982.70 |
| 5280 · SEO & SEM | 0.00 | 3,542.74 |
| Total 5250 · Web Site | 80.85 | 15,525.44 |
| 5400 · Consumer Marketing | | |
| 5485 · Airline Enhancement | 3,000.00 | 3,000.00 |
| 5405 · Build Photo and Video Library | 0.00 | 28,396.72 |
| 5410 · Kalispell Promotional Video | 1,552.87 | 1,552.87 |
| 5430 · Social Media Administration | 400.00 | 11,158.08 |
| 5440 · Creative Services | 240.00 | 11,685.68 |
| 5450 · Media Buy | 395.00 | 8,395.00 |
| 5460 · Travel Show Attendance | 5,432.74 | 10,337.93 |
| 5470 · Trade Show Booth | 1,400.00 | 1,400.00 |
| 5480 · Airport VIC Kiosk | 100.00 | 611.25 |
| 5495 · Wayfinding Signage | 0.00 | 13.00 |

Tourism Business Improvement District Profit & Loss March 2014

| | Mar 14 | Jul '13 - Mar 14 |
|--------------------------------------|-------------------|------------------|
| Total 5400 · Consumer Marketing | 12,520.61 | 76,550.53 |
| 5500 · Event Marketing | | |
| 5501 · Dragon Boat | 0.00 | 28,000.00 |
| 5502 · Spartan Event | 0.00 | 634.00 |
| 5505 · Event Promoter Recruitment | 0.00 | 13,688.95 |
| 5509 · Pond Hockey | 37,525.00 | 58,325.00 |
| 5549 · Other Event Marketing | 0.00 | 256.19 |
| Total 5500 · Event Marketing | 37,525.00 | 100,904.14 |
| 5550 · Group Marketing | | |
| 5565 · Trade Show, FAM Trips | 0.00 | 4,681.37 |
| 5565.10 · Portland | 0.00 | 191.07 |
| 5565.6 · MEET West | 0.00 | 4,872.44 |
| Total 5565 · Trade Show, FAM Trips | 0.00 | 4,872.44 |
| 5584 · Sports Tournament Recruitment | 15,000.00 | 15,000.00 |
| Total 5550 · Group Marketing | 15,000.00 | 19,872.44 |
| 5650 · Public Relations | | |
| 5660 · Hosting Travel Media | 0.00 | 13,198.15 |
| 5665 · Press Releases | 0.00 | 8,043.75 |
| 5680 · Kallispell Merchandise | 0.00 | 1,404.92 |
| Total 5650 · Public Relations | 0.00 | 22,646.82 |
| 5700 · Publications | | |
| 5710 · Visitor Guide | 3,400.00 | 5,800.00 |
| 5790 · Other Publications | 0.00 | 2,067.40 |
| Total 5700 · Publications | 3,400.00 | 7,867.40 |
| 6000 · Prior Fiscal Year Expense | 0.00 | 8,272.62 |
| Total Expense | 83,621.19 | 382,193.15 |
| Net Income | <u>-83,603.77</u> | <u>48,908.86</u> |

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

| | Jul '13 - Mar 14 | Budget | \$ Over Budget | % of Budget |
|----------------------------------|------------------|-------------|------------------|---------------|
| Income | | | | |
| 4000 · TBID Revenue | 430,982.00 | 495,000.00 | -64,018.00 | 87.1% |
| 4100 · Interest Income | 120.01 | | | |
| Total Income | 431,102.01 | 495,000.00 | -63,897.99 | 87.1% |
| Expense | | | | |
| 5000 · Staffing | 98,835.51 | 146,918.00 | -48,082.49 | 67.3% |
| 5100 · Administrative | 24,181.19 | 31,400.00 | -7,218.81 | 77.0% |
| 5200 · Research & Education | 7,537.06 | 8,800.00 | -1,262.94 | 85.6% |
| 5250 · Web Site | 15,525.44 | 25,000.00 | -9,474.56 | 62.1% |
| 5400 · Consumer Marketing | 76,550.53 | 87,150.00 | -10,599.47 | 87.8% |
| 5500 · Event Marketing | 100,904.14 | 85,000.00 | 15,904.14 | 118.7% |
| 5550 · Group Marketing | 19,872.44 | 79,000.00 | -59,127.56 | 25.2% |
| 5650 · Public Relations | 22,646.82 | 19,732.00 | 2,914.82 | 114.8% |
| 5700 · Publications | 7,867.40 | 12,000.00 | -4,132.60 | 65.6% |
| 6000 · Prior Fiscal Year Expense | 8,272.62 | | | |
| Total Expense | 382,193.15 | 495,000.00 | -112,806.85 | 77.2% |
| Net Income | 48,908.86 | 0.00 | 48,908.86 | 100.0% |

9:07 AM
05/29/14
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of April 30, 2014

| | <u>Apr 30, 14</u> |
|---------------------------------------|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1010 · Checking | 162,038.88 |
| Total Checking/Savings | <u>162,038.88</u> |
| Total Current Assets | 162,038.88 |
| Fixed Assets | |
| 1710 · Office Equipment | 3,954.84 |
| 1820 · Web Site Development | <u>25,230.44</u> |
| Total Fixed Assets | <u>29,185.28</u> |
| TOTAL ASSETS | <u>191,224.16</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · Accounts Payable | 13,590.39 |
| Total Accounts Payable | <u>13,590.39</u> |
| Total Current Liabilities | <u>13,590.39</u> |
| Total Liabilities | 13,590.39 |
| Equity | |
| 32000 · Unrestricted Net Assets | 168,885.32 |
| Net Income | <u>8,748.45</u> |
| Total Equity | <u>177,633.77</u> |
| TOTAL LIABILITIES & EQUITY | <u>191,224.16</u> |

