

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – October 1, 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 August 6, 2014
- b) TBID financial statements for July and August 2014
- c) Approval of application for board seat vacated by Lori Fisher

3. Board Discussion

- a) Dragon Boat Report
- b) Pond Hockey
- c) Other Events
- d) Cultural Exhibit
- e) Meetings & Conventions updates
- f) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: August 6, 2014 minutes
TBID financial statements for July and August 2014
STR Report
KCVB Updates

For Further Information, Please Contact:

Chris Walters, Board Chairman chris.walters@hilton.com or 406-758-2570
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2014 TBID Board Meeting Schedule

January 15	February 5	March 5	April 9	June 11
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				
Bowman, Angie	X	~	X	X								
Brown, Lisa	X	X	X	X		X	~	~				
Clark, Janet	X	X	X	X		X	X	X				
Fisher, Lori	~	X	X	X		X	X	~				
Moderie, Dan	X	~	X	X		X	~	X				
Nordahl, Vanessa							~	X				
Walters, Chris	X	X	~	X		~	X	X				

~ = Absent X = Present

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
August 6 2014**

Minutes

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

Board Members Absent: Lisa Brown, Lori Fisher

Staff Present: Diane Medler, Rob Brisendine, Joe Unterreiner, Vonnie Day

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

Meeting was called to order by Chris Walters, Chairman of the Board at 3:08 PM.

1. Hear from the public – Bob Pecora spoke on behalf of Rim Ranch Junior Rodeo. Bob has worked with the Lisa and Bruce Rianda in several other events. They have been putting on this rodeo for a few years with approx. 300 youth contestants. Important to get youth involved in the sport so we maintain the participants during high school and professionally. In past year the majority of participants have been from the Flathead Valley. They haven't been able to promote regionally because of limited funds (event is personally funded by Lisa and Bruce Rianda). Bob feels strongly that they will be able to attract kids from Canada and other drive markets as a youth/junior rodeos are not available in many locations. The Rianda's put on a professionally run event.
2. Board Action (includes action items from July agenda)
 - a. Approve Minutes from the June 11, 2014 and July 9, 2014 meetings:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Dan Moderie.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements for May and June 2014:
Action: Motion made by Janet Clark to approve the financials. Motion seconded by Gib Bissell.
Discussion: none. Board approved unanimously.
 - c. Appointment of Vice-Chair: Vice Chair position has been vacated as Angie Bowman has left the Homewood Suites. Vanessa Nordahl, General Manager of Homewood Suites agreed to the nomination.
Action: Board approved unanimously.
 - d. Policy Review – Lead Distribution: Action: Motion made by Chris Walters to approve the Lead Distribution Operating Policy. Motion seconded by Gib Bissell. Discussion: none. Board approved unanimously.
 - e. Policy Review – Special Event Ancillary Activities: Action: Motion was made by Janet Clark to approve the Special Event Ancillary Activity policy. Motion seconded by Chris Walters. Discussion: none. Board approved unanimously.
 - f. KCVB event grant requests: Summary of grant requests distributed to board.
 - 1)Rim Ranch Junior Rodeo, Majestic Valley Arena, October 18, 2014. Currently local rodeo with minimal out of market participation but staff sees opportunity for group to incorporate regional rodeo component next year. Staff recommendation: sponsorship of \$500 with additional in-kind marketing at value of \$500.
 - 2)Huckleberry 100, downtown Kalispell, September 20, 2014. We have supported past two years, event has experienced growth, doubling participation each year. This year anticipate

500-600 riders with 35% out of market, creating 150-200 room nights. Staff recommendation: \$2,230 to be used for out of market promotion.

3) Montana Reined Cow Horse Futurity, Majestic Valley Area, October 10-12, 2014. Annual event, draws regionally approx. 300-400 participants with 98% out of market, 35% of which is from Canada. Participants have high disposable income and typically do not stay in horse trailers. Staff recommendation: requested sponsorship of \$500.

Action: Janet Clark moved to accept staff recommendations for all three events. Motion was seconded by Gib Bissell. Discussion: Important to support events held at Majestic Valley. Rim Ranch organizers were strong supporters and volunteers at state high school rodeo finals. Staff has confidence in the ability to increase OOM participation at each of the events. Board approved unanimously.

g. Staff FY'15 bonus program: executive board and staff had not been able to meet prior to meeting. Discussion and action postponed.

