

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – May 2, 2012
3:00 pm – 5:00 pm**

Location: Kalispell Chamber of Commerce

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 April 4, 2012
- b) TBID financial statement as of March 31, 2012

4. Board Discussion

- a) Wayfinding updates
- b) Dragon Boat and Spartan Race updates
- c) Demonstration of ITRR's Nonresident Report Builder

5. KCVB Updates

5:00 pm Meeting Adjourns

Enclosures: April 4, 2012 minutes
TBID financial statements
STR Report
KCVB Updates
Voice of Montana Tourism Monthly Update

For Further Information, Please Contact:

Janet Clark, Board Chairman jc@clarkmontana.com or 406-261-0027
Diane Medler, KCVB Director dianem@kalispellchamber.com or 406-758-2808

TBID Board Meeting Schedule for 2012

| | | | | | |
|-----------------------|--------------------|--------------------|------------|------------|---------|
| February 1 | March 7 | April 4 | May 2 | June 6 | July 11 |
| August 8 | September 5 | October 3 | November 7 | December 5 | |

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

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Kalispell Chamber of Commerce
April 4, 2012**

Minutes

Board Members Present: Janet Clark, Chris Walters, Lori Fisher, Arlinna Wolfe, Dan Moderie

Board Members Absent: Gib Bissell, Lisa Brown

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Rachel Starr, Alison Keene, Angie Bowman, Theresa – intern from FVCC

Meeting was called to order by Janet Clark, Vice-Chairman of the Board at 3:00 PM.

1. Hear from the public – None
2. Mora McCarthy, Business Resource Consultant with Flathead Job Service, gave an overview of the BEAR program and information on the Incumbant Worker Training Grand Funds program and examples of how the TBID members could utilize these programs.
3. Board Action
 - a. Approve Minutes from the March 7, 2012 Meeting: Discussion: none
Action: Motion was made by Lori Fisher to approve the minutes of the March 7, 2012 meeting. Motion seconded by Arlinna Wolfe. Board approved unanimously.
 - b. TBID financial statements: Discussion - None
Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Dan Moderie. Board approved unanimously.
 - c. Approval of nominations for vacating board seats: Discussion – Diane reported that nominations were solicited to fill a large hotel category seat for Lori Fisher’s term which expires April 30, 2012 and a medium hotel category seat for Arlinna Wolfe’s term which expires April 30, 2012. Two nominations were received, both from large hotel representatives. According to the TBID by-laws notification was sent to all members that the medium seat would be filled by the large hotel nominee until a nomination is submitted from the medium hotel category. Ballot was sent out to all TBID members requesting a vote for Angie Bowman or Lori Fisher for the large hotel seat and approval that the person that received the fewest votes would be placed in the medium seat. Nine ballots were returned with a majority vote for Lori Fisher.
Action: Motion was made by Chris Walters to accept the slate of officers presented by the TBID member ballots. Lori Fisher to serve 4 year term beginning May 1, 2012 for the large hotel category. Angie Bowman to fill the vacating medium hotel category board seat for a 4-year term beginning May 1, 2012 or until a medium hotel representative requests a nomination. Motion was seconded by Arlinna Wolfe. Board approved unanimously.
 - d. Election of board officers for May 1, 2012 – April 30, 2013: Discussion – Janet Clark called for nominations from the board for the vice-chair and treasurer/secretary officer positions. In her absence, Diane reported that Lisa Brown had submitted a nomination for vice-chair. Lori Fisher agreed to

continue as treasurer/secretary for another year. Janet Clark will move from vice-chair to Chairman position.

Action: The board approved the appointments unanimously.

- e. Approval of FY'13 marketing plan and budget: The board reviewed the marketing plan and budget for fiscal year 2013.

Action: Lori Fisher moved to approve the marketing plan, budget and allocation of TBID funds for FY'13. Motion was seconded by Chris Walters. Board approved unanimously.

- f. Expiration of \$1.25 exception for groups booked prior to July 1 fee increase: Janet Clark discussed the need to have an expiration date to allow the \$1.25 fee to be accepted and recommended it be honored through Q1 (September 30). This was a question when the TBID was first initiated and there didn't appear to be many issues at that time. Arlinna stated she has groups booked but not past Q1 and would request a letter to give to businesses that make standard bookings, similar to the letter from the Mayor that was provided when the TBID began. Janet requested that the TBID payment reporting form for Q1 include option to report room nights at the two fees.

Action: Lori made a motion that any group blocks done prior to the \$2 fee approval will be billed at \$1.25 through September 30, 2012. Motion was seconded by Arlinna Wolfe. Board approved unanimously.

4. Board Discussion

- a. TBID annual financial audit: Diane reported that the City did not require an audit of TBID funds for FY'11. Moving forward the City will call for an audit when the % of TBID funds as it relates to the City's entire budget becomes material which may not be for several years. The question to the board is whether they choose to perform an audit on the financial records independently from the City's requirements of whether they are satisfied at this time with the monthly financial reports presented to the board. Joe reported that other Montana TBID communities such as Billings have chosen not to perform an audit and have not been required to do so by the City. Helena's board has elected to pay for an audit despite the fact that their city has not required it. The group discussed that the audit could be a financial audit only or could also cover payment compliance. The group felt that it was necessary, the money needed for the audit can be used to create ROI for the hotels that would offset the loss, and if we find discrepancies later on it can be revisited. Audit funds should continue to be part of the annual TBID budget so they are available if necessary.

