

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – September 2, 2015  
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. Board Action

- a) Approval of minutes from August 5, 2015
- b) TBID financial statements for July, 2015
- c) TBID financial statements for June, 2015 – revised end of fiscal year reports
- d) TBID Associate Member Application from Greenwood Village Inn & Suites

3. Board Discussion

- a) Dragon Boat update
- b) High School Rodeo ending balance
- c) Other events
- d) October Shows – IMEX, Calgary Women’s Show, Media Events
- e) MLHA Conference
- f) Group, M&C updates
- g) Marketing updates

5:00 pm Meeting Adjourns

Enclosures: August 5, 2015 minutes  
TBID financial statements for July 2015 and revised June 2015  
STR Report  
TBID Associate Membership Application – Greenwood Village Inn & Suites  
KCVB Updates  
Article: MT Office of Tourism, Online Companies Must Pay Tax on Booking Fees

For Further Information, Please Contact:

Janet Clark, Board Chairman [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-755-8100  
Diane Medler, KCVB Director [diane@discoverkalispell.com](mailto:diane@discoverkalispell.com) or 406-758-2808

2015 TBID Board Meeting Schedule (subject to change)

January 14	February 4	March 11	April 15	May 13	June 3
July 1	August 5	September 2	October 7	November 4	December 2

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**  
**Location: Kalispell Chamber of Commerce**  
**August 5, 2015**  
**3:00 pm – 5:00 pm**  
**Location: Kalispell Chamber**

# Minutes

**Board Members Present:** Janet Clark, Vanessa Nordahl, Dawn Hendrickson, Lisa Brown, Karena Bemis

**Board Members Absent:** Gib Bissell, Dan Moderie

**Staff Present:** Diane Medler, Dawn Jackson, Vonnie Day, Joe Unterreiner

**Visitor:** Julia Garvey, Homewood Suites

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Meeting was called to order by Janet Clark, Board Chair, at 3:06 PM.

1. Hear from the Public – no public comment
2. Board Action
  - a. Approve minutes from the July 1, 2015 meeting:  
Action: Motion was made by Karena Bemis to approve the minutes. Motion seconded by Dawn Hendrickson. Discussion: none. Board approved unanimously.
  - b. TBID financial statements for June, 2015:  
Action: Motion was made by Karena Bemis to approve the financial statements. Motion seconded by Vanessa Nordahl. Discussion: none. Board approved unanimously.
3. Board Discussion
  - a. Glacier Jazz Stampede - event attracts 500 – 600 attendees. Continues with the same format at a single venue, the Eagles Club. Board will not sponsor event because low attendance projection will yield minimal hotel nights during October when properties are now seeing increased traffic and the TBID event sponsorships are directed at new events that generated measurable out of market attendance.
  - b. Dragon Boat Festival – 55 to 60 teams projected to compete this year. Race Director, Kevin Kwan, visited the race site August 3-4 and is very positive about the venue in terms of the course, team tent area and spectator viewing. Beer tent will be located in the parking lot. There will be kid's and exhibition races again this year. Staff has visited many Lakeside businesses and the response from the community has been very positive. The Dragon Boat Festival got national coverage as a featured event in American Profile.
  - c. Other Events - Spartan Race brought \$4.1 to the local economy, 86% of racers were from out of market. NBC Sports feature was very positive. \$500 in tips collected in the beer garden along with 500 pairs of running shoes went to School District 5's Heart Program benefitting local homeless students.
  - d. Local Updates – in response to recent fires in and around Glacier National Park, the Board discussed the important of communicating positive messages about alternative activities in the area to

encourage visitors to proceed with plans to visit. The Flathead Beacon has published a good article in the current edition. [Greenwood Village Inn and Suites](#) has just opened. It is assisted living facility that has transitioned to a 47 room hotel and would like to become a TBID member. Diane and Dawn will attend an open house at the facility on August 8. Discussions about TBID membership are continuing with LaQuinta. [Marriott Springhill Suites Hotel](#) will be built near Costco with a projected opening in spring, 2016. Whitefish Hampton is scheduled to open in 2016. The Red Lion Hotel in Polson opened July 20 and is busy. [Voices of Montana Tourism](#) is restructuring. Two separate entities are being created: one will be a 501C3 dedicated to promoting education and the other a 501C6 to lobby for the tourism industry. There will be a board to oversee both. [According to ITRR](#), non-resident spending is up 26.8% and accounts for 1/3 of all spending in the state. With \$668 million in annual non-resident spending in FY2014, Flathead County is the highest in the state. Glacier Country is the top region in the state.

- e. Group, M&C updates – assisted [The Event at Rebecca Farm](#) with setting up an event survey system and recruited volunteers to help. 461 surveys were collected. CVB hosted a hospitality table. The [Montana Downtown Association](#) is holding a conference at the Red Lion in September. Dawn is helping line up the program, scavenger hunt, walking tour and Social Media. CVB will have a hospitality table. CVB is partnering with Whitefish, Missoula, Billings and Glacier Country on a booth at [IMEX in October](#). The [Haase Technical Program RFP](#) is looking promising for 2016. Ten properties provided a rate quote for the [Flathead Celtic Festival](#). [Montana State Parks](#) is coming for a site visit in August to consider Kalispell for its 2016 Conference. Dawn is working on expanding our [listing of activities available for groups](#).
- f. Marketing updates – Fourth quarter digital report was distributed in board packet. [Discover Kalispell Facebook](#) page has more than 30,000 likes. Some posts are getting reaches of 40,000+. Instagram and Twitter are also being used and engagement and following is increasing. The CVB [spring enews letter](#) had an open rate of 32%, click through rate of 14.5%. Diane is putting together the [FY16 marketing budget](#) with Partners Creative with plans for a fall/winter marketing campaign. Two smaller [winter FAM trips](#) are in the planning stage. Diane will attend the [Calgary Women's Show](#) in October. Properties have mixed experience with the change in the Canadian traffic. Some of the TBID properties feel that Canadian travel is down, but occupancy rate and ADR is up. The early opening of Glacier Park was beneficial. TBID sponsored an ad in the [Conrad Mansion keepsake book](#). CVB is applying for a [tourism development grant](#) from Montana Department of Tourism to create a digital meeting planner guide in collaboration with Partners Creative.

Today was Gib Bissell's last meeting, although he wasn't able to attend. A replacement Board member is needed from a small property. Diane will send an announcement.