9:08 AM
 05/29/14
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 April 2014

| | Apr 14 | Jul '13 - Apr 14 |
|--|-----------|------------------|
| Income | | |
| 4000 · TBID Revenue | 0.00 | 430,982.00 |
| 4100 · Interest Income | 12.99 | 133.00 |
| Total Income | 12.99 | 431,115.00 |
| Expense | | |
| 5000 · Staffing | | |
| 5010 · Director | 5,528.12 | 54,889.91 |
| 5020 · Sales Manager | 5,605.94 | 55,079.66 |
| Total 5000 · Staffing | 11,134.06 | 109,969.57 |
| 5100 · Administrative | | |
| 5350 · City of Kalispell Admin Fee | 0.00 | 5,000.00 |
| 5110 · Bank Fees | 3.37 | 109.68 |
| 5120 · Audit | 0.00 | 1,500.00 |
| 5125 · Bookkeeping | 245.00 | 2,388.75 |
| 5140 · Office Supplies | 0.00 | 2,362.30 |
| 5150 · Postage & Copies | 732.32 | 2,941.37 |
| 5160 · Rent | 565.00 | 5,650.00 |
| 5165 · Storage Unit | 0.00 | 540.00 |
| 5180 · Telephone | 215.19 | 2,303.55 |
| 5185 · Travel & Entertainment | 0.00 | 2,086.27 |
| 5190 · Technology Support | 0.00 | 305.95 |
| 5195 · Equipment (Software) | 0.00 | 833.99 |
| Total 5100 · Administrative | 1,760.88 | 26,021.86 |
| 5200 · Research & Education | | |
| 5230 · Organizational Memberships | 5,000.00 | 7,737.06 |
| 5210 · Smith Travel Reports | 0.00 | 4,800.00 |
| 5220 · Training & Education | 248.08 | 248.08 |
| Total 5200 · Research & Education | 5,248.08 | 12,785.14 |
| 5250 · Web Site | | |
| 5270 · Maintenance & Enhancements | 1,644.00 | 13,626.70 |
| 5280 · SEO & SEM | 4,469.58 | 8,012.32 |
| Total 5250 · Web Site | 6,113.58 | 21,639.02 |
| 5400 · Consumer Marketing | | |
| 5485 · Airline Enhancement | 0.00 | 3,000.00 |
| 5405 · Build Photo and Video Library | 0.00 | 28,396.72 |
| 5410 · Kalispell Promotional Video | -1,307.18 | 245.69 |
| 5430 · Social Media Administration | 5,041.80 | 16,199.88 |
| 5440 · Creative Services | 6,306.03 | 17,991.71 |
| 5450 · Media Buy | 2,050.00 | 10,445.00 |
| 5460 · Travel Show Attendance | 39.53 | 11,777.46 |
| 5470 · Trade Show Booth | 0.00 | 309.81 |
| 5480 · Airport VIC Kiosk | 50.00 | 661.25 |
| 5495 · Wayfinding Signage | 0.00 | 13.00 |
| Total 5400 · Consumer Marketing | 12,180.18 | 89,040.52 |
| 5500 · Event Marketing | | |
| 5501 · Dragon Boat | 0.00 | 28,000.00 |
| 5502 · Spartan Event | 0.00 | 634.00 |
| 5505 · Event Promoter Recruitment | 0.00 | 13,688.95 |
| 5509 · Pond Hockey | 0.00 | 58,325.00 |
| 5549 · Other Event Marketing | 0.00 | 256.19 |
| Total 5500 · Event Marketing | 0.00 | 100,904.14 |
| 5550 · Group Marketing | | |
| 5565 · Trade Show, FAM Trips | | |
| 5565.10 · Portland | 0.00 | 4,681.37 |
| 5565.6 · MEET West | 0.00 | 191.07 |
| Total 5565 · Trade Show, FAM Trips | 0.00 | 4,872.44 |
| 5584 · Sports Tournament Recruitment | 0.00 | 15,000.00 |

9:08 AM
05/29/14
Accrual Basis

Tourism Business Improvement District
Profit & Loss
April 2014

| | <u>Apr 14</u> | <u>Jul '13 - Apr 14</u> |
|----------------------------------|--------------------------|-------------------------|
| Total 5550 · Group Marketing | 0.00 | 19,872.44 |
| 5650 · Public Relations | | |
| 5660 · Hosting Travel Media | 0.00 | 13,198.15 |
| 5665 · Press Releases | 3,047.02 | 11,090.77 |
| 5680 · Kalispell Merchandise | 0.00 | 1,404.92 |
| Total 5650 · Public Relations | 3,047.02 | 25,693.84 |
| 5700 · Publications | | |
| 5710 · Visitor Guide | 300.00 | 6,100.00 |
| 5790 · Other Publications | 0.00 | 2,067.40 |
| Total 5700 · Publications | 300.00 | 8,167.40 |
| 6000 · Prior Fiscal Year Expense | 0.00 | 8,272.62 |
| Total Expense | 39,783.80 | 422,366.55 |
| Net Income | <u><u>-39,770.81</u></u> | <u><u>8,748.45</u></u> |