5. KCVB Updates

Meeting was adjourned by Janet Clark at 4:35 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Gib Bissell, Board Chairman, gib@aeroinn.com or 406-755-3798

Diane Medler, CVB Director, dianem@kalispellchamber.com or 406-758-2808

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

| | | | | | |
|--------------------|------------|-------------|-----------|------------|------------|
| No January Meeting | February 1 | March 7 | April 4 | May 2 | June 6 |
| July 11 | August 8 | September 5 | October 3 | November 7 | December 5 |

Kalispell Tourism Business Improvement District
Summary of Expenditures
May 2, 2012

Profit and Loss Statement March 2012:

Website - \$639.10: SEO & SEM maintenance (completion of campaign for this FY)

Consumer Marketing - \$5.23: (included credit of \$681.82) actual expenses totaled \$687.05: final billing winter photo/video shoot; Facebook; stocking of airport

Event Marketing - \$2,351.41: Dragon Boat marketing collateral & sponsorship sales admin

Group Marketing - \$4,341.35: Booth deposit Anaheim show; Calgary Outdoor show – to be moved to Consumer Mktg; Wrestling tournament bleacher rental; online advertising

Prior Fiscal year - \$225.00: Trip Advisor maintenance

| | Month 1 | Month 2 | Month 3 | Month 4 | Month 5 | Month 6 | Month 7 | Month 8 | Month 9 | Month 10 | Month 11 | Month 12 | Total Estimate | Budget |
|------------------------------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|----------------|---------------|
| ASSETS | | | | | | | | | | | | | | |
| Cash on Hand | \$ 94,251.69 | \$ 78,656.67 | \$ 125,634.84 | \$ 106,660.02 | \$ 73,035.70 | \$ 168,495.51 | \$ 136,895.55 | \$ 117,164.19 | \$ 125,375.73 | \$ 105,148.57 | \$ 72,454.57 | \$ 87,760.57 | \$ 280,266.75 | \$ 287,000.00 |
| TBID Quarterly Collections | \$ - | \$ 62,819.25 | \$ - | \$ - | \$ 117,711.25 | \$ - | \$ - | \$ 50,736.25 | \$ - | \$ - | \$ 49,000.00 | \$ - | \$ - | \$ - |
| Fixed Asset | \$ 7.13 | \$ 12.08 | \$ 21.45 | \$ 12.37 | \$ 23.00 | \$ 22.91 | \$ 18.59 | \$ 14.26 | \$ - | \$ - | \$ - | \$ - | \$ 131.79 | \$ - |
| Interest Income | \$ 7.13 | \$ 62,831.33 | \$ 21.45 | \$ 12.37 | \$ 117,734.25 | \$ 22.91 | \$ 18.59 | \$ 50,750.51 | \$ - | \$ - | \$ 49,000.00 | \$ - | \$ 280,395.54 | \$ - |
| Total Cash Receipts | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - |
| Total Cash Available | \$ 94,258.82 | \$ 141,491.00 | \$ 125,656.29 | \$ 106,672.39 | \$ 190,787.95 | \$ 168,518.42 | \$ 136,914.14 | \$ 167,914.70 | \$ 125,375.73 | \$ 105,148.57 | \$ 121,454.57 | \$ 87,760.57 | \$ 280,266.75 | \$ 287,000.00 |
| | | | | | | | | | | | | | | |
| LIABILITIES & EQUITY | | | | | | | | | | | | | | |
| Staffing - Program Mgr & Sales Mgr | \$ 4,314.56 | \$ 4,741.13 | \$ 9,188.40 | \$ 9,197.22 | \$ 9,181.38 | \$ 11,556.24 | \$ 9,352.26 | \$ 9,330.46 | \$ 10,942.84 | \$ 10,075.00 | \$ 10,075.00 | \$ 10,075.00 | \$ 108,029.49 | \$ 123,200.00 |
| Bank Fees | \$ 2.25 | \$ 2.57 | \$ 2.55 | \$ 2.70 | \$ 2.95 | \$ 1.80 | \$ 3.07 | \$ 3.10 | \$ 3.22 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Rent | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 498.00 | \$ 4,976.00 | \$ 5,000.00 |
| Telephone | \$ 162.88 | \$ 420.35 | \$ 213.08 | \$ 180.58 | \$ 203.09 | \$ 163.76 | \$ 159.77 | \$ 220.45 | \$ 163.86 | \$ 175.00 | \$ 175.00 | \$ 175.00 | \$ 2,412.82 | \$ 2,400.00 |
| Office Supplies | \$ 192.96 | \$ 61.29 | \$ 42.94 | \$ 29.00 | \$ 50.00 | \$ 45.44 | \$ 22.14 | \$ - | \$ 189.89 | \$ 50.00 | \$ 50.00 | \$ 50.00 | \$ 783.66 | \$ 600.00 |
| Postage & Copies | \$ 43.03 | \$ 71.55 | \$ 198.73 | \$ 308.67 | \$ 128.58 | \$ 251.75 | \$ 262.48 | \$ 120.79 | \$ 472.46 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 2,458.04 | \$ 2,400.00 |
| Audit | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 105.00 | \$ 6,000.00 |
| Bookkeeping | \$ 192.50 | \$ 140.00 | \$ 157.50 | \$ 175.00 | \$ 210.00 | \$ 183.75 | \$ 210.00 | \$ 218.75 | \$ 183.75 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 2,271.25 | \$ 2,400.00 |
| Tax Prep | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 200.00 |
| City of Kaispell Admin Fee | \$ - | \$ 1,551.78 | \$ - | \$ - | \$ 2,942.78 | \$ - | \$ - | \$ 505.44 | \$ - | \$ - | \$ - | \$ - | \$ 5,000.00 | \$ 5,000.00 |
| Employee Search/Traveling expenses | \$ - | \$ 7,333.33 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 211.05 | \$ - | \$ - | \$ - | \$ 7,333.33 | \$ - |
| Travel and entertainment | \$ 128.79 | \$ 49.53 | \$ 565.80 | \$ 68.20 | \$ 64.86 | \$ 166.45 | \$ 248.35 | \$ 153.00 | \$ - | \$ 100.00 | \$ 100.00 | \$ 100.00 | \$ 1,956.03 | \$ 1,500.00 |
| Technology support | \$ 80.00 | \$ - | \$ 60.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 41.00 | \$ 41.00 | \$ 41.00 | \$ 263.00 | \$ 500.00 |
| Equipment & software | \$ 45.00 | \$ 129.95 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 55.00 | \$ 55.00 | \$ 55.00 | \$ 339.95 | \$ 750.00 |
| Research and Education | \$ - | \$ 225.00 | \$ 5,300.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 5,525.00 | \$ 5,050.00 |
| Websites | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 12,000.00 |
| Maintenance & enhancements | \$ 1,237.50 | \$ - | \$ 78.56 | \$ - | \$ - | \$ 1,042.00 | \$ - | \$ 2,007.00 | \$ - | \$ - | \$ - | \$ - | \$ 5,365.06 | \$ - |
| SEO & SEM | \$ 750.00 | \$ - | \$ - | \$ 1,580.69 | \$ - | \$ 1,832.75 | \$ 30.00 | \$ 2,001.50 | \$ 639.10 | \$ - | \$ - | \$ - | \$ 6,804.04 | \$ - |
| Publications | \$ - | \$ - | \$ - | \$ - | \$ 3,344.00 | \$ 484.00 | \$ 30.00 | \$ 6,239.00 | \$ - | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 14,097.00 | \$ 14,000.00 |
| Consumer Marketing | \$ 1,707.75 | \$ 820.74 | \$ 974.19 | \$ 14,981.19 | \$ 649.90 | \$ 7,437.00 | \$ 1,314.50 | \$ 8,831.82 | \$ 752.83 | \$ 3,300.00 | \$ 3,300.00 | \$ 3,300.00 | \$ 47,369.72 | \$ 50,000.00 |
| Event Sponsorship/Marketing | \$ - | \$ - | \$ 75.00 | \$ 3,658.24 | \$ 1,221.10 | \$ 3,125.00 | \$ 2,899.48 | \$ 7,625.41 | \$ 2,351.41 | \$ 6,000.00 | \$ 7,000.00 | \$ 7,500.00 | \$ 41,455.64 | \$ 45,000.00 |
| Group Marketing | \$ - | \$ 38.95 | \$ 199.62 | \$ - | \$ 1,295.80 | \$ 4,365.70 | \$ 4,725.10 | \$ 4,578.00 | \$ 3,593.75 | \$ 8,000.00 | \$ 8,000.00 | \$ 8,000.00 | \$ 42,796.92 | \$ 48,000.00 |
| Public Relations/Publicity | \$ - | \$ 197.00 | \$ 312.96 | \$ 2,967.50 | \$ 2,500.00 | \$ 1,031.25 | \$ 25.00 | \$ - | \$ - | \$ 2,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 11,033.71 | \$ 13,000.00 |
| Prior Fiscal Year Expenses | \$ 6,243.93 | \$ (425.01) | \$ 1,128.94 | \$ (133.30) | \$ - | \$ (662.02) | \$ - | \$ 206.25 | \$ 225.00 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Sub-total | \$ 15,689.15 | \$ 15,856.16 | \$ 18,996.27 | \$ 33,618.69 | \$ 22,292.44 | \$ 31,622.87 | \$ 19,749.95 | \$ 42,538.97 | \$ 20,227.16 | \$ 32,894.00 | \$ 32,894.00 | \$ 31,194.00 | \$ 318,083.66 | \$ 337,000.00 |
| Total Cash Paid Out | \$ 15,689.15 | \$ 15,856.16 | \$ 18,996.27 | \$ 33,618.69 | \$ 22,292.44 | \$ 31,622.87 | \$ 19,749.95 | \$ 42,538.97 | \$ 20,227.16 | \$ 32,894.00 | \$ 32,894.00 | \$ 31,194.00 | \$ 318,083.66 | \$ 337,000.00 |
| Current Assets | \$ 78,659.67 | \$ 125,634.84 | \$ 106,660.02 | \$ 73,053.70 | \$ 169,495.51 | \$ 136,895.55 | \$ 117,164.19 | \$ 125,375.73 | \$ 105,148.57 | \$ 72,454.57 | \$ 87,760.57 | \$ 56,566.57 | \$ - | \$ - |

