

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – September 25, 2013  
3:00 pm – 5:00 pm**

**Location: Kalispell Chamber**

**AGENDA**

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

1. Hear from the Public

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

2. Board Action

- a) Approval of minutes from August 7, 2013
- b) TBID financial statements for July, 2013

3. Board Discussion

- a) Dragon Boat recap
- b) Fall Travel Writer FAM trip
- c) Cinch Bucking Horse
- d) Montana High School Rodeo
- e) Meetings Focus Live Portland recap
- f) Pond Hockey update
- g) FY 14 Travel Show schedule
- h) Video and website updates
- i) Q4 FY13 TBID Collections
- j) Expansion of TBID Associate Membership

5:00 pm Meeting Adjourns

Enclosures: August 7, 2013 minutes  
TBID financial statements for July 2013  
Dragon Boat Festival Post Event Summary Report  
Travel Writer FAM itinerary  
KCVB reports  
Articles

For Further Information, Please Contact:

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

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	September 25	November 6	December 4	

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged. Action may be taken on any item listed on the agenda. Public comment is welcome on all items.

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Kalispell Chamber of Commerce  
August 7, 2013**

# Minutes

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

**Board Members Absent:** Angie Bowman

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

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

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

1. Hear from the public – none
2. Board Action
  - a. Approve Minutes from the July 10, 2013 Meeting:  
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Lori Fisher.  
Discussion: none. Board approved unanimously.
  - b. TBID financial statements for June 2013:  
Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Janet Clark. Discussion: none. Board approved unanimously.
3. Board Discussion
  - a. Dragon Boat Festival: 96 teams registered, 38 from out of market including 21 from Canada, also teams from Portland (2), Tacoma, Seattle, Long Beach CA, St. Paul MN, Helena, Bozeman, Missoula. Bus shuttles from event parking field will be provided by Rocky Mountain Transportation. Ads are running in local and regional newspapers. Story pitches sent to all traveling team home town media. Earned media report will be available post event. 100+ volunteers are needed for the weekend.
  - b. Consumer Marketing Updates: Online marketing report for June showed a 432% increase in unique website visits over June 2012. Pages views increased by 380%. 311 clicks into individual packages submitted by TBID hotels. Visits from Alberta increased 328%, British Columbia increased 811%, Saskatchewan 772% and Ontario 618% increase. Trip Advisor: 54% page view increase and 71% increase in total clicks/interactions. STR Report showed a 0.5% increase in occupancy, 4.3% increase in ADR and 4.8% increase in RevPAR for June. Social Media: Discover Kalispell: 402 new likes since July 6, avg post reach 29,334. MT Dragon Boat: 1,314 new likes.
  - c. Meeting schedule: original meeting schedule includes October 2<sup>nd</sup>. This is the week of the travel writer FAM and Rob and Diane will be unavailable. Board decided to schedule next meeting for September 25<sup>th</sup>, which will cover September and October. Officer meeting will be held September 18<sup>th</sup>.

Meeting was adjourned at 3:30 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Lisa Brown, Board Chairman [lisa.brown@redlion.com](mailto:lisa.brown@redlion.com) or 406-751-5064

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

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

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January-9

February-13

March-6

April-3

May-1

June-5

July-10

August-7

September 25

November 6

December 4

Kalispell Tourism Business Improvement District  
Board Attendance

2013

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

~ = Absent

X = Present

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
September 25, 2013

TBID General Funds – Expense Summary July 2013:

Admin:

Travel & Entertainment - \$170.73: COC Roundtable Conference registration; misc. mileage

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

Website - \$4,537.50: enhancements

Consumer Marketing – \$16,740.05: Video; Trip Advisor page sponsorship renewal; social media admin; deposit Calgary Women’s Show; airport stocking

Event Marketing – (\$4,496.00): reimburse TBID from private funds account

Publications - \$1,567.40: tear off map update

Prior Fiscal year Expenses – \$3,562.50: TA updates; PR

KCVB Private Funds - Summary July 2013:

Dragon Boat:

Income - \$32,131.50: \$23,500 sponsors; \$7,191.50 registrations; \$1,400 vendors

Expenses - \$19,621.58: Promoter; boat rental; coaching fees; PR; out of market events; marketing

Spartan:

Income - \$5,332.36: transfer funds from TBID

Pond:

Expenses - \$300.00: marketing collateral

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09/16/13

Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of July 31, 2013

	<u>Jul 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	114,141.68
Total Checking/Savings	<u>114,141.68</u>
Total Current Assets	114,141.68
Fixed Assets	
1710 · Office Equipment	3,954.84
1820 · Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>29,185.28</u>
<b>TOTAL ASSETS</b>	<b><u>143,326.96</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	11,763.82
Total Accounts Payable	<u>11,763.82</u>
Total Current Liabilities	<u>11,763.82</u>
Total Liabilities	11,763.82
Equity	
32000 · Unrestricted Net Assets	168,885.32
Net Income	<u>-37,322.18</u>
Total Equity	<u>131,563.14</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>143,326.96</u></b>

