

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – March 11, 2015
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Chris Walters, 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 February 4, 2014
- b) TBID financial statements for January, 2015
- c) Approval of draft FY'16 marketing plan budget

3. Board Discussion

- a) Pond Hockey recap
- b) Dragon Boat venue update
- c) Press Trip updates
- d) Nomination process for 2015 board vacancies and officers
- e) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: February 4, 2015 minutes
TBID financial statements for January 2015
STR Report
KCVB Updates

For Further Information, Please Contact:

Chris Walters, Board Chairman chris.walters@hilton.com or 406-758-2570
Diane Medler, KCVB Director 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
February 4, 2015**

Minutes

Board Members Present: Janet Clark, Vanessa Nordahl, Chris Walters, Dan Moderie, Dawn Hendrickson

Board Members Absent: Gib Bissell, Lisa Brown

Staff Present: Diane Medler, Joe Unterreiner, Vonnie Day

Meeting was called to order by Chris Walters, President, at 3:04 PM.

1. Hear from the public – none
2. Board Action
 - a. Approve minutes from the February 4, 2015 meeting:
Action: Motion was made by Janet Clark to approve the minutes. Motion seconded by Chris Walters.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for December, 2014:
Action: Motion made by Janet Clark to approve the financials. Motion seconded by Chris Walters.
Discussion: none. Board approved unanimously.
 - c. Approval of FY'16 projected revenue for budget planning
Action: Motion was made by Chris Walters to set FY'16 Revenue Projection at \$525,000. Motion seconded by Dawn Hendrickson.
Discussion: Board decided to drop FY'16 revenue projection to \$525K due to decreased Canadian traffic caused by weakened Canadian dollar. Board approved unanimously.
 - d. Approval of support for LC1130
Action: Motion was made by Dawn Hendrickson to support LC1130. Motion seconded by Janet Clark.
Discussion: TBID will sign letter of support. Members will be notified of hearing date. Board approved unanimously.
3. Board Discussion
 - a. Sales Manager Position: Dawn Jackson, currently Director of Sales at The Lodge at Whitefish Lake, has accepted the position. Her start date will be March 16, 2015.
 - b. Pond Hockey updates: 60 teams have registered; deadline is February 8. There will be 6 rinks plus a community skating rink. An eblast highlighting lodging packages will be sent to team captains February 6 and another will go out prior to the event.
 - c. Press Trips (FAM): KCVB has partnered with Tom Gruenwold Outdoors on the Sportsman Channel and A Able Fishing to sponsor a drawing for a backcountry ice fishing trip. Contest winners will be in Kalispell February 23 – 26. Winter Travel Writers FAM will take place the week of February 24th. Four writers who focus on extreme outdoor winter sports will experience cat skiing, cross-country

skiing in Glacier Park and downhill at Whitefish Mountain Resort. The editor of National Park Traveler will visit Glacier Park the end of February. He'll snowshoe with Superintendent Jeff Mow and the head ranger. Glacier Country and MTOT are helping with costs.

- d. Dragon Boat Location: an application for a Conditional Use Permit for the Lakeside location was submitted to the county. While reviewing the application, the Planning Office realized they were not able to do an administrative CUP in Lakeside so the application will go before the Board of Adjustments in April, then to the County Commissioners. Information packets have been sent to all adjacent property owners. There will be a public meeting in Lakeside, probably on February 24.
- e. Meetings and Conventions: Diane is coordinating several RFP's that have been received from various groups. RFP's for the Dragon Bash have been received and will be sent to the committee. Planning for FY'16 will be completed when Dawn Jackson comes on board.
- f. Marketing Updates: The Montana Pond Hockey Classic received a full page "Best of the West" recognition in Sunset Magazine and was featured in Northwest Travel Magazine. Contacts for these articles were made as a result of Diane's participation in travel media events in the fall. Kalispell was also featured in Group Tour Magazine. Staff completed the enhancement of the high-traffic Shopping Page on discoverkalispell.com to highlight 12 categories of retail businesses. The Winter Online Campaign will continue through February focusing on boosting the direct Chicago flight. Glacier Aero will meet to identify the next target markets – Texas and Portland are being considered. Cindy Martin is recommending that the group study increasing flight frequency in a current market, rather than move on to a new market at this time.

