

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – January 9, 2013
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 December 5, 2012
- b) TBID financial statement for November, 2012
- c) TBID Associate Membership
- d) Event sponsorship requests

3. Board Discussion

- a) Compensation Committee Report
- b) FY'11 Q3 and Q4 past due collections
- c) KCVB updates
- d) Legislative session update

5:00 pm Meeting Adjourns

Enclosures: December 5, 2012 minutes
TBID financial statements for November 2012
TBID member ballot results for TBID Associate Membership
Event Sponsorship Requests
STR Report
KCVB Updates

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

2013 TBID Board Meeting Schedule

January 9	February 13	March 6	April 3	May 1	June 12
July 10	August 7	October 2	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
December 5, 2012**

Minutes

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

Board Members Absent: Angie Bowman

Staff Present: Joe Unterreiner, Diane Medler, Rob Brisendine

Guests Present: Paul Bell - Travelodge, Winnie Storlie – Blue & White Motel

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 November 7, 2012 Meeting:
Action: Motion was made by Gib Bissell to approve the minutes. Motion seconded by Lisa Brown.
Discussion: none. Board approved unanimously.
 - b. TBID financial statements:
Action: Motion was made by Lori fisher to approve the financial statements. Motion seconded by Lisa Brown. Discussion: none. Board approved unanimously.
 - c. Approval of initiative and draft terms of agreement to accept lodging properties outside the established district as members of the TBID:

The draft Kalispell TBID Associate Member Contract was distributed to the board prior to the meeting for review. Properties outside our established TBID district have expressed interest in joining the TBID, to collect the nightly fee and be included in the marketing initiatives. At the November 7th TBID meeting the board directed Diane to meet with Charlie Harball and explore the feasibility of allowing members in on a voluntary basis and what the procedure would be for approval. Charlie Harball stated that the voluntary members would be bound in a contractual relationship, not through the same authority as the in-district lodging properties. A contract would be drafted and language added to the TBID bylaws. The contract and the revised bylaws would be presented to City Council for approval. Upon approval by Council the TBID Board would then have authority to approve individual properties as an Associate Member on a case-by-case basis. He suggested that Diane draft the main points of the contract and present to the TBID board for approval. Upon approval from the board to move forward with the initiative, the outline of the agreement will be sent to Charlie Harball to finalize.

Draft contract discussion: Chris questioned why the Associate Members would be designated as non-voting/ex-officio board members. Gib clarified that the Associate Members would be out of district and therefore not allowed to be a full board member. Lisa discussed her concerns that right now we are only looking at two properties interested in joining. We want to make sure we are taking care of our established district and that we are ready to expand. Chris felt that our focus and marketing initiatives would not change, we would just have additional resources. Janet pointed out that we still have hotels that aren't up to capacity, is it advantageous to bring in others when we're not sure how the new properties perform in occupancy? Will it take away from our current members? It was stated that the two properties are close to Kalispell; in fact a consumer would not know the difference as they have a Kalispell mailing address. They are already benefiting from our efforts (such as Dragon Boat) so the TBID should benefit from the revenue that would be generated by the TBID fee. Additional discussion point was that the two budgets (bed tax and TBID) are aligned to support the same marketing plan. The Associate Members would only be included in marketing initiatives funded by TBID. If there is a program identified as only funded by bed tax that would include a listing of the TBID hotels then Diane will adjust the funding accordingly. It was also pointed out that since one of the interested properties,

Best Western, has meeting space they will receive any applicable RFP's and be in competition for that business with our other TBID hotels. The group agreed that it is best to start with a narrow focus, only accepting Associate members from properties that have a Kalispell physical address. Perhaps in the future that may be expanded. That boundary would range from Glacier Park Intl Airport on Hwy 2 East, Majestic Valley Arena on Hwy 93 North, Kila on Hwy 2 West and the Best Western on Hwy 93 South.

The board discussed the level of notification and approval that should be sought from the full TBID membership. It was agreed that the full membership should be duly notified and give an opportunity to voice their opinion both at a board meeting and by a vote of support, neutral or non-support on a ballot.

Action: Chris moved to submit a ballot to all TBID members soliciting a vote of approval or non-approval to approve the authority for the TBID to accept lodging properties outside the established district that have a physical address of Kalispell. Gib seconded the motion. Discussion: The board discussed that first the board needs to take a vote to show approval by the board to form the TBID Associate Membership. At that point a letter demonstrating the board's approval and ballot can be generated to each TBID property within the established district. Motion amended. Board unanimously voted to decline original motion.

