

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Wednesday – October 10, 2012  
3:00 pm – 5:00 pm**

**Location: Hilton Garden Inn**

**AGENDA**

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

1. Hear from the Public

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

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

3. Board Action

- a) Approval of minutes from July 11, 2012
- b) TBID financial statements for June, July and August 2012

4. Board Discussion

- a) Dragon Boat: recap of 2012 festival, 2013 festival plans
- b) Huckleberry 100 recap
- c) Spartan Race
- d) Upcoming consumer and M&C shows
- e) Fall-winter consumer marketing campaign

5. KCVB Updates

5:00 pm Meeting Adjourns

Enclosures: July 11, 2012 minutes  
TBID financial statements for June, July and August 2012  
TBID collections report  
STR Report  
KCVB Updates

For Further Information, Please Contact:

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

TBID Board Meeting Schedule for 2012

~~February 1~~      ~~March 7~~      ~~April 4~~      ~~May 2~~      ~~June 13~~      ~~July 11~~  
~~September 5~~      October 10      November 7      December 5

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

**Board of Directors Meeting  
Kalispell Tourism Business Improvement District  
Kalispell Chamber of Commerce  
July 11, 2012**

# Minutes

**Board Members Present:** Janet Clark, Angie Bowman, Lisa Brown, Lori Fisher, Gib Bissell

**Board Members Absent:** Chris Walters, Dan Moderie

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

**Guests Present:** Doug Russell, Kalispell City Manager

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Meeting was called to order by Janet Clark, Chairman of the Board at 3:05 PM.

1. Hear from the public – None
2. Board Action
  - a. Approve Minutes from the June 13, 2012 Meeting: Discussion: none  
Action: Motion was made by Lisa Brown to approve the minutes of the June 13, 2012 meeting. Motion seconded by Gib Bissell. Board approved unanimously.
  - b. TBID financial statements: Discussion - None  
Action: Motion was made by Lori Fisher to approve the financial statements. Motion seconded by Lisa Brown. Board approved unanimously.
3. Board Discussion
  - a. Dragon Boat update: The Flathead Community Foundation is holding a sign up event at Snappy's on July 21<sup>st</sup>. Snappy's purchased one of the practice boats, Flathead Lake Brewing Company is interested in purchasing the other. Press conference scheduled for July 19<sup>th</sup> at Flathead Lake Lodge, regional media is invited and the Whitefish Credit Union team will be practicing in water. Coaches clinic was held July 5<sup>th</sup>, Penny Behling with Dynamic Dragon Boats to direct the clinic, approximately 35 people participated. The Kalispell team did well in the Lethbridge Dragon Boat Festival gaining significant exposure for our festival and generated three new team registrations from Lethbridge thus far. Montana Dragon Boat Festival was front page news in the July 9<sup>th</sup> Lethbridge Herald.
  - b. Spartan Race: Race date is May 11-12, 2013. Tom McCormack with Spartan Inc. was in the area for a site visit the week of June 18<sup>th</sup>. He visited three potential race sites and was introduced to the Flathead Valley. Based on several criteria Spartan has selected Averill's land near the Flathead Lake Lodge as the top pick for the race site. A contract will be drawn by Spartan and user fees negotiated. Rob and Diane will plan activities pre and post the race in Kalispell and promote Kalispell lodging packages to out of area race participants. The TBID hotels are requested to submit special Spartan packages and rates.
  - c. Trip Advisor banner ads: Diane has created a sell sheet to promote subscriptions to the lower right banner spot on the Kalispell Trip Advisor page. The 300x250 spot is priced at \$1,025 for a 12 month subscription, \$850 for 6 months prime season and \$650 for 6 months during the value season. Chamber member businesses (excluding lodging properties) will be approached to purchase the banner space. The revenue to go to offset the TBID subscription costs to Trip Advisor.

- d. Packages: Diane demonstrated the traffic that the packages page receives on discoverkalispell.com and encouraged TBID properties to submit packages, particularly geared around upcoming events such as Dragon Boat and Spartan. An email will be sent to all TBID members.
- e. DMAI Showcase Chicago:
- f. Fall/Winter Show Schedule: The CVB is planning the following shows during FY'13: Calgary Women's Show October 26-28, 2012; Winter Ice Fishing and sports show in St. Paul November 29-30, 2012; Travel & Adventure Show in Bay Area February 16-17, 2013. Considering a spring show in Calgary and meeting planner shows.
- g. Board meeting schedule: The group discussed availability for the August, September and October meetings and decided to cancel August, meet at the Flathead Lake Lodge September 5<sup>th</sup> to assist with Dragon Boat festival set up and participate in a practice session. October's meeting will be moved to the 10<sup>th</sup> due to TAC meeting conflict on October 3<sup>rd</sup>.

4. KCVB Updates

Meeting was adjourned by Janet Clark at 4:12 PM

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, [jc@clarkmontana.com](mailto:jc@clarkmontana.com) or 406-261-0027

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

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

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<del>No January Meeting</del>	<del>February 1</del>	<del>March 7</del>	<del>April 4</del>	<del>May 2</del>	<del>June 13</del>
July 11	August 8	September 5	October 3	November 7	December 5

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

	<u>Jun 30, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	82,770.84
Total Checking/Savings	<u>82,770.84</u>
Total Current Assets	82,770.84
Fixed Assets	
1710 · Office Equipment	1,839.87
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>27,070.31</u>
<b>TOTAL ASSETS</b>	<b><u>109,841.15</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,018.98
Total Accounts Payable	<u>17,018.98</u>
Total Current Liabilities	17,018.98
Total Liabilities	17,018.98
Equity	
32000 · Unrestricted Net Assets	119,482.13
Net Income	<u>-26,659.96</u>
Total Equity	<u>92,822.17</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>109,841.15</u></b>