Meeting was adjourned at 4:00 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Chris Walters, Board Chairman, chris.walters@hilton.com or 406-758-2570

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
March 11, 2015

TBID General Funds – Expense Summary January 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee
Office Supplies: annual report
Travel & Entertainment: annual meeting
Employee Search: Indeed.com

Memberships: Voice of Montana Tourism; Associated Chambers

Consumer Marketing: photos for spring campaign; media buy; final payment for Calgary Outdoor Show;
airport stocking

Meetings & Conventions: sponsorship fee for MT High School Association

Publicity: TGO travel expenses

KCVB Event Funds - Summary January 2015

Dragon Boat: (2014 - \$42,500 TBID)
Balance forward from 2014: (\$407.57)
Income - \$750.00
Expenses: \$325.00
Balance – \$17.43

Rodeo 2015: (2014 - \$30,000 TBID)
Balance forward from 2014: (\$158.53)
Income - \$0
Expenses - \$628.38
Balance – (\$786.91)

Spartan 2015: (2014 - \$25,000 TBID)
Balance forward from 2014: \$2,276.64
Income - 0
Expenses - 0

Pond 2015: (2015 - \$25,000 TBID)
Balance forward from 2014: \$37,424.34
Income – \$9,900
Expenses - \$9,922.97
Balance - \$37,401.37

11:35 AM
02/25/15
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of January 31, 2015

	<u>Jan 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	175,310.12
Total Checking/Savings	<u>175,310.12</u>
Total Current Assets	175,310.12
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>204,495.40</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	21,671.86
Total Accounts Payable	<u>21,671.86</u>
Total Current Liabilities	<u>21,671.86</u>
Total Liabilities	21,671.86
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-2,191.56
Total Equity	<u>182,823.54</u>
TOTAL LIABILITIES & EQUITY	<u>204,495.40</u>

11:35 AM
 02/25/15
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 January 2015

	Jan 15	Jul '14 - Jan 15
Income		
4000 · TBID Revenue	0.00	355,482.00
4100 · Interest Income	8.48	54.27
Total Income	8.48	355,536.27
Expense		
5000 · Staffing		
5040 · Contract Labor	2,500.00	7,000.00
5010 · Director	6,417.97	57,382.31
5020 · Sales Manager	150.00	42,333.55
5030 · Admin Assistant	3,808.50	26,709.17
Total 5000 · Staffing	12,876.47	133,425.03
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	41.55	492.76
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	323.75	1,461.25
5140 · Office Supplies	505.13	2,590.51
5150 · Postage & Copies	0.00	201.16
5160 · Rent	700.00	4,495.00
5165 · Storage Unit	0.00	360.00
5180 · Telephone	193.28	1,911.22
5185 · Travel & Entertainment	250.00	967.23
5190 · Technology Support	40.00	364.00
5199 · Employee Search Exp	88.86	88.86
Total 5100 · Administrative	2,142.57	19,931.99
5200 · Research & Education		
5230 · Organizational Memberships	2,100.00	7,100.00
5210 · Smith Travel Reports	0.00	5,500.00
Total 5200 · Research & Education	2,100.00	12,600.00
5250 · Web Site		
5270 · Maintenance & Enhancements	0.00	6,999.20
5280 · SEO & SEM	0.00	4,137.00
Total 5250 · Web Site	0.00	11,136.20
5400 · Consumer Marketing		
5405 · Photo and Video Library	550.00	550.00
5420 · E-Marketing	0.00	4,916.08
5430 · Social Media Admin & Adv	0.00	1,200.64
5440 · Creative Services	0.00	12,806.95
5450 · Media Buy Online	2,135.00	29,581.56
5460 · Travel Show Attendance	799.57	1,477.77
5470 · Trade Show Booth	0.00	26.44
5480 · Airport VIC Kiosk	50.00	350.00
5496 · Visitor Guide & Niche Brochures	0.00	1,879.90
5400 · Consumer Marketing - Other	0.00	2,550.00
Total 5400 · Consumer Marketing	3,534.57	55,339.34
5500 · Event Marketing		
5501 · Dragon Boat	75.00	25,075.00
5509 · Pond Hockey	0.00	25,000.00
5549 · Other Event Marketing	0.00	19,517.50
Total 5500 · Event Marketing	75.00	69,592.50
5550 · Meetings & Conventions		
5565 · Trade Show, FAM Trips	0.00	5,219.33
5567 · Meeting Planner FAM	0.00	2,000.00
5570 · Incentive Program	2,500.00	4,048.34
5574 · M&C Guide	0.00	277.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
Total 5550 · Meetings & Conventions	2,500.00	12,545.62
5650 · Publicity		