3. Board Discussion

- a. Dragon Boat update: 72 teams, 43% OOM. Number of local teams decreased but same level of OOM teams as last year. Still anticipate a few more teams from Canada to sign up. Sponsorships down this year, we'll have a tight budget. Looking for areas to cut back.
- b. High School Rodeo Finals: ITRR data showed 93% OOM, 39% stayed in hotels/motels with an average of 5.8 nights. Spent \$715/group during their visit. State Association is considering moving the event a week later in June to eliminate the conflict with high school graduations.
- c. Cultural Exhibit: Considering a couple options for a cultural exhibit in Kalispell. This would be an exhibit that has previously been in major metropolitan areas such as NYC. Something that has not been in Spokane or other close drive markets. Interested in including an educational element, getting the state school boards to include in their curriculum to create school visits from other parts of the state. Considering a March – September 2016 timeframe. Having the event run over the summer limits risk for tickets sales, able to take advantage of high numbers of visitors in summer. Looking for a location in downtown Kalispell.
- d. KCVB Updates: Travel Writer FAM – Did not receive enough interest (availability) from Tier 1 journalists for a fall FAM so we are moving it to winter. This will serve to reinforce the strong marketing campaign we'll be implementing for winter. Montana Dept. of Commerce TIIP Grant – Diane completed an application for the Tourism Improvement Infrastructure Program grant to obtain funding for the city-wide wayfinding system. Results available in October. Legislator Letter – Based on conversations at previous TBID board meetings Diane prepared a letter to be sent to Voice of Montana Tourism and Tourism Matters to Montana outlining the TBID's concerns about the proposed legislation to request 1.5% of the current 3% lodging tax be redirected back to tourism marketing. Letter will be posted on TBID website. TBID Quarterly Payment – Q4 collections showed an 8% increase in room nights YOY. This included collections from Homewood Suites during FY14.

Meeting was adjourned at 4:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Chris Walters, Board Chairman, chris.walters@hilton.com or 406-758-2570

Diane Medler, CVB Director, diane@discoverkalispell.com or 406-758-2808

Kalispell Tourism Business Improvement District
Summary of Expenditures
October 1, 2014

TBID General Funds – Expense Summary July and August 2014

Admin:

Office Supplies: KCVB notecards (reprint); TIIP grant application cover; copies/postage
Telephone: Monthly Verizon and C-Link , June & July Rob reimbursement
Tech Support: moving email accounts under Montana Sky

Website: Word Press updates; hosting fee

Consumer Marketing: reimbursement from bed tax for Calgary Women’s Show booth; airport stocking; reprint of tear off map and visitor guide postcards; press room and Trip Advisor admin

M&C: CVent banner ad; plane ticket to IMEX

Publicity: 2nd half of sponsorship to Glacier AERO

Prior FY Expenses: Calgary radio golf promo; website - fixing events page with new Chamber Master code

KCVB Event Funds - Summary Jan through August 2014

Dragon Boat:

Income - \$67,331.01

Expenses - \$18,011.32

Rodeo (2014):

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

Expenses - \$168,729.53

Balance - \$4,489.47

Spartan (2014):

Income - \$36,451.75 (\$25,000 TBID)

Expenses - \$36,975.11

Balance – (\$523.35)