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

	Jun 12	Jul '11 - Jun 12
<b>Income</b>		
4000 · TBID Revenue	0.00	279,211.50
4100 · Interest Income	8.81	175.31
<b>Total Income</b>	<b>8.81</b>	<b>279,386.81</b>
<b>Expense</b>		
<b>5000 · Staffing</b>		
5010 · Wages	8,916.68	90,817.38
5020 · Benefits	1,738.15	18,977.60
<b>Total 5000 · Staffing</b>	<b>10,654.83</b>	<b>109,794.98</b>
<b>5100 · Administrative</b>		
5350 · City of Kalispell Admin Fee	0.00	5,000.00
5110 · Bank Fees	3.15	35.70
5120 · Audit	0.00	105.00
5125 · Bookkeeping	140.00	2,178.75
5140 · Office Supplies	230.00	827.65
5150 · Postage & Copies	260.93	2,636.78
5160 · Rent	498.00	5,976.00
5180 · Telephone	153.22	2,432.34
5185 · Travel Expenses	0.00	2,046.57
5190 · Technology Support	0.00	170.00
5195 · Equipment (Software)	0.00	174.95
5199 · Employee Search Exp	0.00	7,333.33
<b>Total 5100 · Administrative</b>	<b>1,285.30</b>	<b>28,917.07</b>
<b>5200 · Research &amp; Education</b>		
5210 · Smith Travel Reports	0.00	4,800.00
5220 · Training & Education	0.00	275.00
<b>Total 5200 · Research &amp; Education</b>	<b>0.00</b>	<b>5,075.00</b>
<b>5250 · Web Site</b>		
5260 · Development	0.00	600.00
5270 · Maintenance	0.00	5,415.06
5280 · SEO & SEM	0.00	8,288.15
<b>Total 5250 · Web Site</b>	<b>0.00</b>	<b>14,303.21</b>
<b>5400 · Consumer Marketing</b>		
5410 · Kalispell Promotional Video	0.00	3,112.80
5430 · Social Media	65.00	3,339.90
5440 · Other Media	0.00	3,752.50
5450 · Online Advertising	0.00	24,995.96
5460 · Travel Shows	433.26	5,788.86
5470 · Trade Show Booth	0.00	2,579.91
5490 · Stock Airport VIC	50.00	700.00
<b>Total 5400 · Consumer Marketing</b>	<b>548.26</b>	<b>44,269.93</b>
<b>5500 · Event Marketing</b>		
<b>5501 · Dragon Boat</b>		
5501.1 · Advertising/PR	730.00	4,155.99
5501.9 · Other Dragon Boat	2,307.36	15,334.49
<b>Total 5501 · Dragon Boat</b>	<b>3,037.36</b>	<b>19,490.48</b>
5502 · Spartan Event	240.35	1,955.95
5549 · Other Event Marketing	67.85	2,079.26
<b>Total 5500 · Event Marketing</b>	<b>3,345.56</b>	<b>23,525.69</b>
<b>5550 · Group Marketing</b>		
<b>5560 · Publications</b>		
5565 · Trade Show, FAM Trips	3,297.48	8,208.02
<b>5565.1 · FAM Trips</b>		
5565.1 · FAM Trips	0.00	20.65
5565.2 · Denver Show	0.00	6,390.55
5565.3 · Anaheim Show	0.00	6,288.00
5565.4 · Chicago	0.00	5,408.60
<b>Total 5565 · Trade Show, FAM Trips</b>	<b>0.00</b>	<b>18,107.80</b>

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Accrual Basis

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

	<u>Jun 12</u>	<u>Jul '11 - Jun 12</u>
5570 · Incentive Program	0.00	4,700.00
5575 · Online Advertising	18.75	6,017.25
5580 · Meeting Planner	162.50	5,520.12
5585 · Sales Calls	778.38	2,883.30
5590 · Other	0.00	197.92
<b>Total 5550 · Group Marketing</b>	<b>4,257.11</b>	<b>45,634.41</b>
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 · Kalispell Merchandise	96.56	1,941.89
5650 · Public Relations - Other	0.00	3,385.50
<b>Total 5650 · Public Relations</b>	<b>96.56</b>	<b>13,295.39</b>
5700 · Publications		
5710 · Visitor Guide	0.00	9,613.00
5790 · Other Publications	0.00	1,751.00
<b>Total 5700 · Publications</b>	<b>0.00</b>	<b>11,364.00</b>
6000 · Prior Fiscal Year Expense	0.00	9,867.09
<b>Total Expense</b>	<b>20,187.62</b>	<b>306,046.77</b>
<b>Net Income</b>	<b>-20,178.81</b>	<b>-26,659.96</b>

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Accrual Basis

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

	<u>Jul '11 - Jun 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	279,211.50	337,000.00	-57,788.50	82.9%
4100 · Interest Income	175.31			
<b>Total Income</b>	<u>279,386.81</u>	<u>337,000.00</u>	<u>-57,613.19</u>	<u>82.9%</u>
<b>Expense</b>				
5000 · Staffing	109,794.98	123,200.00	-13,405.02	89.1%
5100 · Administrative	28,917.07	26,750.00	2,167.07	108.1%
5200 · Research & Education	5,075.00	5,050.00	25.00	100.5%
5250 · Web Site	14,303.21	12,000.00	2,303.21	119.2%
5400 · Consumer Marketing	44,269.93	50,000.00	-5,730.07	88.5%
5500 · Event Marketing	23,525.69	45,000.00	-21,474.31	52.3%
5550 · Group Marketing	45,634.41	48,000.00	-2,365.59	95.1%
5650 · Public Relations	13,295.39	13,000.00	295.39	102.3%
5700 · Publications	11,364.00	14,000.00	-2,636.00	81.2%
6000 · Prior Fiscal Year Expense	9,867.09			
<b>Total Expense</b>	<u>306,046.77</u>	<u>337,000.00</u>	<u>-30,953.23</u>	<u>90.8%</u>
<b>Net Income</b>	<u><u>-26,659.96</u></u>	<u><u>0.00</u></u>	<u><u>-26,659.96</u></u>	<u><u>100.0%</u></u>

