

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – November 13, 2013
3:00 pm – 5:00 pm**

Location: Best Western Flathead Lake Inn & Suites

AGENDA

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

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from September 25, 2013
- b) TBID financial statements for August and September, 2013

3. Board Discussion

- a) Dragon Boat final reports
- b) Travel Writer FAM recap
- c) Cinch Bucking Horse recap
- d) Pond Hockey update
- e) Montana High School Rodeo update
- f) Video and website updates
- g) 2014 meeting schedule
- h) Marketing reports

5:00 pm Meeting Adjourns

Enclosures: September 25, 2013 minutes
TBID financial statements for August, September 2013
Dragon Boat Festival Survey report
KCVB reports

For Further Information, Please Contact:

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

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	September 25	November 13	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.

Kallispell Tourism Business Improvement District
Board Attendance

2013

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

~ = Absent

X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
September 25, 2013**

Minutes

Board Members Present: Lisa Brown, Gib Bissell, Lori Fisher, Janet Clark, Chris Walters

Board Members Absent: Angie Bowman, Dan Moderie

Staff Present: Diane Medler, Joe Unterreiner

Staff Absent: Rob Brisendine

Guests Present: Brandon Peterson, Holiday Inn Express

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

1. Hear from the public – none
2. Board Action
 - a. Approve Minutes from the August 7, 2013 Meeting:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Janet Clark.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for July 2013:
Action: Motion was made by Janet Clark to approve the financial statements. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.
3. Board Discussion
 - a. Dragon Boat Festival: 91 teams participated; races had to be cancelled due to weather Sunday @ 11:30. Anticipate over 8,000 onsite over the two days; shuttle system worked well, some delays on Saturday when everyone left at once; 1,200 hotel nights in Kalispell attributed to the event; boats took on water during Friday afternoon practices - rescue services responded, no incidents. Reference event summary report in board packet.
 - b. Travel Writer FAM: Journalists arrive Monday Sept 30, depart Sunday Oct 6th. 5 writers confirmed representing publications such as Canadian Geographic Mag, Dreamscapes Travel & Leisure; Farm & Ranch and Country Mag, Sunset and Via. Itinerary was distributed and board members were encouraged to join in any activities or meals.
 - c. Event updates: 1) Cinch Bucking Horse Championships Oct. 19th. 45 broncs and 22 cowboys participating from MT, SD, ND, WY and Canada. Anticipate 2,000 spectators. 2) Have received verbal commitment from the committee that Kalispell/Majestic Valley Arena has been awarded the event for 2014 & 2015 with option for 2016. 3) Pond Hockey registrations will start to pick up now that summer is over and hockey rinks gear up. We are finalizing promotional plan with Partners Creative and Scott, Pond Hockey Classic.
 - d. Travel Show Schedule: October – Calgary Women’s Show; November – Seattle media mixer at Warren Miller film release (joint event with Glacier Country); March – Salt Lake City Sportsman Show; March – Calgary Outdoor & Adventure Show.
 - e. Kalispell Video: Diane showed the draft video to receive board input. Positive comments received. Final version will be released on all KCVB channels beginning November.

- f. TBID Q3 Collections: total collections = \$122,134. 7% increase in room nights compared to same quarter previous year (not including Best Western).
- g. Support of Kalispell Bypass: the board discussed the request by the Kalispell Chamber to publicly endorse the completion of the Kalispell Bypass. Janet Clark was joining a group transported by the Chamber to attend the Montana Highway Commission meeting in Helena on Sept. 26, 2013 representing the Kalispell Grand. The signed endorsement will be sent to represent the approval by the TBID Board.
Action: Motion was made by Janet Clark to sign the Public Endorsement Authorization provided by the Kalispell Chamber showing support from the TBID Board of Directors. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.
- h. Expansion of TBID Associate Membership: The KCVB has been approached by lodging properties outside the established TBID district expressing interest in joining the TBID and collecting the nightly fee. Flathead Lake Lodge is one example; they recognize the benefits of the KCVB initiatives and state they would rather contribute to TBID to assist in building those initiatives than other associations they have contributed to in the past. Board discussed concerns about how to broaden the membership – where do you draw the boundaries? How to include some but exclude other competing properties? No consensus or decision was sought. Discussion will be revisited at a later date.

Meeting was adjourned at 4:20 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman lisa.brown@redlion.com or 406-751-5064

Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

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

January-9	February-13	March-6	April-3	May-1	June-5	July-10
	August-7	September-25	November-6	December-4		

Kalispell Tourism Business Improvement District
Summary of Expenditures
November 13, 2013

TBID General Funds – Expense Summary August & September 2013:

Admin:

Office Supplies - \$421.49: Cleaning service visitor bathrooms; misc supplies

Travel & Entertainment - \$147.54: COC Roundtable Conference lodging & meal; misc. mileage

Research & Education - \$4,800: Smith Travel Research annual subscription

Memberships - \$2,700: Voices of MT Tourism; KDA membership and Christmas Light sponsorship

Website Maint & Enhancements - \$2,880.75: Flickr subscription; domain registration renewals; enhancements; SEO/SEM

Consumer Marketing – \$22,565.46: Video; social media admin; airport stocking; SLC Sportsman Show deposit; winter campaign creative;

Event Marketing – \$31,076.55: Dragon Boat (see event P&L for details); High School Rodeo recruitment

Group Marketing - \$4,681.37: Portland Meet West booth fee and travel expenses

PR – \$11,658.10: Travel media FAM; story pitches; branded merchandise

Prior Fiscal Year Expenses - \$2,004.64: NW Travel Magazine print and online ad; PR management

KCVB Private Funds - Summary August & September 2013:

Dragon Boat:

Income - \$62,004.71: Sponsors, registrations, team practice, welcome reception; parking; Bash; TBID

Expenses - \$118,970.05: Admin; promoter expenses; print ad; radio; social media; promo items; PR; welcome reception; tents; parking lot lease; trophies; equipment; Posse/SAR; emcee; venue rental; transportation; port-a-potty's

Pond:

Income - \$1,000: Registrations

Expenses - \$3,879.83: Banner; permits; promo items; PR; admin

9:06 AM

10/22/13

Accrual Basis

Tourism Business Improvement District
Monthly Profit & Loss
 July through September 2013

	Jul 13	Aug 13	Sep 13	TOTAL
Income				
4000 · TBID Revenue	0.00	122,134.00	0.00	122,134.00
4100 · Interest Income	11.75	10.18	13.46	35.39
Total Income	11.75	122,144.18	13.46	122,169.39
Expense				
5000 · Staffing				
5010 · Director	5,403.88	5,474.71	5,474.71	16,353.30
5020 · Sales Manager	5,401.66	5,466.54	5,466.54	16,334.74
Total 5000 · Staffing	10,805.54	10,941.25	10,941.25	32,688.04
5100 · Administrative				
5350 · City of Kallispell Admin Fee	0.00	3,053.35	0.00	3,053.35
5110 · Bank Fees	3.70	3.17	42.62	49.49
5125 · Bookkeeping	218.75	140.00	218.75	577.50
5140 · Office Supplies	300.99	221.49	200.00	722.48
5150 · Postage & Copies	215.11	108.50	94.54	418.15
5160 · Rent	565.00	565.00	565.00	1,695.00
5180 · Telephone	251.59	277.92	226.85	756.36
5185 · Travel & Entertainment	170.73	180.00	-32.46	318.27
Total 5100 · Administrative	1,725.87	4,549.43	1,315.30	7,590.60
5200 · Research & Education				
5230 · Organizational Memberships	2,700.00	0.00	0.00	2,700.00
5210 · Smith Travel Reports	0.00	0.00	4,800.00	4,800.00
Total 5200 · Research & Education	2,700.00	0.00	4,800.00	7,500.00
5250 · Web Site				
5270 · Maintenance & Enhancements	4,537.50	2,371.10	281.25	7,189.85
5280 · SEO & SEM	0.00	0.00	228.40	228.40
Total 5250 · Web Site	4,537.50	2,371.10	509.65	7,418.25
5400 · Consumer Marketing				
5405 · Build Photo and Video Library	0.00	0.00	618.75	618.75
5410 · Kallispell Promotional Video	11,755.75	13,264.72	0.00	25,020.47
5430 · Social Media Administration	4,412.50	1,150.00	781.25	6,343.75
5440 · Creative Services	0.00	0.00	6,679.00	6,679.00
5460 · Travel Show Attendance	521.80	650.00	-791.26	380.54
5480 · Airport VIC Kiosk	50.00	150.00	50.00	250.00
5495 · Wayfinding Signage	0.00	13.00	0.00	13.00
Total 5400 · Consumer Marketing	16,740.05	15,227.72	7,337.74	39,305.51
5500 · Event Marketing				
5501 · Dragon Boat				
5501.9 · Other Dragon Boat	-4,640.00	4,640.00	0.00	0.00
5501 · Dragon Boat - Other	0.00	0.00	23,360.00	23,360.00
Total 5501 · Dragon Boat	-4,640.00	4,640.00	23,360.00	23,360.00
5502 · Spartan Event	144.00	490.00	0.00	634.00
5505 · Event Promoter Recruitment	0.00	2,325.27	261.28	2,586.55
Total 5500 · Event Marketing	-4,496.00	7,455.27	23,621.28	26,580.55
5550 · Group Marketing				
5565 · Trade Show, FAM Trips				
5565.10 · Portland	0.00	4,080.99	600.38	4,681.37
5565.6 · MEET West	191.07	0.00	0.00	191.07
Total 5565 · Trade Show, FAM Trips	191.07	4,080.99	600.38	4,872.44
Total 5550 · Group Marketing	191.07	4,080.99	600.38	4,872.44
5650 · Public Relations				
5660 · Hosting Travel Media	0.00	4,633.98	3,345.87	7,979.85
5665 · Press Releases	0.00	768.75	2,700.00	3,468.75
5680 · Kallispell Merchandise	0.00	201.00	8.50	209.50
Total 5650 · Public Relations	0.00	5,603.73	6,054.37	11,658.10
5700 · Publications				
5790 · Other Publications	1,567.40	0.00	0.00	1,567.40
Total 5700 · Publications	1,567.40	0.00	0.00	1,567.40
6000 · Prior Fiscal Year Expense	3,562.50	-3,100.00	5,104.64	5,567.14
Total Expense	37,333.93	47,129.49	60,284.61	144,748.03
Net Income	-37,322.18	75,014.69	-60,271.15	-22,578.64

