

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – March 6, 2013
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

AGENDA

3:00 pm Meeting Called to Order: Janet Clark, Chairman of the Board

1. Hear from the Public

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

2. Scott Crowder with Pond Hockey Classic is in Kalispell for a site visit to explore the possibility of promoting the Montana Pond Hockey Tournament in 2014. Scott will speak to the board to outline PHC's experience and resources and their current roster of tournaments.

3. Board Action

- a) Approval of minutes from February 13, 2013
- b) TBID financial statement for January, 2013
- c) Approval of application for TBID Associate Membership – Best Western Flathead Lake Inn & Suites
- d) Revisit TBID sponsorship of March wrestling tournament based on new information provided by organizers

4. Board Discussion

- a) Review of draft FY'14 marketing plan and budget
- b) TBID Board seat vacancies and officer nominations
- d) KCVB updates
- e) Legislative session updates

5:00 pm Meeting Adjourns

Enclosures: February 13, 2013 minutes
TBID financial statements for January 2013
STR Report
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-261-0027
Diane Medler, KCVB Director dianem@kalispellchamber.com or 406-758-2808

2013 TBID Board Meeting Schedule

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

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

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
February 13, 2013**

Minutes

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

Board Members Absent: Lori Fisher

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Mary Paoli, Voices of Montana Tourism; Pam Carbonari, Kalispell BID and Downtown Association

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

1. Hear from the public – none
2. Mary Paoli, PR Manager with Voices of Montana Tourism discussed the Voices of Montana Tourism 2012 initiatives, role of Voices during the legislative session and plans for 2013. Voices is funded by Chambers, TBID's, CVB's, MT Contractor's Assn., MT Ski Area Assn., Xanterra, MT Restaurant Assn. and MLHA. Kalispell TBID provided \$2,500 in sponsorship in 2011. Renewal of our sponsorship will be allocated in the FY'14 budget.
3. Board Action
 - a. Approve Minutes from the January 9, 2013 Meeting:
Action: Motion was made by Dan Moderie to approve the minutes. Motion seconded by Joe Unterreiner. Discussion: none. Board approved unanimously.
 - b. TBID financial statements:
Action: Motion was made by Gib Bissell to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
 - c. Approval of projected revenue for FY'14: Projected revenue for FY'13 was \$465,000. TBID collections through February total \$359,392 (Q4 FY'12, Q1 & Q2 FY'13). May payment is historically 2% lower than the February payment. Based on that assumption the total collections for FY'13 are projected to be around \$447,000. FY'14 will show an increase due to Homewood Suites opening and the projected inclusion of Best Western as an Associate Member. Based on all those factors the board agreed to a modest increase for FY'14.
Action: Motion was made by Lisa to set the projected revenue for FY'14 at \$475,000. Motion was seconded by Chris. Discussion: none. Board approved unanimously.
4. Board Discussion
 - a. Update on City Council approval for TBID Associate Membership: City Council heard the ordinance on February 4th. No discussion or questions were presented, the council voted unanimously to approve. Because it is an ordinance it will go before Council for a second reading on February 19th. If approved, it will take effect in 30 days. Assuming Council approves the second reading, Diane will request an application from the Best Western Flathead Lake Inn & Suites. That application will be presented to the TBID board at the March meeting for approval. Best Western would then have time to set up their collection procedures to begin collecting April 1st.

- b. TBID board seat: Angie Bowman is now manager of the Homewood Suites. She is currently filling a medium hotel seat (originally placed as manager of Holiday Inn Express) because no nominations were presented from a medium hotel representative. The Homewood Suites is a medium category property. Angie will provide documentation from ownership of Homewood Suites authorizing her to represent the property on the board. Nominations and approval of vacating board seats will be completed at the April meeting.
- c. Event updates: Western B tournament begins Feb 20th. KCVB has assisted by organizing volunteers and covering parking/traffic control. Off-site parking has been arranged at the north-west corner of the Mall parking lot. Spartan has over 2,200 people signed up so far. 46% of those from out of market. KCVB working to arrange a pre-party in downtown Kalispell. Street fair atmosphere is seen as an appropriate venue for this audience. Working on conditional use permits and meeting with the KDA to see how we can partner. Lisa shared concerned about potential bad weather that time of year for an outdoor event and stressed that TBID hotels should be utilized whenever possible so they can benefit from the F&B revenue. Dragon Boat: met with Partners Creative regarding PR plan. FCF is on board as title sponsor again this year, Glacier Bank has stepped up as venue sponsor and Mountain West Bank has taken the trailer sponsorship. A dragon boat trailer is being built by FVCC. Mtn West's sponsorship paid for materials, FVCC is donating the labor. The trailer will hold 6 dragon boats. Leadership Flathead class of 2013 has signed up for the Dragon Boat Festival as their second year commitment project which will provide us with several committed volunteers for this year's committee. Pond Hockey potential promoter is arriving for a site visit the week of March 4th. Pond Hockey Classic puts on several large events in the northeast. Tamarack Brewing Company has signed on as a title sponsor. They have also agreed to include the pond hockey tournament logo on their beer boxes that will be sold in Canada. Color Run is a running event held throughout the U.S. Rob is communicating with the promoters and they are evaluating our destination as a potential race site for fall 2013.
- d. Sponsorship requests: Kalispell Wrestling Club has requested TBID sponsorship for the March state tournament held March 22 & 23 at the Fairgrounds. Last year the TBID sponsored the venue fees. According to the sponsorship RFP submitted by the organizers it appears not be a new event as it is stated to be previously held in Kalispell. This is the largest tournament the group puts on, last year they also held a Grecko tournament in April at Majestic. This tournament brings in approx. 230 Flathead County participants and 612 other participants. 2,000 out of market spectators are expected. Based on the information provided: that it is not a new event to the area and there doesn't appear to be a potential to grow, that TBID's sponsorship will be limited to providing comp rooms for refs and not cover the venue rental fee.
- e. KCVB Updates: Visitor guide is in production, will be available the first week of March. The KCVB was awarded a Tourism E-Marketing Technology Grant by the MT Dept of Commerce in the amount of \$6,700 to facilitate the completion of a retrofit of discoverkalispell.com to responsive web design. This will enable our website to adjust to the device it is being viewed on instead of creating a separate site per device (mobile, app's, etc). RWD automatically adapts the layout of menu, content and images to the viewing environment being used. Kalispell was also selected to participate in the Montana Office of Tourism VIC partnership program. This program includes an annual training workshop, assistance with staff funding, signage and technology products to provide an improved visitor experience. December online marketing report was distributed showing a 73% increase in