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Accrual Basis

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

	<u>Jul 13</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	0.00	495,000.00	-495,000.00	0.0%
4100 · Interest Income	11.75			
<b>Total Income</b>	<u>11.75</u>	<u>495,000.00</u>	<u>-494,988.25</u>	<u>0.0%</u>
<b>Expense</b>				
5000 · Staffing	10,805.54	146,918.00	-136,112.46	7.4%
5100 · Administrative	1,725.87	31,400.00	-29,674.13	5.5%
5200 · Research & Education	2,700.00	8,800.00	-6,100.00	30.7%
5250 · Web Site	4,537.50	25,000.00	-20,462.50	18.2%
5400 · Consumer Marketing	16,740.05	87,150.00	-70,409.95	19.2%
5500 · Event Marketing	-4,496.00	85,000.00	-89,496.00	-5.3%
5550 · Group Marketing	191.07	79,000.00	-78,808.93	0.2%
5650 · Public Relations	0.00	19,732.00	-19,732.00	0.0%
5700 · Publications	1,567.40	12,000.00	-10,432.60	13.1%
6000 · Prior Fiscal Year Expense	3,562.50			
<b>Total Expense</b>	<u>37,333.93</u>	<u>495,000.00</u>	<u>-457,666.07</u>	<u>7.5%</u>
<b>Net Income</b>	<u><u>-37,322.18</u></u>	<u><u>0.00</u></u>	<u><u>-37,322.18</u></u>	<u><u>100.0%</u></u>

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 09/16/13  
 Accrual Basis

**Tourism Business Improvement District**  
**Profit & Loss**  
 July 2013

	Jul 13	Jul 13
<b>Income</b>		
4100 · Interest Income	11.75	11.75
<b>Total Income</b>	11.75	11.75
<b>Expense</b>		
5000 · Staffing		
5010 · Director	5,403.88	5,403.88
5020 · Sales Manager	5,401.66	5,401.66
<b>Total 5000 · Staffing</b>	10,805.54	10,805.54
5100 · Administrative		
5110 · Bank Fees	3.70	3.70
5125 · Bookkeeping	218.75	218.75
5140 · Office Supplies	300.99	300.99
5150 · Postage & Copies	215.11	215.11
5160 · Rent	565.00	565.00
5180 · Telephone	251.59	251.59
5185 · Travel & Entertainment	170.73	170.73
<b>Total 5100 · Administrative</b>	1,725.87	1,725.87
5200 · Research & Education		
5230 · Organizational Memberships	2,700.00	2,700.00
<b>Total 5200 · Research &amp; Education</b>	2,700.00	2,700.00
5250 · Web Site		
5270 · Maintenance & Enhancements	4,537.50	4,537.50
<b>Total 5250 · Web Site</b>	4,537.50	4,537.50
5400 · Consumer Marketing		
5410 · Kalispell Promotional Video	11,755.75	11,755.75
5430 · Social Media Administration	4,412.50	4,412.50
5460 · Travel Show Attendance	521.80	521.80
5480 · Airport VIC Kiosk	50.00	50.00
<b>Total 5400 · Consumer Marketing</b>	16,740.05	16,740.05
5500 · Event Marketing		
5501 · Dragon Boat		
5501.9 · Other Dragon Boat	-4,640.00	-4,640.00
<b>Total 5501 · Dragon Boat</b>	-4,640.00	-4,640.00
5502 · Spartan Event	144.00	144.00
<b>Total 5500 · Event Marketing</b>	-4,496.00	-4,496.00
5550 · Group Marketing		
5565 · Trade Show, FAM Trips		
5565.6 · MEET West	191.07	191.07
<b>Total 5565 · Trade Show, FAM Trips</b>	191.07	191.07
<b>Total 5550 · Group Marketing</b>	191.07	191.07
5700 · Publications		
5790 · Other Publications	1,567.40	1,567.40
<b>Total 5700 · Publications</b>	1,567.40	1,567.40
6000 · Prior Fiscal Year Expense	3,562.50	3,562.50
<b>Total Expense</b>	37,333.93	37,333.93
<b>Net Income</b>	-37,322.18	-37,322.18

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Accrual Basis

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

	<u>Jul 31, 13</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
10000 · Checking	77,414.89
Total Checking/Savings	<u>77,414.89</u>
Accounts Receivable	
11000 · Accounts Receivable	15,796.68
Total Accounts Receivable	<u>15,796.68</u>
Other Current Assets	
12000 · Undeposited Funds	750.00
Total Other Current Assets	<u>750.00</u>
Total Current Assets	<u>93,961.57</u>
<b>TOTAL ASSETS</b>	<b><u>93,961.57</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	235.38
Total Accounts Payable	<u>235.38</u>
Total Current Liabilities	<u>235.38</u>
Total Liabilities	235.38
Equity	
32000 · Unrestricted Net Assets	-547.29
Net Income	<u>94,273.48</u>
Total Equity	<u>93,726.19</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>93,961.57</u></b>