4:16 PM
10/21/13
Accrual Basis

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

	<u>Aug 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	218,115.52
Total Checking/Savings	<u>218,115.52</u>
Total Current Assets	218,115.52
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><u>247,300.80</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	40,722.97
Total Accounts Payable	<u>40,722.97</u>
Total Current Liabilities	<u>40,722.97</u>
Total Liabilities	40,722.97
Equity	
32000 · Unrestricted Net Assets	168,885.32
Net Income	37,692.51
Total Equity	<u>206,577.83</u>
TOTAL LIABILITIES & EQUITY	<u><u>247,300.80</u></u>

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10/21/13

Accrual Basis

Tourism Business Improvement District Profit & Loss August 2013

	Aug 13	Jul - Aug 13
Income		
4000 · TBID Revenue	122,134.00	122,134.00
4100 · Interest Income	10.18	21.93
Total Income	122,144.18	122,155.93
Expense		
5000 · Staffing		
5010 · Director	5,474.71	10,878.59
5020 · Sales Manager	5,466.54	10,868.20
Total 5000 · Staffing	10,941.25	21,746.79
5100 · Administrative		
5350 · City of Kallispell Admin Fee	3,053.35	3,053.35
5110 · Bank Fees	3.17	6.87
5125 · Bookkeeping	140.00	358.75
5140 · Office Supplies	221.49	522.48
5150 · Postage & Copies	108.50	323.61
5160 · Rent	565.00	1,130.00
5180 · Telephone	277.92	529.51
5185 · Travel & Entertainment	180.00	350.73
Total 5100 · Administrative	4,549.43	6,275.30
5200 · Research & Education		
5230 · Organizational Memberships	0.00	2,700.00
Total 5200 · Research & Education	0.00	2,700.00
5250 · Web Site		
5270 · Maintenance & Enhancements	2,371.10	6,908.60
Total 5250 · Web Site	2,371.10	6,908.60
5400 · Consumer Marketing		
5410 · Kallispell Promotional Video	13,264.72	25,020.47
5430 · Social Media Administration	1,150.00	5,562.50
5460 · Travel Show Attendance	650.00	1,171.80
5480 · Airport VIC Kiosk	150.00	200.00
5495 · Wayfinding Signage	13.00	13.00
Total 5400 · Consumer Marketing	15,227.72	31,967.77
5500 · Event Marketing		
5501 · Dragon Boat		
5501.9 · Other Dragon Boat	4,640.00	0.00
Total 5501 · Dragon Boat	4,640.00	0.00
5502 · Spartan Event	490.00	634.00
5505 · Event Promoter Recruitment	2,325.27	2,325.27
Total 5500 · Event Marketing	7,455.27	2,959.27
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.10 · Portland	4,080.99	4,080.99
5565.6 · MEET West	0.00	191.07
Total 5565 · Trade Show, FAM Trips	4,080.99	4,272.06
Total 5550 · Group Marketing	4,080.99	4,272.06
5650 · Public Relations		
5660 · Hosting Travel Media	4,633.98	4,633.98
5665 · Press Releases	768.75	768.75
5680 · Kallispell Merchandise	201.00	201.00
Total 5650 · Public Relations	5,603.73	5,603.73
5700 · Publications		
5790 · Other Publications	0.00	1,567.40
Total 5700 · Publications	0.00	1,567.40
6000 · Prior Fiscal Year Expense	-3,100.00	462.50

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10/21/13
Accrual Basis

Tourism Business Improvement District
Profit & Loss
August 2013

	<u>Aug 13</u>	<u>Jul - Aug 13</u>
Total Expense	47,129.49	84,463.42
Net Income	<u>75,014.69</u>	<u>37,692.51</u>

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 10/21/13
 Accrual Basis

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

	Jul - Aug 13	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	122,134.00	495,000.00	-372,866.00	24.7%
4100 · Interest Income	21.93			
Total Income	<u>122,155.93</u>	<u>495,000.00</u>	<u>-372,844.07</u>	<u>24.7%</u>
Expense				
5000 · Staffing	21,746.79	146,918.00	-125,171.21	14.8%
5100 · Administrative	6,275.30	31,400.00	-25,124.70	20.0%
5200 · Research & Education	2,700.00	8,800.00	-6,100.00	30.7%
5250 · Web Site	6,908.60	25,000.00	-18,091.40	27.6%
5400 · Consumer Marketing	31,967.77	87,150.00	-55,182.23	36.7%
5500 · Event Marketing	2,959.27	85,000.00	-82,040.73	3.5%
5550 · Group Marketing	4,272.06	79,000.00	-74,727.94	5.4%
5650 · Public Relations	5,603.73	19,732.00	-14,128.27	28.4%
5700 · Publications	1,567.40	12,000.00	-10,432.60	13.1%
6000 · Prior Fiscal Year Expense	462.50			
Total Expense	<u>84,463.42</u>	<u>495,000.00</u>	<u>-410,536.58</u>	<u>17.1%</u>
Net Income	<u><u>37,692.51</u></u>	<u><u>0.00</u></u>	<u><u>37,692.51</u></u>	<u><u>100.0%</u></u>

12:50 PM
10/19/13
Accrual Basis

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

	<u>Sep 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	149,177.23
Total Checking/Savings	<u>149,177.23</u>
Total Current Assets	149,177.23
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>178,362.51</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	32,055.83
Total Accounts Payable	<u>32,055.83</u>
Total Current Liabilities	<u>32,055.83</u>
Total Liabilities	32,055.83
Equity	
32000 · Unrestricted Net Assets	168,885.32
Net Income	<u>-22,578.64</u>
Total Equity	<u>146,306.68</u>
TOTAL LIABILITIES & EQUITY	<u>178,362.51</u>

Tourism Business Improvement District Profit & Loss September 2013

	Sep 13	Jul - Sep 13
Income		
4000 · TBID Revenue	0.00	122,134.00
4100 · Interest Income	13.46	35.39
Total Income	13.46	122,169.39
Expense		
5000 · Staffing		
5010 · Director	5,474.71	16,353.30
5020 · Sales Manager	5,466.54	16,334.74
Total 5000 · Staffing	10,941.25	32,688.04
5100 · Administrative		
5350 · City of Kalispell Admin Fee	0.00	3,053.35
5110 · Bank Fees	42.62	49.49
5125 · Bookkeeping	218.75	577.50
5140 · Office Supplies	200.00	722.48
5150 · Postage & Copies	94.54	418.15
5160 · Rent	565.00	1,695.00
5180 · Telephone	226.85	756.36
5185 · Travel & Entertainment	-32.46	318.27
Total 5100 · Administrative	1,315.30	7,590.60
5200 · Research & Education		
5230 · Organizational Memberships	0.00	2,700.00
5210 · Smith Travel Reports	4,800.00	4,800.00
Total 5200 · Research & Education	4,800.00	7,500.00
5250 · Web Site		
5270 · Maintenance & Enhancements	281.25	7,189.85
5280 · SEO & SEM	228.40	228.40
Total 5250 · Web Site	509.65	7,418.25
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	618.75	618.75
5410 · Kalispell Promotional Video	0.00	25,020.47
5430 · Social Media Administration	781.25	6,343.75
5440 · Creative Services	6,679.00	6,679.00
5460 · Travel Show Attendance	-791.26	380.54
5480 · Airport VIC Kiosk	50.00	250.00
5495 · Wayfinding Signage	0.00	13.00
Total 5400 · Consumer Marketing	7,337.74	39,305.51
5500 · Event Marketing		
5501 · Dragon Boat		
5501.9 · Other Dragon Boat	0.00	0.00
5501 · Dragon Boat - Other	23,360.00	23,360.00
Total 5501 · Dragon Boat	23,360.00	23,360.00
5502 · Spartan Event	0.00	634.00
5505 · Event Promoter Recruitment	261.28	2,586.55
Total 5500 · Event Marketing	23,621.28	26,580.55
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.10 · Portland	600.38	4,681.37
5565.6 · MEET West	0.00	191.07
Total 5565 · Trade Show, FAM Trips	600.38	4,872.44
Total 5550 · Group Marketing	600.38	4,872.44
5650 · Public Relations		
5660 · Hosting Travel Media	3,345.87	7,979.85
5665 · Press Releases	2,700.00	3,468.75
5680 · Kalispell Merchandise	8.50	209.50
Total 5650 · Public Relations	6,054.37	11,658.10

12:50 PM
10/19/13
Accrual Basis

Tourism Business Improvement District
Profit & Loss
September 2013

	<u>Sep 13</u>	<u>Jul - Sep 13</u>
5700 · Publications		
5790 · Other Publications	0.00	1,567.40
Total 5700 · Publications	0.00	1,567.40
6000 · Prior Fiscal Year Expense	5,104.64	5,567.14
Total Expense	<u>60,284.61</u>	<u>144,748.03</u>
Net Income	<u><u>-60,271.15</u></u>	<u><u>-22,578.64</u></u>

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

	Jul - Sep 13	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	122,134.00	495,000.00	-372,866.00	24.7%
4100 · Interest Income	35.39			
Total Income	<u>122,169.39</u>	<u>495,000.00</u>	<u>-372,830.61</u>	<u>24.7%</u>
Expense				
5000 · Staffing	32,688.04	146,918.00	-114,229.96	22.2%
5100 · Administrative	7,590.60	31,400.00	-23,809.40	24.2%
5200 · Research & Education	7,500.00	8,800.00	-1,300.00	85.2%
5250 · Web Site	7,418.25	25,000.00	-17,581.75	29.7%
5400 · Consumer Marketing	39,305.51	87,150.00	-47,844.49	45.1%
5500 · Event Marketing	26,580.55	85,000.00	-58,419.45	31.3%
5550 · Group Marketing	4,872.44	79,000.00	-74,127.56	6.2%
5650 · Public Relations	11,658.10	19,732.00	-8,073.90	59.1%
5700 · Publications	1,567.40	12,000.00	-10,432.60	13.1%
6000 · Prior Fiscal Year Expense	5,567.14			
Total Expense	<u>144,748.03</u>	<u>495,000.00</u>	<u>-350,251.97</u>	<u>29.2%</u>
Net Income	<u><u>-22,578.64</u></u>	<u><u>0.00</u></u>	<u><u>-22,578.64</u></u>	<u><u>100.0%</u></u>