Action: Gib moved to approve the initiative to create a Kalispell TBID Associate Membership, allowing lodging properties with a physical address of Kalispell to voluntarily join the TBID based on the TBID Associate Member contract. Motion was seconded by Lori. Discussion: none. Board approved unanimously.

Action: Chris moved that the board should draft a letter summarizing the initiative and outlining the boundaries and terms of agreement for the TBID Associate Membership. The letter and ballot will be distributed to each TBID owner or designated representative. Completed ballots will be brought to the January TBID meeting for review. Based on the returned ballots the board will decide to submit the TBID Associate Membership contract to City Council for approval. Motion seconded by Gib. Discussion: none. Board approved unanimously.

3. Board Discussion

- a. NW Montana Golf Association: Lisa Brown discussed the golf association and the concern that due to the high percentage of members from WF vs. Kalispell that the marketing focus of the Association may swing towards promoting WF hotels as part of the golf packages sold by Flathead Travel. Currently the Red Lion and Hilton are Kalispell members. Kalispell is home to the majority of golf courses and is in a great central location for all valley courses. Visitations centered around golf trips extend into the spring and fall seasons and would positively impact all of our TBID members. The cost of membership is approx. \$3,000 annually but it is not clear whether our member hotels could be promoted. It was discussed that even if we are just able to promote our website in the NWMGA collateral that leads consumers to our hotels so would be advantageous. Diane will attend the next Golf Association meeting and find out the details of a KCVB membership.

Business meeting was adjourned by Janet Clark at 3:58 PM

4:00 Year in Review Presentation

5:00 Holiday Reception

Respectfully Submitted: Diane Medler

For Further Information, Please Contact

Janet Clark, Board Chairman, jc@clarkmontana.com or 406-261-0027
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 13
July 11	August 8	September 5	October 10	November 7	December 5

Kalispell Tourism Business Improvement District
Summary of Expenditures
January 9, 2013

Expense Summary November 2012:

Website Maintenance/Enhancements - \$182.27: Updating photos; domain renewal

Website SEO & SEM - \$793.20: Final payment for July-October SEM campaign

Consumer Marketing – \$6,893.27: Trip Advisor administration; social media administration; St. Paul Winter Sports Expo show travel and booth expenses; airport stocking; purchase of 10x10 trade show booth display

Event Marketing – \$2,782.18: Dragon Boat 2012 festival expenses; Spartan promotion

PR/Publicity - \$1,031.25: Story pitches; updating press room content; earned media report