unique website visits over December 2011 which included a 276% increase in visits from Canada and within that a significant increase from British Columbia.

Meeting was adjourned at 4:54 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, jc@clarkmontana.com or 406-261-0027
Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

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

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

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

TBID General Funds – Expense Summary January 2013:

Travel & Entertainment - \$293.88: Governor's Conference registration; Business Days; misc travel mileage

Research & Education - \$1,000.00: Sponsorship to Tourism Matters to Montana

Consumer Marketing – \$3,293.32: Trip Advisor administration; social media administration; trade show booth display; trade show booth table covering; airport brochure stocking

Event Marketing – \$757.42: Pond Hockey Photography; Spartan Facebook ad

Publications - \$2,391.50: Deposit visitor guide graphic design services

TBID Private Funds (Events) - Summary January 2013:

Dragon Boat

Income: grant; sponsors; merchandise sales

Expenses: direct mail postcards; U.S. and Canada Facebook ads; trailer construction

Pond Hockey

Income: grant

Expenses: photography

(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	\$ 210,686.25	\$ 198,238.25	\$ 185,790.25	\$ 260,342.25	\$ 446,391.50	\$ 465,300.00	
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ -	\$ 197,799.25	\$ -	\$ 90,171.23	\$ -	\$ -	\$ 87,000.00	\$ -	\$ 67.09	\$ -	
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ 4.32	\$ 9.18	\$ 17.93	\$ 14.00	\$ 90,171.23	\$ -	\$ -	\$ 87,000.00	\$ -	\$ 446,468.59	\$ -	
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 18,780.43	\$ 17.93	\$ 14.00	\$ 90,171.23	\$ -	\$ -	\$ 87,000.00	\$ -	\$ 446,468.59	\$ -	
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,638.57	\$ 223,134.25	\$ 210,686.25	\$ 198,238.25	\$ 185,790.25	\$ 272,790.25	\$ 260,342.25	\$ -	
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	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 128,762.05	\$ 127,282.00	
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 3.00	\$ 498.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,311.00	\$ -	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 2,909.31	\$ 3,500.00	
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.13	\$ 185.13	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 730.88	\$ 1,100.00	
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,208.47	\$ 2,400.00	
Postage & Copies	\$ 328.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 66.05	\$ 201.44	\$ 118.97	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ 6,000.00	
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 148.75	\$ 271.25	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,392.50	\$ 2,800.00	
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	
City of Kalspell Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00	
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ 327.68	\$ 293.38	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 2,132.11	\$ 2,500.00	
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 378.56	\$ 500.00	
Equipment & software	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 175.00	\$ 975.00	\$ 2,375.00	
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,800.00	\$ 6,133.00	
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 182.27	\$ 1,236.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,565.27	\$ 23,000.00	
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ 1,933.58	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,366.14	\$ -	
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,391.50	\$ 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	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 34,673.00	\$ 82,500.00	
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.88	\$ 27,860.33	\$ 2,782.18	\$ 2,321.80	\$ 757.42	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42,011.51	\$ 85,000.00	
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ 1,487.50	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,192.11	\$ 85,000.00	
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,264.68	\$ 17,250.00	
Prior Fiscal Year Expenses	\$ 785.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 785.54	\$ -	
Sub-total	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 34,742.52	\$ 19,675.55	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 265,871.95	\$ 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	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 265,871.95	\$ 475,300.00	
Current Assets	\$ 37,099.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,963.02	\$ 210,686.25	\$ 198,238.25	\$ 185,790.25	\$ 260,342.25	\$ 247,919.25			

Tourism Business Improvement District
Balance Sheet
As of January 31, 2013

	<u>Jan 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	145,783.43
Total Checking/Savings	<u>145,783.43</u>
Total Current Assets	145,783.43
Fixed Assets	
1710 · Office Equipment	2,829.63
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>28,060.07</u>
TOTAL ASSETS	<u>173,843.50</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	14,665.92
Total Accounts Payable	<u>14,665.92</u>
Total Current Liabilities	<u>14,665.92</u>
Total Liabilities	14,665.92
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	66,280.41
Total Equity	<u>159,177.58</u>
TOTAL LIABILITIES & EQUITY	<u>173,843.50</u>