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Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of March 31, 2012

| | <u>Mar 31, 12</u> |
|---------------------------------------|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 1010 · Checking | 108,765.60 |
| Total Checking/Savings | <u>108,765.60</u> |
| Total Current Assets | 108,765.60 |
| Fixed Assets | |
| 1710 · Office Equipment | 1,099.90 |
| 1820 · Web Site Development | <u>25,230.44</u> |
| Total Fixed Assets | <u>26,330.34</u> |
| TOTAL ASSETS | <u>135,095.94</u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Accounts Payable | |
| 2000 · Accounts Payable | 15,996.03 |
| Total Accounts Payable | <u>15,996.03</u> |
| Total Current Liabilities | <u>15,996.03</u> |
| Total Liabilities | 15,996.03 |
| Equity | |
| 32000 · Unrestricted Net Assets | 119,482.13 |
| Net Income | <u>-382.22</u> |
| Total Equity | <u>119,099.91</u> |
| TOTAL LIABILITIES & EQUITY | <u>135,095.94</u> |

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 Accrual Basis

Tourism Business Improvement District Profit & Loss March 2012

| | Mar 12 | Jul '11 - Mar 12 |
|--|------------------|-------------------|
| Income | | |
| 4000 · TBID Revenue | 0.00 | 231,266.75 |
| 4100 · Interest Income | 15.97 | 147.76 |
| Total Income | 15.97 | 231,414.51 |
| Expense | | |
| 5000 · Staffing | | |
| 5010 · Wages | 8,916.68 | 64,067.34 |
| 5020 · Benefits | 2,026.16 | 13,737.15 |
| Total 5000 · Staffing | 10,942.84 | 77,804.49 |
| 5100 · Administrative | | |
| 5350 · City of Kallispell Admin Fee | 0.00 | 5,000.00 |
| 5110 · Bank Fees | 3.22 | 24.21 |
| 5120 · Audit | 0.00 | 105.00 |
| 5125 · Bookkeeping | 183.75 | 1,671.25 |
| 5140 · Office Supplies | 189.89 | 597.65 |
| 5150 · Postage & Copies | 472.46 | 1,660.12 |
| 5160 · Rent | 498.00 | 4,482.00 |
| 5180 · Telephone | 163.86 | 1,887.82 |
| 5185 · Travel Expenses | 211.05 | 1,656.03 |
| 5190 · Technology Support | 0.00 | 140.00 |
| 5195 · Equipment (Software) | 0.00 | 174.95 |
| 5199 · Employee Search Exp | 0.00 | 7,333.33 |
| Total 5100 · Administrative | 1,722.23 | 24,732.36 |
| 5200 · Research & Education | | |
| 5210 · Smith Travel Reports | 0.00 | 4,800.00 |
| 5220 · Training & Education | 0.00 | 275.00 |
| Total 5200 · Research & Education | 0.00 | 5,075.00 |
| 5250 · Web Site | | |
| 5260 · Development | 0.00 | 600.00 |
| 5270 · Maintenance | 0.00 | 4,121.31 |
| 5280 · SEO & SEM | 639.10 | 8,288.15 |
| Total 5250 · Web Site | 639.10 | 13,009.46 |
| 5400 · Consumer Marketing | | |
| 5410 · Kallispell Promotional Video | 337.05 | 2,718.05 |
| 5430 · Social Media | 300.00 | 2,774.90 |
| 5440 · Other Media | 0.00 | 3,652.50 |
| 5450 · Online Advertising | -681.82 | 24,995.96 |
| 5460 · Travel Shows | 0.00 | 2,659.30 |
| 5470 · Trade Show Booth | 0.00 | 2,579.91 |
| 5490 · Stock Airport VIC | 50.00 | 550.00 |
| Total 5400 · Consumer Marketing | 5.23 | 39,930.62 |
| 5500 · Event Marketing | | |
| 5501 · Dragon Boat | | |
| 5501.1 · Advertising/PR | 1,662.53 | 5,952.48 |
| 5501.9 · Other Dragon Boat | 688.88 | 13,543.15 |
| Total 5501 · Dragon Boat | 2,351.41 | 19,495.63 |
| 5549 · Other Event Marketing | 0.00 | 1,660.01 |
| Total 5500 · Event Marketing | 2,351.41 | 21,155.64 |
| 5550 · Group Marketing | | |
| 5560 · Publications | 0.00 | 500.00 |
| 5565 · Trade Show, FAM Trips | | |
| 5565.1 · FAM Trips | 0.00 | 20.65 |
| 5565.2 · Denver Show | 0.00 | 6,390.55 |
| 5565.3 · Anaheim Show | 2,975.00 | 2,975.00 |
| 5565.4 · Calgary Show | 747.60 | 747.60 |
| Total 5565 · Trade Show, FAM Trips | 3,722.60 | 10,133.80 |
| 5570 · Incentive Program | 600.00 | 600.00 |