(accrual basis)	TBID FY 2013												0	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				
ASSETS																
Current Assets	\$ 67,332.61	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 174,901.16	\$ 161,620.16	\$ 249,172.16	\$ 236,724.16	\$ 224,276.16	\$ 311,828.16	\$ 469,220.27	\$ 465,300.00		
TBID Quarterly Collections	\$ -	\$ 71,421.02	\$ -	\$ -	\$ 197,799.25	\$ -	\$ 100,000.00	\$ 100,000.00	\$ -	\$ -	\$ -	\$ -	\$ 35.16	\$ -		
Interest Income	\$ 5,40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 9.18	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 469,255.43	\$ -		
Total Cash Receipts	\$ 5,40	\$ 71,428.65	\$ 8.63	\$ 4.32	\$ 9.18	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 469,255.43	\$ -		
Total Cash Available	\$ 67,338.01	\$ 108,437.95	\$ 97,580.56	\$ 78,681.89	\$ 214,008.65	\$ 187,349.16	\$ 174,901.16	\$ 281,620.16	\$ 249,172.16	\$ 236,724.16	\$ 224,276.16	\$ 311,828.16	\$ 469,220.27	\$ 465,300.00		
LIABILITIES & EQUITY																
Staffing - Program Mgr & Sales Mgr	\$ 9,125.06	\$ 11,459.04	\$ 10,527.91	\$ 10,657.44	\$ 10,569.69	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 10,605.00	\$ 126,574.14	\$ 127,282.00		
Bank Fees	\$ 4.87	\$ 3.95	\$ 4.50	\$ 8.15	\$ 5.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 565.00	\$ 6,445.00	\$ 6,780.00		
Rent	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 498.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 3,168.85	\$ 3,500.00		
Telephone	\$ 171.88	\$ 305.85	\$ 237.37	\$ 160.34	\$ 193.61	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 900.88	\$ 1,100.00		
Office Supplies	\$ 30.00	\$ 80.88	\$ 30.00	\$ 30.00	\$ 30.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 100.00	\$ 2,288.08	\$ 2,400.00		
Postage & Copies	\$ 326.26	\$ 207.62	\$ 85.30	\$ 202.83	\$ 66.05	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ -	\$ 6,000.00		
Audit	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Bookkeeping	\$ 148.75	\$ 148.75	\$ 148.75	\$ 175.00	\$ 201.25	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 230.00	\$ 2,432.50	\$ 2,800.00		
Tax Prep	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00		
City of Killebrew Admin Fee	\$ -	\$ 1,785.53	\$ -	\$ -	\$ 3,214.47	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,000.00	\$ 5,000.00		
Employee Search/Traveling expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 208.00	\$ 1,927.05	\$ 2,500.00		
Travel and entertainment	\$ 75.83	\$ 100.00	\$ -	\$ 95.97	\$ 199.25	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 458.56	\$ 500.00		
Technology support	\$ -	\$ 90.00	\$ 88.56	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 175.00	\$ 1,375.00	\$ 2,375.00		
Equipment & software	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 5,693.00	\$ 6,133.00		
Research and Education	\$ -	\$ -	\$ 4,800.00	\$ -	\$ -	\$ 833.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 9,329.02	\$ 23,000.00		
Website - maint & enhancements	\$ -	\$ -	\$ -	\$ 9,146.75	\$ 182.27	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,432.56	\$ -		
Website - SEO & SEM	\$ -	\$ -	\$ -	\$ 2,639.36	\$ 793.20	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,000.00		
Publications	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 82,500.00		
Consumer Marketing	\$ 6,699.45	\$ 727.44	\$ (1,428.88)	\$ 7,007.14	\$ 6,893.27	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 19,898.42	\$ 85,000.00		
Event Sponsorship/Marketing	\$ 12,483.27	\$ (7,453.47)	\$ 3,279.98	\$ 27,880.33	\$ 2,782.18	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 38,932.29	\$ 85,000.00		
Group Marketing	\$ -	\$ -	\$ 631.50	\$ 1,073.11	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,704.61	\$ 85,000.00		
Public Relations/visibility	\$ -	\$ 2,912.43	\$ -	\$ 2,927.25	\$ 1,031.25	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,870.93	\$ 17,250.00		
Prior Fiscal Year Expenses	\$ 785.54	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 785.54	\$ -		
Sub-total	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 237,182.88	\$ 475,300.00		
Total Cash Paid Out	\$ 30,328.71	\$ 10,866.02	\$ 18,902.99	\$ 62,481.67	\$ 26,659.49	\$ 12,448.00	\$ 13,281.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 12,448.00	\$ 237,182.88	\$ 475,300.00		
Current Assets	\$ 37,009.30	\$ 97,571.93	\$ 78,677.57	\$ 16,200.22	\$ 187,349.16	\$ 174,901.16	\$ 161,620.16	\$ 249,172.16	\$ 236,724.16	\$ 224,276.16	\$ 311,828.16	\$ 299,405.16				