4:21 PM
10/21/13
Accrual Basis

Kalispell Convention & Visitor's Bureau
Balance Sheet
As of August 31, 2013

	<u>Aug 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	70,770.62
Total Checking/Savings	<u>70,770.62</u>
Accounts Receivable	
11000 · Accounts Receivable	9,535.00
Total Accounts Receivable	<u>9,535.00</u>
Other Current Assets	
12000 · Undeposited Funds	750.00
Total Other Current Assets	<u>750.00</u>
Total Current Assets	<u>81,055.62</u>
TOTAL ASSETS	<u><u>81,055.62</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	23,616.03
Total Accounts Payable	<u>23,616.03</u>
Total Current Liabilities	<u>23,616.03</u>
Total Liabilities	23,616.03
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	57,986.88
Total Equity	<u>57,439.59</u>
TOTAL LIABILITIES & EQUITY	<u><u>81,055.62</u></u>

4:21 PM
 10/21/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
 August 2013

	Aug 13	Jan - Aug 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	3,500.00	43,000.00
40300 · Registrations	650.00	46,650.00
40310 · Team Practice	35.00	350.00
40400 · Vendors	500.00	2,000.00
40500 · Welcome Reception	226.00	226.00
40800 · Merchandise	0.00	164.00
40850 · Food & Beverage	0.00	12,141.00
40900 · TBID	0.00	5,332.36
Total Income	4,911.00	170,163.36
Expense		
50000 · Administrative		
50300 · Bookkeeping	227.50	1,513.75
50400 · Planning Meetings	0.00	154.15
50500 · Office Supplies	394.45	605.69
50600 · Postage	916.48	916.48
50700 · Credit Card Fee	164.68	415.61
50800 · Travel	171.00	326.38
50900 · Additional Personnel	0.00	180.50
Total 50000 · Administrative	1,874.11	4,112.56
51000 · Promotor Expense		
51100 · Coordinators Fee	7,462.50	9,462.50
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	0.00	75.83
51400 · Equipment Rental	4,640.00	14,180.00
Total 51000 · Promotor Expense	12,102.50	24,718.33
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	480.00	2,442.00
52125 · Web	0.00	941.69
Total 52100 · Creative Development	480.00	3,383.69
52160 · Production		
52170 · Print	0.00	402.00
Total 52160 · Production	0.00	402.00
52200 · Marketing		
52210 · Print Placement	2,741.00	2,741.00
52220 · Radio Broadcast	1,800.00	2,981.25
52250 · Social Media	632.56	3,354.80
52260 · E-Campaign	33.83	43.42
52270 · Banners & Displays	121.33	121.33
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	5,328.72	9,326.19
52300 · Logo	0.00	1,300.00
52400 · Promo Items	497.31	5,872.79
52500 · Public Relations	4,987.50	15,191.23
52600 · Photographer/videographer	0.00	600.00
52700 · Sponsor's	1,243.68	1,433.68
52750 · Survey Company	72.00	72.00
52850 · Website Maintenance & Hosting	98.42	98.42
52900 · Out of Market Event Participatn	0.00	1,804.71
Total 52000 · Advertising & Marketing	12,707.63	39,484.71
53000 · Entertainment		
53100 · Event Entertainment	0.00	1,000.00
53200 · Pre-Event Reception	590.00	13,403.33
Total 53000 · Entertainment	590.00	14,403.33
54000 · Safety Staff		
54100 · Traffic Control	0.00	930.00

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 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
 August 2013

	Aug 13	Jan - Aug 13
54400 · Insurance	0.00	2,431.75
54500 · Permits	300.00	300.00
Total 54000 · Safety Staff	300.00	3,661.75
55000 · Team Expenses	406.31	854.31
56000 · Products		
56100 · Sponsorship/Vendor Sales	0.00	840.00
Total 56000 · Products	0.00	840.00
57000 · Outside Services		
57300 · Tents/Fencing/Stage/Umbrellas	27.16	27.16
57500 · Boat Storage	0.00	250.00
57550 · Venue Rental Fee	0.00	5,000.00
57555 · Parking Lot Lease	3,000.00	3,000.00
57600 · Practice Coordinator	3,438.60	6,153.60
57650 · Cleaning Service	0.00	125.00
57800 · Water	0.00	1,765.60
Total 57000 · Outside Services	6,465.76	16,321.36
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59200 · Festival Staff Apparel	80.00	80.00
59300 · Trophies	1,836.90	1,836.90
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	1,916.90	4,296.97
60000 · Equipment	834.39	3,483.16
Total Expense	37,197.60	112,176.48
Net Income	-32,286.60	57,986.88

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Accrual Basis

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

	Dragon Boat	Pond Hockey	TOTAL
Income			
40200 · Sponsors	3,500.00	0.00	3,500.00
40300 · Registrations	650.00	0.00	650.00
40310 · Team Practice	35.00	0.00	35.00
40400 · Venders	500.00	0.00	500.00
40500 · Welcome Reception	226.00	0.00	226.00
Total Income	4,911.00	0.00	4,911.00
Expense			
50000 · Administrative			
50300 · Bookkeeping	227.50	0.00	227.50
50500 · Office Supplies	394.45	0.00	394.45
50600 · Postage	916.48	0.00	916.48
50700 · Credit Card Fee	164.68	0.00	164.68
50800 · Travel	171.00	0.00	171.00
Total 50000 · Administrative	1,874.11	0.00	1,874.11
51000 · Promotor Expense			
51100 · Coordinators Fee	7,462.50	0.00	7,462.50
51400 · Equipment Rental	4,640.00	0.00	4,640.00
Total 51000 · Promotor Expense	12,102.50	0.00	12,102.50
52000 · Advertising & Marketing			
52100 · Creative Development			
52110 · Print	480.00	0.00	480.00
Total 52100 · Creative Development	480.00	0.00	480.00
52200 · Marketing			
52210 · Print Placement	2,741.00	0.00	2,741.00
52220 · Radio Broadcast	1,800.00	0.00	1,800.00
52250 · Social Media	632.56	0.00	632.56
52260 · E-Campaign	33.83	0.00	33.83
52270 · Banners & Displays	0.00	121.33	121.33
Total 52200 · Marketing	5,207.39	121.33	5,328.72
52400 · Promo Items	497.31	0.00	497.31
52500 · Public Relations	4,987.50	0.00	4,987.50
52700 · Sponsor's	1,243.68	0.00	1,243.68
52750 · Survey Company	72.00	0.00	72.00
52850 · Website Maintenance & Hosting	0.00	98.42	98.42
Total 52000 · Advertising & Marketing	12,487.88	219.75	12,707.63
53000 · Entertainment			
53200 · Pre-Event Reception	590.00	0.00	590.00
Total 53000 · Entertainment	590.00	0.00	590.00
54000 · Safety Staff			
54500 · Permits	0.00	300.00	300.00
Total 54000 · Safety Staff	0.00	300.00	300.00
55000 · Team Expenses			
57000 · Outside Services	406.31	0.00	406.31
57300 · Tents/Fencing/Stage/Umbrellas			
57300 · Tents/Fencing/Stage/Umbrellas	27.16	0.00	27.16
57555 · Parking Lot Lease			
57555 · Parking Lot Lease	3,000.00	0.00	3,000.00
57600 · Practice Coordinator			
57600 · Practice Coordinator	3,438.60	0.00	3,438.60
Total 57000 · Outside Services	6,465.76	0.00	6,465.76
59000 · Miscellaneous			
59200 · Festival Staff Apparel	80.00	0.00	80.00
59300 · Trophies	1,836.90	0.00	1,836.90
Total 59000 · Miscellaneous	1,916.90	0.00	1,916.90
60000 · Equipment			
60000 · Equipment	834.39	0.00	834.39
Total Expense	36,677.85	519.75	37,197.60

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Accrual Basis

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

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>TOTAL</u>
Net Income	<u>-31,766.85</u>	<u>-519.75</u>	<u>-32,286.60</u>

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Accrual Basis

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

	<u>Sep 30, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
10000 · Checking	47,590.71
10100 · Petty Cash	200.00
Total Checking/Savings	<u>47,790.71</u>
Accounts Receivable	
11000 · Accounts Receivable	1,885.00
Total Accounts Receivable	<u>1,885.00</u>
Total Current Assets	<u>49,675.71</u>
TOTAL ASSETS	<u><u>49,675.71</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	19,794.69
Total Accounts Payable	<u>19,794.69</u>
Total Current Liabilities	<u>19,794.69</u>
Total Liabilities	19,794.69
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	30,428.31
Total Equity	<u>29,881.02</u>
TOTAL LIABILITIES & EQUITY	<u><u>49,675.71</u></u>