Tourism Business Improvement District Profit & Loss January 2013

	Jan 13	Jul '12 - Jan 13
Income		
4000 · TBID Revenue	0.00	269,220.27
4100 · Interest Income	14.00	67.09
Total Income	14.00	269,287.36
Expense		
5000 · Staffing		
5010 · Director	5,299.26	41,526.08
5020 · Sales Manager	5,564.32	34,200.97
Total 5000 · Staffing	10,863.58	75,727.05
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.00	32.32
5125 · Bookkeeping	271.25	1,242.50
5140 · Office Supplies	0.00	230.88
5150 · Postage & Copies	118.97	1,208.47
5160 · Rent	498.00	3,486.00
5180 · Telephone	185.13	1,409.31
5185 · Travel & Entertainment	293.38	1,092.11
5190 · Technology Support	0.00	178.56
Total 5100 · Administrative	1,369.73	13,880.15
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	1,000.00	1,000.00
Total 5200 · Research & Education	1,000.00	5,800.00
5250 · Web Site		
5260 · Development	0.00	430.00
5270 · Maintenance	0.00	10,135.27
5280 · SEO & SEM	0.00	5,366.14
Total 5250 · Web Site	0.00	15,931.41
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	1,200.00	11,245.49
5440 · Other Media	0.00	1,118.75
5450 · Online Advertising	0.00	12,782.32
5460 · Travel Show Attendance	0.00	8,785.28
5470 · Trade Show Booth	2,034.88	1,220.03
5480 · Airport VIC Kiosk	58.44	366.88
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	3,293.32	35,643.70
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	0.00	12,827.64
5501.9 · Other Dragon Boat	0.00	9,463.11
Total 5501 · Dragon Boat	0.00	22,290.75
5502 · Spartan Event	157.42	11,474.13
5503 · Huckleberry 100	0.00	3,329.74
5504 · Winter Recruitment Campaign		
5504.2 · Pond Hockey	600.00	2,084.86
Total 5504 · Winter Recruitment Campaign	600.00	2,084.86
5505 · Event Promoter Recruitment	0.00	1,650.00
5549 · Other Event Marketing	0.00	99.90
Total 5500 · Event Marketing	757.42	40,929.38
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		
5565.6 · MEET West	0.00	1,487.50

11:23 AM
 02/21/13
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 January 2013

	Jan 13	Jul '12 - Jan 13
Total 5565 · Trade Show, FAM Trips	0.00	1,487.50
5570 · Incentive Program	0.00	361.41
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	0.00	2,653.54
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	1,350.00
5665 · Press Releases	0.00	7,689.75
5675 · Visitor Hospitality	0.00	24.93
5650 · Public Relations - Other	0.00	200.00
Total 5650 · Public Relations	0.00	9,264.68
5700 · Publications		
5710 · Visitor Guide	2,391.50	2,391.50
Total 5700 · Publications	2,391.50	2,391.50
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	19,675.55	203,006.95
Net Income	-19,661.55	66,280.41

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

	<u>Jul '12 - Jan 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	269,220.27	475,300.00	-206,079.73	56.6%
4100 · Interest Income	67.09			
Total Income	<u>269,287.36</u>	<u>475,300.00</u>	<u>-206,012.64</u>	<u>56.7%</u>
Expense				
5000 · Staffing	75,727.05	127,262.00	-51,534.95	59.5%
5100 · Administrative	13,880.15	33,155.00	-19,274.85	41.9%
5200 · Research & Education	5,800.00	6,133.00	-333.00	94.6%
5250 · Web Site	15,931.41	23,000.00	-7,068.59	69.3%
5400 · Consumer Marketing	35,643.70	82,500.00	-46,856.30	43.2%
5500 · Event Marketing	40,929.38	85,000.00	-44,070.62	48.2%
5550 · Group Marketing	2,653.54	85,000.00	-82,346.46	3.1%
5650 · Public Relations	9,264.68	17,250.00	-7,985.32	53.7%
5700 · Publications	2,391.50	16,000.00	-13,608.50	14.9%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>203,006.95</u>	<u>475,300.00</u>	<u>-272,293.05</u>	<u>42.7%</u>
Net Income	<u><u>66,280.41</u></u>	<u><u>0.00</u></u>	<u><u>66,280.41</u></u>	<u><u>100.0%</u></u>

KCVB Private Funds
Balance Sheet
As of January 31, 2013

	<u>Jan 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	64,414.71
Total Checking/Savings	<u>64,414.71</u>
Accounts Receivable	
11000 · Accounts Receivable	9,000.00
Total Accounts Receivable	<u>9,000.00</u>
Total Current Assets	<u>73,414.71</u>
TOTAL ASSETS	<u><u>73,414.71</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	3,346.64
Total Accounts Payable	<u>3,346.64</u>
Total Current Liabilities	<u>3,346.64</u>
Total Liabilities	3,346.64
Equity	
32000 · Unrestricted Net Assets	5,052.71
Net Income	65,015.36
Total Equity	<u>70,068.07</u>
TOTAL LIABILITIES & EQUITY	<u><u>73,414.71</u></u>

