

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – November 5, 2014  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber of Commerce**

**AGENDA**

3:00 pm Meeting Called to Order: Chris Walters, Chairman of the Board

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from October 1, 2014
- b) TBID financial statements for September 2014
- c) Approval of application for board seat - Vanessa Nordahl
- d) KCVB staff bonus program FY15
- e) Sponsorships: Kalispell Downtown Association

3. Board Discussion

- a) Sponsorship for Voice of Montana Tourism and updates on proposed legislation
- b) Dragon Boat Financial and Survey Post Report
- c) Pond Hockey updates
- d) Other Events
- e) Meetings & Conventions updates
- f) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: October 1, 2014 minutes  
TBID financial statements for September 2014  
STR Report  
KCVB Updates

For Further Information, Please Contact:

Chris Walters, Board Chairman [chris.walters@hilton.com](mailto:chris.walters@hilton.com) or 406-758-2570  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2014 TBID Board Meeting Schedule

|                       |                       |                    |                    |                    |
|-----------------------|-----------------------|--------------------|--------------------|--------------------|
| <del>January 15</del> | <del>February 5</del> | <del>March 5</del> | <del>April 9</del> | <del>June 11</del> |
| July 9                | August 6              | October 1          | November 5         | December 5         |

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.

Kalispell 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      |     | X      | X     |
| Bowman, Angie  | X     | X      | X     | X     | X     | X     | X      | ~     | ~      |     | ~      | X     |
| Brown, Lisa    | X     | X      | X     | X     | X     | ~     | X      | X     | X      |     | ~      | X     |
| Clark, Janet   | X     | X      | X     | X     | X     | X     | ~      | X     | X      |     | X      | ~     |
| Fisher, Lori   | ~     | ~      | ~     | ~     | ~     | X     | X      | X     | X      |     | X      | X     |
| Moderie, Dan   | ~     | X      | ~     | ~     | X     | X     | ~      | X     | ~      |     | X      | X     |
| Walters, Chris | X     | X      | X     | X     | ~     | X     | ~      | X     | X      |     | X      | X     |

2014

|                  | Jan 15 | Feb 5 | Mar 5 | Apr 2 | May 7 | Jun 11 | Jul 9 | Aug 6 | Sep 3 | Oct 1 | Nov 5 | Dec 5 |
|------------------|--------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|-------|
| Bissell, Gib     | X      | X     | X     | X     |       | X      | ~     | X     |       | X     |       |       |
| Bowman, Angie    | X      | ~     | X     | X     |       |        |       |       |       |       |       |       |
| Brown, Lisa      | X      | X     | X     | X     |       | X      | ~     | ~     |       | ~     |       |       |
| Clark, Janet     | X      | X     | X     | X     |       | X      | X     | X     |       | X     |       |       |
| Fisher, Lori     | ~      | X     | X     | X     |       | X      | X     | ~     |       |       |       |       |
| Moderie, Dan     | X      | ~     | X     | X     |       | X      | ~     | X     |       | X     |       |       |
| Nordahl, Vanessa |        |       |       |       |       |        | ~     | X     |       | X     |       |       |
| Walters, Chris   | X      | X     | ~     | X     |       | ~      | X     | X     |       | X     |       |       |

~ = Absent      X = Present

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Kalispell Chamber of Commerce  
October 1, 2014**

# Minutes

**Board Members Present:** Chris Walters, Janet Clark, Gib Bissell, Vanessa Nordahl, Dan Moderie

**Board Members Absent:** Lisa Brown

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

**Guests Present:** Scott Rieke, Best Western Flathead Lake Inn & Suites

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Meeting was called to order by Chris Walters, Chairman of the Board at 3:15 PM.

1. Hear from the public – none
2. Board Action
  - a. Approve Minutes from the August 6, 2014 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 and August, 2014:  
Action: Motion made by Janet Clark to approve the financials. Motion seconded by Dan Moderie.  
Discussion: none. Board approved unanimously.
  - c. Approval of application for board seat vacated by Lori Fisher:  
Discussion: Vanessa Nordahl resigned as General Manager of Homewood Suites (medium property category) and accepted General Manager's position at the Hampton Inn (large property category). Proposed that Vanessa switch her board position to Hampton Inn, large category, then put out announcement of board vacancy for medium property.  
Action: Tabled until November meeting.
3. Board Discussion
  - a. Dragon Boat report: 73 teams participated. Number of local teams decreased but same level of OOM teams as last year. 32 total OOM teams, of which 23 were from Canada. ITRR is tabulating survey results. Strong room night reporting from economy hotels, weaker from higher end properties. \$99 rate seems to be division point. Bigfork hotels claimed to be sold out although Janet observed few cars at Marina Cay. May want to approach Bigfork hotels about a rebate program for future events there. Staff is evaluating new locations for the 2015 festival that could potentially reduce or eliminate the need for TBID's financial contribution and address several logical issues.
  - b. Pond Hockey: Registration opened today, 6 teams registered. Promoter Scott Crowder is estimating 80-100 teams this year, approximately a 40% increase. Last year, out-of-market participation was 90%. Andy Hergesheimer will be hired for ice maintenance and management. \$12,000 marketing grant has been applied for from Montana Office of Tourism. Tamarack Brewing Co. is onboard as title sponsor again this year. Staff will meet with Flathead Valley Hockey Assn to discuss their involvement and potential of evening, ancillary event.

