

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – November 7, 2012  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**AGENDA**

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

1. Hear from the Public

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

2. Charlie Harball, Attorney for City of Kalispell. The TBID board of directors voted to not implement the Actions to Collect procedures towards the past due collections from Q3 and Q4 of FY'11. Mr. Harball will be available to provide input on what options the TBID has to collect the outstanding fees and reevaluate the TBID Failure to Collect and Report procedures.

3. Board Action

- a) Approval of minutes from October 10, 2012
- b) TBID financial statement for September, 2012

4. Board Discussion

- a) Events: Dragon Boat, Bucking Horse Finals, Pond Hockey, Spartan
- b) Western B Basketball Tourney February 2013
- c) KCVB event grant request form
- d) State TBID meeting recap
- e) Calgary Women's Show / Winter Sports Expo
- f) Fall-winter consumer marketing campaign
- g) 2013 TBID Board meeting schedule
- h) Committee formation to evaluate compensation for KCVB staff
- i) Inclusion of other lodging properties into TBID

5. Social Media – Connie Cermak with Social Nectar will attend and present an overview of the KCVB social media campaign. Individuals responsible for social media at TBID properties are encouraged to attend. This will help to facilitate cross-promotion between KCVB and property social media sites.

5:00 pm Meeting Adjourns

Enclosures: October 10, 2012 minutes  
TBID financial statements for September 2012  
STR Report  
KCVB Updates

For Further Information, Please Contact:

Janet Clark, Board Chairman [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-261-0027  
Diane Medler, KCVB Director [dianem@kalispellchamber.com](mailto:dianem@kalispellchamber.com) or 406-758-2808

TBID Board Meeting Schedule for 2012

<del>February 1</del>	<del>March 7</del>	<del>April 4</del>	<del>May 2</del>	<del>June 13</del>	<del>July 11</del>
September 5	October 10	November 7	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.



**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Kalispell Chamber of Commerce  
October 10, 2012**

# Minutes

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

**Board Members Absent:** Angie Bowman

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

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Meeting was called to order by Janet Clark, Chairman of the Board at 3:02 PM.

1. Hear from the public – None
2. Board Action
  - a. Approve Minutes from the July 11, 2012 Meeting: Discussion: none  
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Chris Walters. Board approved unanimously.
  - b. TBID financial statements: Discussion - None  
Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Chris Walters. Board approved unanimously.
3. Board Discussion
  - a. Dragon Boat: Rob and Diane provided a financial statement summarizing the 2012 festival. The event broke even; expenses included the donation to Save A Sister. The board discussed the projected expenses and revenue for the 2013 festival based on a two-day event. The event will be open to more teams so team registration revenue will increase and the KCVB anticipates a similar level of sponsorships. Expenses will increase including the venue rental and event infrastructure costs. The KCVB will reapply for the Special Event Grant. If the grant is received \$23,000 will be allocated from TBID events budget. If the grant is not received up to \$46,000 may be required of TBID funding. This is subject to sponsorships received and the KCVB's ability to find ways to generate more revenue around the event. Chris discussed his concern that the event is so early in September when his hotel is already full. He questions whether he wants to fund an event that will benefit the community more than his hotel. Other hotels indicated that they might not be full during that weekend if not for the event. The board discussed moving the festival later in September but agreed there are strong concerns about the potential for bad weather. Janet Clark called for a vote of who was in favor of having the event again. All board members present approved. Janet then called for a vote to schedule the event the same weekend in September. All board members present approved.
  - b. Huckleberry 100: this year's race had 213 participants, significant increase over last year. The KCVB sponsored Steve Hegg, an Olympic cyclist attendance at the race. His reputation spurred interest in the race out of market and served to lend credibility to the event in the cycling world. The KCVB will evaluate our involvement in next year's event based on the feasibility to increase out of market participants.