11:43 AM

02/21/13

Accrual Basis

KCVB Private Funds
Profit & Loss by Class
January 2013

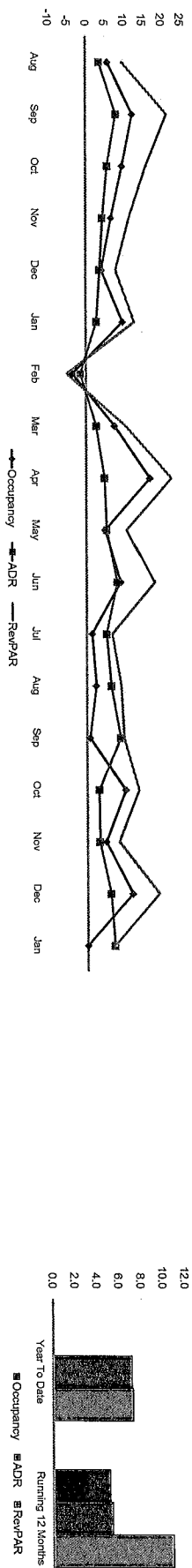
	Admin	Dragon Boat	Pond Hockey	TOTAL
Income				
40100 • Grants	0.00	31,000.00	29,300.00	60,300.00
40200 • Sponsors	0.00	9,000.00	0.00	9,000.00
40800 • Merchandise	0.00	124.00	0.00	124.00
Total Income	0.00	40,124.00	29,300.00	69,424.00
Expense				
50000 • Administrative				
50300 • Bookkeeping	113.75	52.50	0.00	166.25
50500 • Office Supplies	65.69	0.00	0.00	65.69
50900 • Additional Personnel	0.00	128.01	0.00	128.01
Total 50000 • Administrative	179.44	180.51	0.00	359.95
52000 • Advertising & Marketing				
52100 • Creative Development				
52110 • Print	0.00	1,062.00	0.00	1,062.00
52140 • Web	0.00	0.00	46.69	46.69
Total 52100 • Creative Development	0.00	1,062.00	46.69	1,108.69
52200 • Marketing				
52250 • Social Media	0.00	325.00	0.00	325.00
Total 52200 • Marketing	0.00	325.00	0.00	325.00
52600 • Photographer/videographer	0.00	0.00	600.00	600.00
Total 52000 • Advertising & Marketing	0.00	1,387.00	646.69	2,033.69
59000 • Miscellaneous	0.00	2,015.00	0.00	2,015.00
Total Expense	179.44	3,582.51	646.69	4,408.64
Net Income	-179.44	36,541.49	28,653.31	65,015.36

8:41 AM
02/27/13
Accrual Basis

KCVB Private Funds
Profit & Loss by Class
January through December 2012

	<u>Dragon Boat</u>	<u>TOTAL</u>
Income		
40300 · Registrations	5,600.00	5,600.00
Total Income	<u>5,600.00</u>	<u>5,600.00</u>
Expense		
50000 · Administrative		
50100 · Grant Writing Asst.	515.92	515.92
50700 · Credit Card Fee	31.37	31.37
Total 50000 · Administrative	<u>547.29</u>	<u>547.29</u>
Total Expense	<u>547.29</u>	<u>547.29</u>
Net Income	<u><u>5,052.71</u></u>	<u><u>5,052.71</u></u>