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

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>Spartan</u>	<u>MHS Rodeo</u>	<u>TOTAL</u>
Ordinary Income/Expense					
Income					
4225.00 · Beverage Sales	0.00	6,124.00	10,521.00	0.00	16,645.00
4250.00 · Donations	0.00	40.00	0.00	0.00	40.00
4550.00 · Merchandise	221.00	368.00	0.00	80.00	669.00
4600.00 · Other Income	1,452.51	155.30	0.00	0.00	1,607.81
4650.00 · Parking/Camping	0.00	1,840.00	0.00	51,796.00	53,636.00
4700.00 · Registrations	46,158.50	10,500.00	0.00	48,800.00	105,458.50
4850.00 · Sponsors	16,574.00	60,467.50	25,930.75	59,918.00	162,890.25
4900.00 · Ticket Sales	125.00	2,043.18	0.00	12,625.00	14,793.18
4925.00 · Vender Fee	2,800.00	0.00	0.00	0.00	2,800.00
Total Income	67,331.01	81,537.98	36,451.75	173,219.00	358,539.74
Expense					
5000.00 · Purchases	0.00	1,040.00	0.00	9,264.50	10,304.50
5010.00 · Advertising & Marketing	5,045.93	4,427.58	2,087.48	6,335.93	17,896.92
5040.00 · Awards & Recognition	425.00	25.30	0.00	27,304.10	27,754.40
5060.00 · Bank & Credit Card Fees	279.00	80.26	15.95	1,231.85	1,607.06
5120.00 · Communications	79.58	0.00	0.00	164.74	244.32
5160.00 · Contributions	0.00	5,350.00	3,000.00	1,250.00	9,600.00
5180.00 · Concessions/Catering	0.00	4,158.96	5,299.85	225.00	9,683.81
5200.00 · Dues & Subscriptions	895.00	0.00	0.00	0.00	895.00
5240.00 · Hospitality	0.00	0.00	818.65	250.00	1,068.65
5260.00 · Insurance	230.00	2,759.00	568.00	840.00	4,397.00
5320.00 · Leased Equipment/Space	1,670.00	15,934.00	12,089.44	27,058.14	56,751.58
5360.00 · Meetings	24.50	62.88	72.60	181.86	341.84
5400.00 · Miscellaneous	0.00	175.00	0.00	0.00	175.00
5420.00 · Office	1,518.88	5,107.21	457.97	1,870.57	8,954.63
5440.00 · Participant's Exp	837.52	2,185.00	0.00	0.00	3,022.52
5460.00 · Permits & Fees	0.00	30.00	20.00	0.00	50.00
5480.00 · Event Performers	0.00	150.00	1,000.00	3,500.00	4,650.00
5520.00 · Professional Services	1,051.25	20,527.18	4,030.35	67,438.06	93,046.84
5540.00 · Promotor Expenses	0.00	13,517.49	1,955.00	9,485.85	24,958.34
5560.00 · Repairs & Maintenance	0.00	195.00	325.00	360.00	880.00
5580.00 · Research & Surveys	350.00	0.00	63.00	796.00	1,209.00
5600.00 · Salary & Wages	0.00	0.00	0.00	812.50	812.50
5610.00 · Employer Taxes	0.00	0.00	0.00	84.65	84.65
5620.00 · Employee Benefits	0.00	0.00	0.00	32.50	32.50
5670.00 · Supplies	29.98	1,350.39	867.87	4,161.79	6,410.03
5700.00 · Training & Prof Development	4,925.04	0.00	0.00	0.00	4,925.04
5720.00 · Transportation	0.00	15.60	200.00	100.41	316.01
5740.00 · Travel	24.64	74.49	436.66	119.53	655.32
5760.00 · Utilities	0.00	106.26	0.00	3,033.92	3,140.18
5780.00 · VIP/Sponsor/Staff	625.00	1,373.43	3,667.29	2,827.63	8,493.35

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

	<u>Dragon Boat</u>	<u>Pond Hockey</u>	<u>Spartan</u>	<u>MHS Rodeo</u>	<u>TOTAL</u>
Total Expense	<u>18,011.32</u>	<u>78,645.03</u>	<u>36,975.11</u>	<u>168,729.53</u>	<u>302,360.99</u>
Net Ordinary Income	<u>49,319.69</u>	<u>2,892.95</u>	<u>-523.36</u>	<u>4,489.47</u>	<u>56,178.75</u>
Net Income	<u><u>49,319.69</u></u>	<u><u>2,892.95</u></u>	<u><u>-523.36</u></u>	<u><u>4,489.47</u></u>	<u><u>56,178.75</u></u>

12:11 PM
09/19/14
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of August 31, 2014

	<u>Aug 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	106,551.00
Total Checking/Savings	<u>106,551.00</u>
Total Current Assets	106,551.00
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>135,736.28</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	24,069.33
Total Accounts Payable	<u>24,069.33</u>
Total Current Liabilities	<u>24,069.33</u>
Total Liabilities	24,069.33
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-73,348.15
Total Equity	<u>111,666.95</u>
TOTAL LIABILITIES & EQUITY	<u>135,736.28</u>

12:12 PM
 09/19/14
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 August 2014