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Accrual Basis

**Kalispell Convention & Visitor's Bureau**  
**Profit & Loss**  
 July 2013

	Jul 13	Jan - Jul 13
<b>Income</b>		
40100 · Grants	0.00	60,300.00
40200 · Sponsors	23,500.00	43,500.00
40300 · Registrations	7,191.50	46,000.00
40400 · Vendors	1,400.00	1,500.00
40800 · Merchandise	40.00	164.00
40850 · Food & Beverage	0.00	12,141.00
40900 · TBID	5,332.36	5,332.36
<b>Total Income</b>	<b>37,463.86</b>	<b>168,937.36</b>
<b>Expense</b>		
50000 · Administrative		
50300 · Bookkeeping	358.75	1,286.25
50400 · Planning Meetings	0.00	154.15
50500 · Office Supplies	-2.69	211.24
50700 · Credit Card Fee	128.93	250.93
50800 · Travel	155.38	155.38
50900 · Additional Personnel	0.00	180.50
<b>Total 50000 · Administrative</b>	<b>640.37</b>	<b>2,238.45</b>
51000 · Promotor Expense		
51100 · Coordinators Fee	0.00	2,000.00
51150 · Event Day Coordination	0.00	1,000.00
51200 · Hotel Food & Beverage	0.00	75.83
51400 · Equipment Rental	4,640.00	9,540.00
<b>Total 51000 · Promotor Expense</b>	<b>4,640.00</b>	<b>12,615.83</b>
52000 · Advertising & Marketing		
52100 · Creative Development		
52110 · Print	160.00	1,962.00
52125 · Web	0.00	941.69
<b>Total 52100 · Creative Development</b>	<b>160.00</b>	<b>2,903.69</b>
52160 · Production		
52170 · Print	288.00	402.00
<b>Total 52160 · Production</b>	<b>288.00</b>	<b>402.00</b>
52200 · Marketing		
52220 · Radio Broadcast	0.00	1,181.25
52250 · Social Media	180.00	2,722.24
52260 · E-Campaign	0.00	9.59
52271 · Direct Mail	0.00	84.39
<b>Total 52200 · Marketing</b>	<b>180.00</b>	<b>3,997.47</b>
52300 · Logo	0.00	1,300.00
52400 · Promo Items	300.00	5,375.48
52500 · Public Relations	4,168.75	10,203.73
52600 · Photographer/videographer	0.00	600.00
52700 · Sponsor's	0.00	190.00
52900 · Out of Market Event Participatn	1,104.71	1,804.71
<b>Total 52000 · Advertising &amp; Marketing</b>	<b>6,201.46</b>	<b>26,777.08</b>
53000 · Entertainment		
53100 · Event Entertainment	0.00	1,000.00
53200 · Pre-Event Reception	0.00	12,813.33
<b>Total 53000 · Entertainment</b>	<b>0.00</b>	<b>13,813.33</b>
54000 · Safety Staff		
54100 · Traffic Control	0.00	930.00
54400 · Insurance	228.00	2,431.75
<b>Total 54000 · Safety Staff</b>	<b>228.00</b>	<b>3,361.75</b>
55000 · Team Expenses	0.00	448.00
56000 · Products		
56100 · Sponsorship/Vendor Sales	840.00	840.00

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Accrual Basis

**Kalispell Convention & Visitor's Bureau**  
**Profit & Loss**  
July 2013

	<u>Jul 13</u>	<u>Jan - Jul 13</u>
Total 56000 · Products	840.00	840.00
57000 · Outside Services		
57500 · Boat Storage	0.00	250.00
57550 · Venue Rental Fee	5,000.00	5,000.00
57600 · Practice Coordinator	2,400.00	2,400.00
57650 · Cleaning Service	0.00	125.00
57800 · Water	0.00	1,765.60
Total 57000 · Outside Services	7,400.00	9,540.60
59000 · Miscellaneous		
59100 · Setup/Logistics	0.00	345.07
59400 · License & Fees	0.00	20.00
59000 · Miscellaneous - Other	0.00	2,015.00
Total 59000 · Miscellaneous	0.00	2,380.07
60000 · Equipment	0.00	2,648.77
Total Expense	<u>19,949.83</u>	<u>74,663.88</u>
Net Income	<u><u>17,514.03</u></u>	<u><u>94,273.48</u></u>