12:37 PM
 01/04/13
 Accrual Basis

Tourism Business Improvement District Profit & Loss November 2012

	Nov 12	Jul - Nov 12
Income		
4000 · TBID Revenue	197,799.25	269,220.27
4100 · Interest Income	9.18	35.16
Total Income	197,808.43	269,255.43
Expense		
5000 · Staffing		
5010 · Director	5,299.26	29,927.56
5020 · Sales Manager	5,270.43	22,411.58
Total 5000 · Staffing	10,569.69	52,339.14
5100 · Administrative		
5350 · City of Kallispell Admin Fee	3,214.47	5,000.00
5110 · Bank Fees	5.00	26.47
5125 · Bookkeeping	201.25	822.50
5140 · Office Supplies	30.00	200.88
5150 · Postage & Copies	66.05	888.06
5160 · Rent	498.00	2,490.00
5180 · Telephone	193.61	1,068.85
5185 · Travel & Entertainment	199.25	471.05
5190 · Technology Support	0.00	178.56
Total 5100 · Administrative	4,407.63	11,146.37
5200 · Research & Education		
5210 · Smith Travel Reports	0.00	4,800.00
Total 5200 · Research & Education	0.00	4,800.00
5250 · Web Site		
5270 · Maintenance	182.27	9,329.02
5280 · SEO & SEM	793.20	3,432.56
Total 5250 · Web Site	975.47	12,761.58
5400 · Consumer Marketing		
5405 · Build Photo and Video Library	0.00	24.95
5430 · Social Media	1,425.00	8,518.75
5440 · Other Media	0.00	500.00
5450 · Online Advertising	1,599.75	4,999.50
5460 · Travel Show Attendance	2,805.00	7,819.96
5470 · Trade Show Booth	963.52	-1,352.48
5480 · Airport VIC Kiosk	100.00	258.44
5490 · Stock Airport VIC	0.00	100.00
Total 5400 · Consumer Marketing	6,893.27	20,869.12
5500 · Event Marketing		
5501 · Dragon Boat		
5501.1 · Advertising/PR	280.00	12,827.64
5501.9 · Other Dragon Boat	870.00	9,156.24
Total 5501 · Dragon Boat	1,150.00	21,983.88
5502 · Spartan Event	1,532.28	9,301.78
5503 · Huckleberry 100	0.00	3,329.74
5504 · Winter Recruitment Campaig		
5504.2 · Pond Hockey	0.00	1,484.86
Total 5504 · Winter Recruitment Campaig	0.00	1,484.86
5505 · Event Pormoter Recruitment	0.00	1,650.00
5549 · Other Event Marketing	99.90	99.90
Total 5500 · Event Marketing	2,782.18	37,850.16
5550 · Group Marketing		
5560 · Meeting, Conv & Event Guide	0.00	372.50
5570 · Incentive Program	0.00	361.41
5589 · Association Membership	0.00	432.13
Total 5550 · Group Marketing	0.00	1,166.04
5650 · Public Relations		

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01/04/13
Accrual Basis

Tourism Business Improvement District
Profit & Loss
November 2012

	<u>Nov 12</u>	<u>Jul - Nov 12</u>
5665 · Press Releases	1,031.25	6,846.00
5675 · Visitor Hospitality	0.00	24.93
Total 5650 · Public Relations	1,031.25	6,870.93
6000 · Prior Fiscal Year Expense	0.00	785.54
Total Expense	26,659.49	148,588.88
Net Income	171,148.94	120,666.55

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 01/04/13
 Accrual Basis

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

	<u>Jul - Nov 12</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 · TBID Revenue	269,220.27	475,300.00	-206,079.73	56.6%
4100 · Interest Income	35.16			
Total Income	<u>269,255.43</u>	<u>475,300.00</u>	<u>-206,044.57</u>	<u>56.6%</u>
Expense				
5000 · Staffing	52,339.14	127,262.00	-74,922.86	41.1%
5100 · Administrative	11,146.37	33,155.00	-22,008.63	33.6%
5200 · Research & Education	4,800.00	6,133.00	-1,333.00	78.3%
5250 · Web Site	12,761.58	23,000.00	-10,238.42	55.5%
5400 · Consumer Marketing	20,869.12	82,500.00	-61,630.88	25.3%
5500 · Event Marketing	37,850.16	85,000.00	-47,149.84	44.5%
5550 · Group Marketing	1,166.04	85,000.00	-83,833.96	1.4%
5650 · Public Relations	6,870.93	17,250.00	-10,379.07	39.8%
5700 · Publications	0.00	16,000.00	-16,000.00	0.0%
6000 · Prior Fiscal Year Expense	785.54			
Total Expense	<u>148,588.88</u>	<u>475,300.00</u>	<u>-326,711.12</u>	<u>31.3%</u>
Net Income	<u><u>120,666.55</u></u>	<u><u>0.00</u></u>	<u><u>120,666.55</u></u>	<u><u>100.0%</u></u>

12:38 PM
01/04/13
Accrual Basis

Tourism Business Improvement District
Balance Sheet
As of November 30, 2012

	<u>Nov 30, 12</u>
ASSETS	
Current Assets	
Checking/Savings	
1010 · Checking	203,496.72
Total Checking/Savings	<u>203,496.72</u>
Total Current Assets	203,496.72
Fixed Assets	
1710 · Office Equipment	2,829.63
1820 · Web Site Development	25,230.44
Total Fixed Assets	<u>28,060.07</u>
TOTAL ASSETS	<u>231,556.79</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 · Accounts Payable	17,993.07
Total Accounts Payable	<u>17,993.07</u>
Total Current Liabilities	<u>17,993.07</u>
Total Liabilities	17,993.07
Equity	
32000 · Unrestricted Net Assets	92,897.17
Net Income	120,666.55
Total Equity	<u>213,563.72</u>
TOTAL LIABILITIES & EQUITY	<u>231,556.79</u>

Kalispell Tourism Business Improvement District

BALLOT

December 13, 2013

Dear TBID Members,

On December 5, 2012 the TBID board of directors voted to approve the formation of Kalispell TBID Associate Membership. The board instructed staff to inform all TBID members of the board action and gather signatures in response to this initiative.