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04/18/12
Accrual Basis

Tourism Business Improvement District
Profit & Loss
March 2012

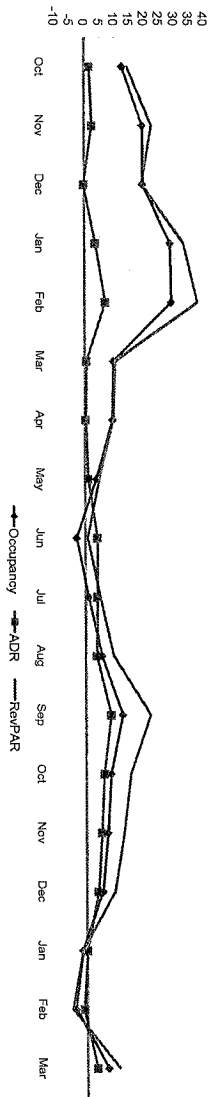
| | <u>Mar 12</u> | <u>Jul '11 - Mar 12</u> |
|---|-------------------|-------------------------|
| 5575 · Online Advertising | 18.75 | 5,998.50 |
| 5580 · Meeting Planner | 0.00 | 1,458.50 |
| 5585 · Sales Calls | 0.00 | 1,856.42 |
| 5590 · Other | 0.00 | 197.92 |
| Total 5550 · Group Marketing | 4,341.35 | 20,745.14 |
| 5650 · Public Relations | | |
| 5660 · Travel Writers/Press Releases/ | 0.00 | 25.00 |
| 5665 · Press Releases | 0.00 | 4,989.00 |
| 5670 · Photography | 0.00 | 2,954.00 |
| 5680 · Kallspell Merchandise | 0.00 | 938.93 |
| 5650 · Public Relations - Other | 0.00 | 3,185.50 |
| Total 5650 · Public Relations | 0.00 | 12,092.43 |
| 5700 · Publications | | |
| 5710 · Visitor Guide | 0.00 | 9,613.00 |
| 5790 · Other Publications | 0.00 | 484.00 |
| Total 5700 · Publications | 0.00 | 10,097.00 |
| 6000 · Prior Fiscal Year Expense | 225.00 | 7,154.59 |
| Total Expense | 20,227.16 | 231,796.73 |
| Net Income | -20,211.19 | -382.22 |

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 04/18/12
 Accrual Basis

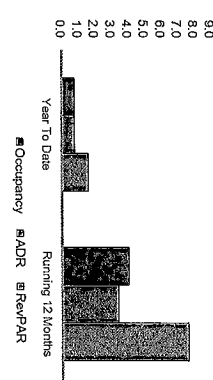
Tourism Business Improvement District
Profit & Loss Budget vs. Actual
 July 2011 through March 2012

| | <u>Jul '11 - Mar 12</u> | <u>Budget</u> | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|----------------------------------|-------------------------|--------------------|-----------------------|----------------------|
| Income | | | | |
| 4000 · TBID Revenue | 231,266.75 | 337,000.00 | -105,733.25 | 68.6% |
| 4100 · Interest Income | 147.76 | | | |
| Total Income | <u>231,414.51</u> | <u>337,000.00</u> | <u>-105,585.49</u> | <u>68.7%</u> |
| Expense | | | | |
| 5000 · Staffing | 77,804.49 | 123,200.00 | -45,395.51 | 63.2% |
| 5100 · Administrative | 24,732.36 | 26,750.00 | -2,017.64 | 92.5% |
| 5200 · Research & Education | 5,075.00 | 5,050.00 | 25.00 | 100.5% |
| 5250 · Web Site | 13,009.46 | 12,000.00 | 1,009.46 | 108.4% |
| 5400 · Consumer Marketing | 39,930.62 | 50,000.00 | -10,069.38 | 79.9% |
| 5500 · Event Marketing | 21,155.64 | 45,000.00 | -23,844.36 | 47.0% |
| 5550 · Group Marketing | 20,745.14 | 48,000.00 | -27,254.86 | 43.2% |
| 5650 · Public Relations | 12,092.43 | 13,000.00 | -907.57 | 93.0% |
| 5700 · Publications | 10,097.00 | 14,000.00 | -3,903.00 | 72.1% |
| 6000 · Prior Fiscal Year Expense | 7,154.59 | | | |
| Total Expense | <u>231,796.73</u> | <u>337,000.00</u> | <u>-105,203.27</u> | <u>68.8%</u> |
| Net Income | <u><u>-382.22</u></u> | <u><u>0.00</u></u> | <u><u>-382.22</u></u> | <u><u>100.0%</u></u> |