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 Accrual Basis

Kalispell Convention & Visitor's Bureau

Profit & Loss

September 2013

	Sep 13	Jan - Sep 13
Income		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	1,500.00	44,500.00
40300 · Registrations	1,750.00	48,400.00
40310 · Team Practice	245.00	595.00
40400 · Vendors	100.00	2,100.00
40500 · Welcome Reception	700.00	926.00
40600 · Evening Event	10,849.85	10,849.85
40650 · Parking	13,781.86	13,781.86
40800 · Merchandise	1,167.00	1,331.00
40850 · Food & Beverage	0.00	12,141.00
40900 · TBID	28,000.00	33,332.36
Total Income	58,093.71	228,257.07
Expense		
50000 · Administrative		
50300 · Bookkeeping	245.00	1,758.75
50400 · Planning Meetings	251.61	405.76
50500 · Office Supplies	30.49	636.18
50600 · Postage	0.00	916.48
50700 · Credit Card Fee	4.39	420.00
50800 · Travel	1,312.08	1,638.46
50900 · Additional Personnel	343.53	524.03
Total 50000 · Administrative	2,187.10	6,299.66
50510 · Supplies	472.01	472.01
51000 · Promotor Expense		
51100 · Coordinators Fee	0.00	9,462.50
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	765.00	840.83
51300 · Travel	1,646.83	1,646.83
51400 · Equipment Rental	0.00	14,180.00
Total 51000 · Promotor Expense	2,411.83	27,130.16
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	140.00	2,582.00
52125 · Web	0.00	941.69
Total 52100 · Creative Development	140.00	3,523.69
52160 · Production		
52170 · Print	0.00	402.00
Total 52160 · Production	0.00	402.00
52200 · Marketing		
52210 · Print Placement	0.00	2,741.00
52220 · Radio Broadcast	0.00	2,981.25
52250 · Social Media	650.00	4,004.80
52260 · E-Campaign	419.72	463.14
52270 · Banners & Displays	2,044.90	2,166.23
52271 · Direct Mail	0.00	84.39
Total 52200 · Marketing	3,114.62	12,440.81
52300 · Logo	0.00	1,300.00
52400 · Promo Items	3,753.42	9,626.21
52500 · Public Relations	2,613.91	17,805.14
52600 · Photographer/videographer	200.00	800.00
52700 · Sponsor's	0.00	1,433.68
52750 · Survey Company	600.00	672.00
52850 · Website Maintenance & Hosting	0.00	98.42
52900 · Out of Market Event Participatn	-100.00	1,704.71
Total 52000 · Advertising & Marketing	10,321.95	49,806.66
53000 · Entertainment		
53100 · Event Entertainment	11,110.42	12,110.42
53200 · Pre-Event Reception	3,711.29	17,114.62

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 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss
 September 2013

	Sep 13	Jan - Sep 13
53300 · Staff/VIP Food & Beverage	3,980.43	3,980.43
Total 53000 · Entertainment	18,802.14	33,205.47
54000 · Safety Staff		
54100 · Traffic Control	0.00	930.00
54300 · Security Guard Services	360.00	360.00
54400 · Insurance	0.00	2,431.75
54500 · Permits	0.00	300.00
Total 54000 · Safety Staff	360.00	4,021.75
55000 · Team Expenses	0.00	854.31
56000 · Products		
56100 · Sponsorship/Vendor Sales	0.00	840.00
Total 56000 · Products	0.00	840.00
57000 · Outside Services		
57100 · Audio	2,600.00	2,600.00
57150 · Portable Restrooms	4,610.00	4,610.00
57250 · Barricade/Traffic Signs	1,550.00	1,550.00
57300 · Tents/Fencing/Stage/Umbrellas	3,278.50	3,305.66
57400 · Transp. Shuttles/Golf Carts	18,577.00	18,577.00
57450 · Emcee	1,000.00	1,000.00
57500 · Boat Storage	0.00	250.00
57550 · Venue Rental Fee	9,020.00	14,020.00
57555 · Parking Lot Lease	0.00	3,000.00
57600 · Practice Coordinator	0.00	6,153.60
57650 · Cleaning Service	0.00	125.00
57800 · Water	389.12	2,154.72
57850 · Race Starter	786.53	786.53
Total 57000 · Outside Services	41,811.15	58,132.51
58000 · Contributions	5,000.00	5,000.00
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59200 · Festival Staff Apparel	0.00	80.00
59300 · Trophies	4,286.10	6,123.00
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	4,286.10	8,583.07
60000 · Equipment	0.00	3,483.16
Total Expense	85,652.28	197,828.76
Net Income	-27,558.57	30,428.31

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Accrual Basis

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

	Dragon Boat	Pond Hockey	TOTAL
Income			
40200 · Sponsors	1,500.00	0.00	1,500.00
40300 · Registrations	750.00	1,000.00	1,750.00
40310 · Team Practice	245.00	0.00	245.00
40400 · Venders	100.00	0.00	100.00
40500 · Welcome Reception	700.00	0.00	700.00
40600 · Evening Event	10,849.85	0.00	10,849.85
40650 · Parking	13,781.86	0.00	13,781.86
40800 · Merchandise	1,167.00	0.00	1,167.00
40900 · TBID	28,000.00	0.00	28,000.00
Total Income	57,093.71	1,000.00	58,093.71
Expense			
50000 · Administrative			
50300 · Bookkeeping	192.50	52.50	245.00
50400 · Planning Meetings	251.61	0.00	251.61
50500 · Office Supplies	30.49	0.00	30.49
50700 · Credit Card Fee	4.39	0.00	4.39
50800 · Travel	1,312.08	0.00	1,312.08
50900 · Additional Personnel	343.53	0.00	343.53
Total 50000 · Administrative	2,134.60	52.50	2,187.10
50510 · Supplies	472.01	0.00	472.01
51000 · Promotor Expense			
51200 · Hotel Food & Beverage	765.00	0.00	765.00
51300 · Travel	1,646.83	0.00	1,646.83
Total 51000 · Promotor Expense	2,411.83	0.00	2,411.83
52000 · Advertising & Marketing			
52100 · Creative Development			
52110 · Print	140.00	0.00	140.00
Total 52100 · Creative Development	140.00	0.00	140.00
52200 · Marketing			
52250 · Social Media	650.00	0.00	650.00
52260 · E-Campaign	419.72	0.00	419.72
52270 · Banners & Displays	2,044.90	0.00	2,044.90
Total 52200 · Marketing	3,114.62	0.00	3,114.62
52400 · Promo Items	866.00	2,887.42	3,753.42
52500 · Public Relations	2,193.75	420.16	2,613.91
52600 · Photographer/videographer	200.00	0.00	200.00
52750 · Survey Company	600.00	0.00	600.00
52900 · Out of Market Event Participatn	-100.00	0.00	-100.00
Total 52000 · Advertising & Marketing	7,014.37	3,307.58	10,321.95
53000 · Entertainment			
53100 · Event Entertainment	11,110.42	0.00	11,110.42
53200 · Pre-Event Reception	3,711.29	0.00	3,711.29
53300 · Staff/VIP Food & Beverage	3,980.43	0.00	3,980.43
Total 53000 · Entertainment	18,802.14	0.00	18,802.14
54000 · Safety Staff			
54300 · Security Guard Services	360.00	0.00	360.00
Total 54000 · Safety Staff	360.00	0.00	360.00
57000 · Outside Services			
57100 · Audio	2,600.00	0.00	2,600.00
57150 · Portable Restrooms	4,610.00	0.00	4,610.00
57250 · Barricade/Traffic Signs	1,550.00	0.00	1,550.00
57300 · Tents/Fencing/Stage/Umbrellas	3,278.50	0.00	3,278.50
57400 · Transp. Shuttles/Golf Carts	18,577.00	0.00	18,577.00
57450 · Emcee	1,000.00	0.00	1,000.00
57550 · Venue Rental Fee	9,020.00	0.00	9,020.00
57800 · Water	389.12	0.00	389.12
57850 · Race Starter	786.53	0.00	786.53

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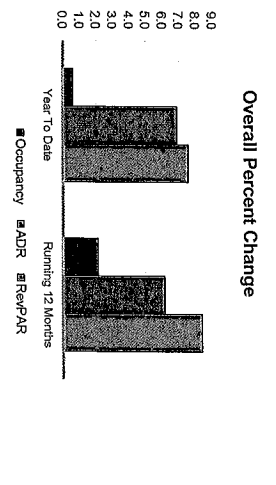
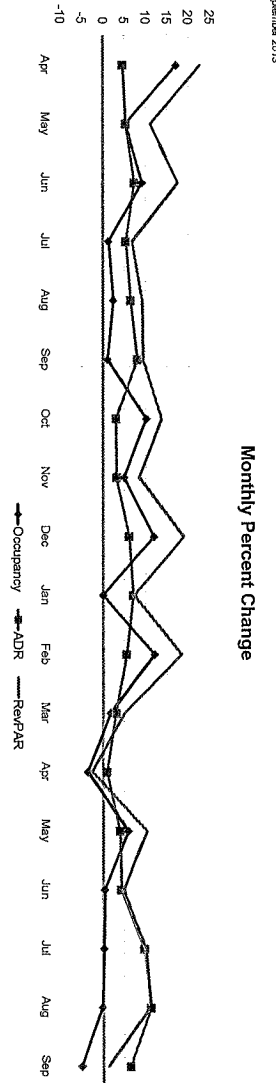
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Accrual Basis

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

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>TOTAL</u>
Total 57000 · Outside Services	41,811.15	0.00	41,811.15
58000 · Contributions	5,000.00	0.00	5,000.00
59000 · Miscellaneous			
59300 · Trophies	4,286.10	0.00	4,286.10
Total 59000 · Miscellaneous	<u>4,286.10</u>	<u>0.00</u>	<u>4,286.10</u>
Total Expense	<u>82,292.20</u>	<u>3,360.08</u>	<u>85,652.28</u>
Net Income	<u>-25,198.49</u>	<u>-2,360.08</u>	<u>-27,558.57</u>

W/o Homewood Suites



Overall Percent Change

Currency: USD - US Dollar

Metric	2012												2013												Year To Date			Running 12 Months		
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	2011	2012	2013	2011	2012	2013						
Occupancy (%)	42.3	47.2	66.5	88.8	89.8	89.8	74.0	50.3	37.9	32.9	29.3	42.3	40.7	40.8	50.1	66.8	88.0	88.8	5.6	5.4	5.5	5.4	5.5	5.5						
ADR	72.5	73.6	97.25	116.73	117.20	117.20	95.43	88.16	75.97	75.17	75.79	78.75	72.67	72.66	72.66	73.04	82.92	101.46	128.12	130.41	101.67	86.74	86.74	86.74						
RevPAR	31.43	37.64	64.70	103.65	106.19	106.19	70.60	64.51	58.96	58.96	58.96	60.64	58.96	58.96	58.96	60.64	71.44	71.44	71.44	71.44	71.44	71.44	71.44	71.44						
Demand	18,750	22,806	31,076	42,861	43,230	43,230	34,838	24,122	17,709	15,886	14,120	18,428	18,300	18,300	19,046	24,162	42,295	43,230	43,230	43,230	32,871	28,418	28,418	28,418						
Revenue	1,408,039	1,618,816	3,022,202	5,003,033	5,077,270	5,077,270	3,295,811	1,888,741	1,334,882	1,192,085	1,070,209	1,414,282	1,422,882	1,422,882	1,429,245	2,005,572	3,168,446	5,500,807	5,697,487	5,697,487	3,337,096	2,518,544	2,518,544	2,518,544						
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						
Rooms Participants	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9						

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Source: 2013 SMITH TRAVEL RESEARCH, INC.