- c. Spartan Race: Race date is May 11-12, 2013. An agreement has been signed between Flathead Lake Lodge and Spartan Race Inc. The race will be held on the acreage across the highway from the Lodge. The KCVB's sponsorship includes half of the venue fee (\$6,000) and other host requirements including guest room and hospitality room block. The KCVB will look to local vendors for in-kind sponsorship for race materials and the F&B requirements of the host sponsorship. Over 500 registrations have been taken so far. Discount code ends November 15<sup>th</sup>. There are currently several promotions taking place throughout Montana and eastern Washington.
- d. Fall/Winter Show Schedule: The CVB will attend the Calgary Women's Show October 26-28, 2012; Winter Ice Fishing and Sports show in St. Paul November 29-30, 2012; Travel & Adventure Show in the Bay Area February 16-17, 2013. Rob outlined the meetings & convention shows he is considering including the large DMAI show in Washington D.C. M&C show schedule will be finalized within the next couple months.

4. KCVB update was distributed which outlined website traffic and current online media campaigns. See attached.

Meeting was adjourned by Janet Clark at 4:25 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-261-0027  
 Diane Medler, CVB Director, [dianem@kalispellchamber.com](mailto:dianem@kalispellchamber.com) or 406-758-2808

2012 Board Meeting Schedule - Kalispell Chamber Conference Room at 3:00 Pm

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<del>No January Meeting</del>	<del>February 1</del>	<del>March 7</del>	<del>April 4</del>	<del>May 2</del>	<del>June 13</del>
<del>July 11</del>	August 8	September 5	October 10	November 7	December 5

KCVB Updates October 10, 2012

	June	July	August
<b>DiscoverKalispell.com</b>			
Unique visits	1,962	5,436	7,268
Page views	8,003	22,119	23,672
Pg/Visit	3.29	3.41	2.8
New Visits	77.59%	81.41%	83.80%
Traffic sources			
Search engines	57.94%	76.93%	57.64%
Referral sites	24.55%	13.67%	22.99%
Campaigns	3.21%	0.51%	2.57%
Direct	14.31%	8.89%	16.80%

Referring sites	Kal Chamber, Trip Advisor, Kal Ctr Mall, VisitMT, Facebook, Banner ads	Trip Advisor, Kal Chamber, MT Dragon Boat, Banner ads, Msla Marathon, Kal Ctr Mall, Huck 100	You Tube, Trip Advisor, Kal Chamber, Facebook, SEM, MyPod, MT Dragon Boat, Kal Ctr Mall
Top States	MT, CA, WA, OR, CO, TX, MN, FL, IL, GA	OR, MN, FL, ID	MT, WA, ID, CO, CA, TX, MN, IL, FL, OR
Canada Cities	Calg, Edmon, Leth, Red Deer, Med Hat	Calg, Leth, Edmon, Red Deer, Med Hat	Calg, Edmon, Leth, Red Deer, Airdrie
Content CTR	Packages 19% Lodging 13% Outdoor 12% Shopping 4.3%	Lodging 14% Outdoor 17% Shopping 11% Packages 9.6%	Outdoor 19% Lodging 16% Shopping 14% Wine & Dine 9.5%

<b>Trip Advisor</b>			
Page views	2180	3152	3009
CTR to website	302	407	413
CTR by pageview	13.85%	12.91%	13.33%
Interaction rate	17.25%	15.55%	16.49%
Total Clicks	376	490	511

**Banner Ads - Tube Mogul**

run dates	July and August
impressions	1,210,415 total impressions
video engagement	Completed views = 72%
viewer actions	CTR = 2%
Pre-Roll video significantly outperformed Rollover to Play	

<b>VIC</b>			
Walk-in visitors	543	1078	1109
e-requests	48	44	40
packets sent	151	179	141
walk-in visitor locations	AB, MT, CA, BC, WI, LA, TX	AB, MT, CA, TX, CO, ID, OR, MS	AB, MT, OR, TX, CA, WA, BC

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
November 7, 2012

Expense Summary September 2012:

Research & Education - \$4,800.00: annual subscription to Smith Travel Reports

Consumer Marketing – (\$1,428.88): Facebook administration; booth package for Calgary Women’s Show; stocking of airport; credit of payments from Bay Area Travel Show booth partners

Event Marketing – \$3,279.98: Dragon Boat expenses; Spartan street team monthly reimbursement; Huck 100 Steve Hegg travel and expenses

Group Marketing - \$631.50: MACo presentation expenses

(accrual basis)	TBID FY 2013												0	Actual	Budget		
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12					
<b>ASSETS</b>																	
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 66,229.57	\$ 251,081.57	\$ 238,633.57	\$ 225,352.57	\$ 312,904.57	\$ 300,456.57	\$ 288,008.57	\$ 375,560.57	\$ 471,421.02	\$ 465,300.00			
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 200,000.00	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	\$ -	\$ 100,000.00	\$ -	\$ 21.66	\$ -			
Interest Income	\$ 5.40	\$ 7.63	\$ 8.63	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ 471,442.68	\$ -			
Total Cash Receipts	\$ 5.40	\$ 71,428.65	\$ 8.63	\$ -	\$ 200,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100,000.00	\$ -	\$ -	\$ -			
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,677.57	\$ 266,229.57	\$ 251,081.57	\$ 238,633.57	\$ 225,352.57	\$ 312,904.57	\$ 300,456.57	\$ 288,008.57	\$ 375,560.57	\$ -	\$ -			
<b>LIABILITIES &amp; EQUITY</b>																	
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 126,557.01	\$ 127,262.00			
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,579.00	\$ 6,780.00			
Telephone	\$ 171.98	\$ 305.85	\$ 237.37	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,414.90	\$ 3,500.00			
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,040.88	\$ 1,100.00			
Postage & Copies	\$ 326.26	\$ 207.62	\$ 85.30	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,419.18	\$ 2,400.00			
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,516.25	\$ 2,800.00			
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00		
City of Kalamazoo Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,285.53	\$ 5,000.00			
Employee Search/moving expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 2,047.83	\$ 2,500.00			
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 638.56	\$ 500.00			
Equipment & software	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 1,775.00	\$ 2,375.00			
Research and Education	\$ -	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ 833.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,633.00	\$ 6,133.00			
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,000.00			
maintenance & enhancements																	
SEO & SEM																	
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,000.00			
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.89)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,998.01	\$ 82,500.00			
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)	\$ 3,279.98	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 8,289.78	\$ 85,000.00			
Group Marketing	\$ -	\$ -	\$ 631.50	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 631.50	\$ 85,000.00			
Public Relations/Publicity	\$ -	\$ 2,912.43	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,912.43	\$ 17,250.00			
Prior Fiscal Year Expenses	\$ 785.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 785.54	\$ -			
<b>Sub-total</b>	\$ 30,323.71	\$ 10,866.02	\$ 18,902.99	\$ 12,448.00	\$ 15,148.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 175,637.72	\$ 475,300.00			
<b>Total Cash Paid Out</b>	\$ 30,323.71	\$ 10,866.02	\$ 18,902.99	\$ 12,448.00	\$ 15,148.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 175,637.72	\$ 475,300.00			
<b>Current Assets</b>	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 66,229.57	\$ 251,081.57	\$ 238,633.57	\$ 225,352.57	\$ 312,904.57	\$ 300,456.57	\$ 288,008.57	\$ 375,560.57	\$ 363,137.57	\$ -	\$ -			

2:41 PM  
 10/24/12  
 Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
 September 2012