	Aug 14	Jul - Aug 14
Income		
4100 · Interest Income	5.37	12.61
Total Income	5.37	12.61
Expense		
5000 · Staffing		
5010 · Director	6,203.20	25,446.15
5020 · Sales Manager	4,833.91	22,024.14
5030 · Admin Assistant	3,951.83	7,382.93
Total 5000 · Staffing	14,988.94	54,853.22
5100 · Administrative		
5110 · Bank Fees	1.80	4.86
5125 · Bookkeeping	148.75	297.50
5140 · Office Supplies	1,362.94	1,411.35
5160 · Rent	565.00	1,130.00
5180 · Telephone	165.90	517.15
5185 · Travel & Entertainment	23.00	111.81
5190 · Technology Support	40.00	204.00
Total 5100 · Administrative	2,307.39	3,676.67
5250 · Web Site		
5270 · Maintenance & Enhancements	631.95	913.20
Total 5250 · Web Site	631.95	913.20
5400 · Consumer Marketing		
5430 · Social Media Admin & Adv	679.00	679.00
5460 · Travel Show Attendance	0.00	-1,462.58
5480 · Airport VIC Kiosk	50.00	150.00
5496 · Visitor Guide & Niche Brochures	0.00	1,879.90
Total 5400 · Consumer Marketing	729.00	1,246.32
5550 · Meetings & Conventions		
5565 · Trade Show, FAM Trips	272.00	272.00
5570 · Incentive Program	18.34	18.34
5574 · M&C Guide	277.95	277.95
Total 5550 · Meetings & Conventions	568.29	568.29
5650 · Publicity		
5660 · Travel Media FAM	2,201.44	2,201.44
5665 · Press Releases	1,589.50	1,589.50
5680 · Kalispell Merchandise	63.00	63.00
5690 · Airline Subsidies	0.00	5,000.00
Total 5650 · Publicity	3,853.94	8,853.94
6000 · Prior Fiscal Year Expense	1,197.52	3,249.12
Total Expense	24,277.03	73,360.76
Net Income	-24,271.66	-73,348.15

12:13 PM
 09/19/14
 Accrual Basis

**Tourism Business Improvement District
 Profit & Loss Budget vs. Actual
 July through August 2014**

	<u>Jul - Aug 14</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	0.00	550,000.00	-550,000.00	0.0%
4100 · Interest Income	12.61			
Total Income	<u>12.61</u>	<u>550,000.00</u>	<u>-549,987.39</u>	<u>0.0%</u>
Expense				
5000 · Staffing	54,853.22	190,400.00	-135,546.78	28.8%
5100 · Administrative	3,676.67	28,650.00	-24,973.33	12.8%
5200 · Research & Education	0.00	10,500.00	-10,500.00	0.0%
5250 · Web Site	913.20	21,500.00	-20,586.80	4.2%
5400 · Consumer Marketing	1,246.32	91,950.00	-90,703.68	1.4%
5500 · Event Marketing	0.00	130,000.00	-130,000.00	0.0%
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	3,249.12			
Total Expense	<u>73,360.76</u>	<u>550,000.00</u>	<u>-476,639.24</u>	<u>13.3%</u>
Net Income	<u>-73,348.15</u>	<u>0.00</u>	<u>-73,348.15</u>	<u>100.0%</u>

12:28 PM
09/19/14
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of July 31, 2014

	<u>Jul 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	147,724.80
Total Checking/Savings	<u>147,724.80</u>
Total Current Assets	147,724.80
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>176,910.08</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	40,971.47
Total Accounts Payable	<u>40,971.47</u>
Total Current Liabilities	<u>40,971.47</u>
Total Liabilities	40,971.47
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-49,076.49
Total Equity	<u>135,938.61</u>
TOTAL LIABILITIES & EQUITY	<u><u>176,910.08</u></u>