(accrual basis)	TBID FY 2012												Actual	Budget
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12		
<b>ASSETS</b>														
Cash on Hand	\$ 94,251.69	\$ 78,659.67	\$ 115,596.23	\$ 96,121.41	\$ 62,317.17	\$ 157,758.98	\$ 125,373.36	\$ 105,642.00	\$ 113,853.54	\$ 93,642.35	\$ 71,166.59	\$ 87,511.42	\$ 279,211.50	\$ 267,000.00
TBID Quarterly Collections	\$ -	\$ 62,819.25	\$ -	\$ -	\$ 117,711.25	\$ -	\$ -	\$ 50,736.25	\$ -	\$ 4,289.95	\$ 8.49	\$ -	\$ 4,289.95	\$ -
Event Income	\$ 7.13	\$ 12.08	\$ 21.45	\$ 12.37	\$ 23.00	\$ 22.91	\$ 18.59	\$ 14.26	\$ 15.97	\$ 10.25	\$ 8.49	\$ 8.81	\$ 175.31	\$ -
Interest Income	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Cash Receipts</b>	\$ 7.13	\$ 62,831.33	\$ 21.45	\$ 12.37	\$ 117,734.25	\$ 22.91	\$ 18.59	\$ 50,750.51	\$ 15.97	\$ 4,300.20	\$ 47,953.24	\$ 8.81	\$ 283,676.76	\$ -
<b>Total Cash Available</b>	\$ 94,258.82	\$ 141,491.00	\$ 115,617.68	\$ 96,133.78	\$ 180,051.42	\$ 157,781.89	\$ 125,391.95	\$ 156,392.51	\$ 113,869.51	\$ 97,942.55	\$ 119,119.83	\$ 87,520.23	\$ -	\$ -
<b>LIABILITIES &amp; EQUITY</b>														
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	\$ 10,667.83	\$ 10,667.83	\$ 10,654.83	\$ 109,794.98	\$ 123,200.00
Bank Fees	\$ 2.25	\$ 2.57	\$ 2.55	\$ 2.70	\$ 2.95	\$ 1.80	\$ 3.07	\$ 3.10	\$ 3.22	\$ 3.17	\$ 5.17	\$ 3.15	\$ 5,976.00	\$ 5,000.00
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	\$ 2,432.34	\$ 2,400.00
Telephone	\$ 162.88	\$ 420.35	\$ 213.08	\$ 180.58	\$ 203.09	\$ 163.76	\$ 159.77	\$ 220.45	\$ 163.86	\$ 209.97	\$ 181.33	\$ 230.00	\$ 877.65	\$ 600.00
Office Supplies	\$ 192.96	\$ 61.29	\$ 42.94	\$ 29.00	\$ 50.00	\$ 59.43	\$ 22.14	\$ -	\$ 189.89	\$ -	\$ -	\$ -	\$ 2,866.70	\$ 2,400.00
Postage & Copies	\$ 43.03	\$ 71.55	\$ 198.73	\$ 308.67	\$ 128.58	\$ 251.75	\$ 262.48	\$ 120.79	\$ 472.46	\$ 371.13	\$ 376.60	\$ 376.60	\$ 105.00	\$ 6,000.00
Audit	\$ -	\$ -	\$ -	\$ 105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 105.00	\$ -
Bookkeeping	\$ 192.50	\$ 140.00	\$ 157.50	\$ 175.00	\$ 210.00	\$ 183.75	\$ 210.00	\$ 218.75	\$ 183.75	\$ 210.00	\$ 157.50	\$ 140.00	\$ 2,178.75	\$ 2,400.00
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00
City of Kalspell Admin Fee	\$ -	\$ 1,551.78	\$ -	\$ -	\$ 2,942.78	\$ -	\$ -	\$ 505.44	\$ -	\$ -	\$ -	\$ -	\$ 7,333.53	\$ -
Employee Search/moving expenses	\$ 128.79	\$ 7,333.33	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 153.00	\$ 211.05	\$ 351.61	\$ 38.93	\$ -	\$ 2,046.57	\$ 1,500.00
Travel and entertainment	\$ 80.00	\$ 49.53	\$ 565.80	\$ 68.20	\$ 64.86	\$ 166.45	\$ 248.35	\$ 153.00	\$ -	\$ -	\$ 30.00	\$ -	\$ 170.00	\$ 500.00
Technology support	\$ -	\$ -	\$ 60.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 174.95	\$ 750.00
Equipment & software	\$ 45.00	\$ 129.95	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,525.00	\$ 5,050.00
Research and Education	\$ -	\$ 225.00	\$ 5,300.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Website	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Maintenance & enhancements	\$ 1,237.50	\$ 356.25	\$ 78.56	\$ -	\$ -	\$ 1,042.00	\$ -	\$ 2,007.00	\$ -	\$ -	\$ 1,293.75	\$ -	\$ 6,015.06	\$ 12,000.00
SEO & SEM	\$ 750.00	\$ 1,484.11	\$ -	\$ 1,580.69	\$ -	\$ 1,832.75	\$ -	\$ 2,001.50	\$ 638.10	\$ -	\$ -	\$ -	\$ 8,288.15	\$ -
Publications	\$ -	\$ -	\$ -	\$ -	\$ 3,344.00	\$ 484.00	\$ 30.00	\$ 6,239.00	\$ -	\$ -	\$ -	\$ -	\$ 11,564.00	\$ 14,000.00
Consumer Marketing	\$ 1,707.75	\$ 4,029.24	\$ 974.19	\$ 14,981.19	\$ 649.90	\$ 7,437.00	\$ 1,314.30	\$ 8,831.82	\$ 752.83	\$ (1.30)	\$ 1,307.25	\$ 548.26	\$ 42,532.43	\$ 50,000.00
Event Sponsorship/Marketing	\$ -	\$ -	\$ 75.00	\$ 3,658.24	\$ 1,221.10	\$ 3,325.00	\$ 2,889.48	\$ 7,825.41	\$ 2,351.41	\$ 6,162.95	\$ (2,848.51)	\$ 3,345.56	\$ 27,815.64	\$ 45,000.00
Group Marketing	\$ -	\$ 38.95	\$ 699.62	\$ 197.92	\$ 1,295.80	\$ 4,866.40	\$ 4,775.10	\$ 4,578.00	\$ 3,593.75	\$ 5,396.20	\$ 17,721.06	\$ 4,257.11	\$ 47,371.91	\$ 48,000.00
Public Relations/Publicity	\$ -	\$ 5,186.75	\$ 312.96	\$ 2,967.50	\$ 2,500.00	\$ 1,100.22	\$ 25.00	\$ -	\$ -	\$ 906.40	\$ 200.00	\$ 96.56	\$ 13,295.39	\$ 13,000.00
Prior Fiscal Year Expenses	\$ 6,243.93	\$ (425.01)	\$ 1,128.94	\$ (133.30)	\$ -	\$ (562.02)	\$ -	\$ 206.25	\$ 225.00	\$ 2,000.00	\$ 712.50	\$ -	\$ 9,396.29	\$ -
<b>Sub-total</b>	\$ 15,599.15	\$ 25,894.77	\$ 19,496.27	\$ 33,816.61	\$ 22,292.44	\$ 32,408.53	\$ 19,749.95	\$ 42,538.97	\$ 20,227.16	\$ 26,775.96	\$ 31,608.41	\$ 20,187.62	\$ 310,595.84	\$ 337,000.00
<b>Total Cash Paid Out</b>	\$ 15,599.15	\$ 25,894.77	\$ 19,496.27	\$ 33,816.61	\$ 22,292.44	\$ 32,408.53	\$ 19,749.95	\$ 42,538.97	\$ 20,227.16	\$ 26,775.96	\$ 31,608.41	\$ 20,187.62	\$ 310,595.84	\$ 337,000.00
<b>Current Assets</b>	\$ 78,659.67	\$ 115,596.23	\$ 96,121.41	\$ 62,317.17	\$ 157,758.98	\$ 125,373.36	\$ 105,642.00	\$ 113,853.54	\$ 93,642.35	\$ 71,166.59	\$ 87,511.42	\$ 67,332.61	\$ -	\$ -