	<u>Sep 12</u>	<u>Jul - Sep 12</u>
<b>Income</b>		
4000 · TBID Revenue	0.00	71,421.02
4100 · Interest Income	8.63	21.66
<b>Total Income</b>	<u>8.63</u>	<u>71,442.68</u>
<b>Expense</b>		
5000 · Staffing		
5010 · Director	5,299.26	19,329.04
5020 · Sales Manager	5,228.65	11,782.97
<b>Total 5000 · Staffing</b>	<u>10,527.91</u>	<u>31,112.01</u>
5100 · Administrative		
5350 · City of Kallispell Admin Fee	0.00	1,785.53
5110 · Bank Fees	4.50	13.32
5125 · Bookkeeping	148.75	446.25
5140 · Office Supplies	30.00	140.88
5150 · Postage & Copies	85.30	619.18
5160 · Rent	498.00	1,494.00
5180 · Telephone	237.37	714.90
5185 · Travel & Entertainment	0.00	175.83
5190 · Technology Support	88.56	178.56
<b>Total 5100 · Administrative</b>	<u>1,092.48</u>	<u>5,568.45</u>
5200 · Research & Education		
5210 · Smith Travel Reports	4,800.00	4,800.00
<b>Total 5200 · Research &amp; Education</b>	<u>4,800.00</u>	<u>4,800.00</u>
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	600.00	6,400.00
5440 · Other Media	0.00	500.00
5460 · Travel Show Attendance	237.12	1,130.62
5470 · Trade Show Booth	-2,316.00	-2,316.00
5480 · Airport VIC Kiosk	50.00	158.44
5490 · Stock Airport VIC	0.00	100.00
<b>Total 5400 · Consumer Marketing</b>	<u>-1,428.88</u>	<u>5,998.01</u>
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	250.00	-2,569.73
5501.9 · Other Dragon Boat	-244.56	3,655.83
<b>Total 5501 · Dragon Boat</b>	<u>5.44</u>	<u>1,086.10</u>
5502 · Spartan Event	2,018.00	4,476.74
5503 · Huckleberry 100	1,256.54	2,726.94
<b>Total 5500 · Event Marketing</b>	<u>3,279.98</u>	<u>8,289.78</u>
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	372.50	372.50
5570 · Incentive Program	259.00	259.00
<b>Total 5550 · Group Marketing</b>	<u>631.50</u>	<u>631.50</u>
5650 · Public Relations		
5665 · Press Releases	0.00	2,887.50
5675 · Visitor Hospitality	0.00	24.93
<b>Total 5650 · Public Relations</b>	<u>0.00</u>	<u>2,912.43</u>
6000 · Prior Fiscal Year Expense	0.00	785.54
<b>Total Expense</b>	<u>18,902.99</u>	<u>60,097.72</u>
<b>Net Income</b>	<u><u>-18,894.36</u></u>	<u><u>11,344.96</u></u>



2:40 PM  
 10/24/12  
 Accrual Basis

## Tourism Business Improvement District Profit & Loss Budget vs. Actual July through September 2012

	<u>Jul - Sep 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	71,421.02	475,300.00	-403,878.98	15.0%
4100 · Interest Income	21.66			
<b>Total Income</b>	<u>71,442.68</u>	<u>475,300.00</u>	<u>-403,857.32</u>	<u>15.0%</u>
<b>Expense</b>				
5000 · Staffing	31,112.01	127,262.00	-96,149.99	24.4%
5100 · Administrative	5,568.45	33,155.00	-27,586.55	16.8%
5200 · Research & Education	4,800.00	6,133.00	-1,333.00	78.3%
5250 · Web Site	0.00	23,000.00	-23,000.00	0.0%
5400 · Consumer Marketing	5,998.01	82,500.00	-76,501.99	7.3%
5500 · Event Marketing	8,289.78	85,000.00	-76,710.22	9.8%
5550 · Group Marketing	631.50	85,000.00	-84,368.50	0.7%
5650 · Public Relations	2,912.43	17,250.00	-14,337.57	16.9%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
<b>Total Expense</b>	<u>60,097.72</u>	<u>475,300.00</u>	<u>-415,202.28</u>	<u>12.6%</u>
<b>Net Income</b>	<u><u>11,344.96</u></u>	<u><u>0.00</u></u>	<u><u>11,344.96</u></u>	<u><u>100.0%</u></u>