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: September 2013

Currency: USD - US Dollar

	Current Month - September 2013 vs September 2012										Year to Date - September 2013 vs September 2012										Participation	
	Occ %	ADR	RevPAR	Occ	Percent Change from September 2012			ADR	RevPAR	Occ	Percent Change from YTD 2012			Properties	Rooms							
	2013	2012	2013	2012	ADR	RevPAR	Room Avail	Room Sold	2013	2012	2013	2012	ADR	RevPAR	Room Avail	Room Sold	Census Sample	Census Sample				
Kalispell, MT+	70.3	74.0	101.67	95.43	71.49	70.60	0.0	-5.0	57.8	57.5	101.92	95.32	58.93	54.77	7.5	-0.1	19	14	1556	1346		
Missoula, MT+	68.2	73.5	87.40	89.50	59.63	65.75	0.0	-7.1	61.4	59.2	88.77	84.42	53.25	49.95	6.6	-0.0	41	24	3107	2194		
Butte, MT+	60.1	62.2	88.99	83.64	53.51	52.04	7.2	3.6	54.5	56.7	86.32	83.77	47.04	47.49	1.4	2.4	14	10	1250	973		
Bozeman, MT+	79.1	79.2	98.66	94.23	78.01	74.64	7.1	6.9	69.4	67.0	97.55	92.36	67.70	61.91	13.5	3.8	28	16	2151	1495		
Whitefish, MT+																		14	1	762	79	
Rapid City, MSA, SD	77.8	78.2	83.30	82.45	64.84	64.52	3.2	2.6	62.2	63.5	95.68	93.16	59.50	59.12	3.1	2.5	86	46	6147	4214		
Park City, UT+	61.3	57.8	150.84	139.13	92.39	80.39	4.0	10.2	54.5	54.6	227.74	214.83	124.22	117.22	9.9	3.7	35	14	3876	2218		
Helena/Great Falls	64.2	67.2	82.28	81.94	52.84	55.03	-0.3	-4.7	60.3	62.1	84.30	81.91	50.83	50.83	-0.2	-3.1	50	36	3854	3260		
Coeur D'Alene, ID+	71.2	75.0	124.78	121.38	88.90	91.03	7.2	1.8	63.5	61.7	125.83	121.69	79.85	75.09	6.3	8.0	21	13	1762	1447		
Sandpoint, ID+	62.3	63.5	105.79	103.12	65.95	65.50	0.0	-1.9	54.6	54.9	103.74	99.93	56.64	54.91	3.1	0.0	8	4	396	244		
Bend, OR+	76.6	74.0	111.40	100.37	85.35	74.30	0.0	3.5	66.0	60.0	106.75	98.93	70.50	59.37	7.9	18.7	37	19	2729	1558		
Spokane, WA+	63.5	64.9	87.58	86.90	55.61	56.40	0.0	-2.1	62.6	62.9	91.38	89.12	57.17	56.09	1.9	1.9	57	37	5909	5076		
Billings, MT+	70.7	77.6	86.11	84.65	60.90	65.66	4.0	-5.2	68.6	71.4	85.75	84.63	58.86	60.47	0.3	3.1	46	28	4147	3078		

A blank row indicates insufficient data.

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

Month to Month

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	69.2	67.6	2.3
Mountain	66.7	65.3	2.1
Montana	83.2	85.3	-2.5
Billings	82.1	87.6	-6.3
Bozeman/Yellowstone Area	90.5	88.6	2.2
Missoula	86.6	83.1	4.2
Helena/Great Falls	74.3	76.6	-3.0

Year to Date

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	63.9	62.9	1.6
Mountain	62.1	60.9	2.0
Montana	61.5	61.8	-0.5
Billings	68.3	70.2	-2.7
Bozeman/Yellowstone Area	63.8	61.2	4.3
Missoula	60.0	56.9	5.5
Helena/Great Falls	59.8	61.4	-2.6

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	112.14	107.36	4.5
Mountain	97.55	94.60	3.1
Montana	107.64	104.19	3.3
Billings	94.01	95.45	-1.5
Bozeman/Yellowstone Area	131.45	124.57	5.5
Missoula	98.11	94.80	3.5
Helena/Great Falls	89.74	88.37	1.6

Average Room Rate

Segment	Average Room Rate		
	2013	2012	% Chg
United States	110.28	105.91	4.1
Mountain	100.36	97.65	2.8
Montana	93.18	89.91	3.6
Billings	86.46	85.17	1.5
Bozeman/Yellowstone Area	107.13	102.91	4.1
Missoula	86.48	83.43	3.6
Helena/Great Falls	84.60	81.90	3.3

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	77.59	72.61	6.9
Mountain	65.08	61.82	5.3
Montana	89.57	88.91	0.7
Billings	77.17	83.59	-7.7
Bozeman/Yellowstone Area	118.99	110.36	7.8
Missoula	84.92	78.79	7.8
Helena/Great Falls	66.68	67.71	-1.5

RevPAR

Segment	RevPAR		
	2013	2012	% Chg
United States	70.51	66.63	5.8
Mountain	62.32	59.45	4.8
Montana	57.27	55.52	3.2
Billings	59.05	59.79	-1.2
Bozeman/Yellowstone Area	68.36	62.97	8.6
Missoula	51.91	47.49	9.3
Helena/Great Falls	50.61	50.31	0.6

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.6	0.7	3.1
Mountain	5.9	0.6	2.7
Montana	2.9	2.1	-0.4
Billings	-4.3	3.6	-2.9
Bozeman/Yellowstone Area	10.2	2.2	4.4
Missoula	7.8	0.0	4.2
Helena/Great Falls	-1.8	-0.3	-3.3

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	6.6	0.8	2.4
Mountain	5.4	0.5	2.6
Montana	5.3	2.1	1.6
Billings	1.4	2.7	-0.1
Bozeman/Yellowstone Area	9.7	1.1	5.4
Missoula	9.3	0.0	5.5
Helena/Great Falls	0.4	-0.2	-2.8

Montana Dragon Boat Festival 2013

Event Summary Report Kalispell Convention and Visitors Bureau

In the second year of the Montana Dragon Boat Festival on Flathead Lake we expanded two days of racing and had over 8,000 people attended, including 93 teams from all across North America. Locals and visitors enjoyed a festive weekend of sport, camaraderie, community and weather. This accomplishment of growth has placed our festival in the top 10 largest dragon boat festivals in North America. Our event was even featured in the Chicago Tribune as a September event to watch.



This event is a great reinforcement of our continued efforts to position Kalispell as the Adventure Sports Destination in Montana and attracting the adventure travelers that have a higher disposable income and stay longer.

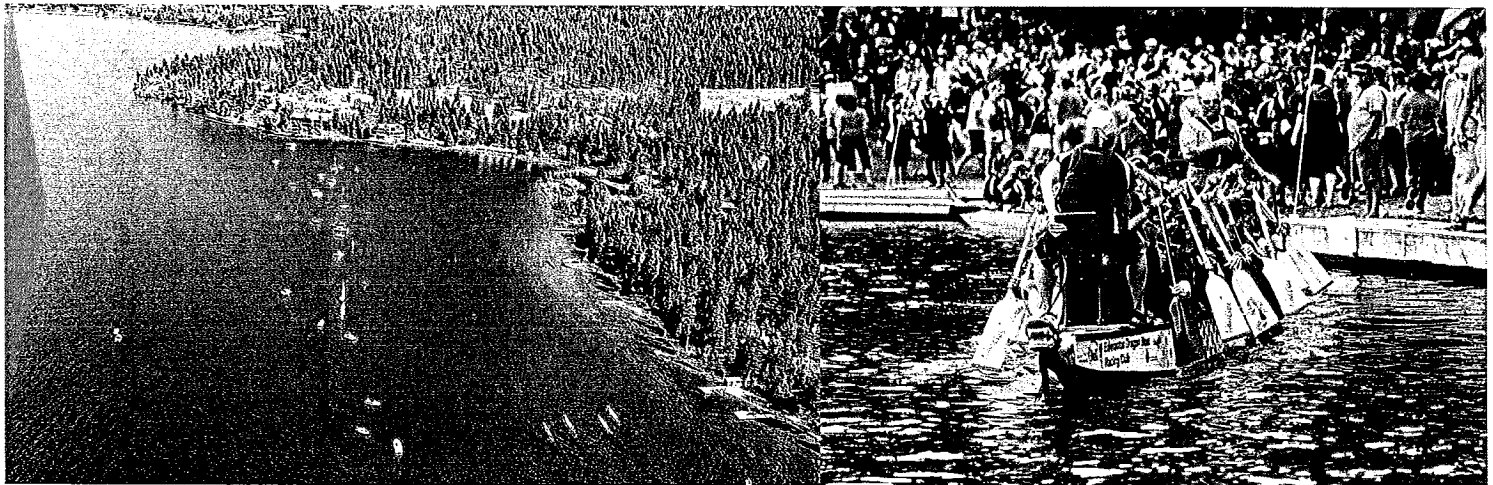
When: September 7th & 8th, 2013

Where: Flathead Lake Lodge

Spectators: 6000

Participants: 93 Teams, 2200 paddlers from across North America

Event Economic Impact: \$2,049,277 was created and spent in the Flathead Valley from this event. The University of Montana Institute for Tourism and Recreation Research conducted intercept and online surveys to help measure this value.





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2013 Dragon Boat Festival Visitor Study

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October 2013

Case Study Report 2013-5

This report was funded by the Lodging Facility Use Tax and Kalispell Convention and Visitors Bureau

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Introduction

The purpose of this study was to provide the organizers of the Montana Dragon Boat Festival with an understanding of their attendees and the total money spent by those surveyed in the area (Kalispell, Columbia Falls, Whitefish, Bigfork, and Polson). The population of interest was participants and attendees of the 2013 Montana Dragon Boat Festival. Surveys were completed on-site as well as through a web survey. The final response rate was 505 completed surveys.