9:09 AM

05/29/14

Accrual Basis

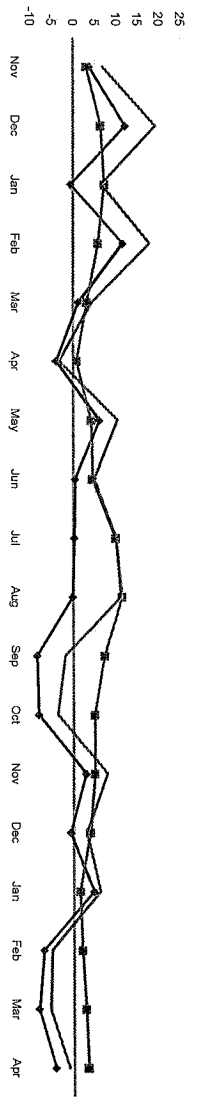
Tourism Business Improvement District Profit & Loss Budget vs. Actual July 2013 through April 2014

| | Jul '13 - Apr 14 | Budget | \$ Over Budget | % of Budget |
|----------------------------------|------------------------|--------------------|------------------------|----------------------|
| Income | | | | |
| 4000 · TBID Revenue | 430,982.00 | 495,000.00 | -64,018.00 | 87.1% |
| 4100 · Interest Income | 133.00 | | | |
| Total Income | <u>431,115.00</u> | <u>495,000.00</u> | <u>-63,885.00</u> | <u>87.1%</u> |
| Expense | | | | |
| 5000 · Staffing | 109,969.57 | 146,918.00 | -36,948.43 | 74.9% |
| 5100 · Administrative | 26,021.86 | 31,400.00 | -5,378.14 | 82.9% |
| 5200 · Research & Education | 12,785.14 | 8,800.00 | 3,985.14 | 145.3% |
| 5250 · Web Site | 21,639.02 | 25,000.00 | -3,360.98 | 86.6% |
| 5400 · Consumer Marketing | 89,040.52 | 87,150.00 | 1,890.52 | 102.2% |
| 5500 · Event Marketing | 100,904.14 | 85,000.00 | 15,904.14 | 118.7% |
| 5550 · Group Marketing | 19,872.44 | 79,000.00 | -59,127.56 | 25.2% |
| 5650 · Public Relations | 25,693.84 | 19,732.00 | 5,961.84 | 130.2% |
| 5700 · Publications | 8,167.40 | 12,000.00 | -3,832.60 | 68.1% |
| 6000 · Prior Fiscal Year Expense | 8,272.62 | | | |
| Total Expense | <u>422,366.55</u> | <u>495,000.00</u> | <u>-72,633.45</u> | <u>85.3%</u> |
| Net Income | <u><u>8,748.45</u></u> | <u><u>0.00</u></u> | <u><u>8,748.45</u></u> | <u><u>100.0%</u></u> |

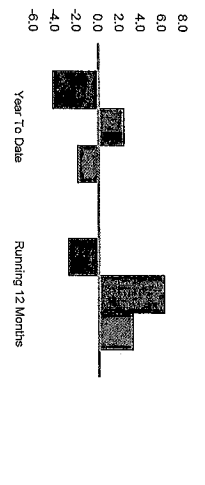
Kalispell Chamber of Commerce
KCVB P&L by Class
January through April 2014