Monthly Percent Change



Overall Percent Change



| Metric | 2010 | | | | | | | | | | | | 2011 | | | | | | | | | | | | 2012 | | | | | | | | | | | | |
|----------------------|-----------|-----------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------|
| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | |
| Occupancy (%) | 42.3 | 34.4 | 28.3 | 23.7 | 24.2 | 30.4 | 38.6 | 43.9 | 51.1 | 61.1 | 68.1 | 73.9 | 51.1 | 59.2 | 64.0 | 68.1 | 70.3 | 70.3 | 74.7 | 80.3 | 82.3 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | |
| ADR | 71.6 | 69.7 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | 68.1 | |
| RevPAR | 30.2 | 23.9 | 19.3 | 16.2 | 16.2 | 22.1 | 28.9 | 32.8 | 42.4 | 52.4 | 59.3 | 68.1 | 42.4 | 52.4 | 59.3 | 68.1 | 70.3 | 74.7 | 80.3 | 82.3 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | 83.1 | |
| Supply | 50,313 | 48,690 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 | 50,313 |
| Demand | 21,289 | 16,722 | 14,251 | 11,228 | 12,190 | 15,681 | 17,096 | 17,122 | 16,388 | 17,222 | 18,733 | 17,892 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | 22,905 | |
| Revenue | 1,523,042 | 1,168,238 | 970,971 | 770,971 | 865,808 | 1,127,408 | 1,317,422 | 1,220,354 | 1,151,145 | 1,151,145 | 1,220,354 | 1,127,408 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | 1,317,422 | |
| Genus % | 19 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 | 16 |

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A blank row indicates insufficient data.

Source: 2012 SMITH TRAVEL RESEARCH, INC.

Currency: USD - US Dollar

Tab 4 - Multi-Segment

Kalspell Area CVB

For the month of: March 2012

Currency: USD - US Dollar

| | Current Month - March 2012 vs March 2011 | | | | | | | | | | | | Year to Date - March 2012 vs March 2011 | | | | | | | | | | | | Participation | | | |
|--------------------|--|------|--------|--------|--------|--------|--------------------------------|------|--------|------|-------|------|---|------|--------|--------|------------------------------|--------|--------|------|-------|------|------------|--------|---------------|--------|------|------|
| | Occ % | | ADR | | RevPAR | | Percent Change from March 2011 | | Room | | Room | | Room | | Room | | Percent Change from YTD 2011 | | Room | | Room | | Properties | | Rooms | | | |
| | 2012 | 2011 | 2012 | 2011 | 2012 | 2011 | Occ | ADR | RevPAR | Rev | Avail | Sold | 2012 | 2011 | 2012 | 2011 | Occ | ADR | RevPAR | Rev | Avail | Sold | Census | Sample | Census | Sample | | |
| Kalspell, MT | 39.9 | 37.3 | 73.25 | 70.90 | 29.25 | 26.43 | 7.1 | 3.3 | 10.7 | 6.2 | -4.1 | 2.8 | 36.1 | 35.8 | 72.84 | 72.25 | 26.26 | 25.84 | 0.8 | 0.8 | 1.6 | -2.5 | -4.1 | -3.3 | 20 | 14 | 1557 | 1347 |
| Missoula, MT | 47.2 | 46.2 | 73.78 | 73.45 | 34.84 | 33.92 | 2.3 | 0.4 | 2.7 | 5.5 | 2.7 | 5.1 | 39.4 | 40.7 | 71.08 | 72.16 | 27.98 | 29.41 | -3.4 | -1.5 | -4.8 | -2.2 | 2.7 | -0.7 | 43 | 24 | 3108 | 2215 |
| Butte, MT | 47.1 | 45.6 | 78.83 | 79.31 | 37.10 | 36.17 | 3.2 | -0.6 | 2.6 | 2.4 | -0.2 | 3.0 | 43.2 | 38.0 | 75.23 | 77.18 | 32.53 | 29.33 | 13.8 | -2.5 | 10.9 | 10.7 | -0.2 | 13.6 | 14 | 8 | 1188 | 826 |
| Bozeman, MT | 60.2 | 52.3 | 79.40 | 75.75 | 47.83 | 39.64 | 15.1 | 4.8 | 20.7 | 20.5 | -0.1 | 15.0 | 48.8 | 45.3 | 77.25 | 74.57 | 37.73 | 33.81 | 7.7 | 3.6 | 11.6 | 11.4 | -0.1 | 7.5 | 29 | 15 | 2008 | 1414 |
| Whitefish, MT | 37.1 | 37.1 | 81.70 | 81.70 | 30.30 | 30.30 | | | | | | | | | | | | | | | | | | | 16 | 2 | 712 | 119 |
| Rapid City, SD | 46.8 | 39.6 | 64.27 | 64.27 | 30.08 | 25.46 | 18.2 | -0.0 | 18.2 | 16.5 | -1.4 | 16.5 | 41.8 | 37.2 | 63.48 | 62.81 | 26.56 | 23.36 | 12.5 | 1.1 | 13.7 | 13.4 | -0.3 | 12.2 | 68 | 37 | 5079 | 3639 |
| Park City, UT | 57.9 | 61.6 | 327.12 | 297.74 | 189.45 | 183.39 | -6.0 | 9.9 | 3.3 | 3.3 | 0.0 | -6.0 | 54.3 | 55.7 | 350.43 | 310.78 | 190.14 | 173.07 | -2.6 | 12.8 | 9.9 | 9.9 | 0.0 | -2.6 | 39 | 15 | 3822 | 2285 |
| Helena/Great Falls | 56.9 | 61.7 | 78.59 | 76.52 | 44.69 | 47.23 | -7.9 | 2.7 | -5.4 | -1.0 | 4.6 | -3.6 | 50.5 | 55.3 | 77.79 | 75.11 | 39.25 | 41.52 | -8.7 | 3.6 | -5.4 | -1.1 | 4.6 | -4.5 | 50 | 34 | 3866 | 3160 |
| Oceur D Alene, ID | 44.5 | 40.9 | 84.70 | 84.35 | 37.65 | 34.48 | 8.8 | 0.4 | 9.2 | 9.2 | 0.0 | 8.8 | 37.4 | 34.8 | 84.61 | 85.08 | 31.68 | 29.61 | 7.6 | -0.6 | 7.0 | 7.0 | 0.0 | 7.6 | 23 | 12 | 1644 | 1329 |
| Sandpoint, ID | 50.0 | 35.8 | 69.47 | 72.15 | 34.73 | 25.81 | 39.7 | -3.7 | 34.5 | 34.5 | 0.0 | 39.7 | 40.5 | 32.7 | 71.90 | 72.55 | 29.13 | 23.69 | 24.0 | -0.9 | 22.9 | 22.7 | -0.2 | 23.8 | 9 | 4 | 396 | 244 |
| Bend, OR | 45.2 | 42.5 | 86.52 | 82.89 | 39.13 | 35.24 | 6.4 | 4.4 | 11.0 | 10.7 | -0.3 | 6.1 | 41.0 | 38.4 | 85.07 | 83.29 | 34.84 | 32.00 | 6.6 | 2.1 | 8.9 | 8.8 | -0.1 | 6.5 | 40 | 19 | 2726 | 1539 |
| Spokane, WA | 59.8 | 58.7 | 88.45 | 89.42 | 52.92 | 52.45 | 2.0 | -1.1 | 0.9 | 0.8 | -0.1 | 1.9 | 50.1 | 48.0 | 84.92 | 83.74 | 42.53 | 40.23 | 4.2 | 1.4 | 5.7 | 5.6 | -0.1 | 4.2 | 68 | 37 | 6011 | 5139 |
| Billings, MT | 64.3 | 54.6 | 79.13 | 70.76 | 50.85 | 38.61 | 17.8 | 11.8 | 31.7 | 31.6 | -0.1 | 17.7 | 55.8 | 49.3 | 77.78 | 70.90 | 43.44 | 34.96 | 13.3 | 9.7 | 24.2 | 24.2 | -0.0 | 13.2 | 51 | 27 | 3991 | 2973 |