Methods

Responses for the survey were gathered in two ways. First, two surveyors were stationed throughout the festival to intercept spectators for on-site completion of a paper survey. Surveys were given to festival goers by random selection so as to attempt to represent the whole population. Surveyors were stationed near parking areas, spectator seating areas, and vendor areas. People willing to fill out the survey were given a clipboard, pen, and a survey and completed the survey on site. No documentation of the number of refusals was recorded. The second method of data collection aimed to get participants of the Dragon Boat Races to fill out the same survey but on-line. To accomplish this, emails were sent to all participants, the link to the survey was posted on the Montana Dragon Boat Races Facebook page and website. In both cases, paper and web, the survey consisted of 31 questions (see Appendix C). In total, 505 surveys were completed. Two hundred and fifty-five were completed on-line while 250 were collected on the ground.

Results

Of the 505 respondents, 62% (312) were from Montana and 38% (193) were from out-of-state or country (see Table 1). Of those who were from Montana, 77% were from Flathead County while 23% were from other Montana counties. The mean age of respondents was 50.40. The mean group size was 7.52. Of those who responded to the survey, 45% (229) reported that they spent a night or nights away from home. Of those who spent a night away from home, the average number of nights was 4.4. The average number of nights spent in Montana was 4.4 while the mean number of nights spent in the Flathead area was 4.2. Results of all other questions in this survey can be found in Appendix A.

Table 1: Top Residences of Out-of-state/Out-of-country Respondents

Place of Residence	# of respondents
Washington	12
Texas	10
Minnesota	9
California	6
Nevada	6
Arizona	5
Oregon	4
Alberta, Canada	114
British Columbia, Canada	14

Expenditures

Expenditure information was asked of all respondents. The survey asked that they report their best estimate of the total amount of money they and their family (if applicable) spent in the Flathead area in the

following categories: accommodations, food, transportation, retail/services, gratuity, entertainment/recreation, and licenses/entrance fees/admissions.

Table 2 presents the expenditure data of only the respondents who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by respondents who reported spending money in each category. The total reported expenditure for respondents who spent was \$145,097.00.

Table 2- Expenditure Data: Expenditures Calculated using only Respondents who spent

Expenditure Category	Mean expenditures of attendees <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Motel/Hotel/B&B	\$295.64	25%	\$40,798.00
Retail goods	\$235.88	25%	\$29,721.00
Auto rental	\$231.29	4%	\$4,857.00
Entertainment/Recreation	\$146.33	10%	\$5,885.00
Restaurant/Bar	\$141.13	39%	\$27,520.00
Groceries/Snacks	\$101.16	27%	\$13,656.00
Gasoline	\$90.82	34%	\$15,531.00
Campground	\$76.13	16%	\$1,827.00
Gratuity	\$61.03	16%	\$4,882.00
Local transportation	\$18.26	5%	\$420.00
		TOTAL	\$145,097.00

Appendix A- Results

Dragon Boat Festival Survey

Are you a resident of Montana? 61% Yes 39% No

Was attending or participating in the boat races your primary reason for being in the area?
91% Yes 9% No

What other reasons were you visiting? (X all that apply)

64% Vacation/recreation/pleasure
46% Visit friends/relatives

During the Dragon Boat Festival, what type of accommodations did you stay in?(X all that apply)

68% Hotel/motel/bed & breakfast 6% Private campground
12% Home of friend/relative 4% Second home/condo/cabin
9% Rented cabin/home 3% Resort/condominium
7% Public land camping

How did you hear about The Montana Dragon Boat Festival? (X all that apply)

39% Word of mouth 8% Internet 4% Posters 1% Retail outlet
33% Participated/attended last year 6% Radio 4% Magazine 1% Direct mail
26% Group or club 5% TV 2% Flyer
16% Newspaper 4% Email from event planners 1% Magazine

How long ago did you make plans to attend The Montana Folk Festival?

5% Day of 14% 1-7 days ago 11% 1-4 weeks ago 45% 1-6 months ago 25% over 6 months

Please rate your overall satisfaction with the 2013 Dragon Boat Festival. (1=very satisfied to 4=very dissatisfied)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	N/A	Mean
Parking	43%	34%	13%	7%	3%	1%	1.87
Concessions available	48%	30%	14%	6%	1%	1%	1.83
Variety of activities	48%	34%	16%	1%	0.2%	2%	1.77
Signage/directions	50%	37%	8%	3%	1%	0.4%	1.65
Sound system	51%	38%	9%	2%	1%	0.4%	1.64
Cost of the event	58%	30%	9%	--	0.2%	3%	1.63
Availability of restrooms	59%	33%	4%	3%	1%	0.4%	1.52
Number of people at the event	61%	31%	6%	1%	1%	0.2%	1.47
Organization of the event	66%	29%	4%	1%	0.4%	0.0%	1.40
Event staff	72%	24%	3%	0.4%	0.2%	0.4%	1.33
Cleanliness	70%	28%	1%	0.4%	0.2%	1%	1.32
Location of the event	81%	17%	2%	1%	0.2%	0.0%	1.22

What option best describes the group with whom you attended/participated in the Dragon Boat Races?

28% *Organized group/club*
17% *Friends*
16% *Business associates*
15% *Family & friends*
12% *Couple*
7% *Immediate family*
3% *Extended family*
3% *Self*

Including you, how many people were in your group?

3% 1
21% 2
6% 3
7% 4
2% 5
1% 6
1% 7
<1% 8
<1% 9
1% 10
56% *more than 10*

Please indicate what age groups are represented in your group?

4%	<i>0-5 years</i>	51%	<i>35-44 years</i>
5%	<i>6-10 years</i>	55%	<i>45-54 years</i>
9%	<i>11-17 years</i>	52%	<i>55-64 years</i>
19%	<i>18-24 years</i>	25%	<i>65-74 years</i>
40%	<i>25-34 years</i>	5%	<i>75 and over</i>

What best describes your annual household income in US dollars?

3% *Less than \$20,000*
13% *\$20,000 to 39,999*
19% *\$40,000 to 59,999*
17% *\$60,000 to 79,999*
18% *\$80,000 to 99,999*
17% *\$100,000 to 149,999*
8% *\$150,000 to 199,999*
4% *\$200,000 and over*

When might you come to the Dragon Boat Festival again?

82% *Next Year* 14% *Within 5 years* 1% *Never*

SUMMARY - Dragon Boat Survey Open Ended Questions

Question 29: Please tell us what you liked about The Montana Dragon Boat Festival

A bit of confusion about lane markers for first race. Liked the medals for all participants!

A fun & different way to get together with co-workers & friends.

A great gathering of people and the great energy.

A lot of fun, well organized.

Absolutely everything

Anyone could do it regardless of age and size. It's not just for athletes

Appeared to run smoothly the day of, shuttle system for parking was efficient, venue was perfect

Beautiful location. Nice, friendly people.

Beautiful scenery and pristine lake

Beautiful setting, great logo & web site. Awesome medals. Great newspaper coverage. Transportation system was impressive

Beautiful setting, easy access, fun looking around, highlights Flathead Lake, fundraiser good cause (breast cancer)- builds community

Competitive atmosphere combined and career therapy and recreation. Entertainment. Volunteers! Wow!

Camaraderie, flathead lake lodge. the races

Crazy people

Culture, music, costumes

Different

Enthusiasm it seemed to generate within the larger community

Everything! You did a great job organizing everything. It must be a monumental job to coordinate everything! It was amazing that absolutely everyone in the US/Kalispell knew about the Festival including the border guards - both ways - to merchants in the town. Everyone seemed genuinely interested in our experiences. The festival itself was so well organized. The parking was great as well as the shuttle buses. Everything ran very smoothly. The rose ceremony was also professionally organized & run!! Kudos to everyone!

Fantastic location and well organized. Very clean facility with lots of space despite the nearly 100 teams participating. The food provided by the lodge was really good but not well advertised and I think some festival participants thought the only food available was from the vendors. The live music was really good and not overly loud.

For only being the second festival in Montana, it was very well organized. The vendors and other activities available were also great. The Hotels were very accommodating and having extra touches like a wine reception at the Hotel Grand in Kalispell were great, and much appreciated. The bash at the Red Lion was also great!

Fun- everyone enjoying the event- every age here

Good fun, great coaches. Learned something new. Music was good.

Great location! Probably one of the better places I have gone to for a dragon boat competition. It was also nice of you to give out participation medals, to me (and others I have spoken to) it makes the event more memorable. This will definitely be something that I will always remember. Also there were many different areas one can watch the races. The area did not seem crowded and it was easy to find a spot to watch the event.

I liked it when my team from the Flathead Lake Brewing won their heat-I also liked the inclusion of recycling bins at the trash cans

I liked the boating equipment, facilities, and water body. I also liked that there were three sets of race boats. I also felt confident with the security that comes with holding this event at a private premises.

It was a beautiful setting, well organized. I paddled on a breast cancer survivor team and enjoyed meeting the MN and MT ladies that I paddled with. The Westside Boat tour that gave us a free tour of the lake was wonderful. The merchants in Kalispell were friendly and gave me a discount even though I had not received my coupons yet.

Wonderful, friendly and lovely area. Also thought the practices were a great opportunity. Fortunately we were in the AM and did not get swamped. But heard that was handled very well.

it was well organized and lots of fun! easy to attend, park, and shop. loved the free water for bottle refilling, that was awesome! the meeting the night before was also well planned, short, informative, with delicious food. although I did not bring my family this year, I will definitely include this event in our vacation plans for us all! it was so kid friendly, amazing!

It's an event that really brings out the camaraderie and spirit of people attending and competing, at a gorgeous venue, a pleasant time of year, and with a well-organized atmosphere.

The area itself is quite beautiful, and given that its 30min outside Kalispell, there needs to be enough to do at the event for my family (including young kids) to keep them occupied the full day while I am racing. While there could always be more activities for the kids, this was mostly achieved and they had a great time for one day, but elected to

stay in Kalispell the 2nd day.