- c. Other Events: Cinch Bucking Horse Championship: taking place Oct. 4-5 at Majestic Valley Arena, richest bucking horse event in North America. Sponsored by Cinch again. This year they are adding a bucking horse sale on Sunday. Western B Basketball Tournament, February 16-21, Flathead High School. Montana Spartan Race, May 9-10, 2-day event this year, adding the Spartan Beast (5/9) which will attract more out-of-market participants. Projected attendance for 2015 two day event is 8,500.
- d. Cultural Exhibit: staff researched viability of Bodies Revealed cultural exhibit. Results showed a projected revenue/expense variance of \$48,000. Board agreed to not proceed with this exhibit. Concept is good and staff will continue to look for less expensive exhibit options.
- e. Meetings & Conventions Updates: staff is refining database and segmenting list of drive market prospects, targeting organizations with attendees of 500 or fewer and will start a CRM campaign to database every other month. Rob will represent KCVB at IMEX America Show in Las Vegas, October 14-16 partnering with Glacier County and Missoula and Whitefish CVB's. KCVB will offer \$10,000 credit to conference organizer's master account as booking incentive. 2,600 planners at the IMEX Conference, 900 destinations represented. KCVB criteria are meetings for 500 or less with open RFP. Rob will have 25+ 1:1 meetings with planners that meet that criteria.
- f. Marketing Updates: Diane will attend travel media events in Portland/Seattle, October 21-22 and San Francisco, November 6. This is a coop with Glacier Country and Montana Office of Tourism is involved with Seattle and San Francisco. Approximately 25 media at each event, one on one time to promote Kalispell and provide story pitch ideas and content. Winter Travel Writers FAM - week of February 24, 2015. Focus is on outdoor winter sports. Results from Fall FAM 2014 - articles in Canadian Geographic, Via, Huffington Post, Dreamscapes, Country Magazine. Fall & Winter Promotion - focus on attracting shoppers in our drive market using database of 7,300 e-subscribers, banner ads and our website. Kalispell Discoveries Badge\_ a free program allowing area merchants to generate additional business from tourism throughout the year. Visitors will be able to download to a mobile device or print a badge that will encourage them to explore local businesses and receive special offers. KCVB has partnered with Orbitz and Montana Office of Tourism allowing the purchase of \$15,000 worth of ads for \$5,000. This month, Tom Gruenwald's Outdoors on the Sportsman's Channel will premier an ice fishing show featuring a 90 second highlight about Kalispell. The episode will include a 30 second ad and a destination contest offering a fishing trip to Kalispell as the prize. To help promote the show and the contest KCVB will assist to sponsor Mike Howe and A Able Fishing in his attendance at sportsman/fishing shows over the next few months. Montana Office of Tourism is offering a workshop on welcoming Chinese visitors to the state, October 15 at the Hilton Garden Inn. Star Report. KCVB has added a report by property class which appears on the multi-segment portion of the report. It provides occupancy, ADR and RevPAR for economy properties as a group and mid/upper/upscale properties as a group.

Meeting was adjourned at 4:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Chris Walters, Board Chairman, [chris.walters@hilton.com](mailto:chris.walters@hilton.com) or 406-758-2570

Diane Medler, CVB Director, [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
November 5, 2014

TBID General Funds – Expense Summary September 2014

Admin:

Office Supplies: Office move; copies

Telephone: Monthly Verizon and C-Link , August & Sept. Rob reimbursement ; office move

Tech Support: moving email accounts under Montana Sky

Research & Education: annual STR report subscription

Consumer Marketing: emarketing; Facebook advertising; airport stocking

Event Marketing: transfer of approved budget from TBID into Dragon Boat account (\$25,000); sponsorship of MT Reined Cow Horse; payment of outstanding bill for WF Mtn Film Festival (last year's event).

Prior FY Expenses: Delta Sky Magazine ad; winter video; Calgary radio ad campaign

KCVB Event Funds - Summary January through September 2014

Dragon Boat:

Income - \$114,428.29 (\$25,000 TBID)

Expenses - \$141,516.42

Balance – (\$27,088.13)

Rodeo (2014):

Income - \$173,219.00 (\$30,000 TBID)

Expenses - \$170,279.03

Balance - \$2,939.97

Spartan (2014):

Income - \$36,251.75 (\$25,000 TBID)

Expenses - \$36,975.11

Balance – \$2,276.64

11:59 AM  
10/28/14  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of September 30, 2014

|                                       | <u>Sep 30, 14</u>        |
|---------------------------------------|--------------------------|
| <b>ASSETS</b>                         |                          |
| Current Assets                        |                          |
| Checking/Savings                      |                          |
| 1010 · Checking                       | 173,991.79               |
| Total Checking/Savings                | <u>173,991.79</u>        |
| Total Current Assets                  | 173,991.79               |
| Fixed Assets                          |                          |
| 1710 · Office Equipment               | 3,954.84                 |
| 1820 · Web Site Development           | 25,230.44                |
| Total Fixed Assets                    | <u>29,185.28</u>         |
| <b>TOTAL ASSETS</b>                   | <b><u>203,177.07</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                          |
| Liabilities                           |                          |
| Current Liabilities                   |                          |
| Accounts Payable                      |                          |
| 2000 · Accounts Payable               | 18,221.35                |
| Total Accounts Payable                | <u>18,221.35</u>         |
| Total Current Liabilities             | <u>18,221.35</u>         |
| Total Liabilities                     | 18,221.35                |
| Equity                                |                          |
| 32000 · Unrestricted Net Assets       | 185,015.10               |
| Net Income                            | -59.38                   |
| Total Equity                          | <u>184,955.72</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b><u>203,177.07</u></b> |