| | Dragon <u>Boat</u> | Pond <u>Hockey</u> | <u>Spartan</u> | <u>HS Rodeo</u> | <u>TOTAL</u> |
|------------------------------------|-------------------------|------------------------|-------------------------|------------------------|-------------------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| 4225.00 · Beverage Sales | 0.00 | 6,124.00 | 0.00 | 0.00 | 6,124.00 |
| 4250.00 · Donations | 0.00 | 40.00 | 0.00 | 0.00 | 40.00 |
| 4550.00 · Merchandise | 0.00 | 368.00 | 0.00 | 0.00 | 368.00 |
| 4600.00 · Other Income | 0.00 | 155.30 | 0.00 | 0.00 | 155.30 |
| 4650.00 · Parking | 0.00 | 1,840.00 | 0.00 | 0.00 | 1,840.00 |
| 4700.00 · Registrations | 27,858.50 | 11,150.00 | 0.00 | 0.07 | 39,008.57 |
| 4850.00 · Sponsors | 0.00 | 60,467.50 | 5,000.00 | 19,500.00 | 84,967.50 |
| 4900.00 · Ticket Sales | 0.00 | 2,043.18 | 0.00 | 0.00 | 2,043.18 |
| 4950.00 · Wage & Benefit Reimburse | 0.00 | 162.34 | 0.00 | 0.00 | 162.34 |
| Total Income | <u>27,858.50</u> | <u>82,350.32</u> | <u>5,000.00</u> | <u>19,500.07</u> | <u>134,708.89</u> |
| Expense | | | | | |
| 5000.00 · Purchases | 0.00 | 3,225.00 | 0.00 | 0.00 | 3,225.00 |
| 5010.00 · Advertising & Marketing | 0.00 | 4,427.58 | 0.00 | 0.00 | 4,427.58 |
| 5040.00 · Awards & Recognition | 0.00 | 0.00 | 0.00 | 2,939.55 | 2,939.55 |
| 5060.00 · Bank & Credit Card Fees | 254.90 | 0.00 | 0.00 | 0.00 | 254.90 |
| 5160.00 · Contributions | 0.00 | 5,350.00 | 0.00 | 0.00 | 5,350.00 |
| 5180.00 · Concessions/Catering | 0.00 | 4,158.96 | 0.00 | 0.00 | 4,158.96 |
| 5200.00 · Dues & Subscriptions | 895.00 | 0.00 | 0.00 | 0.00 | 895.00 |
| 5240.00 · Hospitality | 0.00 | 0.00 | 425.00 | 0.00 | 425.00 |
| 5260.00 · Insurance | 0.00 | 2,759.00 | 568.00 | 840.00 | 4,167.00 |
| 5320.00 · Leased Equipment/Space | 250.00 | 15,934.00 | 3,000.00 | 0.00 | 19,184.00 |
| 5360.00 · Meetings | 24.50 | 62.88 | 63.10 | 112.37 | 262.85 |
| 5400.00 · Miscellaneous | 0.00 | 175.00 | 0.00 | 0.00 | 175.00 |
| 5420.00 · Office | 0.00 | 3,330.16 | 77.36 | 61.41 | 3,468.93 |
| 5460.00 · Permits & Fees | 0.00 | 30.00 | 20.00 | 0.00 | 50.00 |
| 5480.00 · Event Performers | 0.00 | 150.00 | 0.00 | 0.00 | 150.00 |
| 5520.00 · Professional Services | 517.50 | 20,527.18 | 200.00 | 3,464.75 | 24,709.43 |
| 5540.00 · Promotor Expenses | 0.00 | 13,517.49 | 1,955.00 | 4,500.00 | 19,972.49 |
| 5560.00 · Repairs & Maintenance | 0.00 | 195.00 | 0.00 | 0.00 | 195.00 |
| 5670.00 · Supplies | 0.00 | 1,350.39 | 0.00 | 0.00 | 1,350.39 |
| 5740.00 · Travel | 0.00 | 74.49 | 69.41 | 0.00 | 143.90 |
| 5760.00 · Utilities | 0.00 | 157.49 | 0.00 | 0.00 | 157.49 |
| 5780.00 · VIP/Sponsor/Staff | 0.00 | 1,373.43 | 0.00 | 0.00 | 1,373.43 |
| Total Expense | <u>1,941.90</u> | <u>76,798.05</u> | <u>6,377.87</u> | <u>11,918.08</u> | <u>97,035.90</u> |
| Net Ordinary Income | <u>25,916.60</u> | <u>5,552.27</u> | <u>-1,377.87</u> | <u>7,581.99</u> | <u>37,672.99</u> |
| Net Income | <u><u>25,916.60</u></u> | <u><u>5,552.27</u></u> | <u><u>-1,377.87</u></u> | <u><u>7,581.99</u></u> | <u><u>37,672.99</u></u> |

Monthly Percent Change



Overall Percent Change



| Occupancy (%) | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|----------------|------|------|------|------|------|------|------|--------------|------|-------------------|------|
| | | | | | | | | | | | |
| This Year | 37.7 | 32.7 | 29.0 | 41.8 | 40.3 | 40.5 | 50.1 | 68.8 | 68.8 | 68.8 | 68.8 |
| Last Year | 38.4 | 29.2 | 29.1 | 37.4 | 38.8 | 42.2 | 47.2 | 66.5 | 88.8 | 88.8 | 88.8 |
| Percent Change | 3.7 | 12.1 | -0.8 | 11.8 | -1.2 | -9.8 | 6.0 | 0.5 | 0.2 | 0.2 | 0.2 |

| ADR | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|----------------|-------|-------|-------|-------|-------|-------|-------|--------------|--------|-------------------|--------|
| | | | | | | | | | | | |
| This Year | 74.18 | 74.02 | 74.60 | 76.80 | 73.75 | 73.88 | 82.82 | 101.46 | 128.12 | 130.41 | 130.41 |
| Last Year | 71.99 | 69.94 | 69.91 | 71.56 | 71.57 | 73.21 | 73.21 | 97.25 | 116.78 | 117.20 | 117.20 |
| Percent Change | 3.0 | 6.5 | 7.2 | 5.7 | 3.1 | 0.8 | 4.1 | 4.3 | 9.8 | 11.3 | 11.3 |

| RevPAR | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|----------------|-------|-------|-------|-------|-------|-------|-------|--------------|--------|-------------------|--------|
| | | | | | | | | | | | |
| This Year | 27.95 | 24.21 | 21.91 | 41.54 | 28.70 | 29.51 | 41.54 | 67.81 | 114.04 | 116.87 | 116.87 |
| Last Year | 26.18 | 20.32 | 20.28 | 30.57 | 28.47 | 30.51 | 37.64 | 64.70 | 103.65 | 105.19 | 105.19 |
| Percent Change | 6.8 | 19.2 | 6.6 | 17.9 | 4.3 | -3.2 | 10.4 | 4.8 | 10.0 | 11.1 | 11.1 |

| Demand | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|-------------------|--------|
| | | | | | | | | | | | |
| This Year | 17,897 | 15,779 | 13,571 | 18,193 | 19,422 | 19,505 | 24,162 | 31,198 | 42,885 | 43,228 | 43,228 |
| Last Year | 16,865 | 14,082 | 14,090 | 19,201 | 19,201 | 19,699 | 22,902 | 31,076 | 42,881 | 43,280 | 43,280 |
| Percent Change | 3.6 | 12.1 | 0.8 | 11.5 | 1.2 | -4.0 | 9.0 | 0.4 | 0.2 | -0.2 | -0.2 |