Monthly Percent Change



Currency: USD - US Dollar

Occupancy (%)		2011												2012												2013			Running 12 Months																																																									
	2011	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2013	Jan	Feb	Mar	2011	2012	2013																																																
This Year	87.5	73.2	45.3	36.1	29.3	29.2	29.2	37.8	40.1	42.4	47.1	66.4	88.9	88.9	80.0	37.9	32.9	29.2	87.5	73.2	45.3	36.1	29.3	29.2	37.8	40.1	42.4	47.1	66.4	88.9	88.9	80.0	37.9	32.9	29.2	87.5	73.2	45.3	36.1	29.3	29.2	37.8	40.1	42.4	47.1	66.4	88.9	88.9	80.0	37.9	32.9	29.2	87.5	73.2	45.3	36.1	29.3	29.2	37.8	40.1	42.4	47.1	66.4	88.9	88.9	80.0	37.9	32.9	29.2	87.5	73.2	45.3	36.1	29.3	29.2	37.8	40.1	42.4	47.1	66.4	88.9	88.9	80.0	37.9	32.9	29.2
Last Year	82.8	65.1	41.3	33.8	28.2	28.6	39.2	37.3	37.3	37.3	44.9	60.9	87.6	87.6	45.3	36.1	29.2	82.8	65.1	41.3	33.8	28.2	28.6	39.2	37.3	37.3	37.3	44.9	60.9	87.6	87.6	45.3	36.1	29.2	82.8	65.1	41.3	33.8	28.2	28.6	39.2	37.3	37.3	37.3	44.9	60.9	87.6	87.6	45.3	36.1	29.2	82.8	65.1	41.3	33.8	28.2	28.6	39.2	37.3	37.3	37.3	44.9	60.9	87.6	87.6	45.3	36.1	29.2	82.8	65.1	41.3	33.8	28.2	28.6	39.2	37.3	37.3	37.3	44.9	60.9	87.6	87.6	45.3	36.1	29.2	
Percent Change	5.8	12.4	9.7	6.8	4.2	5.8	3.6	3.6	7.6	16.9	5.0	9.1	1.5	2.5	0.8	0.8	0.1	5.8	12.4	9.7	6.8	4.2	5.8	3.6	3.6	7.6	16.9	5.0	9.1	1.5	2.5	0.8	0.8	5.8	12.4	9.7	6.8	4.2	5.8	3.6	3.6	7.6	16.9	5.0	9.1	1.5	2.5	0.8	0.8	5.8	12.4	9.7	6.8	4.2	5.8	3.6	3.6	7.6	16.9	5.0	9.1	1.5	2.5	0.8	0.8	5.8	12.4	9.7	6.8	4.2	5.8	3.6	3.6	7.6	16.9	5.0	9.1	1.5	2.5	0.8	0.8					
ADR	111.4	80.16	73.87	72.94	70.76	70.55	68.72	72.88	72.83	74.45	73.73	75.63	90.54	112.00	118.35	111.14	97.15	111.4	80.16	73.87	72.94	70.76	70.55	68.72	72.88	72.83	74.45	73.73	75.63	90.54	112.00	118.35	111.14	97.15	111.4	80.16	73.87	72.94	70.76	70.55	68.72	72.88	72.83	74.45	73.73	75.63	90.54	112.00	118.35	111.14	97.15	111.4	80.16	73.87	72.94	70.76	70.55	68.72	72.88	72.83	74.45	73.73	75.63	90.54	112.00	118.35	111.14	97.15	111.4	80.16	73.87	72.94	70.76	70.55	68.72	72.88	72.83	74.45	73.73	75.63	90.54	112.00	118.35	111.14	97.15	
Percent Change	3.6	8.1	5.7	4.4	3.7	3.7	4.5	1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2	3.3	3.6	8.1	5.7	4.4	3.7	3.7	4.5	1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2	3.3	3.6	8.1	5.7	4.4	3.7	3.7	4.5	1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2	3.3	3.6	8.1	5.7	4.4	3.7	3.7	4.5	1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2	3.3	3.6	8.1	5.7	4.4	3.7	3.7	4.5	1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2	3.3	
RevPAR	97.22	65.25	34.40	28.34	20.77	20.56	18.31	27.83	28.22	31.58	37.57	65.07	104.85	106.15	71.69	65.26	56.33	97.22	65.25	34.40	28.34	20.77	20.56	18.31	27.83	28.22	31.58	37.57	65.07	104.85	106.15	71.69	65.26	56.33	97.22	65.25	34.40	28.34	20.77	20.56	18.31	27.83	28.22	31.58	37.57	65.07	104.85	106.15	71.69	65.26	56.33	97.22	65.25	34.40	28.34	20.77	20.56	18.31	27.83	28.22	31.58	37.57	65.07	104.85	106.15	71.69	65.26	56.33	97.22	65.25	34.40	28.34	20.77	20.56	18.31	27.83	28.22	31.58	37.57	65.07	104.85	106.15	71.69	65.26	56.33	
Percent Change	9.7	21.5	16.0	11.5	8.0	12.9	12.9	5.1	10.8	22.6	10.7	18.0	8.8	9.2	9.9	13.8	8.5	9.7	21.5	16.0	11.5	8.0	12.9	12.9	5.1	10.8	22.6	10.7	18.0	8.8	9.2	9.9	13.8	8.5	9.7	21.5	16.0	11.5	8.0	12.9	12.9	5.1	10.8	22.6	10.7	18.0	8.8	9.2	9.9	13.8	8.5	9.7	21.5	16.0	11.5	8.0	12.9	12.9	5.1	10.8	22.6	10.7	18.0	8.8	9.2	9.9	13.8	8.5	9.7	21.5	16.0	11.5	8.0	12.9	12.9	5.1	10.8	22.6	10.7	18.0	8.8	9.2	9.9	13.8	8.5	
Supply	46,887	46,710	48,287	48,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	46,710	46,710	46,710	48,287	48,287	48,287	46,887	46,710	48,287	48,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	46,710	46,710	48,287	48,287	48,287	46,887	46,710	48,287	48,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	46,710	46,710	48,287	48,287	48,287	46,887	46,710	48,287	48,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287	46,710	46,710	48,287	48,287	48,287														
Demand	42,224	34,187	27,889	18,870	14,155	14,116	14,116	15,485	18,783	19,810	22,743	31,024	42,911	43,287	34,448	42,224	34,187	42,224	34,187	27,889	18,870	14,155	14,116	14,116	15,485	18,783	19,810	22,743	31,024	42,911	43,287	34,448	42,224	34,187	42,224	34,187	27,889	18,870	14,155	14,116	14,116	15,485	18,783	19,810	22,743	31,024	42,911	43,287	34,448	42,224	34,187	42,224	34,187	27,889	18,870	14,155	14,116	14,116	15,485	18,783	19,810	22,743	31,024	42,911	43,287	34,448	42,224	34,187	42,224	34,187	27,889	18,870	14,155	14,116	14,116	15,485	18,783	19,810	22,743	31,024	42,911	43,287	34,448	42,224	34,187	
Revenue	4,682,682	3,048,191	1,990,612	1,230,544	1,002,289	997,345	997,345	1,410,982	1,474,989	1,619,188	1,818,188	3,059,629	5,080,945	5,123,530	3,346,626	1,868,314	1,354,462	4,682,682	3,048,191	1,990,612	1,230,544	1,002,289	997,345	997,345	1,410,982	1,474,989	1,619,188	1,818,188	3,059,629	5,080,945	5,123,530	3,346,626	1,868,314	1,354,462	4,682,682	3,048,191	1,990,612	1,230,544	1,002,289	997,345	997,345	1,410,982	1,474,989	1,619,188	1,818,188	3,059,629	5,080,945	5,123,530	3,346,626	1,868,314	1,354,462	4,682,682	3,048,191	1,990,612	1,230,544	1,002,289	997,345	997,345	1,410,982	1,474,989	1,619,188	1,818,188	3,059,629	5,080,945	5,123,530	3,346,626	1,868,314	1,354,462	4,682,682	3,048,191	1,990,612	1,230,544	1,002,289	997,345	997,345	1,410,982	1,474,989	1,619,188	1,818,188	3,059,629	5,080,945	5,123,530	3,346,626	1,868,314	1,354,462	
Census %	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19														

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Source: 2013 SMITH TRAVEL RESEARCH, INC.