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09/16/13

Accrual Basis

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

	Dragon Boat	Pond Hockey	Spartan	TOTAL
<b>Income</b>				
40200 · Sponsors	23,500.00	0.00	0.00	23,500.00
40300 · Registrations	7,191.50	0.00	0.00	7,191.50
40400 · Vendors	1,400.00	0.00	0.00	1,400.00
40800 · Merchandise	40.00	0.00	0.00	40.00
40900 · TBID	0.00	0.00	5,332.36	5,332.36
<b>Total Income</b>	<b>32,131.50</b>	<b>0.00</b>	<b>5,332.36</b>	<b>37,463.86</b>
<b>Expense</b>				
<b>50000 · Administrative</b>				
50300 · Bookkeeping	358.75	0.00	0.00	358.75
50500 · Office Supplies	-2.69	0.00	0.00	-2.69
50700 · Credit Card Fee	128.93	0.00	0.00	128.93
50800 · Travel	127.13	28.25	0.00	155.38
<b>Total 50000 · Administrative</b>	<b>612.12</b>	<b>28.25</b>	<b>0.00</b>	<b>640.37</b>
<b>51000 · Promotor Expense</b>				
51400 · Equipment Rental	4,640.00	0.00	0.00	4,640.00
<b>Total 51000 · Promotor Expense</b>	<b>4,640.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,640.00</b>
<b>52000 · Advertising &amp; Marketing</b>				
<b>52100 · Creative Development</b>				
52110 · Print	160.00	0.00	0.00	160.00
<b>Total 52100 · Creative Development</b>	<b>160.00</b>	<b>0.00</b>	<b>0.00</b>	<b>160.00</b>
<b>52160 · Production</b>				
52170 · Print	288.00	0.00	0.00	288.00
<b>Total 52160 · Production</b>	<b>288.00</b>	<b>0.00</b>	<b>0.00</b>	<b>288.00</b>
<b>52200 · Marketing</b>				
52250 · Social Media	180.00	0.00	0.00	180.00
<b>Total 52200 · Marketing</b>	<b>180.00</b>	<b>0.00</b>	<b>0.00</b>	<b>180.00</b>
52400 · Promo Items	0.00	300.00	0.00	300.00
52500 · Public Relations	4,168.75	0.00	0.00	4,168.75
52900 · Out of Market Event Participatn	1,104.71	0.00	0.00	1,104.71
<b>Total 52000 · Advertising &amp; Marketing</b>	<b>5,901.46</b>	<b>300.00</b>	<b>0.00</b>	<b>6,201.46</b>
<b>54000 · Safety Staff</b>				
54400 · Insurance	228.00	0.00	0.00	228.00
<b>Total 54000 · Safety Staff</b>	<b>228.00</b>	<b>0.00</b>	<b>0.00</b>	<b>228.00</b>
<b>56000 · Products</b>				
56100 · Sponsorship/Vendor Sales	840.00	0.00	0.00	840.00
<b>Total 56000 · Products</b>	<b>840.00</b>	<b>0.00</b>	<b>0.00</b>	<b>840.00</b>
<b>57000 · Outside Services</b>				
57650 · Venue Rental Fee	5,000.00	0.00	0.00	5,000.00
57600 · Practice Coordinator	2,400.00	0.00	0.00	2,400.00
<b>Total 57000 · Outside Services</b>	<b>7,400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,400.00</b>
<b>Total Expense</b>	<b>19,621.58</b>	<b>328.25</b>	<b>0.00</b>	<b>19,949.83</b>
<b>Net Income</b>	<b>12,509.92</b>	<b>-328.25</b>	<b>5,332.36</b>	<b>17,514.03</b>

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www.mtlha.com

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

**Month to Month**

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	71.1	69.9	1.7
Mountain	68.4	65.7	4.2
Montana	82.0	83.9	-2.2
Billings	75.5	84.6	-10.7
Bozeman/Yellowstone Area	92.2	90.3	2.1
Missoula	83.5	78.1	6.9
Helena/Great Falls	71.2	73.2	-2.7

**Year to Date**

Segment	Occupancy Percent		
	2013	2012	% Chg
United States	63.2	62.2	1.5
Mountain	61.4	60.2	2.0
Montana	58.1	58.1	0.0
Billings	66.3	67.7	-2.0
Bozeman/Yellowstone Area	59.7	57.0	4.7
Missoula	56.1	53.1	5.8
Helena/Great Falls	57.7	59.2	-2.5

**Average Room Rate**

Segment	Average Room Rate		
	2013	2012	% Chg
United States	112.18	107.80	4.1
Mountain	97.97	94.30	3.9
Montana	107.99	103.60	4.2
Billings	93.14	90.21	3.3
Bozeman/Yellowstone Area	132.63	126.09	5.2
Missoula	95.99	92.48	3.8
Helena/Great Falls	88.73	86.76	2.3

**Average Room Rate**

Segment	Average Room Rate		
	2013	2012	% Chg
United States	109.95	105.68	4.0
Mountain	100.79	98.14	2.7
Montana	90.03	86.70	3.8
Billings	85.07	83.22	2.2
Bozeman/Yellowstone Area	101.51	97.75	3.8
Missoula	83.83	80.81	3.7
Helena/Great Falls	83.62	80.68	3.6

**RevPAR**

Segment	RevPAR		
	2013	2012	% Chg
United States	79.73	75.35	5.8
Mountain	67.02	61.92	8.2
Montana	88.58	86.87	2.0
Billings	70.34	76.29	-7.8
Bozeman/Yellowstone Area	122.34	113.92	7.4
Missoula	80.16	72.26	10.9
Helena/Great Falls	63.21	63.51	-0.5

**RevPAR**

Segment	RevPAR		
	2013	2012	% Chg
United States	69.46	65.75	5.6
Mountain	61.92	59.09	4.8
Montana	52.35	50.41	3.8
Billings	56.39	56.31	0.1
Bozeman/Yellowstone Area	60.57	55.71	8.7
Missoula	47.06	42.89	9.7
Helena/Great Falls	48.26	47.77	1.0

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	6.7	0.8	2.5
Mountain	8.9	0.6	4.8
Montana	4.1	2.1	-0.1
Billings	-4.5	3.6	-7.5
Bozeman/Yellowstone Area	9.8	2.2	4.4
Missoula	10.9	0.0	6.9
Helena/Great Falls	-0.8	-0.3	-3.0

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	6.5	0.8	2.3
Mountain	5.3	0.5	2.5
Montana	6.0	2.1	2.1
Billings	2.7	2.5	0.5
Bozeman/Yellowstone Area	9.7	0.9	5.6
Missoula	9.7	0.0	5.8
Helena/Great Falls	0.8	-0.2	-2.7