**Tourism Business Improvement District**  
**Profit & Loss**  
 September 2014

|  | Sep 14                  | Jul - Sep 14         |
|--|-------------------------|----------------------|
| <b>Income</b>                                  |                         |                      |
| 4000 · TBID Revenue                            | 132,058.00              | 132,058.00           |
| 4100 · Interest Income                         | 9.48                    | 22.09                |
| <b>Total Income</b>                            | <u>132,067.48</u>       | <u>132,080.09</u>    |
| <b>Expense</b>                                 |                         |                      |
| 5000 · Staffing                                |                         |                      |
| 5010 · Director                                | 6,158.79                | 31,604.94            |
| 5020 · Sales Manager                           | 4,789.50                | 26,813.64            |
| 5030 · Admin Assistant                         | 3,285.96                | 10,668.89            |
| <b>Total 5000 · Staffing</b>                   | <u>14,234.25</u>        | <u>69,087.47</u>     |
| 5100 · Administrative                          |                         |                      |
| 5350 · City of Kalispell Admin Fee             | 3,301.45                | 3,301.45             |
| 5110 · Bank Fees                               | 2.05                    | 6.91                 |
| 5125 · Bookkeeping                             | 183.75                  | 481.25               |
| 5140 · Office Supplies                         | 400.48                  | 1,811.83             |
| 5150 · Postage & Copies                        | 76.80                   | 76.80                |
| 5160 · Rent                                    | 565.00                  | 1,695.00             |
| 5165 · Storage Unit                            | 180.00                  | 180.00               |
| 5180 · Telephone                               | 478.94                  | 915.04               |
| 5185 · Travel & Entertainment                  | 0.00                    | 111.81               |
| 5190 · Technology Support                      | 40.00                   | 244.00               |
| <b>Total 5100 · Administrative</b>             | <u>5,228.47</u>         | <u>8,824.09</u>      |
| 5200 · Research & Education                    |                         |                      |
| 5210 · Smith Travel Reports                    | 5,500.00                | 5,500.00             |
| <b>Total 5200 · Research &amp; Education</b>   | <u>5,500.00</u>         | <u>5,500.00</u>      |
| 5250 · Web Site                                |                         |                      |
| 5270 · Maintenance & Enhancements              | 47.51                   | 960.71               |
| <b>Total 5250 · Web Site</b>                   | <u>47.51</u>            | <u>960.71</u>        |
| 5400 · Consumer Marketing                      |                         |                      |
| 5420 · E-Marketing                             | 231.14                  | 231.14               |
| 5430 · Social Media Admin & Adv                | 7.39                    | 686.39               |
| 5440 · Creative Services                       | 40.00                   | 40.00                |
| 5460 · Travel Show Attendance                  | 0.00                    | -1,462.58            |
| 5480 · Airport VIC Kiosk                       | 50.00                   | 200.00               |
| 5496 · Visitor Guide & Niche Brochures         | 0.00                    | 1,879.90             |
| <b>Total 5400 · Consumer Marketing</b>         | <u>328.53</u>           | <u>1,574.85</u>      |
| 5500 · Event Marketing                         |                         |                      |
| 5501 · Dragon Boat                             | 25,000.00               | 25,000.00            |
| 5549 · Other Event Marketing                   | 1,670.00                | 1,670.00             |
| <b>Total 5500 · Event Marketing</b>            | <u>26,670.00</u>        | <u>26,670.00</u>     |
| 5550 · Meetings & Conventions                  |                         |                      |
| 5565 · Trade Show, FAM Trips                   | 0.00                    | 272.00               |
| 5570 · Incentive Program                       | 0.00                    | 18.34                |
| 5574 · M&C Guide                               | 0.00                    | 277.95               |
| <b>Total 5550 · Meetings &amp; Conventions</b> | <u>0.00</u>             | <u>568.29</u>        |
| 5650 · Publicity                               |                         |                      |
| 5660 · Travel Media FAM                        | 0.00                    | 2,201.44             |
| 5665 · Press Releases                          | 0.00                    | 1,589.50             |
| 5680 · Kalispell Merchandise                   | 0.00                    | 63.00                |
| 5690 · Airline Subsidies                       | 0.00                    | 5,000.00             |
| <b>Total 5650 · Publicity</b>                  | <u>0.00</u>             | <u>8,853.94</u>      |
| 6000 · Prior Fiscal Year Expense               | 6,851.00                | 10,100.12            |
| <b>Total Expense</b>                           | <u>58,859.76</u>        | <u>132,139.47</u>    |
| <b>Net Income</b>                              | <u><u>73,207.72</u></u> | <u><u>-59.38</u></u> |