**Tourism Business Improvement District**  
**Balance Sheet**  
As of July 31, 2012

	<u>Jul 31, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	52,064.40
Total Checking/Savings	<u>52,064.40</u>
Total Current Assets	52,064.40
Fixed Assets	
1710 · Office Equipment	1,839.87
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>27,070.31</u>
<b>TOTAL ASSETS</b>	<b><u>79,134.71</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	16,560.85
Total Accounts Payable	<u>16,560.85</u>
Total Current Liabilities	<u>16,560.85</u>
Total Liabilities	16,560.85
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	<u>-30,323.31</u>
Total Equity	<u>62,573.86</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>79,134.71</u></b>

11:02 AM  
 08/17/12  
 Accrual Basis

## Tourism Business Improvement District

### Profit & Loss

July 2012

	Jul 12	Jul 12
<b>Income</b>		
4100 · Interest Income	5.40	5.40
<b>Total Income</b>	5.40	5.40
<b>Expense</b>		
5000 · Staffing		
5010 · Director	8,083.35	8,083.35
5020 · Sales Manager	1,041.71	1,041.71
<b>Total 5000 · Staffing</b>	9,125.06	9,125.06
5100 · Administrative		
5110 · Bank Fees	4.87	4.87
5125 · Bookkeeping	148.75	148.75
5140 · Office Supplies	30.00	30.00
5150 · Postage & Copies	326.26	326.26
5160 · Rent	498.00	498.00
5180 · Telephone	171.68	171.68
5185 · Travel & Entertainment	75.83	75.83
<b>Total 5100 · Administrative</b>	1,255.39	1,255.39
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	24.95	24.95
5430 · Social Media	5,200.00	5,200.00
5440 · Other Media	500.00	500.00
5460 · Travel Show Attendance	874.50	874.50
5490 · Stock Airport VIC	100.00	100.00
<b>Total 5400 · Consumer Marketing</b>	6,699.45	6,699.45
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	367.51	367.51
5501.9 · Other Dragon Boat	10,568.76	10,568.76
<b>Total 5501 · Dragon Boat</b>	10,936.27	10,936.27
5502 · Spartan Event	1,527.00	1,527.00
<b>Total 5500 · Event Marketing</b>	12,463.27	12,463.27
6000 · Prior Fiscal Year Expense	785.54	785.54
<b>Total Expense</b>	30,328.71	30,328.71
<b>Net Income</b>	-30,323.31	-30,323.31