Action: Gib moved to approve the initiative to create a Kalispell TBID Associate Membership, allowing lodging properties with a physical address of Kalispell to voluntarily join the TBID based on the TBID Associate Member contract. Motion was seconded by Lori. Discussion: none. Board approved unanimously.

Approved:
Chris Walters
Lisa Brown
Lori Fisher
Janet Clark
Gib Bissell
Dan Moderie

Not Present:
Angie Bowman (although not present at the board meeting, Angie has submitted vote of support for the initiative)

BALLOT RESULTS

Support = 14

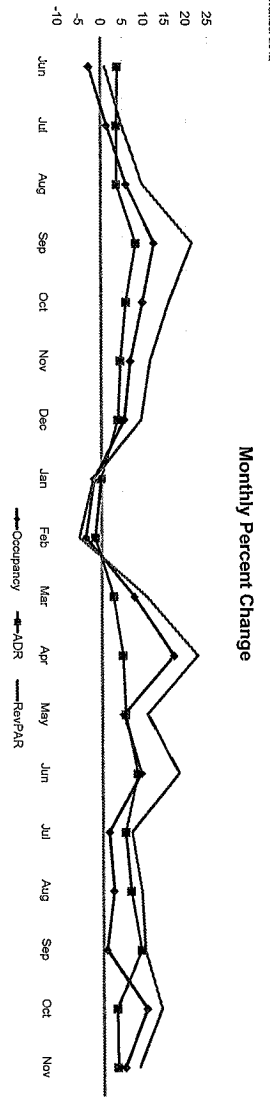
Aero Inn
America's Best Value
Blue & White Motel
Econo Lodge
Hampton Inn
Hilton Garden Inn
Holiday Inn Express
Kalispell Grand Hotel
Hilltop Inn
Motel 6
Outlaw Inn
Red Lion
Super 8
Travelodge

Neutral = 0

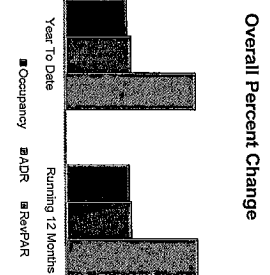
Non Support = 0

No Response as of 1/4/13 = 2

Comfort Inn
Glacier Ridge Suites



Monthly Percent Change



Overall Percent Change

Occupancy (%)	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	60.9	87.6	87.5	73.2	45.3	36.1	29.8	28.3	30.7	37.6	40.1	42.4	47.1	62.4	88.9	88.7	73.8	50.3						
Last Year	62.6	88.5	82.6	65.1	41.3	33.8	47.9	42.9	31.2	39.2	37.3	38.3	44.9	60.9	87.6	87.5	72.2	45.0						
Percent Change	-2.7	1.3	5.9	12.4	9.7	6.8	5.4	5.4	-1.6	3.6	7.6	18.9	5.0	9.1	1.5	1.5	0.8	10.3						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	48.0	52.5	55.1	48.0	49.0	52.5
	46.2	49.0	52.5	46.2	49.0	52.5
	1.7	7.1	5.0	1.7	7.1	5.0

ADR	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	90.54	111.00	111.14	80.16	75.87	72.94	70.74	71.90	71.80	72.88	72.83	74.46	79.73	97.88	117.94	113.36	97.15	73.28						
Last Year	87.21	108.19	107.25	82.49	71.75	69.85	68.13	71.90	71.90	73.88	70.90	71.00	75.63	90.54	112.00	111.14	80.16	73.84						
Percent Change	3.8	3.6	3.6	8.1	5.7	4.4	3.8	0.1	-0.1	-1.5	2.7	4.9	5.4	8.2	5.3	5.5	9.0	3.2						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	86.10	88.65	93.83	86.10	88.65	93.83
	79.17	86.10	88.65	79.17	86.10	88.65
	8.8	3.0	5.3	8.8	3.0	5.3