12:32 PM
 09/19/14
 Accrual Basis

Tourism Business Improvement District
Profit & Loss
 July 2014

	<u>Jul 14</u>	<u>Jul 14</u>
Income		
4100 · Interest Income	7.24	7.24
Total Income	<u>7.24</u>	<u>7.24</u>
Expense		
5000 · Staffing		
5010 · Director	19,242.95	19,242.95
5020 · Sales Manager	17,190.23	17,190.23
5030 · Admin Assistant	3,431.10	3,431.10
Total 5000 · Staffing	<u>39,864.28</u>	<u>39,864.28</u>
5100 · Administrative		
5110 · Bank Fees	3.06	3.06
5125 · Bookkeeping	148.75	148.75
5140 · Office Supplies	48.41	48.41
5160 · Rent	565.00	565.00
5180 · Telephone	351.25	351.25
5185 · Travel & Entertainment	88.81	88.81
5190 · Technology Support	164.00	164.00
Total 5100 · Administrative	<u>1,369.28</u>	<u>1,369.28</u>
5250 · Web Site		
5270 · Maintenance & Enhancements	281.25	281.25
Total 5250 · Web Site	<u>281.25</u>	<u>281.25</u>
5400 · Consumer Marketing		
5460 · Travel Show Attendance	-1,462.58	-1,462.58
5480 · Airport VIC Kiosk	100.00	100.00
5496 · Visitor Guide & Niche Brochures	1,879.90	1,879.90
Total 5400 · Consumer Marketing	<u>517.32</u>	<u>517.32</u>
5650 · Publicity		
5690 · Airline Subsidies	5,000.00	5,000.00
Total 5650 · Publicity	<u>5,000.00</u>	<u>5,000.00</u>
6000 · Prior Fiscal Year Expense	2,051.60	2,051.60
Total Expense	<u>49,083.73</u>	<u>49,083.73</u>
Net Income	<u><u>-49,076.49</u></u>	<u><u>-49,076.49</u></u>

12:32 PM
 09/19/14
 Accrual Basis

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

	Jul 14	Budget	\$ Over Budget	% of Budget
Income				
4000 · TBID Revenue	0.00	550,000.00	-550,000.00	0.0%
4100 · Interest Income	7.24			
Total Income	7.24	550,000.00	-549,992.76	0.0%
Expense				
5000 · Staffing	39,864.28	190,400.00	-150,535.72	20.9%
5100 · Administrative	1,369.28	28,650.00	-27,280.72	4.8%
5200 · Research & Education	0.00	10,500.00	-10,500.00	0.0%
5250 · Web Site	281.25	21,500.00	-21,218.75	1.3%
5400 · Consumer Marketing	517.32	91,950.00	-91,432.68	0.6%
5500 · Event Marketing	0.00	130,000.00	-130,000.00	0.0%
5550 · Meetings & Conventions	0.00	36,000.00	-36,000.00	0.0%
5650 · Publicity	5,000.00	41,000.00	-36,000.00	12.2%
6000 · Prior Fiscal Year Expense	2,051.60			
Total Expense	49,083.73	550,000.00	-500,916.27	8.9%
Net Income	-49,076.49	0.00	-49,076.49	100.0%

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 - July 2014 vs July 2013

Month to Month

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	73.6	70.9	3.9
Mountain	71.1	68.4	4.0
Montana	84.4	81.5	3.6
Billings	83.8	72.3	15.9
Bozeman/Yellowstone Area	92.4	92.2	0.3
Missoula	83.9	83.6	0.3
Helena/Great Falls	73.4	71.2	3.1

Year to Date

Segment	Occupancy Percent		
	2014	2013	% Chg
United States	65.1	63.0	3.4
Mountain	64.5	61.3	5.2
Montana	58.9	57.7	2.0
Billings	67.4	64.1	5.2
Bozeman/Yellowstone Area	61.3	59.3	3.3
Missoula	57.2	56.2	1.8
Helena/Great Falls	57.7	57.7	0.0

Average Room Rate

Segment	Average Room Rate		
	2014	2013	% Chg
United States	117.81	112.46	4.8
Mountain	103.04	98.05	5.1
Montana	115.35	110.17	4.7
Billings	102.32	96.03	6.6
Bozeman/Yellowstone Area	146.52	136.93	7.5
Missoula	103.80	96.78	7.3
Helena/Great Falls	89.76	88.81	1.1

Average Room Rate

Segment	Average Room Rate		
	2014	2013	% Chg
United States	114.71	110.03	4.3
Mountain	105.89	100.73	5.1
Montana	94.15	90.92	3.6
Billings	91.96	86.81	5.9
Bozeman/Yellowstone Area	107.87	103.36	4.4
Missoula	87.77	84.29	4.1
Helena/Great Falls	85.41	83.61	2.2

RevPAR

Segment	RevPAR		
	2014	2013	% Chg
United States	86.71	79.70	8.8
Mountain	73.25	67.04	9.3
Montana	97.34	89.74	8.5
Billings	85.71	69.40	23.5
Bozeman/Yellowstone Area	135.39	125.61	7.8
Missoula	87.06	80.93	7.6
Helena/Great Falls	65.87	63.20	4.2