11:35 AM
02/25/15
Accrual Basis

Tourism Business Improvement District
Profit & Loss
January 2015

	<u>Jan 15</u>	<u>Jul '14 - Jan 15</u>
5660 · Travel Media FAM	1,229.08	10,030.33
5665 · Press Releases	0.00	17,923.70
5680 · Kalispell Merchandise	0.00	103.00
5690 · Airline Subsidies	0.00	5,000.00
Total 5650 · Publicity	1,229.08	33,057.03
6000 · Prior Fiscal Year Expense	0.00	10,100.12
Total Expense	24,457.69	357,727.83
Net Income	<u><u>-24,449.21</u></u>	<u><u>-2,191.56</u></u>

11:36 AM
 02/25/15
 Accrual Basis

Tourism Business Improvement District Profit & Loss Budget vs. Actual July 2014 through January 2015

	<u>Jul '14 - Jan...</u>	<u>Budget</u>	<u>\$ Over Bud...</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	355,482.00	550,000.00	-194,518.00	64.6%
4100 · Interest Income	54.27			
Total Income	<u>355,536.27</u>	<u>550,000.00</u>	<u>-194,463.73</u>	<u>64.6%</u>
Expense				
5000 · Staffing	133,425.03	190,400.00	-56,974.97	70.1%
5100 · Administrative	19,931.99	28,650.00	-8,718.01	69.6%
5200 · Research & Education	12,600.00	10,500.00	2,100.00	120.0%
5250 · Web Site	11,136.20	21,500.00	-10,363.80	51.8%
5400 · Consumer Marketing	55,339.34	91,950.00	-36,610.66	60.2%
5500 · Event Marketing	69,592.50	130,000.00	-60,407.50	53.5%
5550 · Meetings & Conventions	12,545.62	36,000.00	-23,454.38	34.8%
5650 · Publicity	33,057.03	41,000.00	-7,942.97	80.6%
6000 · Prior Fiscal Year Expense	10,100.12			
Total Expense	<u>357,727.83</u>	<u>550,000.00</u>	<u>-192,272.17</u>	<u>65.0%</u>
Net Income	<u>-2,191.56</u>	<u>0.00</u>	<u>-2,191.56</u>	<u>100.0%</u>

Kalispell Chamber of Commerce
KCVB P&L by Class
January 2015

	Dragon Boat	Pond Hockey	HS Rodeo	Wayfinding Grant	TOTAL
Ordinary Income/Expense					
Income					
4400.00 · Grants	0.00	0.00	0.00	13,100.00	13,100.00
4700.00 · Registrations	750.00	5,200.00	0.00	0.00	5,950.00
4850.00 · Sponsors	0.00	4,500.00	0.00	0.00	4,500.00
4925.00 · Vendor Fee	0.00	200.00	0.00	0.00	200.00
Total Income	750.00	9,900.00	0.00	13,100.00	23,750.00
Expense					
5010.00 · Advertising & Marketing	0.00	1,076.30	0.00	0.00	1,076.30
5060.00 · Bank & Credit Card Fees	0.00	19.95	0.00	0.00	19.95
5320.00 · Leased Equipment/Space	0.00	5,000.00	0.00	0.00	5,000.00
5360.00 · Meetings	25.00	0.00	0.00	0.00	25.00
5420.00 · Office	0.00	39.92	0.00	0.00	39.92
5460.00 · Permits & Fees	300.00	1,350.00	0.00	0.00	1,650.00
5520.00 · Professional Services	0.00	1,297.50	0.00	0.00	1,297.50
5740.00 · Travel/Mileage	0.00	1,139.30	448.50	0.00	1,587.80
5780.00 · Web Site	0.00	0.00	179.88	0.00	179.88
Total Expense	325.00	9,922.97	628.38	0.00	10,876.35
Net Ordinary Income	425.00	-22.97	-628.38	13,100.00	12,873.65
Net Income	425.00	-22.97	-628.38	13,100.00	12,873.65