RevPAR	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	56.19	88.14	97.22	65.26	34.40	28.34	21.11	22.01	27.83	28.22	31.58	37.67	55.13	104.85	106.15	71.69	39.15	26.89						
Last Year	54.59	83.49	88.63	63.71	29.67	23.83	19.30	22.41	28.89	26.43	25.77	33.83	55.13	98.14	97.22	65.26	34.40	26.94						
Percent Change	1.0	5.0	9.7	21.5	16.0	11.5	9.4	-1.8	-5.1	10.8	22.6	10.7	18.0	6.8	9.2	9.9	13.8	8.5						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	42.23	46.57	51.46	42.23	46.57	51.46
	36.17	42.23	46.57	36.17	42.23	46.57
	10.6	19.3	10.5	10.6	19.3	10.5

Supply	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	48,710	48,267	48,267	46,710	48,267	48,710	48,267	48,267	48,267	48,267	48,710	48,267	48,267	46,710	48,267	48,267	48,267	48,267						
Last Year	48,690	50,313	49,313	46,890	50,313	48,690	50,313	50,313	45,444	50,313	48,690	48,267	50,313	46,710	48,267	48,267	48,267	48,267						
Percent Change	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1	-1						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	54,082	530,001	519,947	54,082	530,001	519,947
	54,082	542,082	500,044	54,082	542,082	500,044
	0.0	-2.2	-1.8	0.0	-2.2	-1.8

Demand	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	28,440	42,263	42,224	34,187	21,889	16,870	14,404	14,798	16,485	18,384	19,810	22,743	31,024	42,911	43,287	34,448	24,122	17,709						
Last Year	30,476	43,504	41,880	31,702	20,804	16,471	14,251	15,881	17,898	17,783	17,859	22,570	28,440	42,293	42,224	34,187	21,889	16,870						
Percent Change	-6.7	-2.8	1.5	7.8	5.2	2.4	1.1	-5.5	7.5	3.3	12.1	0.8	9.1	1.5	2.5	0.8	10.2	5.9						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	285,889	278,384	286,891	285,889	278,384	286,891
	261,386	265,889	278,384	261,386	265,889	278,384
	1.7	4.7	3.0	1.7	4.7	3.0

Revenue	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
This Year	2,576,086	4,738,895	4,692,652	3,048,191	1,680,612	1,250,544	1,078,982	1,092,489	1,190,998	1,410,842	1,474,989	1,819,198	3,053,635	5,060,945	5,128,530	3,346,076	1,888,314	1,394,482						
Last Year	2,687,287	4,709,343	4,692,440	2,615,145	1,482,255	1,159,544	970,971	1,127,408	1,317,452	1,329,854	1,254,587	1,706,948	2,575,085	4,738,895	4,692,652	3,048,191	1,680,612	1,230,944						
Percent Change	-3.1	0.7	5.2	16.6	11.2	7.0	4.9	-5.8	-8.9	6.1	17.6	6.2	18.0	6.8	9.2	9.8	13.7	8.4						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	22,892,938	24,679,850	26,759,538	22,892,938	24,679,850	26,759,538
	20,083,286	20,679,850	24,679,850	20,083,286	20,679,850	24,679,850
	10.8	7.8	8.4	10.8	7.8	8.4

Census %	2011												2012											
	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov						
Census Pops	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19						
Census Rooms	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587	1587						
% Rooms Participating	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9	88.9						

Year To Date	2011			2012		
	2010	2011	2012	2010	2011	2012
Running 12 Months	23,708,189	23,693,301	21,773,488	23,708,189	23,693,301	21,773,488
	23,708,206	23,703,189	23,693,301	23,708,206	23,703,189	23,693,301
	10.1	8.2	6.3	10.1	8.2	6.3

Source: 2012 SMITH TRAVEL RESEARCH, INC.