RevPAR

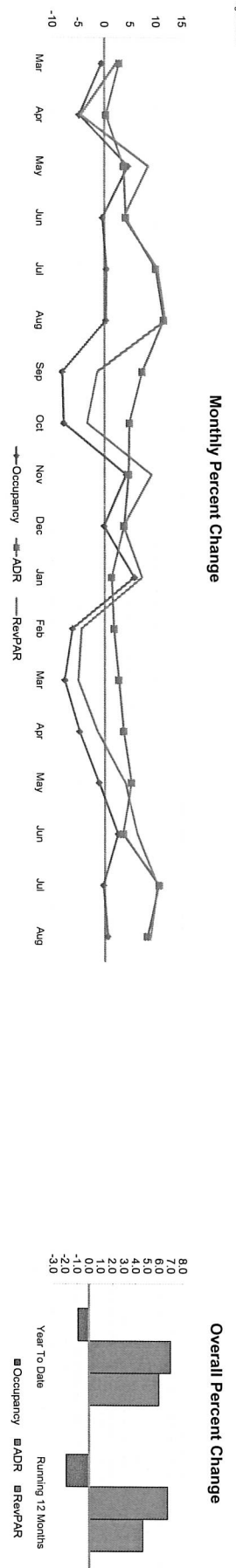
Segment	RevPAR		
	2014	2013	% Chg
United States	74.73	69.35	7.8
Mountain	68.31	61.77	10.6
Montana	55.46	52.50	5.6
Billings	61.98	55.64	11.4
Bozeman/Yellowstone Area	66.13	61.33	7.8
Missoula	50.25	47.40	6.0
Helena/Great Falls	49.30	48.28	2.1

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	9.7	0.9	4.7
Mountain	10.1	0.7	4.8
Montana	10.7	2.1	5.8
Billings	25.2	1.4	17.5
Bozeman/Yellowstone Area	9.5	1.6	1.9
Missoula	7.6	0.0	0.3
Helena/Great Falls	4.2	0.0	3.1

Rev Avail Sold

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	8.6	0.8	4.2
Mountain	11.3	0.6	5.8
Montana	8.3	2.6	4.6
Billings	12.7	1.2	6.4
Bozeman/Yellowstone Area	11.9	3.8	7.2
Missoula	6.0	0.0	1.8
Helena/Great Falls	2.0	-0.1	-0.1



Metric	2013												2014												Year To Date		Running 12 Months	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2012	2013
Occupancy (%)	3.1	3.8	3.6	3.2	4.8	6.6	8.9	9.0	4.5	3.0	3.8	3.1	3.0	4.1	4.4	4.2	4.6	4.4	4.4	4.4	4.4	4.4	4.4	2012	2013	2012	2013	
ADR	68.0	74.0	88.8	90.0	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	88.8	2012	2013	2012	2013	
RevPAR	214.9	281.2	319.7	288.0	425.3	586.3	788.3	799.2	397.5	266.4	336.5	274.9	266.4	363.5	388.3	371.0	407.7	388.3	388.3	388.3	388.3	388.3	388.3	2012	2013	2012	2013	
Supply	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	46,880	48,236	2012	2013	2012	2013	
Demand	19,083	18,723	23,803	30,955	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	42,987	2012	2013	2012	2013	
Revenue	1,405,250	1,376,729	1,942,684	3,000,962	5,919,689	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	5,672,880	2012	2013	2012	2013	
Genusis %	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	2012	2013	2012	2013	

A blank row indicates insufficient data.

DISCLAIMER: Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd is prohibited and subject to legal action. Site licenses are available. Please consult your contact with STR, Inc. or STR Global Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Source: 2014 STR, Inc.