12:00 PM  
 10/28/14  
 Accrual Basis

## Tourism Business Improvement District Profit & Loss Budget vs. Actual July through September 2014

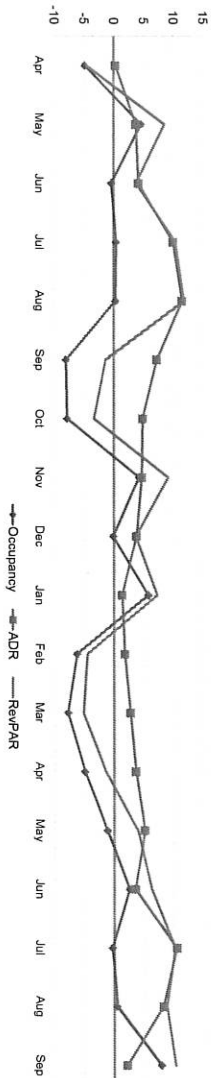
|                                  | Jul - Sep 14         | Budget             | \$ Over Bud...       | % of Budget          |
|----------------------------------|----------------------|--------------------|----------------------|----------------------|
| <b>Income</b>                    |                      |                    |                      |                      |
| 4000 · TBID Revenue              | 132,058.00           | 550,000.00         | -417,942.00          | 24.0%                |
| 4100 · Interest Income           | 22.09                |                    |                      |                      |
| <b>Total Income</b>              | <u>132,080.09</u>    | <u>550,000.00</u>  | <u>-417,919.91</u>   | <u>24.0%</u>         |
| <b>Expense</b>                   |                      |                    |                      |                      |
| 5000 · Staffing                  | 69,087.47            | 190,400.00         | -121,312.53          | 36.3%                |
| 5100 · Administrative            | 8,824.09             | 28,650.00          | -19,825.91           | 30.8%                |
| 5200 · Research & Education      | 5,500.00             | 10,500.00          | -5,000.00            | 52.4%                |
| 5250 · Web Site                  | 960.71               | 21,500.00          | -20,539.29           | 4.5%                 |
| 5400 · Consumer Marketing        | 1,574.85             | 91,950.00          | -90,375.15           | 1.7%                 |
| 5500 · Event Marketing           | 26,670.00            | 130,000.00         | -103,330.00          | 20.5%                |
| 5550 · Meetings & Conventions    | 568.29               | 36,000.00          | -35,431.71           | 1.6%                 |
| 5650 · Publicity                 | 8,853.94             | 41,000.00          | -32,146.06           | 21.6%                |
| 6000 · Prior Fiscal Year Expense | 10,100.12            |                    |                      |                      |
| <b>Total Expense</b>             | <u>132,139.47</u>    | <u>550,000.00</u>  | <u>-417,860.53</u>   | <u>24.0%</u>         |
| <b>Net Income</b>                | <u><u>-59.38</u></u> | <u><u>0.00</u></u> | <u><u>-59.38</u></u> | <u><u>100.0%</u></u> |