11:03 AM  
 08/17/12  
 Accrual Basis

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

	<u>Jul 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	0.00	475,300.00	-475,300.00	0.0%
4100 · Interest Income	5.40			
<b>Total Income</b>	<u>5.40</u>	<u>475,300.00</u>	<u>-475,294.60</u>	<u>0.0%</u>
<b>Expense</b>				
5000 · Staffing	9,125.06	127,262.00	-118,136.94	7.2%
5100 · Administrative	1,255.39	33,155.00	-31,899.61	3.8%
5200 · Research & Education	0.00	6,133.00	-6,133.00	0.0%
5250 · Web Site	0.00	23,000.00	-23,000.00	0.0%
5400 · Consumer Marketing	6,699.45	82,500.00	-75,800.55	8.1%
5500 · Event Marketing	12,463.27	85,000.00	-72,536.73	14.7%
5550 · Group Marketing	0.00	85,000.00	-85,000.00	0.0%
5650 · Public Relations	0.00	17,250.00	-17,250.00	0.0%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
<b>Total Expense</b>	<u>30,328.71</u>	<u>475,300.00</u>	<u>-444,971.29</u>	<u>6.4%</u>
<b>Net Income</b>	<u><u>-30,323.31</u></u>	<u><u>0.00</u></u>	<u><u>-30,323.31</u></u>	<u><u>100.0%</u></u>

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09/24/12  
Accrual Basis

**Tourism Business Improvement District**  
**Balance Sheet**  
As of August 31, 2012

	<u>Aug 31, 12</u>
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1010 · Checking	119,892.20
Total Checking/Savings	<u>119,892.20</u>
Total Current Assets	119,892.20
Fixed Assets	
1710 · Office Equipment	1,839.87
1820 · Web Site Development	<u>25,230.44</u>
Total Fixed Assets	<u>27,070.31</u>
<b>TOTAL ASSETS</b>	<b><u>146,962.51</u></b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	<u>23,826.02</u>
Total Accounts Payable	<u>23,826.02</u>
Total Current Liabilities	<u>23,826.02</u>
Total Liabilities	23,826.02
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	<u>30,239.32</u>
Total Equity	<u>123,136.49</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>146,962.51</u></b>

## Tourism Business Improvement District

## Profit &amp; Loss

August 2012

09/24/12

Accrual Basis

	Aug 12	Jul - Aug 12
<b>Income</b>		
4000 · TBID Revenue	71,421.02	71,421.02
4100 · Interest Income	7.63	13.03
<b>Total Income</b>	71,428.65	71,434.05
<b>Expense</b>		
5000 · Staffing		
5010 · Director	5,946.43	14,029.78
5020 · Sales Manager	5,512.61	6,554.32
<b>Total 5000 · Staffing</b>	11,459.04	20,584.10
5100 · Administrative		
5350 · City of Kalispell Admin Fee	1,785.53	1,785.53
5110 · Bank Fees	3.95	8.82
5125 · Bookkeeping	148.75	297.50
5140 · Office Supplies	80.88	110.88
5150 · Postage & Copies	207.62	533.88
5160 · Rent	498.00	996.00
5180 · Telephone	305.85	477.53
5185 · Travel & Entertainment	100.00	175.83
5190 · Technology Support	90.00	90.00
<b>Total 5100 · Administrative</b>	3,220.58	4,475.97
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	600.00	5,800.00
5440 · Other Media	0.00	500.00
5460 · Travel Show Attendance	19.00	893.50
5480 · Airport VIC Kiosk	108.44	108.44
5490 · Stock Airport VIC	0.00	100.00
<b>Total 5400 · Consumer Marketing</b>	727.44	7,426.89
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	-3,187.24	-2,819.73
5501.9 · Other Dragon Boat	-6,668.37	3,900.39
<b>Total 5501 · Dragon Boat</b>	-9,855.61	1,080.66
5502 · Spartan Event	931.74	2,458.74
5503 · Huckleberry 100	1,470.40	1,470.40
<b>Total 5500 · Event Marketing</b>	-7,453.47	5,009.80
5650 · Public Relations		
5665 · Press Releases	2,887.50	2,887.50
5675 · Visitor Hospitality	24.93	24.93
<b>Total 5650 · Public Relations</b>	2,912.43	2,912.43
6000 · Prior Fiscal Year Expense	0.00	785.54
<b>Total Expense</b>	10,866.02	41,194.73
<b>Net Income</b>	<b>60,562.63</b>	<b>30,239.32</b>

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 09/24/12  
 Accrual Basis

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

	<u>Jul - Aug 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Income</b>				
4000 · TBID Revenue	71,421.02	475,300.00	-403,878.98	15.0%
4100 · Interest Income	13.03			
<b>Total Income</b>	<u>71,434.05</u>	<u>475,300.00</u>	<u>-403,865.95</u>	<u>15.0%</u>
<b>Expense</b>				
5000 · Staffing	20,584.10	127,262.00	-106,677.90	16.2%
5100 · Administrative	4,475.97	33,155.00	-28,679.03	13.5%
5200 · Research & Education	0.00	6,133.00	-6,133.00	0.0%
5250 · Web Site	0.00	23,000.00	-23,000.00	0.0%
5400 · Consumer Marketing	7,426.89	82,500.00	-75,073.11	9.0%
5500 · Event Marketing	5,009.80	85,000.00	-79,990.20	5.9%
5550 · Group Marketing	0.00	85,000.00	-85,000.00	0.0%
5650 · Public Relations	2,912.43	17,250.00	-14,337.57	16.9%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
<b>Total Expense</b>	<u>41,194.73</u>	<u>475,300.00</u>	<u>-434,105.27</u>	<u>8.7%</u>
<b>Net Income</b>	<u><u>30,239.32</u></u>	<u><u>0.00</u></u>	<u><u>30,239.32</u></u>	<u><u>100.0%</u></u>

Kalispell Tourism Business Improvement District  
Summary of Expenditures  
October 10, 2012

Expense Summary June 2012:

Consumer Marketing - \$548.26: 2<sup>nd</sup> deposit for Calgary Women's Show FY'13; Facebook administration; stocking of airport