2:41 PM  
10/24/12  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of September 30, 2012

	<u>Sep 30, 12</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1010 · Checking	61,031.38
<b>Total Checking/Savings</b>	<u>61,031.38</u>
<b>Accounts Receivable</b>	
1200 · Accounts Receivable	53,373.86
<b>Total Accounts Receivable</b>	<u>53,373.86</u>
<b>Total Current Assets</b>	114,405.24
<b>Fixed Assets</b>	
1710 · Office Equipment	2,829.63
1820 · Web Site Development	25,230.44
<b>Total Fixed Assets</b>	<u>28,060.07</u>
<b>TOTAL ASSETS</b>	<b><u>142,465.31</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2000 · Accounts Payable	38,223.18
<b>Total Accounts Payable</b>	<u>38,223.18</u>
<b>Total Current Liabilities</b>	<u>38,223.18</u>
<b>Total Liabilities</b>	38,223.18
<b>Equity</b>	
32000 · Unrestricted Net Assets	92,897.17
Net Income	11,344.96
<b>Total Equity</b>	<u>104,242.13</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>142,465.31</u></b>

November 7, 2012 TBID Board Meeting  
Discussion Item: Past due collections from Q3 and Q4 of FY'11

Recap of situation for preparation of the discussion amongst the board and Charlie Harball:

Two properties have outstanding TBID payments from 2011:

Outlaw – Q3 and Q4 FY'11 (Jan-Mar and Apr-Jun 2011)

Econo Lodge – Q4 FY'11 (Apr-Jun 2011)

Total payments due equals approximately \$10,000 (including interest)

Per the TBID General Payment Instructions the Failure to Collect and Report procedures were implemented by the City of Kalispell. Payment has not been received to date. On August 24, 2012 the City of Kalispell was prepared to implement the Actions to Collect procedure:

**Actions to collect.**

Any assessment required to be paid by the lodging facility shall be deemed a debt owed by the lodging facility to the Tourism Business Improvement District and placed on the lodging facility's property tax bill by Flathead County.

When the City of Kalispell places a lien on the property tax bill that lien goes against the current owners of the properties. Both properties have been sold with new owners taking over July 2011. Since that time both properties have paid their TBID assessments on time.

Upon notification from the City Diane contacted each board member individually to summarize the situation. Based on individual phone discussions with each TBID board member, the consensus was to instruct the City to not implement the Actions To Collect procedure as that will penalize the current owners. The board members indicated that they wanted to discuss other options to collect past due assessments. On August 23, 2012 an email was sent to all TBID board members requesting a vote on the following motion:

**The TBID Board of Directors agrees to instruct the City of Kalispell to NOT implement the Actions to Collect procedure on the Econo Lodge and Outlaw for past due TBID payments from Q3 and Q4 of FY'11. The item will be placed on the October TBID board meeting agenda to evaluate other options to collect the past due payments and to reevaluate the Failure to Collect and Report procedures.**

The motion received unanimous approval. The item was placed on the October meeting agenda. Charlie Harball was unable to attend the meeting in October so the discussion has been moved to the November meeting.

P.O. Box 1272  
Helena, MT 59624



Ph (406) 449-8408  
Fx (406) 442-8018

www.mtlha.com

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

Segment	Month to Month Occupancy Percent		
	2012	2011	% Chg
United States	63.4	63.1	0.4
Mountain	64.9	64.9	0.0
Montana	74.1	75.6	-2.0
Billings	77.6	84.9	-8.6
Bozeman/Yellowstone Area	81.0	78.3	3.5
Missoula	73.2	72.5	0.9
Helena/Great Falls	67.2	66.1	1.7