The venue and Flathead Lake are absolutely beautiful and gorgeous....loved visiting Montana for the first time, and I will definitely be back. The food at the venue/park and vendors were great. Generally, people were very friendly. We also enjoyed the dance Saturday night The shuttle bus drivers were very personable and friendly. Also, loved the medals everyone got....nice touch! I was also impressed with Friday night's meeting for the Captain's/steers people....nice to have the appys, drinks and the chance to buy t-shirts and all. It was also informative. The volunteers loading and unloading paddlers were also very friendly and helpful. Even though Sunday was cancelled due to weather (which wasn't anybody's fault), we appreciated the Captain's meeting that day to decide whether to continue, wait it out, or cancel it. Cancelling was the right decision and we appreciated the organizers for all of their hard work.

Question 30: Please tell us what you did not like about The Montana Dragon Boat Festival.

Wishing that there were more food options and more vendors too!

we got poor instruction for paddling, capsized twice on practice day

We didn't get to race on Sunday because of weather

Waited in line for an hour and forty five minutes for the shuttle bus. Beer was way too expensive. Not enough food vendors - cost/variety. (pretty much trapped their all day with the parking situation, with limited options)

Not very clear where a team was supposed to be and when.

Using outdoor toilets....but what are the other options?

Unpredictable weather which no one has control over. Conducting the event earlier in the Summer might be considered.

Two days is too much to commit to.

Two day event. It was very difficult to get 20 people to commit to 2 days.

too many dogs and their waste not being picked up

too long of wait for returning shuttles

The wait to get on a bus to be returned to the field (parking lot). Something needs to be done with the cost to park if you are a member of a team that paid entry fees to race.

The shuttle bus system, although efficient, was not easily accessed from where we stayed (near Polson). It may be advantageous to have a southern shuttle bus location as well as the one from north of Bigfork.

The fact that there was no safety boat. We always have safety boats on the water following the races. They can stop trouble and try to avoid crashes and assist teams that have emergencies. We were very disappointed that there were not medals for the breast cancer race. This race is the main reason we participate in festivals.

If you are not going to present medals that we most likely will not come back.

The divisions and the first race of the second day, you did not race against people in your division and it made it hard to follow for everyone. Having only three divisions for 90plus teams is also hard, in the Lethbridge Festival that attended they had divisions of 8 but even if you did 12 or 16 that would still be more chances to win.

Sunday's cancellation!! (Understood as safety comes first, but disappointing!) Need a bit more variety in food concessions which may also help reduce line ups and wait times.

Parking and shuttling

Our tent was 16 way to far for me as a Manager to hear what was being said, I had to keep going back and forth to ensure if the festival was on track or early or late with heats. I like the format with categories to have an A heat then a B heat so teams can medal 1, 2, or 3 in heat A or B. the way it is set up the only top 3 teams. Get bling. But I really liked that everyone got a very nice participant metal...thanks.

On our last race the majority of our boat did not have the right size paddles (red size paddles)

Not enough variety in food

Not enough practice sessions

Not enough food booths. More variety of food.

More team practice

Lack of safety boats on water Lack of race chase boats .

It would be very hard to "fix" it, but it's hard to have everything you might need in terms of food and clothing with vehicles parked so far away. I'm not a fan of the unabashed push to spend lots of money. The event is clearly designed as a money-maker for local businesses.

Incredibly disappointed in the tent contest. I did not know who could vote. There wasn't enough attention given to the contest. I think a panel of judges would be more appropriate.

I was disappointed that my team was only going to have three races. There were 90+ teams and only 15

would be in three finals. Had the final races been held, most of the other teams and spectators would have been long gone.

I suggest that all boats be numbered with clear signs and that the lane number correspond directly to its boat number

Getting the life jackets and paddles better organized would be helpful. There was always a scramble to get these items before loading a boat.

Felt like an outsider at a community event. Festival competitions were geared toward local teams best tent etc.

By passed downtown Bigfork. We support the event so please support Bigfork.

Boat- need to all be the same style. Marshalling - need a tent for those up next.

I would suggest a registration cutoff, like other festivals. That many teams caused very long wait times between racing.

Question #31: What suggestions do you have for improvements to The Montana Dragon Boat Festival?

Would be helpful if announcements re teams to marshall included heat # as well. then others would have an idea of how close their heat is.

There are 2 types of boats used, BUK1 and BUK2 from Tacoma and from Edmonton. To attract more competitive teams in the future, they look into these little details that rec teams dont

The only two things that I would suggest improvement on would be transportation back to the parking lot at the end of the day. My second suggestion would be a more active announcer and better identification of which teams are racing

Tent contest panel of judges. More information about where to go for team photos.

Start racing earlier on the Sunday morning. A few more food vendors, especially for vegetarians

Start at 8AM on time. Run 5 boats at a time. Every one races once in the morning and once in the afternoon.

Use the best race time to place in finals. Finals at 5:30 or 6PM. One day event. Works well. Contact Lake Superior Dragon Boat Festival. They run 100 teams; 1 day event; 350-400meters. Sunday will help your economy when everybody spends money in the towns in the area!

Set helmsman for all teams for the entire event

There are too many competitive teams that doesn't belong to competitive team and doesn't have competitive time. Competitive time are at least 2:20 below

One vehicle from each team should be allowed to park close by so that the tents and team things can be accessed more easily especially on Sunday.

More porta-potties, more vendors

More announcer involvement with the spectators, teams, side activities. More like a radio personality than just race business

Life jackets marked by size, more food choices, would love to see more kids activities, and More local vendors representing MT

Keep the numbers up, try for two competitive divisions and 4,5 or 6 rec. divisions and may be a second ladies division - you could showoff with an all men's race or division.

Include opening ceremonies during the Friday night reception so racing can start Saturday at 8am. Race times on Sunday could also start at 8am.

I was surprised by the number of recreational teams and as a result, how much more difficult it becomes for these teams to rank in the top 5 times. It might be nice to see a bit more of a breakdown here (e.g. A& B divisions among these categories, etc.)

I think there should be an evacuation or safe shelter plan in case of weather like we had on Sunday.

Eliminate shuttles, move closer to Kalispell or whitefish, post and announce results of qualifiers, not just have someone show up with participants medals, run on time! Perhaps earlier in year to ensure better chance of best weather, long way to travel after practicing for months to have races cancelled due to weather. While no one can control the weather, it is often much better in August than September.

Do away with competitive and recreational divisions. Just have an open mixed and a women' division.

Consider ranking all teams in the mixed and in the women's division by total time after the first two races on Saturday. Group them in divisions of 8. Then on Sunday the first races are heats done by division, first and second in each race go into the final, the other teams go into a consolation final.

Better signing when coming off of the main highway. Family came from Missoula and missed the turns to where the festival was at.

3:30 PM
 10/18/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss by Class
 January through September 2013

	Dragon Boat	TOTAL
Income		
40100 · Grants	29,300.00	29,300.00
40200 · Sponsors	40,000.00	40,000.00
40300 · Registrations	47,400.00	47,400.00
40310 · Team Practice	595.00	595.00
40400 · Vendors	2,100.00	2,100.00
40500 · Welcome Reception	926.00	926.00
40600 · Evening Event	10,849.85	10,849.85
40650 · Parking	13,781.86	13,781.86
40800 · Merchandise	1,331.00	1,331.00
40900 · TBID	28,000.00	28,000.00
Total Income	174,283.71	174,283.71
Expense		
50000 · Administrative		
50300 · Bookkeeping	1,356.25	1,356.25
50400 · Planning Meetings	269.51	269.51
50500 · Office Supplies	422.25	422.25
50600 · Postage	916.48	916.48
50700 · Credit Card Fee	320.00	320.00
50800 · Travel	1,610.21	1,610.21
50900 · Additional Personnel	524.03	524.03
Total 50000 · Administrative	5,418.73	5,418.73
50510 · Supplies	472.01	472.01
51000 · Promotor Expense		
51100 · Coordinators Fee	9,462.50	9,462.50
51200 · Hotel Food & Beverage	765.00	765.00
51300 · Travel	1,646.83	1,646.83
51400 · Equipment Rental	14,180.00	14,180.00
Total 51000 · Promotor Expense	26,054.33	26,054.33
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	1,842.00	1,842.00
52125 · Web	895.00	895.00
Total 52100 · Creative Development	2,737.00	2,737.00
52160 · Production		
52170 · Print	288.00	288.00
Total 52160 · Production	288.00	288.00
52200 · Marketing		
52210 · Print Placement	2,741.00	2,741.00
52220 · Radio Broadcast	1,800.00	1,800.00
52250 · Social Media	4,004.80	4,004.80
52260 · E-Campaign	463.14	463.14
52270 · Banners & Displays	2,044.90	2,044.90
52271 · Direct Mail	84.39	84.39
Total 52200 · Marketing	11,138.23	11,138.23
52400 · Promo Items	6,138.79	6,138.79
52500 · Public Relations	16,984.98	16,984.98
52600 · Photographer/videographer	200.00	200.00
52700 · Sponsor's	1,433.68	1,433.68
52750 · Survey Company	672.00	672.00
52900 · Out of Market Event Participatn	1,704.71	1,704.71
Total 52000 · Advertising & Marketing	41,297.39	41,297.39
53000 · Entertainment		
53100 · Event Entertainment	11,110.42	11,110.42
53200 · Pre-Event Reception	4,301.29	4,301.29
53300 · Staff/VIP Food & Beverage	3,980.43	3,980.43
Total 53000 · Entertainment	19,392.14	19,392.14
54000 · Safety Staff		

3:30 PM
 10/18/13
 Accrual Basis

Kalispell Convention & Visitor's Bureau
Profit & Loss by Class
 January through September 2013