Meeting was adjourned at 4:26 PM

Respectfully Submitted: Diane Medler

[For Further Information, Please Contact](#)

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

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
September 2, 2015

TBID General Funds – Expense Summary July 2015

Admin:

Rent, Postage, Bookkeeping, Telephone, monthly email hosting fee (August & Sept), misc. mileage/expenses, dry cleaning of Kalispell show table coverings, Authorize.net charges (Rodeo payment platform).

Consumer Marketing: Conrad Mansion ad, airport stocking; summer quarterly enews

Event: event operation mgmt. monthly payment (Rob); TBID sponsorship of Dragon Boat; sponsorship for Flathead Celtic Festival and Treasure State Mounted Shooters

Meetings & Convention: Travel expenses for IMEX; incentive for Natl Potato Council meeting

Publicity: branded merchandise; press trip lodging

KCVB Event Funds - Summary July 2015

Dragon Boat: (2015 - \$25,000 TBID)  
Balance forward from 2014: (\$407.57)  
Income - \$40,309.00  
Expenses: \$16,093.05  
Balance – \$23,808.38

Rodeo 2015: (2015 - \$30,000 TBID)  
Balance forward from 2014: (\$158.53)  
Income - \$152,693.02  
Expenses - \$158,163.05  
Balance – (\$5,078.57)

Spartan 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$2,276.64  
Income - \$36,749.62  
Expenses – \$31,601.71  
Balance - \$7,424.55

Pond 2015: (2015 - \$25,000 TBID)  
Balance forward from 2014: \$37,424.34  
Income – \$23,814.32  
Expenses – 58,759.97  
Balance – \$2,478.69

Tourism Business Improvement District  
**Balance Sheet**  
As of July 31, 2015

	Jul 31, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 - Checking	130,972.81
Total Checking/Savings	130,972.81
Total Current Assets	130,972.81
Fixed Assets	
1710 - Office Equipment	3,954.84
1820 - Web Site Development	25,230.44
Total Fixed Assets	29,185.28
<b>TOTAL ASSETS</b>	<b>160,158.09</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	58,967.02
2000 - Accounts Payable	58,967.02
Total Accounts Payable	58,967.02
Total Current Liabilities	58,967.02
Total Liabilities	58,967.02
Equity	
32000 - Unrestricted Net Assets	164,312.26
Net Income	-63,121.19
Total Equity	101,191.07
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>160,158.09</b>

Tourism Business Improvement District  
Profit & Loss  
July 2015

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	Jul 15
<b>Income</b>	
4100 · Interest Income	6.32
<b>Total Income</b>	6.32
<b>Expense</b>	
5000 · Staffing	28,231.40
5100 · Administrative	
5110 · Bank Fees	33.90
5125 · Bookkeeping	201.25
5140 · Office Supplies	50.25
5150 · Postage & Copies	85.35
5160 · Rent	700.00
5180 · Telephone	192.08
5185 · Travel & Entertainment	56.43
5190 · Technology Support	100.00
<b>Total 5100 · Administrative</b>	1,419.26
5200 · Research & Education	
5230 · Organizational Memberships	500.00
<b>Total 5200 · Research &amp; Education</b>	500.00
5400 · Consumer Marketing	
5450 · Media Buy Online	500.00
5480 · Airport Displays	100.00
5420 · E-Marketing	116.41
<b>Total 5400 · Consumer Marketing</b>	716.41
5500 · Event Marketing	
5548 · Events Operations Management	2,500.00
5501 · Dragon Boat	25,000.00
5549 · Other Event Marketing	750.00
<b>Total 5500 · Event Marketing</b>	28,250.00
5550 · Meetings & Conventions	
5565 · Meeting Planner Shows	481.21
5570 · Meeting Planner Incentive Progm	3,141.00
<b>Total 5550 · Meetings &amp; Conventions</b>	3,622.21
5650 · Publicity	
5660 · Travel Media FAM	323.79
5680 · Kalispell Merchandise	64.44
<b>Total 5650 · Publicity</b>	388.23
<b>Total Expense</b>	63,127.51
<b>Net Income</b>	<b>-63,121.19</b>

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11:45 AM  
 08/14/15  
 Accrual Basis

## Tourism Business Improvement District Profit & Loss Budget vs. Actual July 2015

	Jul 15	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	0.00	525,000.00	-525,000.00	0.0%
4100 · Interest Income	6.32			
<b>Total Income</b>	6.32	525,000.00	-524,993.68	0.0%
<b>Expense</b>				
5000 · Staffing	28,231.40	206,635.00	-178,403.60	13.7%
5100 · Administrative	1,419.26	28,865.00	-27,445.74	4.9%
5200 · Research & Education	500.00	8,000.00	-7,500.00	6.3%
5250 · Web Site	0.00	18,000.00	-18,000.00	0.0%
5400 · Consumer Marketing	716.41	85,000.00	-84,283.59	0.8%
5500 · Event Marketing	28,250.00	108,500.00	-80,250.00	26.0%
5550 · Meetings & Conventions	3,622.21	40,000.00	-36,377.79	9.1%
5650 · Publicity	388.23	30,000.00	-29,611.77	1.3%
<b>Total Expense</b>	63,127.51	525,000.00	-461,872.49	12.0%
<b>Net Income</b>	<b>-63,121.19</b>	<b>0.00</b>	<b>-63,121.19</b>	<b>100.0%</b>

KALISPELL CONVENTION & VISITOR'S BUREAU

EVENT BALANCES

Accrual Basis

	DRAGON BOAT	POND HOCKEY	SPARTAN RACE	MT HS RODEO	WAYFINDING	TOTAL
2014 Balance Forward	(407.57)	37,424.34	2,276.64	(158.53)	63,100.00	102,234.88
January 2015	425.00	1,327.03	0.00	(628.38)	0.00	1,123.65
February 2015	(269.83)	(22,224.04)	0.00	(1,088.00)	0.00	(23,581.87)
March 2015	2,705.00	(5,113.58)	24,870.29	(2,000.00)	0.00	20,461.71
April 2015	1,408.75	(7,935.06)	(4,649.87)	34,400.75	0.00	23,224.57
May 2015	4,490.56	(1,000.00)	(10,957.76)	21,026.84	0.00	13,559.64
June 2015	(885.95)	0.00	(3,987.00)	(53,890.63)	0.00	(58,763.58)
July 2015	16,342.42		(127.75)	(2,740.62)		13,474.05
<b>EVENT BALANCES</b>	<b>23,808.38</b>	<b>2,478.69</b>	<b>7,424.55</b>	<b>(5,078.57)</b>	<b>63,100.00</b>	<b>91,733.05</b>



Kalispell Chamber of Commerce  
**KCVB P&L by Class**  
January through July 2015