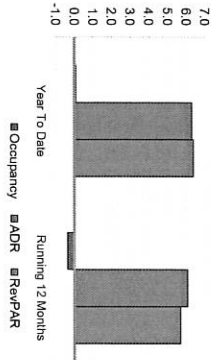
1:29 PM  
 10/27/14  
 Accrual Basis

**Kalispell Chamber of Commerce  
 KCVB P&L by Class  
 January through September 2014**

|                                       | 4.5.1 Dragon B...<br>(4.5 KCVB) | 4.5.2 Pond Ho...<br>(4.5 KCVB) | 4.5.3 Spartan<br>(4.5 KCVB) | 4.5.4 HS Rodeo<br>(4.5 KCVB) | Total 4.5 KCVB    | TOTAL             |
|---------------------------------------|---------------------------------|--------------------------------|-----------------------------|------------------------------|-------------------|-------------------|
| <b>Ordinary Income/Expense</b>        |                                 |                                |                             |                              |                   |                   |
| <b>Income</b>                         |                                 |                                |                             |                              |                   |                   |
| 4050.00 · Advertising                 | 920.79                          | 0.00                           | 0.00                        | 0.00                         | 920.79            | 920.79            |
| 4225.00 · Beverage Sales              | 0.00                            | 6,124.00                       | 10,521.00                   | 0.00                         | 16,645.00         | 16,645.00         |
| 4250.00 · Donations                   | 0.00                            | 40.00                          | 0.00                        | 0.00                         | 40.00             | 40.00             |
| 4550.00 · Merchandise                 | 231.00                          | 368.00                         | 0.00                        | 80.00                        | 679.00            | 679.00            |
| 4600.00 · Other Income                | 1,300.00                        | 155.30                         | 0.00                        | 0.00                         | 1,455.30          | 1,455.30          |
| 4650.00 · Parking/Camping             | 8,885.00                        | 1,840.00                       | 0.00                        | 51,796.00                    | 62,521.00         | 62,521.00         |
| 4700.00 · Registrations               | 48,308.50                       | 12,000.00                      | 0.00                        | 48,800.00                    | 109,108.50        | 109,108.50        |
| 4850.00 · Sponsors                    | 45,374.00                       | 60,467.50                      | 28,730.75                   | 59,918.00                    | 194,490.25        | 194,490.25        |
| 4900.00 · Ticket Sales                | 6,365.00                        | 2,043.18                       | 0.00                        | 12,625.00                    | 21,033.18         | 21,033.18         |
| 4925.00 · Vender Fee                  | 3,044.00                        | 0.00                           | 0.00                        | 0.00                         | 3,044.00          | 3,044.00          |
| <b>Total Income</b>                   | <b>114,428.29</b>               | <b>83,037.98</b>               | <b>39,251.75</b>            | <b>173,219.00</b>            | <b>409,937.02</b> | <b>409,937.02</b> |
| <b>Expense</b>                        |                                 |                                |                             |                              |                   |                   |
| 5000.00 · Purchases                   | 1,080.00                        | 1,040.00                       | 0.00                        | 9,264.50                     | 11,384.50         | 11,384.50         |
| 5010.00 · Advertising & Marketing     | 10,388.93                       | 4,427.58                       | 2,087.48                    | 6,335.93                     | 23,239.92         | 23,239.92         |
| 5040.00 · Awards & Recognition        | 5,950.24                        | 25.30                          | 0.00                        | 27,304.10                    | 33,279.64         | 33,279.64         |
| 5060.00 · Bank & Credit Card Fees     | 355.75                          | 80.26                          | 15.95                       | 1,231.85                     | 1,683.81          | 1,683.81          |
| 5120.00 · Communications              | 153.85                          | 0.00                           | 0.00                        | 164.74                       | 318.59            | 318.59            |
| 5160.00 · Contributions               | 2,500.00                        | 5,350.00                       | 3,000.00                    | 2,750.00                     | 13,600.00         | 13,600.00         |
| 5180.00 · Concessions/Catering        | 10,004.41                       | 4,158.96                       | 5,299.85                    | 225.00                       | 19,688.22         | 19,688.22         |
| 5200.00 · Dues & Subscriptions        | 895.00                          | 0.00                           | 0.00                        | 0.00                         | 895.00            | 895.00            |
| 5240.00 · Hospitality                 | 0.00                            | 0.00                           | 818.65                      | 250.00                       | 1,068.65          | 1,068.65          |
| 5260.00 · Insurance                   | 230.00                          | 2,759.00                       | 568.00                      | 840.00                       | 4,397.00          | 4,397.00          |
| 5320.00 · Leased Equipment/Space      | 20,349.46                       | 15,934.00                      | 12,089.44                   | 27,058.14                    | 75,431.04         | 75,431.04         |
| 5360.00 · Meetings                    | 24.50                           | 62.88                          | 72.60                       | 211.36                       | 371.34            | 371.34            |
| 5400.00 · Miscellaneous               | 1,700.00                        | 175.00                         | 0.00                        | 0.00                         | 1,875.00          | 1,875.00          |
| 5420.00 · Office                      | 3,944.15                        | 5,115.49                       | 457.97                      | 1,890.57                     | 11,408.18         | 11,408.18         |
| 5440.00 · Participant's Exp           | 837.52                          | 2,185.00                       | 0.00                        | 0.00                         | 3,022.52          | 3,022.52          |
| 5460.00 · Permits & Fees              | 0.00                            | 30.00                          | 20.00                       | 0.00                         | 50.00             | 50.00             |
| 5480.00 · Event Performers            | 0.00                            | 150.00                         | 1,000.00                    | 3,500.00                     | 4,650.00          | 4,650.00          |
| 5500.00 · Printing & Publications     | 200.00                          | 0.00                           | 0.00                        | 0.00                         | 200.00            | 200.00            |
| 5520.00 · Professional Services       | 65,915.12                       | 20,527.18                      | 4,030.35                    | 67,438.06                    | 157,910.71        | 157,910.71        |
| 5540.00 · Promotor Expenses           | 0.00                            | 13,517.49                      | 1,955.00                    | 9,485.85                     | 24,958.34         | 24,958.34         |
| 5560.00 · Repairs & Maintenance       | 0.00                            | 195.00                         | 325.00                      | 360.00                       | 880.00            | 880.00            |
| 5580.00 · Research & Surveys          | 350.00                          | 0.00                           | 63.00                       | 796.00                       | 1,209.00          | 1,209.00          |
| 5600.00 · Salary & Wages              | 0.00                            | 0.00                           | 0.00                        | 812.50                       | 812.50            | 812.50            |
| 5610.00 · Employer Taxes              | 0.00                            | 0.00                           | 0.00                        | 84.65                        | 84.65             | 84.65             |
| 5620.00 · Employee Benefits           | 0.00                            | 0.00                           | 0.00                        | 32.50                        | 32.50             | 32.50             |
| 5670.00 · Supplies                    | 1,210.43                        | 1,350.39                       | 867.87                      | 4,161.79                     | 7,590.48          | 7,590.48          |
| 5700.00 · Training & Prof Development | 4,925.04                        | 0.00                           | 0.00                        | 0.00                         | 4,925.04          | 4,925.04          |
| 5720.00 · Transportation              | 0.00                            | 15.60                          | 200.00                      | 100.41                       | 316.01            | 316.01            |
| 5740.00 · Travel                      | 234.64                          | 74.49                          | 436.66                      | 119.53                       | 865.32            | 865.32            |
| 5760.00 · Utilities                   | 0.00                            | 106.26                         | 0.00                        | 3,033.92                     | 3,140.18          | 3,140.18          |
| 5780.00 · VIP/Sponsor/Staff           | 10,267.38                       | 1,373.43                       | 3,667.29                    | 2,827.63                     | 18,135.73         | 18,135.73         |
| <b>Total Expense</b>                  | <b>141,516.42</b>               | <b>78,653.31</b>               | <b>36,975.11</b>            | <b>170,279.03</b>            | <b>427,423.87</b> | <b>427,423.87</b> |
| <b>Net Ordinary Income</b>            | <b>-27,088.13</b>               | <b>4,384.67</b>                | <b>2,276.64</b>             | <b>2,939.97</b>              | <b>-17,486.85</b> | <b>-17,486.85</b> |
| <b>Net Income</b>                     | <b>-27,088.13</b>               | <b>4,384.67</b>                | <b>2,276.64</b>             | <b>2,939.97</b>              | <b>-17,486.85</b> | <b>-17,486.85</b> |



