

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

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Lori Fisher, Vice-Chair 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. Partners Creative will attend to present the FY14 brand messaging, marketing campaign creative, and website enhancements and updates.

3. Board Action

- a) Approval of minutes from May 1, 2013
- b) TBID financial statements for April, 2013
- c) TBID comp room allocation and rate for KCVB initiatives
- d) Transfer of TBID sponsorship of air service grant from LA to Phoenix service

4. Board Discussion

- a) Spartan Race recap
- b) Dragon Boat update
- d) Consumer marketing updates
- e) M&C updates

5:00 pm Meeting Adjourns

Enclosures: May 1, 2013 minutes
TBID financial statements for April 2013
STR Report
KCVB Reports

For Further Information, Please Contact:

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064
Diane Medler, KCVB Director diane@discoverkalispell.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
May 1, 2013

Minutes

Board Members Present: Janet Clark, Lisa Brown, Angie Bowman, Gib Bissell, Dan Moderie

Board Members Absent: Lori Fisher, Chris Walters

Staff Present: Diane Medler, Rob Brisendine

Guests Present: Derick Tungwenuk - Best Western Flathead Lake

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

1. Hear from the public – none

2. Board Action
 - a. Approve Minutes from the April 3, 2013 Meeting:
Action: Motion was made by Janet Clark to approve the minutes. Motion seconded by Angie Bowman. Discussion: none. Board approved unanimously.
 - b. TBID financial statements for March 2013:
Action: Motion was made by Gib Bissell to approve the financial statements. Motion seconded by Dan Moderie. Discussion: none. Board approved unanimously.

3. Board Discussion
 - a. Spartan Race: over 4,000 registrations, 64% of those registrations are from out of market (100+ miles away). Important to get the word out about parking, shuttle system to race site and to promote the Friday night pre-game. Ads will be running in the Daily Inter Lake and Flathead Beacon as well as continual messages on Bee Broadcasting radio and our social media channels.
 - b. Dragon Boat Festival: 63 teams registered so far, 20+ traveling teams. Electronic promotions being sent to our database of dragon boat club teams in our key markets. RFP was distributed for the Saturday night Dragon Bash event. After that is finalized then the Friday night Welcome Reception will be determined.
 - c. TBID Comp room allocation for KCVB initiatives: To fulfill room night obligations from our event staff, media trips or other needs related to approved initiatives Rob and Diane are having to approach the TBID hotels often at the last minute for rooms. The KCVB needs 320 room nights per fiscal year. Rob recommended to the board that we create a schedule of comp room nights that each TBID property provides to the KCVB. It was suggested that the allocation of those rooms be based on each properties room inventory (i.e. the larger hotels would provide a larger number of comp rooms). The KCVB initiatives are not directed at July and August but there may be times that comp rooms are needed during the summer for event site-visits or other reasons. In addition to a schedule of comp room nights each TBID property should provide a staff room rate to the KCVB. There are many instances where we need a larger block of rooms at one property (for example all Spartan build crew). After the comp room allocation is used the KCVB needs an established rate for

budgeting purposes. A comp room schedule and staff rate per TBID property will be drafted and presented to the board at the June meeting for approval.

- d. Consumer Marketing Updates: March online marketing report was distributed showing a 276% increase in unique website visits over March 2012 which included a 1700% increase in unique visits from Canada. The Canadian visits show an 898% increase from Alberta and a 1126% increase from British Columbia. Report also showed a 58% page view increase and 83% increase in total clicks/interactions on the Kalispell Trip Advisor page. STR Report showed a 1.9% increase in occupancy, 3.2% increase in ADR and 5.1% increase in RevPAR for March. Calgary radio ad, Shine FM, is ran through April 10th. The ad promoted Mother's Day weekend in Kalispell both as general information (shopping/family activities) and encouraging registration for Spartan for both kids and adults. Visits from Calgary to DiscoverKalispell increased significantly during the ad run versus the prior 20 days. As of May 1st there were 292 registrations for Spartan from Alberta (attributable to Spartan and KCVB promotions). Fall FAM - Diane is working with Partners Creative to coordinate a fall media trip to our area (October).
- e. Meetings & Convention Updates: Rob is preparing for the Affordable Meetings West in Anaheim May 29-30. It is a 2-day show with 8 1:1 appointments with meetings planners looking for locations and venue sizes that we can provide. He is organizing a fall meeting planner FAM trip.
- f. Gib Bissell asked how the KCVB and board can work with Blacktail Mountain Ski Area to create incentives and a strong message to promote Kalispell as a ski destination. Some suggestions were to sponsor a race or event on the mountain and sponsor transportation from Kalispell to the ski area. Rob and Diane will begin conversations with Blacktail Mountain ownership and research ideas.