	Dragon Boat	Pond Hockey	Spartan	MHS Rodeo	TOTAL
<b>Income</b>					
4700.00 · Special Events					
4225.00 · Beverage Sales	0.00	0.00	9,783.37	0.00	9,783.37
4550.00 · Merchandise	0.00	0.00	0.00	2,098.00	2,098.00
4650.00 · Parking/Camping	0.00	0.00	0.00	41,795.02	41,795.02
4700.10 · Registrations	24,799.00	12,550.00	0.00	43,900.00	81,249.00
4850.00 · Sponsors	14,000.00	4,500.00	0.00	19,500.00	38,000.00
4900.00 · Ticket Sales	760.00	0.00	0.00	11,750.00	12,510.00
4925.00 · Vendor Fee	600.00	0.00	450.00	3,650.00	4,700.00
4945.00 · Other Events Revenue	150.00	0.00	1,516.25	0.00	1,666.25
<b>Total 4700.00 · Special Events</b>	<b>40,309.00</b>	<b>17,050.00</b>	<b>11,749.62</b>	<b>122,693.02</b>	<b>191,801.64</b>
4400.00 · Grants & Contributions					
4400.10 · Grants	0.00	6,764.32	0.00	0.00	6,764.32
<b>Total 4400.00 · Grants &amp; Contributions</b>	<b>0.00</b>	<b>6,764.32</b>	<b>0.00</b>	<b>0.00</b>	<b>6,764.32</b>
4410.00 · TBID Revenue	0.00	0.00	25,000.00	30,000.00	55,000.00
<b>Total Income</b>	<b>40,309.00</b>	<b>23,814.32</b>	<b>36,749.62</b>	<b>152,693.02</b>	<b>253,565.96</b>
<b>Expense</b>					
5000.00 · Direct Program					
5000.10 · Purchases	0.00	0.00	0.00	1,000.00	1,000.00
5010.00 · Advertising & Marketing	1,559.79	6,232.06	1,689.75	5,118.22	14,599.82
5020.00 · Apparel	0.00	585.00	0.00	0.00	585.00
5040.00 · Awards & Recognition	0.00	25.00	0.00	30,085.54	30,110.54
5140.00 · Contract Labor	0.00	1,251.81	0.00	30.00	1,281.81
5180.00 · Catering	0.00	0.00	4,029.70	0.00	4,029.70
5320.00 · Leased Equipment/Space	3,600.00	13,155.22	11,112.90	30,460.43	58,328.55
5440.00 · Participant's Materials/Exp	0.00	432.00	0.00	596.45	1,028.45
5460.00 · Permits & Fees	300.00	2,978.00	520.00	129.00	3,927.00
5480.00 · Event Performers	0.00	0.00	0.00	3,500.00	3,500.00
5540.00 · Promotor Fee	5,500.00	12,352.53	3,050.00	0.00	20,902.53
5670.00 · Supplies	0.00	657.56	171.59	7,805.46	8,634.61
<b>Total 5000.00 · Direct Program</b>	<b>10,959.79</b>	<b>37,669.18</b>	<b>20,573.94</b>	<b>78,725.10</b>	<b>147,928.01</b>
5600.00 · Salaries & Employee Benefits					
5620.00 · Employee Benefits	0.00	333.75	0.00	333.75	667.50
<b>Total 5600.00 · Salaries &amp; Employee Benefits</b>	<b>0.00</b>	<b>333.75</b>	<b>0.00</b>	<b>333.75</b>	<b>667.50</b>
5060.00 · Bank Fees & Service Charges					
5060.10 · Bank & Credit Card Fees	0.00	64.90	0.00	1,296.05	1,360.95
<b>Total 5060.00 · Bank Fees &amp; Service Charges</b>	<b>0.00</b>	<b>64.90</b>	<b>0.00</b>	<b>1,296.05</b>	<b>1,360.95</b>
5560.00 · Building & Maintenance	165.00	0.00	0.00	1,030.00	1,195.00
5260.00 · Insurance	2,788.75	1,173.38	1,649.75	840.00	6,451.88
5160.00 · Contributions & Scholarships					
5160.10 · Contributions	0.00	1,750.00	4,000.00	1,000.00	6,750.00
<b>Total 5160.00 · Contributions &amp; Scholarships</b>	<b>0.00</b>	<b>1,750.00</b>	<b>4,000.00</b>	<b>1,000.00</b>	<b>6,750.00</b>
5520.00 · Professional Fees					
5780.00 · Web Site	621.34	0.00	0.00	179.88	801.22
5520.10 · Professional Services	537.50	7,702.75	1,400.00	65,897.85	75,538.10
<b>Total 5520.00 · Professional Fees</b>	<b>1,158.84</b>	<b>7,702.75</b>	<b>1,400.00</b>	<b>66,077.73</b>	<b>76,339.32</b>
5360.00 · Meetings	25.00	0.00	0.00	0.00	25.00
5500.00 · Printing & Publications	0.00	1,057.00	140.26	5,445.75	6,643.01

**Kalispell Chamber of Commerce**  
**KCVB P&L by Class**  
 January through July 2015

	Dragon Boat	Pond Hockey	Spartan	MHS Rodeo	TOTAL
5760.00 · Utilities & Phone					
5120.00 · Communications	93.38	0.00	0.00	0.00	93.38
5760.10 · Utilities	0.00	0.00	0.00	255.38	255.38
Total 5760.00 · Utilities & Phone	93.38	0.00	0.00	255.38	348.76
5400.00 · Miscellaneous					
5200.00 · Dues & Subscriptions	300.00	0.00	0.00	0.00	300.00
5580.00 · Research & Surveys	0.00	700.00	700.00	415.00	1,815.00
Total 5400.00 · Miscellaneous	300.00	700.00	700.00	415.00	2,115.00
5420.00 · Office					
5420.10 · Office Supplies	359.72	388.90	216.22	688.94	1,653.78
Total 5420.00 · Office	359.72	388.90	216.22	688.94	1,653.78
5740.00 · Travel					
5740.10 · Travel/Mileage	97.07	1,600.69	160.08	684.41	2,542.25
5720.00 · Transportation	0.00	6,023.00	0.00	0.00	6,023.00
5380.00 · Meals (Staff/Volunteers)	78.80	296.42	2,761.46	1,370.94	4,507.62
5740.00 · Travel - Other	66.70	0.00	0.00	0.00	66.70
Total 5740.00 · Travel	242.57	7,920.11	2,921.54	2,055.35	13,139.57
<b>Total Expense</b>	<b>16,093.05</b>	<b>58,759.97</b>	<b>31,601.71</b>	<b>158,163.05</b>	<b>264,617.78</b>
<b>Net Income</b>	<b>24,215.95</b>	<b>-34,945.65</b>	<b>5,147.91</b>	<b>-5,470.03</b>	<b>-11,051.82</b>