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: January 2013

Currency: USD - US Dollar

	Current Month - January 2013 vs. January 2012										Year to Date - January 2013 vs. January 2012										Participation										
	Occ %		ADR		RevPAR		Percent Change from January 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	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013	2012	Sample		
Kalispell, MT+	29.3	29.2	75.77	70.65	22.18	20.66	0.1	7.2	7.3	7.3	0.1	0.0	0.0	29.3	29.2	75.77	70.65	22.18	20.66	0.1	7.2	7.3	7.3	0.1	0.0	0.0	19	14	1556	1346	
Missoula, MT+	36.4	32.5	73.88	68.17	26.92	22.17	12.0	8.4	21.4	21.4	0.0	12.0	12.0	36.4	32.5	73.88	68.17	26.92	22.17	12.0	8.4	21.4	21.4	0.0	0.0	0.0	41	25	3107	2295	
Butte, MT+	29.2	33.8	72.95	72.30	21.28	24.47	-13.8	0.9	-13.0	-13.2	-0.2	-13.9	-13.9	29.2	33.8	72.95	72.30	21.28	24.47	-13.8	0.9	-13.0	-13.2	-0.2	-13.9	-13.9	13	9	1166	899	
Bozeman, MT+	43.4	36.2	75.15	74.35	32.61	26.93	19.8	1.1	21.1	21.1	0.0	19.8	19.8	43.4	36.2	75.15	74.35	32.61	26.93	19.8	1.1	21.1	21.1	0.0	0.0	0.0	26	15	2009	1415	
Whitefish, MT+																												13	2	712	119
Rapid City, MSA, SD	34.7	33.5	61.48	59.01	21.36	19.75	3.8	4.2	8.2	10.6	2.2	6.1	6.1	34.7	33.5	61.48	59.01	21.36	19.75	3.8	4.2	8.2	10.6	2.2	2.2	2.2	68	37	5116	3762	
Park City, UT+	50.3	50.6	411.40	374.57	206.90	189.58	-0.6	9.8	9.1	13.5	4.0	3.3	3.3	50.3	50.6	411.40	374.57	206.90	189.58	-0.6	9.8	9.1	13.5	4.0	4.0	4.0	35	15	3941	2403	
Helena/Great Falls	44.3	42.0	79.08	76.34	35.05	32.07	5.5	3.6	9.3	9.1	-0.2	5.3	5.3	44.3	42.0	79.08	76.34	35.05	32.07	5.5	3.6	9.3	9.1	-0.2	-0.2	-0.2	50	35	3860	3199	
Coeur D'Alene, ID+	30.7	29.6	86.80	83.46	26.64	24.69	3.8	4.0	7.9	7.9	0.0	3.8	3.8	30.7	29.6	86.80	83.46	26.64	24.69	3.8	4.0	7.9	7.9	0.0	0.0	0.0	20	12	1644	1329	
Sandpoint, ID+	29.8	32.3	74.54	71.65	22.23	23.17	-7.8	4.0	-4.0	-4.0	0.0	-7.8	-7.8	29.8	32.3	74.54	71.65	22.23	23.17	-7.8	4.0	-4.0	-4.0	0.0	0.0	0.0	8	4	396	244	
Bend, OR+	42.1	34.6	87.98	83.39	37.01	28.82	21.7	5.5	28.4	28.2	-0.2	21.5	21.5	42.1	34.6	87.98	83.39	37.01	28.82	21.7	5.5	28.4	28.2	-0.2	-0.2	-0.2	37	19	2729	1558	
Spokane, WA+	39.2	40.3	81.38	81.48	31.92	32.81	-2.6	-0.1	-2.7	-2.7	0.0	-2.6	-2.6	39.2	40.3	81.38	81.48	31.92	32.81	-2.6	-0.1	-2.7	-2.7	0.0	0.0	0.0	57	36	5907	5035	
Billings, MT+	44.4	43.7	80.04	74.16	35.57	32.38	1.8	7.9	9.9	9.7	-0.1	1.7	1.7	44.4	43.7	80.04	74.16	35.57	32.38	1.8	7.9	9.9	9.7	-0.1	-0.1	-0.1	45	28	3987	3078	

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

Month to Month

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	51.0	49.2	3.6
Mountain	50.7	48.9	3.7
Montana	38.2	36.5	4.8
Billings	44.3	43.5	1.7
Bozeman/Yellowstone Area	36.6	30.9	18.4
Missoula/Butte	35.9	32.0	12.0
Helena/Great Falls	44.3	42.0	5.5

Year to Date

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	51.0	49.2	3.6
Mountain	50.7	48.9	3.7
Montana	38.2	36.5	4.8
Billings	44.3	43.5	1.7
Bozeman/Yellowstone Area	36.6	30.9	18.4
Missoula/Butte	35.9	32.0	12.0
Helena/Great Falls	44.3	42.0	5.5

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	105.96	100.84	5.1
Mountain	110.35	107.32	2.8
Montana	78.11	72.77	7.3
Billings	80.56	74.45	8.2
Bozeman/Yellowstone Area	73.69	72.27	2.0
Missoula/Butte	73.70	68.05	8.3
Helena/Great Falls	79.08	76.34	3.6

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	105.96	100.84	5.1
Mountain	110.35	107.32	2.8
Montana	78.11	72.77	7.3
Billings	80.56	74.45	8.2
Bozeman/Yellowstone Area	73.69	72.27	2.0
Missoula/Butte	73.70	68.05	8.3
Helena/Great Falls	79.08	76.34	3.6

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	54.02	49.54	8.8
Mountain	56.00	52.52	6.6
Montana	29.85	26.54	12.5
Billings	35.66	32.41	10.1
Bozeman/Yellowstone Area	27.00	22.37	20.7
Missoula/Butte	26.43	21.79	21.3
Helena/Great Falls	35.05	32.07	9.3

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	54.02	49.54	8.8
Mountain	56.00	52.52	6.6
Montana	29.85	26.54	12.5
Billings	35.66	32.41	10.1
Bozeman/Yellowstone Area	27.00	22.37	20.7
Missoula/Butte	26.43	21.79	21.3
Helena/Great Falls	35.05	32.07	9.3

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	9.6	0.7	4.3
Mountain	7.1	0.5	4.2
Montana	14.4	1.7	6.6
Billings	10.0	-0.1	1.6
Bozeman/Yellowstone Area	20.5	-0.2	18.2
Missoula/Butte	21.3	0.0	12.0
Helena/Great Falls	9.1	-0.2	5.3

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	9.6	0.7	4.3
Mountain	7.1	0.5	4.2
Montana	14.4	1.7	6.6
Billings	10.0	-0.1	1.6
Bozeman/Yellowstone Area	20.5	-0.2	18.2
Missoula/Butte	21.3	0.0	12.0
Helena/Great Falls	9.1	-0.2	5.3