Tab 4 - Multi-Segment

Currency: USD - US Dollar

Kaispell Area CVB

For the month of: July 2014

Property	Current Month - July 2014 vs July 2013												Year to Date - July 2014 vs July 2013												Participation			
	ADR			Rev/PAR			Percent Change from July 2013			ADR			Rev/PAR			Percent Change from YTD 2013			Properties	Rooms								
	2014	2013	2014	2013	2014	2013	Occ	ADR	Rev/PAR	Room Rev	Room Avail	Room Sold	2014	2013	2014	2013	2014	2013	Occ	ADR	Rev/PAR	Room Rev	Room Avail	Room Sold	Census Sample	Census Sample		
Kaispell, MT+	88.6	88.9	141.47	128.09	126.33	113.92	-0.4	10.4	10.0	17.2	6.6	6.1	50.2	51.1	99.79	93.92	50.14	47.99	-1.7	6.3	4.5	11.3	6.5	4.7	20	15	1658	1448
Missoula, MT+	84.2	83.9	104.21	97.08	87.77	81.42	0.4	7.3	7.8	7.8	0.0	0.4	57.8	56.8	87.98	84.48	50.89	47.96	1.9	4.1	6.1	6.1	0.0	1.9	42	24	3136	2194
Butte, MT+	80.3	75.3	99.86	96.78	80.22	72.85	6.7	3.2	10.1	10.1	0.0	6.7	50.6	50.7	87.46	84.40	44.28	42.81	-0.2	3.6	3.4	9.7	6.1	5.9	14	10	1250	973
Bozeman, MT+	93.4	92.1	124.21	116.46	115.98	107.25	1.4	6.7	8.1	8.1	-0.0	1.3	65.3	64.2	96.35	93.29	62.90	59.92	1.6	3.3	5.0	9.3	4.1	5.8	28	16	2150	1494
Whitefish, MT+	91.2	88.0	126.45	122.11	115.31	108.74	2.4	3.6	6.0	7.7	1.5	4.0	57.8	56.1	92.96	90.42	53.72	50.71	3.0	2.8	5.9	8.9	2.8	5.9	14	1	760	79
Rapid City, SD	65.7	65.6	163.18	157.31	107.13	103.17	0.1	3.7	3.8	3.4	-0.4	-0.3	53.7	52.1	266.65	257.01	143.11	133.95	3.0	3.8	6.8	6.6	-0.2	2.8	35	16	3860	2355
Park City, UT+	73.4	71.2	89.76	88.81	65.87	63.20	3.1	1.1	4.2	4.2	-0.0	3.1	57.7	57.7	85.41	83.61	49.30	48.28	-0.0	2.2	2.1	2.0	-0.1	-0.1	50	36	3853	3259
Helena/Great Falls, MT	87.9	87.7	161.80	156.38	142.01	137.14	0.2	3.3	3.5	11.0	7.2	7.4	55.9	58.1	122.65	118.37	68.50	68.78	-3.9	3.6	-0.4	6.7	7.2	3.0	21	14	1762	1565
Coeur D'Alene, ID+	74.9	75.1	136.66	127.25	102.31	95.54	-0.3	7.4	7.1	7.1	0.0	-0.3	50.6	49.0	97.98	95.57	49.62	46.85	3.3	2.5	5.9	5.9	0.0	3.3	8	4	396	244
Bend, OR+	88.5	84.4	135.79	122.23	120.14	103.16	4.8	11.1	16.5	16.4	-0.0	4.8	65.4	62.0	110.37	102.44	72.14	63.51	5.4	7.7	13.6	13.6	-0.0	5.4	37	19	2728	1557
Spokane, WA+	76.7	80.7	97.96	93.93	75.16	75.77	-4.9	4.3	-0.8	-0.8	0.1	-4.8	64.2	63.3	96.44	94.78	61.96	59.97	1.5	1.8	3.3	3.4	0.1	1.6	57	37	5836	4999
Billings, MT+	83.5	71.6	101.36	94.81	84.66	67.88	16.7	6.9	24.7	26.6	1.5	18.4	67.5	64.1	91.40	86.21	61.66	55.29	5.2	6.0	11.5	13.0	1.3	6.6	47	30	4210	3317
Economy Class+	84.7	83.1	98.94	94.12	83.76	78.18	1.9	5.1	7.1	7.4	0.3	2.2	42.6	42.3	71.12	68.62	30.28	29.02	0.7	3.6	4.3	4.5	0.1	0.8	10	6	774	570
Mid/Upper Upscale Class+	91.5	173.61	173.61	156.82	156.82	156.82							58.0	58.0	117.38	68.09	68.09	68.09							5	4	491	485

A blank row indicates insufficient data. Source 2014 STR, Inc. DISCLOSE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd. (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of August 2014