Revised

1:01 PM

Tourism Business Improvement District

08/11/15

**Balance Sheet**

Accrual Basis

As of June 30, 2015

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	Jun 30, 15
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	160,442.32
Total Checking/Savings	160,442.32
Total Current Assets	160,442.32
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	25,230.44
Total Fixed Assets	29,185.28
<b>TOTAL ASSETS</b>	<b><u>189,627.60</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	25,315.34
Total Accounts Payable	25,315.34
Total Current Liabilities	25,315.34
Total Liabilities	25,315.34
Equity	
32000 · Unrestricted Net Assets	185,015.10
Net Income	-20,702.84
Total Equity	164,312.26
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>189,627.60</u></b>

Revised

1:02 PM  
08/11/15  
Accrual Basis

Tourism Business Improvement District  
Profit & Loss  
June 2015

	Jun 15	Jul '14 - Jun 15
<b>Income</b>		
4000 · TBID Revenue	91,860.00	547,724.00
4100 · Interest Income	6.70	91.90
<b>Total Income</b>	<b>91,866.70</b>	<b>547,815.90</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5040 · Contract Labor	2,500.00	22,144.01
5010 · Director	6,423.56	89,771.88
5020 · Sales Manager	5,097.68	57,770.98
5030 · Admin Assistant	3,492.79	45,272.70
<b>Total 5000 · Staffing</b>	<b>17,514.03</b>	<b>214,959.57</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	5,435.00
5110 · Bank Fees	4.00	35.83
5120 · Audit	0.00	2,000.00
5125 · Bookkeeping	140.00	2,248.75
5140 · Office Supplies	250.33	2,852.94
5150 · Postage & Copies	185.82	1,501.64
5160 · Rent	700.00	7,995.00
5165 · Storage Unit	180.00	720.00
5180 · Telephone	191.17	2,945.18
5185 · Travel & Entertainment	41.01	1,580.57
5190 · Technology Support	100.00	604.00
5195 · Equipment (Software)	0.00	23.88
5199 · Employee Search Exp	0.00	88.86
<b>Total 5100 · Administrative</b>	<b>1,792.33</b>	<b>28,031.65</b>
<b>5200 · Research &amp; Education</b>		
5230 · Organizational Memberships	0.00	7,775.00
5210 · Smith Travel Reports	0.00	5,500.00
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>13,275.00</b>
<b>5250 · Web Site</b>		
5270 · Maintenance & Enhancements	170.00	8,815.30
5280 · SEO & SEM	0.00	4,443.00
<b>Total 5250 · Web Site</b>	<b>170.00</b>	<b>13,258.30</b>
<b>5400 · Consumer Marketing</b>		
5405 · Photo and Video Library	426.15	976.15
5420 · E-Marketing	637.50	6,915.86
5430 · Social Media Admin & Adv	-1,435.71	9,088.61
5440 · Creative Services	0.00	19,129.60
5450 · Media Buy Online	-2,619.31	33,387.22
5460 · Travel Show Attendance	0.00	2,579.76
5470 · Trade Show Booth	0.00	222.03
5480 · Airport VIC Kiosk	950.00	1,550.00
5496 · Visitor Guide & Niche Brochures	0.00	10,404.90
5400 · Consumer Marketing - Other	0.00	2,550.00
<b>Total 5400 · Consumer Marketing</b>	<b>-2,041.37</b>	<b>86,804.13</b>
<b>5500 · Event Marketing</b>		
5501 · Dragon Boat	0.00	26,000.00
5502 · Spartan Event	0.00	25,000.00
5509 · Pond Hockey	0.00	25,000.00
5510 · Mt High School Rodeo Finals	0.00	30,000.00
5511 · Western B Basketball	0.00	5,679.98
5549 · Other Event Marketing	500.00	21,995.90
<b>Total 5500 · Event Marketing</b>	<b>500.00</b>	<b>133,675.88</b>
<b>5550 · Meetings &amp; Conventions</b>		

Revised

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Tourism Business Improvement District  
**Profit & Loss**  
June 2015

08/11/15

Accrual Basis

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	Jun 15	Jul '14 - Jun 15
5565 · Trade Show, FAM Trips	129.40	6,540.97
5567 · Meeting Planner FAM	327.65	2,327.65
5570 · Incentive Program	238.81	4,287.15
5574 · M&C Guide	100.00	517.95
5583 · Customer Relationship Mgmt Syst	0.00	1,000.00
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>795.86</b>	<b>14,673.72</b>
5650 · Publicity		
5660 · Travel Media FAM	39.00	17,417.54
5665 · Press Releases	2,550.00	24,256.20
5680 · Kalispell Merchandise	584.09	2,066.63
5690 · Airline Subsidies	5,000.00	10,000.00
<b>Total 5650 · Publicity</b>	<b>8,173.09</b>	<b>53,740.37</b>
6000 · Prior Fiscal Year Expense	0.00	10,100.12
<b>Total Expense</b>	<b>26,903.94</b>	<b>568,518.74</b>
<b>Net Income</b>	<b><u>64,962.76</u></b>	<b><u>-20,702.84</u></b>

Revised

1:02 PM  
08/11/15  
Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
July 2014 through June 2015

	Jul '14 - Ju...	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	547,724.00	550,000.00	-2,276.00	99.6%
4100 · Interest Income	91.90			
<b>Total Income</b>	547,815.90	550,000.00	-2,184.10	99.6%
<b>Expense</b>				
5000 · Staffing	214,959.57	190,400.00	24,559.57	112.9%
5100 · Administrative	28,031.65	28,650.00	-618.35	97.8%
5200 · Research & Education	13,275.00	10,500.00	2,775.00	126.4%
5250 · Web Site	13,258.30	21,500.00	-8,241.70	61.7%
5400 · Consumer Marketing	86,804.13	91,950.00	-5,145.87	94.4%
5500 · Event Marketing	133,675.88	130,000.00	3,675.88	102.8%
5550 · Meetings & Conventions	14,673.72	36,000.00	-21,326.28	40.8%
5650 · Publicity	53,740.37	41,000.00	12,740.37	131.1%
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	568,518.74	550,000.00	18,518.74	103.4%
<b>Net Income</b>	<b>-20,702.84</b>	<b>0.00</b>	<b>-20,702.84</b>	<b>100.0%</b>