Segment	Year to Date Occupancy Percent		
	2012	2011	% Chg
United States	63.0	61.5	2.6
Mountain	61.4	61.4	0.0
Montana	63.3	62.1	2.1
Billings	71.1	68.9	3.1
Bozeman/Yellowstone Area	63.5	60.8	4.4
Missoula	58.9	60.6	-2.8
Helena/Great Falls	62.2	63.5	-2.0

Segment	Average Room Rate		
	2012	2011	% Chg
United States	107.29	103.73	3.4
Mountain	94.92	92.14	3.0
Montana	93.34	89.22	4.6
Billings	85.70	82.97	3.3
Bozeman/Yellowstone Area	109.91	105.18	4.5
Missoula	89.21	85.13	4.8
Helena/Great Falls	82.23	81.97	0.3

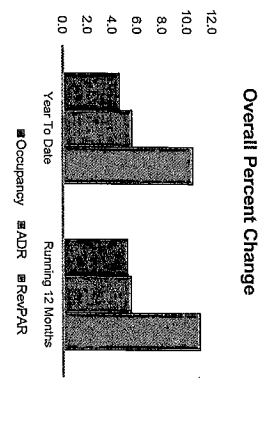
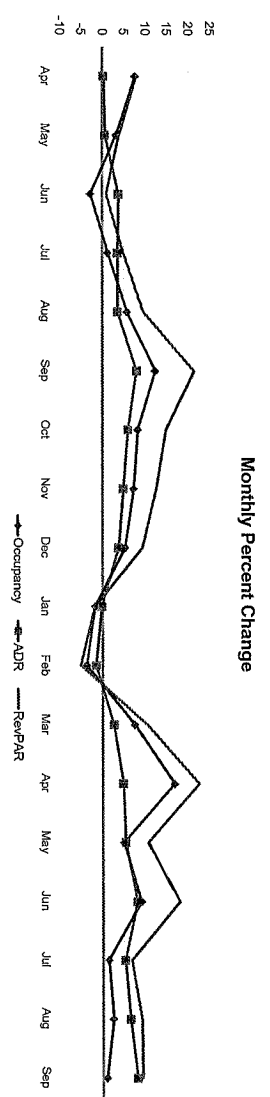
Segment	Average Room Rate		
	2012	2011	% Chg
United States	105.94	101.67	4.2
Mountain	97.75	94.01	4.0
Montana	90.17	86.01	4.8
Billings	85.22	80.44	5.9
Bozeman/Yellowstone Area	103.79	98.81	5.0
Missoula	84.15	81.65	3.1
Helena/Great Falls	82.12	79.18	3.7

Segment	RevPAR		
	2012	2011	% Chg
United States	67.97	65.47	3.8
Mountain	61.56	59.76	3.0
Montana	69.14	67.42	2.5
Billings	66.54	70.45	-5.6
Bozeman/Yellowstone Area	89.07	82.38	8.1
Missoula	65.31	61.74	5.8
Helena/Great Falls	55.24	54.16	2.0

Segment	RevPAR		
	2012	2011	% Chg
United States	66.79	62.48	6.9
Mountain	60.02	57.73	4.0
Montana	57.12	53.38	7.0
Billings	60.59	55.46	9.3
Bozeman/Yellowstone Area	65.94	60.12	9.7
Missoula	49.60	49.52	0.2
Helena/Great Falls	51.09	50.25	1.7

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	4.5	0.6	1.0
Mountain	3.6	0.6	0.6
Montana	4.0	1.4	-0.6
Billings	-5.6	-0.1	-8.6
Bozeman/Yellowstone Area	8.1	0.0	3.4
Missoula	5.8	0.0	0.9
Helena/Great Falls	2.0	0.0	1.6

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.3	0.4	3.0
Mountain	4.6	0.6	0.6
Montana	8.2	1.1	3.2
Billings	9.2	0.0	3.1
Bozeman/Yellowstone Area	9.8	0.1	4.6
Missoula	1.3	1.1	-1.7
Helena/Great Falls	4.8	3.0	1.0