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Tab 4 - Multi-Segment

Currency: USD - US Dollar

Kaispell Area CVB

For the month of: November 2012

	Current Month - November 2012 vs November 2011														Year to Date - November 2012 vs November 2011														Participation	
	Occ %		ADR		RevPAR		Percent Change from November 2011		Room Avail		Room Sold		Occ %		ADR		RevPAR		Percent Change from YTD 2011		Room Avail		Room Sold		Properties	Rooms				
	2012	2011	2012	2011	2012	2011	2012	2011	ADR	RevPAR	Room	Room	2012	2011	2012	2011	2012	2011	ADR	RevPAR	Room	Room	Room	Room	Sample	Sample				
Kaispell, MT+	37.9	36.1	75.36	72.94	28.59	26.34	5.0	3.3	8.5	8.4	-0.1	5.0	55.1	52.5	93.33	88.65	51.46	46.57	5.0	5.3	10.5	8.4	-1.9	3.0	19	14	1556	1346		
Missoula, MT+	43.8	41.8	78.37	73.64	34.30	30.80	4.7	6.4	11.4	11.4	0.0	4.7	57.8	59.1	83.77	81.19	48.39	47.99	-2.3	3.2	0.8	1.8	1.0	-1.3	41	25	3107	2295		
Butte, MT+	37.2	42.3	74.13	71.87	27.56	30.36	-12.1	3.2	-9.3	-9.6	-0.3	-12.4	54.3	56.1	81.26	81.76	44.14	45.90	-3.2	-0.6	-3.8	-4.1	-0.3	-3.5	13	9	1166	889		
Bozeman, MT+	44.0	45.1	78.60	81.23	34.60	36.66	-2.5	-3.2	-5.6	-5.6	0.0	-2.4	64.5	61.9	90.73	85.70	58.50	53.05	4.2	5.9	10.3	10.2	-0.1	4.1	26	15	2009	1415		
Whitefish, MT+		32.5	80.51	80.51		26.18																			14	2	782	119		
Rapid City MSA, SD	36.4	34.9	60.64	58.48	22.07	20.42	4.2	3.7	8.1	10.5	2.2	6.5	60.2	56.1	89.20	86.91	53.66	48.76	7.2	2.6	10.0	10.8	0.7	8.0	70	38	5277	3791		
Park City, UT+	32.7	31.0	121.59	106.33	39.79	32.96	5.6	14.4	20.7	26.1	4.4	10.3	50.6	49.3	196.91	180.37	99.60	88.86	2.7	9.2	12.1	12.8	0.6	3.3	35	16	3944	2439		
Helena/Great Falls	49.9	51.0	78.73	77.86	39.32	39.68	-2.0	1.1	-0.9	-0.9	-0.0	-2.0	61.1	61.8	81.64	79.03	49.89	48.82	-1.1	3.3	2.2	4.7	2.5	1.4	50	36	3865	3271		
Coeur D Alene, ID+	43.4	44.4	89.68	89.01	38.91	39.48	-2.2	0.8	-1.5	-1.5	0.0	-2.2	59.5	57.7	117.55	113.34	69.88	65.37	3.1	3.7	6.9	6.9	0.0	3.1	20	12	1644	1329		
Sandpoint, ID+	32.9	32.7	77.05	74.67	25.35	24.41	0.6	3.2	3.9	3.9	0.0	0.6	51.9	48.8	97.45	95.07	50.57	46.38	6.4	2.5	9.0	9.0	-0.0	6.3	8	4	386	244		
Bend, OR+	43.3	38.0	86.42	85.26	37.39	32.41	13.8	1.4	15.4	15.2	-0.2	13.6	58.3	53.3	97.22	95.22	56.64	50.72	9.4	2.1	11.7	11.5	-0.2	9.2	37	19	2729	1558		
Spookane, WA+	52.3	49.8	84.82	81.91	44.37	40.81	5.0	3.6	8.7	8.7	-0.0	5.0	62.1	60.5	88.96	87.77	55.21	53.07	2.6	1.4	4.0	4.0	-0.0	2.6	57	36	5907	5035		
Billings, MT+	55.7	53.7	79.90	77.68	44.47	41.75	3.6	2.9	6.5	6.4	-0.1	3.5	70.1	67.6	84.04	79.67	58.91	53.82	3.8	5.5	9.5	9.4	-0.1	3.7	45	27	3987	2991		

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KCVB Board of Directors Event Sponsorship Proposals Summary

Frontier Cattle Company Winter Roping Series & Jackpot Roping Series



Frontier Cattle Company was created to fill a void in Northwest Montana for team roping events. With the best Corriente cattle and a facility partner that is second to none in Montana, the Majestic Valley Arena, we hope to offer an unmatched team roping all winter long.