<b>DiscoverKalispell.com</b>		<b>Jul-13</b>	<b>% of change from 2012</b>
Unique visits		12,091	122%
Page views		43,079	95%
Pg/Visit		3	-11.94%
New Visits		80.39%	-1.21%
Bounce Rate		46.11%	21.03%
Traffic sources			
Search engines		63.20%	
Referral sites		9.00%	
Campaigns		0.00%	
Direct		27.40%	
Referring sites	trip advisor, kalispellchamber, facebook, google, MT dragon boat, Visitmt, Hilton Garden Inn		
Visits by Location	US = 9,135		90%
	CAN = 4,960		204%
Top States	MT, WA, CO, CA, UT, TX, MN, OR, IL, ID		
Canada	ALBERTA: Calgary, Lethbridge, Edmonton, Red Deer, Medicine Hat, Airdrie		168%
	BRITISH COLUMBIA: Vancouver, Cranbrook		274%
	SASKATCHEWAN: Saskatoon		941%
	ONTARIO: Toronto		503%
Content CTR	Outdoor Activities 22%	Shopping 11%	
	Discover Affordable 17%	Packages 9.3%	
	Lodging 17%	Wine & Dine 8.5%	
Packages	336 clicks on individual packages		
Ineraries	949 clicks into itineraries		
<b>Trip Advisor</b>		<b>Jul-13</b>	<b>% of change from 2012</b>
Page views		5,734	45%
Total clicks to website		1097	63%
CTR by pageview		19.13%	33%
Interaction rate		27.52%	43%
Total Clicks/Interactions		1,578	69%
<b>Google Ad Words</b>		<b>4/1/2013 - 6/30/2013</b>	
5,715 visits	792,485 impressions / 5,450 clicks		\$0.48 AVG CPC
<b>Social Media</b>		<b>7/9/13 - 9/17/13</b>	
Discover Kalispell	Total likes 15,252		660 new since July 8th
	Avg likes = 14/day (all organic)		Avg unlikes = 3/day
	Avg post reach = 21,694		Avg total reach = 22,019
Dragon Boat	3,856 likes		1,715 new since previous report

partnerscreative

KCVB-052: Trip Advisor Quarterly Reporting  
Date: July 12, 2013

	Q3 2011		Q4 2011		2012		Q1 2012		Q2 2012		Q3 2012		Q4 2012		2013 (to date)		Q1 2013		Q2 2013		2012 Q2 / 2013 Q2 % Change	
	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	Clicks	CTR	% Change	% Change
Pageviews	6,761		1,948		21,223		3,612		5,174		8,247		4,190		19,040		7,517		11,523		123%	
Direct Links & Brochure	76		6		572		25		93		284		170		1,022		420		602		547%	
Visitors Center on Map	39		19		207		44		54		65		44		271		111		160		196%	
Events	142		52		1,183		93		270		522		298		527		141		386		43%	
Promotions	32		12		383		22		70		196		95		754		261		493		604%	
Banners	32		128		82		15		22		31		14		128		49		79		259%	
Total Clicks to Client's Site	321		217		2,427		199		509		1,098		621		2,702		982		1,720		238%	
CTR by Pageview	4.75%		11.14%		11.44%		5.51%		9.84%		13.31%		14.82%		14.19%		13.06%		14.93%		52%	
Photos (User opened LocationPhotos serlet from Photoviewer)	106		100		478		142		107		96		133		1,018		374		644		502%	
Videos (User opened Video serlet from Photoviewer)	39		7		359		39		67		156		97		1,075		420		655		878%	
Interaction Rate	6.89%		16.63%		15.38%		10.52%		13.20%		16.37%		20.31%		25.18%		23.63%		26.20%		98%	
TOTAL CLICKS/INTERACTIONS	466		324		3,264		380		683		1,350		851		4,795		1,776		3,019		342%	

## Year-round fun in the Flathead

**Daily Inter Lake | Posted: Wednesday, August 21, 2013 9:00 pm**

In case you haven't noticed, there's a lot more to do here in the Flathead Valley during the "shoulder" months between our traditionally busy winter ski season and incredibly busy summers.

That's due in large part to our hard-working local convention and visitor bureaus that are finding all kinds of events to stage here, bringing in visitors and more money for the local economy.

Most noticeable have been the efforts of the Kalispell Convention and Visitor Bureau, which has organized flagship events such as the Dragon Boat Festival and the Spartan Race.

The first Spartan Race in Bigfork in May created more than \$1.1 million in economic activity for the Flathead Valley, according to new data from the Institute for Tourism and Recreation Research at the University of Montana. About 4,300 racers came from 34 states, several Canadian provinces and as far away as the United Kingdom to compete as 2,300 spectators watched. The Spartan Race filled a lot of hotel rooms and restaurants.

The Kalispell bureau brought the Montana Dragon Boat Festival to Flathead Lake in 2012, with the inaugural festival drawing about 4,000 people. That event was so successful organizers have added a second day to the festival this year. It will be staged Sept. 7-8 at Flathead Lake Lodge in Bigfork.

And there's more fun coming.

The Kalispell Convention and Visitor Bureau is working with Cinch Jeans and Shirts to bring the Cinch Bucking Horse Championships to Majestic Valley Arena north of Kalispell in October. The event was held here last year as the World Class Bucking Horse Association finals, but this year organizers promise the championships will be the richest bucking horse event ever held in the United States.

On tap for February 2014 is another new event, the inaugural Montana Pond Hockey Classic on Foy's Lake. Who's behind that event? You guessed it — the Kalispell Convention and Visitor Bureau.