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

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

January-9	February-13	March-6	April-3	May-1	June 5	July 10
	August 7	October 2	November 6	December 4		

Kallispell Tourism Business Improvement District
Board Attendance

~ = Absent X = Present

2012

	Jan	Feb 1	Mar 7	Apr 4	May 2	Jun 13	Jul 11	Aug 8	Sep 5	Oct 10	Nov 7	Dec 5
Bissell, Gib		X	X	~	X	X	X			X	X	X
Bowman, Angie					~	~	X			~	X	~
Brown, Lisa		X	X	~	X	~	X		X	X	~	X
Clark, Janet		X	X	X	X	X	X		X	X	X	X
Fisher, Lori		X	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
Wolfe, Arlinna		X	X	X								

2013

	Jan 9	Feb 13	Mar 6	Apr 3	May 1	Jun 5	Jul 10	Aug 7	Sep	Oct 2	Nov 6	Dec 4
Bissell, Gib	~	X	X	X	X							
Bowman, Angie	X	X	X	X	X							
Brown, Lisa	X	X	X	X	X							
Clark, Janet	X	X	X	X	X							
Fisher, Lori	~	~	~	~	~							
Moderie, Dan	~	X	~	~	X							
Walters, Chris	X	X	X	X	~							

Kalispell Tourism Business Improvement District
Summary of Expenditures
June 5, 2013

TBID General Funds – Expense Summary April 2013:

Admin:

Postage/Copies - \$481.75: Spartan promotional mailing
Technology Support - \$145: set up Diane's computer

Consumer Marketing – (\$10,783.10): reimbursement for duplicate billing; Calgary Outdoor Show expenses; booth reservation for Calgary Women's Show

Group Marketing - \$5,277.64: Booth reservation Meet West; Expenses for Seattle Smart Mart; CVent annual subscription (1st payment)

PR/Publicity – (\$956.25): reimbursement for duplicate billing

Publications - \$150: sponsor of Farm Hands Map printing; photo for visitor guide

TBID Private Funds (Events) - Summary April 2013:

Dragon Boat:

Income - \$10,150: \$6,550 in registrations, \$3,600 in sponsorships

Expenses - \$2,118.91: Facebook ads; online registration platform; trailer expenses; promotional coasters; bookkeeping

Spartan:

Income - \$4,500: Pre-game sponsorship from Sportsman and HuHot

Expenses - \$1,726.25: Bookkeeping; pre-game event planning services; PR; set up and race day logistics; license fees