Join us at the Majestic Valley Arena for both a weekly jackpot series as well as a monthly weekend long roping series that will net the high point winner a new 4WD Pickup. We have designed our format to suit every level roper from the beginner to the high numbered ropers. No matter what your skill level you will have an opportunity to compete for cash, prizes and our grand prize at the end of the series!

Thursday Night Jackpot

January 3 – 10 – 17 – 24 – 31, February 7 – 21 – 26, March 14 – 21, April 11 – 18 – 25

95% locals

Winter Roping Series

January 12 – 13, February 9 – 10, March 2, April 13 – 14

200 – 300 participants reporting 90% from out of market and 1/3 from Canada.

\$5000 | \$3000 | \$1000 Sponsorship Levels

Gunderson Professional Bull Riding and Professional Rodeo Cowboys Association



Take the night off and come enjoy the Rocky Mountain Extreme Professional Bull Riding PBR event at the Majestic Valley Arena. The Bull Riding will feature some of the best talent in the Northwest. Stock will be provided by C'N Stars Bull Company and Berger Bucking Bulls, Arrow K Rodeo and Triplett Rodeo Bulls. 2500-3000 spectators February 15 – 16

\$7500 | \$5000 Sponsorships facilitated by the Interlake.

PRCA March 22 – 23

\$7500 | \$5000 Sponsorships facilitated by the Interlake.

2013 Montana State 4-H Horse Show



The State 4-H Horse Show is open to all Montana 4-H members working on the horse project ages 9-19. In preparation for this event, 4-H members work throughout the year honing their skills and testing their abilities. The State 4-H Horse Show is where they will finally be able to exhibit all their hard work and be recognized for their successes.

Majestic Valley Arena September 13 – 14 – 15

\$1500 | \$800 | \$250 | \$150

The Flathead County 4-H Foundation is very excited to be hosting the upcoming 2013 Montana State 4-H Horse Show, to be held on September 13-15, at the Majestic Valley Arena in Kalispell.

As the first year of a two year commitment for this show, we need your help to make it an amazing experience for 4-H horse members and their families from across the State of Montana. This event will be open to all Montana 4-H members working on the horse project ages 9-19. In preparation for this event, 4-H members work throughout the year honing their skills and testing their abilities. The State 4-H Horse Show is where they will finally be able to exhibit all their hard work and be recognized for their successes.

We anticipate a large number of families from within Flathead County, as well as those traveling to Kalispell from around the State. A tax deductible donation from you will give these folks an opportunity to learn more about your organization or business.

Last year's State Show in Miles City 1500 participants and spectators from across the State.

DiscoverKalispell.com	% of change		Dec-12	% of change vs. 2011
	Nov-12	vs. 2011		
Unique visits	2,260	-21.01%	3,531	81.45%
Page views	6,423	-20.55%	9,727	34.39%
Pg/Visit	2.36	-2.47%	2.44	-22.09%
New Visits	79.82%	-3.99%	55.09%	5.17%
Bounce Rate	55.45%	-8.03%	55.09%	28.01%
Traffic sources				
Search engines	44.66%		58.98%	
Referral sites	36.82%		23.40%	
Campaigns	0.11%		0.03%	
Direct	18.41%		17.60%	
Referring sites	iExplore, google ad words, trip advisor, tube mogul, kalispell chamber, facebook, MT Dragon Boat		iExplore, google ad words, trip advisor, kalispell chamber, tube mogul, MT Dragon Boat, HGI, visitmt	
Visits by Location	US = 1,540		US = 3,015	
	CANADA = 1,078		CANADA = 1,139	
Top States	MT, OR, CA, TX, WA, NY, FL, IL, AZ, CO		MT, CA, CO, WA, TX, OR, FL, ID, NY, AZ	
Canada Cities	Calg, Leth, Edmonton, Cranbrook, Fernie		Calg, Edmon, Leth, Red Deer, Okotoks	
Content CTR	Outdoor 15%		Lodging 17%	
	Lodging 14%		Outdoor 16%	
	Packages 13%		Shopping 12%	
	Wine/Dine 9.5%		Wine/Dine 9.9%	
	Sig Events 6.7%		Sig Events 7.6%	

Trip Advisor	Nov-11	Nov-12	% of change
Page views	580	1,304	22.48%
Total clicks to website	92	180	19.57%
CTR by pageview	15.86%	13.80%	8.70%
Interaction rate	20.69%	19.94%	9.64%
Total Clicks/Interactions	120	260	21.67%