Occupancy (%)	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	38.3	44.4	60.9	62.6	86.5	82.6	73.2	46.8	46.8	36.9	29.8	30.7	37.8	40.1	42.4	47.1	66.4	68.9
Last Year	38.7	43.4	62.9	62.1	86.5	82.6	73.2	46.8	46.8	36.9	29.8	30.7	37.8	40.1	42.4	47.1	66.4	68.9
Percent Change	7.8	3.3	-2.7	1.3	5.9	5.9	12.4	8.4	8.4	7.4	5.4	-1.6	-1.6	-1.6	-1.6	-1.6	0.0	0.0

ADR	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	71.00	75.63	80.54	80.54	112.00	111.14	88.16	75.92	71.61	69.78	70.74	71.80	72.88	72.88	74.46	75.73	97.98	96.48
Last Year	70.82	75.14	82.21	108.13	108.13	111.14	82.49	71.61	69.78	68.18	70.74	71.80	72.88	72.88	74.46	75.73	97.98	96.48
Percent Change	0.3	0.7	-3.8	-3.8	3.8	3.8	8.1	6.0	6.0	4.9	3.8	-0.1	-1.5	-1.5	-1.5	-1.5	0.0	0.0

RevPAR	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	28.77	33.83	55.13	55.13	98.14	97.22	65.28	34.78	30.27	27.03	21.11	22.01	27.33	29.22	31.58	37.57	65.07	64.35
Last Year	28.85	32.02	54.59	50.313	92.46	92.46	68.63	33.71	30.27	23.99	18.30	22.41	28.99	26.43	25.77	33.93	55.13	55.13
Percent Change	8.0	4.0	1.0	1.0	5.0	5.0	9.7	21.5	14.9	12.7	9.2	-1.8	-1.8	-1.8	-1.8	-1.8	0.0	0.0

Supply	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	48,680	50,313	46,710	48,287	48,287	46,710	46,287	46,710	48,287	46,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287
Last Year	48,680	50,313	46,710	48,287	48,287	46,710	46,287	46,710	48,287	46,710	48,287	48,287	48,287	48,287	48,287	48,287	48,287	48,287
Percent Change	0.0	0.0	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	0.0	0.0

Demand	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	17,669	22,870	28,440	42,293	42,293	34,187	22,110	17,246	14,404	14,788	16,465	19,964	19,810	22,743	31,024	42,911	49,297	46,680
Last Year	16,988	21,943	29,476	43,504	43,504	31,702	21,289	16,742	14,281	15,881	17,908	18,753	17,959	22,500	31,024	42,911	49,297	46,710
Percent Change	7.8	3.3	-5.7	-2.8	-2.8	7.8	4.0	3.0	1.1	-5.6	-7.5	-3.3	-12.1	-0.8	-0.0	-0.0	0.0	0.0

Revenue	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
This Year	1,254,537	1,706,948	2,575,066	4,736,888	4,736,888	4,892,652	3,046,191	1,878,525	1,292,538	1,062,489	1,189,986	1,410,362	1,474,898	1,813,198	3,029,635	5,090,945	5,123,530	3,329,440
Last Year	1,191,231	1,641,298	2,575,927	4,703,943	4,489,440	2,616,145	1,829,082	1,282,828	970,971	1,127,432	1,189,986	1,410,362	1,254,537	1,706,948	2,575,066	4,892,652	3,046,191	3,046,191
Percent Change	8.0	4.0	-0.1	0.7	5.2	18.6	10.5	8.1	4.9	-5.9	-8.9	6.1	17.6	6.2	18.0	6.8	6.9	9.2

Census %	2011												2012					
	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Census Progs	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19
% Points Participants	87.4	87.4	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9	89.9

Source: 2012 SMITH TRAVEL RESEARCH, Inc.