(accrual basis)	TBID FY 2013												Actual	Budget	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
ASSETS															
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,215.88	\$ 142,037.59	\$ 135,904.48	\$ 204,358.48	\$ 440,293.50	\$ 465,300.00	
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ -	\$ 197,799.25	\$ -	\$ 90,171.23	\$ 15.87	\$ 13.21	\$ 80,902.00	\$ -	\$ 111.26	\$ -	
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ 4.32	\$ 9.18	\$ 17.93	\$ 14.00	\$ 15.09	\$ 15.87	\$ 13.21	\$ 80,902.00	\$ -	\$ 440,404.76	\$ -	
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 197,808.43	\$ 17.93	\$ 14.00	\$ 90,186.32	\$ 15.87	\$ 13.21	\$ 80,902.00	\$ -	\$ 440,404.76	\$ -	
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,638.57	\$ 223,149.34	\$ 192,231.75	\$ 142,050.80	\$ 216,806.48	\$ 204,358.48			
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	\$ 10,863.58	\$ 10,837.38	\$ 10,808.48	\$ 10,808.48	\$ 10,605.00	\$ 10,605.00	\$ 129,391.39	\$ 127,282.00	
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 3.00	\$ 3.34	\$ 3.72	\$ 3.32	\$ 3.32	\$ -	\$ -	\$ -	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 766.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,445.00	\$ 6,780.00	
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.33	\$ 185.13	\$ 262.79	\$ 295.36	\$ 216.06	\$ 300.00	\$ 300.00	\$ 2,783.52	\$ 3,500.00	
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00	\$ 430.88	\$ 1,100.00	
Postage & Copies	\$ 328.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 66.05	\$ 201.44	\$ 118.97	\$ 191.34	\$ 309.47	\$ 481.75	\$ 200.00	\$ 200.00	\$ 2,591.03	\$ 2,400.00	
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 148.75	\$ 271.25	\$ 131.25	\$ 113.75	\$ 140.00	\$ 230.00	\$ 230.00	\$ 2,087.50	\$ 2,800.00	
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
City of Kallspeil Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ 327.68	\$ 293.38	\$ 72.71	\$ 151.04	\$ 67.84	\$ 208.00	\$ 208.00	\$ 1,799.70	\$ 2,500.00	
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 145.00	\$ 40.00	\$ 40.00	\$ 403.56	\$ 500.00	
Equipment & software	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 175.00	\$ 375.00	\$ 2,375.00	
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,050.00	\$ 6,133.00	
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 182.27	\$ 1,236.25	\$ -	\$ 37.50	\$ 48.85	\$ -	\$ -	\$ -	\$ 10,661.62	\$ 23,000.00	
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ 1,933.58	\$ -	\$ 590.33	\$ -	\$ -	\$ -	\$ -	\$ 5,956.47	\$ -	
Website Grant	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,391.50	\$ 6,313.00	\$ 2,481.50	\$ 150.00	\$ -	\$ -	\$ 11,336.00	\$ 16,000.00	
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ 11,481.26	\$ 3,293.32	\$ 4,451.18	\$ 29,255.99	\$ (10,783.10)	\$ 30.58	\$ -	\$ 57,597.07	\$ 82,500.00	
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,860.33	\$ 2,782.18	\$ 2,321.80	\$ 757.42	\$ 4,700.00	\$ 6,683.50	\$ 5,277.64	\$ -	\$ -	\$ 51,762.34	\$ 85,000.00	
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ 1,487.50	\$ -	\$ -	\$ 6,683.50	\$ 5,277.64	\$ -	\$ -	\$ 15,153.25	\$ 85,000.00	
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	\$ -	\$ 2,594.64	\$ 956.25	\$ (956.25)	\$ -	\$ -	\$ 11,899.32	\$ 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	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 12,448.00	\$ 12,423.00	\$ 315,801.89	\$ 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	\$ 19,675.55	\$ 30,933.46	\$ 50,194.16	\$ 6,146.32	\$ 12,448.00	\$ 12,423.00	\$ 315,801.89	\$ 475,300.00	
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 192,215.88	\$ 142,037.59	\$ 135,904.48	\$ 204,358.48	\$ 191,935.48			

10:09 AM
05/20/13
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of April 30, 2013

	<u>Apr 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	148,753.72
Total Checking/Savings	<u>148,753.72</u>
Total Current Assets	148,753.72
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>177,939.00</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	15,669.96
Total Accounts Payable	<u>15,669.96</u>
Total Current Liabilities	15,669.96
Total Liabilities	15,669.96
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	69,371.87
Total Equity	<u>162,269.04</u>
TOTAL LIABILITIES & EQUITY	<u>177,939.00</u>

10:10 AM
 05/20/13
 Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2012 through April 2013

	<u>Jul '12 - Apr 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	359,391.50	475,300.00	-115,908.50	75.6%
4100 · Interest Income	111.26			
Total Income	<u>359,502.76</u>	<u>475,300.00</u>	<u>-115,797.24</u>	<u>75.6%</u>
Expense				
5000 · Staffing	108,181.39	127,262.00	-19,080.61	85.0%
5100 · Administrative	18,297.89	33,155.00	-14,857.11	55.2%
5200 · Research & Education	6,050.00	6,133.00	-83.00	98.6%
5250 · Web Site	9,908.09	23,000.00	-13,091.91	43.1%
5400 · Consumer Marketing	58,567.77	82,500.00	-23,932.23	71.0%
5500 · Event Marketing	50,530.21	85,000.00	-34,469.79	59.4%
5550 · Group Marketing	14,614.68	85,000.00	-70,385.32	17.2%
5650 · Public Relations	11,859.32	17,250.00	-5,390.68	68.7%
5700 · Publications	11,336.00	16,000.00	-4,664.00	70.9%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>290,130.89</u>	<u>475,300.00</u>	<u>-185,169.11</u>	<u>61.0%</u>
Net Income	<u><u>69,371.87</u></u>	<u><u>0.00</u></u>	<u><u>69,371.87</u></u>	<u><u>100.0%</u></u>