Monthly Percent Change



Overall Percent Change

| Occupancy (%)  | 2013 |      |      |      |      |      |      |      |      |      |      |      | 2014 |      |      |      |      |      |  |  |  |  |  |  |
|----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|--|--|--|--|--|--|
|                | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  |  |  |  |  |  |  |
| This Year      | 40.1 | 49.3 | 66.4 | 66.7 | 68.8 | 69.8 | 68.0 | 48.0 | 48.0 | 43.0 | 32.1 | 30.1 | 36.7 | 41.3 | 39.6 | 40.1 | 38.2 | 48.8 |  |  |  |  |  |  |
| Last Year      | 42.2 | 47.2 | 66.7 | 68.8 | 68.8 | 69.8 | 68.0 | 48.0 | 48.0 | 43.0 | 32.1 | 30.1 | 36.7 | 41.3 | 39.6 | 40.1 | 38.2 | 48.8 |  |  |  |  |  |  |
| Percent Change | -1.9 | 4.6  | -0.4 | -0.4 | 0.4  | 0.3  | -0.3 | -8.0 | -7.8 | -4.3 | -0.1 | -5.8 | -2.2 | -2.2 | -0.7 | -1.9 | -1.1 | -1.1 |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

| ADR            | 2013 |      |        |        |        |        |        |       |       |       |       |       | 2014  |       |       |       |        |        |  |  |  |  |  |  |
|----------------|------|------|--------|--------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--|--|--|--|--|--|
|                | Apr  | May  | Jun    | Jul    | Aug    | Sep    | Oct    | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug    | Sep    |  |  |  |  |  |  |
| This Year      | 73.5 | 81.6 | 100.05 | 128.37 | 114.43 | 117.20 | 101.76 | 80.87 | 77.48 | 76.55 | 74.01 | 74.44 | 76.82 | 75.68 | 75.24 | 85.85 | 103.67 | 141.53 |  |  |  |  |  |  |
| Last Year      | 73.1 | 78.6 | 98.06  | 116.73 | 103.65 | 117.20 | 101.76 | 77.12 | 74.01 | 76.55 | 74.01 | 74.44 | 76.82 | 75.68 | 75.24 | 85.85 | 103.67 | 141.53 |  |  |  |  |  |  |
| Percent Change | 0.3  | 3.7  | 4.1    | 10.0   | 10.4   | 11.8   | -1.4   | 4.9   | 4.7   | -0.1  | 3.8   | 1.4   | 1.8   | 2.8   | 1.4   | 4.0   | 3.6    | 10.6   |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

| RevPAR         | 2013  |       |       |        |        |        |       |       |       |       |       |       | 2014  |       |       |       |       |        |  |  |  |  |  |  |
|----------------|-------|-------|-------|--------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--|--|--|--|--|--|
|                | Apr   | May   | Jun   | Jul    | Aug    | Sep    | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep    |  |  |  |  |  |  |
| This Year      | 29.48 | 40.27 | 65.43 | 114.43 | 117.61 | 117.61 | 69.26 | 36.80 | 29.87 | 23.70 | 23.70 | 22.72 | 29.74 | 27.64 | 29.09 | 41.90 | 70.54 | 128.19 |  |  |  |  |  |  |
| Last Year      | 30.91 | 37.10 | 64.03 | 103.65 | 105.11 | 105.11 | 79.23 | 38.08 | 27.36 | 23.70 | 23.70 | 22.72 | 31.14 | 29.13 | 29.13 | 40.27 | 66.43 | 114.43 |  |  |  |  |  |  |
| Percent Change | -4.6  | 8.5   | 3.8   | 10.4   | 11.8   | 11.8   | -14.4 | -3.4  | 9.2   | 3.7   | 0.0   | 7.3   | 4.5   | -5.1  | -1.4  | 4.0   | 6.3   | 10.3   |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

| Supply         | 2013   |        |        |        |        |        |        |        |        |        |        |        | 2014   |        |        |        |        |        |  |  |  |  |  |  |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|--|--|--|--|--|
|                | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    |  |  |  |  |  |  |
| This Year      | 46,600 | 48,236 | 46,600 | 46,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 | 48,236 |  |  |  |  |  |  |
| Last Year      | 46,710 | 48,267 | 46,710 | 46,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 | 48,267 |  |  |  |  |  |  |
| Percent Change | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

| Demand         | 2013   |        |        |        |        |        |        |        |        |        |        |        | 2014   |        |        |        |        |        |  |  |  |  |  |  |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--|--|--|--|--|--|
|                | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    |  |  |  |  |  |  |
| This Year      | 18,723 | 23,803 | 30,995 | 42,997 | 42,997 | 43,414 | 23,352 | 19,161 | 16,472 | 15,473 | 17,361 | 18,761 | 18,959 | 25,070 | 33,873 | 45,656 | 51,398 | 51,398 |  |  |  |  |  |  |
| Last Year      | 18,695 | 22,762 | 31,133 | 42,997 | 43,414 | 43,414 | 23,352 | 19,161 | 16,472 | 15,473 | 17,361 | 18,761 | 18,959 | 25,070 | 33,873 | 45,656 | 51,398 | 51,398 |  |  |  |  |  |  |
| Percent Change | -0.1   | 4.6    | 0.4    | 0.0    | 0.0    | 0.0    | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   | -0.1   |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

| Revenue        | 2013      |           |           |           |           |           |           |           |           |           |           |           | 2014      |           |           |           |           |           |  |  |  |  |  |  |
|----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--|--|--|--|--|--|
|                | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov       | Dec       | Jan       | Feb       | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       |  |  |  |  |  |  |
| This Year      | 1,376,729 | 1,947,644 | 3,100,952 | 5,519,689 | 5,072,800 | 3,441,044 | 1,869,195 | 1,448,653 | 1,292,547 | 1,167,235 | 1,319,829 | 1,419,879 | 1,440,282 | 2,152,231 | 3,511,820 | 6,465,856 | 6,579,078 | 3,383,487 |  |  |  |  |  |  |
| Last Year      | 1,443,748 | 1,780,844 | 2,980,759 | 5,003,033 | 5,072,200 | 3,277,270 | 1,837,045 | 1,277,146 | 1,143,288 | 1,021,807 | 1,356,950 | 1,405,290 | 1,378,729 | 1,942,231 | 3,100,952 | 6,519,689 | 5,072,800 | 3,441,044 |  |  |  |  |  |  |
| Percent Change | -4.6      | 8.5       | 3.7       | 10.3      | 11.7      | 5.0       | 7.6       | 16.2      | 10.4      | 14.3      | 1.7       | 1.0       | 5.1       | 10.8      | 13.2      | 17.5      | 16.0      | 10.5      |  |  |  |  |  |  |

| Year To Date | 2012 |      |      | 2013 |      |      | 2014 |      |      |
|--------------|------|------|------|------|------|------|------|------|------|
|              | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 | 2012 | 2013 | 2014 |
| Occupancy    | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| ADR          | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |
| RevPAR       | 5.3  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  | 5.4  | 5.2  | 5.2  |

