

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – May 1, 2013  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**AGENDA**

3:00 pm Meeting Called to Order: Lisa Brown, Chairman of the Board

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from April 3, 2013
- b) TBID financial statements for March, 2013

4. Board Discussion

- a) Spartan Race update
- b) Dragon Boat update
- d) TBID comp room allocation for KCVB initiatives
- e) Consumer marketing updates
- f) M&C updates

5:00 pm Meeting Adjourns

Enclosures: April 3, 2013 minutes  
TBID financial statements for March 2013  
STR Report  
KCVB Reports

For Further Information, Please Contact:

Lisa Brown, Board Chairman [lisa.brown@redlion.com](mailto:lisa.brown@redlion.com) or 406-751-5064  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2013 TBID Board Meeting Schedule

<del>January 9</del>	<del>February 13</del>	<del>March 6</del>	<del>April 3</del>	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  
April 3, 2013**

# Minutes

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

**Board Members Absent:** Lori Fisher, Dan Moderie

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

**Guests Present:** Brandon Peterson – Holiday Inn Express, Derick Tungwenuk - Best Western Flathead Lake, Paul Bell – Travelodge, Rich Vasquez – Kalispell Wrestling Club

---

Meeting was called to order by Janet Clark, Chairman of the Board at 3:00 PM.

1. Hear from the public – none
2. Rich Vasquez, Kalispell Wrestling Club, gave a post event report on the Little Guy State Wrestling Tournament held in Kalispell on March 23-24. He reported that 26 clubs attended, approximately 1,000 total kids with approx. 600 from out of market. Tournament was held Friday evening and Saturday until 6pm. The club submits a zero bid to the state wrestling board to assure Kalispell is awarded the tournament. The gate proceeds are split up among the participating clubs. Rich feels that this scenario is part of the reason why it was awarded to Kalispell the second year. Additionally the location of the tournament allows for 14 full mats where in other locations there are fewer mats and they are split. They will continue to need sponsorship from the local community to enable them to bid and be awarded the tournament. They are requesting a \$3,600 sponsorship from the TBID to cover the full venue rental for next year's tournament. Rich will submit a post event report including specific attendance data.
3. Board Action
  - a. Approve Minutes from the March 6, 2013 Meeting:  
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Angie Bowman. Discussion: none. Board approved unanimously.
  - b. TBID financial statements:  
Action: Motion was made by Angie Bowman to approve the financial statements. Motion seconded by Chris Walters. Discussion: none. Board approved unanimously.
  - c. Approval of FY2014 marketing plan and budget: Gib asked if the VIC summer hours will be extended. The group discussed whether that extension should include just longer Saturday hours or also include Sunday. Number of hours will be based on available funds. Diane hopes to utilize funds from the MTOT VIC Program funding. The board agreed to allocate some funds from TBID if necessary.  
Action: Lisa Brown moved to approve the FY14 marketing plan and TBID budget. Motion was seconded by Chris Walters. Discussion: none. Board approved unanimously.
  - d. Approval of nominations for vacating board seats: Notification was sent to the full TBID requesting nominations for the two small hotel category seats up for renewal. No applications were submitted but Janet Clark and Gib Bissell agreed to stay on and be reinstated for another 4-year term.

Action: Lisa Brown moved to approve the reinstatement of Janet and Gib as TBID board members representing the small hotel category for the May 1, 2013-April 30, 2016 term. Motion was seconded by Angie Bowman. Discussion: none. Board approved unanimously.

- e. Election of board officers for May 1, 2013 – April 30, 2014: According to the TBID By-laws, Lisa Brown will move from Vice-chair to Chair. Lori Fisher submitted her nomination for the vice-chair position. Angie Bowman volunteered to be treasurer.

Action for Vice Chair: Gib Bissell moved to approve Lori Fisher as vice-chair for the TBID board of directors. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.

Action for Treasurer: Janet Clark moved to approve Angie Bowman as Treasurer for the TBID Board of Directors. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.