	<u>Dragon Boat</u>	<u>TOTAL</u>
54300 · Security Guard Services	360.00	360.00
54400 · Insurance	916.75	916.75
Total 54000 · Safety Staff	1,276.75	1,276.75
55000 · Team Expenses	854.31	854.31
56000 · Products		
56100 · Sponsorship/Vendor Sales	840.00	840.00
Total 56000 · Products	840.00	840.00
57000 · Outside Services		
57100 · Audio	2,600.00	2,600.00
57150 · Portable Restrooms	4,610.00	4,610.00
57250 · Barricade/Traffic Signs	1,550.00	1,550.00
57300 · Tents/Fencing/Stage/Umbrellas	3,305.66	3,305.66
57400 · Transp. Shuttles/Golf Carts	18,577.00	18,577.00
57450 · Emcee	1,000.00	1,000.00
57500 · Boat Storage	250.00	250.00
57550 · Venue Rental Fee	14,020.00	14,020.00
57555 · Parking Lot Lease	3,000.00	3,000.00
57600 · Practice Coordinator	6,153.60	6,153.60
57800 · Water	389.12	389.12
57850 · Race Starter	786.53	786.53
Total 57000 · Outside Services	56,241.91	56,241.91
58000 · Contributions	5,000.00	5,000.00
59000 · Miscellaneous		
59100 · Setup/Logistics	156.32	156.32
59200 · Festival Staff Apparel	80.00	80.00
59300 · Trophies	6,123.00	6,123.00
59000 · Miscellaneous - Other	2,015.00	2,015.00
Total 59000 · Miscellaneous	8,374.32	8,374.32
60000 · Equipment	3,483.16	3,483.16
Total Expense	168,705.05	168,705.05
Net Income	5,578.66	5,578.66

DiscoverKalispell.com	% of change vs.		% of change vs.	
	Aug-13	2012	Sep-13	2012
Unique Visits	12,281	68.97%	6,896	91.61%
Page Views	43,695	84.59%	25,162	97.43%
Pg/Visit	2.97	6%	3.11	2.55%
New Visits	79.30%	64.76%	80.50%	-1.48%
Bounce Rate	45.30%	-10.12%	44.69%	0.77%
Devices				
desktop	pages/visit = 3.25	13.22%	pages/visit = 3.39	6.77%
	avg duration = 2:34	26%	avg duration = 2:43%	21.42%
	bounce rate = 40.71%	-19%	bounce rate = 41.27%	-4.60%
mobile	pages/visit = 2.06	1%	pages/visit = 1.99	-4.75%
	avg duration = 1:30	10.67%	avg duration = 1:35	4.66%
	bounce rate = 61.54%	7.32%	bounce rate = 61.51%	11.04%
tablet	pages/visit = 3.0	16.88%	pages/visit = 3.08	17.67%
	avg duration = 2:40	51.71%	avg duration = 2:33	43.54%
	bounce rate = 43.40%	-4.80%	bounce rate = 42.19%	-4.31%
Referring Sites	google ad words, trip advisor, kalispell chamber, facebook, Google.ca, MT Dragon Boats, Huckleberry 100		city of kalispell, trip advisor, MT Dragon Boat, google, kalispell chamber, huck 100, google.ca, facebook	
Visits by Location	US = 9,376	64.46%	US = 5,778	91.64%
	CANADA = 5,112	90.25%	CANADA = 2,155	89.20%
Canadian Provinces	Alberta = 3,861	62.71%	Alberta = 1,560	62.33%
	British Columbia = 726	248%	British Columbia = 365	192%
	Saskatchewan = 241	569%	Saskatchewan = 99	281%
Packages	358 clicks on individual packages		278 clicks on individual packages	
Social Media				
Discover Kalispell	Total Likes 18,546	3,276 new likes since Sept 25 - Avg total reach = 25,791		
You Tube	Kalispell video has received over 24,000 views			

Trip Advisor	Q3 2013	Q3 2012	% of change
Page views	14,055	8,247	70%
Total clicks to website	2,360	1,098	115%
CTR by pageview	16.79%	13.31%	26%
Interaction rate	26.55%	16.37%	62%
Total Clicks/Interactions	3,731	1,350	176%

partnerscreative

KCVB-056: Trip Advisor Quarterly Reporting
Date: October 25, 2013

	03 2011	04 2011	2012	Q1 2012	Q2 2012	Q3 2012	Q4 2012	2013 (to date)	Q1 2013	Q2 2013	Q3 2013	2012 Q3 / 2013 Q3 % Change
Pageviews	6,761	1,948	21,223	3,612	5,174	8,247	4,190	33,095	7,517	11,523	14,055	70%
	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	Clicks	% Change
Direct Links & Brochure	76	6	572	25	93	284	170	1,729	420	602	707	149%
Visitors Center on Map	39	19	207	44	54	65	44	439	111	160	168	158%
Events	142	52	1,183	93	270	522	298	1,313	141	386	786	51%
Promotions	32	12	383	22	70	196	95	1,360	261	493	606	209%
Banners	32	128	82	15	22	31	14	221	49	79	93	200%
Total Clicks to Client's Site	321	217	2,427	199	509	1,098	621	5,062	982	1,720	2,360	115%
CTR by Pageview	4.75%	11.14%	11.44%	5.51%	9.84%	13.31%	14.82%	15.30%	13.06%	14.93%	16.79%	26%
Photos (User opened Location Photos servlet from Photoviewer)	106	100	478	142	107	96	133	1,743	374	644	725	655%
Videos (User opened Video servlet from Photoviewer)	39	7	359	39	67	156	97	1,721	420	655	646	314%
Interaction Rate	6.89%	16.63%	15.38%	10.52%	13.20%	16.37%	20.31%	25.76%	23.63%	26.20%	26.55%	62%
TOTAL CLICKS/INTERACTIONS	466	324	3,264	380	683	1,350	851	8,526	1,776	3,019	3,731	176%

PRESS RELEASE

OUTLAW INN & SUITES – KALISPELL

The Outlaw Hotel & Convention Center in Kalispell has undergone new ownership after being owned by the bank for almost two years. Rocky Mountain Hospitality (RMH) from Coeur d'Alene, Idaho purchased the well-known Convention Center icon in June.

"Many are familiar with the Outlaw Inn and know of its history," says Cinthia Rice, co-owner of RMH. "It has a great structure and is well-built; it simply needs some renovations, TLC and employee training on offering remarkable guest service."

RMH's plan for renovations is already underway with a new parking lot, new parking lot lighting and new roof. Renovations will move inside this month with new bathrooms, carpet and painting of the guest rooms. They would also like to open the indoor racquet court and update the convention center.

Currently, the Outlaw Inn & Suites offers an indoor pool, hot tub, fitness room, and guest laundry. The Bulldog Lounge continues to operate successfully by another entity. There are more than 40 business suites among the 140 rooms. Kitchenettes will also be on the renovation list. During renovations, business is operating as usual. The 12,000 square foot convention center is open and taking meeting requests. Currently they are working with local caterers for menu options.

Look for a name change in November to the GuestHouse Inn, Suites and Outlaw Convention Center. "We want to keep the Outlaw name since so many people are familiar with it, however we find the need to be a part of a franchise to assist with internet presence," says Rice. New signs should be up within a month.

The GuestHouse International hotel franchise has more than 250 hotels throughout the nation with more than sixty in the Northwest. Each hotel is individually owned and operated.

Rocky Mountain Hospitality has been operating hotels for seventeen years and currently owns nine hotels in Idaho and Montana in which six are GuestHouse Inn & Suites. It is owned by Steve and Cinthia Rice.



WINTER LODGING TAX REVENUE
 JANUARY 1 - MARCH 31, 2013
 REPORT DATE: SEPTEMBER 25, 2013

Please Note: Revenue collected is 4% of the 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.

	2012	2013	%(+ or -)
Central Montana	\$415,757	\$407,808	-2%
Glacier Country	\$716,947	\$801,208	+12%
Missouri River Country	\$101,962	\$181,530	+78% New facilities, higher overall collections
Southeast Montana	\$765,967	\$751,644	-2%
Southwest Montana	\$405,022	\$418,297	+3%
Yellowstone Country	\$1,123,828	\$1,246,002	+11% Higher overall collections
State	\$3,529,483	\$3,806,489	+8%

City totals listed are within country totals listed directly above.

Big Sky	\$586,612	\$687,095	+17% Higher overall collections
Billings	\$572,805	\$567,327	-1%
Bozeman	\$263,148	\$276,202	+5% Higher overall collections
Butte	\$156,869	\$150,919	-4%
Great Falls	\$294,572	\$303,726	+3%
Helena	\$161,416	\$171,380	+6% Higher overall collections
Kalispell	\$110,644	\$128,031	+16% Higher overall collections
Miles City	\$60,550	\$63,778	+5% Higher overall collections
Missoula	\$232,240	\$239,618	+3%
Sidney	\$32,969	\$103,251	+213% New facilities
West Yellowstone	\$82,788	\$79,903	-3%
Whitefish	\$80,608	\$103,952	+29% Higher overall collections



SPRING LODGING TAX REVENUE
 APRIL 1 - JUNE 30, 2013
 REPORT DATE: SEPTEMBER 25, 2013

Please Note: Revenue collected is 4% of the 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.

	2012	2013	%(+ or -)
Central Montana	\$559,136	\$539,190	-4%
Glacier Country	\$1,366,828	\$1,494,223	+9% Higher overall collections, large delinquent facility Glacier county
Missouri River Country	\$168,618	\$192,858	+14% New facilities, higher overall collections
Southeast Montana	\$1,102,495	\$1,115,555	+1%
Southwest Montana	\$644,854	\$623,512	-3%
Yellowstone Country	\$1,404,430	\$1,539,593	+10% Higher overall collections
State	\$5,246,361	\$5,504,931	+5%

City totals listed are within country totals listed directly above.

Big Sky	\$99,788	\$119,831	+20% Higher overall collections
Billings	\$778,011	\$779,991	+0%
Bozeman	\$379,020	\$397,884	+5% Higher overall collections
Butte	\$210,003	\$210,634	+0%
Great Falls	\$363,395	\$354,987	-2%
Helena	\$234,962	\$213,074	-9% Large delinquent facility
Kalispell	\$195,204	\$218,247	+12% Higher overall collections
Miles City	\$87,518	\$89,100	+2%
Missoula	\$409,031	\$433,469	+6% Higher overall collections
Sidney	\$68,596	\$103,099	+50% New facilities
West Yellowstone	\$387,574	\$445,571	+15% Higher overall collections
Whitefish	\$119,703	\$141,567	+18% Higher overall collections