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# Tab 4 - Multi-Segment

Kalispell Area CVB  
For the month of September 2014

Currency: USD - US Dollar

|                             | Current Month - September 2014 vs September 2013 |      |        |        |        |       |                                    |      |        |          |            |           | Year to Date - September 2014 vs September 2013 |      |        |        |                              |        |      |      |            |        |        |        | Participation |    |      |      |  |
|-----------------------------|--|------|--------|--------|--------|-------|------------------------------------|------|--------|----------|------------|-----------|---|------|--------|--------|------------------------------|--------|------|------|------------|--------|--------|--------|---------------|----|------|------|--|
|                             | Occ %  |      | ADR    |        | RevPAR |       | Percent Change from September 2013 |      |        |          | Occ %      |           | ADR   |      | RevPAR |        | Percent Change from YTD 2013 |        |      |      | Properties |        | Rooms  |        |               |    |      |      |  |
|                             | 2014   | 2013 | 2014   | 2013   | 2014   | 2013  | Occ                                | ADR  | RevPAR | Room Rev | Room Avail | Room Sold | Room  | Room | Room   | Room   | Room                         | Room   | Room | Room | Census     | Sample | Census | Sample |               |    |      |      |  |
| Kalispell, MT+              | 73.5   | 68.1 | 104.04 | 101.76 | 76.47  | 69.26 | 8.0                                | 2.2  | 10.4   | 10.5     | 0.1        | 8.1       | 57.2  | 57.2 | 107.96 | 101.57 | 61.77                        | 58.06  | 0.1  | 6.3  | 6.4        | 12.5   | 5.8    | 5.9    | 20            | 16 | 1658 | 1501 |  |
| Missoula, MT+               | 71.8   | 67.1 | 94.36  | 87.45  | 67.72  | 58.64 | 7.0                                | 7.9  | 15.5   | 15.5     | 0.0        | 7.0       | 62.7  | 61.4 | 91.68  | 87.23  | 57.48                        | 53.53  | 2.2  | 5.1  | 7.4        | 7.4    | 0.0    | 2.2    | 41            | 23 | 3107 | 2068 |  |
| Butte, MT+                  | 61.7   | 60.2 | 88.37  | 88.83  | 54.51  | 53.49 | 2.4                                | -0.5 | 1.9    | 1.9      | 0.0        | 2.4       | 55.2  | 54.5 | 89.09  | 86.40  | 49.17                        | 47.09  | 1.3  | 3.1  | 4.4        | 9.3    | 4.7    | 6.0    | 14            | 10 | 1250 | 973  |  |
| Bozeman, MT+                | 81.2   | 78.9 | 108.67 | 99.78  | 88.28  | 78.77 | 2.9                                | 8.9  | 12.1   | 16.1     | 3.6        | 6.6       | 69.9  | 69.2 | 102.52 | 98.10  | 71.62                        | 67.99  | 0.9  | 4.5  | 5.5        | 9.7    | 4.0    | 5.0    | 29            | 17 | 2229 | 1573 |  |
| Whitfish, MT+               |  |      |        |        |        |       |                                    |      |        |          |            |           |   |      |        |        |                              |        |      |      |            |        |        |        |               |    |      |      |  |
| Rapid City, SD              | 77.3   | 77.9 | 86.17  | 84.17  | 66.62  | 65.58 | -0.8                               | 2.4  | 1.6    | 1.6      | 0.0        | -0.7      | 63.4  | 62.2 | 98.48  | 96.03  | 62.45                        | 59.73  | 1.9  | 2.6  | 4.6        | 6.8    | 2.1    | 4.1    | 14            | 2  | 760  | 222  |  |
| Park City, UT+              | 55.6   | 60.3 | 151.83 | 152.35 | 84.41  | 91.85 | -7.8                               | -0.3 | -8.1   | -8.1     | -0.0       | -7.8      | 55.3  | 54.3 | 240.30 | 230.83 | 132.90                       | 125.39 | 1.8  | 4.1  | 6.0        | 5.8    | -0.2   | 1.6    | 34            | 16 | 3845 | 2355 |  |
| Helena/Great Falls, MT      | 64.1   | 64.1 | 84.20  | 82.39  | 53.96  | 52.83 | -0.1                               | 2.2  | 2.1    | 2.1      | -0.1       | -0.1      | 60.5  | 60.3 | 85.98  | 84.30  | 52.05                        | 50.83  | 0.4  | 2.0  | 2.4        | 2.3    | -0.1   | 0.3    | 50            | 36 | 3852 | 3258 |  |
| Coeur D Alene, ID+          | 71.2   | 71.0 | 129.49 | 127.99 | 92.16  | 90.83 | 0.3                                | 1.2  | 1.5    | 1.5      | 0.0        | 0.3       | 61.5  | 63.2 | 133.29 | 128.68 | 81.93                        | 81.31  | -2.7 | 3.6  | 0.8        | 6.3    | 5.5    | 2.6    | 21            | 14 | 1762 | 1565 |  |
| Sandpoint, ID+              | 61.1   | 62.3 | 108.28 | 106.48 | 66.13  | 66.32 | -1.9                               | 1.7  | -0.3   | -0.3     | 0.0        | -1.9      | 55.6  | 54.6 | 106.52 | 103.85 | 59.18                        | 56.67  | 1.8  | 2.6  | 4.4        | 4.4    | 0.0    | 1.8    | 8             | 4  | 396  | 244  |  |
| Bend, OR+                   | 74.1   | 76.6 | 112.63 | 111.40 | 83.48  | 85.35 | -3.3                               | 1.1  | -2.2   | 1.9      | 4.1        | 0.7       | 69.0  | 66.0 | 114.59 | 106.85 | 79.08                        | 70.58  | 4.5  | 7.2  | 12.1       | 12.5   | 0.4    | 4.9    | 38            | 20 | 2842 | 1671 |  |
| Spokane, WA+                | 64.2   | 67.0 | 94.61  | 90.77  | 60.77  | 60.78 | -4.1                               | 4.2  | -0.0   | 0.0      | 0.1        | -4.0      | 66.6  | 66.3 | 97.29  | 94.92  | 64.77                        | 62.98  | 0.3  | 2.5  | 2.8        | 2.9    | 0.1    | 0.4    | 55            | 37 | 5688 | 4999 |  |
| Billings, MT+               | 69.5   | 68.6 | 93.89  | 89.74  | 65.22  | 61.60 | 1.2                                | 4.6  | 5.9    | 12.5     | 6.2        | 7.5       | 69.4  | 66.3 | 93.50  | 88.01  | 64.86                        | 58.34  | 4.7  | 6.2  | 11.2       | 13.9   | 2.4    | 7.2    | 49            | 32 | 4405 | 3512 |  |
| Economy Class+              | 64.8   | 60.6 | 72.62  | 71.66  | 47.05  | 43.44 | 6.9                                | 1.3  | 8.3    | 8.6      | 0.3        | 7.2       | 49.9  | 48.4 | 77.14  | 74.30  | 38.46                        | 36.00  | 2.9  | 3.8  | 6.8        | 7.0    | 0.2    | 3.1    | 10            | 7  | 774  | 623  |  |
| Mid/Upper Up/Unscale Class+ | 81.7   | 69.7 | 124.56 | 119.59 | 101.75 | 83.38 | 17.2                               | 4.2  | 22.0   | 22.0     | 0.0        | 17.2      | 64.5  |      | 127.72 |        | 82.36                        |        |      |      |            |        |        |        | 5             | 4  | 491  | 485  |  |