10:09 AM
 05/20/13
 Accrual Basis

Tourism Business Improvement District Profit & Loss April 2013

	Apr 13	Jul '12 - Apr 13
Income		
4000 · TBID Revenue	0.00	359,391.50
4100 · Interest Income	13.21	111.26
Total Income	13.21	359,502.76
Expense		
5000 · Staffing		
5010 · Director	5,299.26	57,423.86
5020 · Sales Manager	5,509.22	50,757.53
Total 5000 · Staffing	10,808.48	108,181.39
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.32	42.70
5125 · Bookkeeping	140.00	1,627.50
5140 · Office Supplies	0.00	230.88
5150 · Postage & Copies	481.75	2,191.03
5160 · Rent	565.00	5,315.00
5180 · Telephone	216.06	2,183.52
5185 · Travel & Entertainment	67.84	1,383.70
5190 · Technology Support	145.00	323.56
Total 5100 · Administrative	1,618.97	18,297.89
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	1,000.00
5200 · Research & Education - Other	0.00	250.00
Total 5200 · Research & Education	0.00	6,050.00
5250 · Web Site		
5290 · RWD	0.00	-6,700.00
5260 · Development	0.00	430.00
5270 · Maintenance	0.00	10,221.62
5280 · SEO & SEM	0.00	5,956.47
Total 5250 · Web Site	0.00	9,908.09
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	-248.33	13,951.67
5440 · Other Media	-11,876.50	19,366.00
5450 · Online Advertising	0.00	12,782.32
5460 · Travel Show Attendance	1,291.73	8,252.16
5470 · Trade Show Booth	0.00	3,573.79
5480 · Airport VIC Kiosk	50.00	516.88
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	-10,783.10	58,567.77
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	0.00	12,827.64
5501.9 · Other Dragon Boat	0.00	11,313.11
Total 5501 · Dragon Boat	0.00	24,140.75
5502 · Spartan Event	30.58	14,924.35
5503 · Huckleberry 100	0.00	8,075.85
5504 · Winter Recruitment Campaign		
5504.2 · Pond Hockey	0.00	1,484.86
Total 5504 · Winter Recruitment Campaign	0.00	1,484.86
5505 · Event Promoter Recruitment	0.00	1,650.00
5549 · Other Event Marketing	0.00	254.40
Total 5500 · Event Marketing	30.58	50,530.21
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		

10:09 AM
 05/20/13
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 April 2013

	Apr 13	Jul '12 - Apr 13
5565.6 · MEET West	1,487.50	2,975.00
5565.8 · Seattle	-317.00	-317.00
5565.9 · Smart Meetings	369.64	4,053.14
Total 5565 · Trade Show, FAM Trips	1,540.14	6,711.14
5570 · Incentive Program	0.00	361.41
5575 · Online Advertising	3,737.50	3,737.50
5584 · Sports Tournament Recruitment	0.00	3,000.00
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	5,277.64	14,614.68
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	1,350.00
5665 · Press Releases	-956.25	9,002.25
5675 · Visitor Hospitality	0.00	124.93
5680 · Kalispell Merchandise	0.00	1,182.14
5650 · Public Relations - Other	0.00	200.00
Total 5650 · Public Relations	-956.25	11,859.32
5700 · Publications		
5710 · Visitor Guide	50.00	11,236.00
5790 · Other Publications	100.00	100.00
Total 5700 · Publications	150.00	11,336.00
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	6,146.32	290,130.89
Net Income	-6,133.11	69,371.87

10:28 AM
05/20/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Balance Sheet
As of April 30, 2013

	<u>Apr 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	71,006.77
Total Checking/Savings	71,006.77
Accounts Receivable	
11000 · Accounts Receivable	2,000.00
Total Accounts Receivable	2,000.00
Total Current Assets	73,006.77
TOTAL ASSETS	<u>73,006.77</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	3,808.58
Total Accounts Payable	3,808.58
Total Current Liabilities	3,808.58
Total Liabilities	3,808.58
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	69,745.48
Total Equity	69,198.19
TOTAL LIABILITIES & EQUITY	<u>73,006.77</u>