Revised

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**Tourism Business Improvement District  
Profit & Loss Budget vs. Actual  
July 2014 through June 2015**

08/11/15

Accrual Basis

	Jul '14 - Ju...	Budget	\$ Over Bud...	% of Budget
<b>Income</b>				
4000 · TBID Revenue	547,724.00	550,000.00	-2,276.00	99.6%
4100 · Interest Income	91.90			
<b>Total Income</b>	547,815.90	550,000.00	-2,184.10	99.6%
<b>Expense</b>				
5000 · Staffing				
5040 · Contract Labor	22,144.01			
5010 · Director	89,771.88	85,100.00	4,671.88	105.5%
5020 · Sales Manager	57,770.98	68,300.00	-10,529.02	84.6%
5030 · Admin Assistant	45,272.70	37,000.00	8,272.70	122.4%
<b>Total 5000 · Staffing</b>	214,959.57	190,400.00	24,559.57	112.9%
5100 · Administrative				
5350 · City of Kalispell Admin Fee	5,435.00	5,000.00	435.00	108.7%
5110 · Bank Fees	35.83			
5120 · Audit	2,000.00	2,000.00	0.00	100.0%
5125 · Bookkeeping	2,248.75	2,500.00	-251.25	90.0%
5140 · Office Supplies	2,852.94	1,200.00	1,652.94	237.7%
5150 · Postage & Copies	1,501.64	2,200.00	-698.36	68.3%
5160 · Rent	7,995.00	7,500.00	495.00	106.6%
5165 · Storage Unit	720.00	750.00	-30.00	96.0%
5180 · Telephone	2,945.18	2,800.00	145.18	105.2%
5185 · Travel & Entertainment	1,580.57	2,000.00	-419.43	79.0%
5190 · Technology Support	604.00	500.00	104.00	120.8%
5195 · Equipment (Software)	23.88	2,200.00	-2,176.12	1.1%
5199 · Employee Search Exp	88.86			
<b>Total 5100 · Administrative</b>	28,031.65	28,650.00	-618.35	97.8%
5200 · Research & Education				
5230 · Organizational Memberships	7,775.00	5,000.00	2,775.00	155.5%
5210 · Smith Travel Reports	5,500.00	5,500.00	0.00	100.0%
<b>Total 5200 · Research &amp; Education</b>	13,275.00	10,500.00	2,775.00	126.4%
5250 · Web Site				
5270 · Maintenance & Enhancements	8,815.30	11,500.00	-2,684.70	76.7%
5280 · SEO & SEM	4,443.00	10,000.00	-5,557.00	44.4%
<b>Total 5250 · Web Site</b>	13,258.30	21,500.00	-8,241.70	61.7%
5400 · Consumer Marketing				
5405 · Photo and Video Library	976.15	10,000.00	-9,023.85	9.8%
5420 · E-Marketing	6,915.86	5,000.00	1,915.86	138.3%
5430 · Social Media Admin & Adv	9,088.61	11,500.00	-2,411.39	79.0%
5440 · Creative Services	19,129.60	16,000.00	3,129.60	119.6%
5450 · Media Buy Online	33,387.22	30,000.00	3,387.22	111.3%
5460 · Travel Show Attendance	2,579.76	5,000.00	-2,420.24	51.6%
5470 · Trade Show Booth	222.03	450.00	-227.97	49.3%
5480 · Airport VIC Kiosk	1,550.00	4,000.00	-2,450.00	38.8%
5496 · Visitor Guide & Niche Brochures	10,404.90	10,000.00	404.90	104.0%
5400 · Consumer Marketing - Other	2,550.00			
<b>Total 5400 · Consumer Marketing</b>	86,804.13	91,950.00	-5,145.87	94.4%
5500 · Event Marketing				
5501 · Dragon Boat	26,000.00	25,000.00	1,000.00	104.0%
5502 · Spartan Event	25,000.00	25,000.00	0.00	100.0%
5509 · Pond Hockey	25,000.00	25,000.00	0.00	100.0%
5510 · Mt High School Rodeo Finals	30,000.00	30,000.00	0.00	100.0%
5511 · Western B Basketball	5,679.98	6,500.00	-820.02	87.4%
5549 · Other Event Marketing	21,995.90	18,500.00	3,495.90	118.9%
<b>Total 5500 · Event Marketing</b>	133,675.88	130,000.00	3,675.88	102.8%
5550 · Meetings & Conventions				

Revised

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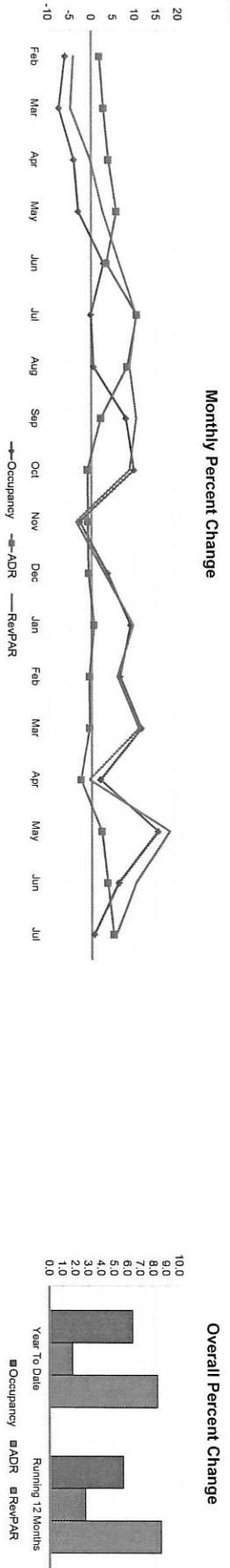
08/11/15

Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss Budget vs. Actual**  
July 2014 through June 2015