Event Marketing – \$3,345.56: Dragon Boat - Lethbridge radio advertising; festival t-shirt design; fortune cookies for promo events; miscellaneous event promotion expenses. Spartan – promotional postcards; site visit expenses

Group Marketing - \$4,257.11: Design and printing of hotel inserts for M&C folders; Chicago DMAI show expenses

Public Relations - \$96.56: Kalispell branded polo shirts for staff

Expense Summary July 2012:

Travel & Entertainment - \$75.83: Diane expense report; flowers for Ken Marco

Consumer Marketing - \$6,699.45: Trip Advisor sponsorship; Facebook & Twitter admin; Conrad Mansion book sponsorship; deposit St. Paul Winter Sports show; partial payment Calgary Women's Show; airport stocking

Event Marketing - \$12,463.27: Dragon Boat = \$10,568.76; Spartan postcards

Prior Fiscal Year - \$785.64: FY'11 Trip Advisor; DMAI show expenses; W/B/D online brochure modifications

Expense Summary August 2012:

Consumer Marketing - \$727.44: social media administration, airport stocking

Event Marketing - \$-7,453.47: Dragon Boat grant match and revenue deposit against expenses; Spartan fair booth, Beacon ad, rental car for site visit; Huck 100 airfare for Steve Haag

Public Relations - \$2,912.43: story pitches through July 31, editorial calendar research for FY'13

**TBID Revenue Report - FY 2012**

	<u>FY 2011</u>	<u>FY 2012</u>	<u>Difference</u>
<b>Q1 JUL-SEP</b>			
Total Collected	\$ 119,950.00	\$ 117,711.25	-2%
Net to TBID	\$ 116,951.25	\$ 114,768.47	-2%
<b>Q2 OCT-DEC</b>			
Total Collected	\$ 49,144.00	\$ 50,736.25	3%
Net to TBID	\$ 47,915.42	\$ 50,230.81	5%
<b>Q3 JAN-MAR</b>			
Total Collected	\$ 44,322.50	\$ 47,944.75	8%
Net to TBID	\$ 43,214.43	\$ 47,944.75	11%
<b>Q4 APR-JUN</b>			
Total Collected	\$ 62,071.25	\$ 71,421.02	15%
Net to TBID	\$ 61,267.47	\$ 69,635.49	14%

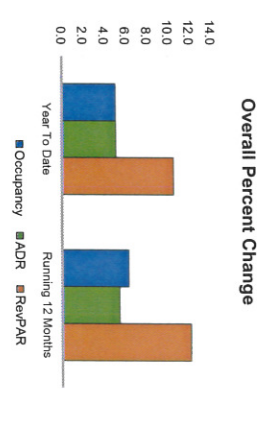
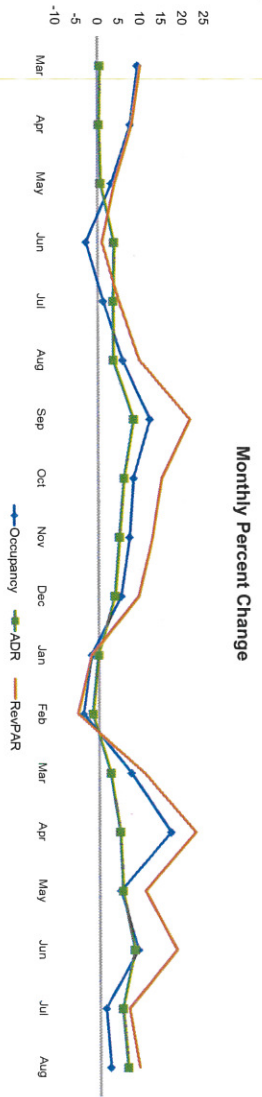
(city of Kalispell admin charge is capped at \$5,000)

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**Gross Lodging Tax Revenue - City of Kalispell**

<b>2012</b>		<b>2012 vs 2011</b>		<b>Comparisons - 4/1 - 6/30</b>	
1/1 - 3/31	\$110,640		12%	State	13%
4/1 - 6/30	\$194,844		16%	Glacier Country	8%
				Billings	18%
				Bozeman	11%
				Butte	12%
				Great Falls	10%
				Helena	9%
				Missoula	-2%
				Whitefish	14%





Occupancy (%)		ADR		RevPAR		Supply		Demand		Revenue		Census %	
Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month	Year	Month
2011	Mar	2011	Mar	2011	Mar	2011	Mar	2011	Mar	2011	Mar	2011	Mar
	37.3		36.3		70.90		26.43		18.753		1,329.854		19
	34.0		33.7		70.55		24.01		17.122		1,207.879		19
	8.5		7.8		75.63		8.0		16.880		1,161.231		19
	3.3		3.3		75.14		4.0		16.589		1,061.548		19
	-2.7		-2.7		87.21		1.0		21.843		2,657.927		19
	1.3		1.3		108.13		5.0		21.843		4,703.540		19
	5.9		5.9		111.14		9.7		42.224		4,069.440		19
	12.2		12.2		107.25		21.6		32.880		2,646.523		19
	8.4		8.4		62.31		14.9		34.534		3,079.510		19
	7.4		7.4		75.92		12.7		22.110		1,678.525		19
	5.4		5.4		60.78		9.4		14.201		1,202.338		19
2012	Apr	2012	Apr	2012	Apr	2012	Apr	2012	Apr	2012	Apr	2012	Apr
	37.3		36.3		71.00		26.43		17.653		1,254.537		19
	34.0		33.7		70.82		24.01		16.589		1,161.231		19
	8.5		7.8		75.63		8.0		16.880		1,061.548		19
	3.3		3.3		75.14		4.0		16.589		1,061.548		19
	-2.7		-2.7		87.21		1.0		21.843		2,657.927		19
	1.3		1.3		108.13		5.0		21.843		4,703.540		19
	5.9		5.9		111.14		9.7		42.224		4,069.440		19
	12.2		12.2		107.25		21.6		32.880		2,646.523		19
	8.4		8.4		62.31		14.9		34.534		3,079.510		19
	7.4		7.4		75.92		12.7		22.110		1,678.525		19
	5.4		5.4		60.78		9.4		14.201		1,202.338		19
Running 12 Months	2010	Running 12 Months	2010	Running 12 Months	2010	Running 12 Months	2010	Running 12 Months	2010	Running 12 Months	2010	Running 12 Months	2010
	4.4		4.4		61.22		39.29		17,624,944		18,202,483		20
	4.9		4.9		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20
	5.1		5.1		60.54		40.22		17,624,944		17,624,944		20

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Source: 2012 SMITH TRAVEL RESEARCH, INC.