| Revenue | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-------------------|-----------|
| | | | | | | | | | | | |
| This Year | 1,206,238 | 1,188,025 | 1,042,273 | 1,735,500 | 1,482,469 | 1,398,284 | 2,003,572 | 3,106,448 | 5,500,807 | 5,637,487 | 5,637,487 |
| Last Year | 1,222,799 | 980,853 | 978,866 | 1,574,827 | 1,443,746 | 1,418,916 | 3,022,202 | 5,003,023 | 5,072,210 | 5,072,210 | 5,072,210 |
| Percent Change | 6.7 | 18.1 | 6.5 | 17.6 | 4.2 | -3.3 | 10.3 | 4.7 | 9.9 | 11.0 | 11.0 |

| Census % | | 2012 | | 2013 | | 2014 | | Year To Date | | Running 12 Months | |
|-----------------------|------|------|------|------|------|------|------|--------------|------|-------------------|------|
| | | | | | | | | | | | |
| Census Progs | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 | 19 |
| Census Rooms | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 | 1566 |
| % Rooms Participating | 89.5 | 89.5 | 88.5 | 88.5 | 88.5 | 88.5 | 88.5 | 88.5 | 88.5 | 88.5 | 88.5 |

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Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of April 2014

Currency: USD - US Dollar

| Properties | Current Month - April 2014 vs April 2013 | | | | | | | | | | | | Year to Date - April 2014 vs April 2013 | | | | | | | | | | | | Participation | | | | | |
|------------------------|--|------|--------|--------|---------|-------|--------------------------------|------|----------|------|------------|-------|---|------|--------|--------|--------|--------|---------|------|------------------------------|------|----------|------|---------------|------|-----------|------|------------|-------|
| | Occ % | | ADR | | Rev/PAR | | Percent Change from April 2013 | | Room Rev | | Room Avail | | Room Sold | | Occ % | | ADR | | Rev/PAR | | Percent Change from YTD 2013 | | Room Rev | | Room Avail | | Room Sold | | Properties | Rooms |
| | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 |
| Kalispell, MT+ | 38.8 | 40.5 | 76.29 | 73.86 | 29.58 | 29.91 | -4.3 | 3.3 | -1.1 | 5.3 | 6.5 | 2.0 | 36.2 | 37.8 | 76.24 | 74.43 | 27.56 | 28.10 | -4.2 | 2.4 | -1.9 | 4.5 | 6.5 | 2.0 | 20 | 15 | 1657 | 1447 | | |
| Missoula, MT+ | 55.0 | 53.2 | 82.01 | 78.51 | 45.10 | 41.76 | 3.4 | 4.5 | 8.0 | 8.0 | 0.0 | 3.4 | 45.2 | 43.7 | 77.56 | 76.12 | 35.06 | 33.30 | 3.3 | 1.9 | 5.3 | 5.3 | 0.0 | 3.3 | 41 | 24 | 3107 | 2194 | | |
| Butte, MT+ | 44.4 | 43.2 | 81.69 | 77.15 | 36.30 | 33.37 | 2.8 | 5.9 | 8.8 | 16.6 | 7.2 | 10.2 | 39.0 | 39.8 | 80.28 | 77.70 | 31.28 | 30.94 | -2.1 | 3.3 | 1.1 | 8.4 | 7.2 | 4.9 | 14 | 10 | 1250 | 973 | | |
| Bozeman, MT+ | 55.8 | 51.8 | 80.25 | 80.25 | 44.78 | 41.57 | 7.7 | 0.0 | 7.7 | 11.9 | 3.9 | 11.9 | 52.9 | 51.8 | 79.31 | 78.50 | 41.95 | 40.65 | 2.2 | 1.0 | 3.2 | 8.8 | 5.4 | 7.7 | 28 | 16 | 2151 | 1495 | | |
| Whitefish, MT+ | 40.6 | 38.9 | 63.93 | 62.77 | 25.98 | 24.39 | 4.6 | 1.9 | 6.5 | 11.9 | 5.1 | 9.9 | 39.8 | 38.1 | 65.92 | 64.03 | 26.24 | 24.39 | 4.5 | 3.0 | 7.6 | 11.8 | 4.0 | 8.6 | 14 | 2 | 762 | 224 | | |
| Rapid City, SD | 36.8 | 34.3 | 146.63 | 145.22 | 53.93 | 49.74 | 7.4 | 1.0 | 8.4 | 8.0 | -0.4 | 6.9 | 52.0 | 50.6 | 359.09 | 346.04 | 186.69 | 175.23 | 2.7 | 3.8 | 6.5 | 6.1 | -0.4 | 2.2 | 34 | 15 | 3827 | 2322 | | |
| Park City, UT+ | 57.8 | 54.9 | 83.80 | 81.45 | 48.46 | 44.69 | 5.4 | 2.9 | 8.4 | 8.3 | -0.1 | 5.3 | 50.8 | 51.7 | 83.57 | 81.35 | 42.46 | 42.07 | -1.8 | 2.7 | 0.9 | 0.8 | -0.1 | -1.9 | 50 | 36 | 3854 | 3260 | | |
| Helena/Great Falls, MT | 50.0 | 54.7 | 96.67 | 95.44 | 48.29 | 52.20 | -8.7 | 1.3 | -7.5 | -0.8 | 7.2 | -2.1 | 41.6 | 43.5 | 95.75 | 90.21 | 39.84 | 39.20 | -4.3 | 6.1 | 1.6 | 8.9 | 7.2 | 2.6 | 21 | 13 | 1762 | 1447 | | |
| Coeur D Alene, ID+ | 43.3 | 43.3 | 76.97 | 78.48 | 33.30 | 33.95 | 0.0 | -1.9 | -1.9 | -1.9 | 0.0 | 0.0 | 41.0 | 38.4 | 76.95 | 76.25 | 31.52 | 29.26 | 6.7 | 0.9 | 7.7 | 7.7 | 0.0 | 6.7 | 8 | 4 | 396 | 244 | | |
| Sandpoint, ID+ | 63.7 | 60.3 | 97.49 | 94.88 | 62.07 | 57.19 | 5.6 | 2.7 | 8.5 | 8.5 | -0.0 | 5.6 | 55.0 | 51.1 | 97.02 | 91.51 | 53.38 | 46.79 | 7.6 | 6.0 | 14.1 | 14.0 | -0.0 | 7.6 | 37 | 19 | 2728 | 1557 | | |
| Bend, OR+ | 63.3 | 61.7 | 94.22 | 93.55 | 59.62 | 57.68 | 2.6 | 0.7 | 3.4 | 3.4 | 0.1 | 2.7 | 57.0 | 55.0 | 92.77 | 90.56 | 52.91 | 49.79 | 3.7 | 2.4 | 6.3 | 6.3 | 0.1 | 3.8 | 58 | 38 | 5911 | 5050 | | |
| Spokane, WA+ | 63.3 | 61.7 | 94.22 | 93.55 | 59.62 | 57.68 | 2.6 | 0.7 | 3.4 | 3.4 | 0.1 | 2.7 | 57.0 | 55.0 | 92.77 | 90.56 | 52.91 | 49.79 | 3.7 | 2.4 | 6.3 | 6.3 | 0.1 | 3.8 | 58 | 38 | 5911 | 5050 | | |
| Billings, MT+ | 83.7 | 73.5 | 85.36 | 79.76 | 54.40 | 58.62 | -13.3 | 7.0 | -7.2 | -7.2 | 0.0 | -13.3 | 58.6 | 58.8 | 83.18 | 80.29 | 48.72 | 47.18 | -0.3 | 3.6 | 3.2 | 5.2 | 1.9 | 1.6 | 46 | 29 | 4147 | 3158 | | |