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Smith Travel Research Report for Montana Lodging & Hospitality Association -- Mar 2012 vs Mar 2011

| Segment | Month to Month | | |
|--------------------------|-------------------|------|-------|
| | Occupancy Percent | | |
| | 2012 | 2011 | % Chg |
| United States | 63.6 | 61.2 | 4.0 |
| Mountain | 63.8 | 63.7 | 0.2 |
| Montana | 51.4 | 47.7 | 7.7 |
| Billings | 63.5 | 54.1 | 17.3 |
| Bozeman/Yellowstone Area | 47.6 | 42.0 | 13.5 |
| Missoula/Butte | 46.5 | 45.9 | 1.3 |
| Helena/Great Falls | 56.9 | 61.7 | -7.9 |

| Segment | Year to Date | | |
|--------------------------|-------------------|------|-------|
| | Occupancy Percent | | |
| | 2012 | 2011 | % Chg |
| United States | 56.8 | 54.7 | 3.8 |
| Mountain | 56.8 | 56.7 | 0.1 |
| Montana | 45.0 | 42.8 | 5.3 |
| Billings | 55.3 | 48.8 | 13.3 |
| Bozeman/Yellowstone Area | 40.2 | 37.7 | 6.6 |
| Missoula/Butte | 38.8 | 40.4 | -4.1 |
| Helena/Great Falls | 50.5 | 55.3 | -8.7 |

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2012 | 2011 | % Chg |
| United States | 105.91 | 101.94 | 3.9 |
| Mountain | 104.01 | 102.63 | 1.3 |
| Montana | 77.01 | 73.15 | 5.3 |
| Billings | 79.45 | 71.24 | 11.5 |
| Bozeman/Yellowstone Area | 77.19 | 73.91 | 4.4 |
| Missoula/Butte | 73.63 | 73.24 | 0.5 |
| Helena/Great Falls | 78.59 | 76.52 | 2.7 |

| Segment | Average Room Rate | | |
|--------------------------|-------------------|--------|-------|
| | 2012 | 2011 | % Chg |
| United States | 103.54 | 99.60 | 4.0 |
| Mountain | 105.54 | 101.52 | 4.0 |
| Montana | 75.43 | 72.64 | 3.8 |
| Billings | 78.08 | 71.32 | 9.5 |
| Bozeman/Yellowstone Area | 75.16 | 73.57 | 2.2 |
| Missoula/Butte | 70.99 | 71.98 | -1.4 |
| Helena/Great Falls | 77.79 | 75.11 | 3.6 |

| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2012 | 2011 | % Chg |
| United States | 67.38 | 62.38 | 8.0 |
| Mountain | 66.40 | 65.36 | 1.6 |
| Montana | 39.56 | 34.91 | 13.3 |
| Billings | 50.45 | 38.56 | 30.8 |
| Bozeman/Yellowstone Area | 36.76 | 31.02 | 18.5 |
| Missoula/Butte | 34.25 | 33.63 | 1.8 |
| Helena/Great Falls | 44.69 | 47.23 | -5.4 |

| Segment | RevPAR | | |
|--------------------------|--------|-------|-------|
| | 2012 | 2011 | % Chg |
| United States | 58.78 | 54.46 | 7.9 |
| Mountain | 59.91 | 57.59 | 4.0 |
| Montana | 33.95 | 31.06 | 9.3 |
| Billings | 43.20 | 34.83 | 24.0 |
| Bozeman/Yellowstone Area | 30.23 | 27.76 | 8.9 |
| Missoula/Butte | 27.52 | 29.10 | -5.4 |
| Helena/Great Falls | 39.25 | 41.52 | -5.4 |

| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 8.3 | 0.3 | 4.3 |
| Mountain | 2.2 | 0.6 | 0.8 |
| Montana | 14.1 | 0.7 | 8.4 |
| Billings | 30.7 | 0.0 | 17.2 |
| Bozeman/Yellowstone Area | 18.4 | -0.1 | 13.4 |
| Missoula/Butte | 4.5 | 2.6 | 3.9 |
| Helena/Great Falls | -1.0 | 4.6 | -3.6 |

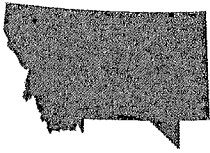
| Segment | Rev | Avail | Sold |
|--------------------------|-------|-------|-------|
| | % Chg | % Chg | % Chg |
| United States | 8.3 | 0.3 | 4.1 |
| Mountain | 4.6 | 0.6 | 0.6 |
| Montana | 10.1 | 0.7 | 6.0 |
| Billings | 24.0 | 0.0 | 13.3 |
| Bozeman/Yellowstone Area | 8.9 | 0.0 | 6.6 |
| Missoula/Butte | -3.0 | 2.6 | -1.6 |
| Helena/Great Falls | -1.1 | 4.6 | -4.5 |