CITY OF KALISPELL
Gross Lodging Tax Revenue

Date of this Run: 3/2/2013

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%)	\$54,204 (+15%)	
4/1 - 6/30	\$61,640	\$69,010 (+12%)	\$77,715 (+13%)	\$93,787 (+21%)	
7/1 - 9/30	\$120,400	\$130,618 (+8%)	\$149,650 (+15%)	\$173,250 (+16%)	
10/1 -12/31	\$41,454	\$47,384 (+14%)	\$52,839 (+12%)	\$57,425 (+9%)	
Total	\$129,802	\$258,711 (+25%)	\$289,309 (+12%)	\$327,148 (+13%)	\$378,666 (+16%)

	1992	1993	1994	1995	1996
1/1 - 3/31	\$54,695 (+1%)	\$50,216 (-8%)	\$50,401 (+0%)	\$51,255 (+2%)	\$44,384 (-13%)
4/1 - 6/30	\$99,907 (+7%)	\$96,014 (-4%)	\$99,876 (+4%)	\$90,131 (-10%)	\$95,136 (+6%)
7/1 - 9/30	\$184,217 (+6%)	\$190,909 (+4%)	\$194,166 (+2%)	\$187,445 (-3%)	\$184,498 (-2%)
10/1 -12/31	\$51,009 (-11%)	\$56,433 (+11%)	\$56,053 (-1%)	\$57,228 (+2%)	\$53,237 (-7%)
Total	\$389,828 (+3%)	\$393,573 (+1%)	\$400,496 (+2%)	\$386,059 (-4%)	\$377,255 (-2%)

SUMMARY

	1997	1998	1999	2000	2001
1/1 - 3/31	\$41,202 (-7%)	\$41,087 (-0%)	\$40,666 (-1%)	\$43,004 (+6%)	\$48,554 (+13%)
4/1 - 6/30	\$80,577 (-15%)	\$87,740 (+9%)	\$86,585 (-1%)	\$92,810 (+7%)	\$86,232 (-7%)
7/1 - 9/30	\$188,075 (+2%)	\$177,009 (-6%)	\$184,739 (+4%)	\$189,668 (+3%)	\$195,691 (+3%)
10/1 -12/31	\$48,342 (-9%)	\$42,550 (-12%)	\$49,769 (+17%)	\$47,495 (-5%)	\$46,999 (-1%)
Total	\$358,196 (-5%)	\$348,386 (-3%)	\$361,759 (+4%)	\$372,976 (+3%)	\$377,476 (+1%)

	2002	2003	2004	2005	2006
1/1 - 3/31	\$43,386 (-11%)	\$45,697 (+5%)	\$45,223 (-1%)	\$51,655 (+14%)	\$54,203 (+5%)
4/1 - 6/30	\$83,904 (-3%)	\$93,313 (+11%)	\$90,627 (-3%)	\$105,064 (+16%)	\$109,785 (+4%)
7/1 - 9/30	\$194,615 (-1%)	\$199,712 (+3%)	\$206,058 (+3%)	\$223,791 (+9%)	\$252,491 (+13%)
10/1 -12/31	\$42,640 (-9%)	\$51,313 (+20%)	\$60,798 (+18%)	\$65,129 (+7%)	\$75,188 (+15%)
Total	\$364,545 (-3%)	\$390,036 (+7%)	\$402,705 (+3%)	\$445,639 (+11%)	\$491,668 (+10%)

	2007	2008	2009	2010	2011
1/1 - 3/31	\$67,314 (+24%)	\$99,707 (+48%)	\$86,438 (-13%)	\$90,607 (+5%)	\$98,540 (+9%)
4/1 - 6/30	\$135,517 (+23%)	\$181,802 (+34%)	\$161,548 (-11%)	\$171,944 (+6%)	\$167,899 (-2%)
7/1 - 9/30	\$321,914 (+27%)	\$349,355 (+9%)	\$319,082 (-9%)	\$386,430 (+21%)	\$392,991 (+2%)
10/1 -12/31	\$101,837 (+35%)	\$101,222 (-1%)	\$94,862 (-6%)	\$109,247 (+15%)	\$118,338 (+8%)
Total	\$626,582 (+27%)	\$732,085 (+17%)	\$661,930 (-10%)	\$758,227 (+15%)	\$777,769 (+3%)

	2012	2013	2014	2015	2016
1/1 - 3/31	\$110,771 (+12%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)
4/1 - 6/30	\$195,204 (+16%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)
7/1 - 9/30	\$448,692 (+14%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)
10/1 -12/31	\$138,879 (+17%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)
Total	\$893,546 (+15%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)	\$0 (+0%)

2012 % Change

State	9
Glacier Country	8
Billings	7
Butte	5
Bozeman	8
Great Falls	5
Helena	0
Kalispell	15
Miles City	12
Missoula	1
Whitefish	9

Bay Area Travel & Adventure Show 2013

Show Summary Report Kalispell Convention and Visitors Bureau

The Travel & Adventure Show is the largest travel show in the U.S. and the San Francisco Bay Area. Northern California is consistently a strong feeder market to Montana, Flathead Country and the Kalispell VIC. We spoke with thousands and educated them on the location of Glacier National Park, it's proximity to Kalispell, and other activities and amenities offered in the area. People were often surprised to know that major air carriers flew into Kalispell including the seasonal direct flight on Allegiant. Members of the travel trade also attended the show enabling us to make direct connections and pursue exposure in publications and blogs. The show was a good fit for Kalispell to create brand awareness and introduce travel incentives to this market. The booth cost was high and the show hours were shorter compared to other shows we have participated in. Attendance at next year's show will be gauged on the activity we see from that market through website visits, media exposure and hotel reservations.