	Jul '14 - Ju...	Budget	\$ Over Bud...	% of Budget
5573 · Group Photo & Video Library	0.00	2,000.00	-2,000.00	0.0%
5565 · Trade Show, FAM Trips	6,540.97	5,000.00	1,540.97	130.8%
5567 · Meeting Planner FAM	2,327.65	10,000.00	-7,672.35	23.3%
5570 · Incentive Program	4,287.15	5,000.00	-712.85	85.7%
5574 · M&C Guide	517.95	3,000.00	-2,482.05	17.3%
5583 · Customer Relationship Mgmt Syst	1,000.00	4,000.00	-3,000.00	25.0%
5587 · Lead Generating Service	0.00	7,000.00	-7,000.00	0.0%
<b>Total 5550 · Meetings &amp; Conventions</b>	<b>14,673.72</b>	<b>36,000.00</b>	<b>-21,326.28</b>	<b>40.8%</b>
5650 · Publicity				
5660 · Travel Media FAM	17,417.54	13,000.00	4,417.54	134.0%
5665 · Press Releases	24,256.20	16,000.00	8,256.20	151.6%
5680 · Kalispell Merchandise	2,066.63	2,000.00	66.63	103.3%
5690 · Airline Subsidies	10,000.00	10,000.00	0.00	100.0%
<b>Total 5650 · Publicity</b>	<b>53,740.37</b>	<b>41,000.00</b>	<b>12,740.37</b>	<b>131.1%</b>
6000 · Prior Fiscal Year Expense	10,100.12			
<b>Total Expense</b>	<b>568,518.74</b>	<b>550,000.00</b>	<b>18,518.74</b>	<b>103.4%</b>
<b>Net Income</b>	<b>-20,702.84</b>	<b>0.00</b>	<b>-20,702.84</b>	<b>100.0%</b>





Category	2014												2015											
	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
<b>Occupancy (%)</b>	38.6	36.6	38.5	47.9	68.2	88.1	90.5	88.2	80.1	77.9	77.9	75.8	75.8	75.8	75.8	75.8	75.8	75.8						
<b>ADR</b>	75.43	75.72	76.44	76.44	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53	73.53						
<b>RevPAR</b>	29.84	27.74	29.54	41.37	50.28	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33	66.33						
<b>Demand</b>	18,003	18,815	19,416	24,559	33,917	45,710	46,493	36,559	25,634	18,771	17,245	15,893	19,197	20,984	19,552	28,387	36,689	45,086						
<b>Supply</b>	48,396	51,367	49,710	51,367	49,710	48,680	48,298	48,298	48,298	48,298	48,298	48,298	48,298	48,298	48,298	48,298	48,298	48,298						
<b>Revenue</b>	1,394,237	1,424,831	1,465,418	2,124,885	3,912,657	6,494,512	6,579,578	3,803,487	2,095,654	1,438,793	1,310,167	1,288,280	1,488,401	1,581,442	1,457,485	2,510,215	3,874,248	6,888,475						
<b>Percent Change</b>	2.0	1.4	6.3	9.4	13.4	17.7	18.0	10.5	8.9	-3.5	3.1	9.7	6.1	11.0	-0.4	18.1	10.3	5.8						
<b>Census %</b>	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul						
<b>Census Pops</b>	1657	1657	1657	1657	1657	1658	1658	1658	1658	1658	1658	1658	1658	1658	1658	1658	1658	1658						
<b>% Rooms Participating</b>	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5	90.5						

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Source: 2015 STR, Inc.

Overall Percent Change

Running 12 Months

Legend: Occupancy (solid bar), ADR (dashed bar), RevPAR (dotted bar)

Year To Date	Occupancy	ADR	RevPAR
2013	10.0	100.0	100.0
2014	10.0	100.0	100.0
2015	10.0	100.0	100.0

# Tab 4 - Multi-Segment

Kalispell Area CVB  
For the month of July 2015

Currency: USD - US Dollar

	Current Month - July 2015 vs July 2014												Year to Date - July 2015 vs July 2014												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2014		Room Avail		Room Sold		Occ %		ADR		RevPAR		Percent Change from YTD 2014		Room Avail		Room Sold		Properties		Rooms	
	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014	2015	2014
Kalispell, MT+	89.6	89.1	149.10	141.84	133.63	126.36	0.6	5.1	5.8	5.8	0.0	0.6	53.3	50.1	101.73	99.97	54.19	50.04	6.4	1.8	8.3	8.4	0.1	6.5	20	15	1658	1448
Missoula, MT+	87.0	84.2	109.15	104.28	94.94	87.78	3.3	4.7	8.2	11.1	2.7	6.2	60.6	57.8	90.80	88.05	54.98	50.86	4.8	3.1	8.1	11.1	2.8	7.7	43	25	3222	2194
Butte, MT+	83.5	80.6	103.48	99.85	86.39	80.45	3.6	3.6	7.4	7.3	-0.1	3.5	52.3	50.8	89.28	87.46	46.72	44.44	3.0	2.1	5.1	5.1	-0.0	2.9	14	10	1249	972
Bozeman, MT+	94.2	93.4	133.44	124.27	125.73	116.06	0.9	7.4	8.3	14.2	5.4	6.3	67.2	65.1	101.24	96.46	68.06	62.80	3.3	5.0	8.4	13.4	4.6	8.0	30	18	2266	1610
Walla Walla, WA+	64.2	67.3	98.76	102.68	63.39	69.14	-4.7	-3.8	-8.3	4.9	14.4	9.0	51.9	55.4	99.80	98.42	51.79	54.57	-6.4	1.4	-5.1	8.1	13.9	6.6	14	10	1001	874
Rapid City, SD	90.2	90.9	137.71	125.80	124.27	114.41	-0.8	9.5	8.6	12.3	3.4	2.6	57.5	57.7	99.14	92.73	57.04	53.47	-0.2	6.9	6.7	8.2	1.4	1.2	86	46	6282	4451
McCall, ID+	78.5	73.9	124.34	113.72	97.54	84.07	6.1	9.3	16.0	16.0	0.0	6.1	48.2	45.8	102.65	95.38	49.45	43.69	5.1	7.6	13.2	13.2	0.0	5.1	9	4	488	293
Helena/Great Falls, MT	77.0	73.8	90.58	89.75	69.74	66.20	4.4	0.9	5.4	5.3	-0.0	4.4	60.5	57.8	84.21	85.42	50.95	49.35	4.7	-1.4	3.2	3.2	-0.0	4.7	50	35	3852	3191
Coeur D'Alene, ID+	88.9	87.7	172.53	164.87	153.43	144.59	1.4	4.6	6.1	6.1	0.0	1.4	59.5	55.5	128.06	125.53	76.18	69.73	7.1	2.0	9.3	9.3	0.0	7.1	21	14	1762	1565
Sandpoint, ID+	80.5	74.7	137.81	137.16	110.94	102.48	7.8	0.5	8.3	8.3	0.0	7.8	53.4	50.5	100.94	98.50	53.86	49.79	5.6	2.5	8.2	8.2	0.0	5.6	8	4	396	244
Bend, OR+	91.0	87.1	149.61	136.90	136.12	119.31	4.4	9.3	14.1	18.7	4.1	8.7	89.8	84.8	117.75	110.49	82.17	71.56	7.8	6.6	14.8	20.4	4.9	13.0	40	20	2908	1662
Spokane, WA+	72.6	76.2	103.05	98.82	74.85	75.29	-4.7	4.3	-0.6	13.4	-1.1	8.8	61.9	62.1	100.97	96.34	62.45	59.79	-0.3	4.8	4.5	8.1	3.5	3.1	56	36	6416	5586
Billings, MT+	82.7	83.6	107.49	101.35	88.88	84.69	-1.0	6.1	5.0	14.3	8.9	7.8	62.0	67.0	94.42	92.20	58.51	61.81	-7.6	2.4	-5.3	3.5	9.4	1.1	51	34	4564	3691
Economy Class+	86.6	85.7	98.67	100.26	85.40	85.94	1.0	-1.6	-0.6	-0.6	0.0	1.0	44.6	42.2	70.65	71.29	31.53	30.07	5.8	-0.9	4.9	5.0	0.1	6.0	10	6	774	570
Mid/Upper Up/UpScale Class+	92.3	91.6	188.32	169.27	173.65	155.10	0.7	11.3	12.1	12.1	0.0	0.7	61.4	56.9	120.54	116.18	74.01	66.16	7.8	3.8	11.9	11.9	0.0	7.8	6	5	531	525