We can't forget about the Whitefish Convention and Visitor Bureau that's also on the front line of generating more business for the local economy. Last October the Whitefish bureau, along with other tourism organizations, helped bring a Hollywood film crew to Whitefish to film an episode of "The Bachelor" reality series. Country music singer Sarah Darling performed a free outdoor concert in conjunction with the filming.

The Whitefish bureau also has had good results with marketing campaigns such as “Fun is Whitefish,” a cooperative effort with Whitefish Mountain Resort that involved a marketing blitz in the Portland area.

It's not only our convention and visitor bureaus that have seen success in building the Flathead's shoulder seasons. The area's many Chamber of Commerce organizations also deserve a tip of the hat for organizing all kinds of activities — Whitefish's Oktoberfest is a prime example — that are driving the local economy and making the Flathead fun year-round.

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*Editorials represent the majority opinion of the Daily Inter Lake's editorial board.*



## **Spartan Race: Event brings more than \$1 million to the Flathead**

**Daily Inter Lake | Posted: Wednesday, August 21, 2013 6:00 am**

The first Montana Spartan Race, held in Bigfork on May 11, created \$1,148,000 in economic activity in the Flathead Valley, according to data recently compiled by the Institute for Tourism and Recreation Research at The University of Montana.

The approximately 4,300 racers came from 34 states, three Canadian provinces and the United Kingdom, with 2,300 spectators. The race was organized by the Kalispell Convention and Visitor Bureau.

“For our first Spartan race, we were blown away by the interest from around the country and internationally,” said Diane Medler, director of the visitor bureau. “The dollars the race brought in were a huge boost to our local businesses before the start of the busy summer season.”

Next year’s Montana Spartan Sprint, to be held May 10, 2014, has now opened for registration.

Participants will receive a \$20 discount off the registration fee through Sept. 30 by using the discount code “Kalispell20” when registering at [www.spartanrace.com](http://www.spartanrace.com).

The next Spartan Sprint race will be similar, but not identical, to the last one, with 5 miles of manmade and natural obstacles plus half-mile and 1-mile children’s races.



## Big events for September

Email Facebook 1 Twitter 1 R + 0

By Margaret Backenheimer, Special to Tribune Newspapers

5:44 pm, August 22, 2013

Summer fun spills over into September, with boat races, music fests and a trail run heading a hot list of open-air entertainment. And for food lovers, summer's end is the perfect time for a culinary caper such as the Hawaii Food & Wine Festival.



HAWAII FOOD & WINE FESTIVAL PHOTO

Through Nov. 10: Blackpool Illuminations, Blackpool, England, [www.visitblackpool.com/illuminations](http://www.visitblackpool.com/illuminations). One million lamps brighten the Promenade for 3 million strollers.

Sept. 1-9: Hawaii Food & Wine Festival, Maui and Oahu, Hawaii; 808-738-6245; [hawaiifoodandwinefestival.com](http://hawaiifoodandwinefestival.com). Tippling and tasting with top chefs from the Islands and beyond.

Sept. 3-8: Tennessee Williams Tribute and Tour of Victorian Homes, Columbia, Miss.; 800-327-2686; [muw.edu/tennesseewilliams](http://muw.edu/tennesseewilliams). Plays, performances and a "Stella" shouting contest honor the playwright.

Sept. 4-8: Berlin Music Week, 212-661-7200, [berlin-music-week.de](http://berlin-music-week.de). From airfield hangars to nightclubs, the music industry flies high.

Sept. 5-15: Toronto International Film Festival, 888-599-8433, [tiff.net/thefestival](http://tiff.net/thefestival). Canada premieres 300 films from 60 countries.

Sept. 6-8: Virginia City International Camel Races, Nevada, 800-718-7587, [visitvirginiacitynv.com](http://visitvirginiacitynv.com). Ostriches and camels hit the racetrack at high noon.

Sept. 7: Tour of the Dragon, Bumthang to Thimphu, Bhutan, [tourofthedragon.com](http://tourofthedragon.com). Mountain bikers undulate across the "Inner Himalayas."

Sept. 7-8: Montana Dragon Boat Festival, Kalispell, 888-888-2308, [montana.racedragonboats.com](http://montana.racedragonboats.com). Hong Kong-style racing comes to Big Sky country.

Sept. 7-21: America's Cup Finals, San Francisco, [americascup.com/en/sanfrancisco](http://americascup.com/en/sanfrancisco). America defends its title against ultramodern intruders.

Sept. 12-15: HummerBird Celebration, Rockport and Fulton, Texas; 800-242-0071; [rockporthummingbird.com](http://rockporthummingbird.com). Southward bird migration comes into focus through lectures and boat tours.