10:29 AM
 05/20/13
 Accrual Basis

Kalspell Convention & Visitor's Bureau

Profit & Loss

April 2013

	Apr 13	Jan - Apr 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	8,100.00	17,100.00
40300 · Registrations	6,550.00	15,300.00
40800 · Merchandise	0.00	124.00
Total Income	14,650.00	92,824.00
Expense		
50000 · Administrative		
50300 · Bookkeeping	70.00	393.75
50400 · Planning Meetings	0.00	102.54
50500 · Office Supplies	0.00	65.69
50700 · Credit Card Fee	100.00	100.00
50900 · Additional Personnel	0.00	180.50
Total 50000 · Administrative	170.00	842.48
51000 · Promotor Expense		
51100 · Coordinators Fee	0.00	2,000.00
51150 · Event Day Coordination	1,000.00	1,000.00
51200 · Hotel Food & Beverage	0.00	75.83
51400 · Equipment Rental	0.00	4,900.00
Total 51000 · Promotor Expense	1,000.00	7,975.83
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	0.00	1,362.00
52125 · Web	895.00	941.69
Total 52100 · Creative Development	895.00	2,303.69
52200 · Marketing		
52220 · Radio Broadcast	0.00	1,058.42
52250 · Social Media	981.41	1,306.41
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	981.41	2,449.22
52300 · Logo	0.00	1,300.00
52400 · Promo Items	877.25	1,177.25
52500 · Public Relations	400.00	3,609.98
52600 · Photographer/videographer	0.00	600.00
52700 · Sponsor's	190.00	190.00
Total 52000 · Advertising & Marketing	3,343.66	11,630.14
57000 · Outside Services		
57500 · Boat Storage	0.00	250.00
Total 57000 · Outside Services	0.00	250.00
59000 · Miscellaneous		
59100 · Setup/Logistics	188.75	345.07
59400 · License & Fees	20.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	208.75	2,380.07
Total Expense	4,722.41	23,078.52
Net Income	9,927.59	69,745.48

10:29 AM
 05/20/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau Profit & Loss by Class April 2013

	Dragon Boat	Pond Hockey	Spartan
Income			
40200 · Sponsors	3,600.00	0.00	4,500.00
40300 · Registrations	6,550.00	0.00	0.00
Total Income	<u>10,150.00</u>	<u>0.00</u>	<u>4,500.00</u>
Expense			
50000 · Administrative			
50300 · Bookkeeping	52.50	0.00	17.50
50700 · Credit Card Fee	0.00	0.00	100.00
Total 50000 · Administrative	<u>52.50</u>	<u>0.00</u>	<u>117.50</u>
51000 · Promotor Expense			
51150 · Event Day Coordination	0.00	0.00	1,000.00
Total 51000 · Promotor Expense	<u>0.00</u>	<u>0.00</u>	<u>1,000.00</u>
52000 · Advertising & Marketing			
52100 · Creative Development			
52125 · Web	895.00	0.00	0.00
Total 52100 · Creative Development	<u>895.00</u>	<u>0.00</u>	<u>0.00</u>
52200 · Marketing			
52250 · Social Media	981.41	0.00	0.00
Total 52200 · Marketing	<u>981.41</u>	<u>0.00</u>	<u>0.00</u>
52400 · Promo Items	0.00	877.25	0.00
52500 · Public Relations	0.00	0.00	400.00
52700 · Sponsor's	190.00	0.00	0.00
Total 52000 · Advertising & Marketing	<u>2,066.41</u>	<u>877.25</u>	<u>400.00</u>
59000 · Miscellaneous			
59100 · Setup/Logistics	0.00	0.00	188.75
59400 · License & Fees	0.00	0.00	20.00
Total 59000 · Miscellaneous	<u>0.00</u>	<u>0.00</u>	<u>208.75</u>
Total Expense	<u>2,118.91</u>	<u>877.25</u>	<u>1,726.25</u>
Net Income	<u><u>8,031.09</u></u>	<u><u>-877.25</u></u>	<u><u>2,773.75</u></u>

10:29 AM
05/20/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss by Class
April 2013

	<u>TOTAL</u>
Income	
40200 · Sponsors	8,100.00
40300 · Registrations	6,550.00
Total Income	<u>14,650.00</u>
Expense	
50000 · Administrative	
50300 · Bookkeeping	70.00
50700 · Credit Card Fee	100.00
Total 50000 · Administrative	<u>170.00</u>
51000 · Promotor Expense	
51150 · Event Day Coordination	1,000.00
Total 51000 · Promotor Expense	<u>1,000.00</u>
52000 · Advertising & Marketing	
52100 · Creative Development	
52125 · Web	895.00
Total 52100 · Creative Development	<u>895.00</u>
52200 · Marketing	
52250 · Social Media	981.41
Total 52200 · Marketing	<u>981.41</u>
52400 · Promo Items	877.25
52500 · Public Relations	400.00
52700 · Sponsor's	190.00
Total 52000 · Advertising & Marketing	<u>3,343.66</u>
59000 · Miscellaneous	
59100 · Setup/Logistics	188.75
59400 · License & Fees	20.00
Total 59000 · Miscellaneous	<u>208.75</u>
Total Expense	<u>4,722.41</u>
Net Income	<u><u>9,927.59</u></u>