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P.O. Box 1272
Helena, MT 59624



Ph (406) 449-8408
Fx (406) 442-8018

www.milha.com

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

Month to Month

| Segment | Occupancy Percent | | |
|--------------------------|-------------------|------|-------|
| | 2014 | 2013 | % Chg |
| United States | 65.3 | 63.5 | 2.9 |
| Mountain | 67.9 | 63.8 | 6.5 |
| Montana | 50.7 | 49.5 | 2.6 |
| Billings | 66.5 | 60.3 | 10.3 |
| Bozeman/Yellowstone Area | 49.5 | 46.6 | 6.1 |
| Missoula | 47.9 | 44.8 | 7.0 |
| Helena/Great Falls | 54.7 | 54.9 | -0.3 |

Year to Date

| Segment | Occupancy Percent | | |
|--------------------------|-------------------|------|-------|
| | 2014 | 2013 | % Chg |
| United States | 59.2 | 57.5 | 2.9 |
| Mountain | 60.9 | 57.3 | 6.3 |
| Montana | 45.1 | 44.8 | 0.7 |
| Billings | 56.8 | 53.8 | 5.7 |
| Bozeman/Yellowstone Area | 44.6 | 43.0 | 3.8 |
| Missoula | 41.3 | 40.0 | 3.3 |
| Helena/Great Falls | 48.5 | 50.7 | -4.4 |

Average Room Rate

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2014 | 2013 | % Chg |
| United States | 115.28 | 110.73 | 4.1 |
| Mountain | 116.22 | 106.54 | 9.1 |
| Montana | 81.57 | 79.59 | 2.5 |
| Billings | 85.31 | 80.25 | 6.3 |
| Bozeman/Yellowstone Area | 79.56 | 78.33 | 1.6 |
| Missoula | 77.80 | 75.53 | 3.0 |
| Helena/Great Falls | 84.88 | 82.91 | 2.4 |

Average Room Rate

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2014 | 2013 | % Chg |
| United States | 112.45 | 108.36 | 3.8 |
| Mountain | 113.50 | 107.67 | 5.4 |
| Montana | 80.14 | 79.23 | 1.1 |
| Billings | 83.14 | 81.12 | 2.5 |
| Bozeman/Yellowstone Area | 77.68 | 76.43 | 1.6 |
| Missoula | 75.44 | 74.89 | 0.7 |
| Helena/Great Falls | 83.43 | 81.31 | 2.6 |

RevPAR

| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2014 | 2013 | % Chg |
| United States | 75.31 | 70.27 | 7.2 |
| Mountain | 78.93 | 67.95 | 16.2 |
| Montana | 41.37 | 39.36 | 5.1 |
| Billings | 56.74 | 48.39 | 17.3 |
| Bozeman/Yellowstone Area | 39.37 | 36.53 | 7.8 |
| Missoula | 37.29 | 33.83 | 10.2 |
| Helena/Great Falls | 46.46 | 45.51 | 2.1 |

RevPAR

| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2014 | 2013 | % Chg |
| United States | 66.59 | 62.34 | 6.8 |
| Mountain | 69.13 | 61.72 | 12.0 |
| Montana | 36.15 | 35.48 | 1.9 |
| Billings | 47.27 | 43.61 | 8.4 |
| Bozeman/Yellowstone Area | 34.65 | 32.85 | 5.5 |
| Missoula | 31.15 | 29.94 | 4.0 |
| Helena/Great Falls | 40.43 | 41.20 | -1.9 |