#### 4. Board Discussion

- a. Wrestling Tournament Sponsorship: The board wants to assure that the Kalispell hotels are promoted through promotion of discoverkalispell.com in tournament marketing materials and onsite. The group discussed that there are opportunities to drive more bookings directly to the hotels versus to the 3<sup>rd</sup> party booking agents. Incentives such as free breakfast can be offered and promoted through contacting the participating clubs directly and promoting on tournament website, etc. Chris saw more pickup from the event than he anticipated and agrees that the TBID should support the event to allow them to continue to keep them at a zero bid.

Action: Chris Walters moved to approve a TBID sponsorship of \$3,600 for the march 2014 Little Guy Wrestling Tournament to be used for venue rental. Gib Bissell seconded the motion. Discussion: none. Board approved unanimously.

- b. Western B Basketball Tournament recap: KCVB recruited the Western B tournament to be held in Kalispell every other year in February. 8 boys and 8 girls teams competed in a 3 day tournament held at Flathead High School. The community and hotels experienced great pick up and value in hosting this tournament. TBID sponsorship of the tournament totaled \$4,746 which covered lodging for refs, parking enforcement, traffic control and operational staff expenses.

- c. Event updates:

Spartan - over 3,000 registrations in place. Volunteer day Saturday April 13<sup>th</sup> to clean up the race course. Pre-Game event will be held on Friday May 10<sup>th</sup> at the vacant lot next to Sportsman and will include music, free food samples from local restaurants, and local beverages for sale.

Pond Hockey – agreement has been completed with Pond Hockey Classic. The Montana tournament has been added to [www.pondhockeyclassic.com](http://www.pondhockeyclassic.com) and a logo has been created for our event. Foys Lake is planned to be the venue, Rob and Diane are meeting with the County Parks board to discuss. Initial media announcement will occur mid- April.

- d. KCVB Updates: Seattle Smart Mart - Rob attended the Smart Mart put on by Smart Meetings in Seattle. He reached 70 planners from the Pacific Northwest including; Boeing, Amazon, Eddie Bauer, 3<sup>rd</sup> Party Planners that plan more than 500 meetings a year throughout North America. We held 15 one-on-one meetings with those planners specifically interested in Kalispell and were able to develop a relationship with these planners for the future correspondence and offerings. February online marketing report was distributed showing a 134% increase in unique website visits over February 2012 which included a 1080% 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 42% page view increase and 72% increase in total clicks/interactions on the Kalispell Trip

Advisor page. STR Report showed a 12.2% increase in occupancy, 5.6% increase in ADR and 18.5% increase in RevPAR for February. Calgary radio ad, Shine FM, is running through April 10<sup>th</sup>. The audience is heavily dominated by women who have a focus on family and travel. The ad promotes Mother's Day weekend in Kalispell both as general information (shopping/family activities) and encouraging registration for Spartan for both kids and adults. So far we have seen a 117% increase in visits from Calgary to discoverkalisell.com during the first 10 days of the campaign vs. 10 days prior.

Meeting was adjourned at 4:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-261-0027  
Diane Medler, CVB Director, [dianem@kalispellchamber.com](mailto: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  
May 1, 2013

TBID General Funds – Expense Summary March 2013:

Admin:

Postage Copies - \$309.47: postcard mailing to Bay Area AAA offices post Travel Show  
Rent - \$766: rent increase to \$565, includes \$67 difference since January  
Travel & Entertainment - \$151.04: rental car & fuel Partners Creative meeting; misc. expenses

Website – (\$6,651.15): EMarketing Grant deposit; general maintenance

Consumer Marketing – \$29,255.99: Trip Advisor sponsorship and content maintenance; social media administration; spring banner ad media buy and creative; Bay Area travel show expenses; trade show booth supplies; airport stocking. DUPLICATE BILLING, CREDIT HAS SINCE BEEN RECEIVED

Event Marketing – \$5,020.25: Spartan misc mileage; Spartan GIS Search for Flathead County event permits; Western B lodging for refs and event sponsorship

Group Marketing - \$6,683.50: Smart Mart airline ticket and registration fees; Wrestling tournament sponsorship

PR/Publicity - \$956.25: M&C and consumer story pitches; updating press room; reactive request for JetPac and bay area travel writer

Publications - \$2,481.50: Visitor Guide creative, 2<sup>nd</sup>/final payment

TBID Private Funds (Events) - Summary March 2013:

Dragon Boat

Income - \$1,200: registrations

Expenses - \$9,987.36: bookkeeping; planning meetings; Promoter fee; Tacoma DBC equipment rental; direct mail; vendor/sponsor sales support; PR/ regional story pitch; boat storage at NFYC; trailer construction expenses

Pond Hockey

Expenses - \$2,002.14: logo; bookkeeping; planning meeting

Spartan

Expenses - \$1,134.25: lodging for site visit; radio promo for pre-game

(accrual basis)	TRBD 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			
<b>ASSETS</b>															
Current Assets	\$ 67,392.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,983.02	\$ 192,215.88	\$ 142,037.59	\$ 129,589.59	\$ 204,141.59	\$ 446,391.50	\$ 465,300.00	
TRBD Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 197,799.25	\$ -	\$ -	\$ 90,171.23	\$ 15,09	\$ 15,87	\$ 87,000.00	\$ -	\$ 98.05	\$ -	
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ 4.32	\$ 9.18	\$ 17.93	\$ 14.00	\$ 15.09	\$ 15.87	\$ -	\$ 87,000.00	\$ -	\$ 98.05	\$ -	
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 197,808.43	\$ 17.93	\$ 14.00	\$ 90,186.32	\$ 15.87	\$ -	\$ 87,000.00	\$ -	\$ 446,489.55	\$ -	
Total Cash Available	\$ 67,398.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,367.09	\$ 152,638.57	\$ 223,149.34	\$ 192,231.75	\$ 142,037.59	\$ 216,589.59	\$ 204,141.59	\$ -	\$ -	
<b>LIABILITIES &amp; EQUITY</b>															
Starting - 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	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 129,187.91	\$ 127,282.00	
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 2.85	\$ 3.00	\$ 3.34	\$ 3.72	\$ -	\$ -	\$ -	\$ -	\$ -	
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 786.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 2,887.46	\$ 3,500.00	
Telephone	\$ 171.68	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 155.33	\$ 183.13	\$ 262.79	\$ 295.39	\$ 300.00	\$ 300.00	\$ 300.00	\$ 1,100.00	\$ 1,100.00	
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 30.00	\$ -	\$ -	\$ -	\$ 100.00	\$ 100.00	\$ 100.00	\$ 530.88	\$ 1,100.00	
Postage & Copies	\$ 326.26	\$ 207.62	\$ 88.30	\$ 202.83	\$ 66.05	\$ 201.44	\$ 118.97	\$ 191.34	\$ 309.47	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,309.28	\$ 2,400.00	
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00	
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.26	\$ 148.75	\$ 271.25	\$ 131.25	\$ 113.75	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,177.50	\$ 2,800.00	
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	
City of Kalspell Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 6,000.00	
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ 327.68	\$ 293.38	\$ 72.71	\$ 151.04	\$ 208.00	\$ 208.00	\$ 208.00	\$ 1,939.86	\$ 2,500.00	
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 40.00	\$ 40.00	\$ 40.00	\$ 298.56	\$ 500.00	
Equipment & software	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 575.00	\$ 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	\$ -	\$ 250.00	\$ 48.85	\$ -	\$ -	\$ -	\$ 10,651.82	\$ 23,000.00	
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ 1,938.58	\$ -	\$ 590.33	\$ -	\$ -	\$ -	\$ -	\$ 5,956.47	\$ -	
Website Grant	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ 11,481.28	\$ 2,391.50	\$ 6,313.00	\$ 2,481.50	\$ -	\$ -	\$ -	\$ 11,186.00	\$ 16,000.00	
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	\$ 5,020.25	\$ -	\$ -	\$ -	\$ 51,731.76	\$ 85,000.00	
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ 1,487.50	\$ -	\$ -	\$ 6,683.50	\$ -	\$ -	\$ -	\$ 9,875.61	\$ 85,000.00	
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ 2,393.75	\$ -	\$ 2,584.64	\$ 996.25	\$ -	\$ -	\$ -	\$ 12,815.57	\$ 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	\$ 19,676.55	\$ 30,933.46	\$ 50,194.16	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 322,103.57	\$ 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	\$ 19,676.55	\$ 30,933.46	\$ 50,194.16	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 322,103.57	\$ 475,300.00	
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 152,624.57	\$ 132,983.02	\$ 192,215.88	\$ 142,037.59	\$ 129,589.59	\$ 204,141.59	\$ 191,718.59	\$ -	\$ -	