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: April 2013

Currency: USD - US Dollar

	Current Month - April 2013 vs April 2012										Year to Date - April 2013 vs April 2012										Participation									
	Occ %		ADR		RevPAR		Percent Change from April 2012		Room Rev		Room Avail		Room Sold		Occ %		ADR		RevPAR		Percent Change from YTD 2012		Room Rev		Room Avail		Room Sold		Properties	Rooms
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2013	2012	2013	2012	Census Sample	Census Sample
Kalispell, MT+	40.8	42.3	75.02	74.31	30.61	31.42	-3.5	1.0	-2.6	-2.6	-0.1	-3.6	38.2	37.3	75.60	72.71	28.84	27.09	2.4	4.0	6.5	6.4	-0.1	2.3	19	14	1556	1346	19	14
Missoula, MT+	53.0	50.1	77.82	75.31	41.26	37.75	5.8	3.3	9.3	9.3	-0.0	5.7	43.8	42.1	75.88	72.42	33.21	30.46	4.1	4.8	9.0	9.0	-0.0	4.0	41	24	3107	2194	41	24
Butte, MT+	43.3	46.3	77.12	78.70	33.36	36.45	-6.6	-2.0	-8.5	-8.5	0.0	-6.6	39.8	43.4	77.60	77.47	30.89	33.65	-8.3	0.2	-8.2	-8.3	-0.1	-8.5	13	9	1166	899	13	9
Bozeman, MT+	52.0	52.5	79.02	77.64	41.12	40.79	-1.0	1.8	0.8	4.0	3.1	2.2	52.2	49.5	77.99	77.48	40.70	38.37	5.4	0.7	6.1	7.8	1.6	7.1	27	15	2071	1415	27	15
Whitefish, MT+	39.0	38.9	62.72	60.10	24.45	23.39	0.2	4.4	4.5	6.6	2.0	2.1	38.2	41.1	64.05	62.68	24.47	25.77	-7.1	2.2	-5.0	-2.3	2.8	-4.4	14	1	782	79	14	1
Rapid City MSA, SD	34.1	40.0	145.44	153.39	49.59	61.31	-14.7	-5.2	-19.1	-16.6	3.1	-12.0	50.7	52.0	343.18	319.04	173.97	185.92	-2.5	7.6	4.8	8.8	3.8	1.2	34	15	3844	2339	34	15
Park City, UT+	54.7	59.9	81.41	77.97	44.55	46.67	-8.6	4.4	-4.6	-4.7	-0.1	-8.7	51.6	52.9	81.34	77.76	42.01	41.11	-2.3	4.6	2.2	2.0	-0.1	-2.5	50	36	3860	3266	50	36
Helena/Great Falls	54.7	49.9	95.42	86.54	52.19	43.18	9.6	10.3	20.9	20.9	0.0	9.6	43.5	40.7	90.18	84.90	39.19	34.55	6.8	6.2	13.4	13.4	0.0	6.8	20	12	1644	1329	20	12
Coeur D'Alene, ID+	43.3	43.6	78.47	74.12	33.94	32.34	-0.8	5.9	5.0	5.0	0.0	-0.8	38.4	41.4	76.20	72.36	29.24	29.94	-7.3	5.3	-2.3	-2.3	0.0	-7.3	8	4	396	244	8	4
Sandpoint, ID+	59.9	51.3	92.47	86.53	55.36	44.35	16.8	6.9	24.8	24.8	0.0	16.8	51.1	43.5	90.74	85.51	46.34	37.23	17.3	6.1	24.5	24.4	-0.1	17.2	37	19	2729	1558	37	19
Bend, OR+	57.8	58.4	90.29	87.14	52.20	50.92	-1.1	3.6	2.5	2.5	0.0	-1.1	51.6	52.3	87.72	85.64	45.29	44.83	-1.4	2.4	1.0	1.0	0.0	-1.4	57	36	5907	5035	57	36
Spokane, WA+	73.7	78.9	79.78	79.05	58.79	62.34	-6.6	0.9	-5.7	-2.0	3.9	-2.9	59.1	61.6	80.40	78.20	47.52	48.14	-4.0	2.8	-1.3	0.6	2.0	-2.1	46	28	4147	3078	46	28

A Blank row indicates insufficient data.