Rev Avail Sold

| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 8.1 | 0.8 | 3.8 |
| Mountain | 16.9 | 0.6 | 7.1 |
| Montana | 7.5 | 2.3 | 4.9 |
| Billings | 17.3 | 0.0 | 10.3 |
| Bozeman/Yellowstone Area | 11.8 | 3.7 | 10.1 |
| Missoula | 10.2 | 0.0 | 7.0 |
| Helena/Great Falls | 2.0 | -0.1 | -0.4 |

Rev Avail Sold

| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 7.7 | 0.9 | 3.8 |
| Mountain | 12.7 | 0.6 | 6.9 |
| Montana | 4.8 | 2.9 | 3.6 |
| Billings | 10.9 | 2.4 | 8.2 |
| Bozeman/Yellowstone Area | 10.6 | 4.8 | 8.8 |
| Missoula | 4.0 | 0.0 | 3.3 |
| Helena/Great Falls | -2.0 | -0.1 | -4.5 |

P.O. Box 1272
Helena, MT 59624



Ph (406) 449-8408
Fx (406) 442-8018

www.mtlha.com

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

Month to Month

| Segment | Occupancy Percent | | |
|--------------------------|-------------------|------|-------|
| | 2014 | 2013 | % Chg |
| United States | 65.7 | 63.6 | 3.2 |
| Mountain | 63.4 | 60.1 | 5.5 |
| Montana | 51.2 | 51.6 | -0.9 |
| Billings | 63.5 | 72.9 | -13.0 |
| Bozeman/Yellowstone Area | 46.2 | 41.4 | 11.6 |
| Missoula | 54.2 | 52.5 | 3.2 |
| Helena/Great Falls | 57.8 | 54.9 | 5.4 |

Year to Date

| Segment | Occupancy Percent | | |
|--------------------------|-------------------|------|-------|
| | 2014 | 2013 | % Chg |
| United States | 60.8 | 59.1 | 3.0 |
| Mountain | 61.5 | 58.0 | 6.0 |
| Montana | 46.6 | 46.5 | 0.2 |
| Billings | 58.3 | 58.4 | -0.1 |
| Bozeman/Yellowstone Area | 44.9 | 42.6 | 5.3 |
| Missoula | 44.5 | 43.1 | 3.2 |
| Helena/Great Falls | 50.8 | 51.7 | -1.8 |

Average Room Rate

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2014 | 2013 | % Chg |
| United States | 114.67 | 110.21 | 4.0 |
| Mountain | 100.41 | 96.44 | 4.1 |
| Montana | 81.53 | 80.17 | 1.7 |
| Billings | 85.86 | 80.32 | 6.9 |
| Bozeman/Yellowstone Area | 78.68 | 82.65 | -4.8 |
| Missoula | 81.77 | 78.27 | 4.5 |
| Helena/Great Falls | 83.80 | 81.45 | 2.9 |

Average Room Rate

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2014 | 2013 | % Chg |
| United States | 113.07 | 108.86 | 3.9 |
| Mountain | 110.13 | 104.76 | 5.1 |
| Montana | 80.47 | 79.52 | 1.2 |
| Billings | 83.78 | 80.75 | 3.8 |
| Bozeman/Yellowstone Area | 77.86 | 78.22 | -0.5 |
| Missoula | 77.37 | 75.92 | 1.9 |
| Helena/Great Falls | 83.57 | 81.35 | 2.7 |

RevPAR

| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2014 | 2013 | % Chg |
| United States | 75.30 | 70.12 | 7.4 |
| Mountain | 63.69 | 57.98 | 9.8 |
| Montana | 41.72 | 41.39 | 0.8 |
| Billings | 54.50 | 58.57 | -7.0 |
| Bozeman/Yellowstone Area | 36.32 | 34.18 | 6.3 |
| Missoula | 44.33 | 41.13 | 7.8 |
| Helena/Great Falls | 48.46 | 44.69 | 8.4 |

RevPAR

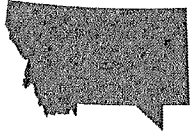
| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2014 | 2013 | % Chg |
| United States | 68.78 | 64.30 | 7.0 |
| Mountain | 67.76 | 60.78 | 11.5 |
| Montana | 37.48 | 36.97 | 1.4 |
| Billings | 48.87 | 47.16 | 3.6 |
| Bozeman/Yellowstone Area | 34.94 | 33.32 | 4.9 |
| Missoula | 34.45 | 32.74 | 5.2 |
| Helena/Great Falls | 42.46 | 42.07 | 0.9 |

Rev Avail Sold

| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 8.2 | 0.8 | 4.0 |
| Mountain | 10.4 | 0.5 | 6.1 |
| Montana | 2.9 | 2.1 | 1.2 |
| Billings | -7.0 | 0.0 | -13.0 |
| Bozeman/Yellowstone Area | 9.0 | 2.6 | 14.5 |
| Missoula | 7.8 | 0.0 | 3.2 |
| Helena/Great Falls | 8.3 | -0.1 | 5.3 |

Rev Avail Sold

| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 7.8 | 0.8 | 3.8 |
| Mountain | 12.1 | 0.6 | 6.7 |
| Montana | 4.1 | 2.7 | 2.9 |
| Billings | 5.5 | 1.8 | 1.6 |
| Bozeman/Yellowstone Area | 9.3 | 4.3 | 9.8 |
| Missoula | 5.2 | 0.0 | 3.2 |
| Helena/Great Falls | 0.8 | -0.1 | -1.9 |



VOICES OF
MONTANA TOURISM
JOBS. COMMUNITY. ECONOMY.