3:15 PM  
04/17/13  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of March 31, 2013

	<u>Mar 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	168,002.47
Total Checking/Savings	<u>168,002.47</u>
Total Current Assets	168,002.47
Fixed Assets	
1710 · Office Equipment	2,829.63
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>28,060.07</u>
<b>TOTAL ASSETS</b>	<b><u>196,062.54</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	27,660.39
Total Accounts Payable	<u>27,660.39</u>
Total Current Liabilities	<u>27,660.39</u>
Total Liabilities	27,660.39
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	75,504.98
Total Equity	<u>168,402.15</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>196,062.54</u></b>

3:15 PM

04/17/13

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
**March 2013**

	Mar 13	Jul '12 - Mar 13
<b>Income</b>		
4000 · TBID Revenue	0.00	359,391.50
4100 · Interest Income	15.87	98.05
<b>Total Income</b>	15.87	359,489.55
<b>Expense</b>		
5000 · Staffing		
5010 · Director	5,299.26	52,124.60
5020 · Sales Manager	5,509.22	45,248.31
<b>Total 5000 · Staffing</b>	10,808.48	97,372.91
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.72	39.38
5125 · Bookkeeping	113.75	1,487.50
5140 · Office Supplies	0.00	230.88
5150 · Postage & Copies	309.47	1,709.28
5160 · Rent	766.00	4,750.00
5180 · Telephone	295.36	1,967.46
5185 · Travel & Entertainment	151.04	1,315.86
5190 · Technology Support	0.00	178.56
<b>Total 5100 · Administrative</b>	1,639.34	16,678.92
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
<b>Total 5200 · Research &amp; Education</b>	0.00	6,050.00
5250 · Web Site		
5290 · RWD	-6,700.00	-6,700.00
5260 · Development	0.00	430.00
5270 · Maintenance	48.85	10,221.62
5280 · SEO & SEM	0.00	5,956.47
<b>Total 5250 · Web Site</b>	-6,651.15	9,908.09
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	869.68	14,200.00
5440 · Other Media	28,582.50	31,242.50
5450 · Online Advertising	0.00	12,782.32
5460 · Travel Show Attendance	-283.95	10,435.43
5470 · Trade Show Booth	37.76	98.79
5480 · Airport VIC Kiosk	50.00	466.88
5490 · Stock Airport VIC	0.00	100.00
<b>Total 5400 · Consumer Marketing</b>	29,255.99	69,350.87
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
<b>Total 5501 · Dragon Boat</b>	0.00	24,140.75
5502 · Spartan Event	119.64	14,893.77
5503 · Huckleberry 100	4,746.11	8,075.85
5504 · Winter Recruitment Campaign		
5504.2 · Pond Hockey	0.00	1,484.86
<b>Total 5504 · Winter Recruitment Campaign</b>	0.00	1,484.86
5505 · Event Promoter Recruitment	0.00	1,650.00
5549 · Other Event Marketing	154.50	254.40
<b>Total 5500 · Event Marketing</b>	5,020.25	50,499.63
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5565 · Trade Show, FAM Trips		



3:15 PM

04/17/13

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
March 2013

	Mar 13	Jul '12 - Mar 13
5565.2 · Denver Show	512.60	512.60
5565.6 · MEET West	0.00	1,487.50
5565.8 · Seattle	128.90	128.90
5565.9 · Smart Meetings	3,042.00	3,042.00
<b>Total 5565 · Trade Show, FAM Trips</b>	<b>3,683.50</b>	<b>5,171.00</b>
5570 · Incentive Program	0.00	361.41
5584 · Sports Tournament Recruitment	3,000.00	3,000.00
5589 · Association Membership	0.00	432.13
<b>Total 5550 · Group Marketing</b>	<b>6,683.50</b>	<b>9,337.04</b>
5650 · Public Relations		
5660 · Travel Writers/Press Releases/	0.00	1,350.00
5665 · Press Releases	956.25	9,958.50
5675 · Visitor Hospitality	0.00	124.93
5680 · Kallspell Merchandise	0.00	1,182.14
5650 · Public Relations - Other	0.00	200.00
<b>Total 5650 · Public Relations</b>	<b>956.25</b>	<b>12,815.57</b>
5700 · Publications		
5710 · Visitor Guide	2,481.50	11,186.00
<b>Total 5700 · Publications</b>	<b>2,481.50</b>	<b>11,186.00</b>
6000 · Priors Fiscal Year Expense	0.00	785.54
<b>Total Expense</b>	<b>50,194.16</b>	<b>283,984.57</b>
<b>Net Income</b>	<b>-50,178.29</b>	<b>75,504.98</b>