When: February 16-17, 2013

Where: Santa Clara Convention Center

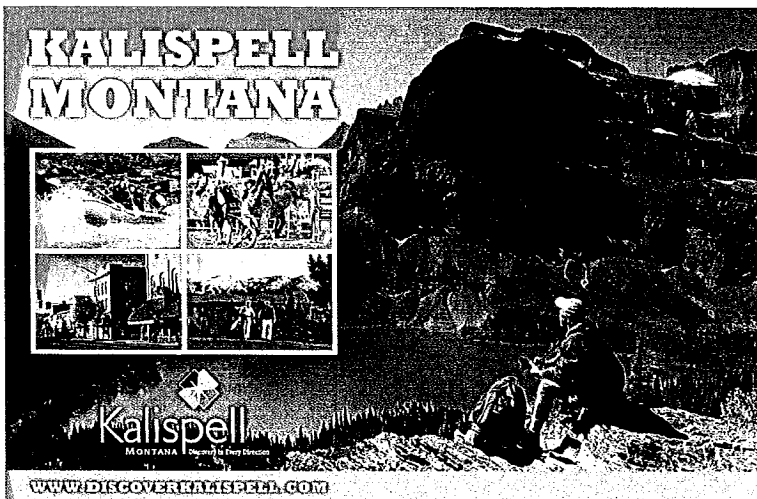
Attendance: 14,000 people attended primarily from San Francisco Bay Area

Exhibitors: 200 exhibitors representing U.S. and International Destinations.

Presentations made by Rick Steves, Joe Diaz and Andrew McCarthy. Competitive market exhibitors included Yosemite Park, California's Gold Country, Utah, Nevada and Central Montana/Great Falls Montana.

Distribution: We distributed approximately 800 visitor guides as well as a show promotional piece, Montana road maps, and assorted other collateral as requested. Also a promotional water bottle koozie branded with Kalispell logo and website address.

Leads / Summary: Visitors to the booth signed up for a chance to win one of two Kalispell vacation packages which included lodging, dining and activity certificates. A total of 402 leads were received. The email addresses will be added to our database to receive quarterly e-newsletters. Addition to the leads we connected with four travel writers. Since the show they have reached out requesting information to include in blogs and websites. We are also looking to schedule a press trip for the fall.



DISCOVER KALISPELL, MONTANA

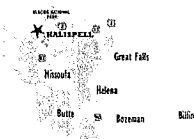
Kalispell is located on the corner of Genuine and Glad to See you. Our walkable downtown offers unique shopping, fine restaurants, museums, art galleries and welcoming smiles.

Glacier National Park is Montana's greatest natural treasure, lauded as the most beautiful and wild of our national parks. Flathead Lake has more than 160 miles of shoreline dotted with accessible beaches beckoning you into the cool clear water. When you stay in Kalispell both are just out your back door.

Discover the unexpected in Kalispell - rodeos, craft breweries, wineries and distilleries, skating on an open pond, dog sledding through the forest, fresh Flathead Lake cherries and delicious huckleberry pie.

Hilton Garden Inn
Kalispell
and Conference Center
www.kalispell.hgi.com

RED LION HOTEL
Kalispell
www.redlion.com



GETTING HERE

U.S. Highway 2 from the east & west and U.S. Highway 93 from the south.

Glacier Park International Airport offers direct or one stop flights from the Bay Area to Kalispell on Alaska, Delta, United and Allegiant.

Find a list of all lodging at www.discoverkalispell.com/lodging

Download or request a printed copy of the **KALISPELL VISITOR GUIDE**
www.discoverkalispell.com or call 888-888-2108

Presented by
Member City of Kalispell
Glacier State Park
Great Falls
Gardiner
Kalispell
Missoula
Butte
Bozeman
Billings

DiscoverKalispell.com		Jan-13	% of change from 2012
Unique visits		3,127	34.15%
Page views		10,991	14.76%
Pg/Visit		2.9	-14.71%
New Visits		78.48%	-0.95%
Bounce Rate		51.13%	14.75%
Traffic sources			
Search engines		49.95%	
Referral sites		29.40%	
Campaigns		0.11%	
Direct		20.55%	
Referring sites	iExplore, trip advisor, kalispellchamber, spartan race, dailyinterlake, MT Dragon Boat, visitmt, google ad words, glaciermt		
Visits by Location	US = 2,952		19.85%
	CANADA = 690		126.23%
Top States	MT, CA, CO, WA, NY, TX, FL, OR, MN		
Canada	ALBERTA: Calgary, Edmonton, Lethbridge, Red Deer, Okotoks		77.29%
	BRITISH COLUMBIA: Cranbrook, Vancouver, Fernie, Nelson		256.76%
Content CTR	Lodging 18%		Packages 11%
	Discover Affordable 18%		Wine-Dine 8.7%
	Outdoor 16%		
Packages	121 clicks on individual packages		
Itineraries	240 clicks into itineraries		
Trip Advisor		Jan-13	% of change from 2012
Page views		2,361	53%
Total clicks to website		321	82%
CTR by pageview		13.60%	62%
Interaction rate		19.31%	53%
Total Clicks/Interactions		456	78%
Facebook			
Discover Kalispell - Likes	1,290		43 new since last mth
Dragon Boat - Likes	645		159 new since last mth
Ad Campaign - Dragon Boat: U.S. and Canada	impressions = 128,069		new page likes = 93
	clicks = 464		actions = 367
	cost per click = \$0.45		CTR = 0.362%
Online Banner Ads			
Madden Media	total impressions = 1,292,022		traffic to site = 1,449
11/20/12 - 2/12/13	overall CTR = 0.11%		
(campaign completion)	site retargeting CTR = 0.25%		
	prospecting CTR = 0.10%		