January thru March 2014 update

Executive Summary:

In the first quarter of the New Year, Voices' efforts focused primarily on completing our fundraising efforts for FY 13/14, preparing for and participating in major events focused on business & economic development, and preparation for the Governor's Conference on Tourism.

Fundraising for FY 13/14 is complete with one remaining donation scheduled for invoicing on or about June 1. Though next year's model is still in development, we anticipate preparation for and efforts during the 2015 session will require a budget of no more than \$100,000 for FY 14/15.

We anticipate a need to broaden Voices' support to include expansion among accommodation, retail, restaurant, banking and construction industries as well as those CVBs, chambers of commerce and TBIDs that have not supported Voices in the past.

Initially, Voices would ask past sponsors (and new ones) to consider a level of financial support equivalent to 1.5-2% of their annual budget.

Major events this quarter like Business Days at the Capitol, February's Tourism Advisory Council meeting, and the annual MT Ambassador conference provided incredible opportunities for Voices to participate in panel discussions and keep the major opportunities and challenges for the tourism industry front & center with influential policy and economic developers from around the state.

Preparation for Voices' sponsorship at the Governor's conference has been completed and the event is sure to be an incredible opportunity for Voices to engage stakeholders as they share their stories of success.

Key Activities:

Legislative Outreach/Government Relations

- As a sponsor for the 2013 Business Days at the Capitol, Jan. 8-9, Voices hosted and engaged several legislators, policy influencers and industry stakeholders on the importance of tourism to the state's economy and policy decisions that impact tourism:
 - Rep. Mark Blasdel, Somers (R, HD-10)
 - Rep. Chuck Hunter, Helena (D, HD-79)
 - Rep. Kelly Flynn, Townsend (R, HD-68)
 - Rep. Ed Greef, Florence (R, HD-90)
 - Sen. Elsie Arntzen, Billings (R, SD-27)
 - Sen. Janna Taylor, Dayton (R, SD-6)



- Attended the Tourism Advisory Council, Feb. 4, in Missoula and engaged over 40 industry stakeholders discussing current challenges and future opportunities; the next legislative session is a popular topic and one most seem optimistic about
- Participated in a panel discussion at the TAC in Missoula and provided public remarks regarding the opportunities and challenges for the industry during the next session
- Synchronized Voices efforts with the MLHA Hospitality Council and discussed ways to mutually support the council's membership drive and Voices fundraising
- Met with the Helena TBID/Tourism Alliance, Feb. 5, to discuss marketing strategies and the importance of Canadian tourism
- In an effort to educate stakeholders with the dynamic and ever-changing field of federal legislative incumbents & candidates, Voices began a three part series on federal-level issues that have a direct impact on tourism in Montana starting with:
 - "Part I: The Land and Water Conservation Fund," Feb. 14 (<http://goo.gl/lgv2IU>)
- While attending the MT Ambassador Conference, participated in panel discussion on Montana brand marketing along with representatives from the TAC, Office of Tourism, Mercury CSC and ITRR. Provided discussion points for the challenges to maintaining stable funding for marketing as well as challenges/opportunities in communicating tourism's value to the state economy
- Engaged ITRR staff routinely throughout 1st Quarter maintaining a strong relationship with Norma's team and highlighting industry needs and priorities for research
- Continued to maintain existing relationships with the U.S. Travel Association and the American Hospitality & Lodging Association by incorporating their messages and industry updates through Voices social media efforts

Media Relations, Social Networking and Web

- Published three monthly industry e-updates; currently distributed to over 340 industry stakeholders
- Media coverage generated or supported by Voices of Montana Tourism:
 - Opinion, The Missoulian: "Collaborative, responsible development of Fish Creek State Park possible," by Racene Friede (<http://goo.gl/Xalwgu>)
 - Letter, Missoula Independent: "Figuring out Fish Creek," by Mike Garcia (<http://goo.gl/vfx4op>)
 - Letter, Helena Independent Record: "Figuring out Fish Creek," by Mike Garcia
 - Blog, MercuryCSC: "Outdoors needs a champ. Looking at you, Tourism," by Jeff Welch (<http://goo.gl/nrQ5Ho>)
 - Comment/post, BeartoothNBC.com: "Economic Outlook, Part 1," by Mike Garcia (<http://goo.gl/38cxu2>)
- Conducted phone interview with Bozeman Daily Chronicle and provided tourism data for travel region and state for story "Big Sky at 40" (<http://goo.gl/oXn3CE>)
- Twitter: nearly 50 tweets since Jan. 1; resulting in an additional 130+ followers (increase of 15% to almost 1,030 followers by March 31)
- Facebook: nearly 50 posts since Jan. 1; average daily reach has almost doubled (increase from 25 to 42 daily)
- Other articles of interest that complemented Voices' media and social media efforts:
 - "Montana State Parks announces 2013 annual visitation highest on record" – StateParks.MT.gov (<http://goo.gl/FX484W>)
 - "U.S. travel industry nears complete employment recovery" – TravelPulse.com (<http://goo.gl/Cqi9vt>)
 - "International tourist arrivals hit record high, up 5%" – Skift.com (<http://goo.gl/l7lgE7>)