Kalspell Chamber of Commerce KCVB Events P & L Detail January 2015

Date	Num	Name	Memo	Class	Amount
Ordinary Income/Expense					
Income					
4400.00 - Grants					
01/15/2015		State of MT	Remainder of the wayfin...	4.5 KCVB:4.5.8 Wayfindi...	13,100.00
Total 4400.00 - Grants					13,100.00
4700.00 - Registrations					
01/05/2015	9959	Christian Alfaro	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/05/2015	10162	Jared Pisinger	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/06/2015	10163	Vern Hare	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/09/2015	10164	Peter Robinson	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/11/2015	10165	Randy Kowalchuk	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/12/2015	9960	Jesse Therien	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/12/2015	9961	Cale Wright	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/14/2015	10166	Patrick Schur	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/17/2015	10167	Zack Martin	2015 Pond Hockey Regi...	4.5 KCVB:4.5.2 Pond Ho...	600.00
01/19/2015	10179	Lethbridge Leftovers	2015 Dragon Boat Regis...	4.5 KCVB:4.5.1 Dragon ...	750.00
01/23/2015		Zach Przybeck	Refund for team Schmo...	4.5 KCVB:4.5.2 Pond Ho...	-200.00
Total 4700.00 - Registrations					5,950.00
4850.00 - Sponsors					
01/12/2015	9970	Kalspell Toyota-PR	Montana Pond Hockey ...	4.5 KCVB:4.5.2 Pond Ho...	2,000.00
01/12/2015	9971	Kalspell DOWNTOWN ...	Pond Hockey Sponsorship	4.5 KCVB:4.5.2 Pond Ho...	500.00
01/12/2015	9972	Mooses Saloon	Pond Hockey Sponsorship	4.5 KCVB:4.5.2 Pond Ho...	500.00
01/12/2015	9973	Sportsman & Ski H...	Pond Hockey Sponsorship	4.5 KCVB:4.5.2 Pond Ho...	500.00
01/12/2015	9974	Glacier Distilling Co...	Pond Hockey Sponsorship	4.5 KCVB:4.5.2 Pond Ho...	500.00
01/30/2015	10048	Whitefish Credit Unl...	Pond Hockey Sponsorship	4.5 KCVB:4.5.2 Pond Ho...	500.00
Total 4850.00 - Sponsors					4,500.00
4925.00 - Vendor Fee					
01/30/2015	1188	Black Gold Espresso	Deposit	4.5 KCVB:4.5.2 Pond Ho...	50.00
01/30/2015	1100	D & T BBQ	Deposit	4.5 KCVB:4.5.2 Pond Ho...	50.00
01/30/2015	5754	Island Noodles	Deposit	4.5 KCVB:4.5.2 Pond Ho...	50.00
01/30/2015	39146	Wheatons	Deposit	4.5 KCVB:4.5.2 Pond Ho...	50.00
Total 4925.00 - Vendor Fee					200.00
Total Income					23,750.00
Expense					
5010.00 - Advertising & Marketing					
01/31/2015	378450	Eagle Communicati...		4.5 KCVB:4.5.2 Pond Ho...	150.00
01/31/2015	379872	KECHDMA		4.5 KCVB:4.5.2 Pond Ho...	585.00
01/31/2015	10160	KCoC - Wells Fargo...	Createsend.com	4.5 KCVB:4.5.2 Pond Ho...	6.41
01/31/2015	10160	KCoC - Wells Fargo...	Facebook	4.5 KCVB:4.5.2 Pond Ho...	334.89
Total 5010.00 - Advertising & Marketing					1,076.30
5060.00 - Bank & Credit Card Fees					
01/31/2015			Service Charge	4.5 KCVB:4.5.2 Pond Ho...	19.95