Currency: USD - US Dollar

Property	Current Month - August 2014 vs August 2013												Year to Date - August 2014 vs August 2013												Participation			
	Occ %		ADR		RevPAR		Percent Change from August 2013				Room		Room		Room		Room		Room		Rooms							
	2014	2013	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Avail	Sold	2014	2013	2014	2013	Occ	ADR	RevPAR	Rev	Avail	Sold	Census	Sample	Census	Sample		
Kalispell, MT+	90.5	90.0	141.46	130.67	128.07	117.61	0.6	8.3	8.9	16.0	6.6	7.2	55.2	55.7	108.60	101.53	59.96	56.59	-0.9	7.0	6.0	12.9	6.5	5.5	20	16	1658	1501
Missoula, MT+	86.9	87.1	106.26	99.23	92.39	86.42	-0.2	7.1	6.9	6.9	0.0	-0.2	61.6	60.7	91.29	87.20	56.22	52.90	1.5	4.7	6.3	6.3	0.0	1.5	42	24	3136	2194
Butte, MT+	80.1	73.4	96.65	93.35	77.42	68.51	9.1	3.5	13.0	13.0	0.0	9.1	54.4	53.8	89.19	86.04	48.51	46.26	1.2	3.7	4.9	10.4	5.3	6.5	14	10	1250	973
Bozeman, MT+	89.1	92.4	126.93	118.67	113.07	109.65	-3.6	7.0	3.1	6.9	3.6	-0.1	68.4	68.0	101.59	97.85	69.50	66.50	0.7	3.8	4.5	8.8	4.1	4.8	29	17	2229	1573
Whitefish, MT+	85.9	85.0	132.85	129.53	114.12	110.07	1.1	2.6	3.7	3.7	0.0	1.1	61.6	60.1	100.51	98.09	61.90	58.94	2.5	2.5	5.0	7.6	2.4	5.0	14	1	760	79
Rapid City, SD	66.3	63.7	164.07	154.18	108.84	98.25	4.1	6.4	10.8	10.3	-0.4	3.7	55.3	53.6	250.93	241.37	138.73	129.38	3.1	4.0	7.2	7.0	-0.2	2.9	35	16	3860	2355
Park City, UT+	76.1	74.1	90.49	89.56	68.89	66.41	2.7	1.0	3.7	3.7	-0.1	2.6	60.1	59.8	86.23	84.55	51.83	50.59	0.5	2.0	2.5	2.4	-0.1	0.4	50	35	3852	3191
Helena/Great Falls, MT	92.8	90.0	165.18	157.47	153.34	141.69	3.2	4.9	8.2	8.2	0.0	3.2	60.6	62.4	130.97	126.00	79.32	78.66	-3.0	3.9	0.8	7.1	6.2	3.0	21	14	1762	1565
Coeur D'Alene, ID+	83.9	85.0	140.54	134.65	117.85	114.44	-1.3	4.4	3.0	3.0	0.0	-1.3	54.9	53.6	106.28	103.47	58.32	55.48	2.4	2.7	5.1	5.1	0.0	2.4	8	4	396	244
Sandpoint, ID+	88.8	83.5	137.49	125.21	122.12	104.61	6.3	9.8	16.7	16.7	-0.0	6.3	68.4	64.7	114.86	106.19	78.52	68.75	5.6	8.2	14.2	14.2	-0.0	5.5	37	19	2728	1557
Bend, OR+	83.6	84.9	100.17	95.72	83.79	81.27	-1.5	4.7	3.1	3.1	0.1	-1.4	66.8	66.2	97.36	95.22	65.03	63.00	0.9	2.3	3.2	3.3	0.1	1.0	56	37	5747	4999
Spokane, WA+	81.6	78.5	104.41	96.52	85.18	75.80	3.9	8.2	12.4	19.4	6.2	10.4	69.4	66.0	93.45	87.79	64.81	57.93	5.1	6.4	11.9	14.1	1.9	7.1	49	31	4405	3402
Economy Class+	88.2	83.9	100.04	96.51	88.26	81.01	5.1	3.7	8.9	9.2	0.3	5.4	48.0	46.9	77.90	74.72	37.41	35.08	2.3	4.2	6.7	6.8	0.2	2.5	10	7	774	623
Mid/Upper Up/Upscale Class+	92.1		174.98		161.18								62.4		128.23		79.97								5	4	491	485

A blank row indicates insufficient data.
DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd, is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.
Source 2014 STR, Inc.