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Source 2015 STR, Inc.

Kalispell TBID Associate Membership Application

Property Name Greenwood Village Inn + Suites

Address 1150 East Oregon Street Kalispell, MT. 59901

Mailing address if different \_\_\_\_\_

Phone 1-406-257-7719 Fax 1-406-752-4819

Toll Free \_\_\_\_\_

Website Address www.GreenwoodVillageINN.com

Owner Name Dennis + Beverly Rasmussen

Phone 1-406-755-9256 Email GVAL1150@hotmail.com

General Manager Name DENNIS RASMUSSEN

Phone 1-406-755-9256 Email GVAL1150@hotmail.com

Sales Manager Name SAME

Phone \_\_\_\_\_ Email \_\_\_\_\_

I acknowledge that I have read and understand Ordinance No. 1721 from the City of Kalispell which establishes the Associate Membership class and corresponding regulations. (Attachment A)

I acknowledge that I have read and understand the TBID ByLaws dated April 11, 2011 (Attachment B)

I agree to follow the TBID General Payment instructions and Reporting Procedures (Attachment C) and agree to begin collecting a \$2.00 per room night TBID fee on April 1, 2013.

Property Owner Dennis + Beverly Rasmussen (printed name)

Dennis Rasmussen 8/4/2015

Signature

Date

General Manager DENNIS RASMUSSEN (printed name)

Dennis Rasmussen 8/4/2015

Signature

Date

**Property Information for TBID Marketing Materials**

Property Name Greenwood Village Inn & Suites

# of sleeping rooms 47

Meeting space: yes  no

# of meeting rooms 1

Banquet seating capacity 105

Gross square foot \_\_\_\_\_

Classroom seating capacity \_\_\_\_\_

Theatre seating capacity \_\_\_\_\_

Breakfast: yes  no

free  continental  buffet \_\_\_\_\_ cook to order \_\_\_\_\_

Internet: high speed  wireless \_\_\_\_\_ free

Restaurant: onsite \_\_\_\_\_ nearby

Pets allowed: yes  no

Lounge/casino: yes \_\_\_\_\_ no

Weekly or monthly rates available: yes  no

Kitchenettes: yes  no

Airport Shuttle: yes  no

Special Features Glass Solarium, Spiral staircase  
Buffalo Thuringer

Guest room rate (provide range): Approx.

January-February 105-135

July-August 139-179

March-April 139-179

September-October 139-179

May-June 139-179

November-December 105-135

Facebook address \_\_\_\_\_

Twitter address \_\_\_\_\_

Required Images (high resolution jpg): Logo

Minimum one external property photo

## **TBID Board of Directors Meeting, September 2, 2015**

### **Consumer Marketing Updates**

#### **Recent Online and Social mentions:**

##### **Discover Kalispell**

31/07-2015 ([www.facebook.com](http://www.facebook.com))

#MontanaMorning #GlacierNationalPark

*Daily Inter Lake shared Discover Kalispell's photo*

##### **[ Lake Fun ] MeritTravel: RT LoversExplorers: A3: We love Kalispell, MT (close to Glacier & Flathead Lake), Seattle, & we loved Vancouver, BC #MeritChat...**

29/07-2015 ([twitter.com](http://twitter.com))

[ Lake Fun ] MeritTravel: RT LoversExplorers: A3: We love Kalispell, MT (close to Glacier & Flathead Lake), Seattle, & we loved Vancouver, BC #MeritChat...

*Mentions the appeal of Kalispell*

##### **[ traveld16 ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...**

28/07-2015 ([twitter.com](http://twitter.com))

[ traveld16 ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...

##### **[ VoicesOfTourism ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...**

28/07-2015 ([twitter.com](http://twitter.com))

[ VoicesOfTourism ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...

##### **[ JohnMDouglass1 ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...**

27/07-2015 ([twitter.com](http://twitter.com))

[ JohnMDouglass1 ] RT @Visit\_Kalispell: More than 650 miles of hiking trails are OPEN in Glacier National Park. Going To The Sun Road is scheduled to... http:...

##### **Montana Spartan Race Debuts on NBC Sports!**

20/07-2015 (Northern Broadcasting System)

*Montana Spartan Race Debuts on NBC Sports! The Montana Spartan Race will be featured on NBC Sports Tuesday night, according to the below press...*

*mentions KCVB, diane*

#### **Print Articles:**

Alaska/Horizon Airlines Magazine, August 2015: feature on Dragon Boat Festival in the News & Notes section

Helena Independent Record, July 16, 2015 –feature on road trip to Flathead Valley, included specific info on Kalispell and the Dragon Boat Festival.



Dawn Jackson  
Group Sales Manager  
August 1-28 2015

Site tour with Pat Doyle from Montana State Parks in Helena. They have chosen Kalispell for their March 2016 conference. TBID properties he is looking at are Hilton, Red Lion and Guest House. They will make their determination of which property the first week of August. This will be the first time that it is held in Kalispell.

Continued working with planners of the Kalispell Downtown Association to help support their September conference **8TH ANNUAL MONTANA DOWNTOWN COALITION MEETING**. Primarily working on a breakout session called Agritourism and the Farm to Table Movement and Instagram Scavenger Hunt.

Working with the coordinator for the POMA conference for June 2016. We have started weekly calls.

Provided and distributed 20 Welcome Bags for a group with Loren's Auto Body Repair called Top 20.