Kalispell Chamber of Commerce
KCVB Events P & L Detail
January 2015

Date	Num	Name	Memo	Class	Amount
Total 5060.00 · Bank & Credit Card Fees					19.95
5320.00 · Leased Equipment/Space					
01/08/2015		Gordon Herron, Tru...	Venue Rental	4.5 KCVB:4.5.2 Pond Ho...	5,000.00
Total 5320.00 · Leased Equipment/Space					5,000.00
5360.00 · Meetings					
01/31/2015	10160	KCoC - Wells Fargo...	Tamarack	4.5 KCVB:4.5.1 Dragon ...	25.00
Total 5360.00 · Meetings					25.00
5420.00 · Office					
01/31/2015		KCoC - Copies	Copies-January	4.5 KCVB:4.5.2 Pond Ho...	39.92
Total 5420.00 · Office					39.92
5460.00 · Permits & Fees					
01/07/2015		Pond ...	Flathead County Pa...	Permit	4.5 KCVB:4.5.2 Pond Ho...
01/08/2015	2015 ...	Flathead County Pa...	Permit Deposit Fee	4.5 KCVB:4.5.1 Dragon ...	300.00
Total 5460.00 · Permits & Fees					1,650.00
5520.00 · Professional Services					
01/31/2015	2365	JK Associates		4.5 KCVB:4.5.2 Pond Ho...	297.50
01/31/2015		Flathead Recreatio...		4.5 KCVB:4.5.2 Pond Ho...	1,000.00
Total 5520.00 · Professional Services					1,297.50
5740.00 · Travel/Mileage					
01/15/2015		Flathead Recreatio...		4.5 KCVB:4.5.2 Pond Ho...	1,139.30
01/31/2015	Winte...	Robert Pecora	Winter Meeting	4.5 KCVB:4.5.4 HS Rodeo	448.50
Total 5740.00 · Travel/Mileage					1,587.80
5780.00 · Web Site					
01/31/2015	10160	KCoC - Wells Fargo...	GodDaddy	4.5 KCVB:4.5.4 HS Rodeo	179.88
Total 5780.00 · Web Site					179.88
Total Expense					10,876.35
Net Ordinary Income					12,873.65
Net Income					12,873.65

KALISPELL CONVENTION & VISITOR'S BUREAU
 EVENT BALANCES

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	WAYFINDING	TOTAL	
2014 Balance Forward	(407.57)	37,424.34	2,276.64	(158.53)	50,000.00	89,134.88	Took off \$3,000 for Bob Pecora 2015 payment
January 2015	425.00	(22.97)	0.00	(628.38)	13,100.00	12,873.65	
EVENT BALANCES	17.43	37,401.37	2,276.64	(786.91)	63,100.00	102,008.53	

CITY OF KALISPELL
Gross Lodging Tax Revenue

Date of this Run: 2/25/2015

Please Note: Revenue collected is 4% of lodging price. The percentages listed below are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

	1987	1988	1989	1990	1991
1/1 - 3/31	\$35,217	\$42,297	(+20%)	\$46,944	(+11%)
4/1 - 6/30	\$61,640	\$69,010	(+12%)	\$77,715	(+13%)
7/1 - 9/30	\$97,491	\$120,400	(+23%)	\$149,650	(+15%)
10/1 - 12/31	\$32,311	\$41,454	(+28%)	\$52,839	(+12%)
Total:	\$129,802	\$258,711	(+25%)	\$327,148	(+13%)

	1992	1993	1994	1995	1996
1/1 - 3/31	\$54,695	\$50,216	(-8%)	\$50,401	(+0%)
4/1 - 6/30	\$99,907	\$96,014	(-4%)	\$99,876	(+4%)
7/1 - 9/30	\$184,217	\$190,909	(+4%)	\$194,166	(+2%)
10/1 - 12/31	\$51,009	\$56,433	(+11%)	\$56,053	(-1%)
Total:	\$389,828	\$393,573	(+1%)	\$400,496	(+2%)

	1997	1998	1999	2000	2001
1/1 - 3/31	\$41,202	\$41,087	(-0%)	\$40,666	(-1%)
4/1 - 6/30	\$80,577	\$87,740	(+9%)	\$86,585	(-1%)
7/1 - 9/30	\$188,075	\$177,009	(-6%)	\$184,739	(+4%)
10/1 - 12/31	\$48,342	\$42,550	(-12%)	\$49,769	(+17%)
Total:	\$358,196	\$348,386	(-3%)	\$361,759	(+4%)