3:16 PM

04/17/13

Accrual Basis

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

	<u>Jul '12 - Mar 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	359,391.50	475,300.00	-115,908.50	75.6%
4100 · Interest Income	98.05			
<b>Total Income</b>	<u>359,489.55</u>	<u>475,300.00</u>	<u>-115,810.45</u>	<u>75.6%</u>
<b>Expense</b>				
5000 · Staffing	97,372.91	127,262.00	-29,889.09	76.5%
5100 · Administrative	16,678.92	33,155.00	-16,476.08	50.3%
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	69,350.87	82,500.00	-13,149.13	84.1%
5500 · Event Marketing	50,499.63	85,000.00	-34,500.37	59.4%
5550 · Group Marketing	9,337.04	85,000.00	-75,662.96	11.0%
5650 · Public Relations	12,815.57	17,250.00	-4,434.43	74.3%
5700 · Publications	11,186.00	16,000.00	-4,814.00	69.9%
6000 · Prior Fiscal Year Expense	785.54			
<b>Total Expense</b>	<u>283,984.57</u>	<u>475,300.00</u>	<u>-191,315.43</u>	<u>59.7%</u>
<b>Net Income</b>	<u><u>75,504.98</u></u>	<u><u>0.00</u></u>	<u><u>75,504.98</u></u>	<u><u>100.0%</u></u>

3:23 PM  
04/17/13  
Accrual Basis

**KCVB Private Funds**  
**Balance Sheet**  
As of March 31, 2013

	<u>Mar 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 · Checking	69,653.64
Total Checking/Savings	<u>69,653.64</u>
Total Current Assets	<u>69,653.64</u>
<b>TOTAL ASSETS</b>	<b><u>69,653.64</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	10,383.04
Total Accounts Payable	<u>10,383.04</u>
Total Current Liabilities	<u>10,383.04</u>
Total Liabilities	10,383.04
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	<u>59,817.89</u>
Total Equity	<u>59,270.60</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>69,653.64</u></b>

3:24 PM  
 04/17/13  
 Accrual Basis

KCVB Private Funds  
**Profit & Loss**  
 March 2013

	Mar 13	Jan - Mar 13
<b>Income</b>		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	0.00	9,000.00
40300 · Registrations	1,200.00	8,750.00
40800 · Merchandise	0.00	124.00
<b>Total Income</b>	<b>1,200.00</b>	<b>78,174.00</b>
<b>Expense</b>		
50000 · Administrative		
50300 · Bookkeeping	96.25	323.75
50400 · Planning Meetings	102.54	102.54
50500 · Office Supplies	0.00	65.69
50900 · Additional Personnel	0.00	180.50
<b>Total 50000 · Administrative</b>	<b>198.79</b>	<b>672.48</b>
51000 · Promotor Expense		
51100 · Coordinators Fee	2,000.00	2,000.00
51200 · Hotel Food & Beverage	75.83	75.83
51400 · Equipment Rental	4,900.00	4,900.00
<b>Total 51000 · Promotor Expense</b>	<b>6,975.83</b>	<b>6,975.83</b>
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	300.00	1,362.00
52125 · Web	0.00	46.69
52136 · Direct Mail	300.00	300.00
<b>Total 52100 · Creative Development</b>	<b>600.00</b>	<b>1,708.69</b>
52200 · Marketing		
52220 · Radio Broadcast	1,058.42	1,058.42
52250 · Social Media	0.00	325.00
52271 · Direct Mail	84.39	84.39
<b>Total 52200 · Marketing</b>	<b>1,142.81</b>	<b>1,467.81</b>
52300 · Logo	1,300.00	1,300.00
52500 · Public Relations	2,500.00	3,209.98
52600 · Photographer/videographer	0.00	600.00
<b>Total 52000 · Advertising &amp; Marketing</b>	<b>5,542.81</b>	<b>8,286.48</b>
57000 · Outside Services		
57500 · Boat Storage	250.00	250.00
<b>Total 57000 · Outside Services</b>	<b>250.00</b>	<b>250.00</b>
59000 · Miscellaneous		
59100 · Setup/Logistics	156.32	156.32
59000 · Miscellaneous - Other	0.00	2,015.00
<b>Total 59000 · Miscellaneous</b>	<b>156.32</b>	<b>2,171.32</b>
<b>Total Expense</b>	<b>13,123.75</b>	<b>18,356.11</b>
<b>Net Income</b>	<b>-11,923.75</b>	<b>59,817.89</b>