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Smith Travel Research Report for Montana Lodging & Hospitality Association -- April 2013 vs April 2012

Month to Month

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	63.8	61.7	3.5
Mountain	60.4	57.8	4.5
Montana	51.5	53.1	-3.1
Billings	73.1	77.2	-5.3
Bozeman/Yellowstone Area	40.8	41.6	-1.9
Missoula	52.4	49.4	6.0
Helena/Great Falls	54.7	59.9	-8.6

Year to Date

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	59.2	57.9	2.2
Mountain	58.1	56.8	2.3
Montana	46.6	46.8	-0.5
Billings	58.7	60.7	-3.3
Bozeman/Yellowstone Area	42.8	40.4	5.7
Missoula	43.1	41.4	4.1
Helena/Great Falls	51.6	52.9	-2.3

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	110.02	105.96	3.8
Mountain	96.38	94.01	2.5
Montana	79.03	76.77	2.9
Billings	80.34	79.28	1.3
Bozeman/Yellowstone Area	76.23	74.36	2.5
Missoula	77.58	75.16	3.2
Helena/Great Falls	81.41	77.97	4.4

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	108.79	104.25	4.4
Mountain	104.82	102.09	2.7
Montana	79.19	75.78	4.5
Billings	80.86	78.46	3.0
Bozeman/Yellowstone Area	76.39	75.04	1.8
Missoula	75.68	72.27	4.7
Helena/Great Falls	81.34	77.76	4.6

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	70.24	65.33	7.5
Mountain	58.17	54.31	7.1
Montana	40.72	40.80	-0.2
Billings	58.74	61.18	-4.0
Bozeman/Yellowstone Area	31.14	30.96	0.6
Missoula	40.65	37.14	9.4
Helena/Great Falls	44.55	46.67	-4.6

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	64.42	60.37	6.7
Mountain	60.95	58.03	5.0
Montana	36.87	35.45	4.0
Billings	47.49	47.67	-0.4
Bozeman/Yellowstone Area	32.66	30.34	7.6
Missoula	32.65	29.95	9.0
Helena/Great Falls	42.01	41.11	2.2

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.4	0.8	4.4
Mountain	7.7	0.6	5.1
Montana	2.0	2.2	-0.9
Billings	-0.6	3.6	-1.9
Bozeman/Yellowstone Area	1.5	0.9	-1.0
Missoula	9.4	0.0	6.0
Helena/Great Falls	-4.7	-0.1	-8.7

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.5	0.7	3.0
Mountain	5.5	0.5	2.8
Montana	6.3	2.2	1.7
Billings	1.4	1.8	-1.6
Bozeman/Yellowstone Area	8.1	0.5	6.2
Missoula	9.0	0.0	4.1
Helena/Great Falls	2.0	-0.1	-2.5

DiscoverKalispell.com		Apr-13	% of change from 2012
Unique visits		6,366	365.39%
Page views		23,143	376%
Pg/Visit		2.98	2.28%
New Visits		75.87%	6.73%
Bounce Rate		49.45%	3.16%
Traffic sources			
Search engines		54.60%	
Referral sites		21.30%	
Campaigns		10.70%	
Direct		13.30%	
Referring sites	trip advisor, banner ads, spartan race, facebook, kalispell chamber, Dragon Boat, pond hockey classic, kalispell grand		
Visits by Location	US = 5,382		279.82%
	CANADA = 2,229		917.81%
Top States	MT, WA, CA, ID, FL, CO, OR, TX, MN, IL		
Canada	ALBERTA: Calgary, Edmonton, Lethbridge, Red Deer, Airdrie, Medicine Hat, Bow Island		744.00%
	BRITISH COLUMBIA: Vancouver, Cranbrook, Fernie, Kelowna, Victoria		1237.93%
	SASKATCHEWAN: Saskatoon, Regina ONTARIO: Toronto		
Content CTR	Outdoor Activities 19%		Discover Friendly 10%
	Discover Affordable 18%		Shopping 10%
	Lodging 18%		Packages 8.7%
Packages	273 clicks on individual packages		
Ineraries	406 clicks into itineraries		
Trip Advisor		Apr-13	% of change from 2012
Page views		3,202	59%
Total clicks to website		457	82%
CTR by pageview		14.27%	57%
Interaction rate		27.05%	64%
Total Clicks/Interactions		866	85%
Online Advertising		Spring Campaign	
Trip Advisor Ad Banners	total impressions = 441,177		campaign ends 6/30/13
	Clicks = 356 Avg CTR = 0.11%		
Madden Media	total impressions = 1,700,000		campaign ends 5/31/13
	Clicks = 3,946 Avg CTR = 0.23%		
Tube Mogul	total impressions = 303,538		campaign ends 5/31/13
	Clicks = 3,509 Avg CTR = 1.16%		
Social Media			
Discover Kalispell - Likes	1,522	64 new since previous report	
Dragon Boat - Likes	1016	99 new since previous report	
Twitter - @Visit_Kalispell	400 followers		

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Be Prepared To Be Awed



Kalispell is the perfect jumping-off point to experience the best that Montana has to offer.