	2002	2003	2004	2005	2006
1/1 - 3/31	\$43,386	\$45,697	(+5%)	\$45,223	(-1%)
4/1 - 6/30	\$83,904	\$93,313	(+11%)	\$90,627	(-3%)
7/1 - 9/30	\$194,615	\$199,712	(+3%)	\$206,058	(+3%)
10/1 - 12/31	\$42,640	\$51,313	(+20%)	\$60,798	(+18%)
Total:	\$364,545	\$390,036	(+7%)	\$402,705	(+3%)

	2007	2008	2009	2010	2011
1/1 - 3/31	\$67,314	\$99,707	(+48%)	\$86,438	(-13%)
4/1 - 6/30	\$135,517	\$181,802	(+34%)	\$161,548	(-11%)
7/1 - 9/30	\$321,914	\$349,355	(+9%)	\$319,082	(-9%)
10/1 - 12/31	\$101,837	\$101,222	(-1%)	\$94,862	(-6%)
Total:	\$626,582	\$732,085	(+17%)	\$661,930	(-10%)

	2012	2013	2014	2015	2016
1/1 - 3/31	\$110,644	\$128,031	(+16%)	\$135,923	(+6%)
4/1 - 6/30	\$195,204	\$220,662	(+13%)	\$248,187	(+12%)
7/1 - 9/30	\$448,692	\$527,469	(+18%)	\$607,974	(+15%)
10/1 - 12/31	\$144,063	\$158,253	(+10%)	\$159,318	(+1%)
Total:	\$898,603	\$1,034,415	(+15%)	\$1,151,402	(+11%)

State + 9
Glacier + 6
Country + 6
Billings + 14
Bozeman + 6
M^ola + 8
Whitfish + 4