# Tab 4 - Multi-Segment

Kalispell Area CVB

For the month of: August 2012

Currency: USD - US Dollar

	Current Month - August 2012 vs August 2011										Year to Date - August 2012 vs August 2011										Participation								
	Occ %		ADR		RevPAR		Percent Change from August 2011				Occ %		ADR		RevPAR		Percent Change from YTD 2011				Properties	Rooms							
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Room	Room	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census Sample	Census Sample			
Kalispell, MT+	89.7	87.5	118.36	111.14	106.15	97.22	2.5	6.5	9.2	9.2	0.0	0.0	2.5	55.6	52.9	95.94	91.22	53.35	48.26	5.1	5.2	10.5	7.7	-2.6	2.4	19	15	157	1353
Missoula, MT+	84.5	81.3	95.12	89.81	80.38	73.05	3.9	5.9	10.0	10.0	0.0	0.0	3.9	57.8	59.5	83.48	81.29	48.26	48.34	-2.8	2.7	-0.2	1.2	1.3	-1.5	42	24	3136	2243
Butte, MT+	77.7	82.0	88.22	90.21	68.54	73.97	-5.2	-2.2	-7.3	-7.7	-0.3	-0.3	-5.6	56.1	56.0	82.32	83.40	46.21	46.73	0.2	-1.3	-1.1	-1.4	-0.3	-0.1	13	9	1166	889
Bozeman, MT+	91.3	88.1	108.77	100.12	99.27	88.25	3.5	8.6	12.5	12.4	-0.0	0.0	3.5	65.6	63.0	91.91	86.02	60.29	54.20	4.1	6.9	11.2	11.1	-0.1	4.0	26	15	2009	1415
Whitefish, MT+	87.6	87.6	124.62	124.62	109.17	109.17																				14	2	762	119
Rapid City MSA, SD	82.9	79.9	125.56	120.50	104.06	96.24	3.8	4.2	8.1	8.3	0.1	0.1	3.9	61.5	56.7	94.85	92.73	58.37	52.59	8.5	2.3	11.0	11.5	0.5	9.0	84	44	5959	4107
Park City, UT+	59.8	60.5	142.88	132.49	85.48	80.14	-1.1	7.8	6.7	7.1	0.5	-0.6	52.7	51.9	218.86	199.76	115.40	103.63	1.6	9.6	11.4	11.6	0.2	1.8	34	15	3790	2285	
Helena/Great Falls	76.6	74.0	88.75	86.89	67.99	64.32	3.5	2.1	5.7	5.7	-0.0	3.5	61.6	63.1	82.11	78.81	50.58	49.75	-2.4	4.2	1.7	5.1	3.4	0.9	50	35	3865	3199	
Coeur D Alene, ID+	90.5	89.2	154.35	140.03	139.65	124.90	1.4	10.2	11.8	11.8	0.0	1.4	60.0	57.7	121.91	117.06	73.17	67.50	4.1	4.1	8.4	8.4	0.0	4.1	20	12	1644	1329	
Sandpoint, ID+	79.9	77.2	130.39	123.60	104.24	95.46	3.5	5.5	9.2	9.2	0.0	3.5	53.9	49.5	99.73	97.52	53.73	48.26	8.9	2.3	11.3	11.3	-0.1	8.8	8	4	396	244	
Bend, OR+	80.0	72.2	113.33	107.46	90.67	77.58	10.8	5.5	16.9	16.7	-0.2	10.6	58.3	53.7	98.64	96.43	57.49	51.82	8.5	2.3	10.9	10.8	-0.2	8.3	37	20	2729	1658	
Spokane, WA+	80.0	76.7	89.90	88.21	71.93	67.69	4.3	1.9	6.3	6.4	0.2	4.4	62.7	61.4	89.37	88.49	56.02	54.29	2.2	1.0	3.2	3.1	-0.0	2.1	57	36	5807	5035	
Billings, MT+	87.6	94.9	94.65	94.81	82.89	89.98	-7.7	-0.2	-7.9	-7.9	-0.1	-7.8	70.8	67.6	84.61	79.44	59.87	53.67	4.7	6.5	11.6	11.5	-0.0	4.7	45	27	3989	2971	

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

**Month to Month**

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	70.0	69.7	0.5
Mountain	65.8	67.8	-3.0
Montana	84.0	85.5	-1.8
Billings	84.7	90.7	-6.7
Bozeman/Yellowstone Area	90.4	88.9	1.6
Missoula	78.2	82.8	-5.6
Helena/Great Falls	73.3	74.0	-1.0

**Year to Date**

Segment	Occupancy Percent		
	2012	2011	% Chg
United States	62.3	60.6	2.9
Mountain	60.3	60.5	-0.2
Montana	58.4	56.6	3.3
Billings	67.8	63.0	7.6
Bozeman/Yellowstone Area	57.1	54.4	5.0
Missoula	53.3	55.9	-4.5
Helena/Great Falls	59.4	61.5	-3.3