Kalispell Convention & Visitor Bureau
Monthly Update – May 2nd, 2012

| Priorities | Projects | Status |
|---------------------------------------|---|--|
| Online Marketing | <ol style="list-style-type: none"> 1. DiscoverKalispell.com 2. Facebook 3. Winter banner ad campaign | <ol style="list-style-type: none"> 1. Website: March, 2012 1,558 unique visits; 4,869 pg views; 2.6 pg/visit; 80% new visits (79% of US visitors new, 89% of CAN visitors new) Traffic sources: 26% search traffic; 28% direct traffic; 46% referring sites Top referring sites: Youtube (banner ads), kalispellchamber, newsletters, Facebook, smartmeetings, MontanaDragonBoat.com, Kalispellwrestlingclub.org, Tubemogul (banner ads), Trip Advisor Top states: MT, WA, OR, ID, TX, CA, UT, FL, AZ, MN Canada: Calgary, Lethbridge, Edmonton, Cranbrook, Okotoks, Red Deer, Medicine Hat Top pages: lodging, events, outdoor activities, wine-dine, shopping Header images CTR: Discover Glacier = 1.9% ; Discover Big Blue = 0.8% ; Discover Affordable = 3.5%; Discover Friendly = 4.4%; Discover Balance = 3.5%; 2. Facebook: total Likes = 853; Montana Dragon Boat and Montana Spartan Race page updates 3. Tube Mogul winter banner ad campaign summary: 1,333,285 impressions; 162,938 views; 134,613 completed views; avg CTR 1.9% pre-roll, 2.4% rollover to play |
| Marketing/Advertising Projects | <ol style="list-style-type: none"> 1. Wayfinding 2. Specialty Brochures 3. Story pitches | <ol style="list-style-type: none"> 1. Wayfinding: Refined Wayfinding sign design and displayed gateway sign concepts at two public open house sessions April 24 & 25. 2. Completing Wineries/Breweries/Distilleries brochure in cooperation with industry reps from Valley; Flathead Birding Brochure in cooperation with Flathead Audubon, WCVB and Glacier Country 3. April submissions: Mountain Sports + Living; Montana Magazine; American Cowboy; Sunset Magazine; Spokesman Review; blogs and regional paper pitches |
| Visitor Information Center | <ol style="list-style-type: none"> 1. VIC Stats 2. Demographics | <ol style="list-style-type: none"> 1. March Walk-in visitors: 163, Calls: 86, e-requests: 65, vacation packets sent: 116 2. Top walk-in visitor locations: MT, Alberta, MT, BC, CA, CO |

| | | |
|------------------------------|--|--|
| <p>Group</p> | <ol style="list-style-type: none"> 1. Meetings 2. RFPs 3. Sports 4. Events | <ol style="list-style-type: none"> 1. Meetings Resource Development <ul style="list-style-type: none"> • M&C Planners Destination Guide Inserts of Conference Properties • Smart Meetings ad and editorial in June issue featuring Montana. • Meet West Conference Los Angeles – May Confirmed • Conference Bag Sponsor / Insert “ Real Breakout Session” • \$50 gas card incentive for qualified leads • Destination Showcase Chicago – June Confirmed • Same insert will be used and measure effectiveness of incentive in LA. • Meeting Planner FAM/ registration at both conferences. 2. RFPs <ul style="list-style-type: none"> • Western Weights and Measures Annual Conference October 2013 • National Association of State Facility Administrators June 2013 • NY Blood Center June 2014 • Tourism Advisory Council Annual Meeting June 2013 3. Sports Tournaments / Rodeo <ul style="list-style-type: none"> • Western B Boys and Girls Basketball Tournament February 20-23, 2013 – Flathead High School • Clinton Anderson Down Under Horsemanship September 7-9, 2012 – Majestic Valley Arena • Regional and State Wrestling Tournaments April 28-29, 2012 - MVA • Bob Pecora Bucking Horse Futurity May 3-4, 2012 - MVA • Northern Rockies Quarter Horse Show July 3-7, 2012 - MVA • Laser Sailboat District 22 Championship – Aug 20- 22, 2012 – Yacht Club • Huckleberry 100 Bike Ride – September 15, 2012 – DT Kalispell • World Class Bucking Horse Finals – October 27, 2012 – MVA • Winter Rodeo Recruitment Campaign • Quarter Horse Assoc. July 2012 • Big Sky Aged Events August 2012 • Assist in promotion of MVA 10th Anniversary – May 3rd 4. Events <ul style="list-style-type: none"> • Dragon Boat – Conducted site visit with committee. PR corporate sign-ups. • Spartan Race Development / Campaign / Announcement / Race course Feasibility May 2013 • USA/Canada Pond Hockey Cup 2013 – Development and Feasibility • USA / Canada Wrestling Tournament – KWC April 2013 |
| <p>Infrastructure</p> | <ol style="list-style-type: none"> 1. Bed Tax 2. TBID 3. CVB | <ol style="list-style-type: none"> 1. Bed Tax <ul style="list-style-type: none"> • Governor’s Conference on Tourism, Great Falls April 11-13 • FY 13 Marketing Plan and Budget • Project application approval |

| | | |
|--|--|---|
| | | <p>2. TBID</p> <ul style="list-style-type: none">• Monthly board and officer meeting preparation and minutes• FY 13 Marketing plan and budget• Submit board nominations and marketing plan to City for approval• Dragon Boat committee and sub-committee meetings <p>3. CVB</p> <ul style="list-style-type: none">• Promoting Kallispell Superhost session May 24th• Meetings with County and Foy's To Blacktail regarding Spartan Race• Attendance at KBID and KDA board meetings• Hosted U.S. Consul General for Alberta & Saskatchewan• Wayfinding meetings and public open house sessions• Leadership Flathead presentation on tourism• Attended FCVB membership meeting |
|--|--|---|



**VOICES OF
MONTANA TOURISM**
JOBS. COMMUNITY. ECONOMY.

March 2012 Update

Executive Summary

Building was the theme for March, with a month highlighted by developing relationships, tools and support for our effort.