3:28 PM  
 04/17/13  
 Accrual Basis

**KCVB Private Funds  
 Profit & Loss by Class  
 March 2013**

	Dragon Boat	Pond Hockey	Spartan	TOTAL
<b>Income</b>				
40300 · Registrations	1,200.00	0.00	0.00	1,200.00
<b>Total Income</b>	1,200.00	0.00	0.00	1,200.00
<b>Expense</b>				
50000 · Administrative				
50300 · Bookkeeping	78.75	17.50	0.00	96.25
50400 · Planning Meetings	17.90	84.64	0.00	102.54
<b>Total 50000 · Administrative</b>	96.65	102.14	0.00	198.79
51000 · Promotor Expense				
51100 · Coordinators Fee	2,000.00	0.00	0.00	2,000.00
51200 · Hotel Food & Beverage	0.00	0.00	75.83	75.83
51400 · Equipment Rental	4,900.00	0.00	0.00	4,900.00
<b>Total 51000 · Promotor Expense</b>	6,900.00	0.00	75.83	6,975.83
52000 · Advertising & Marketing				
52100 · Creative Development				
52110 · Print	0.00	300.00	0.00	300.00
52136 · Direct Mail	0.00	300.00	0.00	300.00
<b>Total 52100 · Creative Development</b>	0.00	600.00	0.00	600.00
52200 · Marketing				
52220 · Radio Broadcast	0.00	0.00	1,058.42	1,058.42
52271 · Direct Mail	84.39	0.00	0.00	84.39
<b>Total 52200 · Marketing</b>	84.39	0.00	1,058.42	1,142.81
52300 · Logo	0.00	1,300.00	0.00	1,300.00
52500 · Public Relations	2,500.00	0.00	0.00	2,500.00
<b>Total 52000 · Advertising &amp; Marketing</b>	2,584.39	1,900.00	1,058.42	5,542.81
57000 · Outside Services				
57500 · Boat Storage	250.00	0.00	0.00	250.00
<b>Total 57000 · Outside Services</b>	250.00	0.00	0.00	250.00
59000 · Miscellaneous				
59100 · Setup/Logistics	156.32	0.00	0.00	156.32
<b>Total 59000 · Miscellaneous</b>	156.32	0.00	0.00	156.32
<b>Total Expense</b>	9,987.36	2,002.14	1,134.25	13,123.75
<b>Net Income</b>	<b>-8,787.36</b>	<b>-2,002.14</b>	<b>-1,134.25</b>	<b>-11,923.75</b>



# Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of March 2013

Currency: USD - US Dollar

	Current Month - March 2013 vs March 2012										Year to Date - March 2013 vs March 2012										Participation							
	Occ %		ADR		RevPAR		Percent Change from March 2012		Room		Room		Room		Percent Change from YTD 2012		Room		Properties	Rooms								
	2013	2012	2013	2012	2013	2012	Occ	ADR	RevPAR	Rev	Avail	Sold	2013	2012	2013	2012	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample		
Kalispell, MT+	40.7	40.0	74.96	72.63	30.53	29.04	1.9	3.2	5.1	5.1	-0.1	1.8	37.3	36.6	75.81	72.07	28.25	25.64	4.8	5.2	10.2	10.1	-0.1	4.7	19	14	1556	1346
Missoula, MT+	45.6	47.2	75.57	73.87	34.50	34.84	-3.2	2.3	-1.0	-1.0	-0.0	-3.3	40.7	39.4	75.01	71.20	30.63	28.03	3.4	5.4	8.9	8.9	-0.0	3.4	41	24	3107	2194
Bulle, MT+	46.3	46.5	80.51	80.89	37.27	37.54	-0.5	-0.2	-0.7	-0.9	-0.2	-0.7	38.7	42.5	77.77	77.02	30.07	32.72	-9.0	1.0	-8.1	-8.3	-0.2	-9.1	27	9	1166	889
Boreman, MT+	59.3	59.4	79.25	79.60	47.03	47.29	-0.1	-0.4	-0.5	2.6	3.1	3.0	52.2	48.5	77.64	77.42	40.56	37.56	7.7	0.3	8.0	9.2	1.1	8.9	27	15	2071	1415
Whitefish, MT+	40.9	46.6	65.09	64.43	26.64	30.02	-12.2	1.0	-11.3	-6.9	4.9	-7.9	38.0	41.9	64.48	63.58	24.50	26.65	-9.4	1.4	-8.1	-5.2	3.1	-6.5	71	41	5327	4002
Rapid City MSA, SD	61.4	60.1	307.42	334.67	188.82	201.10	2.2	-8.1	-6.1	-2.3	4.0	6.3	56.2	56.0	366.57	358.43	205.87	200.79	0.3	2.3	2.5	6.7	4.0	4.3	35	14	3877	2119
Park City, UT+	54.9	56.7	83.01	78.48	45.59	44.52	-3.2	5.8	2.4	2.2	-0.2	-3.3	50.6	50.5	81.36	77.68	41.21	39.26	0.2	4.7	5.0	4.8	-0.2	0.1	50	35	3860	3098
Helena/Great Falls	47.9	45.0	87.13	83.70	41.73	37.63	6.5	4.1	10.9	10.9	0.0	6.5	39.7	37.6	87.72	84.18	34.86	31.88	5.6	4.2	10.1	10.1	0.0	5.6	20	12	1644	1329
Coeur D'Alene, ID+	41.1	50.1	73.67	69.25	30.28	34.66	-17.9	6.4	-12.7	-12.7	0.0	-17.9	36.8	40.6	75.30	71.79	27.67	29.14	-9.5	5.0	-6.0	-5.0	0.0	-9.5	8	4	396	244
Sandpoint, ID+	53.4	45.2	90.88	86.52	48.55	39.13	18.1	5.0	24.1	24.2	0.7	18.2	48.1	41.0	90.03	85.08	43.33	34.88	17.5	5.8	24.3	24.2	-0.1	17.4	37	19	2729	1558
Bend, OR+	59.0	59.9	91.44	88.70	53.93	53.16	-1.6	3.1	1.4	1.4	0.0	-1.6	49.6	50.3	86.65	85.07	42.97	42.79	-1.4	1.9	0.4	0.4	0.0	-1.4	57	36	5907	5035
Spokane, WA+	60.5	64.2	79.61	79.15	48.13	50.82	-5.8	0.6	-5.3	-1.6	3.9	-2.1	54.1	55.8	80.89	77.80	43.89	43.40	-2.9	3.7	0.7	2.0	1.3	-1.7	46	27	4147	2991

A blank row indicates insufficient data.  
 DISCLOSURE Destination Reports are publications of Smith Travel Research, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either Smith Travel Research, Inc. or STR Global Ltd, is prohibited and subject to legal action. Site licenses are available. Please consult your contract with Smith Travel Research, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.  
 Source 2013 SMITH TRAVEL RESEARCH, Inc.