Sept. 13-15: Harrogate Autumn Flower Show, Harrogate, England; [flowershow.org.uk](http://flowershow.org.uk). Giant veg competition

Alec Baldwin  
Cate Blanchett  
Léa C. R.  
Bobby Cannavale  
Andrew Dice Clay  
Sally Hawkins  
Peter Sarsgaard  
Michael Stuhlbarg

## Blue Jasmine

Written and Directed by Woody Allen

Now Playing

### Related Content

US singer George Benson performs during the 12th edition of the music festival Mawazine in Rabat

## Montana Dragon Boat Festival 2013

*Event Summary Report Kalispell Convention and Visitors Bureau*

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



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

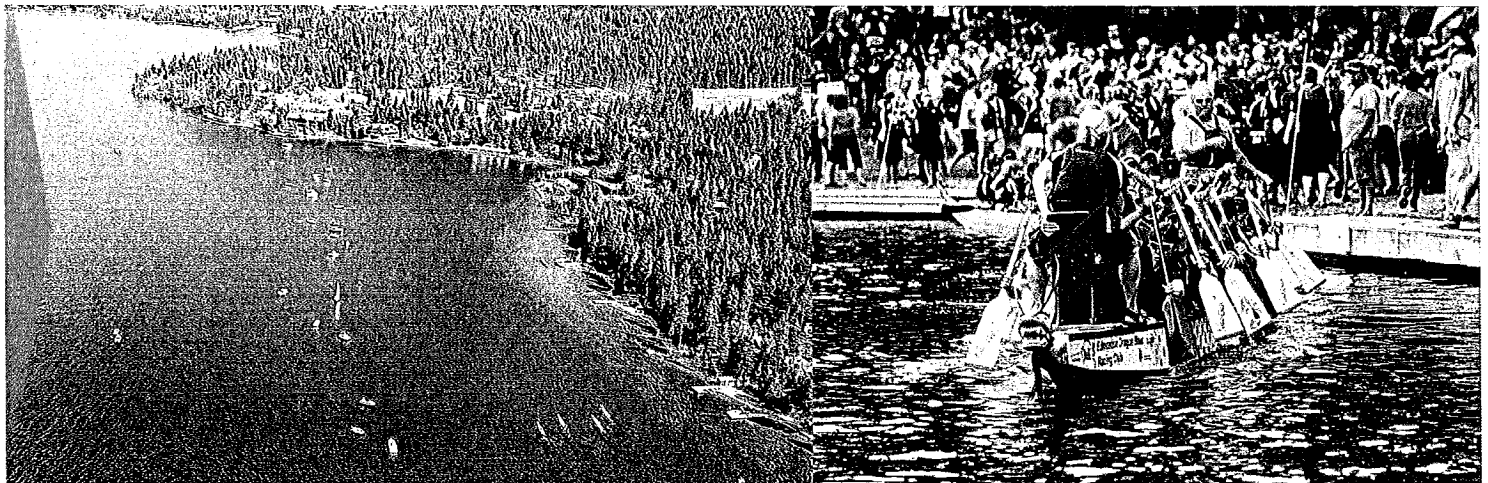
**When:** September 7th & 8th, 2013

**Where:** Flathead Lake Lodge

**Spectators:** 6000

**Participants:** 93 Teams, 2200 paddlers from across North America

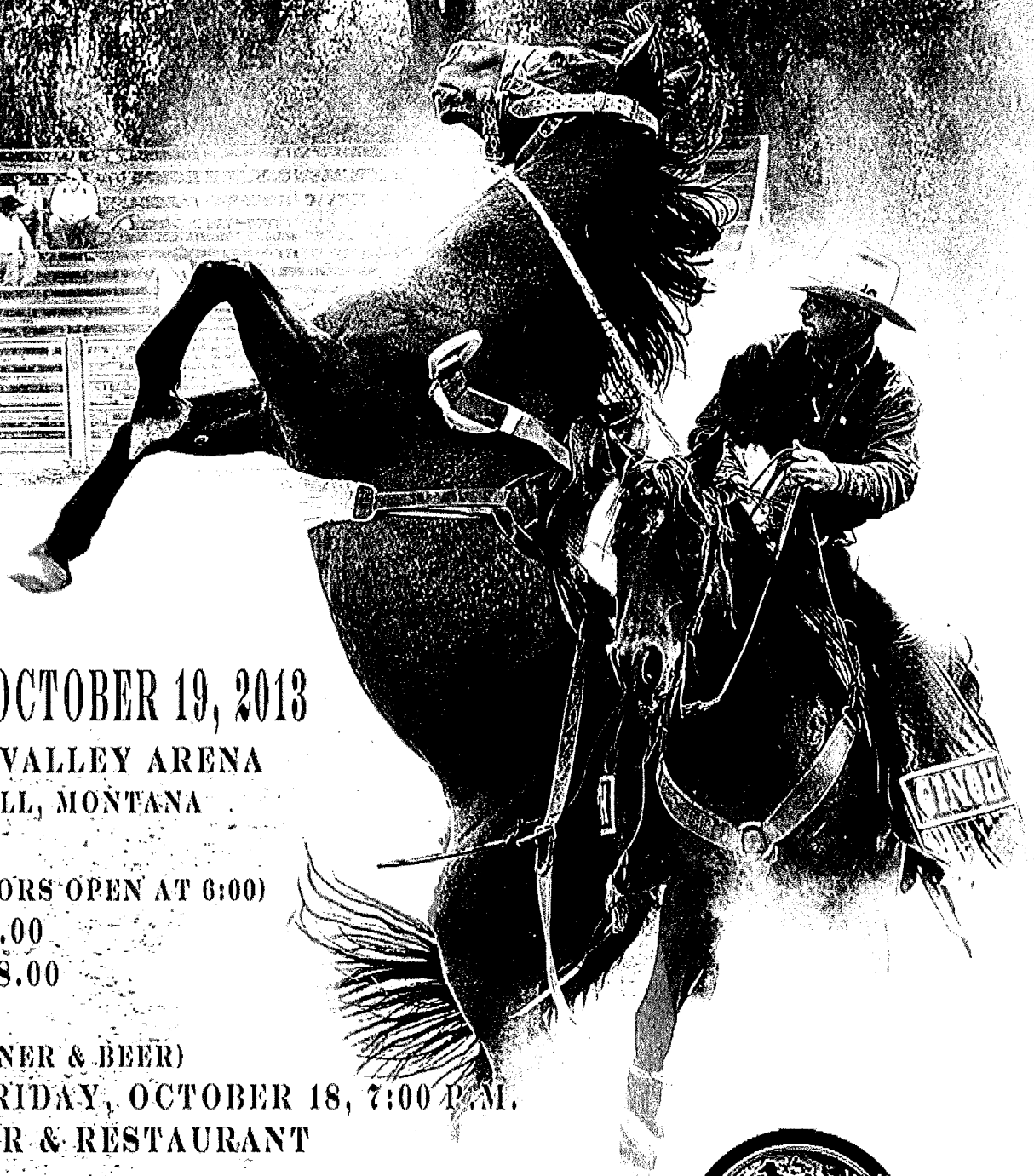
**Event Economic Impact:** Over one million dollars was created and spent in the Flathead Valley from this event. The University of Montana Institute for Tourism and Recreation Research is finalizing the exact data which will be released in October.