Assisted with the application for the Tourism Digital Development Grant to have our own website for meetings and groups. Researched DMO/CVB websites and worked with Partners Creative. We submitted the grant on August 21 and should expect about 2 months wait time for a final decision. The project is \$12,000 and the grant would provide up to half of the cost.

Put together a promotional piece for a radio contest in Cranbrook to promote Kalispell as a winter destination.

IMEX planning and preparation for the show with Glacier Country, WF CVB, Missoula CVB and Billings CVB. IMEX is October 11-15, 2015. Provided information for our collateral piece, ordered flash drives for downloading our information and gifts for the appointments with planners. This year we will be making our own appointments and providing our own gift.

Solicited sponsorships for the Dragon Boat Festival in Lakeside, worked on potential room accommodations for staff, Dragon Bash details and shuttle transportation at the festival.

***RFP and Room Requests submitted for July:***

Philanthropy Northwest 2016 Annual Conference

***Meetings/Events Attended (not listed):***

Lakeside Chamber After Hours

***Site Visits***

Purple Mountain Lavender

***Continuing Projects not listed***

2016 Governors Conference

Working with John Penzien for a 2016 Family Reunion

Reviewing the event/program application and scoring criteria for event requests

Group Sales meeting agenda for September

August 2015

RFPs/ REQUESTS SUBMITTED	Date Submitted	Meeting Date or Event Date	Estimated # of room nights	Meeting Events Space & F & B opportunity	# Hotels that Submitted proposals or offered a rate	# of Properties RFP Sent or Requested	Industry	Proposed Decision Date	Final decision	Comments
Philanthropy Northwest 2016 Annual Conference	8/27/2015	September 2016	736	YES	TBD	4	Association	September 2015		This is a RFP through CVENT requesting specific properties. It is a planner that was here in June on a site tour. Looking at Glacier Country Region.
<b>GROUPS STILL PENDING</b>										
HTEC-Haas Technical Education Center	7/1/2015	July 2017	430	YES	4	All	Corporate	August 2015		Chris Parson with FVCC will go and present this in July at CalPoly. Multiple hotels have been used in previous conferences. Coordinator wanted just the properties where meetings could be held presented in the bid.
Governor Highway Safety Association-Board of Directors	7/20/2015	June 2016	60	YES	2	4	Association	August 2015		This is the 1st annual event and planner wanted multiple options for participants to choose. The event is held at Herron park.
Flathead Celtic Festival	7/28/2015	September 19, 2015	Rate Quote	NO	10	All	Event	July 2015		
<b>GROUPS AWARDED/RATE QUOTES</b>										
MT State Parks Division Meeting	7/28/2015	March 2016	285	YES	3	All	Government	August 2015	Has chosen Kalispell-Hotel TBD	Larger group and wanted to be all at one property-Hilton, Guesthouse, Red Lion
<b>LEADS BEING WORKED</b>										
MT Rocky Mountain Association of Fairs		November 2020	940	YES	TBD	TBD	Association	November 2016		
<b>SPECIAL EVENT ROOMS</b>										
<b>LOST BUSINESS from previous months</b>										
Sage Sales Meeting-CVENT	7/22/2015	September 2015	60	YES	4	4	Corporate	August 2015	Hotel Terra Jackson Hole WY	Planner requested only properties with meeting space to be in the bid.
Parknet-CVENT	7/21/2015	January 2016	60	YES	4	All	Corporate	August 2015	Another property	We didn't make the shortlist-they were looking at Resort at Paws Up and Ranch at Rock Creek.
<b>TURNED DOWN BUSINESS this month</b>										
ESPN CFB: FCS North Dakota State @ Montana	TD	8/29/2015	125	YES	N/A	N/A	Sports	TD		Request through CVENT from ESPN to tape the North Dakota State and Montana Grizzly game. Needed a Missoula Hotel.
2017 Annual Western Division American Fisheries Society	TD	5/1/2017	955	YES	N/A	N/A	Association	TD		Request through CVENT needed a Missoula property, meetings are held at the U of M

# Montana

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### **Court: Online Companies Must Pay Tax on Booking Fees**

[Operations & Industry Services \(http://montanaturismnews.org/news/category/operations-industry-services/\)](http://montanaturismnews.org/news/category/operations-industry-services/)

**August 21, 2015**



#### **From the Associated Press**

HELENA, Mont. (AP) — Online travel companies such as Priceline, Travelocity, Orbitz and Expedia must pay Montana's sales tax on lodging and car rentals for the fees they collect from customers who book through their websites, the Montana Supreme Court ruled.

The high court said in its Wednesday ruling that the companies must pay back taxes dating to November 2010. That is when the state Department of Revenue filed its lawsuit over the fees the companies charge customers above the wholesale rates at which they book rooms and vehicles.

Revenue officials said they don't yet know how much the companies will be required to pay.

"There will be a gathering of information with the (online travel companies) for a determination of what they owe," said Dan Whyte, the department's legal counsel.

Online travel companies typically negotiate wholesale rates on hotel rooms or car rentals, then charge their customers a higher amount that includes the companies' fee. The online companies pay the hotels



and car rental owners taxes on the wholesale rates, and the owners send those taxes to the state. But the online companies don't pay taxes on their fees, which is what the state contested.

The Supreme Court's decision partially reverses an earlier ruling by District Judge Kathy Seeley, who said the online booking companies are similar to travel agents and nothing in state law requires them to pay taxes on their fees.

Montana does not have a general sales tax, but it does charge a 4 percent lodging facility use tax, a 3 percent lodging sales tax and a 4 percent rental vehicle sales tax.

The justices agreed with Seeley that the lodging facility use tax applies only to the lodging owners and operators, and not to the online companies. However, a majority of the justices concluded the sales tax law on lodging and car rentals is written to allow services to be taxed, which does apply to the fees that online travel companies charge their customers.

The online companies had argued, and two dissenting justices agreed, that none of the taxes apply to them. Justice Laurie McKinnon wrote, and Justice Jim Rice agreed, that state lawmakers intended to create a limited sales tax that did not include intermediaries such as the online travel companies.

The nine companies named as defendants include Priceline, Orbitz, Expedia and Travelocity. They also include Expedia affiliates Hotels.com and Hotwire, along with Orbitz subsidiary CheapTickets and Priceline subsidiary Travelweb. The ninth defendant is a website called Suite59.com.

Travelocity spokesman Keith Nowak and Expedia spokeswoman Maureen Thon said they had no comment on the ruling. The other companies did not return requests for comment by phone or email.

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