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# Tab 4 - Multi-Segment

Kalspell Area CVB

For the month of: September 2012

Currency: USD - US Dollar

ADR	Current Month - September 2012 vs September 2011										Year to Date - September 2012 vs September 2011										Participation							
	Occ %		ADR		RevPAR		Percent Change from September 2011				Occ %		ADR		RevPAR		Percent Change from YTD 2011				Properties		Rooms					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample		
Kalspell, MT+	73.9	73.2	96.48	89.16	71.32	65.26	1.0	8.2	9.3	9.2	-0.1	0.9	57.6	55.1	96.01	90.93	55.32	50.09	4.6	5.6	10.5	7.9	-2.3	2.2	19	14	1566	1346
Missoula, MT+	73.5	72.8	89.48	85.22	65.80	62.05	1.0	5.0	6.0	6.0	0.0	1.0	59.4	60.9	84.28	81.81	50.08	49.86	-2.5	3.0	0.4	1.6	1.2	-1.4	41	25	3107	2295
Butte, MT+	62.1	71.2	82.49	82.69	51.22	58.84	-12.7	-0.2	-12.9	-13.2	-0.3	-13.0	66.8	57.7	82.34	83.30	46.76	48.06	-1.6	-1.2	-2.7	-3.0	-0.3	-1.8	13	9	1166	889
Bozeman, MT+	79.2	75.3	94.12	89.34	74.53	67.25	5.2	5.4	10.8	10.8	-0.0	5.1	67.1	64.4	92.21	88.45	61.85	55.63	4.2	6.7	11.2	11.1	-0.1	4.1	26	15	2009	1415
Whitfish, MT+	72.1	72.1	103.04	103.04	74.26	74.26																						
Rapid City, SD	78.3	76.0	82.36	78.97	64.48	59.99	3.1	4.3	7.5	7.6	0.1	3.2	63.5	59.0	93.07	90.66	59.09	53.45	7.7	2.7	10.5	11.0	0.4	8.1	14	2	762	119
Park City, UT+	56.3	53.4	134.97	124.76	76.99	66.62	5.4	8.2	14.1	14.6	0.5	5.9	53.1	52.0	209.09	191.32	111.07	99.57	2.1	9.3	11.6	11.8	0.2	2.3	34	15	3790	2285
Helena/Great Falls	67.2	66.1	82.23	81.97	55.24	54.16	1.7	0.3	2.0	2.0	-0.0	1.6	62.2	63.5	82.12	79.18	51.09	50.25	-2.0	3.7	1.7	4.8	3.0	1.0	50	35	3865	3199
Coeur D Alene, ID+	75.0	70.4	121.43	118.93	91.07	83.67	6.6	2.1	8.8	8.8	0.0	6.6	61.7	59.1	121.85	117.30	75.14	69.28	4.4	3.9	8.5	8.5	0.0	4.4	20	12	1644	1329
Sandpoint, ID+	63.5	64.7	103.27	100.22	65.62	64.87	-1.8	3.0	1.2	1.2	0.0	-1.8	54.9	51.2	100.18	97.90	55.04	50.09	7.4	2.3	9.9	9.8	-0.1	7.3	8	4	396	244
Bend, OR+	74.0	69.0	100.33	98.19	74.27	67.79	7.2	2.2	9.6	9.4	-0.2	7.0	60.0	55.4	98.87	96.67	59.33	53.57	8.3	2.3	10.8	10.6	-0.2	8.1	37	20	2729	1658
Spokane, WA+	65.0	66.0	86.78	86.45	56.37	57.09	-1.6	0.4	-1.3	-1.1	0.2	-1.5	62.9	61.9	88.08	88.25	56.06	54.60	1.7	0.9	2.7	2.6	-0.0	1.7	57	36	5907	5035
Billings, MT+	77.3	85.3	84.85	82.39	65.61	70.24	-9.3	3.0	-6.6	-6.7	-0.1	-9.4	71.5	69.5	84.64	79.84	60.50	55.49	2.9	6.0	9.0	9.0	-0.1	2.8	45	26	3988	2913

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