A blank row indicates insufficient data.  
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| <b>DiscoverKalispell.com</b> | <b>FY Q1 (Jul-Sep)</b>  | <b>% of change vs. FY Q1 2013</b> |
|------------------------------|---|-----------------------------------|
| Unique Visits                | 35,730  | 16.85%                            |
| Page Views                   | 97,882  | -12.56%                           |
| Pg/Visit                     | 2.27  | -24.73%                           |
| Bounce Rate                  | 56.15%  | 23.47%                            |
| New Visits                   | 34,407  | 15.66%                            |
|                              | Pgs/session = 2.27  | Avg Duration = 01:59              |
| Returning Visitor            | 8,776   | 18.20%                            |
|                              | Pgs/Session = 2.24  | Avg Duration = 02:28              |
| Devices                      |   |                                   |
| desktop                      | visits = 20,999   | -9.5%                             |
| mobile                       | visits = 12,837   | 88.17%                            |
|                              | pages/visit = 1.63  | -19.46%                           |
|                              | avg duration = 1.15   | -20.39%                           |
|                              | bounce rate = 71.25%  | 13.19%                            |
| tablet                       | visits = 9,347  | 30.64%                            |
|                              | pages/visit = 2.36  | -23.14%                           |
|                              | avg duration = 2:24   | -11.19%                           |
|                              | bounce rate = 51.92%  | 20.50%                            |
| Referring Sites              | City of Kalispell; trip advisor; downtown Kalispell, Kalispell Chamber, MT Dragon Boat, Ask.com, Glacier MT |                                   |
| Visits by Location           | US = 28,855   | 18.80%                            |
|                              | CANADA = 13,312   | 8.87%                             |
| Canadian Provinces           | Alberta = 9,733   | 6.55%                             |
|                              | British Columbia - 2,082  | 22%                               |
|                              | Saskatchewan = 711  | 5.65%                             |
| <b>Social Media</b>          |   |                                   |
| Discover Kalispell           | Total Likes 28,612  | 852 new likes since July 1        |
|                              | Avg total reach/day = 4,453 (organic)   |                                   |
| <b>Trip Advisor</b>          |   |                                   |
|                              | <b>Q3 (Jul-Sep)</b>   | <b>% of change vs Q3 2013</b>     |
| Page views                   | 15,547  | 22%                               |
| Total clicks to website      | 1,004   | -57%                              |
| CTR by pageview              | 6.46%   | -65%                              |
| Interaction rate             | 12.5%   | -55%                              |
| Total Clicks/Interactions    | 1,940   | -46%                              |
| <b>Visitor Center</b>        |   |                                   |
|                              | <b>FY Q1 (Jul-Sep)</b>  | <b>% of change vs FY Q1 2013</b>  |
| Walk-ins                     | 4071  | 4%                                |
| Phone                        | 455   | 5%                                |
| Vacation Packets             | 278   | -25%                              |
| Email                        | 35  | -67%                              |