Key Activities: March 2012

Legislator and candidate outreach:

- Continued planning for an October 23 gubernatorial forum to be held in conjunction with the Montana Lodging and Hospitality's Fall Tourism Conference in Missoula. Along with MLHA and Voices of Montana Tourism, Destination Missoula and the Missoula Downtown Association are confirmed as event co-hosts. MLHA distributed invitations to gubernatorial candidates requesting that they save the date should they be selected as their party's candidate in the June primaries. To our team's knowledge, this is the first forum to be organized by the Montana tourism industry since 1988.
- Formed a sub-committee to discuss key messages related to potential statutory appropriation changes. With the sub-committee's input, Mary Paoli drafted key messages for the team to use with legislators and media should changes to the lodging tax statutory appropriation surface again.
- Continued coordination of the Tourism Works Day event on May 8 in conjunction with National Travel and Tourism Week. Voices is encouraging tourism organizations statewide to invite legislators and candidates to temporarily join the tourism work force on May 8. Interested? Please contact Mary at mary@voicesoftourism.com.

Media Relations, Social Networking and Web

- Media coverage of Mary's presentation to the Great Falls Lodging Association on 3/13 resulted in articles in the Great Falls Tribune and KRTV -- the Great Falls CBS affiliate station. A link to the KRTV story is located at:
 - <http://www.krtv.com/news/voices-of-montana-tourism-website-launched/>
- Met with committee member Sandra Johnson-Thares and Jeff Mangan, editor of MTBusiness.com in Great Falls. Following the meeting, Jeff added Voices as a contributor to the website allowing us to post our news to the site.
- After launching in early March, the VoicesOfMontanaTourism.com site received 422 visits. The largest traffic spike occurred on March 15 which is likely attributed to the Great Falls Tribune and KRTV stories. The Voices Twitter profile continues to develop as a tool to reach media, political candidates and industry members. As of the end of



March, more than 100 people and businesses were following Voices on Twitter, and the Facebook page is seeing slow but steady growth.

Industry Outreach

- Met with staff at the Governor's Office of Economic Development on 3/12 to discuss the relationship between tourism and economic development, and the ways that the Office of Economic Development and MEDA may be able to support our efforts.
- Presented to the Great Falls Lodging Association and invited guests on 3/13.
- Prepared a break-out session presentation for the Governor's Conference on Tourism.
- Wrote and mailed fundraising solicitations to new potential partners.
- Began working on "real voices" stories for the Voices website with interview of Barbara Paul with the Paul Ranch in Babb.
- Drafted an article about Voices for regions and CVBs to use in their newsletters if desired. Committee member Racene Friede distributed the article to region and CVB leaders during their March meeting.

Upcoming Activities: April 2012

- Participate in the Governor's Conference on Tourism 4/11-4/13.
- Travel to Butte for a presentation to the Silver Bow Area Lodging and Hospitality Association 4/18.
- Travel to Havre for a presentation to the tourism community and invited legislators/candidates on 4/25.
- Coordinate with businesses participating in the May 8 Tourism Works Day event. Help businesses identify candidates in their district and develop tools to assist participants.
- Write articles for the first legislator/candidate newsletter to be distributed in May.
- Follow-up on fundraising solicitations.



AH&LA Testifies in Support of Reasonable Pool Entry

Washington, D.C., April 24, 2012 – The American Hotel & Lodging Association (AH&LA) testified today before the House Judiciary Subcommittee on Constitution in support of reasonable pool and spa entry requirements for travelers with disabilities and called on the Department of Justice (DOJ) to work for sensible measures that provide access while protecting children from harm.

AH&LA ADA Counsel Minh Vu, a partner with Seyfarth Shaw, testified that, “much to their (the lodging industry) surprise and dismay, the Department of Justice changed the rules on January 31, 2012 – only six weeks before the compliance deadline,” adding that “the DOJ violated the Administrative Procedures Act when it issued these substantive new requirements without public notice or comment. These requirements were never mentioned by the DOJ *at any time in the rulemaking process* and do not appear anywhere in the 2010 Final Rule.”

Many lodging operators had purchased, or were in the process of purchasing, portable pools lifts that would provide access for travelers with disabilities under the 2010 Standards. These lifts can be stored when not in use, and thus prevent children from playing on them and getting hurt or damaging expensive equipment. On January 31, 2012, the Justice Department reinterpreted the 2010 Standards to require all lifts to be permanently affixed to the pool deck and available any hour a pool or spa is open to the public. Affixing a pool lift requires demolition of a pool deck to electrically ground, or bond, the lift to the deck. Portable lifts complying with all requirements of the 2010 Standards require no changes to a pool deck and can be quickly secured into place for use at adjoining pools and spas.

Ms. Vu raised several lodging industry concerns, including:

- “The DOJ did not consider the increased risk of injury to children who will play on and jump off the pool lift into the shallow end of the pool...The Association recently submitted a report to DOJ from a national aquatic safety expert who opined that an unattended pool lift left beside the pool raises serious safety concerns that must be studied.”
- “The DOJ did not consider the risk of individuals with disabilities being injured while using an unattended lift that they have not used before.”
- “The DOJ did not consider the liability that businesses will face when children and other people injure themselves using unattended lifts.”
- “The DOJ did not consider the very real possibility that businesses will close their pools and spas in order to avoid being sued for lift injuries or, if they do not install a fixed lift, for not having one.”

AH&LA called on the Justice Department to withdraw the January 31, 2012, reinterpretation of the 2010 Standards and replace it with a guidance that allows the use of portable lifts that can be brought out upon request and shared between two pools or a pool and a spa in the same area. An extension of the compliance deadline would be necessary to ensure that enough lifts can be manufactured to equip all of the pools and spas that need lifts.

These new regulations will affect hundreds of thousands of pools and spas owned or operated by businesses and state and local governments. While the lodging industry fully supports the goals of the landmark Americans with Disabilities Act and is committed to meeting the needs of all travelers, hoteliers are seeking a solution that achieves the dual purpose of accessibility and safety for all guests.

###

Serving the hospitality industry for over a century, the American Hotel & Lodging Association (AH&LA) is the sole national association representing all sectors and stakeholders in the lodging industry, including individual hotel property members, hotel companies, student and faculty members, and industry suppliers. Headquartered in Washington, D.C., AH&LA provides members with national advocacy on Capitol Hill, public relations and image management, education, research and information, and other value-added services to provide bottom-line savings and ensure a positive business climate for the lodging industry. Partner state associations provide local representation and additional cost-saving benefits to members.