To the east: the soaring peaks of Glacier National Park. To the south: Flathead Lake, the largest natural freshwater lake west of the Mississippi River. Everywhere around: historic charm, affordable adventure and soul-stirring beauty. In the middle of it all lies the vibrant city of Kalispell. Located just a few miles from Glacier Park's entrance.



Stay, Shop and Dine

Whatever play fills your day, the evenings will be full of hearty food and homey accommodations in Kalispell. For fans of fine potables, the Flathead Valley serves as a veritable oasis of breweries, distilleries and wineries. Download a [free map](#).

Our charming small town features local artists and craftsmen at the downtown shops and farmer's markets. Or stop by the familiar national brand stores for all those last minute supplies.



Lakes and Rivers

For adventures on the water the hardest decision is where to start. There are 500 fishable lakes in the area, wild and not so wild rivers to float, easily accessible state parks and public fishing access sites, or enjoy an evening cruise aboard the *Ferret* on Flathead Lake. [Outdoor Activities](#)



Experiences and Events

Montana is not one of those places that you can experience by looking at photos or listening to stories. Discover bucking horses and llama treks, dragon boat races and bicycle tours, farmer's markets and Festival Amadeus. Under the big Montana sky, the adventures are unlimited. [Events](#)

Getting Here

Getting to Kalispell has never been easier thanks to direct air service from Seattle, Las Vegas, Oakland, Denver, Minneapolis, Chicago, Salt Lake City and Atlanta — as well as twice-a-day Amtrak service to Chicago and Seattle. Visit [DiscoverKalispell](#) for special lodging packages.

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15 Depot Park
Kalispell, Montana 59901

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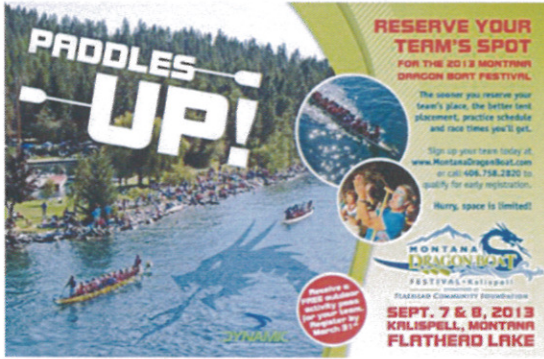
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2013 Montana Dragon Boat Festival
- Early Registration ends May 1st



Early Registration Discount Ends May 1st

Be part of the excitement and register a team for the 2013 Montana Dragon Boat Festival. Last year's event was sold out so register your team today to assure a spot to race against teams from across the U.S. and Canada.

The 2013 festival takes place on the north end of Flathead Lake at the picturesque Flathead Lake Lodge on September 7th & 8th. Along with breathtaking views, sparkling clear water and friendly competition enjoy local food/beverages, Montana-made products, live music, and fun for the kids.

Watch the 2012 videos: <http://vimeo.com/49131639> and http://youtu.be/b_qXZTnEHJc

Registration online at www.MontanaDragonBoat.com.

Paddles Up!

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Dragon Boat – Early Registration Campaign

Sent: April 16, 2013

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2013 Montana Dragon Boat Festival
Early Registration Discount
Extended!



2013 Montana Dragon Boat Festival: September 7-8, 2013 Flathead Lake, Kalispell Montana

Paddles Up! Early registration discount has been extended through June 15th for the 2013 Montana Dragon Boat Festival. We invite you to join 80+ teams from across North America racing in competitive, recreational, BCS and all women divisions. [REGISTRATION](#)

The vibrant mountain town of Kalispell lies in the center of northwest Montana. To the east: the soaring peaks of Glacier National Park. To the south: Flathead Lake, the largest natural freshwater lake west of the Mississippi River. Everywhere around: historic charm, affordable adventure and soul stirring beauty.



Getting to Kalispell

Take advantage of direct air service from Seattle, Las Vegas, Denver, Minneapolis, Chicago, San Francisco Bay Area, Salt Lake City and Atlanta - as well as twice daily Amtrak service to Chicago and Seattle.

Visit DiscoverKalispell.com to start planning your trip today.

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Kalispell Montana Convention & Visitor Bureau
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Dragon Boat – Drive Market Club Teams Campaign

Sent: May 30, 2013

Subscribers = 155

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14.29% clicked a link

4 shares