# CINCH

## BUCKING HORSE CHAMPIONSHIPS



**SATURDAY~ OCTOBER 19, 2013**

**MAJESTIC VALLEY ARENA  
KALISPELL, MONTANA**

**7:00 P.M. (DOORS OPEN AT 6:00)**

**ADULTS: \$15.00**

**CHILDREN: \$8.00**

**VIP: \$40**

**(INCLUDES DINNER & BEER)**

**CALCUTTA FRIDAY, OCTOBER 18, 7:00 P.M.**

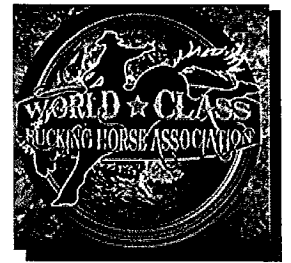
**SCOTTY'S BAR & RESTAURANT**

**HOST HOTEL: HILTON GARDEN INN (406) 756-4500**

**TICKETS: MAJESTICVALLEYARENA.COM**

**FOR MORE INFO 406.261.2650**





**FOR IMMEDIATE RELEASE**

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406.270.2949

## **Cinch Bucking Horse Championships to offer \$70,000 in added money**

*Kalispell Convention and Visitors Bureau to host the nation's richest bucking horse event on Oct. 19*

**KALISPELL, Mont.** (August 8, 2013)--On October 19, the Majestic Valley Arena will open its doors to the richest bucking horse event in the United States. The Cinch Bucking Horse Championships will offer \$70,000 in added money and will include some of the nation's best cowboys and roughest four and five-year-old saddle broncs.

Sponsored by Cinch Jeans and Shirts, 45 broncs and 22 cowboys will compete for bragging rights in this one-night event. Directly following the bucking horse competition, the World Class Bucking Horse Association will host a dance with a live music.

"The Cinch Bucking Horse Championships fills a key niche in rodeo and we are proud to sponsor this event," shares David Dean, chief executive officer of Miller International, parent company to Cinch. "This event has an innovative platform that is fun for the fans and we look forward to seeing this event, and others like it, grow quickly."

The World Class Bucking Horse Association manages qualifying events for the Cinch Bucking Horse Championships. Remaining 2013 qualifying events are located in Montana and include the Montana Cowboy Association Bronc Futurity in Choteau on August 11, Ryan Mapston Bucking Horse Futurity Ranch Rodeo/Stallion Stakes on August 25 in Belt and the Mussellshell Valley Fall Festival on September 14 in Roundup.

The Kalispell Convention and Visitors Bureau is partnering to promote the Cinch Bucking Horse Championships and to make it one of the area's largest annual events. Other major events backed by the Kalispell Convention and Visitors Bureau include the Montana Dragon Boat Festival and the Montana Spartan Race.

"When national events like the Cinch Bucking Horse Championships choose the Flathead Valley it indicates a growing awareness of our area's extensive resources, great facilities, and excellent tourism opportunities," stated Rob Brisendine of the Kalispell Convention and Visitors Bureau. "We are very pleased to have the Cinch Bucking Horse Championships and the economic boost it will bring in a traditionally slower season."

Admission for this event is \$15 for adults, \$8 for children ages six to 12, and free for children five and under. VIP Admission is also available for \$40. Tickets can be purchased at [www.majesticvalleyarena.com](http://www.majesticvalleyarena.com) or CHS County Stores located at 150 1<sup>st</sup> Avenue West North in Kalispell.

### **About Cinch Jeans & Shirts**

Founded in 1996, Cinch Jeans & Shirts is the leading manufacturer of functional and fashionable western lifestyle apparel. From its headquarters in Denver, Colorado, Cinch products are distributed to a network of retail outlets throughout the world. For more information about Cinch products or for the nearest Cinch retailer near you, contact Cinch at 1-800-688-4449 or visit [CinchJeans.com](http://CinchJeans.com).

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