Tab 4 - Multi-Segment

Kaispell Area CVB
For the month of: January 2015

Currency: USD - US Dollar

ADR	Current Month - January 2015 vs January 2014										Year to Date - January 2015 vs January 2014										Participation							
	Occ %		ADR		RevPAR		Percent Change from January 2014				Occ %		ADR		RevPAR		Percent Change from YTD 2014				Properties		Rooms					
	2015	2014	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2015	2014	2015	2014	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
Kaispell, MT+	33.1	30.3	75.81	75.38	25.06	22.87	9.0	0.6	9.6	9.7	0.1	9.0	33.1	30.3	75.81	75.38	25.06	22.87	9.0	0.6	9.6	9.7	0.1	9.0	20	16	1658	1501
Missoula, MT+	37.3	34.3	74.79	72.65	27.89	24.92	8.7	3.0	11.9	15.0	2.8	11.7	37.3	34.3	74.79	72.65	27.89	24.92	8.7	3.0	11.9	15.0	2.8	11.7	42	26	3193	2320
Butte, MT+	31.9	30.2	78.49	76.32	25.03	23.08	5.4	2.8	8.4	8.4	0.0	5.4	31.9	30.2	78.49	76.32	25.03	23.08	5.4	2.8	8.4	8.4	0.0	5.4	14	10	1250	973
Bozeman, MT+	46.9	45.7	77.94	76.15	36.57	34.83	2.6	2.4	5.0	8.8	3.6	6.3	46.9	45.7	77.94	76.15	36.57	34.83	2.6	2.4	5.0	8.8	3.6	6.3	29	17	2228	1572
Whitefish, MT+																												
Rapid City, SD	31.8	31.6	62.29	61.91	19.83	19.56	0.8	0.6	1.4	3.5	2.1	2.9	31.8	31.6	62.29	61.91	19.83	19.56	0.8	0.6	1.4	3.5	2.1	2.9	69	36	5273	3895
Park City, UT+	51.8	51.7	457.59	437.16	237.14	226.21	0.2	4.7	4.8	4.7	-0.1	0.0	51.8	51.7	457.59	437.16	237.14	226.21	0.2	4.7	4.8	4.7	-0.1	0.0	34	16	3841	2351
Helena/Great Falls, MT	46.3	42.4	78.83	81.83	36.47	34.71	9.1	-3.7	5.1	5.0	-0.1	9.0	46.3	42.4	78.83	81.83	36.47	34.71	9.1	-3.7	5.1	5.0	-0.1	9.0	50	35	3852	3191
Coeur D'Alene, ID+	32.8	29.2	95.66	93.10	31.42	27.23	12.3	2.7	15.4	15.4	0.0	12.3	32.8	29.2	95.66	93.10	31.42	27.23	12.3	2.7	15.4	15.4	0.0	12.3	21	13	1762	1503
Sandpoint, ID+	34.3	34.5	77.00	76.46	26.43	26.38	-0.5	0.7	0.2	0.2	0.0	-0.5	34.3	34.5	77.00	76.46	26.43	26.38	-0.5	0.7	0.2	0.2	0.0	-0.5	8	4	396	244
Bend, OR+	50.5	43.3	97.09	94.30	49.02	40.85	16.5	3.0	20.0	25.0	4.2	21.4	50.5	43.3	97.09	94.30	49.02	40.85	16.5	3.0	20.0	25.0	4.2	21.4	38	20	2842	1671
Spokane, WA+	42.9	41.6	86.28	82.81	37.02	34.41	3.3	4.2	7.6	7.6	0.0	3.3	42.9	41.6	86.28	82.81	37.02	34.41	3.3	4.2	7.6	7.6	0.0	3.3	55	36	5688	4920
Billings, MT+	43.8	43.2	85.75	82.33	37.56	35.56	1.4	4.2	5.6	14.5	8.4	9.9	43.8	43.2	85.75	82.33	37.56	35.56	1.4	4.2	5.6	14.5	8.4	9.9	50	32	4494	3512
Economy Class+	23.8	23.4	50.94	51.28	12.12	11.98	1.8	-0.7	1.1	1.3	0.1	2.0	23.8	23.4	50.94	51.28	12.12	11.98	1.8	-0.7	1.1	1.3	0.1	2.0	10	7	774	623
Mid/Upper Up/Up/Scale Class+	42.4	37.2	86.78	87.22	36.79	32.46	13.9	-0.5	13.3	13.3	0.0	13.9	42.4	37.2	86.78	87.22	36.79	32.46	13.9	-0.5	13.3	13.3	0.0	13.9	6	5	531	525

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TBID Board of Directors Meeting, March 11, 2015
February-March Marketing Updates

MONTANA POND HOCKEY CLASSIC – February 20-22

Woodland Park
61 Teams registered = 480 players
Approximately 1,200 spectators over 3 days
478+ room nights reported from TBID

WESTERN B BASKETBALL TOURNAMENT – February 24-27

459+ room nights reported from TBID



PRESS TRIPS

Feb 24-28

Matt Hart: Freelance for Outside, Mountain, and Trail Runner. Plans to write a travel piece for Mountain or part of a bigger story in one of the publications.

Justin Leveille: Field journalist/photographer with Yobeat

Tess Weaver Strokes: Freelance with WSJ, Atlantic, ESPN, Outside, Skiing, Powder, Snowboarder, Freeskier, Sunset. Most likely on assignment for Sunset and also plans a Destination piece in Freeskier.

Tawnya Schultz: Plans to write for Snowboard Mag Rad Resorts and Burton Girls or ESPN.

Mar 4-8

Kurt Repanshek, Editor-In-Chief, National Parks Traveler

DRAGON BOAT

Community Meeting February 24, 2015

Open house format which enabled residents and others interested to come and ask questions, express concerns and learn about the event and our plans for holding it in Lakeside. Approx. 125 attended. Fact sheet and comment sheet distributed to attendees. Majority of responses are favorable.

Comments will be forwarded to County Planning and Zoning office. Decision will be made by the County Board of Adjustments at the April 7th hearing.

E-Newsletter sent to dragon boat paddlers and other contacts on announcing potential venue change and promoting benefits of Lakeside over Bigfork.

VISITOR GUIDE - 2015-2016 visitor guide completed, copies available March 16th.

MEETINGS & CONVENTIONS - Compiled RFP for presentation on March 17 to national conference