<b>DiscoverKalispell.com</b>		<b>Mar-13</b>	<b>% of change from 2012</b>
Unique visits		7,062	276.44%
Page views		20,069	312.18%
Pg/Visit		2.84	9.49%
New Visits		80.97%	0.73%
Bounce Rate		53.23%	-7.45%
Traffic sources			
Search engines		71.60%	
Referral sites		14.40%	
Direct		14.10%	
Referring sites	trip advisor, spartan race, kalispell chamber, facebook, MT Dragon Boat, Kal Ctr Mall, visitmt, FB Ads, Kalispell Grand		
Visits by Location	US = 4,279		151.12%
	CANADA = 2,588		1710.00%
Top States	MT, WA, CA, OR, CO, TX, FL MN, IL, NY		
Canada	ALBERTA: Calgary, Edmonton, Vancouver, Lethbridge, Red Deer, Medicine Hat, Okotoks		898.61%
	BRITISH COLUMBIA: Vancouver, Cranbrook, Fernie, Kelowna		1126.67%
	SASKATCHEWAN: Saskatoon, Regina		
	ONTARIO: Toronto		
Content CTR	Lodging 19%		Discover Friendly 12%
	Discover Affordable 19%		Shopping 12%
	Outdoor Activities 17%		Packages 7%
Packages	227 clicks on individual packages		
Ineraries	320 clicks into itineraries		
<b>Trip Advisor</b>		<b>Mar-13</b>	<b>% of change from 2012</b>
Page views		2,953	58%
Total clicks to website		409	83%
CTR by pageview		13.85%	59%
Interaction rate		26.92%	59%
Total Clicks/Interactions		795	83%
		<b>Q1 2013</b>	<b>% of change from 2012</b>
Page views		7,517	52%
Total clicks to website		982	80%
CTR by pageview		13.06%	58%
Interaction rate		23.63%	55%
Total Clicks/Interactions		1776	79%
<b>Facebook</b>			
Discover Kalispell - Likes	1,458	168 new since previous report	
Dragon Boat - Likes	917	242 new since previous report	



# partnerscreative

KCVB-044045 Consumer Advertising Online Performance report  
Date: 4/26/2013

Publication/Website	Issue / Run Dates	Ad Size	Purchased Impressions	Achieved Impressions	Clicks	CTR	Comments
Explore	Oct 15, 2012-Jan 31, 2013	Total	825,000	725,014	1,753	0.24%	The CTR of iExplore.com banner placements has exceeded the industry average, with an overall performance of .24%. The 728x90 placement has performed exceedingly well with a CTR of .90% and 729 clicks through to the website.
		Homepage Billboard		140,000	532	0.38%	
		eNewsletter		110,000	62	0.06%	
		728x90		81,109	729	0.90%	
		300x250		200,071	348	0.17%	
		160x600		96,737	28	0.03%	
		300x800		97,097	54	0.06%	
tripadvisor.com	Mar 1 - June 30, 2013 (co-date)	TOTAL	441,177	143,375	213	0.15%	Placements on TripAdvisor.com have achieved an average CTR of .15%, nearly doubling the industry average banner CTR of .09%. The campaign has 60 days remaining to complete targeted impressions of 441,177.
		300x250		42,920	57	0.13%	
		728x90		56,923	89	0.16%	
		160x600		29,218	43	0.15%	
		300x600		14,314	24	0.17%	
Backpacker	June 2013	1/4-page + online	340,000	n/a	n/a	n/a	Backpacker.com banners will not run until June 2013.
Madden Media	Total	Total	2,220,000	2,339,524	3,312	0.14%	Banner placements through Madden Media have received an overall CTR of .14%. However, the spring portion is exceeding Winter placements to-date, with a CTR of .18% and 2,103 clicks to the website.
	Nov 1, 2012-Feb 12, 2013	Total		1,195,247	1,209	0.10%	
	March 1-May 31, 2013 (co-date)	Total		1,144,277	2,103	0.18%	
Tube Mogul	March 1-May 31, 2013 (co-date)	Banners: Pre-Roll video	1,017,670	339,179	2,725	0.80%	TubeMogul.com placements are exceeding banner CTR, with an average of .80%. The overall CTR is actually a bit higher, 1.38%, when excluding the companion banner placements from the statistics. Pre-roll video placements are continuing to be monitored and adjusted according to sites that are performing at or above the industry standard.
		(15) Lake		123,600	2,029	1.64%	
		(30) Glacier		70,574	644	0.91%	
		Companion Banner		145,005	52	0.04%	
Glacier Country Guide	March 1-May 31, 2013	Banner	975,000	1,201	9	0.75%	Campaign impressions noted include printed publication. Banner placement is for one year.