**Average Room Rate**

Segment	Average Room Rate		
	2012	2011	% Chg
United States	107.44	103.48	3.8
Mountain	94.57	92.41	2.3
Montana	103.08	98.77	4.4
Billings	90.09	87.15	3.4
Bozeman/Yellowstone Area	125.94	118.50	6.3
Missoula	92.44	90.00	2.7
Helena/Great Falls	87.11	83.61	4.2

**Average Room Rate**

Segment	Average Room Rate		
	2012	2011	% Chg
United States	105.53	101.17	4.3
Mountain	98.83	94.58	4.5
Montana	86.55	82.25	5.2
Billings	83.20	76.67	8.5
Bozeman/Yellowstone Area	97.58	92.95	5.0
Missoula	80.68	79.26	1.8
Helena/Great Falls	80.85	77.32	4.6

**RevPAR**

Segment	RevPAR		
	2012	2011	% Chg
United States	75.25	72.14	4.3
Mountain	62.18	62.64	-0.7
Montana	86.55	84.41	2.5
Billings	76.29	79.06	-3.5
Bozeman/Yellowstone Area	113.79	105.33	8.0
Missoula	72.32	74.55	-3.0
Helena/Great Falls	63.83	61.85	3.2

**RevPAR**

Segment	RevPAR		
	2012	2011	% Chg
United States	65.77	61.28	7.3
Mountain	59.62	57.18	4.3
Montana	50.58	46.54	8.7
Billings	56.38	48.28	16.8
Bozeman/Yellowstone Area	55.71	50.56	10.2
Missoula	43.03	44.28	-2.8
Helena/Great Falls	48.03	47.53	1.1

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	4.8	0.5	1.0
Mountain	0.1	0.9	-2.2
Montana	4.0	1.4	-0.3
Billings	-3.5	0.0	-6.7
Bozeman/Yellowstone Area	8.0	0.0	1.6
Missoula	-3.0	0.0	-5.6
Helena/Great Falls	5.6	2.4	1.4

**Rev Avail Sold**

Segment	Rev	Avail	Sold
	% Chg	% Chg	% Chg
United States	7.7	0.4	3.2
Mountain	4.9	0.6	0.4
Montana	9.8	1.0	4.3
Billings	16.8	0.0	7.6
Bozeman/Yellowstone Area	10.4	0.2	5.2
Missoula	-1.4	1.5	-3.1
Helena/Great Falls	5.0	3.9	0.5

(accrual basis)	TBID FY 2013												Actual	Budget	
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
<b>ASSETS</b>															
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 79,623.93	\$ 67,175.93	\$ 252,227.93	\$ 239,779.93	\$ 228,498.93	\$ 314,050.93	\$ 301,602.93	\$ 289,154.93	\$ 376,706.93	\$ 471,421.02	\$ 485,300.00	
TBID Quarterly Collections	-	\$ 71,421.02			\$ 200,000.00			\$ 100,000.00					13.03		
Interest Income	\$ 5.40	\$ 7.63											\$ 471,434.05		
Total Cash Receipts	\$ 5.40	\$ 71,428.65											\$ 471,434.05		
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,571.93	\$ 79,623.93	\$ 267,175.93	\$ 252,227.93	\$ 239,779.93	\$ 326,498.93	\$ 314,050.93	\$ 301,602.93	\$ 289,154.93	\$ 376,706.93	\$ 471,434.05	\$ 485,300.00	
<b>LIABILITIES &amp; EQUITY</b>															
Starfling - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 126,634.10	\$ 127,262.00	
Bank Fees	\$ 4.87	\$ 3.95													
Rent	\$ 498.00	\$ 498.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,646.00	\$ 6,780.00	
Telephone	\$ 171.68	\$ 305.85	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,477.53	\$ 3,500.00	
Office Supplies	\$ 30.00	\$ 80.88	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 1,110.88	\$ 1,100.00	
Postage & Copies	\$ 326.26	\$ 207.62	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,533.88	\$ 2,400.00	
Audit															
Bookkeeping	\$ 148.75	\$ 148.75	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,597.50	\$ 2,800.00	
Tax Prep			\$ 200.00										\$ 200.00	\$ 200.00	
City of Kaispell Admin Fee		\$ 1,785.53						\$ 2,500.00					\$ 4,285.53	\$ 5,000.00	
Employee Search/moving expenses															
Travel and Entertainment	\$ 75.83	\$ 100.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 2,255.83	\$ 2,500.00	
Technology support		\$ 90.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 490.00	\$ 500.00	
Equipment & software			\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 1,975.00	\$ 2,375.00	
Research and Education			\$ 5,300.00				\$ 833.00						\$ 6,133.00	\$ 6,133.00	
Website															
maintenance & enhancements															
SEO & SEM															
Publications															
Consumer Marketing	\$ 6,699.45	\$ 727.44											\$ 7,426.89	\$ 82,500.00	
Event Sponsorship/Marketing	\$ 12,463.27	\$ (7,453.47)											\$ 5,009.80	\$ 85,000.00	
Group Marketing															
Public Relations/Publicity		\$ 2,912.43											\$ 2,912.43	\$ 85,000.00	
Prior Fiscal Year Expenses	\$ 785.54												\$ 785.54	\$ 17,250.00	
Sub-total	\$ 30,328.71	\$ 10,866.02	\$ 17,948.00	\$ 12,448.00	\$ 14,948.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 174,482.73	\$ 475,300.00	
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 17,948.00	\$ 12,448.00	\$ 14,948.00	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 174,482.73	\$ 475,300.00	
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 79,623.93	\$ 67,175.93	\$ 262,227.93	\$ 239,779.93	\$ 226,498.93	\$ 314,050.93	\$ 301,602.93	\$ 289,154.93	\$ 376,706.93	\$ 364,283.93			